Marketing Ideas To Inspire Your Next Campaign

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## Restaurant Marketing Ideas

1. Define A Unique Brand Identity
2. Stand Out With Staff Personality
3. Provide Standout Customer Service
4. Use & Market Local Fresh Ingredients
5. Cater Toward Dietary & Allergy Friendly Dishes
6. Implement A Frequent Diner Loyalty Program
7. Launch A “Mug Club” Membership
8. Host Events
9. Rent Out Spaces For Celebrations & Gatherings
10. Host Happy Hours & Daily Specials
11. Host Trivia & Bingo Nights
12. Participate In Holidays & National Days
13. Invest In A Food Truck
14. Participate With Food Delivery Services
15. Participate On Social Media
16. Share Food & Mixed Drink Recipes
17. Share Food & Drink Pairing Ideas
18. Share Cooking Lessons
19. Share High-Quality Pictures
20. Share Earned Media Like Positive News Articles
21. Share User-Generated Content
22. Ask For Shares Of Your Instagrammable Dishes
23. Host A Social Media Contest
24. Partner With Influencers
25. Hire A Social Media Or Community Manager
26. Invest In Local Search Engine Optimization
27. Optimize Your Google Business Listing
28. Have A Presence On Coupon Websites
29. Be Present In Restaurant App Listings
30. Try Google Search Engine Marketing Ads
31. Have A Website
32. Maintain An Online Menu
33. Take Online Reservations
34. Start A Blog
35. Start An Email Newsletter
36. Maximize Testimonials & Reviews
37. Send Out Postcards
38. Give Free Samples
39. Set Out A Fishbowl For Business Cards
40. Offer Free Wi-Fi

**Read more:** <https://coschedule.com/marketing-ideas/restaurant-marketing-ideas>

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## Retail Marketing Ideas

1. Focus On Experiential Marketing
2. Host A Community Event
3. Take Advantage Of Your Display Window
4. Offer Free Wifi
5. Put Your Product Where Your Customers Are
6. Do A Tour Of Your Studio Or Office
7. Package Your Products In A Way That Mirrors Your Brand
8. Put Your Favorite Social Media Handles On Your Business Card
9. Hold A Customer Photo Contest
10. Run Geo-Targeted Ads
11. Use Google Reviews
12. Send Out Something Personal
13. Send Out Product Samples To Potential Customers
14. Try Some Urban Marketing Ideas
15. Perfect Your Elevator Pitch
16. Develop A Word Of Mouth Customer Referral Program
17. Partner With Similar Businesses
18. Create A Loyalty Program
19. Create A Pricing Strategy
20. Monetize Your POS
21. Utilize Point-of-Purchase Displays
22. Highlight Your Loyalty Program
23. Make A Countertop Display
24. Support A Cause

**Read more:** <https://coschedule.com/marketing-ideas/retail-marketing-ideas>

## Small Business Marketing Ideas

1. Write A Strong Elevator Pitch
2. Flesh Out Your Sales & Promotion Calendar
3. Have & Share Quality Business Cards
4. Create A Website Page For Every Service Or Product Your Company Provides
5. Optimize Your Content For Local Search
6. Create A Google My Business Page
7. Publish Great Content On A Consistent Schedule
8. Use Free Tools To Create Marketing Graphics
9. Create & Share Helpful Videos With Your Audience
10. Build An Email List
11. Start Automating Your Marketing
12. Start A Customer Referral Program
13. Provide Purchase Incentives to Your Customers
14. Start An Employee Brand Ambassadorship Program
15. Respond To Positive & Negative Reviews
16. Implement A Consistent Social Media Posting Schedule
17. Undertake Social Media Engagement Growth Tactics
18. Invest In Social Media Ads
19. Hold A Social Media Contest/Giveaway
20. Hold An In-Store Business Card Drawing
21. Get Involved In Your Local Community
22. Join Or Create Local Co-Marketing Partnerships
23. Start A Cross Promotion Partnership
24. Join Local Networking Groups
25. Join Industry Associations
26. Host Classes & Share Your Knowledge
27. Apply For Business Awards
28. Invest In Direct Mail Advertising
29. Get In Customers’ Faces With Guerilla Marketing
30. Purchase A Vehicle Wrap

