



## **JANUARY BOUTIQUE MARKETING TIPS**

Hey BoutiqueBoss,

Let's kick off the new year **READY** to have the best one yet! If you haven't already downloaded all of these monthly marketing ideas sheets, please do so now and add them to your [BoutiqueBoss Planner!](#)

Then, let's make an overview plan of your year ahead. Start by highlighting all of the major events and holidays you will participate in this year. From there, get in detail over your next 3 months. What photoshoots do you need? Special graphics, important inventory buys, events to plan? Working ahead in your overall marketing calendar will save you time and energy all year long. To maximize even more, use the [Content Sanity method](#) to pre-produce all content weekly so you can spend more time engaging and working on more complex campaigns.

### **CLOSET CLEAN OUT**

- As January gets longer and colder, and as we focus on cleaning up our houses after a busy Christmas season...those closets need a good clean! Use this time to create useful videos for your customers on closet staples everyone needs, what to keep or throw in your closet, and offer a closet cleanout drive where every bag of donations in your store or warehouse are good for a coupon. Then, take the donated items to local Goodwill or shelters.

### **NEW YEAR NEW YOU**

- It's time to celebrate activewear and all of the products you carry supporting healthy lifestyles.
- As a leader yourself, host a new year-new you challenge for your customers to participate in with you to hold one another accountable in the new year!

### **COLD WINTER NIGHTS**

- If you live in the north or midwest, January can be long and cold, so host a party night, or in-store event to get your customers out of the house and into your store!

### **RESORT COLLECTION LAUNCH**

- It's travel season, so start debuting your swimwear or beach collections now for customers leaving the cold to vacation somewhere warm.

## **GOLDEN GLOBES**

- Pass the popcorn and host social media polls on your favorite looks, awards and how to recreate those styles for yourself across your insta stories and Facebook group!

## **RETARGET HOLIDAY SHOPPERS**

- This is a great time to go back to the data collected in November and December and retarget your segmented lists.. Specific sized customers, customers fond of certain vendors, etc. Perhaps it is a note of gratitude including a coupon or a special note of item that might be of interest.

## **GIFT CARD PROMOTION**

- Perhaps your spring goods won't be arriving for a few more weeks but you need to generate some cash now... host a gift card sale to improve your immediate cash flow. Sell a \$50 gift card for \$40 or a \$100 for \$80.

## **MARTIN LUTHER KING JR DAY**

- Celebrate the diverse history of our country, and what it means to be inclusive in your business today thanks to the leader of leaders!

## **DATA PRIVACY DAY**

- As a business owner, you likely know the importance of backing up your data, clearing your cookies and taking care of your digital footprint. But your customers may not - use this time to educate them on taking care of their online lives! This is a great time to update your own privacy policy and terms on your site and to remind customers how you protect them.

## **JANUARY 2020 DATES TO REMEMBER**

- January 1 - New Years Day
- January 5 - Golden Globe Awards
- January 16 - Get to Know your Customers Day
- January 20 - Martin Luther King Jr Day
- January 24 - National Compliment Day
- January 25 - Chinese New Year
- January 28 - Data Privacy Day

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

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