

Maximize GPS Coachable Moments

A Strategic Guide to Business Growth



Is Your Email List Dead?
Here's How to Revive It

LIKE A PRO



**TOP 10
PODCASTS**

Every Local Business Owner
Should Be Listening To

**Top
SOCIAL MEDIA TRENDS
FOR LOCAL BUSINESS
IN 2024 & BEYOND**

**SLEIGH THE
Holiday Season
with These Digital Marketing Tricks**

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Email marketing is still the most powerful direct communication tool you have at your disposal. It's a high-leverage channel that, when done right, can consistently drive revenue, keep your brand top-of-mind, and deepen customer relationships. If your email list is underperforming, don't panic. There's a strategy (or ten) for that. Ready to revive your email list and get back to generating engagement, loyalty, and sales? Let's dig into it!

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dated tactics, now's the time to refresh your approach with some of the most impactful trends on the rise. By keeping your social media strategy relevant, you can engage your community, foster loyalty, and drive real results. Here are the top social media trends for local businesses to embrace in 2024.

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The holiday season is like the Super Bowl for local businesses—everyone is vying for consumer attention, and the competition is fierce. The good news?

Consumers are ready to spend. But how do you ensure your business stands out in all the holiday noise? This year, it's time to go beyond the same-old tactics and sleigh (pun intended) your competition with advanced digital marketing tricks that will drive real results. Let's dive into seven must-use strategies that will take your holiday marketing from good to unforgettable.

Welcome to "Coachable Moments"

by Maximize GPS Academy, where we bring small business owners like you the smartest digital marketing strategies to save time and boost efficiency. Lead by Chrissanne Long, CEO of Maximize Digital Media, our digital magazine zeroes in on innovative marketing techniques that attract more clients with less hassle. We're dedicated to helping you focus your efforts where they count: on growing your business confidently and effectively. Get ready for a curated selection of the latest trends, tools, and tactics specifically for local businesses.

Here's to your success!

– Chrissanne Long,
CEO, Maximize Digital Media



Maximize GPS, your gateway to success in marketing and sales. As small business experts, we specialize in innovative, cost-effective strategies that drive real results. Join hundreds of small businesses already growing and scaling with ease.

Discover how at MaximizeGPS.com



IS YOUR EMAIL LIST DEAD?

Here's How to Revive It

LIKE A PRO

After 20 years in email marketing, I've seen it all—lists that fizzle out, email campaigns that flop, and businesses that think their email list is beyond saving. But what happens when your list goes quiet—and your emails seem to disappear into a void, never to be opened or clicked on? It's not just frustrating; it's costing you potential sales.

Here's the thing: no email list is dead unless you let it stay that way.

Email marketing is still the most powerful direct communication tool you have at your disposal. It's a high-leverage channel that, when done right, can consistently drive revenue, keep your brand top-of-mind, and deepen customer relationships. If your email list is underperforming, don't panic. There's a strategy (or ten) for that.

Ready to revive your email list and get back to generating engagement, loyalty, and sales? Let's dig into the details that only 20 years of email copywriting can teach you.



1. THE POWER OF SEGMENTATION —IT’S NOT JUST A BUZZWORD

Here’s where most businesses go wrong: they treat every subscriber the same. Blasting out the same generic email to your entire list is a surefire way to see your open rates tank. Why? Because relevance is everything.

Segmentation isn’t just something you should do; it’s mandatory if you want to see results. Think of your list as a group of individuals, each with their own needs, pain points, and preferences. The magic happens when you start speaking directly to those individual needs.

Here’s the nuance:

Let’s say you’re running a *chiropractic practice*. You’ve got patients who visit for back pain, some who come in for sports injuries, and others seeking general wellness care. Should these groups receive the same email? Absolutely not. The person with back pain needs to hear about posture tips and desk ergonomics, while the sports injury patient is looking for recovery advice tailored to their activity level.

ADVANCED TIP:

Use behavioral segmentation. Did someone click on a specific service link in your last email but not book? They’re showing interest—now it’s time to follow up with a personalized offer or a case study that addresses their hesitation. Data is your best friend in email marketing.





2. RE-ENGAGEMENT CAMPAIGNS —DON'T TREAT IT LIKE AN AFTERTHOUGHT


One of the worst mistakes I see is businesses giving up on their inactive subscribers. Look, people's inboxes are flooded daily. Just because someone hasn't opened your last 10 emails doesn't mean they're a lost cause.

Here's where a pro-level re-engagement campaign comes into play. You don't just send a bland, "Hey, we haven't heard from you" email. You craft a strategic series designed to pique interest, add value, and rebuild the relationship.

Here's the secret sauce:

START WITH VALUE.

For example, if you run a local car dealership, don't lead with a discount. Instead, send out valuable content like *"Top 5 Ways to Maintain Your Vehicle for Winter"* or *"Is Your Car Ready for a Road Trip? Here's What You Need to Check."* You're proving you're not just there to sell—you're here to help.



Offer a personalized incentive in the second or third email of your series. If you're in the windows and doors business, this could be a limited-time offer for a free consultation or energy-efficiency check for their home. And make it clear: this is a one-time, exclusive offer, just for them.

A well-crafted re-engagement series taps into psychology. You're reestablishing trust, providing value, and subtly reminding them why they joined your list in the first place.



3. VALUE-DRIVEN CONTENT —STOP PITCHING, START TEACHING

If I had to point to the single biggest reason email lists grow stale, it's this: too much selling, not enough giving.

Here's the cold, hard truth: Your subscribers don't care about you—they care about how you can help them. If your emails are just promotion after promotion, your readers will lose interest fast. On the flip side, if you consistently deliver content that educates, solves problems, and adds real value, they'll look forward to your emails.

Take this approach:

EDUCATIONAL CONTENT TAILORED TO YOUR NICHE.

If you're a dentist, stop promoting teeth cleanings and start sending emails like *"5 Foods That Are Secretly Damaging Your Teeth"* or *"How to Prevent Cavities Without Giving Up Sugar."* The more relevant and specific the content is to their pain points, the more engaged they'll become.