**Read more:** <https://coschedule.com/marketing-ideas/small-business-marketing-ideas>

## Advertising Ideas

1. Display Creative Billboards
2. Distribute Print Ads
3. Send Mail
4. Reap The Benefits Of An Email Ad
5. Establish A Slogan
6. Promote On The Radio
7. Promote On Television
8. Create A Jingle
9. Collaborate With Other Businesses
10. Include Celebrities
11. Reference Pop Culture
12. Allocate Part Of Your Budget For Paid Search
13. Enable QR Codes
14. Invest In-Display Ads
15. Purchase Product Placement
16. Take Advantage Of Social Media
17. Design Vehicle Wraps
18. Design Street Art
19. Develop An Immersive Experience
20. Experiment With 3D Designs
21. Incorporate The Environment
22. Make The Most Out Of Podcast Advertisements
23. Put An Emphasis On Social Issues
24. Try AR
25. Take Advantage Of Cute Animals
26. Utilize Guerrilla Tactics
27. Create a Brand Ambassador Program
28. Publish An Advertorial
29. Target Your Customers With Facebook Ads
30. Create A Contest
31. Use Your Logo In Creative Ways

**Read more:** <https://coschedule.com/marketing-ideas/advertising-ideas>

## Company Swag Ideas

1. Remote, Hybrid Remote, & Work-From-Home Swag Kits
2. New Hire Welcome Boxes
3. Food & Drink Kits
4. Wellness & Self Care Kit
5. Client Welcome Box
6. Travel Essentials Box
7. Portable/Wireless Chargers & Power Banks
8. Bluetooth Speakers
9. AirPod Cases
10. Ring Light
11. Tile Tags
12. Laptop Sleeves
13. Sweatshirts, Hoodies, Jackets, & Rainshells
14. T-Shirts & Long-Sleeve Shirts
15. Baseball, Trucker, FlexFit Hats, Bucket Hats
16. Sneakers & Socks
17. Pajamas & Leggings
18. Winter Accessories
19. Branded Hand Sanitizers & Lip Balm
20. Water Bottles, Coffee Mugs & Tumblers
21. Tote Bags, Backpacks, & Fanny Packs
22. Games
23. Stickers & Patches
24. Notebooks & Planners
25. Umbrellas
26. Blankets
27. Pet Accessories
28. Plant Pots
29. Gift Certificate To The Company Swag Store
30. Baby Apparel

**Read more:** <https://coschedule.com/marketing-ideas/company-swag-ideas>

## Content Ideas

1. Build On The Basics
2. Ask Your Email Subscribers
3. Make A Twitter Poll
4. Work With Your Customer Service Team
5. Talk To Your Sales Staff About Objections
6. Browse Quora For Commonly Asked Questions
7. Check Out Relevant Subreddits
8. Leverage The Power Of Social Listening
9. Look At Google’s “People Also Ask” Box
10. Research With Google Trends
11. Play With Keyword Modifiers
12. Use BuzzSumo
13. Share Book Recommendations
14. Write A Case Study
15. Interview A Subject Matter Expert
16. Make An Expert Roundup
17. Repurpose Your Existing Content
18. Conduct A Gap Analysis
19. Bring Your Own Angle To Industry News
20. Craft Some Holiday Content
21. Publish According to Seasonal Demand

