

A photograph of two young women standing outdoors in front of two large, decorated Christmas trees. The trees are covered in lights and ornaments. The woman on the left is wearing a white coat with a fur collar and a grey scarf. The woman on the right is wearing a white coat, a pink knit beanie, and holding a smartphone and a small cup. They are both smiling and looking at the phone. The background shows a building with warm lighting.

# Get in the Loop

## Winter Offer Guide

Winter Issue | 2022

GET In the LOOP



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# Temperatures? Dropping. Cozy feelings? Climbing!

## Winter Offer Guide

Temperatures? Dropping. Cozy feelings? Climbing! Winter is officially here and so is GetintheLoop's Winter Offer Guide. From November to February, we see quite a range in consumer spending habits, and lots of opportunities to create seasonally inspired offers and promotions. Did you know that in 2018, [55% of Canadian millennials](#) exceeded their holiday spending budget? And, it was reported that [two-thirds of Canadians](#) redeemed loyalty program points to buy presents! Digital punch cards, we're looking at you.

We know that Black Friday is a great event for businesses to leverage, but just how powerful is it? Data shows that [54% of Canadians](#) participated in Black Friday promotions in 2021. Despite inflation concerns, it's predicted that [holiday spending will grow between 6% and 8%](#) in North America. There's a natural decline in retail spending after the holidays, however it picks up again for Valentine's Day with Canadians spending [\\$161 million](#) on booking flights and trips to celebrate in 2019.

This guide is full of inspiration and tips to unwrap from now 'til next year, so be sure to keep it on hand as you plan!



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# Themes and Holidays

November • National Entrepreneurship Month  
November • National Healthy Skin Month  
November • No Shave November  
November • Movember  
November 1 • World Vegan Day  
November 3 • National Sandwich Day  
November 8 • National Cappuccino Day  
November 11 • Remembrance Day  
November 13 • World Kindness Day  
November 15 • International Tea Day  
November 25 • Black Friday  
November 28 • Cyber Monday  
December 8 • Bodhi Day  
December 18 • Start of Hanukkah  
December 24 • Christmas Eve  
December 25 • Christmas Day  
December 26 • Start of Kwanzaa  
December 26 • Boxing Day  
December 31 • New Year's Eve

January • International Creativity Month  
January 1 • New Year's Day  
January 3 • International Mind-Body Wellness Day  
January 7 • Orthodox Christmas Day  
January 15 • National Bagel Day  
January 16 • International Hot & Spicy Food Day  
January 17 • Tu B'Shevat  
January 19 • National Popcorn Day  
January 22 • Lunar New Year  
January 26 • Bell Let's Talk Day  
January 27 • National Fun at Work Day  
February 2 • Groundhog Day  
February 5 • Tu B'Shevat  
February 6 • International Networking Week  
February 14 • Valentine's Day  
February 21 • Family Day  
February 21 • Nova Scotia Heritage Day  
February 21 • Islander Day (PEI)







## Shopping, Malls & Retail

Every winter month has different holidays and themes that businesses can use to make creative offers! Ever thought about creating a seasonal punch card? Choose an item that customers often buy multiple of, create a punch card for it using the app, and change up the item each month! It'll encourage shoppers to stock up before the item changes, and create something exciting for shoppers to come back for.

Canadians can handle the cold, but everyone loves a snowy escape! Businesses will benefit from advertising any items that can be seen as travel essentials, and even warmer weather clothing for sunny vacations.

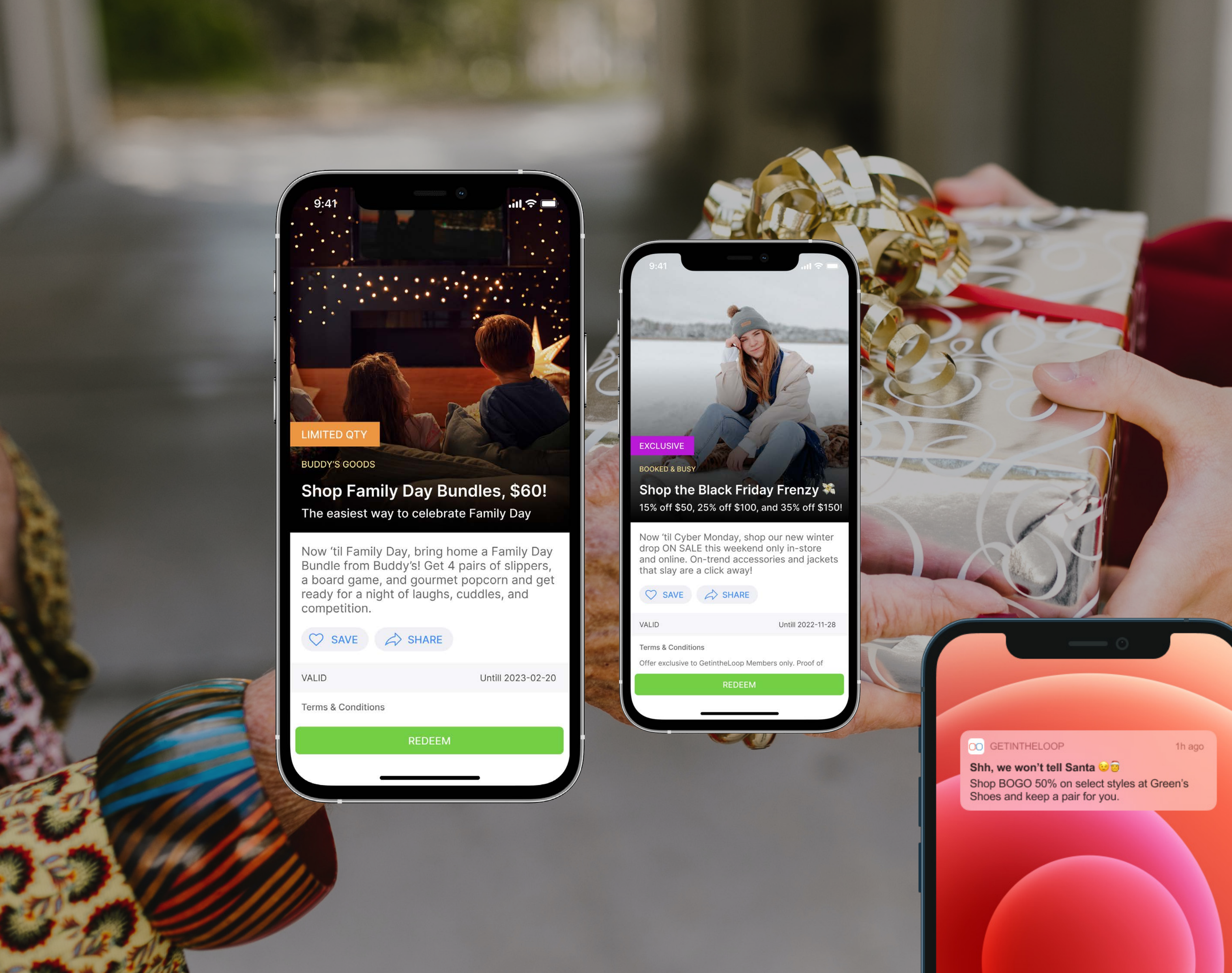
Businesses can take advantage of Black Friday and Cyber Monday by advertising offers they might already have with new messaging to attract new eyes. And, businesses can encourage shoppers to choose them over the competition by sharing that shoppers can get savings year round when they use GetintheLoop!

