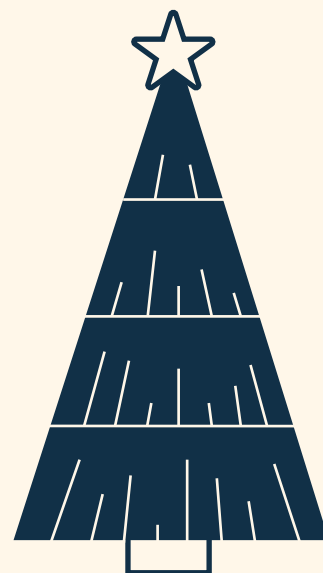


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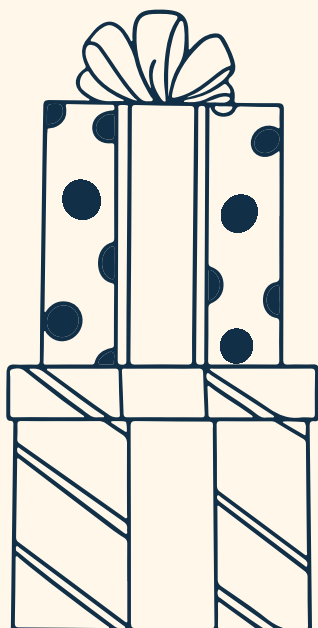
MARKETING

STRATEGY GUIDE



holiday guide

TARGET YOUR MOST VALUABLE CUSTOMERS



FOR LOCAL BUSINESSES



CREATED AND DISTRIBUTED BY

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INTRODUCTION

The holiday season is a time of magic, merriment, and madness—especially for local businesses trying to catch the eye of every festive shopper. With Black Friday kicking off the holiday rush, it's the perfect season to target your two most valuable customer personas: The Couponers and The Ambassadors. Let's explore what makes these customers tick and how you can win their hearts (and business) during this bustling time of year.



01

THE COUPONERS

When it comes to saving money, “The Couponers” are practically pros, and that’s no exaggeration.

02

THE AMBASSADORS

The Ambassadors are all about the relationship. They value brands that treat them as people, not just customers.



PERSONA NUMBER 1

THE COUPONERS

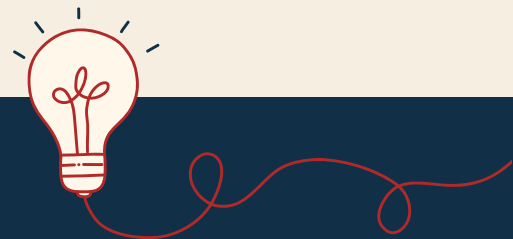
WHAT WE KNOW ABOUT THE COUPONERS

When it comes to saving money, “The Couponers” are practically pros, and that’s no exaggeration. Let’s dive into some enlightening stats about this savvy bunch.

In 2024, 26% of U.S. adults are turning to more coupons than ever, a trend driven by the current economic climate (Prosper Insights & Analytics, National Retail Federation). It’s not just the occasional user; a whopping 62% of U.S. consumers are actively hunting for promo codes, discounts, or coupons when shopping online (SimplyCodes). Among these deal-seekers, nearly 70% of millennials admit they’ll sniff out a good bargain before hitting “buy” (Loyal Guru).

In-store shopping sees its fair share of coupon use too—35% of U.S. consumers in 2024 are downloading digital coupons as they peruse the aisles (SPAR Group). Parents

really steal the show, with 92% utilizing coupons and an impressive 96% of Millennial parents specifically opting for digital versions (NCH Marketing Services). Interesting tidbit: a percentage-off-the-total offer isn’t



TIP #1

Create a customer segment that includes parents. Target this specific group around the holidays with family-related messages.

EXAMPLE TEXT

Travel safe this holiday season with a free tire inspection at Your Tire Shop. Need new tires? Buy 3 get the 4th free. Expires 11/30.

THE COUPONERS

just a win for the customer; it encourages 28% of shoppers to splurge a bit more (IndoorMedia). But it's not just about the financial gain. Using coupons can enhance your well-being too, with research showing that it can reduce stress and increase oxytocin levels—a happiness hormone—by 38%, which is a bigger boost than what a kiss gives you! (Claremont University).

Moreover, 66% of consumers say they'd make a purchase if they had a coupon, even if shopping wasn't on their initial agenda (Loyal Guru). Talk about smart shopping—80% of coupon users report feeling more intelligent when they find a deal (Inmar), and believe it or not, affluent shoppers aren't immune to

the allure of savings either. Additionally, 80% of consumers are open to switching brands or businesses if a coupon or offer catches their eye (BusinessWire).