SUBTLE SELLING THROUGH VALUE.

If you run a landscaping service, send out helpful content like *"The Best Plants for a Low-Maintenance Yard"* or *"How to Protect Your Lawn During a Heatwave."* End the email with a soft call to action: *"Need help preparing your yard for summer? Schedule a consultation today."*



The goal is simple: you're solving problems first and selling second. When you get this balance right, the sales will follow naturally.

4. THE ART OF INTERACTIVITY —GIVE THEM SOMETHING TO DO

Engagement isn't just about reading. You want your subscribers doing something when they open your emails.

Interactive emails perform better because they involve your reader in a two-way conversation, even if it's something as simple as clicking a button or responding to a poll.

Here's how to do it right:



INTERACTIVE SURVEYS OR POLLS.

If you're in doggy daycare, create a fun poll: ***"Does Your Dog Get the Zoomies? Take Our Quiz to Find Out What They Need!"*** This not only adds an element of fun but also gives you data about your customers' preferences, allowing for better targeting later.

QUIZZES AND TOOLS.

If you're a local financial planner, try sending out a simple financial health quiz. ***"How's Your Financial Future Looking? Take Our 2-Minute Quiz to Find Out."*** It's a great way to engage subscribers while subtly positioning yourself as the expert they can turn to.

These interactive elements get people more engaged with your content, which leads to higher open and click-through rates.





5. THE ART OF INTERACTIVITY —GIVE THEM SOMETHING TO DO

People love a good deal, but even more than that, they love feeling like they're part of an exclusive club. Your email list should feel like VIP access. And the key to making that work? Time-sensitive, exclusive offers.

Here's the expert approach:

URGENCY WITHOUT DESPERATION.

If you're running a pest control service, send an email with a subject line like **"Limited-Time Offer: Protect Your Home Before Winter Hits—20% Off Your First Service."** You're giving them a specific window to act without coming off as pushy or desperate. The urgency feels natural because it's tied to a seasonal need.

OFFER SOMETHING THEY WON'T GET ANYWHERE ELSE.

If you're a dentist, instead of offering a generic cleaning discount, try **"Exclusive for Our Email Subscribers: Free Teeth Whitening with Your Next Appointment."** It's not about cutting your price—it's about adding a high-value service that they'll only get through your email offer.



Making your subscribers feel like they're part of an exclusive group will not only increase engagement but build loyalty.



6. CLEAN UP YOUR LIST —BECAUSE LESS IS MORE

Now, let's talk about one of the hardest truths in email marketing: sometimes, you have to let go. Deadweight on your list can kill your deliverability. That's why every pro knows the value of a clean list.

How to do it right:

IDENTIFY THE TRULY INACTIVE SUBSCRIBERS.

For a home service business, like HVAC or plumbing, you might have people who haven't opened an email in over a year. Start with a re-engagement campaign (as outlined above). But if they still don't respond, remove them. A smaller, more engaged list will outperform a large, unresponsive one every time.



SEND A BREAKUP EMAIL.

Something simple like *"Are We Saying Goodbye? Let Us Know If You'd Like to Continue Receiving Tips & Special Offers."* You'd be surprised how often this tactic works to re-ignite interest.



CONCLUSION: THE REVIVAL STRATEGY

Reviving a dead or dying email list is all about applying the right strategies with precision. When you start segmenting, delivering value, creating interactivity, and offering exclusive, time-sensitive content, you'll see your engagement soar.

Remember, email marketing is not just about blasting promotions. It's about building relationships, one email at a time. And when you do that consistently, you'll turn your email list into one of your business's most valuable assets.

So, ready to get your email list back on track? It's time to revive, refresh, and reap the rewards.



Top 10 **PODCASTS** Every Local Business Owner



Should Be Listening To



Running a local business is tough, and staying on top of marketing, customer loyalty, and operational efficiency is essential. The easiest way to keep learning while on the go? Podcasts. We've selected 10 podcasts that deliver practical, no-nonsense advice specifically for local business owners.

From marketing tactics and SEO to customer loyalty and community building, these shows offer actionable insights and expert advice tailored for small and community-based businesses.

Home To Australia's #1 Marketing Podcast

Australian Podcast Awards 2018 - Winner
Best Business Podcast & People's Choice Finalist

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Experience

590+
Podcast
Episodes

1000s
Marketing
Ideas



Timbo Reid
Podcast Host,
Author, Speaker,
80+ Music Tragic



10 Marketing Wake up Calls

1. The Small Business Big Marketing Show



Hosted by: Timbo Reid

Website: smallbusinessbigmarketing.com

Listen on: Apple Podcasts, Spotify, Stitcher

The Small Business Big Marketing Show is essential for local business owners looking to elevate their marketing. Host Timbo Reid delivers direct, practical advice on topics like customer loyalty, budget-friendly marketing, and building a strong local presence. Each episode is packed with immediately actionable tips designed for smaller operations that don't have the luxury of big marketing budgets.



Kansas City
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REQUEST PROPOSAL

Home - Podcast

Check Out Our Podcast

HOSTED BY PHIL SINGLETON



2. Local Business Leaders



Hosted by: Phil Singleton

Website: kcwebdesigner.com/local-business-leaders-podcast

Listen on: Apple Podcasts, Google Podcasts, Spotify

Local Business Leaders zeroes in on challenges specific to local businesses, from digital marketing and SEO to customer service. Host Phil Singleton interviews successful business owners and industry experts, delivering practical strategies and real-life examples. For local business owners, this podcast is a solid source of ideas you can put to work immediately.

