



Wave Media
GROUP LIMITED

100 **SLEIGH-SALES** **TACTICS:**

**A HOLIDAY SURVIVAL KIT FOR SMALL
BUSINESSES ON A BUDGET**

876-350-8777

www.wavemediaja.com



DECK THE DIGITAL HALLS: SOCIAL MEDIA STRATEGIES

BOOST YOUR ONLINE PRESENCE WITH
FESTIVE FLAIR.

1. Use free tools like Canva to design holiday-themed posts.
2. Create a holiday hashtag challenge (YourBrandHolidayHustle).
3. Host a holiday giveaway with a small prize to increase engagement.
4. Use Instagram Stories to show behind-the-scenes holiday prep.
5. Leverage TikTok trends with festive twists to highlight products.
6. Post countdown reels to build anticipation for sales.
7. Use memes or GIFs with holiday humor to go viral.
8. Share customer unboxing videos for social proof.
9. Create Instagram Highlights for holiday collections.
10. Partner with a micro-influencer for a seasonal product review.



TINSEL TALK: CREATIVE CONTENT MARKETING

SPREAD HOLIDAY CHEER WITH
STORYTELLING AND VALUE.

11. Write a blog post on "Top 5 Gifts for [Your Target Audience]."
12. Create a holiday gift guide PDF as a lead magnet.
13. Use Loom to record a personal thank-you video for customers.
14. Publish festive tips on your LinkedIn page to reach B2B clients.
15. Collaborate with influencers for micro-blog features.
16. Share "Holiday Hacks" videos that include your product.
17. Repurpose old content with a holiday twist.
18. Write an email series on "12 Days of Savings."
19. Create a holiday-themed infographic using Piktochart.
20. Publish a heartfelt holiday letter on your blog.



SANTA'S SLEIGH SPECIALS: BUDGET-FRIENDLY PROMOTIONS

GIVE YOUR AUDIENCE A REASON TO
BUY NOW

- 21. Offer free shipping for orders over a set amount.
- 22. Bundle products for value-packed holiday gifts.
- 23. Use time-limited flash sales to create urgency.
- 24. Offer a "Buy One, Gift One" deal to promote generosity.
- 25. Reward loyal customers with early access to sales.
- 26. Add a free holiday-themed gift with every purchase.
- 27. Promote "last-chance" shopping days with discounts.
- 28. Offer discounts for referrals made during the holidays.
- 29. Create a tiered discount system based on order totals.
- 30. Highlight limited-edition holiday packaging to boost appeal.



NORTH POLE NETWORKING: COLLABORATIONS & PARTNERSHIPS

JOIN FORCES WITH OTHER SMALL
BUSINESSES TO WIDEN YOUR REACH.

- 31. Cross-promote products with a holiday-themed campaign.
- 32. Host a joint Instagram Live event with a complementary brand.
- 33. Swap email lists (with permission!) to reach new audiences.
- 34. Co-host a pop-up event or digital market.
- 35. Collaborate on a holiday bundle with another business.
- 36. Partner with a local charity for a holiday giveback campaign.
- 37. Do a product swap with another business for mutual promotion.
- 38. Share each other's holiday promotions on social media.
- 39. Host a virtual holiday party for your combined audiences.
- 40. Co-create content, like a festive recipe or DIY guide featuring both brands.

ELF-MAIL MAGIC: EMAIL MARKETING STRATEGIES

TURN INBOXES INTO CONVERSION
MACHINES.

- 41. Create an email countdown to Christmas sale.
- 42. Share customer stories or testimonials as part of your holiday campaign.
- 43. Personalize email subject lines with names and festive emojis.
- 44. Offer exclusive email-only discounts.
- 45. Use automation to send abandoned cart reminders.
- 46. Design visually appealing holiday emails using Canva.
- 47. Create a holiday-themed newsletter with gift tips.
- 48. Segment your email list for targeted promotions.
- 49. Use countdown timers in emails to create urgency.
- 50. Send thank-you emails to top customers with exclusive offers.