**Read more:** <https://coschedule.com/marketing-ideas/content-ideas>

## Digital Marketing Ideas

1. Brand Websites & Web Pages
2. Microsites & Topic Hubs
3. Blogs & Blog Posts
4. Videos
5. Ebooks
6. Social Media Marketing
7. Email Marketing
8. Pay Per Click (PPC) Ads
9. Search Engine Optimization (SEO)
10. Mobile Marketing
11. Invest In Local Search Marketing
12. Optimize Your Google My Business Listing
13. Publish Videos On YouTube
14. Publish Keyword-Driven Content On Your Domain
15. Build Links To Your Website
16. Share Content On Social Media
17. Test Influencer Marketing
18. Launch Social Media Audience Lookalike Ads
19. Invest In Conversion Rate Optimization (CRO) A/B Testing
20. Build An Email List
21. Implement Live Chat
22. Engage Your Followers On Social Media
23. Monitor Your Brand Reputation With Social Listening
24. Host Online Events Like Webinars & Classes
25. Send Emails & Newsletters Regularly
26. Start A Podcast
27. Publish Interactive Content Like Free Tools & Calculators

**Read more:** <https://coschedule.com/marketing-ideas/digital-marketing-ideas>

## Email Marketing Ideas

1. Run A/B Tests On Your Email Subject Lines
2. Make Your Email Copy Skimmable
3. Send A Weekly Email Newsletter
4. Write Attention-Grabbing Subject Lines
5. Put Email Opt-In Forms On Your Website
6. Gate Your Downloadable Content
7. Round Up Your Best Content & Send It In An Email
8. Survey Your Email List For Feedback On Products, Content, & More
9. Encourage Email Sign Ups With A Social Media Campaign
10. Write CTAs In Your Content To Drive People To Sign Up For Your Newsletter
11. Segment Your Email List & Target Them With Content They’d Want to See
12. Give Fans Extra Incentive To Subscribe To Your List With Access To Exclusive Content
13. Cater To Your New Email Subscribers With A Series Of Introductory Emails
14. Send Your Emails At The Best Times
15. Let The Seasons Inspire Your Email Content
16. Use Strategic Emails To Push Holiday Sales
17. Recap What Happened In Your Industry Each Week
18. Build Best Of Emails Highlighting Your Most Popular Products
19. Remind Your Customers About Offers & Other Sales
20. Experiment With Plain Text & Designed Emails
21. Send Your Email List A Coupon
22. Personalize Your Emails
23. Announce Contests & Giveaways
24. Utilize Social Proof
25. Introduce New Products
26. Send Product Sneak Peeks To Get Your Audience Excited
27. Use Video To Engage The Recipients
28. Optimize Your Emails To be Mobile Friendly
29. Share Company Updates
30. Share Your Favorite Industry-Related Blogs & Podcasts
31. Promote Your Referral Program (If Applicable)
32. Share A Free Ebook
33. Include Clear Calls To Action
34. Provide A Way For Them To Opt Out
35. Follow Up With a Thank You Email
36. Create Categorized Content
37. Send Invitations For Any Occasion
38. Educate Customers On The Product
39. Send Order Confirmations
40. Curate Upsell Emails

**Read more:** <https://coschedule.com/marketing-ideas/email-marketing-ideas>

## Event Marketing Ideas

1. Brand Your Event
2. Define Your Event’s Positioning & Value Proposition
3. Consider Increasing Prices As Your Event Nears (FOMO)
4. Publish A Microsite For Your Event
5. Publish A Creative Signup Landing Page
6. Offer Early Bird Event Registration
7. Write Blog Posts About The Event
8. Create An Infographic To Illustrate Why Your Event Topic Is Important
9. Launch Retargeting Ads On Social Media To Those Who Visited Your Microsite Or Landing Page
10. Email event Details To Your List
11. Include The Event In Your Company Newsletter
12. Post Physical Signs At Your Business
13. Offer Event Flyers At Your Business
14. Post Pre-Event Behind The Scenes Content On Social Media
15. Create A Facebook Event
16. Post On Event Discovery Websites
17. Share A Press Release
18. Seek Out Event Sponsors
19. Create A Day-Of-Event Social Media Hashtag
20. Share Event Video Snippets On Social Media
21. Hire Artists To Sketch Speakers’ Keynotes
22. Create A Virtual Filter For Social Networks Like Snapchat
23. Interview Attendees & Speakers For Post-Event Content
24. Hire A Professional Photographer
25. Recap Blog Posts
26. Make A Highlight Reel
27. Recap Email
28. Registration Page For Your Next Event