3. The Business of Community

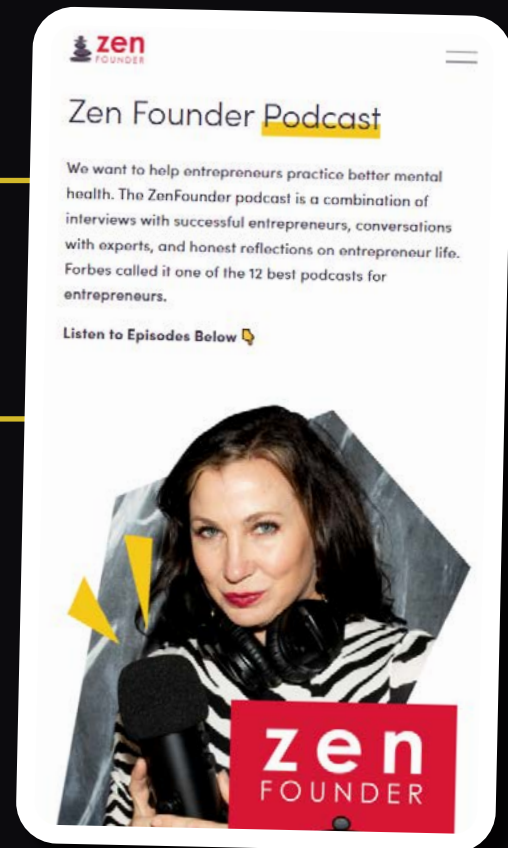


Hosted by: Sherry Walling and Cait Pearson

Website: zenfounder.com/podcast

Listen on: Apple Podcasts, Stitcher, Google Podcasts

The Business of Community focuses on building strong customer relationships and fostering loyalty. Sherry Walling and Cait Pearson cover strategies for creating a loyal customer base through community-building tactics. Topics include using social media effectively, hosting events, and connecting with customers on a personal level.



4. Smart Passive Income (Local Edition)



Hosted by: Pat Flynn

Website: smartpassiveincome.com/shows/spi

Listen on: Apple Podcasts, Spotify, Google Podcasts

Pat Flynn's Smart Passive Income podcast is a solid resource for small business owners looking to leverage online tools to grow. Flynn offers straightforward advice on scaling, building a brand, and connecting with customers—all with a focus on making the most of a small business budget.



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Smart Passive Income Podcast

with Pat Flynn

Weekly interviews, strategy, and advice for building your online business the smart way.

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Pocket Casts

Spotify

TuneIn



Top iTunes Business Podcast
47+ Million Downloads

5. The Local Small Business Coach Podcast



Hosted by: Tammy Adams

Website: localsmallbusinesscoach.com

Listen on: Apple Podcasts, Google Podcasts, Spotify

Tammy Adams' *Local Small Business Coach Podcast* is highly practical, diving into everyday issues like cash flow, hiring, and customer service. Adams focuses on solutions that small business owners can implement quickly and effectively. If you're looking to improve efficiency and profitability, this podcast provides direct, actionable advice.

6. Local SEO Tactics



Hosted by: Jesse Dolan and Bob Brennan

Website: localeotactics.com

Listen on: Apple Podcasts, Spotify, Stitcher

For local businesses, SEO is a must. Local SEO Tactics simplifies SEO so that anyone can understand it, with no need for technical knowledge. Hosts Jesse Dolan and Bob Brennan provide step-by-step guides on how to optimize your website and Google My Business profile, attract local customers, and avoid common SEO mistakes.



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LOCAL SEO TACTICS SHOW

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Brick + Mortar

Visibility

BE THE ONLY OPTION
IN TOWN



7. Brick & Mortar Visibility



Hosted by: Mellisa Rose

Website: <https://www.msmelissarose.com/>

Listen on: Apple Podcasts and Spotify

Melissa Rose's Brick and Mortar Visibility podcast is dedicated to helping local business owners boost both foot traffic and online presence. She covers effective social media strategies, in-store customer experience, and ways to increase visibility, making it an ideal resource for brick-and-mortar businesses aiming to attract and retain loyal customers.

MARKETING OVER COFFEE

W/ JOHN J. WALL AND KEVIN MANEY



8. Marketing Over Coffee



Hosted by: John Wall and Christopher Penn

Website: marketingovercoffee.com

Listen on: Apple Podcasts, Spotify, Google Podcasts

Marketing Over Coffee serves up the latest in digital marketing trends in a casual, digestible format perfect for busy local business owners. Hosts John Wall and Christopher Penn cover essential topics like SEO, social media, and email marketing, breaking down complex strategies into practical tips. With frequent expert guests, this podcast is ideal for anyone looking to stay ahead in the competitive marketing landscape.



9. Local Leaders: The Podcast



Hosted by: Jim Chapman

Website: localedersthepodcast.com

Listen on: Apple Podcasts, Google Podcasts, Spotify

Local Leaders features interviews with successful local business owners, sharing real stories of triumphs and struggles. Host Jim Chapman dives into what's worked and what hasn't, offering practical lessons that other local businesses can use. This podcast is both inspiring and grounded, with no fluff.

