

24 Days

of Holiday Promotion Ideas for Your Farm

Day 1: Create a holiday gift guide. Feature the best holiday gifts from your community into a branded guide. Offer it as a gated resource to capture emails and build up your email list.

Day 2: Spread the love. Support other local businesses by cross-promoting their products this holiday season.

Day 3: Offer gift wrapping with purchase. Encourage your customers to buy for their friends and family by offering gift wrapping with purchase.

Day 4: Make your branding festive. Incorporate the festive spirit into your branding by adding holiday colors and icons to your existing logo and website.

Day 5: Organize a holiday Farm-to-Table dinner. Connect with a local chef and host a holiday farm-to-table dinner featuring your products.

Day 6: Set up a holiday referral program. Don't have a referral program in place? Set up a holiday referral program to get customers to refer their friends and family.

Day 7: Organize a holiday Instagram or Facebook live. Connect with your audience by hosting a holiday live event on social media. Share holiday stories, tips for hosting a great holiday party, and recipes.

Day 8: Offer free delivery on holiday products. Spend over a certain amount? Get free delivery this holiday season!

Day 9: Create a holiday recipe e-book. Put together an e-book with all of your holiday recipes including your products. Make it pretty in Canva and include it with your holiday promotions. Don't forget to capture emails!

Day 10: Offer a free gift with purchase. Everyone loves free stuff!

Day 11: Send out a holiday-focused newsletter. Share your favourite parts of the holiday season with your customers through a holiday newsletter.

Day 12: 12 Days of Sales. Piggyback on holiday traditions and run a holiday promotion. Offer a different promotion every other day until Christmas day!

Day 13: Decorate the Farm. Looking for some inspiration for your social media? Decorate the farm and take pictures to share on social. Encourage your customers to share their photos as well to increase engagement.

Day 14: Embrace the Holiday Market. Night markets are a huge hit during the holiday season. Connect with your local market to see if they're hosting one this year! If not, start your own.

Day 15: Build a Holiday Box. Connect with other local producers to build a holiday box that has everything your customers need for their celebrations.

Day 16: Reward your customers. Offer customers store credit this month with their holiday purchases. This will convince them to come back and purchase in January.

Day 17: Host a holiday cooking class with Cheftorial. Any Local Line customer can offer virtual, live, and interactive cooking classes powered by ChefTorial—all under the umbrella of your brand.

Day 18: Make your products holiday-themed. Depending on what you sell, you may need to position your products to be perfect for the holiday season. Think about which dishes they would work in and for what occasion.

Day 19: Feature Holiday Recipes. Get creative in the kitchen this holiday season and share great product-focused recipes. This can be done via a blog post, Facebook or Instagram post, or an Instagram story.

Day 20: Film a funny holiday video. Video performs really well on social media. Create a creative holiday video with your team. Keep it happy and lighthearted by dressing up your animals and staff in full holiday attire.

Day 21: Host a holiday-themed contest on Instagram. Encourage followers to tag a friend and share your post, offering a free holiday gift or discount to your store.

Day 22: Send holiday cards to your customers. Make your customers family by sending a personalized holiday gift card. Little small touches can go a long way.

Day 23: Sell gift cards. Any last-minute shoppers? People are always looking for holiday gifts to give. Offer them the option of local food by selling gift cards.

Day 24: Post your holiday traditions to Instagram. Everyone has their own traditions. Connect with your audience by sharing yours.

**Happy
Holidays**
from the
Local Line Team