Another great way to create season-specific offers is to bundle items a business might already have at a mark up for a limited time. For example, a store selling kitchenware can bundle serving utensils and a serving board as a “Valentine’s Charcuterie Bundle”.

Shoppers are keen to spend during the holidays, but hold back in January. Plan strategic discounts and sales for January to encourage shoppers to come take a look.

A classic “12 days of \_\_\_\_\_” works well leading up to Christmas and other gift-giving holidays where a different item is featured each of the 12 days!

Half of holiday shopping is looking at things you like for yourself. With so many gift-giving holidays, consider creating BOGO offers with messaging along the lines of, “One for you, and one for a friend!”







## Food & Drink

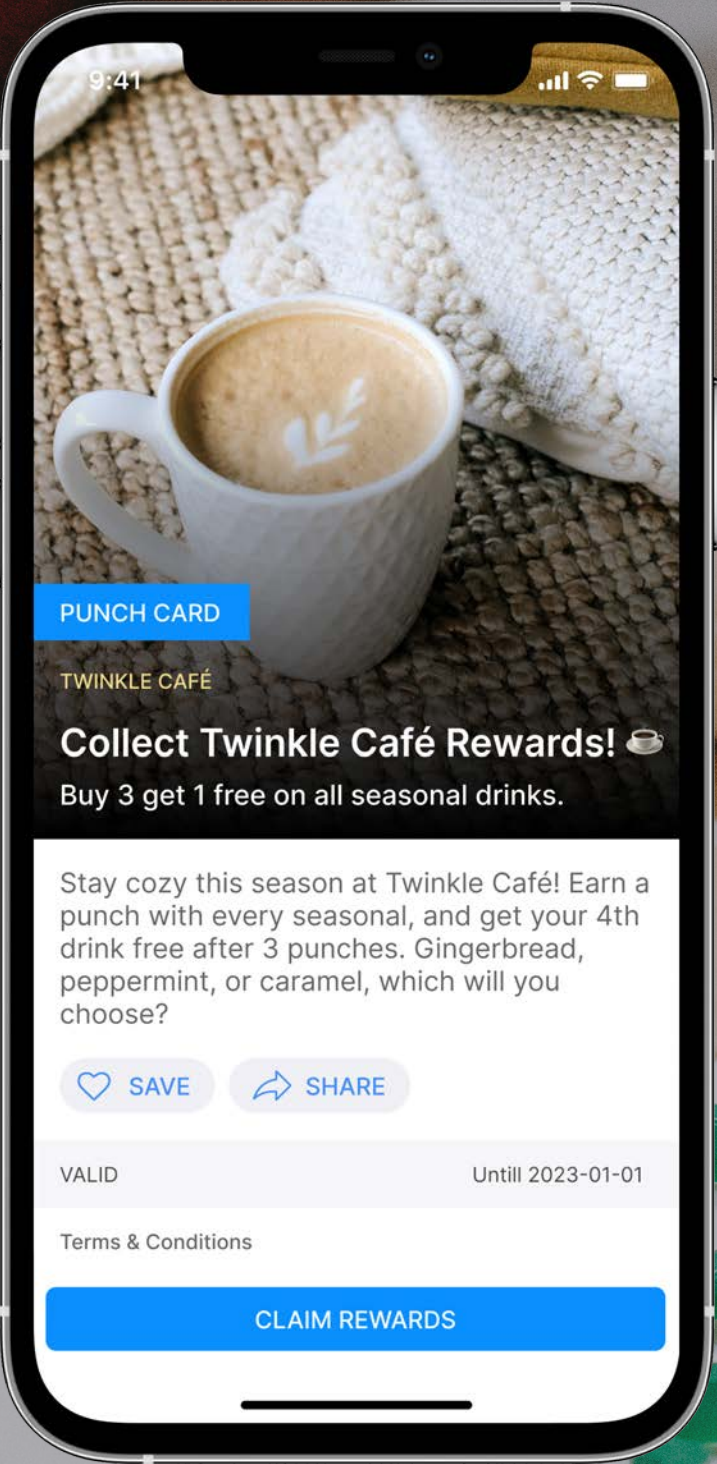
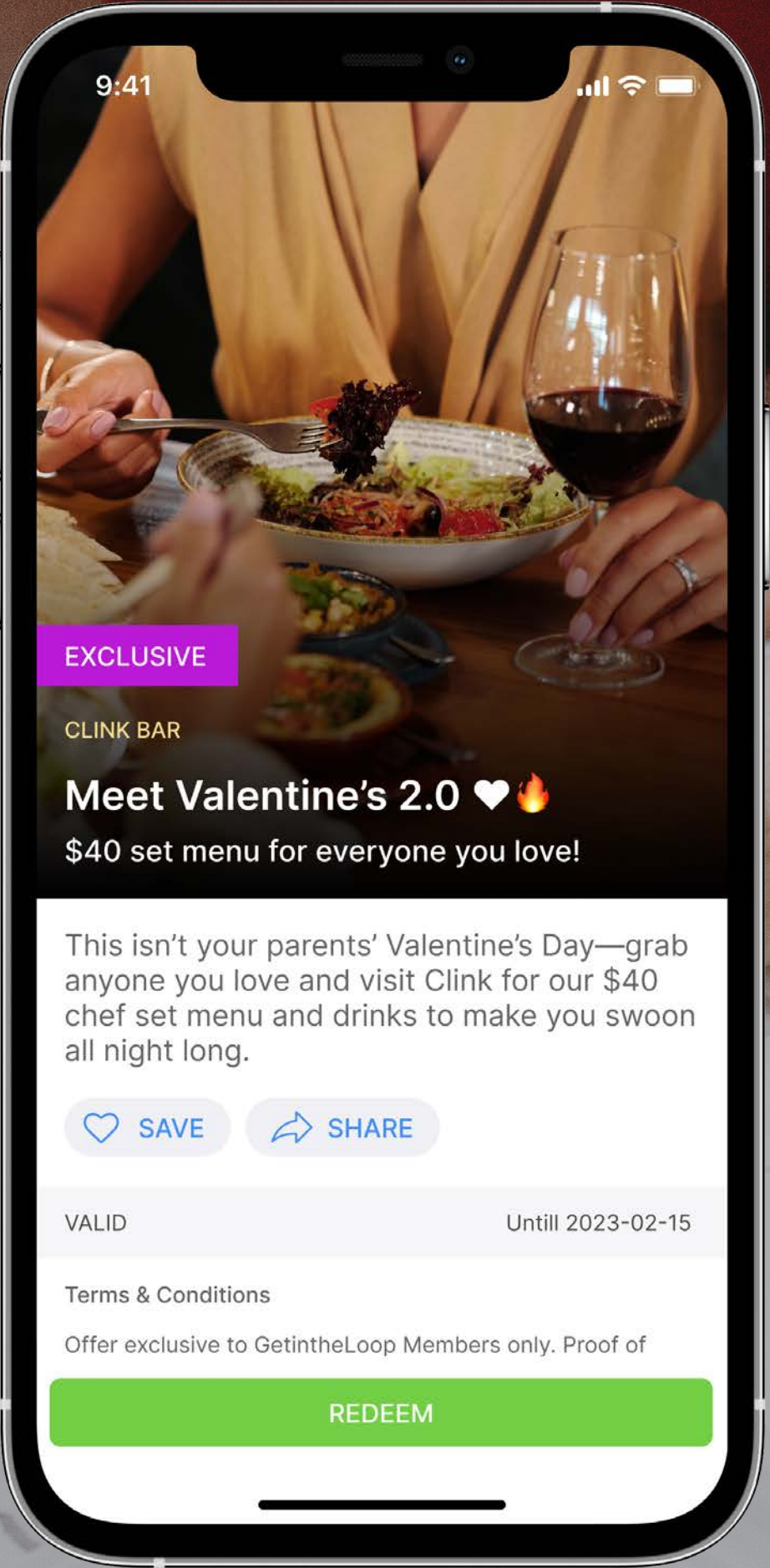
Now that it's winter, it's time for peppermint and gingerbread to shine! Any food, drinks, or bakery items that feature (or *can* feature) these flavours are sure to be fan favourites.

