Roar Ambition: Market your Business Successfully this Holiday Season

Friday 16 December, 2016

Sales and marketing firm Roar Ambition has revealed their top tips for achieving top results through successful marketing this holiday season.

Businesses must outdo their competition at every stage in the year, however, Roar Ambition feels that particularly at Christmas the pressure is on for businesses to stand out amongst competitors and deliver extraordinary customer service and marketing techniques.

About Roar Ambition: http://www.roar-ambition.co.uk/about-us/

Roar Ambition outlines how marketing can either be a huge success and really resonate with consumers or can be misinterpreted and not appeal to consumers at all and shares how this could have a huge impact on sales throughout the business. Roar Ambition highlights how Christmas marketing has become a massive deal with businesses producing bigger and better marketing campaigns every year. For example, the success of John Lewis and Sainsbury's Christmas adverts over previous years have inspired a number of businesses to produce heartfelt, meaningful campaigns.

Roar Ambition has outlined their tips for Small Businesses trying to produce inspired marketing campaigns this holiday season:

Don't Make Assumptions
Roar Ambition urge businesses never to assume that customers delight upon hearing Christmas greetings. "Be sensitive to the beliefs of others and don't force your celebration down their throats," outlines a spokesperson for the firm. "At the same time, know your demographic. Understand who you are, what you represent and who your customers are."

Go Where the People are
"Make sure you're using the right outlet for your message," shares Roar Ambition. It's important to know where the target market is online and where they will see the marketing campaign to have the most impact.

Make the Most of Old Traditions
Don't be afraid to capitalise on current traditions. "Put up a Christmas tree, or plan a marketing campaign around one. People recognise this symbol and immediately develop associations with your campaign," shares Roar Ambition.

Start your own Traditions
There's always room for new traditions. One of the best examples of a new tradition that has swept the nation is Elf on the Shelf. "People are excited about Christmas and willing to accept new traditions," highlights Roar Ambition.

Use Word of Mouth
The holiday season brings people together and often the topic of conversation is the products they're using or what gifts they have bought. Roar Ambition encourages Small Businesses not to overspend and to capitalise on this by making a memorable campaign that's worth talking about.

Roar Ambition specialises in personalised marketing which allows them to talk to consumers on a face-to-face basis and personalise each consumer experience. The firm reveals how this often resonates with consumers as they leave the experience feeling valued and appreciated which helps to encourage brand loyalty.

Roar Ambition is an outsourced sales and marketing firm based in Liverpool. The firm specialises in a personalised form of marketing which helps to drive long-lasting and personal business relationships between brand and consumer. In turn, this often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

Source: https://smallbiztrends.com/2016/11/holiday-marketing-tips-for-small-businesses.html

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