Clearly, for The Couponers, smart saving isn't just a strategy; it's a way of life.

WHAT DRIVES THE COUPONERS?

Let's face it, we all love a good deal. The Couponers are motivated by value—if they can save a few bucks, they'll be lining up at your door (or more likely, adding to their cart online). They're also adventurous types who love trying new experiences, especially when there's a discount involved.



TIP #2

Is your local business centered around an experience? Targeting The Couponers can be a big opportunity to build buzz this holiday season.

EXAMPLE TEXT

December Only! Get a Peppermint Deep Conditioning Treatment with all color services at Your Salon. Experience your favorite holiday scent while relaxing to a complimentary treatment. Expires 12/30.

TIP #3

Percentage-based discounts are the most popular with The Couponers. But here are some other offers that are sure to catch their eye.

EXAMPLE

- \$X Off Today Only
- Free Shipping When You Spend \$XX
- Buy 2 Get 1 Free

WINNING TACTICS FOR THE COUPONERS

Offer a Variety of Discounts: Get creative with your promotions! Mix percentage-based discounts with enticing free shipping deals or dollar-based offers. This variety not only appeals to different customer preferences but also keeps your marketing fresh and exciting.

Create a Loyalty Program: Build a sense of community by establishing a loyalty program that rewards repeat customers. Offering exclusive coupons or special deals can make them feel valued and encourage them to return for more, fostering long-term relationships.

CINCH FEATURE EXCLUSIVE

Personalize Your Discounts: Show your customers you understand them by tailoring deals to their preferences and shopping habits. Cinch's customer profiles reveal the transaction history of every customer so you can recommend what product they'll love next.

Build Anticipation: Generate buzz around your upcoming sales or new product launches by teasing the details ahead of time. Use social media, email campaigns, or even in-store displays to create excitement, ensuring your customers are eagerly awaiting what's next.



TIP #4

Look at what customers have purchased recently, then create an offer around another product that pairs well. Bundling is always a big hit, too.

EXAMPLE EMAIL

Pair your Relaxed-Fit Trousers with our latest winter-approved footwear: the Waterproof Bootie. Bonus: Bundle the booties with our new Herringbone Trench Coat and get \$25 off!

TIP #5

Raising prices on a specific product or service in 2025? Use it as an opportunity to make sales now.

EXAMPLE TEXT

Inflation is affecting us all. Due to increased costs, we are raising the price of our Full-Service Dog Grooming. Book before Dec. 30 to take advantage of our 2024 pricing!

THE COUPONERS

Create Urgency: Drive immediate action with limited-time holiday offers and flash sales. Highlight the scarcity of products or the short duration of discounts to motivate customers to make quick decisions, preventing them from putting off their purchases.

CINCH FEATURE EXCLUSIVE

Send Smart Reminders: Leverage technology to enhance customer engagement. By using tools like Cinch's Repeat Transaction Calculator, you can time your reminders strategically to reach customers when they are most likely to convert, ensuring your offers stay top of mind.



TIP #6

Help in-store shoppers access your digital coupons with signage featuring a QR code. Plus, it's a great way to start collecting phone numbers for your ongoing SMS program.

EXAMPLE SIGNAGE

Take 20% off Christmas ornaments. Scan here to get the coupon code texted to you. Redeem at the register.

AVOID THESE PITFALLS

Buy-more-save-more schemes can be a turnoff. Consumers are extra cautious about spending more upfront right now.

HOW MANY CUSTOMERS USE COUPONS?

62%

US consumers that are actively hunting for promo codes.

70%

Millennials that admit they'll sniff out a good bargain before hitting "buy."

TIP #7

If your local business is based on repeat services like oil changes, Cinch's Repeat Transaction Calculator is a game-changer.

EXAMPLE TEXT

Your 2018 Honda is due for an oil change. Get on our schedule this week and get 15% off. Keep your car in peak condition for all your holiday travels with Your Quick Lube.

CONCLUSION

The Couponers are all about scoring the best deals, and they have a knack for sniffing out savings. By understanding their motivation for value and offering a variety of personalized discounts, businesses can capture their attention and loyalty, turning them into repeat customers.

Coupons are a tried-and-true method to drive sales and delight customers. Just remember, not every brand thrives on discounts. If you're focused on upping perceived value, think twice before slashing prices.

Now, let's pivot to our next customer persona who doesn't need a coupon to be tempted.



