

PRAUS CONSULTING



Newsletter

December 2025

Volume #27

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Small steps, big impact, lasting success.

INSIDE THIS EDITION

Wrap your year with wins & Start 2026 with Momentum

December isn't just about closing out the books – it's a strategic window to ride holiday energy, build trust, and set your business up strong for the new year. This month, we spotlight what's trending, how small businesses can stand out, and the smart moves to finish Q4 with impact and purpose.

TRENDS

THIS MONTH'S TRENDS



HOLIDAY SEASON MOVES

- **AI-Backed Personalization & Automation**

Many businesses are relying on AI to personalize communications, automate follow-ups, and manage increased holiday demand. This shift makes marketing feel more human & timely without exponentially increasing your workload. [Source](#)

- **Short-Form Video & Social Commerce Surge**

Short, authentic videos plus in-app shopping features are performing especially well right now a powerful combo for small businesses offering services or gift-ready packages. [Source](#)

- **SEO Shifts Toward Gifting**

Voice assistants and natural-language search are influencing how customers discover services. Optimizing content for conversational queries is giving small service-businesses an edge in local SEO. [Source](#)



Insider Company Spotlight: *Montmorency Bakehouse*

This month we're spotlighting Montmorency Bakehouse, a small family-run bakery in Melbourne that went viral this holiday season with simple behind-the-scenes videos of its kitchen, staff, and treats. By prioritizing authenticity over polish, the bakery captured audiences with warmth and relatability, driving both online engagement and in-person visits. Their story shows that small businesses can build trust and connection by sharing real moments, seasonal storytelling, and a human voice. Service-based businesses can borrow this approach by showing behind-the-scenes glimpses, letting personality shine, and creating content that feels like an invitation, not a promotion.

See the full story [Read More](#)

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

December combines peak holiday spending with year-end planning, making it a crucial month for small businesses to engage customers while preparing for 2026.

Here's what you need to know:

- **Holiday spending remains strong but selective:** Consumers are prioritizing meaningful gifts and practical purchases over impulse buys.
- **Competition for attention is intense:** With many brands pushing seasonal campaigns, clear messaging and authentic storytelling are essential to stand out.
- **New Year planning drives early research:** Customers are looking for services that help them start 2026 strong, like business support, and personal growth offerings.

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 bundles to guide purchase decisions.

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Key Stats & Benchmarks

With holidays in full swing and New Year on the horizon, December is a goldmine for performance metrics. What you track now will reveal what resonates – and what to carry into 2026.

Key Metrics to Track:

- **Email Open Rate:** See how holiday-themed subject lines perform – aim for 25 – 32%, especially when focusing on gifting, value, or fresh-start messaging.
- **Website Sessions / Traffic Lift:** Target 10 – 20% increase by optimizing for holiday- and new-year-related keywords (e.g. "holiday services," "2026 planning help," "gift-ready packages").
- **Offer Conversion Rate:** On gift bundles or New Year service packages – aim for 4 – 7%, assuming clear CTAs, value, and a sense of urgency.

Seasonal Focus:

- **Holiday Gift Bundles & Limited-Time Offers** – market giftable versions of your services or time-sensitive deals.
- **New Year Planning & Reset Offers** – position your services as tools for 2026 goals: coaching, consulting, health, productivity, business growth, etc.

Give Thanks, Gain Momentum

The holidays are more than just a season – they're a bridge to your next chapter. If you're ready to boost visibility, refine your messaging, and capture more clients before the year ends, let's chat!

► 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.