**Business Plan: Sales Promotion Method - Targeting Family Events & Holidays**

**Objective:**  
To increase Grandhub's customer base and revenue by leveraging family-oriented events and holidays to drive memberships and engagement.

**1. Overview of the Offer**

* **Promotion Name:** "Celebrate Family with Grandhub!"
* **Offer Details:**
  + Develop seasonal and holiday-specific campaigns that celebrate grandparents.
  + Encourage family members to sign up their grandparents or gift them memberships.
  + Provide special discounts, limited-time offers, and exclusive holiday-themed content.

**2. Goals**

* Increase membership sign-ups by 40% during major holidays.
* Enhance engagement by 50% through holiday-specific marketing campaigns.
* Strengthen brand recognition as the go-to online community for grandparents.

**3. Target Audience**

* **Primary Audience:** Grandparents seeking connection, entertainment, and support.
* **Secondary Audience:** Family members (children and grandchildren) looking to engage their older loved ones in meaningful ways.

**4. Implementation Plan**

**4.1. Key Holiday Campaigns**

1. **Grandparents’ Day Promotion**
   * Launch a **“Gift a Grandhub Membership”** campaign.
   * Run a **social media contest** where users share their best grandparent memories using #GrandhubMoments.
   * Offer a **weekend flash sale** with a 20% discount on memberships.
2. **Christmas & New Year’s Campaign**
   * Promote **family bundle memberships** (e.g., “Add 3 family members and save 25%”).
   * Release a **holiday-themed digital gift card** for gifting Grandhub subscriptions.
   * Create a **special content series**, such as heartwarming stories or virtual holiday events.
3. **Thanksgiving Campaign**
   * Run a **“Thankful for Grandparents” campaign**, where users can send digital appreciation messages to their grandparents via Grandhub.
   * Provide **a referral discount** for families signing up together.
   * Feature user-generated content highlighting meaningful grandparent moments.
4. **Birthday & Personalised Gifting**
   * Offer a **“Birthday Gift Membership” option** where family members can sign up their grandparents with a personalised greeting.
   * Introduce **automated birthday reminders** for existing members to encourage renewals and gifting.

**5. Marketing Channels**

1. **Website:**
   * Feature a dedicated **Holiday & Celebrations** section with active promotions.
   * Add pop-ups and banners highlighting seasonal discounts.
2. **Social Media:**
   * Use festive-themed visuals and hashtags (#GrandhubHolidays, #CelebrateGrandparents).
   * Run user-generated content contests.
   * Create short, emotional video stories featuring real families.
3. **Email Marketing:**
   * Send personalised holiday-themed emails with promotional offers.
   * Offer early access to discounts for existing members.
4. **Paid Advertising:**
   * Invest in **Facebook & Instagram ads** targeting family audiences.
   * Use **Google Display Ads** to reach users searching for family gift ideas.
5. **Influencer & Community Partnerships:**
   * Collaborate with **family bloggers & senior lifestyle influencers** to promote campaigns.
   * Partner with brands that focus on family engagement.

**6. Metrics for Success**

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| **Metric** | **Target** |
| Increase in new member sign-ups | 40% per holiday period |
| Growth in social media engagement | 50% increase |
| Conversion rate from holiday promotions | 25% |
| Increase in referral-based sign-ups | 30% |
| Email open and click-through rates | 20% boost |

**7. Budget**

* Digital advertising (social media, Google Ads): **£5,000**
* Content creation (videos, graphics, influencer partnerships): **£3,500**
* Email marketing automation: **£1,500**
* Miscellaneous (discounts, platform fees): **£2,000**

**Total Estimated Budget:** **£12,000**

**8. Timeline**

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| Task | Deadline |
| Plan & finalise campaign materials | 2 months before each holiday |
| Begin teaser promotions | 3 weeks before launch |
| Launch the main campaign | 1-2 weeks before the holiday |
| Run paid advertising & social media push | 1-2 weeks before the holiday |
| Post-campaign performance review | 2 weeks after holiday |

**9. Action Plan**

1. **Pre-Launch (2 Months Before Each Holiday):**
   * Research past successful holiday campaigns.
   * Develop promotional materials and landing pages.
   * Partner with influencers and brands for early exposure.
2. **Launch (3 Weeks Before Each Holiday):**
   * Start teaser campaigns via email and social media.
   * Run limited-time pre-sale discounts.
3. **Active Promotion (1-2 Weeks Before Each Holiday):**
   * Launch social media contests and giveaways.
   * Push ads on search engines and social media.
   * Engage with customers in real-time on social platforms.
4. **Post-Holiday Retention Strategy (2 Weeks After):**
   * Send follow-up emails encouraging continued engagement.
   * Offer a “thank you” discount for renewing memberships.
   * Collect user feedback to refine future campaigns.

**10. Post-Promotion Strategy**

* Analyse campaign performance to determine successful tactics.
* Implement a year-round gifting option for ongoing family celebrations.
* Expand holiday campaigns to include more cultural and regional festivities.
* Develop a **loyalty program** for members who gift multiple subscriptions annually.

This holiday-focused strategy will help Grandhub attract new members while fostering meaningful family connections, positioning it as the top online community for grandparents.