10. The Savvy Shopkeeper Retail Podcast

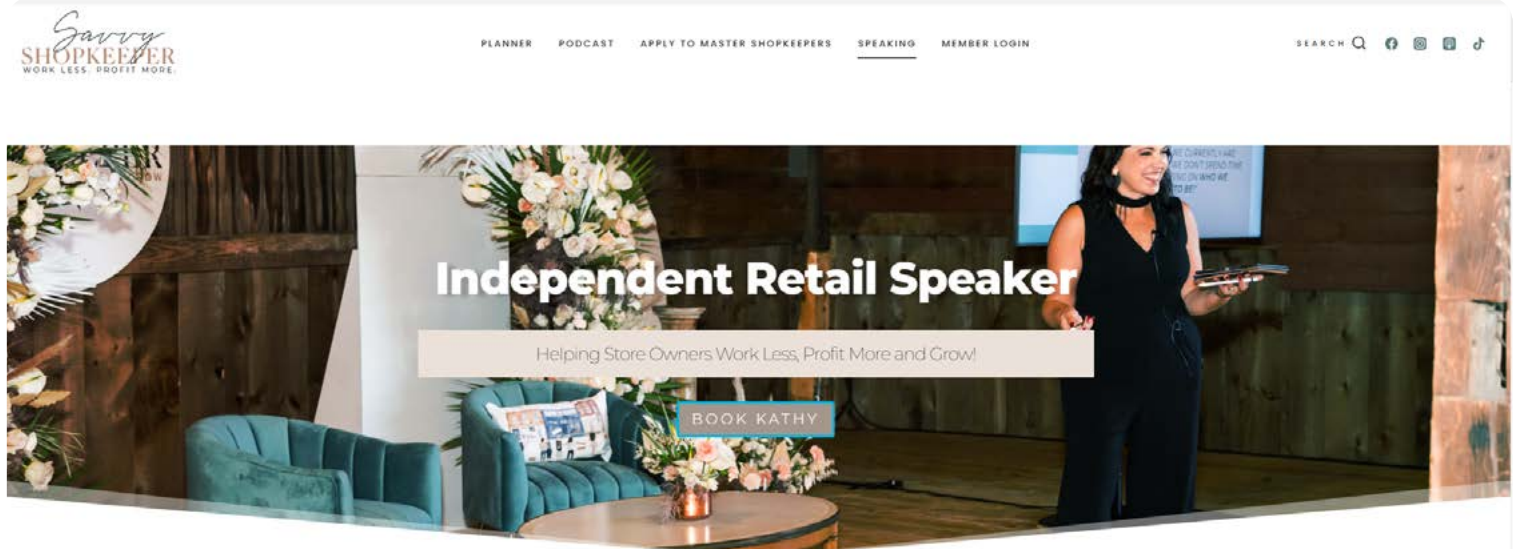


Hosted by: Kathy Cruz

Website: savvyshopkeeper.com/podcast

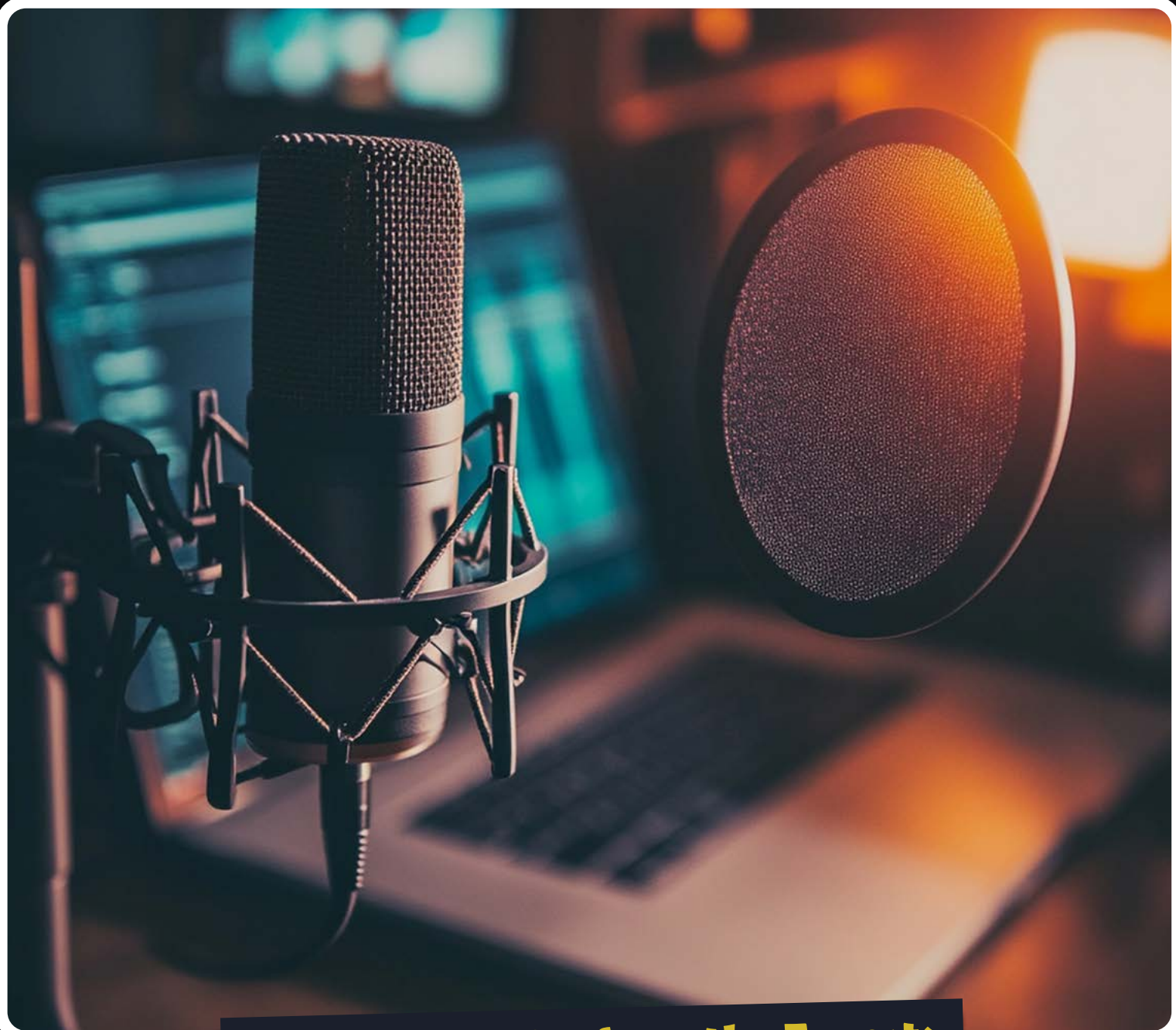
Listen on: Apple Podcasts, Google Podcasts, Spotify

Kathy Cruz's Savvy Shopkeeper Retail Podcast is focused on the unique needs of local retailers. Topics range from inventory management to creating customer loyalty and thriving in a competitive market. Cruz provides direct, actionable advice for any local business with a physical storefront.



“

Kathy Cruz was both engaging and relatable. Someone I could listen to over and over.”



