

# Your Brand Was Born to Stand Out



Are you doing these 5 things to make sure  
you stand out this holiday season?



Can you believe the holiday season is just around the corner? We know how crazy it can get...Before we get swept up in the holiday madness, let's take a quick moment to make sure your business is set to not just survive but thrive—and keep that momentum rolling into 2025.

Trust us, a little preparation now can go a long way! >>>

# 1

## Plan Your Holiday Promotions

### *First things first—do you have a game plan?*

Holiday promotions are a huge opportunity to boost your sales and connect with your audience, but you've got to start planning now. Whether you offer a product or service, here are some things to prepare for:

#### + Special holiday discounts

**EXAMPLE:**

Enjoy 25% on all wellness products throughout the month of December. Sign up for our newsletter during the sale and receive an additional 15% off your next purchase!



#### + Limited-time offers or bundles

**EXAMPLE:**

Purchase a logo design package in the month of December ONLY and receive a free social media graphics set (a \$150 value).



#### + Flash sales to create urgency

**EXAMPLE:**

24-Hour Sale!  
50% OFF Everything in the Store!  
Use Promo Code: FLASH24



Get creative! And make sure your promotions align with your brand and the vibe you want to send to your customers.

# 2

## Create Catchy Email Campaigns

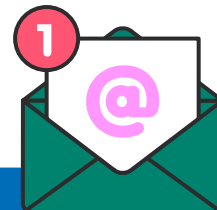
*Don't underestimate the power of a well-crafted email.*

Are your email campaigns grabbing attention, or are they getting lost in inboxes? Aim for emails that:

- + Have catchy subject lines (think: emojis, urgency, or curiosity)

EXAMPLE:

📦 Don't Miss Out! TIK TOK! Our Biggest Holiday Sale Ends Soon 🕒



- + Highlight your best offers and holiday promotions

EXAMPLE:

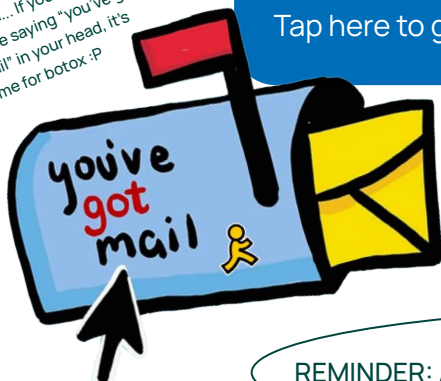
Get up to 50% OFF on our most popular item before it sells out, AGAIN!

- + Include clear calls-to-action that guide customers directly to your product or service

EXAMPLE:

Tap here to grab the deals before they're gone! ➔ [Shop Now]

here's a little throwback for ya... If you can hear the voice saying "you've got mail" in your head, it's time for botox :P



REMINDER: A good email campaign should feel like a gift, not spam!

*P.S. our favorite emails are the ones that feel like we're having a chat over coffee. Be yourself, and let your authentic voice shine.*

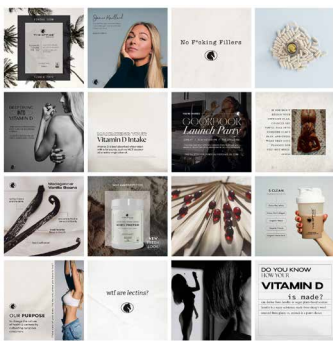
# 3

## ALWAYS Keep Your Branding Cohesive Across All Materials!

*Now, let's talk branding.*

Your brand is your story, and it needs to be consistent everywhere—from your website to your social media, and even your emails. Ask yourself:

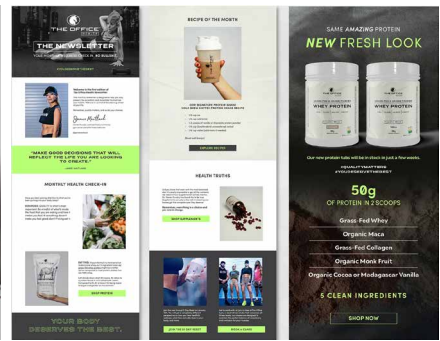
+ Is your brand's look and feel cohesive across all platforms?



Instagram Posts

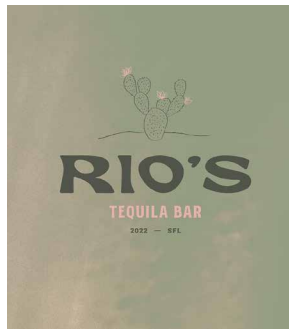


Products



Newsletters

+ Are you using the same colors, fonts, and logos consistently?



A cohesive brand builds trust, and trust is what makes customers choose you over the competition.

# 4

## It's Not Just a Product or Service, It's a Feeling



*Remember, people have endless options today.*

They're not just buying products—they're buying into a brand experience. So, what makes someone pick your product or service over someone else's?

Here's 3 ways to elevate the experience:

### + Create an Emotional Connection

**EXAMPLE:**

Share customer success stories on social media, like how your product helped someone achieve a personal goal or overcome a challenge.

### + Deliver a Consistent Experience

**EXAMPLE:**

Ensure your website, social media, and packaging all have a cohesive design and messaging that reflects your brand's identity.

### + Personalize the Experience

**EXAMPLE:**

Include a handwritten thank-you note or a small holiday gift in orders to surprise and delight customers, making them feel valued. We received a beautiful candle from a business we invested in one year, and it made us feel glad to have chosen them!



For many, it's all about how the brand makes them feel. Let's be honest, we've all picked a restaurant based on its branding, haven't we? Well, we have. :)

# 5

## Boost Your Digital Presence

*People are skipping Google these days and heading straight to TikTok & Instagram*

Do you know where your target audience spends most of their time online? not all digital platforms are the right place to promote your business. know your audience.

Here are somethings to think about:

### + Is your social media feed engaging?

**TIP:** Start by sharing content that resonates with your audience — think polls, questions, or user-generated content that encourages interaction. Focus on storytelling to create a deeper connection and keep followers engaged.



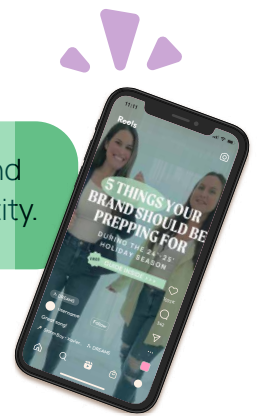
### + Do you post consistently?

**TIP:** Use a content calendar to plan and schedule your posts in advance. This ensures a steady stream of content and helps you stay consistent with your messaging and posting frequency.



### + Are your graphics and videos eye-catching and on-brand?

**TIP:** Maintain a consistent visual style by using brand colors, fonts, and themes across all graphics and videos that align with your brand identity.



Your website is basically your business card. If you don't have one, it's time to get on it! A great website can do wonders for your credibility and gives your audience a place to learn more about you and your offerings.





# Make Sure Your Brand is Epic



This holiday season

We can help you make it happen!

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