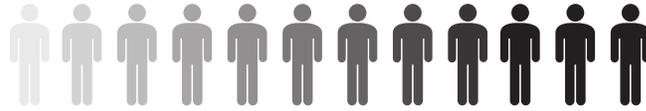


OFF HOLIDAY MARKETING

1 The Average consumer has to be “touched” 5-12 times before they buy



2 A best practice is to touch your existing clients at least once every 60 days

? So, What’s the Reason for the Contact?

3 Holidays can be a great reason for a contact



! Off Holidays are an underutilized marketing activity

! Consumer are used to receiving cards on their birthdays and Christmas and your correspondence can get lost in the shuffle. Off holidays are a way to stand out and can generate tangible results.

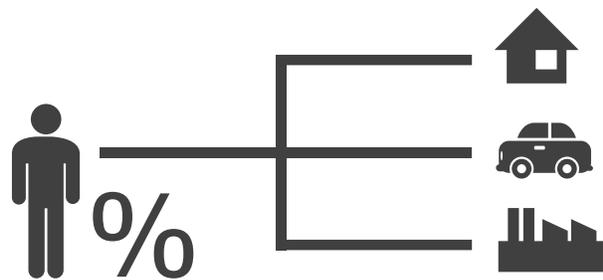
4 Groundhog Day
President’s Day
St. Patrick’s Day
Easter
April Fool’s Day
Earth Day
Mothers Day
Memorial Day
Flag Day
Father’s Day
Grandparent’s Day
Independence Day
Labor Day
Columbus Day
Veteran Day’s

5 Understand your target market.

! Any marketing you do should be tailored to the market that you’re targeting.

! Plan ahead, success in marketing is more tied to implementation than creativity.

! Off holiday marketing should be a cohesive extension of your base marketing strategy.



6 Don’t just use one form of contact.



! Effective marketing incorporates all available mediums to stay in front of your target market.



! Traditional holiday cards are a great tool but contact can also be made via social media, your website, email or an event.

OFF HOLIDAY MARKETING

7 If you're going to use mail as your contact don't feel like you have to use a card



- ! Calendars that are customized to include important planning opportunities (tax time, RMD's, life insurance awareness month, etc.) are great tools.
- ! Magnets are a great way to make sure your name is front and center.
- ! Send out an ECard!

Seasonally themed blogs can increase traffic to your website. **8**



This also create a reason for a call, or send an email with a backlink to your website. !

The increased traffic will help your ranking on search engines and can also prompt a prospect to give you a call! !

9 Use video to convey your message

- ! While most advisors might send out a card your prospects and clients can see a personalized message from you
- ! Not only does this help you stand out but a message conveyed via a video typically has a higher conversion rate than a mail piece.
- ! This is a simple and easy process to do but, has a lasting effect.



Set up a holiday contest. **10**

For instance have a fireworks giveaway for the 4th of July. !

Send the message out via social media and email to generate registrants, create an ad on your website about it. !

9 Get involved in your community.

- ! Partner with other businesses or charities around a certain holiday
- ! Spread the message via your website and social media

