

*SnapRetail's*

# HOLIDAY Survival Guide

We understand the holidays can be overwhelming, so we've created a guide for you filled with checklists, tools and a calendar so you don't miss a single day of promoting your store during your busiest season.

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# *It's the Most Wonderful* TIME OF THE YEAR

Sometimes getting to that wonderful time can take a lot of effort and a lot of chaos, too! We understand your needs, so we're equipping you with tools to manage your time and promote your store this holiday season.

## **PART 1 —** *Your Posting Plan*

Approach your social and email marketing with our Five Step Posting Plan. You'll have plenty of time to drink eggnog by the fireplace with all the hours of work we'll save you.

## **PART 2 —** *Schedule Posts and Campaigns*

Be in two places at once by creating your social media and email marketing posting plan. With the help of the SnapRetail Calendar, you can easily visualize and schedule an entire month of marketing in just minutes.

## **PART 3 —** *Content From Your Customers*

Learn how to create content from what your customers have to say. Utilize their feedback for a more targeted marketing plan.

## **PART 4 —** *Holiday Marketing Planning Calendar*

Kick off your holiday marketing with an easy-to-follow guide for each month. We'll get you ready for the big day in December with ideas provided by the retail experts at Smart Retailer Magazine.

# Your Posting Plan

As an independent store owner, your biggest struggle with social media and email marketing is not having enough time. Securing an effective marketing plan for the holidays is the first step in saving you precious hours. Let us help you develop your plan.

**STEP ONE :** Retail revolves around seasons and holidays. Mapping out all relevant holidays will help you fill in your marketing blanks. Create a list of holidays from now until the New Year. We'll help you start.

**The holidays to celebrate in-store:**

- |                         |                     |
|-------------------------|---------------------|
| Election Day            | Hanukkah            |
| Thanksgiving            | First Day of Winter |
| Black Friday            | Christmas           |
| Small Business Saturday | New Year's Eve      |
| Cyber Monday            |                     |
- 
- 

**STEP TWO :** Local and store events are great conversation starters on Facebook, Twitter and through email. List all relevant events and brainstorm some of your own. You don't have to talk about or host every one of these events but you'll save time later when you can choose ideas from a list.

**Local and store events include:**

- |                         |                          |
|-------------------------|--------------------------|
| Girls Night Out         | Light Up Night           |
| Tree Trimming Workshop  | Tree Lighting Ceremonies |
| Volunteer Opportunities | Holiday Parade           |
| Holiday Open House      | Santa Claus Appearance   |
| Gift Wrapping Seminar   | Charity Drives           |

**TIP: Once you have decided which store events you'd like to hold, create a new [Facebook event page](#) for each one.**

**STEP THREE :** Think of a theme that relates to your store and dedicate it to a day of the week, like Trivia Tuesday, Throwback Thursday or Retail Wednesday. Then, every week post content that relates to your theme on its dedicated day. Customers will look forward to that day each week and will navigate to your page more often. Take these ideas and make them your own.

**Local and store events include:**

- |         |                     |
|---------|---------------------|
| Trivia  | Jokes               |
| Recipes | Specific Product    |
| Games   | Funny Photo Caption |

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**STEP FOUR :** With so many products going in and out of your store during the holidays, it can be difficult to keep track of what you'd like to promote the most.

Create a list of top products that you want to post, tweet and email to your customers during the busy season.

HOLIDAY SALES IN 2013 ARE NOW PROJECTED TO REACH  
**640 BILLION**  
UP FROM \$580 BILLION IN '12.

..... BIZREPORT .....

**Products we'd like to promote for the holidays include:**

.....	.....
.....	.....
.....	.....
.....	.....
.....	.....

## STEP FIVE :

Choose promotions and special coupons or offers you'd like to provide to your customers through social media and/or email. We do not suggest discounting daily, but incentives and promotions are a great way to gain repeat purchases and more loyal customers. List some incentives you may wish to provide and get creative!

### Our holiday promotions include:

Milestone celebrations

A "spend this much, get this much off" coupon

A mention of "Facebook" at the register for a discount

A one day only sale

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## ORGANIZE :

Now that you have a list of ideas, events and promotions to engage your customers, it's time to organize and automate your marketing plan to save you even more time.

**TIP: Schedule your events on the SnapRetail Calendar to help keep track of all your important dates. This not only includes in-store events, but also vacations, shipments, floor moves, extended hours and anything you need to stay organized. Learn more at [snapretail.com/calendar](https://snapretail.com/calendar)**

SECTION NOTES :

## Schedule Posts and Campaigns

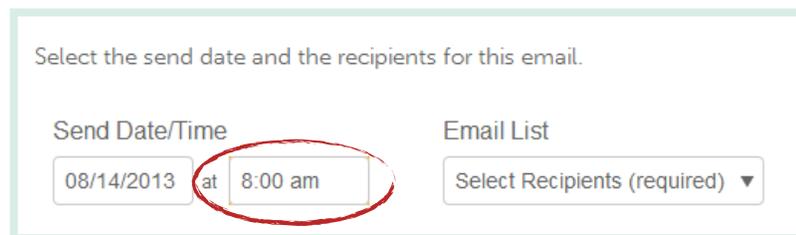
Wouldn't it be nice if you could be in two places at once? That way, you could be at the cash register ringing up holiday purchases AND at your computer scheduling email campaigns and crafting engaging social posts. Lucky for you, we have the tools needed to help you manage your time and marketing efforts so you can be in two places at once.