**Read more:** <https://coschedule.com/marketing-ideas/event-marketing-ideas>

## Flyer Ideas

1. Choose The Right Colors
2. Grab Attention With Imagery
3. Add Icons For A Clean Design
4. Include Your Brand Logo
5. Add Graphics To The Mix
6. Get Creative With Illustrations
7. Hold On To Shapes
8. Establish A Pattern
9. Try Shading
10. Keep It Real With Textures
11. Pay Attention To Typography
12. Emphasize Text Styling
13. Create Flat Geometric Designs
14. Go Bold With Brutalist Typography
15. Be Unique With Collages
16. Stay Memorable With Photography Flyers
17. Create 90s Nostalgia For The Good Ol’ Days
18. Roughen It Up With Textured Gradient
19. Try Typographic Clipping Mask Flyers
20. Dig Deep With Double Exposure Effect
21. Splash Some Watercolor
22. Stay Simple With Flowcharts
23. Create Old School Diner Inspired Images
24. Explore Outer Space
25. Explore The Wilderness Flyer Theme
26. Use Concert Flyers
27. Make A Movie Flyer
28. Go Retro
29. Loving Wedding Flyer
30. Make It Corporate
31. Design For Video games

**Read more:** <https://coschedule.com/marketing-ideas/flyer-ideas>

## Marketing Campaign Ideas

1. Content Campaigns
2. Contest Campaigns
3. Email List-Building Campaigns
4. Holiday Campaigns
5. User-Generated Content Campaigns
6. Event Campaigns
7. Product Launch Campaigns
8. “Ditch Your Old Product” Campaigns
9. Brand Awareness Campaigns
10. Partnership Campaigns
11. Give-Away Campaigns
12. Deal/Sale Campaigns
13. Charity Campaigns
14. Customer Loyalty Campaigns
15. Referral Program Campaigns
16. Influencer Campaigns
17. Thought Leadership Campaigns
18. FAQ Campaigns
19. AMA Campaigns
20. Viral Marketing Campaigns
21. Share A Personal Story Campaign
22. Customer Success Campaign
23. Interactive Campaign
24. How-To Campaign

**Read more:** <https://coschedule.com/marketing-ideas/marketing-campaign-ideas>

## Newsletter Ideas

1. Write An Engaging Subject Line
2. Create Stand Out Email Designs
3. Ensure A Good Mobile Experience
4. Write Clickable Email Body Copy
5. Interview Your Internal Team Members
6. Interview Company Stakeholders
7. Interview Industry & Market Experts
8. Interview Your Customers & Share Case Studies
9. Share New Helpful Content You’ve Published
10. Curate New Blog Posts From Many Sources
11. Round Up Books
12. Curate Industry News Articles
13. Curate Industry Reports & New Datasets
14. Recommend Podcasts
15. Round Up New Products & Releases
16. Round Up Helpful Videos
17. Curate Content To Share That All Relate To A Theme
18. Curate “Best Of” Recommendations From Employees By Themes
19. Spotlight Influencers To Follow
20. Poll Or Survey Your Subscribers
21. Ask For Input Via Replies
22. Answer Subscribers’ Questions
23. Share Case Studies
24. Share Quick Tips & Best Practices
25. Share A Single, Simple Monthly Tip
26. Share Simple Step-By-Step Achievements
27. Share One Story Per Newsletter
28. Share An Opinion Or Insider’s Perspective
29. Share Thought Leadership Advice
30. Share A New Or Interesting Fact Per Newsletter
31. Share “Lasterday’s Lessons” (Challenges You’ve Overcome)
32. Share “What I Wish I Knew When”
33. Create “Seasons” Of Monthly Or Quarterly Themes