WINTER WONDERLAND WEBSITE TWEAKS

MAKE YOUR WEBSITE A FESTIVE
SHOPPING DESTINATION.

- 51. Add a holiday banner with your latest deals.
- 52. Use a pop-up to promote your holiday sale.
- 53. Optimize your site for mobile holiday shoppers.
- 54. Feature a countdown timer on your homepage.
- 55. Add gift-wrapping options at checkout.
- 56. Highlight best-selling holiday items on your homepage.
- 57. Add customer reviews with photos to product pages.
- 58. Use a chatbot for instant customer support during sales.
- 59. Create a landing page specifically for holiday collections.
- 60. Add an FAQ section about holiday shipping timelines.

JINGLE ALL THE WAY TO SEO

HELP YOUR CUSTOMERS FIND YOU
THIS HOLIDAY SEASON.

61. Write holiday-themed blogs with SEO-friendly keywords.
62. Optimize your Google My Business profile with holiday hours.
63. Add alt-text to your holiday images with key phrases.
64. Create backlinks with festive guest posts.
65. Use a free keyword planner for seasonal searches.
66. Update meta descriptions with holiday-specific copy.
67. Use Pinterest to drive traffic to your holiday content.
68. Share content on local online forums or directories.
69. Post on Quora or Reddit with links to helpful holiday tips.
70. Use Google Trends to identify trending seasonal topics.



HOLLY JOLLY ADS: PAID ADVERTISING ON A BUDGET




REACH THE RIGHT AUDIENCE WITHOUT
BREAKING THE BANK.

- 71. Use Facebook's ad scheduler to run targeted campaigns during peak hours.
- 72. Retarget website visitors with Google Ads.
- 73. Create a \$10/day Instagram campaign for best-selling products.
- 74. Use carousel ads to showcase gift sets or bundles.
- 75. Promote a video ad showcasing your product in action.
- 76. Run ads featuring holiday customer testimonials.
- 77. Use geo-targeting to reach local shoppers.
- 78. Offer special promotions via click-to-call ads.
- 79. Create a Pinterest ad for your holiday gift guide.
- 80. Run limited-time ads featuring countdown timers.



FA-LA-LA LIVE EVENTS: VIRTUAL AND IN-PERSON

CREATE A BUZZ WITH INTERACTIVE
EXPERIENCES.

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81. Host a holiday-themed Q&A on Instagram Live.
 82. Organize a virtual DIY craft or cooking workshop featuring your products.
 83. Set up a holiday pop-up shop at a local market.
 84. Run a virtual scavenger hunt with your products as prizes.
 85. Collaborate on a festive live-stream event with a local charity.
 86. Offer holiday styling or gifting tips via a webinar.
 87. Create a virtual advent calendar with daily deals.
 88. Invite influencers to co-host an online event.
 89. Use Facebook Events to promote in-person holiday specials.
 90. Record the event for repurposing on social media.



FROSTY FREEBIES: GUERRILLA MARKETING TACTICS

GET CREATIVE WITH SMALL-BUDGET
CAMPAIGNS THAT MAKE A BIG IMPACT.

- 91. Print holiday-themed stickers for packaging (use Sticker Mule).
- 92. Send handwritten notes to top customers.
- 93. Partner with a local coffee shop for free product samples.
- 94. Organize a “12 Days of Giving” challenge for social media followers.
- 95. Create QR codes that lead to exclusive holiday discounts.
- 96. Offer to sponsor a small community event with products or services.
- 97. Leave branded holiday ornaments in public spaces as giveaways.
- 98. Hand out coupons with festive messaging at local events.
- 99. Place flyers or business cards in community holiday hotspots.
- 100. Organize a small-scale “shop local” campaign with nearby businesses.

WORKSHEET

IMPLEMENTING 100 SLEIGH-SALES TACTICS FOR CHRISTMAS

Use this worksheet to turn holiday sales tactics into actionable steps for your small business. Follow the prompts to prioritize, plan, and execute strategies effectively.

