



The Top 10 Tips for Kicking Your Holiday Campaign Into Gear

The sun is shining, and many of us are still wearing shorts and enjoying summer's last rays, which means the holidays are still a long way off, right? Not exactly. Even though thoughts of sugarplums, eggnog, and hot cocoa may seem like they're months away, the time for planning your holiday campaign is now. Fortunately, as you've told us on our Facebook poll, many of you are now starting your holiday campaign planning.

Here are our top 10 tips for kicking your holiday campaign into high gear. (If it helps, try tackling some of these while relaxing by the lake.)

1. **Decide on your goals** – It may sound very basic, but thinking about what you want to achieve with your holiday campaign is critical to creating the right strategy. As you think about your business right now, what is most important? It could be to increase your customer base, profit, or revenue. Keep in mind that it's unlikely you will be able to do all of these things, so pick one or two.
2. **Develop your budget** – Your budget will help you decide what channels you can afford to use. Email marketing and social media marketing are two channels that don't cost much and usually have very high return on investment, so consider making them a major part of your plan.
3. **Look back at last year** – In looking at what you did (or did not do) last year, what worked and what didn't? Think about how you can improve upon what you did last year, and don't be afraid to recycle something that worked particularly well. You can always spin your recycled offer as "back by popular demand."