

Marketing Minute: Upcoming Holidays / National Days

HOLIDAY MARKETING TIPS



Social media posts or special offers related to holidays and “national” days can be a fun break from marketing about your core business. They can also lead to unintended backlash if not handled with care. Want to wish everyone “Happy Holidays”? You might make someone mad because you didn’t say “Merry Christmas.” Offering a discount for National Meat Day? (Yes, it’s a thing.) Be prepared for angry vegetarians. Closing early for New Year’s Eve? That customer who shows up at 5:45 won’t be pleased.

Of course, you can’t make everybody happy all the time. **The takeaway is to be mindful of what you promote relative to these occasions.** For example, you may want to wish a Happy Hanukkah to your Facebook followers. Any other year that would be welcome, but this year it could be construed as a political statement.

As with family gatherings, a simple rule of thumb is to avoid politics and religion. Of course, some holidays are religious in nature, but it’s safer to stick with secular images and posts for these days. Another topic to avoid is anything related to alcohol, smoking or drug use.

Try to keep things simple and specific, especially with promotions. For instance, “*\$10 off any oil change service if you wear an ugly sweater on Dec. 15!*” is better than “*Wear an ugly sweater and get \$10 off!*”

And speaking of “National Days” – these posts can be fun if you don’t over do it. Visit <https://www.nationaldaycalendar.com/> for some new ideas. Don’t forget to share the #specificday hashtag in your post.

If in doubt, ask someone else to review the post or promotion – the corporate marketing team is always happy give our two cents!

Below are the posts we’ll be sharing on the corporate Costa Oil channels for upcoming holidays.

Nov 11 - Veteran’s Day

Dec TBD – Happy Holidays

Nov 16 – [National Check Your Wipers Day](#)

Dec 21 – First Day of Winter

Nov 23 – Thanksgiving

Dec 25 – Christmas

Nov 24 – Black Friday

Dec 31 – New Year’s Eve

Nov 25 – Small Business Saturday