

# 6 Unique Marketing Ideas for the Holidays



All small businesses are faced with the challenge of competing with big corporate chains, especially during the holidays. Even with Small Business Saturday and the Shop Small movement, it can be hard to compete with big businesses who can afford to spend millions on holiday marketing. To gain an advantage, small business owners need to get creative with their own promotions. The holidays are the perfect time of year to flex those creative muscles to come up with some unique marketing ideas that your customers will love.

1. **Mall Kiosks** | One of the biggest advantages big businesses have during the holidays are their store locations in malls, the “one-stop-shopping” experience for gift shoppers. While longer term leases of store space may be unrealistic, seasonal kiosks can be perfect for small businesses. This way you are exposed to the same high traffic as bigger stores and are able to reach individuals who otherwise wouldn’t have purchased from you.
2. **Secret Santa** | A fun way to encourage customer engagement is to start a Secret Santa exchange. Interested participants can pick out a gift from your store to give to another customer. This could be a great way to spread some Christmas cheer. You can even expand the exchange by asking other businesses to join in.
3. **Gift Wrapping** | Gift wrapping is a great service to offer during the holidays. It’s one less thing individuals have to worry about and the extra level of customer service leaves a positive impression.
4. **Community Celebration** | A strong sense of community can give small business owners a great advantage. Look for local events as an opportunity to increase awareness of your business. There are plenty of winter festivals and fairs that you can participate in or sponsor. You could even work with the town and other business owners to organize your own event!

5. **Complementary Gifts** | Who doesn't like receiving gifts!? A complementary gift to your customers is a great way to improve experience during the holiday season. Even something small like a candy cane or ornament can go a long way in building awareness. Be sure to incorporate your business name somewhere on the gifts as well to ensure they don't forget where they came from.
6. **Workshops** | With adult coloring and painting on the rise, crafts are not just for children today. If you want to get customers more engaged with in your business, a holiday workshop can be a great promotional activity. There's a lot of room of creativity here, but it's important that your workshop is related to your business. For example, a baker having a cookie decorating workshop or a glass blower doing glass ornament painting.

The holiday season is supposed to be a fun, magical time of year. Take this opportunity to incorporate that into your business and make your customers' experience memorable.