

HOLIDAY Marketing Tips

From Indie Biz Chicks

Holiday Marketing Tips Sneak Peek Worksheet

Know Your Target Market

Who are you trying to reach. Be descriptive. Use the worksheet to help you figure this out. Think about their age, where they live, what income they have, what their goals are, what they intend to get out of your product or service.

Offer A Black Friday Sale

This is the day after Thanksgiving in America. (Friday) the following Monday is Cyber Monday. Definitely hold a sale this weekend. Drop hints about what your sale item will be, but don't announce it until that weekend. If you want, start the sale the day before Thanksgiving.

How To Market Your Holiday Sales For Free & Low-Cost:

Your Newsletter

If you don't have a newsletter, start sending one regularly – at least once a month. To increase your sign-ups, put your sign-up link in the top right of your website / blog.

I recommend that you use an autoresponder to send out your newsletter. You can grab a two week trial of the one I use by visiting:

<http://www.indiebizchicks.com/a/wahmcart.htm>

Blog Posts

Don't be afraid to write about your holiday sales on your blog! And don't just write about your holiday sales on your blog. Write about them on other's blogs, too!

Twitter Parties

Hold your own Twitter Party! Create a hashtag that represents your business or sale. For example, the hashtag that I use for the IndieBizChicks.com Twitter Party is #indiebizchat.

I use TweetGrid (<http://www.tweetgrid.com>) to set up my parties. It is free and easy. To watch a video of one of my Twitter Parties and get a feel for how they operate, visit <http://indiebizchicks.com/wp/twitter-party-video-how-to/>

Use Keywords

Keywords are the words and phrases that people use to find the type of products and services you offer. If you use these same words and phrases in your item descriptions, the search engines will send these people right to your site, which will increase your sales.

For step-by-step instructions on how to find these words, visit:

<http://indiebizchicks.com/wp/how-to-use-long-tail-marketing/>

**To Purchase The Entire Class – Which Includes The Audio, 4 Page Worksheet,
And Live Web Chat For Only \$5, Visit:**

<https://wahmcart.com/cgi-bin/index.cgi?adminid=91&pid=7317&quickbuy=1>