Section 1: Deck the Digital Halls (Social Media Strategies)

- Which platforms will you focus on?
- ☐ Instagram
- ☐ Facebook
- ☐ TikTok
- ☐ LinkedIn
- ☐ Other: _____

Action Steps:

1. Identify one holiday theme for your posts (e.g., "Cozy Christmas," "Festive Fun").
2. Plan 5 posts to execute this theme using Canva templates.
3. Create and schedule a giveaway post by:
_____ (date).



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_____ (date).



Section 2: Tinsel Talk (Content Marketing)

- Content Ideas to Explore:
 - ☐ Holiday Gift Guides
 - ☐ DIY Tutorials featuring your products
 - ☐ Customer Testimonials
- **Tools to Use:**
 - Canva (graphics)
 - Loom (video messages)
 - Piktochart (infographics)
- **Action Steps:**
 1. Write one blog post by: _____ (date).
 2. Design an infographic to share on social media by: _____ (date).

Section 3: Santa's Sleigh Specials (Promotions)

- Choose Your Tactics:
 - ☐ Free Shipping
 - ☐ Holiday Bundles
 - ☐ Flash Sales
- **Action Steps:**
 1. Plan one promotion for December (e.g., "Holiday Bundle Sale").
 2. Set up discounts in your e-commerce system by: _____ (date).

Section 4: North Pole Networking (Collaborations)

- Potential Partnerships:
 - Business 1: _____
 - Business 2: _____
- **Action Steps:**
 1. Draft an email pitch to potential collaborators.
 2. Plan one joint event (e.g., Instagram Live) by: _____ (date).

Section 5: Elf-Mail Magic (Email Marketing)

- Target Audience Segments:
 - ☐ Loyal Customers
 - ☐ Abandoned Cart Users
 - ☐ New Subscribers
- **Action Steps:**
 1. Create a holiday email template using Mailchimp.
 2. Schedule an email series (e.g., “12 Days of Savings”) by: _____ (date).



Section 6: Winter Wonderland Website Tweaks

- Priority Updates:

- ☐ Add a holiday banner
- ☐ Feature best-selling products
- ☐ Optimize for mobile

- Action Steps:

1. Draft a checklist of updates for your web designer or use a website builder like Wix.
2. Test website loading speed by: _____
(date).

Section 7: Jingle All the Way to SEO

- Keyword Research Tools to Use:

- ☐ Google Trends
- ☐ Ubersuggest

- Action Steps:

1. List 3 holiday-themed keywords to include in your website:
 - _____
 - _____
 - _____
2. Update alt text for all holiday images by:
_____ (date).

Section 8: Holly Jolly Ads (Paid Advertising)

- Budget Allocation:
 - Daily Budget: _____
 - Platform Focus:
 - ☐ Facebook
 - ☐ Instagram
 - ☐ Google
- **Action Steps:**
 1. Create one carousel ad featuring your holiday bundles.
 2. Review ad analytics weekly starting: _____.

Section 9: Fa-La-La Live Events

- Event Type:
 - ☐ Instagram Live
 - ☐ Virtual Workshop
 - ☐ In-Person Pop-Up
- **Action Steps:**
 1. Draft an event outline (e.g., key talking points, timing).
 2. Promote the event via social media and email starting: _____.

Section 10: Frosty Freebies (Guerrilla Marketing)

- Choose Your Tactics:

- ☐ Sticker Giveaways
- ☐ QR Code Discounts
- ☐ Handwritten Notes

- Action Steps:

1. Design holiday stickers with Sticker Mule by:

_____.

2. Distribute your guerrilla marketing material at local events starting: _____.

Implementation Tracker

Weekly Progress Check:

- Week 1: ☐ Completed 20% of tactics
- Week 2: ☐ Completed 40% of tactics
- Week 3: ☐ Completed 60% of tactics
- Week 4: ☐ Completed 80% of tactics
- Week 5: ☐ Ready for Christmas sales launch!

Need more help implementing these ideas? Reach out to Wave Media for expert guidance. Let's make this holiday season your most profitable yet!

