



DECEMBER BOUTIQUE MARKETING TIPS

Hey BoutiqueBoss,

Are you ready for the busiest season of the year? December is going to come and go in a flash, so start thinking ahead about these marketing ideas and content plans!

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.

TEENAGER WISHLIST SERIES

- One of the biggest concerns of a Mother or a Grandmother is picking that perfect gift for the daughter or granddaughter. Run a Series of videos (one per day for a week) called the TEENAGER WISHLIST where each day you feature an item from your store that is a sure WIN for the younger customer.

STUDY SURVIVAL KIT

- Don't forget about your customers who are anxiously awaiting their children to return home from college for the holidays. Before they can return home, they will be cramming for finals - prepare a Survival Kit for parents to purchase and send to their college students as a special gift of encouragement.

GIFT BUNDLES ALL MONTH LONG

- This is the busiest month of the year 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!

WINTER CLOSET CLEANOUT

- To celebrate the first day of winter...which I'm sure we all love, host a coat drive at your store to share with local schools, food pantries, shelters or women's shelters.

BRING SANTA TO THE STORE

- Does Santa need a night to meet with the kiddos in your store? Remember to put up any breakables (just in case) and set out ideas for teacher gifts and other quick grab and go bundles for mom! Then place great signage so mom gets the idea while standing in line!

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!

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.

LAST CALL FOR THE GUYS

- Go through your phone's contact list and reach out to customers to see who might need a reminder about great gift ideas. Create table tent cards for ladies to fill out all month long as 'Hint Hint' cards for her significant other at home. Then remind the guys to come in to redeem them!

GIFT CARDS

- Once your USPS shipping guarantee date has passed, it's time to push gift cards online! Make it a bonus for cash back in January or a free gift with gift card purchase upon redemption. There is a TON of cash to gather when you really push gift cards until the doors close on Christmas Eve!

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THE GIVING TREE

- Set up a tree in the center of your store for customers to buy an item to decorate the tree - all "ornaments" that are purchased and added to the tree then get delivered to a church, school, or other organization in need this holiday season. Often customers will purchase hats, gloves, gift cards, beauty items, shoes, or even coats to add to the GIVING TREE.

LAST MINUTE MARKDOWNS

- Do you have a bunch of Holiday-themed tee's to move? Once December 23rd rolls around, it's time to slash prices if you're still overstocked, or make a plan to put them in a tote for the next season if they aren't otherwise dated! What other Holiday specialty items did you bring in this season and if they aren't moving up front, when should you mark them down? Get the cash out of them while you can!

DATES TO REMEMBER:

- December 2 - Cyber Monday
- December 3 - Giving Tuesday
- December 4 - National Cookie Day
- December 21 - First Day of Winter
- December 22 - Hanukkah Begins
- December 24 - Christmas Eve
- December 25 - Christmas Day
- December 31 - New Years Eve

Can we share just a few more rules of thumb and ideas with you?

1. Keep it simple. Don't overwhelm your customers with too many specials and hoops to jump through hourly with promotions, get to the value and make it simple!

2. Beware of the Blanket Sale. Blanket sales take the diamonds with the dust, so be smart about what you're putting on 'sale', maybe you have some new arrivals to hide for a day before they go live? Use these strategically!

3. 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.

4. Signage is your silent seller. Use well-placed graphics and signs to highlight bundles, gift ideas, specials, and branding!

5. 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.

6. 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!

7. Train by doing "run through sales" with your staff - make sure they are ready for the rush, returns, and all the random situations that seem to occur around the Holiday. Never assume they know how to handle Holiday situations. Make sure and be a rock star coach to set your team up for the WIN!

8. **Packaging** - as much as we love to get creative in our packaging - make sure to keep an eye on the bottom line as everything adds up much to the surprise of many store owners.

9. **Gift Certificates** - don't forget to offer GC - educate your staff on how to redeem them.

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>

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

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