

# Prepping Your Marketing for the Holiday Season

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Before anything, ask yourself...

# Who is your audience?

- Demographics
- Interests
- Goals, hopes and dreams
- Where do they “hang out” online?

**We are in the  
attention economy.**

# Taking action...

## How do you reach your audience?

- Educate
- Tell stories
- Show who you are



# Tips and Tricks for the Holiday Season

## Share the spirit of the season.

- Inspire nostalgia.
- Curation – of gifts, styles, trends, how-to-do/DYI.
- Tips to help your audience achieve the
- Hallmark-esque holiday aesthetic.
- Preparing for new year, new you. What can they do today to be ready for those new year resolutions?



# Tips and Tricks for the Holiday Season

## Surviving the Season

- Create content in batches.
- Always have content “in the queue”.
- Look at your calendar. Schedule.
- Share user-created content.



# Questions?

