



Monthly

NOVEMBER 2020

# Marketing

Morsels

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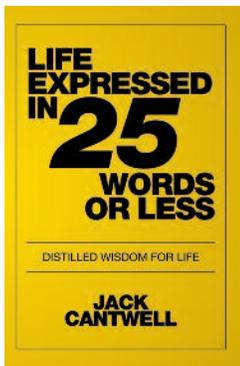
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## TALKING TURKEY ABOUT NOVEMBER BUSINESS SUCCESS.

Of the twelve months of the year, few of them offer you the opportunity to do a little self-promotion than November.

There are reasons galore to do simple and effective promotional “extras” to boost your sales or your brand image this month.

Let’s start with **Veteran’s Day** on November 11th. Think about honoring our veterans all month with discounts if you are in the business of selling products or services. Or do something as simple as running a Facebook message asking people to stop and say a little prayer of thanks for the unselfish men and women who have given up a time in their lives to protect our freedom.

And if you know a business is “*veteran owned*”...give them at least a “*thank you for your service*” attaboy.

**Thanksgiving** is coming on November 26th. Be thankful for what you have and do something to help someone or a family who are less fortunate. Contact a charity like

Lebanon County Christian Ministries or the Lebanon Rescue Mission. Donate so some of their clients can have a happy Thanksgiving too. You might even volunteer.

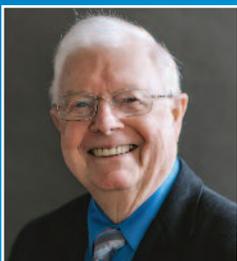
And then there is **Black Friday** and **Cyber Monday**. Think about how you can capitalize on those themes and offer something special ahead of the events, Try counting the number of times you hear Black Friday mentioned. Big number.

And last, but not least, what can you do to maximize the promotional backing that comes with **Small Business Saturday** on November 28th. At the very least, get out of the house and shop and buy local. And don’t forget your mask!

You do not have a lot of time to make something happen.

But, as the Nike folks say, Just Do It! Happy and safe November to you all.

I am happy already...no more political commercials!



Call Jack Cantwell at Skylimit Marketing 717-269-0288

for a free consultation.

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