Practical Advice from the Experts

If you're a local business owner looking to grow, these 10 podcasts deliver practical, no-nonsense advice specifically for you. Covering topics like marketing, operations, customer loyalty, and SEO, each show offers actionable insights that you can implement quickly and effectively. Podcasts are a convenient way to stay up-to-date and gather new ideas that will help you compete, grow, and succeed in a busy marketplace.

So, pick a few that resonate with you, plug in, and start learning from the pros!



STRUGGLING TO STAND OUT ONLINE?



Nowadays it's harder than ever for local businesses to stand out.

You're putting in the hours, but your online presence isn't delivering the results you need. Your website traffic is flat, your leads are drying up, and your competitors are stealing the spotlight.

WE GET IT—AND WE'RE HERE TO HELP.

At **Maximize Digital Media**, we specialize in helping local businesses like yours break through the noise and capture the attention you deserve. Our suite of digital marketing services is designed to tackle your biggest challenges and turn your business into a local powerhouse.

STOP LOSING CUSTOMERS TO YOUR COMPETITORS.

It's time to take control of your online presence and start seeing the results you deserve. Whether you need help with SEO, social media, lead generation, or any other digital marketing service, **Maximize Digital Media** has the expertise to get you there.

READY TO ELEVATE YOUR BUSINESS?

Contact us today for a free strategy session (\$197 Value) and discover how our digital marketing services can transform your local business.

Spots are limited and go fast so don't wait!

GET STARTED TODAY!

Call us at: 863-323-8844 or Visit us online at: MaximizeDigital.com



TOP SOCIAL MEDIA

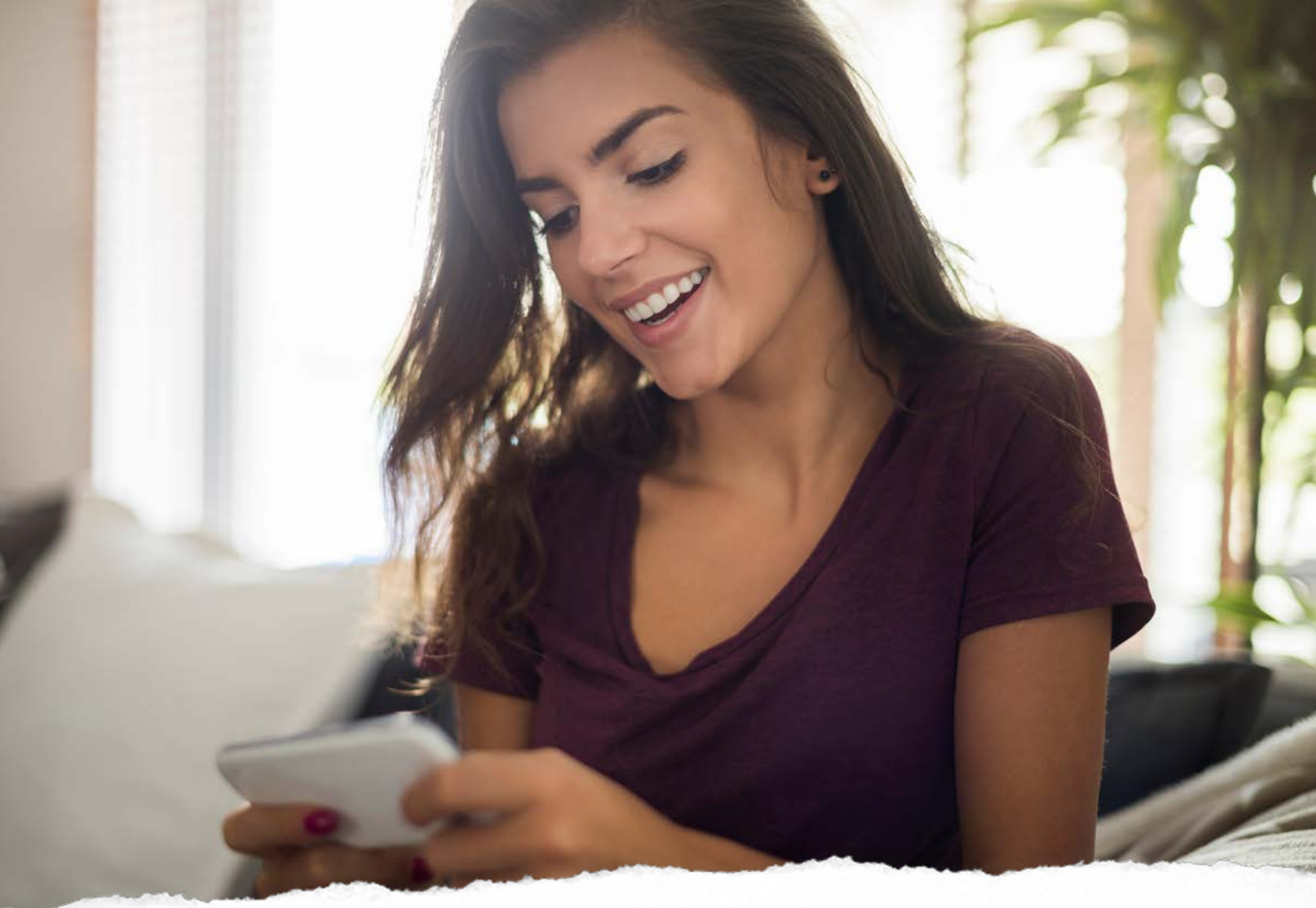
TRENDS

FOR LOCAL BUSINESSES IN *2024 AND BEYOND*

As social media continues to evolve, 2024 and beyond is packed with opportunities for local businesses to connect with customers in meaningful ways. If you're still relying on outdated tactics, now's the time to refresh your approach with some of the most impactful trends on the rise. By keeping your social media strategy relevant, you can engage your community, foster loyalty, and drive real results.

Here are the top social media trends for local businesses to embrace in 2024.