**Read more:** <https://coschedule.com/marketing-ideas/newsletter-ideas>

## Sales Promotion Ideas

1. Discounts
2. Coupons
3. Rebates
4. Vouchers
5. Cashback
6. Free (Samples & Trials)
7. Bundles
8. Terms
9. “Buy One Get One” (BOGO)
10. “But Wait! There’s More…”
11. “Don’t Delay, Act Fast”
12. “Exclusive Offer Only For…”
13. Lifestyle Discount Programs
14. Referral Discount Programs
15. Review Discount Programs
16. Loyalty Programs
17. Affiliate Programs
18. Flash Sales
19. Recurring Sales
20. Seasonal Sales
21. Off-Season & Closeout Sales
22. Abandoned Cart Promotions
23. Gift Cards
24. Charitable Causes & Donations
25. Free Shipping & Returns
26. Joint Co-Marketing
27. Contests
28. Giveaways
29. Branded Gifts

**Read more:** <https://coschedule.com/marketing-ideas/sales-promotion-ideas>

## Social Media Marketing Ideas

*Instagram Marketing Ideas*

1. Create Some Infographics And Share Them With Your Target Market
2. Host A Contest
3. Let A Customer Or User Guest Post On Your Social Media Platforms
4. Host A Giveaway
5. Make A Meme
6. Go Behind The Scenes
7. Share User-Generated Content
8. Connect Your Linktree Account
9. Tap Into Instagram’s Marketing Toolbox
10. Create Instagram Reels

*Twitter Marketing Ideas*

1. Tweet About Your Email Newsletter
2. Join In On Weekly Hashtags
3. Create A Daily, Weekly, Or Monthly Series
4. Host An “Ask Me Anything” Session
5. Team Up With Other Brands
6. Hop On What’s Trending
7. Create A Poll For Your Audience
8. Post Coupons On Your Feed
9. Curate Third-Party Content
10. Respond to Customers

*Pinterest Marketing Ideas*

1. Pin 10 New Things On Pinterest A Day
2. Run Social Exclusive Deals
3. Add Business Logos to Social Media Posts
4. Tag Your Product In Your Pins

*YouTube Marketing Ideas*

1. Keep Your Audience Entertained With A Story
2. Create “How To” Videos And Tutorials
3. Try Influencer Marketing
4. Run an Interview-Style Q&A Session
5. Embed Links Or Other Videos To Your Video

*Facebook Marketing Ideas*

1. Try Doing Videos On Facebook Live
2. Post “Tag A Friend” Content
3. Use Emojis
4. Create Facebook Reels

*LinkedIn Marketing Ideas*

1. Join Groups On LinkedIn
2. Share Company Milestones
3. Share Tips On Your Product

*Multi-Platform Marketing Ideas*

1. Repurpose Your Content
2. Leave A Helpful Comment On A Blog Post Your Target Market Regularly Reads
3. Host A Scavenger Hunt Across Your Blog, Email, And Social Networks
4. Share Content On Forums

**Read more:** <https://coschedule.com/marketing-ideas/social-media-marketing-ideas>

## Video Marketing Ideas

1. Develop Instructional Videos
2. Use Live Video Streaming Apps
3. Host A Webinar
4. Create Behind The Scenes Videos
5. Edit Your Video Length To Fit Each Social Platform
6. Teach A Class Via Video
7. Film A Mini TV Series
8. Create A Weekly Video Series
9. Partner With Industry Experts To Release Videos On Different Topics
10. Shoot A Sales And Promotion Video
11. Use Video To Show Off Your Company Culture
12. Film A Thank You Video
13. Interview Customers Or Clients
14. Interview Team Members
15. Create Product Specific Videos
16. Promote Your Event With A Video
17. Share An Expert Q&A Video
18. Get Creative With Your Data By Using Whiteboard Videos
19. Create Time-Lapse Videos To Show Processes From Start To Finish
20. Give Your Audience A Video Tour Of Your Office
21. Recap A Conference Your Team Attends
22. Send Holiday Greetings Videos
23. Announce Contests With A Promotional Video
24. Create A Top #10 Video
25. Announce Company News

