

# UW-Stevens Point PRSSA

Let Passion Fuel the Profession...

## Mad Marketing for the Holidays

*[Blog at WordPress.com.](#)*

Truth be told; I work retail. In light of Black Friday, I've been watching the ways in which holiday marketing changes from day-to-day marketing, and advertising.

Most people criticize how the day after Halloween, if not sooner, Christmas products hit the stores. Still, on average, people are projected to spend 4.1 percent more this holiday season than last year. On Black Friday, the average person will spend \$1,007.24 (National Retail Federation [NRF], 2018).

With these numbers, it isn't hard to see why businesses push for products and sales to start sooner each year, especially since competitors are fighting for the same limited markets and media outlets.

While researching, an article popped up called, "62 Tips & Strategies for Successful Holiday Marketing Campaigns" by Tracey Wallace from Big Commerce. In it, 64 of the best ecommerce marketers were interviewed on their tips and tricks for targeting their audiences specifically during the holiday season.

Overall, businesses need to sell their brand's message rather than just their product. These sales during the holidays bring in customers that may become loyal to a brand. Selling the connection with the consumer is as important as profits.

Customers are exposed to hundreds, if not thousands of messages daily from companies competing for their money, so differentiation is key to profits. To get their messages

across to consumers, businesses must be as unique as possible. Customers should be intrigued by the advertisements, drawn into the store by displays, and sold by the commitments of the company.

This is the ideal time to pull on the heartstrings of customers and make them feel nostalgic of childhood holidays. What comes to mind when you think of Christmas? Companies love to set a scene of snow falling outside and a warm fire heating the house as a family comes together for the holidays. It is the easiest way to connect with target audiences and everyone knows that nostalgia sells.

Also, people are watching for companies to demonstrate their commitment to social responsibility. Many advertisements display donations, communities in need, or social movements supported by brands. These messages draw in customers looking for examples of goodwill and help create the needed relationships.

Almost every company across the nation is running deals on Black Friday, which means as a company, it's important to make deals exclusive, meaningful, and worth the time of the consumers. This is where loyalty/rewards programs become very important.

Ad space becomes limited to those companies willing to spend the money required to reach that media. By getting people into a rewards programs or on an email list, messages, promotions, and more can be sent out multiple times a week, if not each day and reach all the intended consumers.

Overall, it is crucial for brands to humanize themselves during this season. This is the time to create new relationships and keep loyal customers coming back. Doing so will result in a successful holiday season.

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Advertisements



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