An Easy Way to Get More Customers in December

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Let's face it. Some people are finished with their holiday shopping. But for those of us who are left, we are starting to get a little nervous. We think about the people on our list and all the work that is left to be done before the big day, and most of us feel overwhelmed. This is an excellent time to provide the kind of helpful guidance that will create an army of loyal customers for you. It just takes a little marketing finesse.

So how do you get loyal customers in the last few weeks of the holiday season? You give them what they need in a way that is accessible to them and easy to understand. Now let's unpack that.

## Labels Matter

No, we are not talking about the kind of labels on food that require a dictionary to understand. The labels that can help you build a loyal customer base are niche labels. You may even think of them as stereotypes, but they can be incredibly effective in helping potential customers see that you have what they need.

Begin by looking at what you sell and who it's good for. Who benefits from and/or enjoys what you sell? The more specific you are, the more effective your posts and marketing will be. Use what you know about your products or services and speak directly to those who will enjoy (or desperately need) them. For instance, if you own a cleaning service you probably use marketing copy like “Are you busy? We can clean your house for you.” This is a good start because it addresses a pain point that someone has, but you can do even more for the holidays.

To drive more sales, use copy that gets their attention and speaks to their immediate needs. Tie it into the season to drive action now such as, “Dreading that holiday visit from the in-laws? House never clean enough and tired of the criticism? Our detail-oriented cleaning crew can ensure your home is perfect. Even your mother-in-law will be impressed." This copy provides a little levity and helps a stressed person realize they don't have to do it themselves. You can help.

The key to making this kind of marketing work is identifying someone who needs your products or services and the why behind those needs. The “why” can even be a little comical like the example of using the stereotype about a hard-to-please mother-in-law. Even if potential customers have a wonderful relationship with their mother-in-law, they will acknowledge that a claim like that must mean you provide an exacting service.

One word of caution when using stereotypes: never use any stereotypes about race, sexual orientation, or anything that could be derogatory or hurtful.

Speaking to your ideal audience and conveying why your products/services can help with their struggles will drive action. No one acts when they have questions. Be clear about who and how you help.

In the last few weeks leading up to the holidays, time is at a premium. Shoppers don’t have the bandwidth to give a lot of thought to what they will buy in the eleventh hour. Instead, they’ll be moved by the easy decisions; the items and services that grab them. If you are explicit in your marketing about how you meet a need or what buyers you are perfect for, you will sell a greater number of products or services.

[*Christina Metcalf*](http://www.christinargreen.com/) *is a writer/ghostwriter who believes in the power of story. She works with small businesses, chambers of commerce, and business professionals who want to make an impression and grow a loyal customer/member base. She loves road trips, hates exclamation points, and believes the world would be a better place if we all had our own theme song that played when we entered the room. What would yours be?*

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