

# 10 Creative Marketing Ideas for the Holiday Season

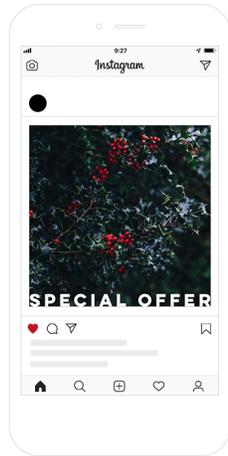
Months ahead of the holiday season, retail stores start decorating shelves with tinsel, candles and festive lights. It seems that every year, the holiday prep starts earlier and earlier. Call shop owners overeager, but planning ahead actually has its perks. This is especially the case when it comes to marketing. Planning for these predetermined dates can prevent your business from getting hit with unexpected snowballs – like last minute promotional campaigns, holiday re-designs, and battles with creative blocks.

As a small business owner, it's worth taking a lesson or two from these retail giants. Although you're going to need to put in some work, we promise that it will be nothing short of fun. That's because we've included inspiration for holiday content for [your website](#), decked-out social pages, creative newsletters and much more to dress up your business in festive and seasonal attire. And after you've implemented these holiday marketing strategies, your business will be just as jolly as a proudly-standing snowman (carrot nose and scarf included). So without further ado, here are 10 effective and fun marketing ideas you can implement on your site for the holiday season:

## 01. Decorate your social media channels

Just like putting up lights in your front yard or garnishing your front door, the point of decorating your social channels is to signal that your small business is well aware the holidays are in full swing. So, how will you begin? Pull out your digital arts and craft supplies and start creating some holiday content. For social media, upload a new cover photo that features a design of a simple festive image, a holiday wish written over a patterned background, or a promotion of a holiday sale. If you want to create your own designs, you can use a graphic design tool, like [Canva](#), which allows you to choose your [social media image size](#), then easily layer that base with customised photos, shapes, and text. Once you save your design, you can simply upload it to the corresponding social channel.

You can also use your [Facebook](#), [Instagram](#), and [Twitter](#) profiles to post some holiday cheer. To create social posts, one effortless tool is [Wix Social Posts](#) because it enables you to simply pick a pre-sized, flawless design, then drag and drop your text, and add stickers (graphics) and images for a personalized look that speaks to [your brand identity](#). Then, save and upload your design onto the social channels of your choice – or even onto your website. The type of content you can share is anything from upcoming events to promotions for the holiday season, such as contests, themed sales, and blog posts full of holiday inspiration. And don't worry, we'll cover all of these points and more in the tips to come. Just focus on filling your pages with joy and spirit for now.



## 02. Create a themed version of your logo

A logo certainly holds the core position of your business and branding efforts. It also represents your business' personality – like Google's playful color palette, for example (learn why they chose a green 'L' with this cool article about the stories behind [famous logos](#)). As an ambassador of your personality, it only makes sense that your logo reflect that your business is also celebrating it up during this holiday season. This holiday version can be as simple as replacing the dot on an 'i' or the letter 'o' with hanging lights or candles. Even if these letters don't apply to you, you can incorporate a tinsel or glittery border into any design. Get as creative as you wish here.

If you don't have a logo, not to worry we've got a solution. You can always turn to a trusted logo creation platform that can create a professional logo for you in seconds: [Wix Logo Maker](#). All you need to do is simply answer a few questions about your company, industry, and style preferences. Then, watch the artificial intelligence technology work its magic and generate numerous logo options faster than you can wrap a present. And the best part is that they're all completely customizable, which will allow you to make it as cheerful as you wish.



## 03. Invent a festive hashtag

One proven way to get people talking about your brand is by creating a unique hashtag. In short, a [hashtag](#) is the combination of a '#' symbol followed by a keyword or phrase that allows the

accompanying post to become searchable. There are millions of [popular hashtags](#) that can certainly help with post engagement, particularly on Instagram and Twitter. However, a self-created seasonal hashtag or one related to a specific holiday date will stimulate a potentially viral campaign.

