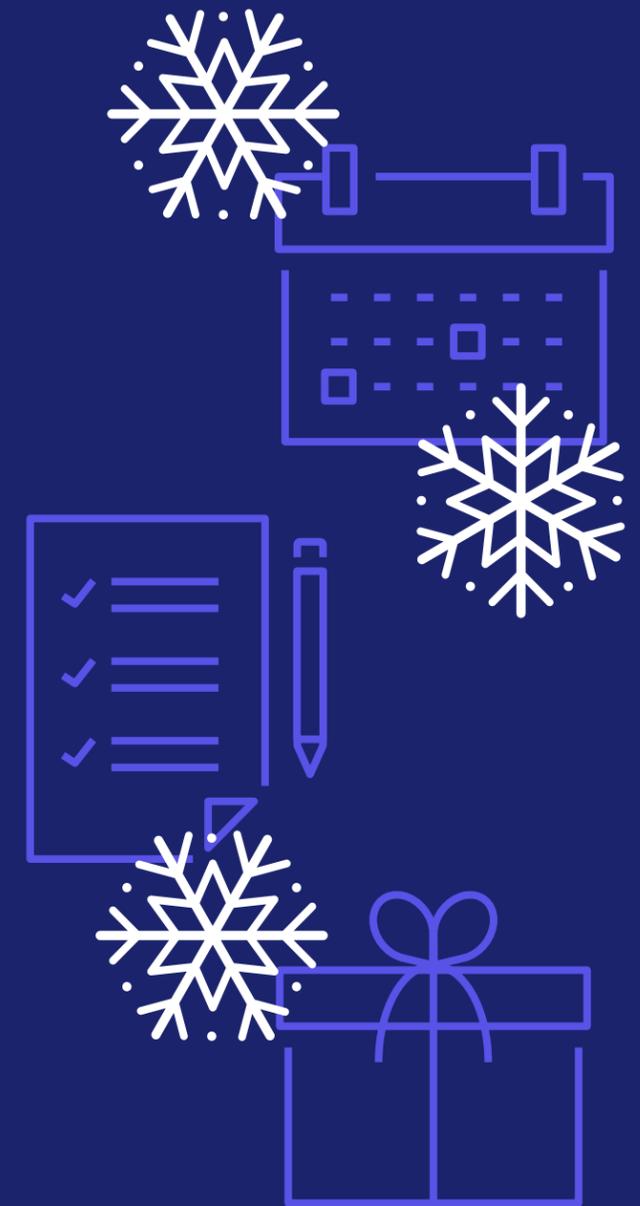


2017 Holiday Calendars for Local Businesses

Map out Your Holiday Strategy with Weekly Guidelines



Holiday Planning: November

Wednesday, November 1 – Saturday, November 4

In-store If you're planning on it, now's the time for decorations. It doesn't need to be anything specific, even if it's just making things seem a bit more cheerful, or embracing of winter.

Strategy Solidify your strategy for the season with targeted days, events, discounts or promotions and planned communications.

Email and SMS Send out an email setting expectations for increased cadence (if you don't normally send 1-2 emails or SMS a week). If you're planning on sending out an email to self-segment, now is the time to do it. You should also remind customers of your holiday schedule and any upcoming events or promotions on the horizon. Unless they're occurring that week, keep it high-level, as you'll have a chance to send specific emails for each one and don't want this initial communication to be too lengthy.

Social Media Start getting your customers in a festive spirit by asking about their favorite holiday decorations, or holiday songs. Anything general that can tie into the holidays is a good way to get them to start thinking about preparations!



Sunday, November 5 – Saturday, November 11

Email and SMS Segment your lists using historic transaction data or from the self-selection process. You could also make it easy for them, based on their personal buying behavior and then send out custom "Holiday wish lists" of recommendations that they can check off and send to people who ask for suggestions.

Strategy If you're planning on forging any alliances with tangential services or retail outlets, now is your chance to lock them in. Try visiting potential partners, in person, and approach them armed with suggestions, whether it's collaborating to offer gift sets with items/services from both your businesses, or to co-host an event.

Social Post more fun holiday materials that will help keep it on your customers' minds, and easy to engage with, i.e. What's on your wishlist this year?

Sunday, November 12 – Saturday, November 18:

Email and SMS Invite your customers to any events. Follow up with custom wish lists or suggestions for those on their lists.

Remind them of your modified hours over Thanksgiving weekend.

Include any discounts, promotions or seasonal features.

Social What popular or trendy gifts are you on the hunt for this year?