### STEP ONE : Schedule Campaigns

You have the option to schedule your email campaigns with SnapRetail. Once you've created your custom holiday campaign with our ready-to-use templates, you can choose to send the email at a later time or right away.

Drafting an entire month's worth of email campaigns in one day can save a substantial amount of time while ensuring effective messaging. You don't want to get caught up in regular holiday operations and then have to rush to create a mediocre email campaign. You are able to work directly from your content plan.

**Schedule your campaigns to send early in the morning so that your business is top-of-mind. You should refrain from sending emails on a Monday unless it is imperative. Early morning sends are ideal.**



Select the send date and the recipients for this email.

Send Date/Time	Email List
08/14/2013 at 8:00 am	Select Recipients (required) ▼

### STEP TWO: Schedule Posts

Your email contains all of the major details for your campaign. For social media channels, take the most important, but different, information and post to your customers. Stagger the timing of your campaigns depending on the medium. If you schedule an email campaign in the morning, schedule your Facebook post later in the afternoon in order to maximize exposure.

### STEP THREE : Schedule Posts

You would be crazy to think that you have the time to spend hours a day posting to Facebook and tweeting! You can be much more efficient if you approach your social media marketing using similar tactics to the ones we've shared for your email marketing. All you need is your posting plan and a SnapRetail account to begin to automate your social content for the entire month. Begin scheduling out your posting plan using the "Quick Social" selection on the SnapRetail Calendar.



**In order to gain the most social impressions, schedule posts and tweets early in the morning (7-9 a.m.), around lunch (11:30-1 p.m), early afternoon (2-4 p.m.) and after dinner (6-9 p.m.).**

You can save even more time by using content we've provided. We suggest you schedule your own store-specific content and add our engaging posts in between. Simply drag and drop our ready-to-use ideas from the Idea Bar to your Calendar for an effective combination of content that will attract your customers throughout the holidays.

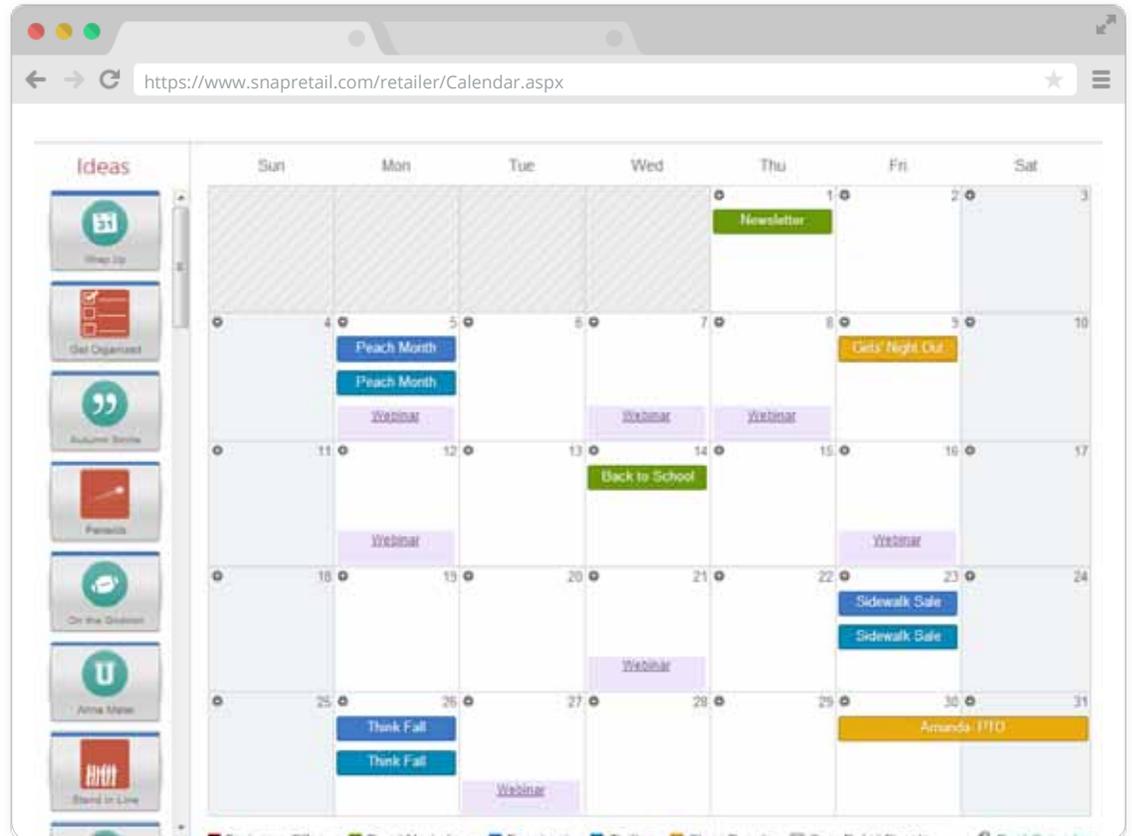
### STEP FOUR: Edit Posts at Any Time

Once you have a few social media posts and email campaigns scheduled, you can visualize your marketing from the Calendar. Facebook posts are **dark blue**, tweets are **teal** and email campaigns are **green**. Scheduled events unique to your store show up on the calendar in **yellow**.

