

Seasonal MARKETING TIPS

TIMELY FALL MARKETING CAN CREATE A CORNUCOPIA OF YEAR-END SALES

The weather may be cooler, but many B2C businesses feel the temperature rise in orders and sales during Q4 thanks to marketing efforts that leverage the season's big-hitting holidays. B2B companies feel it too, as their clientele is typically prepping for 2019 launches, so revenue can stack up nicely at year end. If you didn't start your holiday marketing plans during late summer, October is the time to act. Schedule your next 3 months of festive direct mail campaigns and print promotions to help your business engage new customers and keep profits rocking beyond New Year's Eve.

Dress Up Your Marketing for Halloween

You don't need to sell Halloween-related anything to make this spooktacular holiday drive revenue for your business. Customers of all types appreciate being acknowledged with special offers, extra savings, event invitations or whatever you can conjure up. Use Halloween to masquerade your marketing and make promotions more spirited, from creative copywriting to head-turning graphics. Try disguising coupon offer codes with scratch-offs or other unique redemption ideas. Delivering an unexpected direct mail design generates more interest and more opens, putting your business front and center when prospects are ready to make a move.

Promote Holidays of Thankfulness by Giving Back

World Kindness Day (Nov. 13), Thanksgiving (Nov. 22) and National Day of Giving (Nov. 27) can inspire special promotions that either donate a percentage of sales to a meaningful cause, or pay it forward to your customers with freebies or generous savings on select products and services. Studies show that millennials care more about purchasing from companies that give back, so try a BOGO offer (buy-one, give-one) that can both benefit a local charity and your bottom line.

Outshine Competitors During the Spending Season

Don't forget to leverage your marketing promotions around major consumer shopping days such as Black Friday (Nov. 23), Small Business Saturday (Nov. 24), Cyber Monday (Nov. 26), Super Saturday (Dec. 22) and for those last-minute shoppers, Christmas Eve (Dec. 24).

Refresh Your Marketing Inventory for 2019

What was relevant this year may be obsolete next year. That's why fall is the perfect time to start redesigning and printing some of your marketing collateral so it's ready to impress come January. What products or services need updating? Is your business contact information accurate across every printed piece? Has your branding changed? Recycle outdated designs and freshen up your collateral, including business cards, letterhead, folders and more! Impeccable brand awareness and presentation are the keys to success.

Prep for New Year Shopping Sprees

After the holidays, many consumers have received cash and gift cards as presents, and they are anxious to redeem them! Mailed catalogs are a smart choice to increase Q1 sales for stores and online retailers. Create a New Year look book with pictures of your freshly launched or bestselling items, and then mail them out in early 2019. Booklets come in all shapes and sizes depending on your budget, but their selling impact is mighty regardless of size.

Are you in a holi-daze and not sure where to start?

Contact Modern to help your business plan a direct marketing strategy that keeps new sales rolling in, month over month.

Call **800.959.8365** or visit **modernpostcard.com**

To see more holidays and special observances, visit timeanddate.com/holidays/us
To see national food holiday ideas, visit foodimentary.com

2018 Q4

OCTOBER

OCT 01 | World Vegetarian Day
OCT 03 | National Techies Day
OCT 04 | World Animal Day
OCT 05 | World Teachers Day
OCT 10 | World Mental Health Day
OCT 16 | Bosses Day
OCT 18 | Get to Know Your Customers Day
OCT 29 | National Cat Day
OCT 30 | National Publicist Day
OCT 31 | Halloween

NOVEMBER

NOV 01 | National Authors Day
NOV 04 | National Candy Day
NOV 07 | Stress Awareness Day
NOV 11 | Veterans Day
NOV 13 | World Kindness Day
NOV 20 | National Entrepreneurs Day
NOV 22 | Thanksgiving
NOV 23 | Black Friday
NOV 24 | Small Business Saturday
NOV 26 | Cyber Monday
NOV 27 | National Day of Giving

DECEMBER

DEC 01 | World AIDS Day
DEC 02 | Hanukkah Begins
DEC 04 | National Cookie Day
DEC 07 | Pearl Harbor Remembrance Day
DEC 10 | Human Rights Day
DEC 14 | National Salesperson Day
DEC 21 | Winter Begins
DEC 22 | Super Saturday
DEC 25 | Christmas Day
DEC 31 | New Year's Eve

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