

M LOCAL BUSINESS MARKETING

The Marketing Guide for Local Business Owners

November 2015

3 Things

Retailers Need To Do To
Prepare For The Holidays

*How to Network
Productively during
Holiday Seasons*

Understanding
the Benefits of
Pay Per Click
Advertising

Social Media Trends for 2016

*Marketing
to the
College
Scene*

**Getting the
Most Out of Your
Business Blog**

Infographic:
Holiday Shopping

FREE!

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Welcome!

The holiday season is upon us. Are you going to make this holiday season a successful one for your business? We hope so, and are providing a variety of articles that may help.

We hope you find this month's issue full of interesting articles and tips that you can apply immediately to help you grow your business.

This month, you'll find a good variety of articles covering many topics that are important to business owners including improving customer service, improving your online presence, and gaining more exposure through the effective use of social media.

If you're not already receiving this magazine regularly, we suggest you add your email to our subscriber list. We have some exciting articles already in the works for the upcoming issues. Don't miss out!

If you like the magazine, and know other local business owners that could benefit from receiving our magazine each month, please do us (and them) a favor by forwarding a copy to them.

We welcome any comments or questions you might have, as well as the opportunity to explain how we've been able to help businesses just like yours.

To Your Success!

Darcy Guello
Principal
Guello Marketing

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A Little About Us

Local Business Marketing Magazine is proudly provided by **Guello Marketing.**



It's a full-time job for me, an experienced online marketer, to keep up with all the changes and opportunities online. How could you possibly run your business while trying to figure out the online jungle? Where do you even start?

I've seen businesses that paid thousands of dollars for a website that no one visits; or business owners who spend hours each week posting on a Facebook page that they don't get any customers from. You don't want that to happen to you.

If you're interested in finding someone you can trust with online marketing advice, I'd like the chance to prove you can trust Guello Marketing. Consider this a personal invitation for us to talk.

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Marketing Calendar

Plan your marketing messages around these upcoming holidays and proclamations.

November

Adopt A Senior Pet Month
Aviation History Month
Epilepsy Awareness Month
Lung Cancer Awareness Month
Military Family Appreciation Month
National Adoption Month
National Alzheimer's Disease Month
National COPD Month
National Diabetes Month
National Family Literacy Month
National Pet Cancer Awareness Month
Pancreatic Cancer Awareness Month

November 3 - Election Day (USA)
November 11 - Veteran's Day (USA), Remembrance Day (Canada, Ireland, UK)
November 26 - Thanksgiving (USA)
November 27 - Black Friday
November 28 - Small Business Saturday
November 30 - Cyber Monday, St. Andrew Day (UK)

1st - Daylight Saving Time Ends
3rd - Housewife's Day
4th - Candy Day
5th - Doughnut Day
5th - Men Make Dinner Day
5th - Bonfire Night (UK)
10th - Marine Corps Birthday
11th - National Sundae Day
11th - Armistice Day
14th - National Pickle Day
16th - Fast Food Day
17th - World Peace Day
18th - Mickey Mouse Birthday
19th - Great American Smokeout
19th - International Men's Day
20th - Universal Children's Day
21st - Adoption Day
21st - World Television Day
26th - National Cake Day
28th - French Toast Day

December

World ALDS Month
National Write A Business Plan Month
National Tie Month
Tomato and Winter Squash Month
Universal Human Rights Month
Worldwide Food Service Safety Month

December 6th-14th - Hanukkah
Dec 25 - Christmas
December 26th-January 1st - Kwanzaa

1st - World AIDS Day
1st - National Day of Giving
2nd - National Mutt Day
3rd - International Day of Persons With Disabilities
4th - National Cookie Day
5th - International Volunteer Day
7th - National Pearl Harbor Remembrance Day
7th - Internatinoal Civil Aviation Day

10th - Human Rights Day
12th - Gingerbread House Day
15th - Bill of Rights Day
16th - National Chocolate Covered Anything Day
17th - National Re-gifting Day
17th - Wright Brothers Day
18th - National Ugly Christmas Sweater Day
18th - Answer The Telephone Like Buddy The Elf Day
18th - Free Shipping Day
21st - Crossword Puzzle Day
21st - Humbug Day
22nd - Winter Solstice
23rd - Festivus
26th - National Whiner's Day
27th - Fruitcake Day
28th - National Chocolate Candy Day
30th - Bacon Day
31st - Make Up Your Mind Day
31st - New Year's Eve



BLACK FRIDAY

3 Things Retailers Need To Do To Prepare For The Holidays

When the summer starts to lose its color and the leaves begin falling from the trees, consumers start thinking about shopping for the holidays. There will be plenty of people complaining on social media about how the stores set up their holiday decorations too soon, but those same consumers are still going to venture into the retail world to start stocking up for the busiest shopping season of the year.