1. SHORT-FORM VIDEOS FOR QUICK ENGAGEMENT

Short-form video content is here to stay, and platforms like Instagram, TikTok, and YouTube Shorts continue to dominate. Local businesses can make an impact with quick, eye-catching videos that grab attention and build brand awareness.

Why short-form video matters:

-  **Instant Impact:** Short videos quickly hook viewers, making them ideal for conveying your message.
-  **Showcasing Local Business:** For a local car dealership, a quick *“Car of the Week”* walkaround video can be enough to pique interest and encourage visits.

How to make it work:

-  **Behind-the-Scenes Content:** Offer a peek behind the curtain, like a bakery showing their daily prep.
-  **User-Generated Content:** Encourage customers to share videos using your products, then repost these to your stories or reels. This can increase brand trust and boost engagement.



2. BUILDING COMMUNITY ON FACEBOOK AND INSTAGRAM


Community-building will be a top trend this year, and it's a perfect fit for local businesses. Customers increasingly want personal connections with businesses, and Facebook and Instagram are ideal for fostering a community-focused approach.


Why community is essential:

 **Increased Loyalty:** When customers feel part of a community, they're more likely to stay loyal.

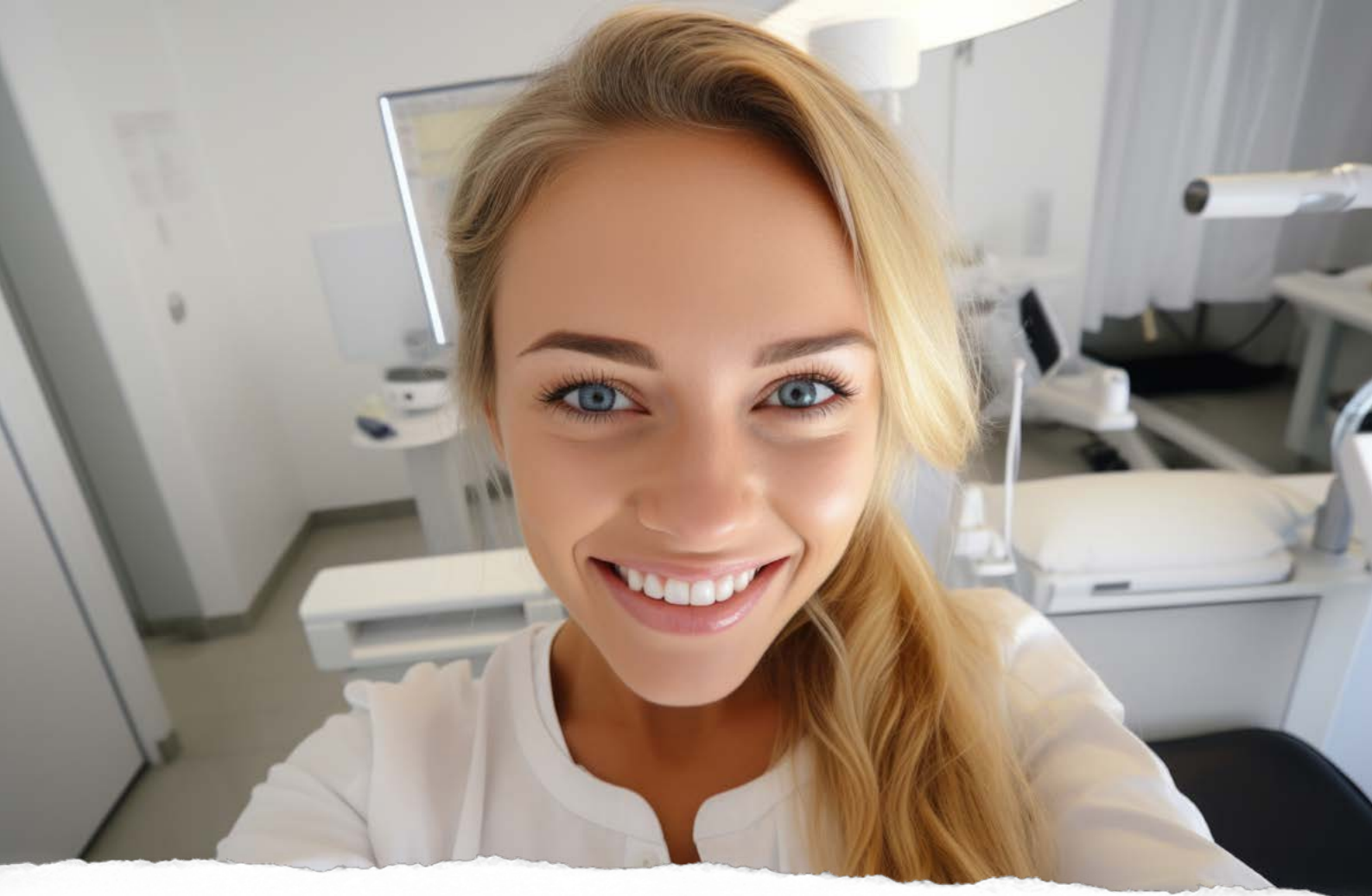
 **Higher Engagement:** Community-focused posts encourage interaction, driving organic reach.

How to make it work:

 **Facebook Groups:** Create a private group for your customers. For example, a doggy day-care could create a "Local Dog Lovers" group where pet parents can connect, share photos, and swap pet care tips.

 **Interactive Instagram Stories:** Run Q&A sessions or polls to foster interaction. A chiropractor could host a weekly Q&A to discuss health and wellness tips, building a trusted community while engaging with followers.



By prioritizing community, you create a network of loyal customers who are more likely to engage, recommend, and return to your business.





3. PARTNERING WITH LOCAL INFLUENCERS AND MICRO-INFLUENCERS

Influencers aren't just for big brands. Micro-influencers—those with smaller but highly engaged followings—can be incredibly effective for local businesses. They're often deeply connected to the community, making them ideal for local marketing.

Why influencers work:

-  **Authentic Reach:** Local influencers are trusted by their followers, who value their recommendations.
-  **Focused Targeting:** Influencers help you reach new customers who are likely interested in what you offer.

