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# Christmas Promotions



It only comes once a year and for many is the most romantic time of the season, with expressions of love being shared and family coming together to celebrate the year that was. For this year in particular, people are ready to brush off the negativity of 2020 and look forward to 2021.

So make sure you are ready to help them celebrate! Here are some ideas to get you Christmas ready!

## Decorate

Start by getting all festive, and decorating your store. Change your shop window to include a Christmas theme that is on brand for your business, and use your real estate to alert customers that you have gifts ready for them this year. Help customers get into the Christmas spirit by donning the holly early!



## Update your digital look

It's not just your shop window that you need to add Christmas sparkle to, it's also your online presence. Update your website, online store and social media pages to include imagery and prompts to Christmas. Matching your themes so that your store and online platforms look similar will reinforce your Christmas message and make your business more memorable.



## Create a Gift Guide

You know your product better than anyone, so help your customers create amazing Christmas looks by building a gift guide for them. Think about all the different categories of customers who might be shopping and then have suggestions ready for them in your guide. You could have suggestions for Mum or an Adult brother, or perhaps categorise products by price point so customers can easily shop to their budget.

## Gift Bundle

Christmas is just the beginning of a season of giving! February brings Valentines Day and then May brings Mothers Day so why not save your customers months of gift shopping by bundling presents together so they don't have to think about those upcoming occasions.

## Offer Gift Wrapping

Make it super easy for your customers when shopping with you by offering gift wrapping on their special purchases. For lots of customers, taking the stress out of purchasing a gift might be all you need to get that sale across the line.



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## Gift with Purchase

It doesn't have to be big, but offering a Gift with Purchase will make your customers feel all warm and fuzzy! Treat them to a special little present from you, as they shop for their loved ones in store. It could be a polishing cloth with your brand on it, or a small bottle of bubbles. Whatever you go with, your customers will remember that little token that made them feel appreciated.

## Christmas Chatter



Christmas is a frantic and incredibly busy time for most! So communicating with your customers regularly is important as they may not remember you as they scramble to think of presents for their loved ones. Make sure you utilise your customer emails, social media posting, and community engagement to stay top of mind.



## Be Charitable

Christmas is a time for giving, so take the lead and show your customers that you too are in the spirit of giving by donating to a charity or cause that's close to your heart. It may be a community cause or local need, where your business can support them either through financial assistance, product donations or even time.

## Have last minute gifts

We have either all seen that guy, or been that guy, who races in store at 4:30pm on Christmas Eve looking for a gift for his beloved. Be ready this year! Have gifts premade and ready for the last minute shopper. Gift wrapped and ready to go, you'll make his or her life so much easier and they will be forever grateful!

## Celebrate your staff

It's not only a time to make sales and concentrate on your customers, it's also a time to celebrate and thank your staff. If you don't have the time or the funds for a fancy Christmas party, make sure you still make them feel appreciated by having small in-store celebrations or giving a token gift for the silly season. Thank your team for being with you through a very tough year.

## Be Covid Safe!

With all of your Christmas activities, make sure your store and your staff stay Covid safe. Offer Free delivery if required, have hand sanitiser in store and wear masks where needed, so you can take the best care of your team and your customers.

## Be Merry and Bright!



'Tis the silly season, so have a fun and relaxed time and enjoy the festivities!