Food-themed days, weeks, and months are an easy, creative way to create one-day Exclusive or Limited-Quantity Offers that spotlight specific items on a business' menu.

Does your business have space to host live music or groups of people? Entertainment with dinner is enough to make a hungry crowd choose one restaurant over the competition! And with all the holidays that take place in the winter months, there's always a good reason to celebrate.

After December's spending frenzy, consumers become more financially conscious in the new year. January is a good time to advertise to-go promos and bundles, especially since people want to stay cozy inside from the cold.

Valentine's isn't just for couples! Ever heard of Galentine's? Advertise set menus or dinner specials to groups of friends and families to expand interest over Valentine's Weekend.







## Beauty, Salons & Spa

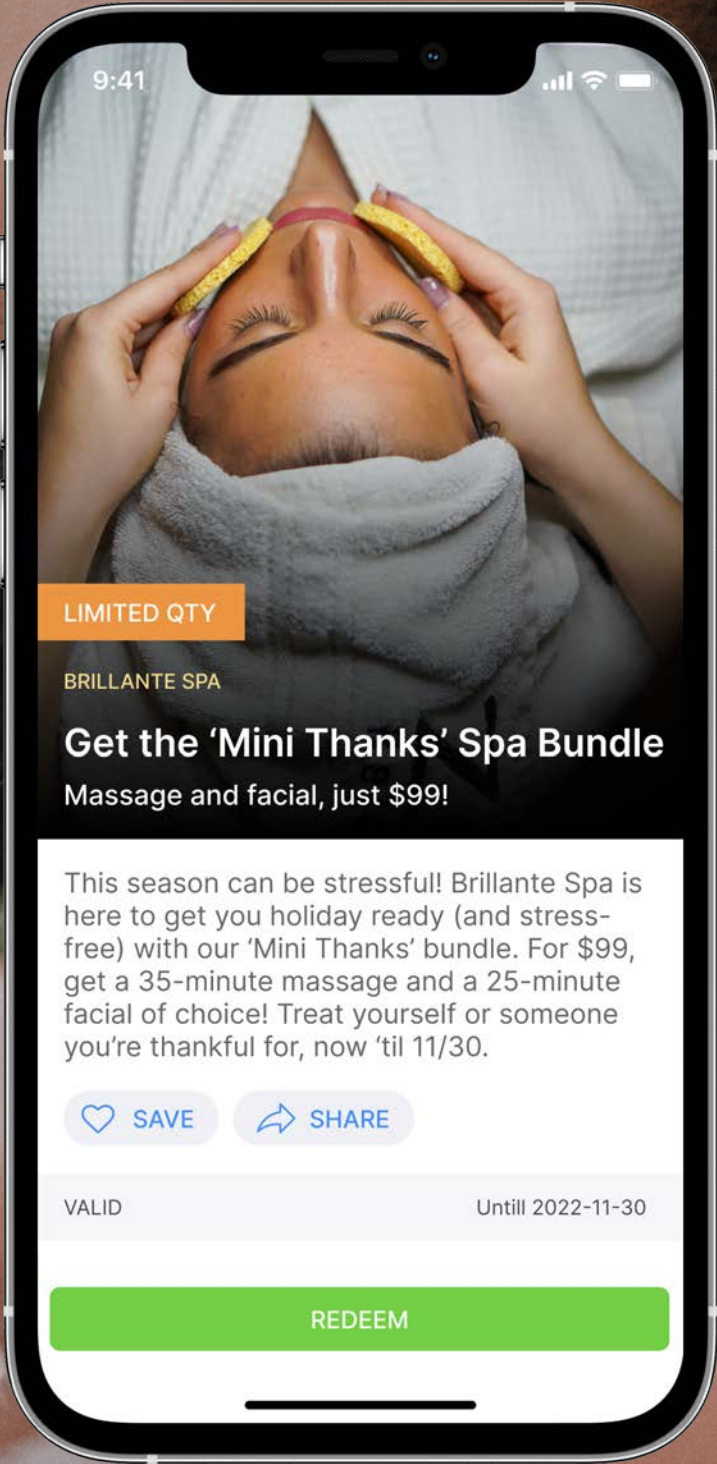
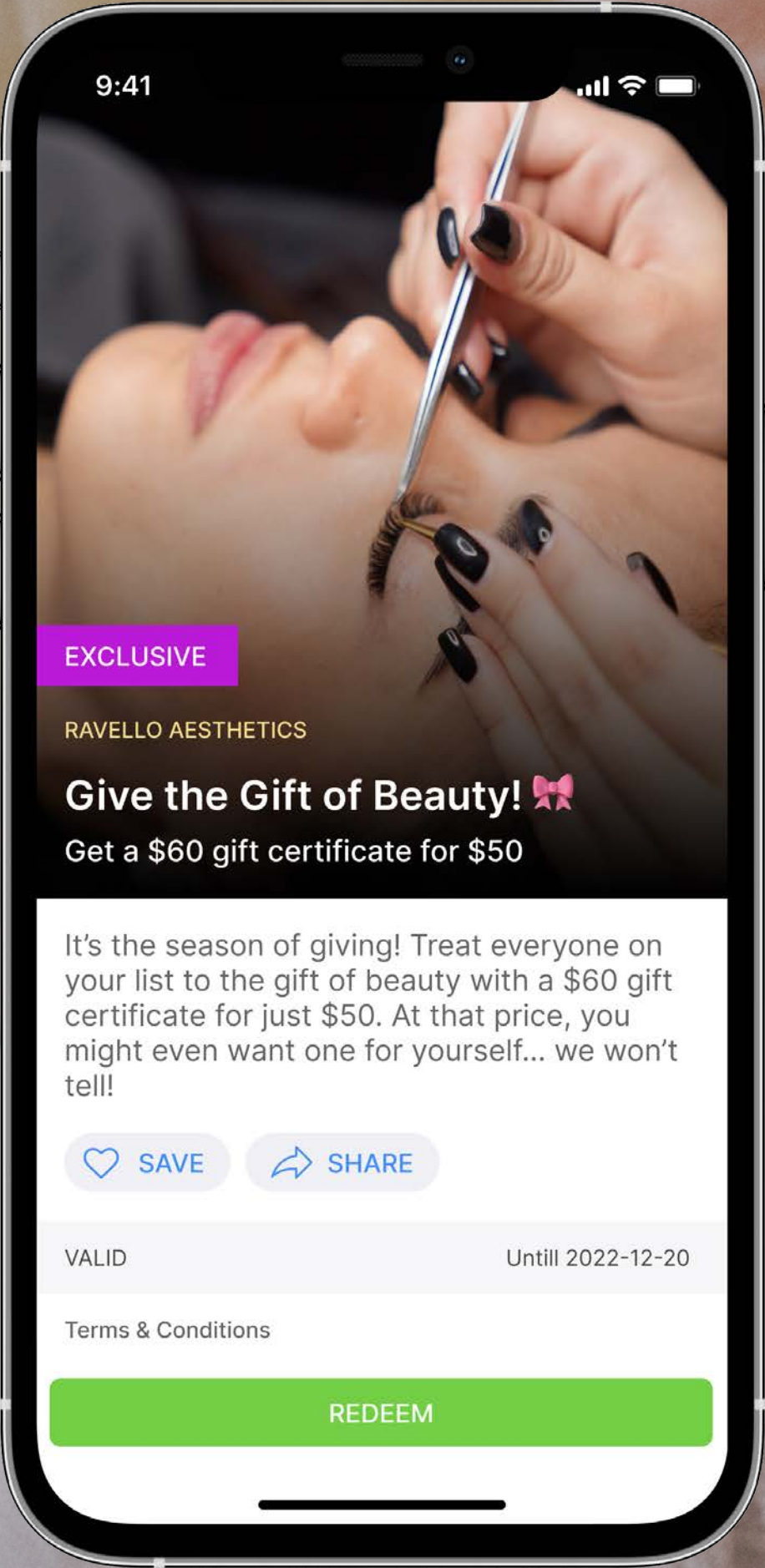
For most, these 4 winter months start off with lots of planning, shopping, and running errands. Business can encourage consumers to escape holiday stress and take time for themselves with spa and beauty treatments.