Retailers have had a tenuous relationship with the holidays for a long time. When Black Friday was first introduced, it was a great way for shoppers to have a little fun by cashing

in on bargains in the early morning hours on the day after Thanksgiving. It was also a way for retailers to start off the holiday shopping season with big revenue numbers. But Black Friday has morphed into a beast that is starting to give the retail world a bad name, and many retailers are trying to distance themselves from the whole idea.

While Black Friday is falling out of favor with some retailers, there are still steps retailers need to take to get ready for holiday shopping.

Smart retailers ignore the complaints on social media, and take the necessary

steps to cash in on the most significant shopping season of the year.

Start Early

As soon as the leaves start to turn and the kids go back to school, most people's thoughts turn to the holidays. The majority of people who complain about holiday shopping are the ones who consider it to be a chore for one reason or the other. But even complainers are looking for deals during the most wonderful time of the year, and they are looking for the essentials they will need for Thanksgiving.

The key is to remember that “the holidays” for retailers starts before Halloween and ends after New Year’s Day. Prior to Halloween, families get excited at the Halloween displays, and then the kids get excited when those Halloween displays morph into Christmas decorations. For a retailer, this is a magical time when being one of the first stores to start offering holiday deals means being the store that people will remember for all of their holiday shopping needs.

Increase Customer Service

People can buy products at any retail store, but it is difficult to get good service during the holidays. You need

to add seasonal workers to your staff who will work the sales floor offering assistance to shoppers. You can add features such as a gift concierge service, gift wrapping and layaway to make your store the only place people will want to go when they need to do their holiday shopping.

Get Into The Spirit

Encourage your employees to get into the spirit of each holiday by wearing Halloween costumes and Christmas apparel as each holiday approaches. When customers walk through the doors of your store, you want them to feel like the holidays are happening at your retail

location. Aside from the decorations on the walls and the products on the shelves, the best way to get people in the mood to spend money during the holidays is to make them feel like the entire store is a holiday wonderland.

For retailers, the holiday spirit means making a majority of their revenue in a three-month span. It is the biggest shopping season of the year, but it is also the most competitive. In order to take in as much holiday revenue as possible, retailers need to have the right timing and dedication to create the feeling that their company is the only place to shop for the holidays.

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competition**



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How to network productively during holiday seasons

Holiday seasons such as Christmas and New Year's are great opportunities to make new contacts as these are times of the year when people are moving, or thinking about moving, to new jobs. They are also great excuses to reconnect with people who have fallen off your radar. Here are some tips on how to network productively during holiday seasons.

Be selective

The holiday season generally mean lots of invitations to parties, but unless you are attending these purely for social reasons, you should be selective regarding the invitations you accept. If you have invitations for events held on the same dates, work out which one is more likely to be attended by the people you want to connect with

rather than trying to make all events and spreading yourself too thin.

Also, be exclusive with whom you want to meet because quality is more important than quantity. Don't try to speak to everyone in the room, for your conversations will most likely be short and of little consequence. Do not give your interlocutor the impression that you are

'working the room' by rushing your conversation in order to speak to someone else.

Prepare

It may be a party but it is worthwhile to prepare yourself for networking to make the most of your time. Ask the event arranger for a list of probable attendees and then identify those whom you would like to meet and who offer the most valuable introductions. Delve a little into their professional backgrounds by reading their profiles on LinkedIn and this should give you fodder for intelligent conversations. Prepare your own answers too, such as brushing up on your elevator pitch for when you're asked what you do.

Know your objective

You may be at a party, but if you are attending for business

reasons, then you should have an objective in mind from the get go. For example, do you want to add new people to your list of valuable contacts; do you want to get referrals; or do you want to find new people with whom you could collaborate on projects? Make sure you take plenty of your business cards with you to hand out to interested parties.