TIP #8

Hold a mystery sale using unique CTAs and landing pages. Assign personalized discounts based on the customer's last purchase.

~120 days since last purchase: 40% off

~90 days since last purchase: 25% off

~45 days since last purchase: 15% off

EXAMPLE TEXT

Hi Emilee,

It's a mystery ... sale! For your eyes only! Click here to see YOUR exclusive discount.

WHERE AND HOW TO DELIVER COUPONS



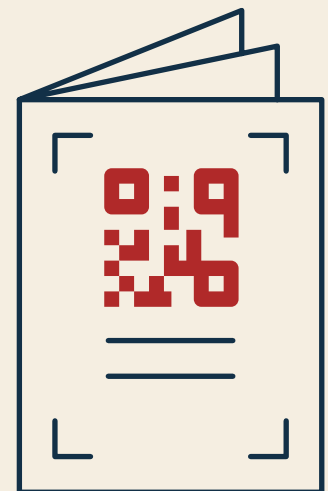
Online Presence: Make sure coupons are front and center on your website, app, and promotional pages.

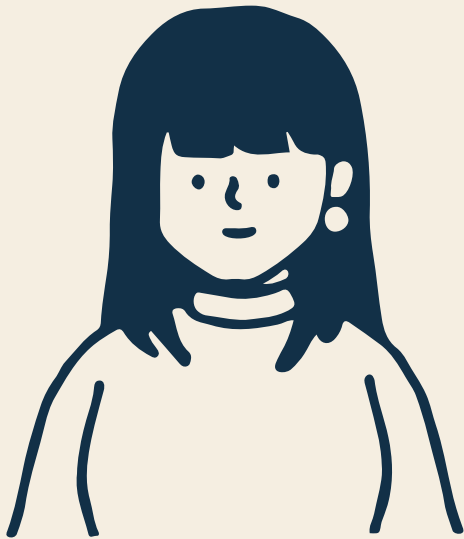


In-Store Accessibility: Use QR codes to bridge digital promotions with in-store shopping.



Email Inbox: 93% of coupon users are likely to use ones they receive via email (Loyal Guru).





PERSONA NUMBER 2

THE AMBASSADORS

WHAT WE KNOW ABOUT THE AMBASSADORS

When it comes to brand loyalty, The Ambassadors truly set the standard. Let's explore some eye-opening stats about this dedicated group.

In today's market, a remarkable 57% of consumers are willing to spend more on brands they are loyal to (Accenture). This loyalty pays off: customers with an emotional connection to a brand enjoy a staggering 306% higher lifetime value (Motista).

Building brand loyalty takes time, as 88% of consumers believe it requires three or more purchases to truly bond with a brand (Yotpo). Influencers play a significant role in shaping perceptions, with 40% of consumers trusting a brand more after seeing an influencer recommend it, and 63% placing greater trust in what influencers say compared to the brand itself (Edelman).

Loyal customers are not just more committed; they also purchase more frequently, with 60% indicating they shop more often with their



TIP #9

Create a unique customer segment once a customer makes three purchases.

EXAMPLE EMAIL

You're in! Thanks for being a loyal customer. As a member of our invite-only loyalty club, you now qualify for pre-release product alerts. Now you'll know what pieces are dropping before other shoppers.



TIP #10

Prove to your customers that you understand their pain points. Then offer solutions that place your products or services in the spotlight.

EXAMPLE EMAIL



Hi [Name],

Lactose intolerant? We know avoiding dairy during the most important meal of the day can be challenging. That's why we offer three dairy-free breakfast smoothies that are sure to refresh and satisfy.

We're proud to offer these dairy-free smoothies that taste amazing and support a healthy lifestyle.

Stop by and try one today or place an order for pickup!

Stay refreshed,

Your Smoothie Shop

preferred brands (Hubspot). Additionally, nearly half of consumers (49%) would gladly pay more to support a brand they trust (Salsify).

Purpose-driven consumption is on the rise, with 44% of consumers today choosing brands that align with their values, making them the largest segment in the market (IBM). Lastly, a striking 75% of American consumers are more likely to remain loyal to brands that understand them on a personal level (Acquia).

WHAT DRIVES THE AMBASSADORS?

The Ambassadors are all about the relationship. They value brands that treat them as people, not just customers. They're swayed by social proof, top-notch product quality, and excellent customer support. Ambassadors thrive on exclusivity, problem-solving, and authenticity.

HOW IMPORTANT IS PERSONALIZATION?

75% of American consumers are more likely to remain loyal to brands that understand them on a personal level (Acquia).

