

PRAUS CONSULTING

Newsletter

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Make today the day you rise.

INSIDE THIS EDITION

Gratitude in Motion: Serve, Strengthen, and Stand Out

November brings a shift toward connection, reflection, and intentional spending. As Thanksgiving approaches, your audience is craving value, warmth, and brands that feel human. This month we're diving into relationship-driven marketing, trust-building trends, and strategies to capture attention before the holiday season peaks. Get ready to nurture your audience, elevate your presence, and finish Q4 with purpose and momentum.



Insider Company Spotlight: *Etsy*

This month we're spotlighting **Etsy**, a platform that consistently excels in November by leaning into community, gratitude, and seasonal storytelling. Their 2025 "Handmade for the Holidays" push highlights real creators, customer traditions, and personalized gifting moments – creating an emotional connection that drives search traffic and early sales. Their approach reminds service-based businesses of something key: when you lead with meaning and authenticity, your audience sees your brand as part of their season, not just another option.

See the full story ➡ [Read More](#)

TRENDS

THIS MONTH'S TRENDS



ESSENTIAL FALL MARKETING MOVES

- **Value-First Storytelling**

Customers are choosing brands that feel human, relatable, and transparent. Businesses should highlight behind-the-scenes work, client stories, and authentic gratitude to see higher engagement. [Source](#)

- **Micro-Offers for the Holidays**

Mini-bundles, quick-win services, and low-barrier offers are outperforming large packages as customers look for helpful, affordable options before major holiday spending hits. [Source](#)

- **SEO Shifts Toward Gifting**

Search behavior spikes in November for terms like "gift ideas," "holiday prep services," and "end-of-year planning." Aligning your website content and blogs with seasonal intent boosts discovery and organic traffic. [Source](#)

Need help planning your next move? Download our free Small Business Growth Blueprint—a quick-start guide to help you cut through the noise and grow with clarity. ➡ [Grab it here](#)



Market & Economy Update: What You Should Know

November brings stronger demand and more intentional buying. Consumers are planning earlier, comparing options carefully, and prioritizing trusted brands as they prepare for holiday commitments.

Here's what you need to know:

- **Early deal fatigue is real:** Customers are tuning out generic promos and gravitating toward high-trust, high-value messaging.
- **Service inquiries climb:** Coaching, consulting, and wellness services see a bump as people prepare for year-end goals and transitions.
- **Local search surges:** Reviews, local SEO, and directory listings matter more than ever as shoppers support small businesses for the holidays.

What You Can Do:

- **Lead with gratitude** – share client appreciation, success stories, or “thank you” incentives.
- **Optimize your Google presence** – refresh reviews, update hours, and highlight holiday-themed services.
- **Make your offers clear** – use simplified packages or seasonal add-ons to capture decisive buyers.

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Key Stats & Benchmarks

November sets the pace for holiday performance. With Black Friday energy, early planning, and strong intent, tracking the right numbers now shapes how well you close out the year.

Key Metrics to Track:

- **Email Revenue per Subscriber:** Aim for \$1.20–\$2.00 as customers expect helpful offers tied to gratitude or holiday planning.
- **Website Click-to-Lead Rate:** Target 20–28% by using seasonal CTAs like “Plan Your Best Year Yet” or “Holiday-Ready Services.”
- **Landing Page Conversion:** Look for 5–7% by featuring bonuses, short-term offers, or giftable service options.

Seasonal Focus:

- **Thanksgiving Week:** Lean into gratitude messaging, appreciation posts, and service bundles that feel thoughtful and personal.
- **Black Friday / Cyber Monday:** Instead of heavy discounts, service businesses perform best with value adds (bonus sessions, early 2026 planning guides, exclusive templates, etc.).

Give Thanks, Gain Momentum

As the season of gratitude unfolds, now is the perfect time to strengthen your presence, refine your strategy, and connect more deeply with your audience. If you're ready to elevate your visibility and align your business for a strong year-end finish, we're here to help.

► Start here with our free [**Small Business Growth Blueprint**](#) to sketch out your plan, or book a [**Free Strategy Call**](#) and we'll help you turn those ideas into results.