Stay Professional

Many holiday mixers include adult spirits. As always, don't go overboard, or you can do damage to your business' reputation.

Try New Groups

If you're active in one group, try attending a different group's networking event as well, such as the Chamber of Commerce. They often have a non-member rate to attend

a one-time event. You'll meet some new prospects and spread the word about your business.

Follow up

It is important that you don't waste all your hard work by failing to follow up on any contacts you may have made. Once the festivities are over, make contact again by sending an email or picking up the phone and saying how good it was to meet and reminding them what you do.

A lot happens over Christmas and the New Year and unless you make the effort, you may find that your interesting chat at the party has been forgotten. In business, out of touch means out of mind, so ensure you are the first person your new contact thinks of by keeping in touch.

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Social Media Trends for 2016

The world of social media is rapidly evolving, and it is important for consumers and business owners to keep up with the trends. It was not that long ago the now almost defunct MySpace ruled the social media universe -- then came Facebook and Twitter to disrupt the marketplace and change user expectations.

Facebook and Twitter may still be the top of the heap, but those companies cannot rest on their laurels. The rapid rise of sites like Instagram and Pinterest have taken many experts by surprise, as has the enduring popularity of apps like SnapChat.

As 2016 gets underway, there are a number of social media trends to watch out for. Here are

a few of the most important.

User Privacy Will Become Even More Important
In 2015 it seemed that hardly a week went by without word of another security breach. Consumers and social media users are becoming increasingly concerned about online privacy, and smart companies will take steps to respond.

Consumer privacy will be king in 2016, with businesses going out of their way to protect the personal information of their customers. In the meantime, consumers themselves will continue to balance the convenience of sharing their locations, likes and preferences against the privacy concerns that information

can create.

Instant Updates will Become the Norm
Access to timely information is one of the major advantages of social media. From breaking news updates and accurate weather forecasts to instant messages from friends, social media is all about access to the latest information.

That trend is likely to continue in 2016, and smart marketers are likely to take advantage of it with things like instant coupons and time-sensitive promotions.

Technology that allows companies to schedule their social media posts will only accelerate this trend and give business owners a greater level of control over their marketing messages.

The Buy Button will Come of Age
Facebook made news when it announced the buy button, a simple and easy way for

consumers to purchase the products they see on their feeds and in the sidebar ads. In 2016 the buy button will come of age, as it is adopted by more and more social media platforms.

Smart companies will take full advantage of the buy button to market their products and build their profits. At the same time, consumers will continue to get more and more savvy, looking for savings, free shipping and other special offers to get the most for their money.

The world of social media has been undergoing rapid change, and that evolution is only expected to accelerate in the future.

As we move into 2016, consumers and businesses can expect to see even more changes. Whether you own your own business or are just a casual user, it is important to be ready for these changes.

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by Hunter Gellman

Marketing to the College Scene

More than 20 million students attended American colleges or universities in the 2015 Fall semester. This is a very large and attractive audience for many local businesses.

How can you effectively market to this segment?

You'll need to take a fresh look at your marketing strategy. The years of print advertisement are dying down and the digital age is upon us. In today's market the millennial generation is

emerging as an important consumer base. Here are some tips to give the smart business owner insight on how to market to the college crowd.

Convenience is key

Most people these days, young or old, don't have time to be bogged down in a long and drawn out buying processes. As a result, businesses need to streamline the process and make themselves as easy to do

business with as possible.

In a recent study conducted at Ursinus College, a college located in the greater Philadelphia area, students were asked what the driving factors were for them to purchase an item. The data collected had common themes, including convenience, simplicity, price, and speed. Knowing this, the shorter and smoother the interactions for the consumer, the better off you are. If your business does not

accept credit cards currently, you may be losing out on many customers. Cash is no longer king. People in the 18-29 age range favor debit to cash almost three to one, according to CreditCards.com. In a 2013 study done by the Federal Reserve Bank shows that plastic transactions have overtaken cash and check purchases.