How to make it work:



-  **Find Relevant Influencers:** Look for influencers aligned with your brand values. For example, a landscaping company could partner with a local eco-conscious influencer to promote sustainable services.
-  **Collaborate Creatively:** A dentist could team up with a lifestyle influencer to discuss cosmetic services or share preventive care tips with a broader audience.





4. USING EPHEMERAL CONTENT WITH STORIES

Ephemeral content—posts that disappear after 24 hours—continues to be a great way to engage audiences in real-time. Instagram and Facebook Stories are prime examples of this trend, letting you connect with followers through timely updates and interactive features.

Why Stories work for local businesses:

-  **Timely Engagement:** Stories allow you to share quick updates, behind-the-scenes moments, or promotions.
-  **Boosted Visibility:** Stories appear at the top of feeds, giving you prime real estate for customer engagement.

How to make it work:

-  **Daily Specials and Flash Sales:** For a local restaurant, Stories can promote daily specials or limited-time offers like a flash sale on drinks.
-  **Live Customer Interactions:** A window and door company could showcase their installation process, adding a personal touch to their services and answering common questions in real-time.



Stories keep your business front-and-center, offering a unique way to connect and engage with your audience.





5. SOCIAL COMMERCE: SELLING DIRECTLY ON SOCIAL MEDIA

Social commerce has made it possible to shop directly on social media, and platforms like Facebook, Instagram, and TikTok continue to enhance their in-app shopping features. This makes it easier for customers to buy from you without leaving the app.

Why social commerce is a game-changer:

-  **Streamlined Purchases:** Social commerce allows customers to complete transactions within the platform.
-  **Capturing Spontaneous Sales:** People often browse social media to discover new products, so being “shop-ready” allows you to capture sales on the spot.

How to make it work:

-  **Tag Products in Posts and Stories:** A home decor shop could tag seasonal items, allowing followers to buy instantly.
-  **Exclusive Social Deals:** Use social commerce to offer exclusive discounts. A local car wash could offer a discount for customers who book directly on social media, adding an incentive for immediate booking.



With social commerce, you can shorten the customer journey and make it easier to convert social media followers into paying customers.





6. USER-GENERATED CONTENT (UGC) FOR AUTHENTIC PROMOTION

Authenticity is a powerful tool, and user-generated content (UGC) helps build it naturally. Customers trust real people's experiences, so UGC is often more impactful than brand-created content.

Why UGC matters:

-  **Builds Credibility:** Seeing real customers use and enjoy your products builds trust.
-  **Encourages Participation:** UGC campaigns invite your audience to share their experiences, building a stronger sense of community.

How to make it work:

-  **Encourage Reviews and Photos:** A chiropractor might ask patients to share their wellness journeys on Instagram, using a branded hashtag like **#PainFreeJourney**.
-  **Run a UGC Contest:** A landscaping company could ask customers to post before-and-after photos of their property transformations. Offer a prize for the best photo to encourage participation.



UGC builds a community around your brand and provides authentic content that resonates with potential customers.





7. AI-ENHANCED CONTENT AND CHATBOTS

AI-powered chatbots and content personalization tools allow local businesses to deliver instant customer service and tailored content. AI can answer frequently asked questions, recommend relevant products, and enhance customer experiences on social media.

Why AI matters:

-  **Better Customer Service:** Chatbots can handle simple inquiries, providing 24/7 service even outside business hours.
-  **Personalized Content:** AI tools analyze customer data to offer personalized product or service recommendations.

How to make it work:

-  **Chatbots for FAQs:** A pest control company could use a chatbot to handle common questions, like “How long does a treatment last?” or “Do you offer eco-friendly solutions?”
-  **Tailored Recommendations:** A real estate agency could use AI to suggest properties based on a user’s previous searches, improving the user experience and increasing conversions.

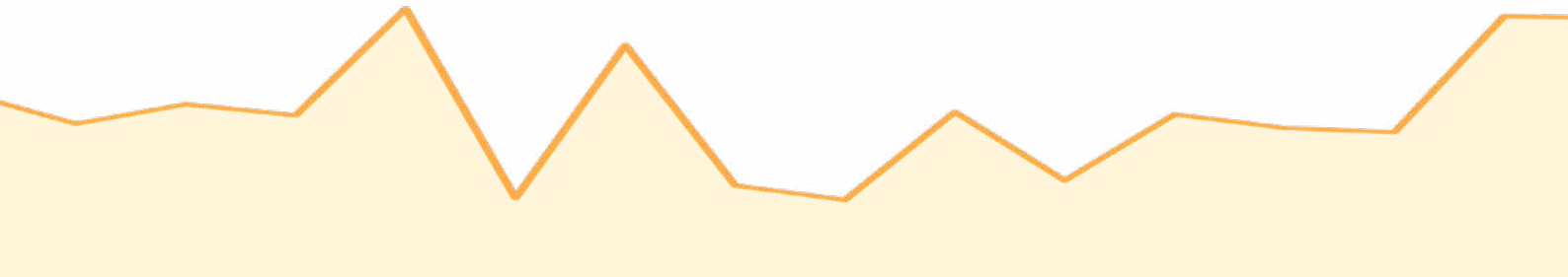
AI tools streamline customer interactions, making it easy to provide timely and personalized service.



CONCLUSION: **EMBRACE 2024'S SOCIAL MEDIA OPPORTUNITIES**

In 2024, social media is all about building connections, fostering community, and providing personalized experiences. By staying current with short-form video, leveraging community-building tools, partnering with influencers, and incorporating AI for customer service, you'll connect with your audience in ways that drive loyalty and growth.

The future of social media is evolving rapidly—take advantage of these trends to set your local business apart in 2024.





Sleigh the *Holiday Season*

with These Digital

MARKETING TRICKS

The holiday season is like the Super Bowl for local businesses—everyone is vying for consumer attention, and the competition is fierce. The good news? Consumers are ready to spend. But how do you ensure your business stands out in all the holiday noise? This year, it's time to go beyond the same-old tactics and sleigh (pun intended) your competition with advanced digital marketing tricks that will drive real results.

