

Silly
Marketing
Season Prep
101.

SILLY SEASON IS HERE

The holiday season is upon us, also referred to as the 'silly' season, and for small to medium businesses, it's a golden opportunity to boost sales and strengthen customer relationships.

Here are some practical, no-nonsense tips to make the most of this silly season this year:

FLASH SALES & SOCIAL DEALS

Offer time-limited deals on social media or your website to drive urgency and reward loyal customers.

Include seasonal perks like free shipping or gifts with purchase to make offers more appealing.

STICK TO PROVEN TACTICS

Focus on strategies that have worked throughout the year.

Prioritize popular products or services to increase conversion chances during the busy season – leave the testing for the new year.

ENGAGE ON YOUR SOCIALS

Use both paid and organic posts to promote offers.

Encourage interaction with contests, tags, or shareable content, and provide personalized experiences to stand out from competitors.

OPTIMISE YOUR WEBSITE

Ensure your site is mobile-friendly, fast-loading, and easy to navigate.

Clear product pages, smooth checkout, and accessible contact information help capture sales effectively.

BUILD RELATIONSHIPS

Focus on personalised communication, quality service, and authentic brand messaging.

Creating memorable experiences keeps customers returning after the holidays.

Hey.