The college-age student is always looking for something fresh and new. Companies such as Domino's and Wawa, an east coast based convenience chain, are embracing the demographic. Domino's now allows customers order via text message or by emoji. For those who don't know emoji's are small pictures that can be inserted into a text message for emphasis. Dominos' new campaign touts you can now order a pizza by just sending the company a pizza slice emoji. Ursinus junior Biology major Steve M. said, "I think it's cool... [when looking for a product] I look at price. I don't look at car commercials because I can't buy a car, but I can buy pizzas." By Domino's putting an emphasis on "less is more," they are catering to a new audience of people, and creating more business for themselves. Wawa has created a way for you to pay for your items directly from your cell phone. You simply

need to create an account and link a gift card to the application and you are ready. Jordan S., a junior, Media and Communications major, believes "if it doesn't follow the [standard] formula...it stands out." Find creative ways to simplify what you do as a business owner. Everyone likes something fresh and new, even something small can make a huge difference.

Get on campus

Another great way for businesses to get noticed is to get on campus. This doesn't mean you need to stand in the center of campus and hand out fliers with your company's information. A small business owner can place advertisements in campus newspapers, in dorms and in campus buildings. Sponsor a sporting event or activity on campus to get your name out there. Offer specials for students and faculty alike to draw in more business. Marketing in this way does not need to be intricate or costly, a few small ads here and there can have a large impact on your business.

Pricing and Specials

Most college students are looking for the most bang for their buck. With tuition steadily on the rise, and spending money scarce, a

business owner should focus on the price and quality of their products and services. By offering specials and discounts for students, you are tempting that demographic to buy from you, not your competitor.

Text Messaging

Text messaging is reaching a majority of the population. According to data from CampusLogic, text message marketing has a 98% open rate, and 9 out of 10 messages are read within 3 minutes. In comparison the open rate for email is around 22%. Data also shows that from age 16-24 about 80% of respondents use text messaging on a daily basis. A smart business owner should take advantage of text messages to send out special offers and other important news.

Social Media

Let's face it; the millennial generation is different from any generation before it. Generation Y was born during the technological age, and those within this generation can navigate the web at lighting fast speeds. Sadly many businesses will have to cater to that fact sooner rather than later. Advertising on the internet is a great way to target college students, specifically with the use

of social media. Facebook, Twitter, Instagram and other social media sites are a large part of how the millennial generation spends their time online. In today's market place you can target the 18-29 year old age group through these sites easily and effectively.

According to the Pew Institute, 89% of 18-29 year olds are on social media sites today. These sites are the new forum for information; a good business owner will capitalize on these opportunities.

Go Digital

Your business may be thriving now but what about in the future? Don't stay stagnant; your business should constantly flow with new innovations.

Print ads are a thing of the past. Get a website, make it concise as well as user and mobile friendly. You, as a business owner are losing so many potential sales by not having a website. In today's digital world not having a website is like having a half a business. Many shoppers go online to browse items or experiences before buying, so it is imperative that your business is making the jump to digital.

In a study conducted by Safe Home Products, 96% of

respondents reported they shop online for convenience. 91% of respondents believed that they could research a product better online. Finally 89% of respondents believed that shopping online is easier than shopping in store. These statistics show the smart business owner that digital commerce is the way of the future.

The digital world isn't just confined to a personal computer anymore, but rather all forms of handheld media are being used as well. Technology for cell phones, tablets, laptops, etc. is emerging at an alarming rate. The digital marketplace is slowly taking over as the dominate forum, not only for the millennial generation but for many generations to follow.

Mobile Marketing

Mobile marketing is an important part in today's market place. Mobile Marketing is defined as marketing that is accessible with your smartphone, tablet, and other portable media. Recently, internet usage on a mobile site has overtaken internet usage on a desktop or laptop. Also according to marketingprofs.com, 25% of Americans cannot remember a time their smartphone was not close to them. Another

recent study shows 98% of people ages 18-29 own a cell phone. For businesses looking to market to college students, not using a mobile platform would be very foolish.

Some businesses have developed Apps for the Google Play store and the Apple App Store. These apps can be good for e-commerce or just for sharing information. While the perception is that the development of an app is cost-prohibitive for local a business that simply isn't the case. Many marketing companies offer affordable, yet function-rich mobile apps for all types of small businesses. If your business doesn't have the means to make an app, make sure your website is mobile compatible at the very least.

Final Thoughts

Whether you are a small or medium sized business you need to make the jump to the present technological landscape. Do not get stuck in the past. The current college student's life is based on technology. It is not a fad, it is here to stay. Be sure that you adjust your business strategies to cater to this fact. Making your business convenient, modern and simplified will help you attract consumers from this segment.