Let's dive into seven must-use strategies that will take your holiday marketing from good to unforgettable.



1. CREATE A HOLIDAY-THEMED GOOGLE BUSINESS PROFILE CAMPAIGN

If you're not fully leveraging your Google Business Profile (GBP), you're missing a golden opportunity—especially during the holidays. But why stop at just optimizing it? Create a holiday-themed campaign on your GBP that grabs attention.

Here's how:



DECK THE DIGITAL HALLS:

Update your profile with festive images—whether it's a holiday-themed storefront, your team in festive gear, or a special holiday product display.



HOLIDAY OFFERS & EVENTS:

Use the Posts feature to announce holiday promotions or events. Imagine you're running a boutique pet store—why not host a *"Holiday Pet Photo Day"* where customers can book a festive photo shoot for their pets? Use your GBP to promote the event and link directly to a booking page.



PRE-LOADED Q&A:

Make your customer experience even smoother by pre-answering holiday-related questions in the GBP Q&A section. Common questions like *"Do you offer gift wrapping?"* or *"What are your holiday hours?"* can be answered upfront, improving both SEO and customer experience.



2. RUN A “12 DAYS OF GIVEAWAYS” SOCIAL MEDIA CAMPAIGN

Social media is buzzing during the holidays, so why not give your audience a reason to engage every single day? A “12 Days of Giveaways” campaign is perfect for driving consistent engagement, no matter your industry.

For example:



SALON & SPA:

Each day, offer something valuable, like a discounted service or a free product sample. Promote these giveaways through stories, Reels, and posts across Instagram and Facebook. To amplify your reach, ask followers to tag friends or share the posts to enter the giveaway.



BONUS TIP:

Leverage TikTok and Instagram Reels to make visually engaging videos showcasing your giveaway items. Behind-the-scenes clips or holiday product reveals can catch attention and boost your engagement like never before.



3. HOLIDAY-THEMED CHATBOTS FOR INSTANT CUSTOMER SERVICE

People are busy during the holidays, and they want quick answers. Enter chatbots—automated, instant customer service that never sleeps. But make it fun by giving your bot a holiday-themed personality.

Imagine a home improvement store's chatbot named **"Jingle, the Helpful Elf,"** popping up to help with questions about holiday decorations or delivery times. And here's the kicker—have your chatbot drop exclusive holiday discounts for anyone who interacts with it. This not only makes your business more accessible, but it also drives direct sales.

4. HYPER-TARGETED PAID ADS WITH A LOCAL HOLIDAY TWIST

Paid ads are a no-brainer during the holidays, but generic ads won't cut it. The secret is in hyper-targeting your audience with localized, holiday-specific messaging.

Let's say you run a tax preparation service. Set up Facebook Ads to re-target people who've recently visited your site with a message like, **"Get ahead of tax season with our Holiday Early Bird Special!"** Adding a holiday twist to an otherwise mundane service can capture attention and drive early bookings.

Or try geo-fencing—a powerful tactic that targets people near local holiday hotspots like malls or festive events. For a restaurant near a shopping mall, an ad could say, **"Need a break from holiday shopping? Get 15% off lunch today—just steps away from [Mall Name]."** This taps into people's immediate needs in the perfect location.



5. LEVERAGE “LAST MINUTE DEALS” WITH COUNTDOWN TIMERS

The holidays are prime time for last-minute shoppers. Use this to your advantage by running “*last-minute deals*” with countdown timers that create urgency.

If you own a jewelry store, try running a “**48-Hour Last-Minute Sparkle Sale**” offering free gift wrapping and guaranteed delivery before Christmas. Use a countdown timer on your website to emphasize the urgency.

Pair this strategy with time-sensitive email campaigns. Use subject lines like, “**Last Chance to Grab Holiday Gifts – 24 Hours Left!**” Countdown timers increase conversions because people fear missing out, especially when the clock is ticking.

6. TURN REVIEWS INTO HOLIDAY MARKETING GOLD

The holidays are the perfect time to leverage social proof. Encourage customers to leave reviews on platforms like Google, Yelp, and Facebook, but take it one step further by offering holiday-themed incentives.

If you run a local bakery, consider launching a “Holiday Cheer Review Challenge.” Offer a free cookie or dessert to customers who leave a review and show proof at checkout. Not only does this build your reputation, but it also gives people an extra reason to stop by again.

Service-based businesses can showcase reviews in their holiday email campaigns or on social media. A glowing testimonial paired with a festive promotion can convince potential customers that you’re the best choice for their needs during the holiday rush.





7. PARTNER WITH COMPLEMENTARY LOCAL BUSINESSES FOR CO-PROMOTIONS

The holidays are all about collaboration. By partnering with complementary local businesses, you can double your exposure without doubling your ad spend.

For example:



A **fitness studio** could partner with a nearby health café to offer a joint holiday health package—“**Sign up for a month of yoga, and get a free smoothie every week in December!**” Cross-promotions like this not only increase reach but also provide extra value to your customers.



A **florist** could team up with a gift shop to offer holiday-themed bundles, combining flowers with curated gift baskets. By pooling audiences, you can offer something unique that no one else is, driving both traffic and sales.



FINAL THOUGHTS: IT'S TIME TO SLEIGH THE HOLIDAY SEASON

The holiday season is the perfect opportunity to dial up your marketing efforts, but you need more than basic strategies to stand out. Implement these advanced digital marketing tricks—from holiday-themed GBP campaigns to hyper-targeted ads and festive chatbot personalities—and watch your sales soar.

The key takeaway? **Stand out by being different.** This holiday season, the businesses that push the boundaries with creativity and advanced targeting will be the ones raking in sales. So don't wait—start implementing these strategies now to sleigh the competition and make this holiday season your most profitable yet.

Ready to take action? Get out there and make this your best holiday season ever!



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