Gift certificates for spa and beauty treatments also make for an easy gift! Consider charging \$10 less than the value of a gift certificate to stand out against the competition, or adding a small incentive for the buyer when advertising gift certificates.

All of the celebrations from now until February makes for so many gatherings and photo ops! Businesses can advertise beauty treatments with messaging along the lines of, “Looking your best for the holidays!”

Relationship-centred holidays like Valentine’s Day or Family Day make a great opportunity to create bundle offers or group promos.

Of course, how can we forget the New Year’s refresh? Help consumers start the year right with Limited-Quantity Offers advertising services with messaging along the lines of “New year, new you!” or “Start the new year right”.







# Health & Fitness

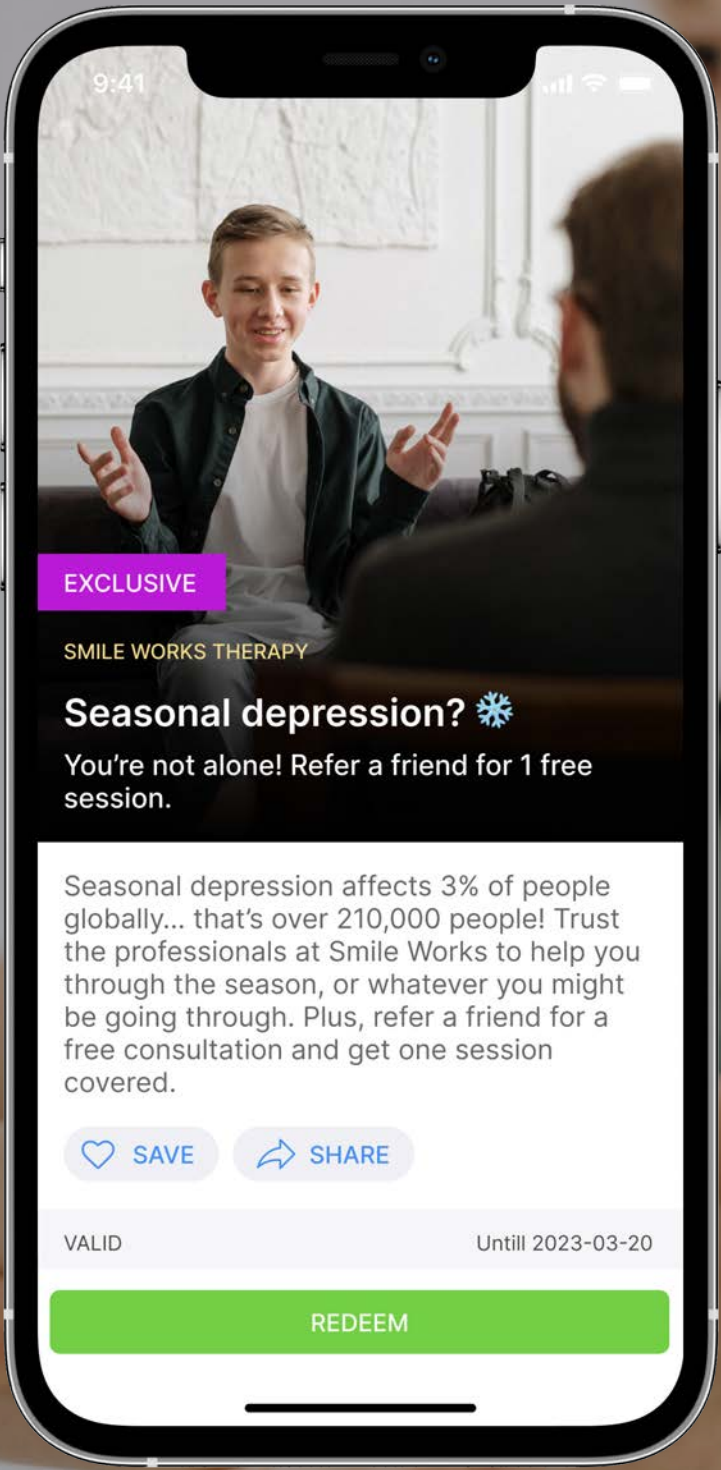
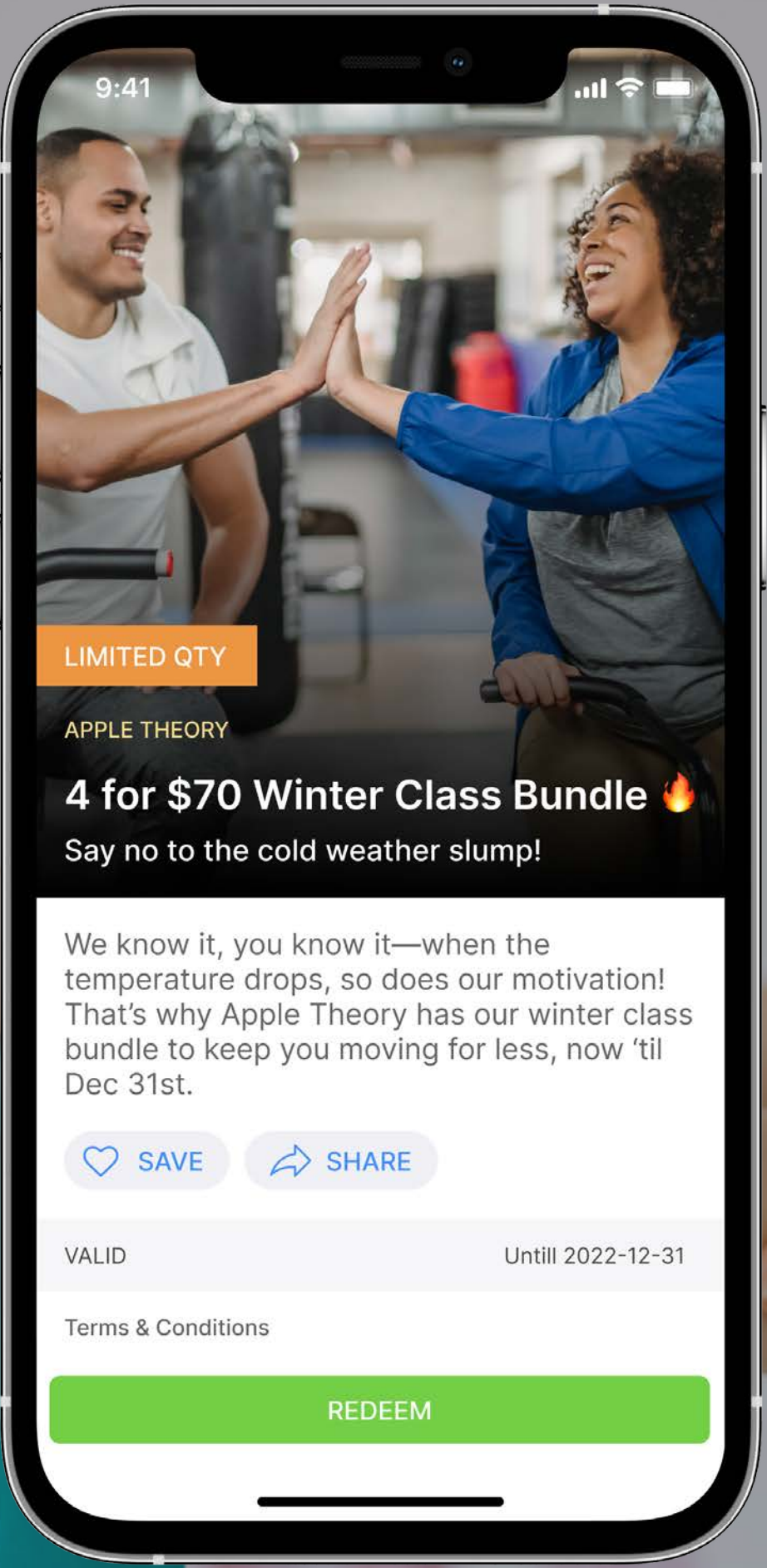
Classic but effective, leverage the fact that consumers are setting New Year’s health resolutions by advertising services and classes with messaging that supports those resolutions, like “the easiest way to stick to your new workout schedule”, or “New Year’s resolutions don’t have to be hard!”