**Read more:** <https://coschedule.com/marketing-ideas/video-marketing-ideas>

## Creative Marketing Ideas

1. Avoid Corporate Speak & Go Conversational
2. Make Your Brand Design Different & Memorable
3. Forget Blogs & Publish Something Interactive
4. Take Advantage Of Seasonality
5. Jump On Trending Topics
6. Celebrate Funny Holidays
7. Do Something Unexpected
8. Research & Leverage Popular Hashtags
9. Launch Photo Contests
10. Post Funny Pics & Ask For Meme Captions
11. Build A Slack Channel For Your Community
12. Publish User-Generated Content
13. Host An Influencer Takeover
14. Partner On Campaigns & Cross-Promote With Other Brands
15. Sponsor Causes & Support Organizations
16. Publish Content From Guest Contributors
17. Publish Your Content On Other Websites
18. Test Out Gamification
19. Publish, Share, & Curate Infographics
20. Host Webinars
21. Leverage Testimonials
22. Add Checklists, Templates, & Decks Into Your Content
23. Offer Exclusive Discounts To Your Following
24. Launch A Campaign With A Countdown Timer Deadline
25. Give Away Something Valuable In Exchange For Completing The Desired Action

**Read more:** <https://coschedule.com/marketing-ideas/creative-marketing-ideas>

## Guerilla Marketing Ideas

1. Fly Drones
2. Fly Airplane Banner Tow Advertisements
3. 3. Use Projections
4. Set Up Photo Opps
5. Execute Extreme Publicity Stunts
6. Disperse City-Wide Kits (What Not To Do)
7. Graffiti With Sidewalk Powerwash Stencil Logo
8. Draw Sidewalk Chalk Art
9. Utilize Bench Advertising
10. Create Poem Signage
11. Plan A Public Space Takeover
12. Paste On Escalator Advertising
13. Shoot For TikTok Virality
14. Organize A Flash Mob
15. Hire Actors
16. Host A Graduation For Your Product
17. Participate In Social Movements
18. Switch Up Your Branding With Logo Seasonality & Holiday Modifications
19. Bundle Product Kits
20. Break a Guinness World Record

**Read more:** <https://coschedule.com/marketing-ideas/guerilla-marketing-ideas>

## Out Of The Box Marketing Ideas

1. Brand Yourself Completely Differently Than Your Competition
2. Publish The Best Information In Your Niche
3. Interview Influencers To Publish Multiple Pieces
4. Survey Your Audience To Publish Proprietary Research Reports
5. Provide Extra Value In Your Content With Visuals & Motion
6. Explore Paid Content Distribution
7. Send Personalized Sales Videos To Target Accounts
8. Create Entertaining Videos Such As Parodies
9. Publish Off-Site Content Like Guest Blog Posts
10. Create GIFs & Memes To Entertain Your Audience
11. Launch A Photo Caption Contest On Social Media
12. Quiz Your Audience
13. Run A Contest
14. Capitalize On Location, Location, Location
15. Make A Good First Impression
16. Build Personal Connections & Relationships
17. Invite Local Target Audience Members To Lunch
18. Launch A Loyalty Program Like A Punch Card
19. Try A Door-To-Door Campaign
20. Donate Your Time Or Resources To Organizations In Need
21. Sponsor An Event
22. Offer Free Samples
23. Direct Mail A Resource To Targeted Leads
24. Deliver Entertaining Custom Calendars To Targeted Leads
25. Write Handwritten Notes
26. Create A Growth Loop To Turn Customers Into Advocates
27. Leverage User-Generated Content To Turn Customers Into Marketers
28. Implement A Referral Program
29. Launch A “Customer Of The Year” Award Program To Recognize Your Best Clients
30. Increase Conversions With Exit Intent Popups
31. Increase Leads With Gated Videos
32. Test Social Paid Ads
33. Set Up Retargeting Campaigns
34. Run A Flash Sale