We realize that your marketing can change just as fast as the seasons and that some of your scheduled content is subject to change. You can revise or cancel any scheduled content straight from the Calendar just by clicking on the post or email campaign.

**STEP FIVE :** Review Your Calendar

SnapRetail's Calendar lets you plan and review your entire month of marketing in minutes. If you see a week with low activity, simply drag an idea from the library of pre-written email templates and social media posts and drop it on to the Calendar.



SECTION NOTES :

## Content From Your Customers

Engaging content is the key to elevating your store as a holiday shopping destination.

If you're looking for even more content, simply ask for it! Customers love to share their feedback and asking them to share their thoughts, photos, video and more is a great way to add content to your social media channels and start interesting conversations. You can also learn about their favorite products and purchasing habits for a more targeted approach to marketing and merchandising.

It's the most wonderful time of year to get to know your customers better. Their feedback and insight will help improve your marketing efforts and meet their holiday shopping needs.

### Here are some ways to learn more from your customers:

Ask them to post the recipe and a photo of their favorite holiday dish

Ask them to share their favorite products with you

Tell them to share their favorite "Elf on the Shelf" hiding spot

Ask them what kind of gifts they have the most trouble finding

Ask them to send you photos taken during an event to post on social media on behalf of your business



**UP NEXT:** Our handy Holiday Marketing Planning Calendar

# Holiday Marketing Planning Calendar

It's time to start the official countdown to your biggest fourth quarter ever! Use this checklist to ensure your store has completed all of the necessary steps for a big holiday payday. Keep track of monthly holidays, circle important dates and make sure you check it twice to help deliver a successful holiday season.

## October

SUN	MON	TUES	WED	THUR	FRI	SAT
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20	21	22	23	24	25	26
27	28	29	30	31		

### OTHER HOLIDAYS:

Columbus Day (Oct. 14)

Halloween (Oct. 31)

- Design creative signs or social media posts touting store gift certificates and start promoting them.
- Choose a charity to partner with for the holiday season.
- Contact area businesses to offer store gift certificates as Christmas gifts for their employees.
- Confirm details of your open house, making sure that entertainment and refreshments are lined up.
- Create and begin distributing your bag stuffers and postcards for your open house.
- Review your holiday hours and decide if you want to extend them to give shoppers more time.
- Set up a gifts-to-go or quick-gift-ideas section to help those early holiday shoppers.
- Determine your holiday return policy.



## DID YOU KNOW?

EACH YEAR, ABOUT 40% OF CONSUMERS BEGIN THEIR HOLIDAY SHOPPING BEFORE HALLOWEEN

.... NATIONAL RETAIL FEDERATION

# November

SUN	MON	TUES	WED	THUR	FRI	SAT
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17	18	19	20	21	22	23
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## OTHER HOLIDAYS:

Election Day (Nov. 5)

Veterans Day (Nov. 11)

Hanukkah (Nov. 27)

Thanksgiving Day (Nov. 28)

Small Business Saturday (Nov. 30)

- ❑ Hold a customer service training seminar with your staff to ensure top-notch service during the upcoming season.
- ❑ Start your advertising schedule.
- ❑ Promote your holiday gift registry and Christmas layaway.
- ❑ Create and hand out lists of Top Gifts for Men or Great Gifts for Teachers to make holiday shopping easier for busy customers.
- ❑ Send out press releases for gift-giving suggestions and holiday decorating tips.
- ❑ Record a special holiday greeting on your store's voice mail, highlighting merchandise or your open house.
- ❑ Set up a stocking-stuffer area with simple impulse items.
- ❑ Review your inventory, and place orders if necessary.

# December

SUN	MON	TUES	WED	THUR	FRI	SAT
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29	30	31				

## OTHER HOLIDAY:

New Year's Eve (Dec. 31)

- ❑ Start your holiday hours.
- ❑ Revamp your Christmas displays as needed, filling in bare spots and reinvigorating merchandise.
- ❑ Move must-sell holiday items to the front of the store.
- ❑ Send out press releases for last-minute gift ideas.
- ❑ Begin planning your after-Christmas sale. Determine when and by how much you will discount holiday merchandise.
- ❑ Meet with your staff and thank them for a job well done.

## Like what you see?

To see more ways SnapRetail can save you time with your holiday marketing, including our interactive marketing Calendar, request a demo today.

[REQUEST A DEMO](#)