While New Year’s resolutions are a given, consider advertising health and fitness products and services even *before* New Year’s with messaging along the lines of, “don’t ditch your habits this season!”

Busy holidays and the lack of sunlight prove to be a stressful time to many people, where some may even seek seasonal therapy.

Businesses can encourage consumers to keep up habits and continue visiting by creating an Exclusive Offer or Punch Card Offer where the more they visit, the bigger discount they receive.

Health services that help consumers look and feel better, like dentists, chiropractors, and so on can attract new clients with messaging along the lines of “Start the new year right!” or “Feel your best this year with \_\_\_\_\_”.







## Services

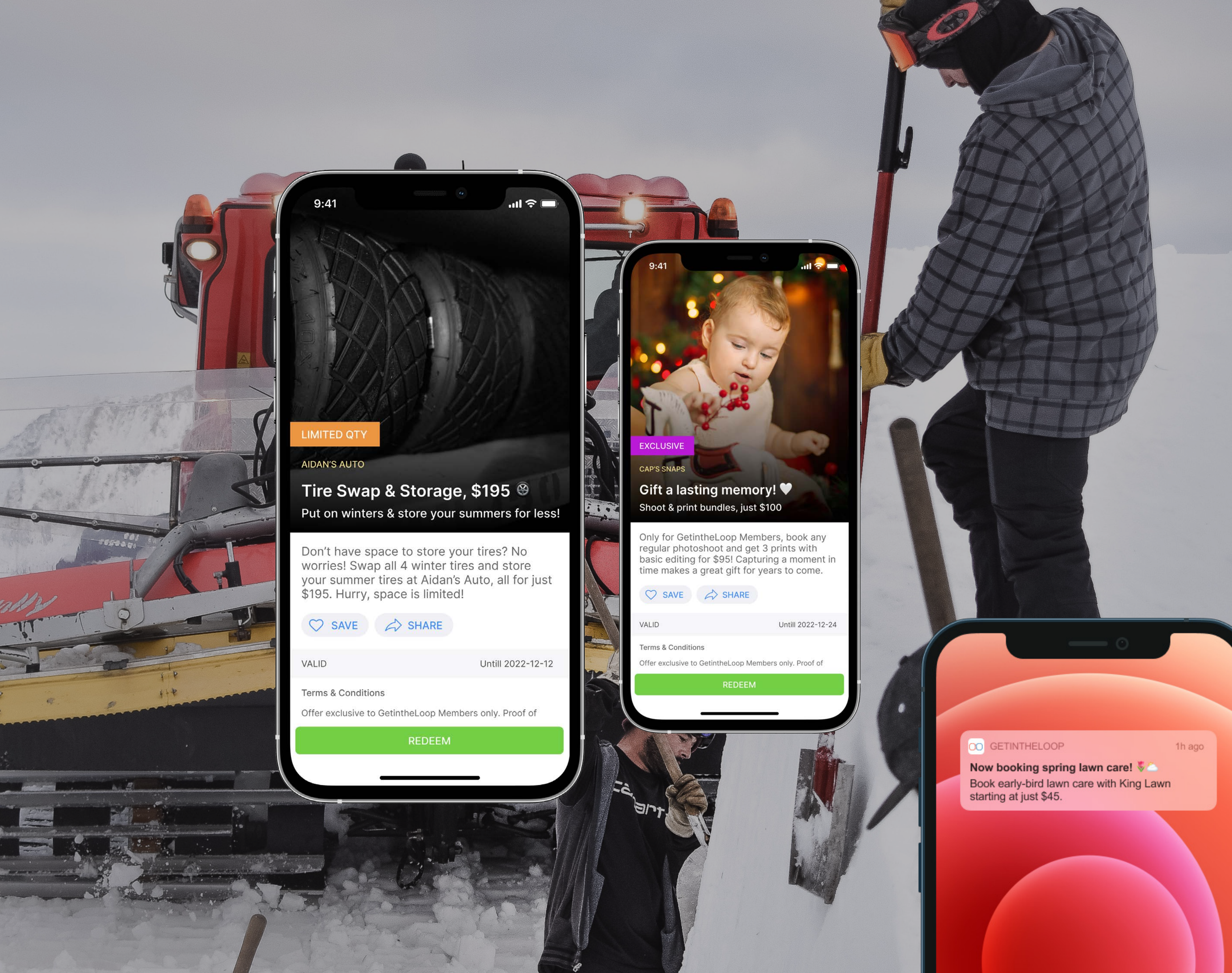
Snow is falling? Auto services have the spotlight! Plus, business that offer tire swaps, fluid changes, and more winter auto prep can create offers that bundle a winter service with a spring service in ensure repeat visits.

