



AUTUMN MARKETING CHEAT SHEET

Halloween has now overtaken Valentine's Day in terms of spending. In 2001, consumer spending on Halloween in the UK was a conservative £12million, but in 2015 it was a whopping £300million – and it continues to rise.

So, how can you make the most of seasonal events like this to maximise your profits? First up, take a step back and look at last year's October spending. If possible, look at 2014.

Use the space below to write down your previous profit from October spending, and identify any key sales trends of that month, too.





How do you take advantage of Halloween with your marketing? There are several things that seasonal marketing can achieve, including: recognition in the local community, increased brand awareness, boosted sales, and improved future profits from ongoing promotional activity.



RECOGNITION IN THE LOCAL COMMUNITY

Get involved in local events! If you're a greengrocer, donate some apples to the local school's Halloween party. If you're a B2B business, sponsor a Halloween cocktail networking event. If you're a costumer, well, this month is yours for the taking!

Local marketing is a prime area for you to boost sales. The more people in your area see your logo, and your local involvement, the more likely they are to trust your brand. Once you've gained people's trust, you have their buying power in your hands.



BOOST SALES NOW - AND NEXT MONTH

Run a clever promotion with your business: offer a voucher for November that a customer receives once they've made a purchase in the week of Halloween. Or, run a social media campaign that offers people a promotional discount if they take a photo of themselves in costume in your shop, then post it on social media with a specified hashtag.

This'll encourage people to visit your business premises - plus they'll be far more likely to return in future when they have received their discount code.



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REMEMBER YOUR EXISTING CUSTOMERS

It's traditional to send holiday greetings cards in December and some companies also send cards on their clients' birthdays (if they're super-organised!). Why not send your customers a little reminder that you're there, with a personalised postcard or gift bag with Halloween treats inside?

Quirky contact points like this will stick in the minds of your customers, and also help to boost your existing relationship with them.



LAUNCH NEW PRODUCTS FOR CHRISTMAS

We may be talking about the end of October, but this is actually a PERFECT time to mentally prepare your customers to buy from you at the busiest time of the year in December.

Make the most of your Halloween marketing to promote your latest product launch – and run early bird offers in time for December to really drive sales.

Cross-promotional marketing really helps here: a campaign started in October can easily extend through to Christmas and New Year sales, if you're ready to bring it all together. Think about ways you can invite people to your upcoming events, for example: at your Halloween party, hand out flyers to promote your Christmas late opening times or special discount event.

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