WINNING TACTICS FOR THE AMBASSADORS

CINCH FEATURE EXCLUSIVE

Target Your Messaging: Leverage marketing automation tools like Cinch to segment your customer personas effectively. By understanding the distinct needs and preferences of each group, you can craft tailored messages that resonate and drive engagement.



TIP #11

Send surveys to collect extra insights into customer preferences AND help you create personalized campaigns.

EXAMPLE SURVEY

Question 1:

We love birthdays! Select your birth month for a free gift every year.

Question 2:

What is your age range?

Question 3:

Where do you prefer to have special discounts delivered?



CINCH FEATURE EXCLUSIVE

Nurture with Campaigns: Customize your emails, texts, and direct mail campaigns to reflect the interests and behaviors of your audience, ensuring that your communications feel relevant and personal. Cinch pulls together hundreds of dynamic data points for next-level personalization.

CINCH FEATURE EXCLUSIVE

Online Reputation: Requesting and responding to online reviews is crucial, with every additional star rating boosting your revenue by 9% (Harvard Business Review). Leverage Cinch to automate this process, ensuring consistent engagement that builds trust and credibility with potential customers.

Announce New Releases: Keep your customers in the loop by regularly updating them on your latest products and innovations. Share exclusive previews and early access to create excitement and anticipation around new releases.

CINCH FEATURE EXCLUSIVE

Product Recommendations: Enhance the shopping experience by offering personalized suggestions based on customer behavior and preferences. Implement upselling and cross-selling strategies that showcase complementary products to maximize their purchasing potential.

CINCH FEATURE EXCLUSIVE

Contests and Sweepstakes: Create engaging and fun experiences for your customers through contests and sweepstakes. These initiatives not only entertain but also encourage participation and foster a sense of community around your brand.

Special Offers: Attract customer interest by bundling products or services at exclusive pricing. This strategy adds value for your customers and encourages them to explore more of what you offer.



TIP #12

What is a prize no one would say no to? Create a contest and watch your text opt-in group explode.

EXAMPLE TEXT

Win a Year of FREE Lattes!

Reply with the code FREE2025 to enter the contest.

We'll select a random winner on New Year's Day.

Client Experience: Elevate your customer relationships by surprising them with thoughtful thank-you notes or gift certificates after they purchase high-ticket items. These gestures can leave a lasting impression and foster loyalty, making customers feel valued and appreciated.

TACTICS TO AVOID

Mass Coupons: Don't dilute your brand's value with mass discounts that make your products or services look inferior.

Inauthenticity: Consistency in your brand's core values is key. Anything else will ring false to this discerning group.

TIP #13

If your local business offers high-ticket products or services, it's essential to offer a top-notch client experience.

EXAMPLE TEXT

Thank you for choosing Your Real Estate Agency to find your dream home this year.

As a thank you, we've included tickets to this year's Nutcracker performance.

Enjoy the box seats!



CONCLUSION

HOW CINCH HELPS

CINCH IS A DATA SCIENCE AND OMNICHANNEL MARKETING AUTOMATION TOOL BUILT SPECIFICALLY FOR MULTI-LOCATION LOCAL BUSINESSES.

Whether it's smart segmentation, predictive AI, or automating campaigns, Cinch has the tools to make your holiday strategies a success.

Smart Segmentation: Target your audience with precision. Our smart segmentation tools allow you to tailor your marketing campaigns to specific customer groups, ensuring your message resonates.

Predictive AI: Anticipate customer behavior and preferences as they evolve, enabling you to craft campaigns that are not only relevant but timely.

Automated Campaigns: Save time and increase efficiency by automating your marketing efforts. With just a few clicks, you can launch campaigns that run seamlessly, allowing you to focus on other strategic initiatives.

Ad Audiences: Expand your reach by creating effective lookalike ad audiences. Deploy your digital ads to new potential customers who share similarities with your existing clientele.

Detailed Attribution and Reporting: Refine your tactics in real-time with our comprehensive attribution and reporting features. Gain insights into what's working and what's not, allowing you to make data-driven decisions that enhance your marketing performance.

[Harness the power of Cinch](#) to transform your marketing strategies and set the stage for explosive growth throughout 2025.

OVERCOMING HOLIDAY CHALLENGES

During the hustle and bustle of the holidays, it's crucial to draw in new business while welcoming back loyal customers. By implementing these tailored strategies, you'll be ready to tackle the unique challenges the season brings.

Remember, it's not just about selling more—it's about creating memorable experiences that keep your customers coming back for more.