Businesses that offer winter maintenance like plowing, shovelling, lawn protection, etc. can create Limited-Time or Limited-Quantity Offers that encourage consumers to book with them over the competition.

With lots to celebrate over these four months, photography businesses shine! Family and new baby holiday-centred photoshoots are popular, so businesses can take advantage of this by adding a second spring or summer photoshoot in a bundle offer to increase the average spend.

Framed photos make for great gifts! Businesses that offer framing and printing services with messaging along the lines of, “Gift a lasting memory”.

To offset the dip in spending after the holidays, business can open early bird bookingfor their services to have an idea of how much revenue they can expect.



9:41

LIMITED QTY

AIDAN'S AUTO

**Tire Swap & Storage, \$195**

Put on winters & store your summers for less!

Don't have space to store your tires? No worries! Swap all 4 winter tires and store your summer tires at Aidan's Auto, all for just \$195. Hurry, space is limited!

SAVE SHARE

VALID Until 2022-12-12

Terms & Conditions

Offer exclusive to GetintheLoop Members only. Proof of

REDEEM

9:41

EXCLUSIVE

CAP'S SNAPS

**Gift a lasting memory! ♥**

Shoot & print bundles, just \$100

Only for GetintheLoop Members, book any regular photoshoot and get 3 prints with basic editing for \$95! Capturing a moment in time makes a great gift for years to come.

SAVE SHARE

VALID Until 2022-12-24

Terms & Conditions

Offer exclusive to GetintheLoop Members only. Proof of

REDEEM

GETINTHELOOP

1h ago

**Now booking spring lawn care!**

Book early-bird lawn care with King Lawn starting at just \$45.





## Experiences, Attractions, & Things to Do

Skiing, skating, and seeing the lights; it's time for winter activities! Businesses that offer cold weather activities and attractions thrive simply by creating Reach Offers and getting creative with their messaging.