**Read more:** <https://coschedule.com/marketing-ideas/out-of-the-box-marketing-ideas>

## New Year’s Marketing Ideas

1. Ring In The New Year On Your Social Accounts
2. Launch A New Product
3. Offer A New Year’s Sale
4. Push Customers Towards Impulse Buys
5. Promote Your Referral Programs
6. Use Traditional Marketing Tactics For Your New Year’s Marketing Campaign
7. Target New Year’s Resolutions
8. Set Specific Marketing Goals For The New Year
9. Use Clever New Year’s Email Subject Lines
10. Sponsor A New Year’s Party/Event
11. Host A New Year’s Event
12. Send A Thank You To Loyal Customers
13. Run A Contest
14. Share Insider Information On Company Performance
15. Share Company New Year’s Resolutions
16. Send A Customer Feedback Survey
17. Celebrate With A Giveaway
18. Use Email Marketing

**Read more:** <https://coschedule.com/marketing-ideas/new-years-marketing-ideas>

## Valentine’s Day Marketing Ideas

1. Run A Valentine’s Day Sale
2. Promote Self Love
3. Celebrate Galentine’s Day
4. Create A Gift Guide
5. Offer Limited Product Lines
6. Host A Valentine’s Day Event
7. Utilize Direct Marketing Tactics
8. Celebrate Non-Romantic Love
9. Post User-Generated Content
10. Create A Spread The Love Referral Campaign
11. Promote Anti-Valentine’s Day
12. Mail Or Email A Valentine To Customers
13. Ask Customers To Share Their Meet Cute
14. Host A Special Valentine’s Dinner
15. Host A Singles Event

**Read more:** <https://coschedule.com/marketing-ideas/valentines-day-marketing-ideas>

## Easter Marketing Ideas

1. Host A Virtual Easter Egg Hunt
2. Broadcast Seasonal Products
3. Host A Social Media Photo Contest
4. Create Eye-Catching Pop-ups
5. Create A Video Greeting
6. Give Away Checkout Gifts
7. Sell Limited Edition Baskets
8. Hold A Poll
9. Bring In The Bunny
10. Start An SMS Campaign
11. Hold Special Sales
12. Send A “Happy Easter” Email
13. Hold Opportunities For Gamification
14. Collaborate With Other Companies
15. Host Online Giveaways

**Read more:** <https://coschedule.com/marketing-ideas/easter-marketing-ideas>

## 4th Of July Marketing Ideas

1. Highlight Products Made In The USA
2. Launch A 4th Of July Themed Product
3. Promote A Flash Sale
4. Highlight Veterans
5. Offer Military Discounts
6. Send Themed Email Campaigns
7. Promote A Giveaway
8. Share A Themed Food Or Drink Recipe
9. Sponsor A Firework Show
10. Create 4th of July Packaging
11. Be An Activist
12. Share Interactive Content
13. Ask What Independence Day Means To Your Customers
14. Create 4th Of July Themed Content
15. Add A Little Spark To Your Website
16. Use Popular Hashtags
17. Host An Eating Contest
18. Offer Free Shipping
19. Create A 4th Of July Social Campaign
20. Jump On A Tik Tok Trend
21. Put Up A 4th of July Mural
22. Host A 4th of July Event
23. Red White & Blue Uniforms
24. 4th Of July Essentials Bundle
25. Build A Float For A 4th Of July Parade

**Read more:** <https://coschedule.com/marketing-ideas/4th-of-july-independence-day-marketing-ideas>

## Halloween Marketing Ideas

1. Launch A Halloween-Themed Email Campaign
2. Post A Halloween Prize Giveaway
3. Give Out Branded Trick-Or-Treat Bags
4. Promote Your Business With A Direct Mail Campaign
5. Decorate Your Home Page With Halloween Graphics
6. Launch A Themed Social Media Marketing Campaign
7. Introduce A Limited Edition Halloween-Themed Product
8. Send Halloween-Themed Social Messages At The Optimal Time
9. Participate In A Trick-Or-Treating Event
10. Promote A Halloween Sale On Your Website
11. Create A Promotional Video
12. Offer A Post-Holiday Discount
13. Launch A User-Generated Content Campaign
14. Sponsor A Halloween Community Event
15. Write A Blog Post About Halloween
16. Treat Your Loyal Customers To A Halloween Gift