Understanding the Benefits of Pay Per Click Advertising



Chances are good that if you have done anything in business marketing, you have heard the term pay per click advertising or PPC. But do you really understand what it is and what it can do for you? If you are curious whether or not pay per click management would be the best method of marketing your business this article should help paint a clear picture of what it can do for you.

What exactly is pay per click advertising?

Pay per click advertising (also called cost per click advertising) is a method of internet marketing where you pay only for the traffic that directly interacts with your advertisement or link. Pay per click management companies will typically create a simple contract with a rate that you will agree upon for each click that results from

the ad they place for you. If done correctly, this can drive thousands of targeted customers to your website each and every day.

How can I benefit from pay per click management?

Pay per click management is hugely beneficial to businesses of all sizes. We all know that closing sales and gaining new business is a numbers game. The more targeted traffic sent to your website, the better your chances are of closing a sale. Pay per click advertising is a reasonably priced, low risk way of introducing the world to your business or idea. Because the cost is so low and the traffic is targeted it is an extremely good way to test out the viability of a new business venture or bring life back into an old business without accruing massive amounts of debt.

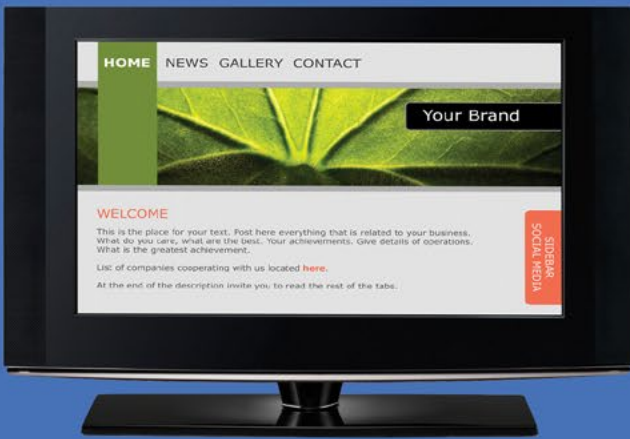
Why can't I just generate traffic to my website on my own?

You can certainly try. But when you choose to go through an experienced pay per click management service -- they are able to guarantee targeted traffic. People visiting your website is great, but if you are marketing yourself incorrectly, the traffic you generate will likely just result in another click through and your website will fall back into obscurity in no time.

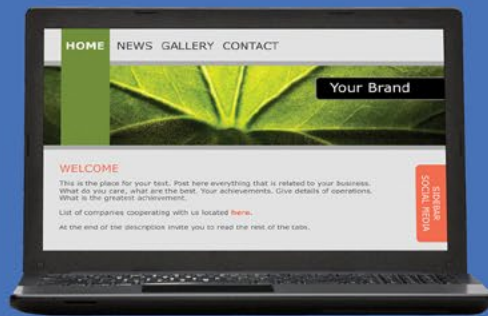
In conclusion, any business regardless of the size or product can benefit from the boost that pay per click advertising provides you. It is a quick, simple and effective way of creating long term results, generating traffic and giving you an edge over your competition, no matter what you are marketing!

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Getting the Most Out of Your Business Blog

For all the wonderful things that can be said for social media's role in small business marketing, there's still something to be said for a well-written blog. Even if you already have a blog up and running, it doesn't hurt to spruce things up now and then.

Remember, the purpose of a business blog is to provide useful content that establishes your credibility, which in turn, drives more traffic to your website.

Use Identifying Graphics

Credibility is established with identifiable graphics such as your company logo or the

color scheme you're already using for your website. Opt for a personalized template or explore the customization features on blog platforms like WordPress and Blogger.

Add Some Photos to Personalize Your Blog

Photos should include something that highlights your business in general terms, such as a few shots of your offices or a group shot of your employees. Photos can also be added to enhance some of your blog topics, as appropriate. Be careful with how many photos you add per page though, since you could end up increasing page load time.

Generate Immediate Interest with Your Header

The header is the first thing readers are going to see, so it needs to generate immediate attention and interest. The title for your blog should reflect the content of the posts that follow. If you have an older blog you left in the hands of various employees over the years, go back and check content to eliminate off-topic posts and other forms of blog clutter.

