

Small Business Holiday Marketing Guide





Nextdoor is where everyone in your neighborhood stays in the know, shares recommendations, and comes together – online and in real life.

Nextdoor helps small businesses get discovered by the people who need them most: the local customer. And, these are customers you want to reach.



of neighbors report shopping at a local business at least once a week



of neighbors on Nextdoor wait for holiday sale events to make major purchases

This guide is intended to help small business owners like you connect with and reach your most important customers, your fellow neighbors, as you prepare for the coming holiday season.

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1 Get started

With a Nextdoor Business Page, you'll be able to:

- Instantly unlock a community without having to grow followers.
- Build up your local reputation through recommendations from neighbors.
- Access marketing tools so you can focus on your business.

CLICK HERE TO CREATE YOUR FREE PAGE OR GO TO NEXTDOOR.COM/HOLIDAYMARKETING

TIPS & TRICKS

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If you already have a personal account you want connected to your business account, sign into it before creating your Business Page.



Will the page be managed by multiple people? Set up a separate business account with a dedicated email so employees can sign in.



2 Get your Business Page holiday ready

Make a great first impression

Your profile photo and cover photo are the first things neighbors will see.

Give them a festive twist!



Cover photo: Give neighbors a festive glimpse into what you do by adding a photo of seasonal food, your products, or a decorated storefront.

Profile photo: A photo of you or your employees donning festive gear (think: a red Santa cap, or a scarf and beanie) will bring a smile to neighbors' faces. Or, add some seasonal flair to your business logo.



Business Pages with logos receive 7x more page views.

\ll Use your Business Story to spread the holiday spirit

Does your business have special holiday traditions, or host festive events? Mention it in your story! Maybe you own a hardware store and are planning a holiday lighting event. Or maybe you run a cafe and every year you unveil limited-edition holiday cups. Or maybe you're a real estate agent who partners with local organizations for an annual food or toy drive. Use your story to let neighbors know how you plan to spread the holiday spirit across your local neighborhood.

C Update your contact information and make note of special holiday hours

The holiday season is busy and if you're changing your hours, make it easy for neighbors to find you. Use your Business Page to keep local customers abreast of your updated availability.

🕐 Ensure your business offerings are up-to-date

Although it's the holiday season, we still have the pandemic to keep in mind. Make sure your business offerings – like gift cards, takeout and delivery, and fundraising links – are up-to-date. These features can help boost cash flow, so take the steps to make sure they are reflected on your Business Page.



3 Get recommended

33%

of conversations on Nextdoor are between neighbors asking for or sharing recommendations

Now that your Business Page is live and holiday ready, set yourself apart by gathering recommendations from regulars and clients.

Recommendations on Nextdoor can help:

- **Build trust:** When customers love your business, neighbors take note.
- Word-of-mouth business: The majority of Nextdoor members have been influenced by their neighbor's recommendation.
- You get discovered: The more recommendations you have, the more often you show up in search results for your business category.



No anonymous reviews or ratings here! Each recommendation on Nextdoor is made by a real neighbor at a verified a<u>ddress.</u>

We make it easy to get recommendations from your best customers.

From your **Business Page**, navigate to **Your Reputation**.

Click "Share page" to share a link to your Business Page via text, email, or on social media.

That's it!

Once your contacts open the link to your page, they'll be prompted to sign in or create a free Nextdoor account. From there, they can click the Recommend button on your page.





of consumers trust a local business more because of positive reviews



of neighbors have been influenced by a neighbor's recommendation



of neighbors have offered a recommendation







4 Business Post inspiration for the holidays

Get the word out to local customers about your holiday plans using your free Business Posts each month. From your Business Page, share a post with all neighbors within two miles of your business within the news feed, the most visible place on Nextdoor. Strengthen your local network and nurture relationships with customers without having to build up a following.

Create a post to:

- Share a business update, like new takeout and delivery, online consultation, or reservation options
- Share festive photos, like pictures of new products or menu items relevant to the season
- Share advice or articles on your area of expertise that pertain to the holiday
- Inspire neighbors with how they can prepare their homes for the season by sharing photos of your previous jobs, from holiday decor installations to seasonal yard cleanup, and more
- Get neighbors' help filling seasonal job openings

With local customers, it's about building trust. Business Posts start the conversation in neighborhoods, and from there you can engage 1:1 to answer questions and keep communication going.

Your Business Post inspiration:

□ Show off your previous holiday creations

If you offer professional services like decorating or light installations, show off your previous holiday masterpieces and let neighbors know you're available to create the same magic at their homes.

Inspire neighbors with holiday gift ideas

Be the resource your neighbors can turn to by giving them the gifting inspiration they need. Consider partnering with fellow local businesses to create a gift guide with items or services neighbors can purchase from your businesses.

