



4 Ideas for Your Holiday Marketing Campaign

Depending on your business, there are a number of different campaigns you could run during the holiday season.

The type of campaign you decide to run will depend on the products and services you offer, and the audience you're trying to reach. You will also need to consider the type of results you're looking for, and your overall goals for the upcoming season.

To help you get started, we've compiled a list of possible campaigns you can try out.

1. Offer a coupon

The key to a great offer is that it's compelling enough to get people to act. You can add a coupon to any email and let customers redeem in-store or online.

Learn more: [Create the Perfect Offer: 4 Questions You Need to Ask First](#)

2. Plan an event

Hosting a holiday event is the perfect way to thank customers for their continued support. It's also a great opportunity to interact with your audience face-to-face.

Learn more: [How to Make Sure Your Holiday Event Doesn't Fall Flat](#)

3. Run a contest

Contests are a great way to engage your audience, and can help generate buzz during the holiday season. Come up with a prize that your customers will love, and encourage them to enter by providing their email address.

Learn more: [How to Create a Holiday-Themed Facebook Promotion](#)

4. Add value

If running a promotion doesn't fit your business, you can still do something special for your customers by sending a thank you email or offering something of value.

Learn more: [How to Add Value this Holiday Season without Offering a Discount](#)