Use Descriptive Subheads

Avoid the temptation to stuff the subheads in your blog with keywords that don't reflect the content. Aside from affecting

your placement on search engines, this practice will likely turn readers away.

Online attention spans are notoriously short, so descriptive subheads can direct attention to the heart and soul of your blog.

Limit the Use of Different Color Text

As a general rule, only text that's used as a link should have a different color to alert the reader. Otherwise, you want to be consistent with the color, font style, and font size you use for your regular text and subheads.

Highlight Related Content with a Sidebar

The sidebar is where you want to include lists of related blogs you recommend, and links back to related content from your website or social pages. The only interior content (within your blog) you want to include in your sidebar is a link to relevant articles in your archives.

Keep Content Organized

Readability is the most important consideration with any blog. Establish rules for how long you will leave posts on your main page before archiving such content. Too

many posts can be difficult to navigate, especially for loyal readers only looking for fresh content. For archived content, organizing articles by topic tends to be more effective than an alphabetical listing.

Just because you can add bells and whistles to your blog via the control panel, doesn't mean you should get carried away. Too much flare (i.e., blinks, flashes, or anything designed to attract reader attention) can quickly become distracting. Additionally, graphics-heavy blogs aren't too mobile-friendly. If you make design changes to your blog, test it by getting feedback from your employees or going live for a few days to see what comments you get back.

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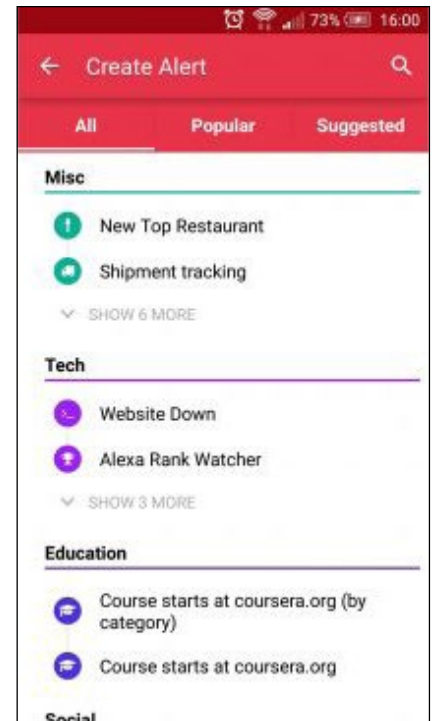
Want to be alerted when your favourite band has a new album out or a new gig in your area? Or how about when a certain Twitter account tweets, or when a new episode of Game of Thrones airs? Perhaps you want to be alerted if yours or one of your competitors websites goes down? Or when there's a weather warning in your area?

Hooks – Alerts for Everything can do all that and more. Despite the name it doesn't quite cover everything, but it has options for things as niche as being alerted of when a particular website goes down or when a well-regarded restaurant opens nearby and new alert types are being added all the time.

Hooks was launched in March 2015, looking to fill a need to deliver relevant informations through centralized, real time, push notifications. It has quickly gained recognition as a very useful app, and has been featured in the Apple App Store as a Best New App.

Alerts that can benefit businesses include, Weather, Payment reminders, website down, your brand mentions on Twitter, Meetups by keyword, RSS Feeds, YouTube New Video and more than a million more configurations.

Hooks offers a simple user interface, and easy to read notifications. So just set up alerts for everything you care about and never again worry about missing something or having to hunt for it.



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Holiday Shopping

When Do They Start Shopping?

26% *Have Already Started*

3% *Plan to start on Cyber Monday*

58% *Plan to start before Black Friday*

only 9% *Plan to start on Black Friday*

5.6%

projected retail sales growth versus 2014 holiday season

10%

of shoppers plan on doing their holiday shopping via a catalog

43%

of shoppers plan to do their holiday shopping on a mobile device or smartphone

58%

of shoppers plan to do their holiday shopping online via a desktop or laptop

78%

of shoppers plan to do their holiday shopping in-store

40%

of holiday shopping occurred online last year.

11 Million

more people will buy with their smartphones in 2015 than 2014



78%

of shoppers used the internet for holiday research last year.

9%

of holiday season retail will come via e-commerce. Up from 8.3% in 2014.

63%

of shoppers would consider receiving offers based on where they were in a store at a particular moment

45%

of shoppers who use in-store pickup buy additional items

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