Mention any special holiday hours or events

If you're updating your business hours during the holiday season, keep neighbors in the loop. Hosting any special holiday events at your business? Let the neighborhood know what they can expect by posting a calendar of events.

□ Highlight how you're giving back to the community and how neighbors can, too

Celebrate the season of giving and use your Business Posts to rally support from your neighbors. If your business is partnering with a local organization to collect donations (food, gifts, etc.), get the word out and let neighbors know how they can participate.

Tap into year end spending

The majority of homeowners skipped out on travel plans this year, leaving more time and budget for home improvement. In fact, 22% of homeowners will spend \$5k-\$15k on projects. Share ideas for how neighbors can make use of their extra time and money.

□ Thank the community

After another unusual and sometimes difficult year, a simple thank you to your neighborhood goes a long way. Spread the holiday spirit by sharing how much you appreciate the support and business of your neighbors.





5 Become a Neighborhood Sponsor

Whether your business is newly opened or you're long established and looking to get more exposure in specific neighborhoods, this holiday season, Neighborhood Sponsorships can help:

- Build brand awareness and rapport in the ZIP codes that matter to your business
- Drive engagement and discussion with local customers
- Ensure you're the expert that neighbors think of first for their needs



By becoming a Neighborhood Sponsor, you'll gain access to local marketing tools that will help you get the word out about your business, stay top-of-mind in the neighborhood, and advertise to neighbors on a ZIP code level.

As a Sponsor, you'll be able to share things like polls and events directly in the newsfeed. These features give you more creative ways to drive meaningful engagement and discussion with nearby neighbors.

To become a neighborhood sponsor, click here or visit nextdoor.com/holidaymarketing



6 Local Deal inspiration for the holidays

Local Deals help your business reach nearby customers by targeting specific neighborhoods with special discounts or incentives. If it's your first time creating a Local Deal, *click here*.

Then, follow these quick tips to create a successful Local Deal this holiday season.



of consumers would switch brands based on a coupon discount Source: Forbes



more likely to click or save a Local Deal during the holiday season

Tap into what neighbors are talking about

Conversations among neighbors about **preparing for the holidays** see a 3.2X uptick beginning in October. Consider a Local Deal that neighbors really need this season - from help with decor, to meal planning, to home projects.



Give a (really) good deal

This may not come as a surprise; neighbors love a good discount.

50% off your first visit



A price reduction



A fixed price special



Buy one, get one



Use original photography

Include a vibrant, high-quality image that depicts what the customer can get if they take advantage of your deal. Avoid using a logo or image with text.

Themed deals that run over a specific time period (think: Wellness Week or 14 Days of Sweet Treats) encourage neighbors to check in daily for unique discounts and offers.



Still stumped?

Try deals that offer free shipping, free gift with a minimum purchase, purchase 10 drinks/pastries/manicures and get your 11th free.



7 Your holiday marketing calendar

Maybe you're not sure where to start with marketing your business this holiday season. Our holiday marketing calendar makes it easy!

Pre-holiday prep - October

Whether you own a beauty salon, a landscaping business, a restaurant, or an accounting business, as the local expert, become a Neighborhood Sponsor and use your posts to promote your services and their relevance to the holidays. Encourage neighbors to book appointments or make reservations early to avoid the holiday rush. Not only will this ensure business, it'll help you properly plan for staffing and inventory.

Black Friday - November 26th

For many neighbors, Black Friday marks the start of the holiday shopping season. Use a Business Post to let neighbors know what deals they can look forward to from your business. Share a Local Deal to let neighbors know what special offers you're promoting. After all, 22% of neighbors on Nextdoor wait for holiday sale events to make major purchases.

□ Small Business Saturday - November 27th

This special day of shopping is dedicated to you, a local small business, and your neighbors want to support you. Launch a Local Deal, like a BOGO offer, or a free gift with purchase, to drive foot traffic into your establishment.

Cyber Monday - November 29th

If you don't have an online presence, it's time to consider creating one, since neighbors are expecting to do some online shopping on Cyber Monday. You don't have to move your entire business online – it can be as simple as enabling neighbors to purchase gift cards online at a slight discount in honor of the day. Launching a Local Deal will help your special promotion reach your closest customers: your neighbors.

□ Holiday events - November to January

If you plan to host any holiday events – from cooking classes to wrapping tutorials to special dinners – use a Business Post to promote it to your neighbors, and be sure to let them know what precautions you're taking to keep them safe and healthy.





nextdoor

Business Pages are accesible via the Nextdoor App





For news, follow us on Nextdoor Business on Facebook