



25 Flooring Marketing Ideas For Your Holiday Sales Season

1) Implement a **longer promotion** that lasts 1-2 months to attract prospects.

2) Try out **short, holiday flash sales events** to create urgency and close deals.

3) Hold a **"12 Days of Christmas"** promotion event for 12 days.

4) Offer **"secret discounts"** people can draw from a stocking, santa hat, mug, etc. during checkout.

5) Look into being a **sponsor for a local sports team** this winter.

6) Offer a **"Take a holiday from your holiday"** sweepstakes. Enter customers who purchase into a drawing, and have the grand prize be a free weekend stay at a nice destination/resort.

7) Create and display **holiday-themed stocking stuffers, gift cards, or gift bags** with flooring samples/coupons/receipts/sales confirmations in them. Let people know they can use these items if they're buying for a spouse, significant other, or family member.

8) After a sale closes, send customers a **free holiday gift** as a thanks. You can give them a mug, a box of chocolates, an ornament, a candle, a blanket, a canister of hot chocolate, gloves or hats, etc.

9) Liven up your storefront with **holiday decorations**. Depending on where you live, you might want to not only decorate for Christmas, but also for **Hanukkah, Kwanzaa, New Years, Diwali, Boxing Day**, and other holidays.

10) If it's cold outside, set up a **hot chocolate station** for visitors.

11) **Give out candy canes** with pieces of paper that have a link or QR code to leave a review.

12) Design **custom, holiday-themed stickers** to mark down products that are on sale.

13) Get the word out about your promotions with fun **holiday-themed emails** that you can send to customers and prospects.

14) **Post, post, POST on your social media channels** about your holiday promotions. People need to know. Consider running a paid ad campaign for more exposure.

15) **Highlight service projects** your flooring store is participating in to spread good vibes.

16) On social media, share pics/videos of employees/installers **wearing ugly sweaters, santa hats, etc.**

17) Use professional pictures of family gatherings, Christmas morning, or any holiday scene and be sure to feature/highlight the floors. **Pictures of dogs, babies, and kids** are also an attention-grabber.

18) Liven up your website for the holidays. Work with your web dev or digital marketing company to put up **website banners and new content** for your holiday promotions. Don't forget to update your prices to reflect your promotions.

19) **Create landing pages on your website** for your promotions and deals. Remember to include holiday-related keywords in your content for SEO purposes.

20) **Create paid ad campaigns** that target holiday-related keywords (ie: holiday flooring deals, floor christmas sale, holiday kitchen deals, christmas flooring specials, etc). You may need to do some keyword research to find the best holiday-themed keywords for your business.

21) **Send out Christmas cards** to customers. Inside the card, include a coupon for their next purchase.

22) Host or participate in **service projects** in your community. (Make sure to wear branded shirts so people know who you are!) You can donate to charity, serve in a soup kitchen, participate in a Secret Santa service project, donate old carpet remnants to refugees, collect food donations, etc.

23) Coordinate with other businesses for a **holiday blitz**. Offer promotions at the same time, throw a block party with Santa/food trucks/activities, etc.

24) In **various email campaigns**, send out ideas for winterizing your flooring/floor care tips during the winter months, new decor trends coming in 2024, ways to donate/recycle old carpet, etc.

25) After the holidays, when things slow down, **circle back with prospects** to see if now is a better time.

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