But first, let's take a step back and discuss the phrase 'user-generated content (UGC).' This is the concept where everyday users create content for your business and share them online – essentially advertising your brand for you. Typically, these online posts are accompanied by hashtags, which funnel all of the UGC content to one central location. So, let's make up an ultra specific campaign idea. For example, say you have a business, Ruth's Vintage Apparel, and you want to host a costume contest. There are two requirements: participants must wear a clothing item from your online shop, and they must post about it using the hashtag #RuthsCostumeContest. This will generate hype around your brand because consumers will be enthusiastic to participate and check out the competition (hence, they will browse more of your posts for items from your store via the hashtag). It will also benefit your business by expanding your promotion reach much more than physically possible to do on your own.

#### **04. Hold a competition**

Anything from an ugly sweater contest, to a race to sign up for a free scented candle, will generate buzz around your business. It's similar to the previously mentioned concept of creating a hashtag. User-generated content is certainly relevant here, as well, in order to spread the word about your company. Yet, the main difference between a hashtag and this strategy is that a contest needs to be incentivising. Whether you're giving away a product, gift card, or featuring a customer on your website, you need to offer something in return to the chosen winner of your contest.

While the options of the type of contest you hold are endless, there are a couple of basic competition guidelines you should consider:

- **Set a clear goal:** All that you do regarding your marketing strategy should have one clear goal in mind. Is it to get more followers on your Instagram account and Facebook page? Or is it to promote your newest holiday product? You're going to want to come up with a game plan of how you can reach that goal. This includes everything from choosing the platform to researching the guidelines of hosting a contest there.
- **Entice your audience with a prize:** Let's face it. This is the entire reason consumers will be interested in playing. Whether it's a gift card to your online store or a holiday gift (really, everyone loves scented candles), keep it relevant and in the spirit of your chosen festivity.
- **Include all of the rules:** For legal purposes and overall transparency, this step cannot be neglected. Think about all the possible factors that go into your contest and write them down somewhere. It can certainly take up a lot of room on your social feed, so it might be worthwhile to make and link a PDF at the bottom of your contest post, include it as a section of your website or even [create a one page website](#) dedicated to the competition.

- **Promote your competition:** Some promotional efforts are free (like [email marketing](#)), and others might cost you a bit of money (like [Facebook advertising](#)). Decide on your budget, content, and design. Then, throw your flyers into the wind.
- **Post about your winner:** The final place you can truly make sure your first goal is met is by sharing the results. It's the last opportunity you have to generate more content from your activity. So, make sure to create exciting content centered around your winner and company, and share it all around – your website, your blog, a newsletter, your social media, and more. Just don't forget to get the winner's permission first.

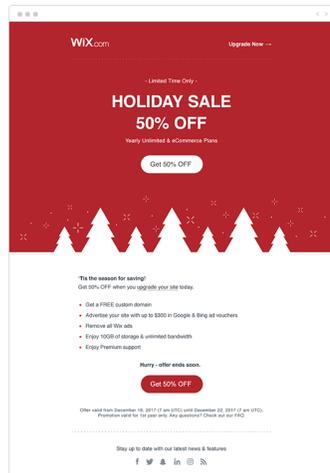
## 05. Send a holiday shoutout

The most effective form of marketing proven again and again is email marketing. In fact, over [80% of retail professionals](#) claim that email marketing drives customer acquisition and retention more than any other form of digital marketing – and yes, that number even takes social media into account. And the last, most important reason, is that it's free or extremely cheap to send effective newsletters.

Have we convinced you to implement this holiday marketing idea yet? If so, send out a beautiful, easy-to-design and fully customisable email from your business's own [custom email address](#) in order to make sure that your business looks as professional as possible to consumers this holiday season. If you're a Wix user, you can easily send out a newsletter right from your account thanks to the all-in-one email solution, [Wix ShoutOut](#). This tool allows you to customise your templates, sync your contacts, send out newsletters, then go back and track your stats to learn more about your community and how you can improve based on feedback and statistics.

