

Last-Minute Checklist for **FUSS-FREE** **HOLIDAY** **MARKETING**



The holidays are a fun time, but they can also be stressful. So, how can you take one thing off your plate so you're able to focus on what matters most to you this season?
Let's start with your marketing.

Get Help with Your Listings

As the holidays are approaching, your hours probably vary a bit. You might be closed in observance of certain days and need to let your customers and prospects know you're not available. If you don't let them know, you could miss out on leads or make them angry if they know I get upset when my favorite bakery is closed even though their Maps listing says they're open.

You'd need to update not only your website, but also your local listings. Do you really want to go into each listing site, like Google My Business or TrueLocal and manually change your hours only to go back in after the holidays and make another update? And what if you have to do that for multiple locations? Sounds like a nightmare (before and after Christmas).

Consider partnering with a marketing company to help you manage your local listings.

Automate Your Leads

If you're not responding to or following up with leads after hours, you might be missing out on potential customers. But you don't want to be glued to your computer or work phone when you're trying to enjoy time with your loved ones, right?

That's where automating your lead management comes in.

A lead management solution can also keep track of all your leads in one place, so you and your team know who has been followed up with and who still needs a call. Some lead management solutions can even show you what marketing drove the lead to your business, which comes in handy as you're thinking about your marketing plan for the next year.

Hand Over Your Advertising to the Experts

Digital marketing activities like search marketing, social ads, and display advertising are great ways to get your business in front of consumers. During the holidays, consumers are in the mood to buy. Whether they're buying presents, gifts for themselves, or propping their home for visitors they're probably spending some money.

Work with a marketing partner who can help determine the best paid channels to reach holiday shoppers with your message, and save you time in the process!