

## *Using the holidays as a way of getting more clients*

Halloween is coming!

This is a great way to market your business, as people are more likely to convert on the holidays.

It doesn't have to be halloween.

You may be thinking “How”, I’ll tell you in this article.

Before I tell you, you need to know how to market.

With marketing there are many ways to market.

Email Campaigns

Organic Marketing

Lead Generation

Newsletters

And many, many more.

To be able to effectively market you need to understand your ICA (Ideal Customer Avatar) or (Ideal Target Market).

Basically who you are selling to.

Knowing your ICA allows you to craft your creative to them which in turn will have a higher conversion rate!

Then depending on what type of Ad you're creating whether it be

Video Ad  
Photo Ad  
Carousels.  
Etc.

You have to make it catchy, be able to snatch someone's attention and keep it.

Use the methods

PAS (Problem, Agitate, Solve)  
Or  
AIDA (Attention, Interest, Desire, Action)

Get their attention, make them believe they want it and then sell.

BOOM, easy right, not quite.

But that's just the basics, if you want more detail check out more of our blogs which go into more detail!

Right, now for the cool bit.

How to use the holidays as a great marketing tool!

The holidays are a great way to generate more conversions and it's super simple.

When the holidays are coming people are more likely to convert because they're already in that buying mindset, so all you need to do is give them a reason to buy yours.

Ready!

Give them an offer, it could be 10% off or free shipping or buy one get one free. Etc.

Then give it urgency!

Make them think if they don't get it now, then they won't be able to get it ever again!

Eg. "10% off only available this Halloween".

It's that simple.

Because they're already in a buying mindset and you've given them an offer, with some urgency, the chance of them converting will be 2x or more!

So go out there and start getting more sales!

If you want to market but don't have time to do it, I can take it off your hands, let's schedule a free call and discuss how we can make this work!

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