

# NURTURENOTES

## 10 Super Cool Holiday Marketing Ideas

Already have your traditional winter holiday cards picked out and ready to send in a few weeks? No problem! Save these ideas and use them to celebrate *any* holiday - *all year long*.

We hope you enjoy reading NurtureNotes as much as we enjoy bringing these tips to you. Watch for some exciting changes in 2012!

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### 1. Be charitable!

Give a gift that shows you care with a donation to THEIR favorite charity via [Charity Choice](#). Or get your team involved and volunteer for a local or industry charity event. Write a holiday newsletter or blog with pictures and details about your positive experience.



### 2. Skip the traditional holidays.

Why not skip the holiday card clutter altogether? Eliminate the competition and stand out by celebrating new beginnings with a New Year's mailing. Or, show a little love on Valentine's Day with a copy of our e-book, *101 Business Love Letters*, branded with your logo.



### 3. Smile for the (video) camera.

It's a digital world, so why not create a video holiday card? Record your office singing or video employees' individual greetings. Post on YouTube or your website, then send them a link to view their special surprise. [Ask us](#) about our easy video creation package.



### 4. Options for the camera shy.

So you have a face for radio? That's okay - so do we. You can still take advantage of the digital "cool factor" (and save a tree) by sending your customers an eCard. Check out sites like [Enteract](#) for a variety of designs and fun ways to personalize your greetings.



### 5. Think BIG.

People love a chance to win big prizes like a Kinect or iPad, and now is the time to give them that chance. Ask people to sign up for next year's news and enter them in a random drawing. In the spirit of giving, donate one to a local children's hospital or community center.



### 6. Think SMALL.

Segment your holiday list and purchase gifts aligned with the value each customer, vendor, center of influence, or employee provides. Need something really special? Visit local boutiques or online shops like [Etsy.com](#) for unique, handmade items they will cherish.



### 7. Dress for the occasion.

Have some fun this holiday season by dressing up your website with festive backgrounds and graphics. Extend your theme to your e-mail signature and social media pages too! Spread holiday cheer everywhere you can - just keep it appropriate for your *entire* audience.



### 8. Create a picture to remember.

Forget the corporate card catalogs and do something different. Hire a caricature artist to draw your department's crazy characters, or have a professional designer create a cool holiday scene with your office and logo. Use your art for cards, calendars or your website.



### 9. Pick up your pen.

Express your holiday wishes and gratitude in a handwritten letter (mailed in a hand-addressed envelope of course). Enclose quality stationery or note cards personalized with their name or logo and you won't just have a customer for life - you'll have a friend too.



### 10. Resist temptation.

Sure, you are sending something to a lot of people and spending money on postage anyway. Why not slip in a brochure or business card? Save that for a later time and focus on sharing nothing but good cheer this holiday season. You will be rewarded with respect.

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