



reech



Marketing Christmas List

Communications | Website & Social | Print | Campaigns



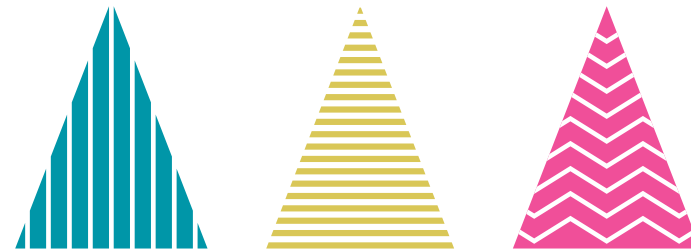
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Introduction

The Christmas period is fast approaching! With the shortest working month of the year soon upon us, and so many things for business owners to consider, it's more important than ever to plan ahead your marketing activity.

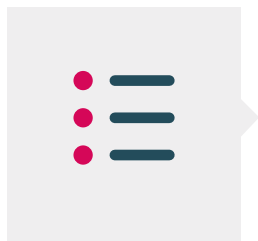
Getting prepared for the Christmas season – and your period of holiday shutdown – is something that can often get forgotten about. From ensuring your opening hours are updated on various platforms, getting Christmas cards (whether digital or print) ready to send to your customers and clients and even special offers you want to communicate before, or during Christmastime; there's a lot to get ticked off the list!



Get your list, check it twice...

Simply select the items from the Marketing Christmas List that you'd like to launch during the festive period and send this document back to your Client Relationship Manager.

They will be in touch to arrange a call or meeting to talk through your plans in more detail.



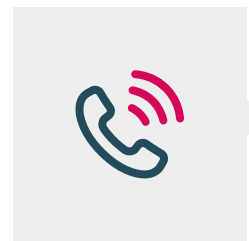
View the Marketing Christmas List



Make your selections, including any additional information you want to include



Save and send the PDF back to your Client Relationship Manager



They'll arrange a call to discuss your needs further – including your required deadline dates



Our team will get to work on your Christmas communications



You can tick one final thing off your pre-Christmas to-do list!





Communications

Opening Hours

Make sure your clients have your most up-to-date opening times for over the festive period (this is more important if you're B2C!). It's important your opening times are communicated as early as is possible and there's many ways we can help with this from email communications, social media posts and content on your website.

MailChimp

Website News Article

Social Media Posts

Merry Christmas

One of the easiest ways to build engagement with your existing customer base is through celebratory messages during the Christmas period – this is also a great way to thank them for their customer loyalty across the year. We can help with this messaging through festive animations, social media graphics and email messages.

MailChimp

Social Media Posts

Animated Video

New Year's Day (2022)

Wish your customers all the best for the New Year! We can help you develop a message from you to your clients, to be circulated on New Year's Day – this is also a great way to remind them of your opening times in January.

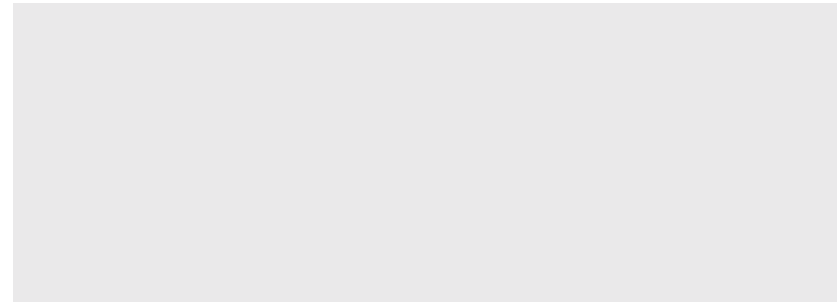
MailChimp

Social Media Posts

Animated Video



Additional Information





Website & Social


Festive Design Treatment

Celebrating Christmas – and helping your client get into the festive spirit – can stem further than just Christmas cards! We can give your website a bit of Christmas sparkle through digital snow effects, add Christmas designs to your social media assets, add special messages to all of your digital channels – you name it!

Opening Hours

You've communicated your opening hours on social media, but do they match all of your website profiles? We can update your opening hours on your social media profiles, your Contact Us page on your website and even your Google Business Listings.

Additional Information



Print

Branded Christmas Cards

Help your customer Christmas cards stand out from the crowd with your very own branded card! We can design, print and distribute your cards for you, including your festive message, opening times – whatever you need.

Personalised Christmas Gifts

Are you sending gifts to your clients? Some biccies, chocolate or perhaps a bottle of Prosecco? We can help personalise gifts with bespoke designed tags or gift cards to make your gift extra special.

Company Calendar

Calendars are a great way to have brand awareness within your client's offices all year round, incorporating your logo and your key products/services. We can design, print and distribute a 2022 calendar to your clients – this is also another great gift idea!

Additional Information



Campaigns

Product/Service Updates (for December-January period)

If you have any specific objectives or KPIs in mind for your sales, or a product/service that needs particular focus during this time, we can support with a range of updated communications that can support your strategy, increase website traffic and your sales.

Social Media Paid Advertising

Pay-Per-Click Google Ads

MailChimp Email Campaign

Social Media Organic Assets (for you to post yourself)

Festive Competition Campaign

Competitions are a great way to boost brand awareness, customer engagement and boost your reach to prospective customers. From 12 days of Christmas campaigns, giveaways, promotional offers on your best-selling products; we can help promote these:

Social Media Paid Advertising

Pay-Per-Click Google Ads

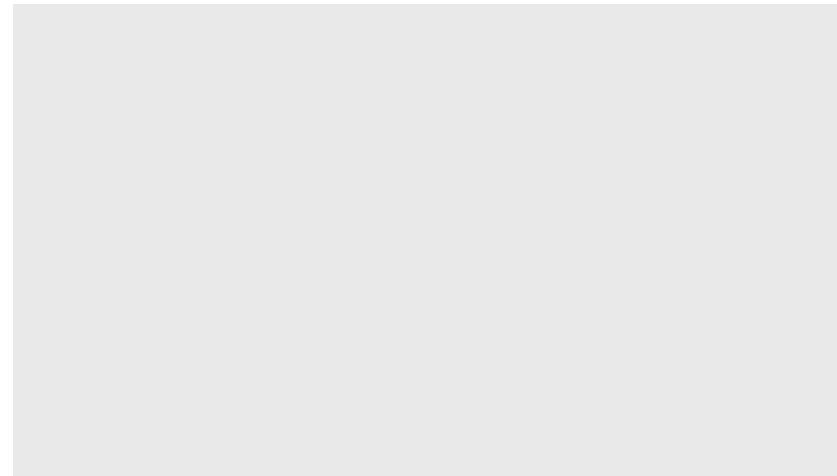
MailChimp Email Campaign

Social Media Organic Assets (for you to post yourself)

Regular Updates on Social Media

People are spending more time than ever on social media, meaning there is a great opportunity for you to keep them updated with what's going on within your company and help you keep engaged with them. Let's discuss your December and January content calendar and help you get the most from this lucrative channel!

Additional Information





We look forward to receiving your Christmas List...

Send this document back to your Client Relationship Manager.



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