Sunday, November 19 – Saturday, November 25

Email and SMS Send out an email with a countdown for the big November events (Thanksgiving, Black Friday, Small Business Saturday, Cyber Monday and Giving Tuesday), as well as a reminder of any change in holiday hours. Take this opportunity to thank your customers, or subsets therein, for their patronage over the last year. You can either include this in the other email, or take the time to write them out by hand, and consider adding a special "thank you" gift. Don't forget to send a day-of email for whichever holiday you're focusing on (whether Black Friday, Small Business Saturday, or Cyber Monday) to draw customers in-store.

Social Poll: Will you be shopping on Black Friday? Small Business Saturday? Cyber Monday? All of them?

Sunday, November 26 – Thursday, November 30

Email and SMS Convey urgency. Try providing resources, such as curated gift guides by persona, and for different price points (i.e. Stocking stuffers under \$25!)

Get into the holiday spirit by doing something special to celebrate National Day of Giving on Tuesday, November 29th. Maybe close your business, and organize a volunteer day at a local charity or soup kitchen. Advertise and encourage your customers to join you.

Social Poll: How far along with your holiday shopping are you?

NOVEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11 Veterans Day Singles' Day (Chinese Holiday gaining popularity in US)
12	13	14	15	16	17	18
19	20	21	22	23 Thanksgiving Day	24 Black Friday	25 Small Business Saturday
26	27 Cyber Monday	28 Giving Tuesday	29	30	1	2
						DECEMBER

Holiday Planning: December

Friday, December 1 – Saturday, December 2

Email and SMS “Last minute” or “Last day of promotions”; This also allows you to market easy solutions for procrastinators, such as prearranged or curated gift sets, partner gifts, gift cards, etc. Make it easy for your customers and take as much of the thought out of it for them as possible. Use flash sales to get them in-store.

Social Media Ask what’s number one on your customers’ wishlists, and to share best gift ideas for the different personas your business serves, to prompt others to find gifts with you.

Sunday, December 3 – Saturday, December 9

Email and SMS Get it done early! Don’t wait till the last minute. Highlight good host/hostess gifts to bring for holiday parties (can be services!)

Events are best either this week or next, before things get too down to the wire!

Sun Sunday, December 10 – Saturday, December 16

In-store Fun seasonal events, hot cocoa, etc.

Email and SMS Highlight specials or discounts, as well as products or services that are popular this holiday season. You can also do a countdown to the major holidays, and remind them how you can make their lives easier (wrapping, deliveries, premade bundles, gift cards, etc.)

Try rewarding those who are done with their shopping early with a discounted service.

Sunday, December 17 – Saturday, December 23

Email and SMS For last-minute shoppers, try pushing gift cards, followed by e-gift cards with codes that they can print out online, or free delivery. List gift ideas by price tier.

You can try a Winter Solstice tie-in, either in-store, events or promotions.

Sunday, December 25 – Sunday, January 1

Email and SMS Target those who are looking to return gifts they received. Emails can revolve around, “Didn’t get what you wanted? Come get it for yourself!” Or “Exchange for what you really wanted!” Services can focus on post-holiday relaxation and pampering, and position it as “Now that you’ve taken care of everyone/ everything else, indulge yourself!”

You can also target those who received gift cards to come in and use them. 65% of gift card holders spend an extra 38% beyond the value of the card, so showing consumers all the ways they can spend these will be a real win-win for you both!



DECEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
3	4	5	6	7	8	9
10	11	12 Hanukkah Begins	13 Hanukkah	14 Hanukkah	15 Hanukkah	16 Hanukkah
17 Hanukkah	18 Hanukkah	19 Hanukkah	20 Hanukkah	21 Winter Solstice	22	23
24 Christmas Eve	25 Christmas Day	26 Kwanzaa Begins	27 Kwanzaa	28 Kwanzaa	29 Kwanzaa	30 Kwanzaa
31 New Year's Eve	1 JANUARY 2018 New Year's Day Kwanzaa Ends 1/1	2	3	4	5	6

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Additional Resources for Small Businesses

- [The Future of Commerce Webinar with Forrester and Hearst](#)
- [Top Trends for Local Businesses](#)
- [Missed Revenue Calculator](#)
- [Different Types of Customer Testimonials and When To Use Them](#)
- [Getting Started with SMS Marketing](#)
- [3 Thank-You Email Templates To Keep Customers Coming Back](#)
- [Building Your Referral Strategy](#)
- [Bad Online Reviews – What To Do About It](#)