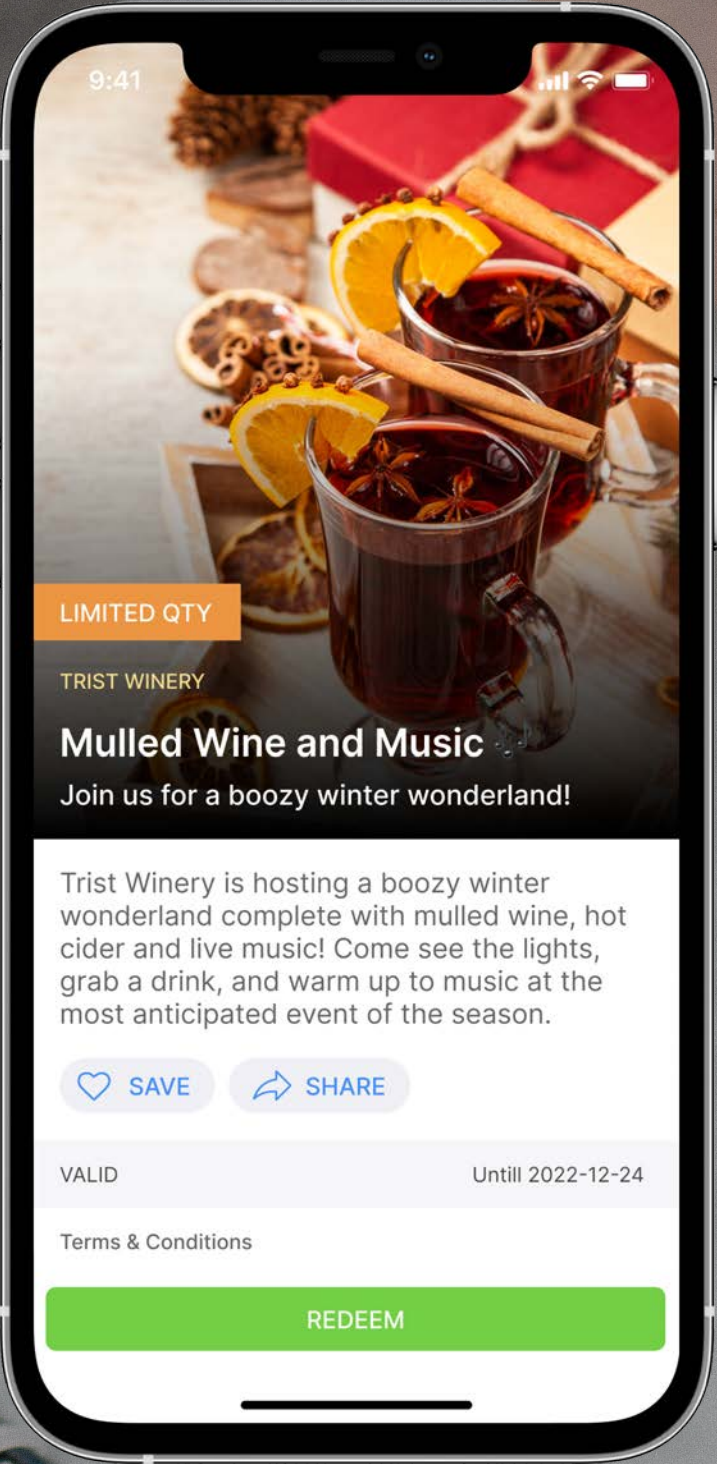
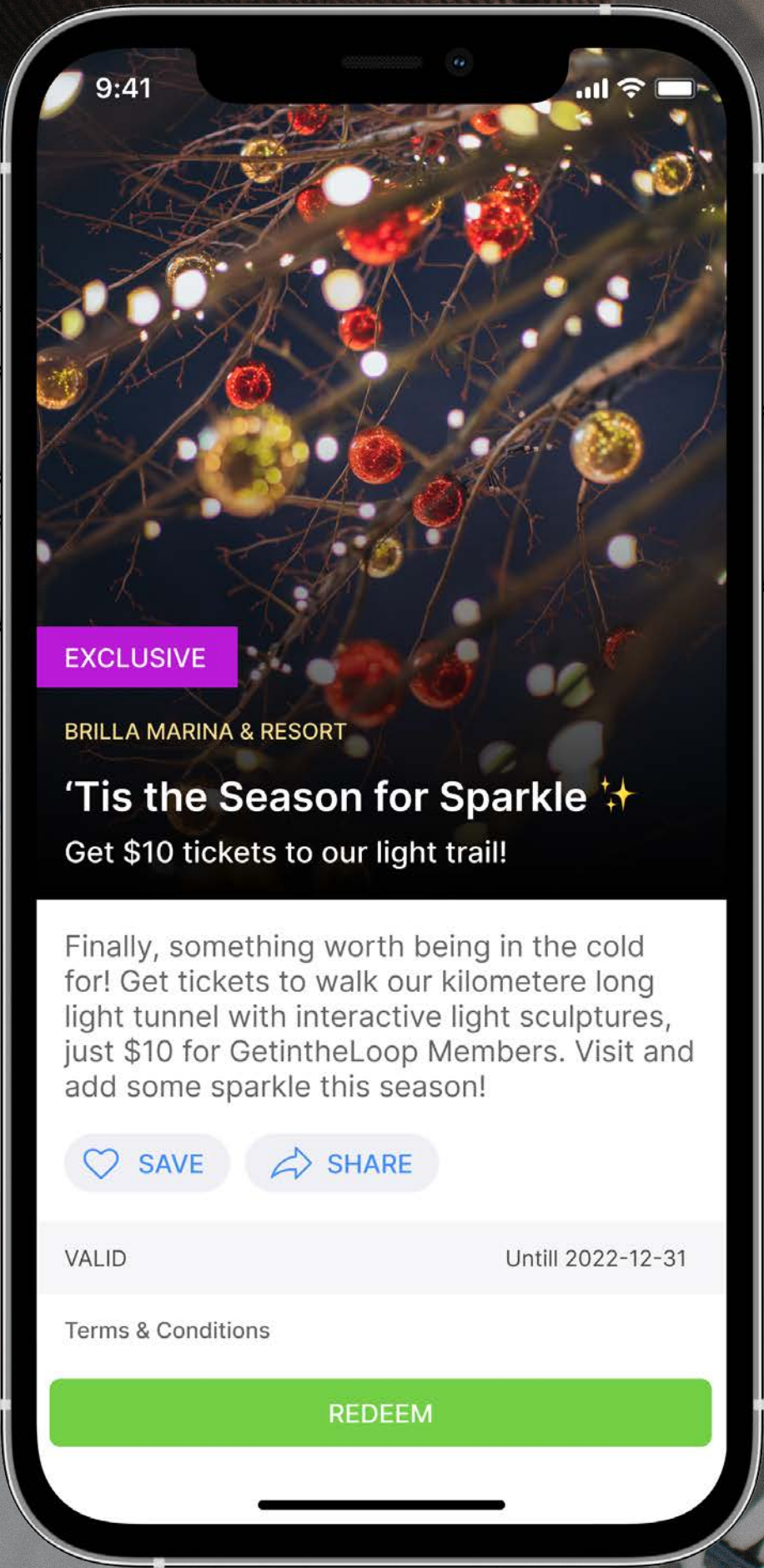
Businesses that offer indoor events can use colder weather to promote their business as a fun escape from the cold!

Businesses that rely on more intense weather conditions can offer early-bird pricing while the weather is still mild to raise excitement and secure some revenue before high season.

Canadians are usually willing to brave the cold for a good time—businesses that traditionally offer indoor attractions can introduce a Limited-Quantity outdoor version to see if it sparks consumer interest!

Businesses that have high-performing offers can simply change the messaging to match the closest holiday and maintain relevance.

Gathering with friends and family is arguably easier to do in warmer months, so businesses can advertise what they have to offer as a no-brainer reason for consumers to get together and socialize!







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# Best Practices

Finally, here are some tips to keep in mind when creating offers to ensure maximum reach, engagement, and redemption!

- **Value First!** It's important to state the value of the offer (whether it's a discount, something free, or a bundle) right in the headline. There's no guarantee that readers will read an offer's description, so pull them in with value ASAP!
- **Quality Images.** Be sure to use images that are clear, exciting to look at, and best capture your offer. If it's a food offer, use an appetizing and high-quality image of your food! For a fitness class, use an image of someone looking happy while doing the exercise. Make sure your images aren't too zoomed so consumers can quickly understand what they're looking at.
- **Clear Descriptions.** Don't leave consumers guessing, because they'll be quick to move on to the next offer! Be sure to explain any details, rules, and redemption instructions in a way that's simple and easy to understand.
- **Exciting Headlines.** Write headlines that are exciting and invoke emotion! The offers in this guide make for good examples—write a headline that makes the offer sound attractive and pulls the viewer in to read more.
- **Attainable Rewards.** Keep an eye out for punch cards that are unrealistic! Having to collect too many punches before earning a reward isn't appealing to Members, and will likely cause them to skip over it, losing the business a customer altogether. A cheaper reward that a customer earns sooner is more appealing than an expensive one that takes too long!

Happy Winter Marketing from GetintheLoop!

