

2025

Holiday Marketing Guide for Small Businesses



2025 Holiday Marketing

The 2025 holiday shopping season is short and fast! There are only four Saturdays between Black Friday and Christmas Day. This compressed schedule means shoppers will be moving quickly. Start your marketing and promotions in October to capture "early bird" shoppers and maintain momentum through New Year's Eve.

Key Customer Trends & Marketing Ideas for Q4 2025

The Dominance of Local Search

Shoppers are defaulting to "near me" searches and checking reviews before visiting. Your digital location is as important as your physical one.

Action Ideas:

- **Maximize Your Profiles:** Keep your WeShop, Google Business, and social profiles up to date with correct hours, holiday schedules, and fresh photos.
- **Use Local SEO Keywords:** Add words like your town, neighborhood, or "near [city]" into product descriptions, posts, and captions so you show up in local searches.
- **Spotlight Local Ties:** Use phrases like "Made in [Town]" or "A local favorite since [year]" in signage and captions to connect to community pride.

Short-Form Video Wins

Quick, entertaining videos (Reels, TikToks, Shorts) have the highest organic reach and are the fastest way for new customers to discover your business.

Action Ideas:

- **Show, Don't Tell:** Post quick videos of new arrivals, unboxing shipments, or staff prepping holiday displays.
- **Create Mini Gift Guides:** Share a digital gift guide linking to products or share short form video content with 30-second clips like "5 Gifts Under \$30" or "The Perfect Hostess Gift."
- **Capture the Experience:** Share the festive atmosphere—holiday lights, shopping crowds, hot cocoa in hand and any in-store experiences you may offer.

Value and Bundle Hunting

Price sensitivity is high, but customers will pay for value and convenience. Bundles, one-stop gifting, and seasonal promotions are in demand.

Action Ideas:

- **Bundle It Up:** Package 2–3 products as a ready-to-go sets "Holiday Hostess Basket" or "Stocking Stuffer Trio."
- **Tiered Promotions:** "Spend \$50, get a \$10 gift card back" to reward bigger purchases.
- **Value:** Highlight your offerings aside from products such as free gift wrapping and local delivery.

Experiences Over Transactions

Shoppers want more than a purchase—they want an experience they can share.

Action Ideas:

- **Host Small Events:** Sip & Shops, DIY nights, kids' craft corners, photos with Santa.
- **Create Moments:** A festive backdrop or decorated corner encourages customers to post and tag you.
- **Partner Up:** Team with a nearby café, boutique, or artisan for cross-promotions and shared foot traffic.

Digital Convenience Rules

Shoppers expect to discover, shop, and check out seamlessly online—especially when buying last-minute.

Action Ideas:

- **Update Your Online Storefront:** Keep WeShopSC profiles and e-commerce pages updated with new and seasonal items.
- **Push Gift Cards:** Both digital and physical gift cards are top sellers.
- **Highlight Shipping + Pickup Deadlines:** Remind customers when to order to receive items by Christmas and promote buy online, pick up in-store for those last minute shoppers.

Marketing Calendar & Key Dates

October – Kick off

Oct 15–31 – Fall into the Season

- Lean into fall and Halloween themes.
- Refresh windows with autumn colors.
- Share “spooky specials” or themed bundles.

Oct 31 – Halloween

- In-store experiences (treats, décor, costumes).
- Share festive posts with customers and staff.

November – Holiday Kickoff

Nov 11 – Veterans Day

- Host a veteran appreciation discount or special shopping hour.

Nov 21 – Pink Friday

- Kick off shopping season with “Shop Local First.”
- Launch your gift guides and early promotions.

Nov 27 – Thanksgiving

- Gratitude posts; preview weekend offers.

Nov 28 – Black Friday

- Doorbusters, early-morning specials, or limited-time deals.

Nov 29 – Small Business Saturday

- Cross-promotions with local businesses.
- Share your “why shop small” story.

December – Peak Shopping Season

Dec 1 – Cyber Monday

- Push e-commerce and gift card sales.
- Offer free shipping or online-only bundles.

Dec 2 – Giving Tuesday

- Partner with nonprofits, donate a portion of sales, or host a giving campaign.

Dec 7–24 – Holiday Countdown

- Push gift guides, in-store events or experiences, and ways to shop (in-store, online)
- Post extended store hours.

Dec 14–22 – Hanukkah

- Promote gifts for hosts, gatherings, and family nights.

Dec 24 – Christmas Eve

- Capture last-minute shoppers with extended hours.
- Highlight gift cards and grab-and-go bundles.

Dec 25 – Christmas Day

- Share a warm holiday message.

Dec 26–31 – Post-Holiday & New Year’s

- “Treat Yourself” sales, year-end clearance.
- Promote New Year’s Eve celebration items, décor, or gifts.

5 Quick Marketing Wins for Q4

Post Consistently

- Aim for 3–4 posts per week on Facebook and Instagram to stay top-of-mind during the season.

Use Local Hashtags

- Include tags like #ShopSC, #ShopLocal, #[YourTownName] to get discovered by nearby shoppers.

Show Behind-the-Scenes

- Share photos or short clips of holiday prep, packaging, or decorating—authentic moments create connection.

Create Short Videos

- Film a 20–30 second Reel or TikTok once a week. Gift ideas, “staff picks,” or new arrivals are easy wins.

Respond Quickly

- Engage with every comment, tag, and respond to messages—fast replies build trust and encourage sales.

Holiday Social Media Templates

Engage your audience with ready-to-use holiday-themed social media templates!



[Click here](#) or Scan to Access Templates



Gift Guide Template

Highlight your products, services, or experiences in a beautifully designed format that catches shoppers' attention.



[Click here](#) or Scan to Access Templates



Let's Connect!

Make sure to engage with us on social media this season! Tag and collaborate with @WeShopSC on Facebook and Instagram so we can share your posts and help get the word out to shoppers across South Carolina.

