

From: BusinessUSA <business@subscriptions.usa.gov>
To: Kester, Tonykester@aging.sc.gov
Date: 11/19/2015 5:12:04 PM
Subject: BusinessUSA: Holiday Marketing Tips

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11/19/2015

Holiday Marketing Tips for Businesses

On Tuesday, BusinessUSA participated in a Holiday Marketing Twitter Chat ([#SmallBizHoliday](#)). This Twitter Chat, hosted by the Small Business Administration (SBA), highlighted seasonal holiday marketing tips, trends, research and ideas for both retailers and non-retail businesses, including how to make the most of [Small Business Saturday](#).

Below are a list of questions discussed and our favorite 2 tweets that we selected from the responses offered by BusinessUSA, SBA and SBA service providers and Chat partners. [For a full list of tweets, visit our website](#) or click on a question. And if you aren't already, we suggest you follow us on Twitter at [@BizUSA](#) for more great tips year-round.

Question 1: Holiday shopping season is upon us. What should business owners be doing to prepare?

Map out your promotional and markdown plan well in advance, so you're not making it up under pressure: [\[Tweet\]](#)

Double check page loading times to ensure online shopping carts can handle influx of customers: [\[Tweet\]](#)

Question 2: What should small businesses know about shoppers this year?

Many shoppers are looking for unique specialty items that can't be found in the big box stores: [\[Tweet\]](#)

More people shop with #mobile devices. Is your website #mobilefriendly? Here are tips: [\[Tweet\]](#)

Question 3: Are there any innovative marketing and sales tips/trends for small businesses?

Add images to your social media posts to attract more attention. Get more ideas here: [\[Tweet\]](#)

I suggest reading this @AmexOPEN article on maximizing holiday sales for #smallbusiness owners: [\[Tweet\]](#)

Question 4: How much should small businesses invest in marketing for the holiday season?

Spend what you can! Consider in-store gift wrapping & sharing shipping info w/ purchases: [\[Tweet\]](#)

#Smallbiz don't need to spend big to make an impact on holiday mktg! Check out free mktg tools: [\[Tweet\]](#)

Question 5: How can non-retail business take advantage of the holidays?

Capitalize on trending topics by using @GoogleTrends to see what people are searching for: [\[Tweet\]](#)

Attorneys, consultants, plumbers, etc. can maximize #SmallBizHoliday & #SmallBizSat with pre-selling services - Make it fun & exciting: [\[Tweet\]](#)

Question 6: Small Business Saturday is November 28. What should business owners know?

Check out SBA's Small Business Saturday page for resources: [\[Tweet\]](#)

Signage in retail is important. Bring customers into your stores with visible external signage highlighting: [\[Tweet\]](#)

Question 7: Where can small businesses go to find more resources?

If you're looking for #data on 2015 Planned Consumer Spending this holiday season, read this: [\[Tweet\]](#)

@Hubspot has Free Holiday Stock Photos & #EmailMarketing templates here: [\[Tweet\]](#)

Additional Resources

Enjoy more good reads! Here are 2 additional articles on the Business.usa.gov website chock-full of helpful marketing ideas and insights: [In-Store Small Business Marketing Ideas for the Holidays and Year-Round](#) and [Inexpensive Small Business](#)

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