When you prepare your email, include everything from the [subject line](#), [CTAs](#), and content, to themed images. (Here are some [email marketing tips](#) to get you started.) While crafting your email plan, make sure to think creatively, as you certainly won't be the only business sending out a holiday email this year. You're going to have to put in some work to stand out. Here are some creative examples for your inspiration:

- **Launch a countdown leading up to a specific holiday date:** For example, you can list X number of products (with links to your online store) in descending order to entice readers to scroll through the whole email.
- **Animate with videos and GIFs:** These are two engaging forms of content that will get visitors interested in your email.
- **Send a holiday gift:** Anything from a voucher for an actual product to something much simpler, like a coupon or printable greeting card that they can share with their loved ones.
- **Announce a sales campaign:** Sales are as inescapable as cut-out cookies during the holiday season. This is why you should consider [creating a sales campaign for your eCommerce website](#).
- **Give out warm holiday wishes:** Create a digital greeting card with a festive photo of you or your team – including your pets if you have any (because really that's what people care about the most).



## 06. Highlight a sale on your website with a Lightbox

No, we aren't talking about the box of string lights you stored away from last year, although we are sure that you can find something festive to do with those, too. Digitally speaking, a [lightbox](#) is an interactive message that appears on your website immediately upon a visitor's arrival and then prompts them to take a specific action. So, if you're hosting a sale, this is the perfect way to ensure that you've grabbed your audience's attention. When you create a Lightbox for your Wix website, you can customize everything, including content, colors, fonts, layout and background images. This way, you can create a specific design to suit the holiday theme that you want to target. In addition, it's possible to personalize the call-to-action ([CTA](#)) for your lightbox, such as a signup form to receive your sale discount or a link to your store's sale page.

## 07. Write a festive blog post

Hmm... We wonder where we got this idea from? You can certainly take this article as an example for a holiday marketing blog post idea. Furthermore, not only is blogging a great practice to [increase your SEO efforts](#), it's also something that your customers will appreciate. If you don't have a blog already, creating one is easy with this [step-by-step blog guide](#). Here you can highlight anything holiday related at your company: a sale, a holiday gift or recipe guide, or a countdown of something. Then, once you've completed it, make sure to share your posts on your social media channels and marketing emails.

## 08. Wrap up your year with content

We can all learn from [Spotify's Wrapped Campaign](#). The music streaming platform used an algorithm to compile playlists for the top songs and artists of the past 12 months in order to 'wrap up' their year. You can use this awesome marketing campaign as inspiration for your business, whether it's a list of best-selling products, the top social media posts, or other successful stats like new email subscribers and followers on Instagram. You can proudly display those results in any form you choose: an infographic, a blog post, [Instagram Story](#), video, or

Facebook post. This is one piece of content that can be promoted everywhere. It's your time to flaunt the outcomes of your hard work and celebrate what your company has done this year.

## 09. Shoot a themed video

Consumers are 85% more likely to buy a product after watching a video about it. This and many other [video marketing statistics](#) explain why video content is the way of the future. If you're scrambling to find a topic or theme to create a video about, then the holidays is the perfect excuse. Some ideas include describing a product, giving a behind-the-scenes look at your business, or 'writing' a blog post in video form. Just remember to make it festive :)

Based on the latest [social media trends](#), it's apparent that short videos are much more effective than their long-form counterparts. So, don't stress about creating one longer than a minute, or even 10 seconds for that matter. You can turn to one of the many different video creation platforms to start building your mini film, like [Magisto](#) and [iMovie](#). Once you complete your creation, save it, then share it on YouTube, Facebook, and your website. With [Wix Video](#), you can effortlessly upload videos from YouTube or Facebook to your site, showcase them in stunning layouts, and then track their success through detailed stats.

## 10. Create a holiday Pinterest board

Pinterest and holiday inspiration go together like hot chocolate and marshmallows. That's why the holiday season is one reason to create an account on the platform and start using it for the excellent benefits it provides, like growing a community, increasing brand awareness, and driving traffic to your website. Pinterest is a visual discovery tool that allows you to find and share ideas for projects. Here, users can follow accounts, brands, businesses, and boards.

Pinterest Boards are the backbone of the platform, and each one represents a different category. You can create as many as you like on any topics you like. That's why filling a holiday-themed board is an excellent way to bring in the festivities. Use this as a chance to share anything related to your company in holiday version, from recipes to beauty products, gift guides, infographics, design inspiration, and so much more. New to Pinterest? This guide explains everything you need to know about using [Pinterest for your business](#).

**Ready to hang some lights and sprinkle fake snow all over the Internet? [Create a stunning website with Wix today!](#)**



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