**Read more:** <https://coschedule.com/marketing-ideas/halloween-marketing-ideas>

## Black Friday Marketing Ideas

1. Offer A Gift With Purchase
2. Partner With Influencers
3. Share A Special Discount Code With Email Subscribers
4. Post Promotions On Social Media
5. Promote Your Sales Early Enough
6. Offer Deals By The Hour
7. Plan Promotions That Allow Upselling
8. Bundle Products
9. Offer A No-Questions-Asked Return Policy
10. Introduce A New Product Or Product Line
11. Create Digital Gift Cards
12. Partner With A Charity
13. Utilize A Countdown Clock
14. Retarget Your Abandoned Carts
15. Offer Referral Rewards
16. Make Shipping Free
17. Promote A Giveaway
18. Market To Past Customers Who You Haven’t Seen Recently
19. Continue Your Sales Into The Weekend Leading Up To Cyber Monday
20. Correlate Sales Across Multiple Brands, All Under One Company
21. Build Your Email List Early
22. Write A Stand Out Subject Line
23. Extend Your Offer Beyond Discounts
24. Tease Customers With Mystery Savings
25. Promote Conditional Discounts
26. Ensure Your Website Is Ready For High Traffic
27. Provide An Option For Installment Payment
28. Offer Multiple Payment Options
29. Create A Gift Guide

**Read more:** <https://coschedule.com/marketing-ideas/black-friday-marketing-ideas>

## Cyber Monday Marketing Ideas

1. Create A Cyber Monday Landing Page
2. Promote On Social Media
3. Make Your Advertisements Stand Out
4. Utilize Direct Marketing
5. Build An Email Campaign
6. Create A Gift Shopping Guide
7. Partner With Influencers
8. Promote A Free Trial
9. Send Retargeting Emails To Abandoned Carts
10. Build A Strong Customer Support Team and Process
11. Offer Separate Black Friday And Cyber Monday Deals
12. Adopt A No-Questions-Asked Return Policy
13. Promote Digital Gift Cards
14. Implement A Countdown Clock
15. Offer Free Shipping

**Read more:** <https://coschedule.com/marketing-ideas/cyber-monday-marketing-ideas>

## Christmas Marketing Ideas

1. Create Christmas Packaging
2. Launch A Themed Website Or Landing Page
3. Have Fun With Christmas Decorations
4. Send Printed Or Digital Holiday Cards
5. Produce A Seasonal Menu
6. Implement Loyalty Member Rewards
7. Add A Gift Price Filter
8. Bundle Similar Items
9. Create A Gift Guide
10. Promote Gift Cards
11. Organize Your Store For Impulse Buys
12. Have Stocking Stuffers For Purchase
13. Partner With A Local Charity
14. Integrate An Interact Gift Quiz
15. Launch A Christmas Email Campaign
16. Implement A Christmas Marketing Strategy
17. Share Christmas Advertisements
18. Share Holiday-Themed Video Content
19. Utilize Emotional Messages
20. Partner With Influencers
21. Host A Social Media Contest
22. Try A Countdown Clock On Online Promotions
23. Host A Christmas Shopping Event
24. Promote On Black Friday
25. Promote On Cyber Monday
26. Host A “12 Days Of Christmas” Promotion
27. Free Gift With Purchase
28. Allow Free Shipping And Returns
29. Create Limited Time Christmas Product Lines
30. Host A Giveaway
31. Get Yourself On Search Engine Result Pages
32. Participate In Small Business Saturday
33. Host A Christmas Event

**Read more:** <https://coschedule.com/marketing-ideas/christmas-marketing-ideas>