



Holiday Marketing Checklist

ADVERTISE ON YOUR PLATFORMS

- Link card on your organization's website
- Post on your social media platforms (use templates in marketing materials link below)
- Send out Holiday Press Release

ENLIST LOCAL MERCHANTS TO GET THE WORD OUT

- Put card link on their website to sell cards
- Put up POS signage and window clings
- Post on merchant social media
- Send an email to their customer mailing list promoting the card

CREATE A 'BUY ONE GET ONE' PROMOTION

- Reach out to potential community sponsors
- Tell them about marketing opportunities
- Use Yiftee's Holiday Sponsor Pitch Deck (emailed)
- Set up your BOGO through sales@yiftee.com
- Feature sponsors on your page, card image and marketing materials!

ENCOURAGE HOLIDAY GIFTS

- Reach out to potential bulk purchasers
- Holidays Gifts for - employees, essential workers, teachers, clients, referrals, etc.
- Create a community contest or recognition award
- Put a notice in school bulletins that go to parents

FIND MORE MARKETING MATERIALS:
[HTTPS://BIT.LY/YIFTEE-MARKETING](https://bit.ly/yiftee-marketing)

NEED HELP? EMAIL US:
SALES@YIFTEE.COM