



NOVEMBER BOUTIQUE MARKETING TIPS

Hey BoutiqueBoss,

Are you ready for the busiest season of the year? Here are some Holiday rules of thumb to remember this time of year:

- **Keep it simple.** Don't overwhelm your customers with too many specials and hoops to jump through hourly.
- Does your Promotion/Sale make sense - is it easy to say (not confusing)
- **Plan early.** You'll get the best buys to build your margin when you buy early and plan your specials around your best buys.
- **Don't give away the farm.** Don't mark it all 30% off...you'll throw the diamonds out with the dust. What items need to move? Use them as loss leaders. Shoppers are going to buy the good stuff no matter what - it is the aged items that you need to focus on moving. Concentrate on items that won't work after the holidays.
- **Make it easy.** Don't make your customers guess, click around, or rummage through. Create landing pages and merchandised areas that take the guesswork out of gift-giving.
- **It's a customer acquisition season.** Whether the purchase is big or small, everyone is shopping this year, so even with low hanging fruit make the sale, get their information and start working to bring them back in the new year.
- **Customer service is the number one priority.** People don't remember what they bought, they remember how you made them feel. Don't lose a customer over a strict return policy or poor experience this season. They are all trying out new retailers to find their new favorite for the next year!
- **Pop up.** If you're online-only, take the opportunity of the season to pop up and meet customers in person.
- **What events will your community host?** Get in touch with local Chambers, Main Street Associations and event committees to take part in your local Holiday events.

Want hundreds more Holiday maximizing ideas just for boutiques? We build a season-specific program to walk you through pre-planning, team training, e-commerce conversion enhancements to getting the most from events and promotions this season!

Learn more here:

<https://www.holidaymarketingmasterclass.com/2019>

THANKSGIVING DAY

- Thanksgiving is the perfect day to say thanks. What does shopping with you really mean to you and your family? Yes, we know you're prepping for a big Black Friday weekend, but don't forget to slow down and give thanks.
- Time to Say Thanks - send out a card that invites your Ultra VIP's in to pick up their free gift as a Thank You for shopping with you. Example - give out a Watch (time to say thank you) Give them a reusable branded tote bag with a coupon inside for future savings.

BLACK FRIDAY

- Will you compete for big box store alternative attention today, or do your thing? Don't miss out, shoppers are all looking for events, specials, and perks today, even if you are choosing to make tomorrow (Small Business Saturday) your biggest event day.
- Choose a slower turning category, and make it your loss leader. Need to move more denim? Make them bogo, plus free gift with purchase over \$50. Or free shipping all day, or something your customers will feel special with!

SMALL BUSINESS SATURDAY

- Today is your day....really. If there was a day to bust out the band and have a party, it's today. Don't forget the experience, along with the promotion. You don't have to mark it all down so far today, because your customers want to come in and support you today regardless!

CYBER MONDAY

- Some call this a day for Amazon...but oh no, if you sell any e-commerce, make it easy for your at-home customer to find specials on your site, bundles, free shipping and perks all day long. Again, don't give it all away with a blanket sale, but make it special with perks that go beyond just a discount!

GIVING TUESDAY

- After everyone has shopped all weekend long, Giving Tuesday is the day for everyone to give back. Whether it's a portion of your sales for today, or a clothing drive you're hosting, or something special that impacts your community or your personal greater 'why' - use today as a start to a year-long conversation about impacting your community with your customers.

GIFT IDEAS ALL MONTH LONG

- This is the busiest month of the year right along with December, so make it EASY for your Holiday shoppers to find what they need. Make themed collections, gift guides, bundles and make your live videos easy to shop for those looking to check off their lists

now! Suggest ideas for every possible person your customer will be shopping for - she will thank you for it later!

VIP DEALS

- Looking to offer your VIP customers ultra VIP savings - send out postcards to just your TOP 50 customers and invite them to shop early to save BIG! This is a great way to treat them special, reduce the lines on BF, SMB, and get their money before they spend it elsewhere!

PLAN FOR THE NEW YEAR NOW

- The Holidays are no doubt the busiest time of year in retail, so are you saving up for slower months to come? Plan now to use your promotions as get backs for the 1st quarter of next year. Bonus cash, gift cards with purchase, BOGO New year, get creative with how you'll acquire a customer today and bring them back next time!

LADIES NIGHT OUT

- Whether you have a brick and mortar or are hosting a pop-up, plan a ladies' night out for list-making, shopping, bundles, treats and experience that they will remember. Create gift guides, bundles and make it easy for them to cross off their list while getting something for themselves in the process.

MEN'S NIGHT OUT

- Some call this Scrooge night....usually last minute before Christmas Eve. This is the man's chance to come in with pre-wrapped ideas, personal service and bundled options for him to make shopping easy for his lady. Make sure you've already collected a list of your customer's husband's emails and phone numbers to invite them in, and to market to them again for Valentines Day!

SEASONAL COLLECTIONS:

- Besides gift guides in themes like for your daughter, mother, hubby, bestie, teacher, you name it.. What other collections are your customers shopping for? How about their first trip back 'home' all year to see old friends and family? Create collections around Holiday travel, jammies, Christmas parties at work, New Year and school programs!

FILL THE PANTRY EVENT:

- Local food pantries need filled all year long but especially November and December. Organize a food drive in your store and hand out coupons for every non-perishable food item dropped off in your store. Take a picture of all the donations and do an instastory of you or your staff delivering these items to your local food bank.

DATES TO REMEMBER:

- November 1st - National Authors Day
- November 1st - World Vegan Day
- November 4 - National Candy Day
- November 7 - National Stress Awareness Day
- November 14 - World Diabetes Day
- November 16 - National Fast Food Day
- November 19 - International Men's Day
- November 20 - National Entrepreneurs Day
- November 28 - Thanksgiving
- November 29 - Black Friday
- November 30 - Small Business Saturday
- December 2 - Cyber Monday
- December 3 - Giving Tuesday

Like these themed monthly bundle topics for promotional ideas? Let us know what else you would add! ashley@theboutiquehub.com

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