

# Keep the Holiday Spirit *Going*

## Turn holiday visitors into year-round connections

The holiday season puts a spotlight on your business or nonprofit. With more eyes on your website, storefront, or social media, it's the perfect time to grow your email list. The easier you make it for people to sign up directly from their phones, the more likely they are to do so. And when you turn this seasonal attention into long-term relationships through your email list, *that's when you make meaningful connections.*



### *Add signups* **at checkout**

Whether online or in-store, make sure your checkout process offers an opportunity to join your list. Adding a quick checkbox to your online checkout or a printed QR code by the register can transform a one-time purchase into an ongoing connection.



### *Turn social buzz* **into subscribers**

Your holiday posts are already getting attention. Don't let that energy fade. Add a link to your Lead Magnet or email sign-up form to your bio, swipe-up link, or post caption. Position it as their opportunity to be the first to see what's next.



### *Upgrade your* **thank-yous**

Send customers or donors to a Lead Magnet or thank you page that includes a quick survey or another easy way to join your list. They are already engaged; make it easy for them to hear from you again.



### *Use QR codes*

Place QR codes on holiday signage, product displays, product packaging, or even your email signature. Link them directly to your Lead Magnet or email signup page to encourage users to connect with you all year long.



### *Spark sign-ups* **with ads**

If you're running holiday ads, don't stop at sales or donations. Add a call to action to join your email list or ask them to complete a survey. A lead generation ad like this can help you gather emails while the holiday buzz is high.

Holiday traffic is your time to shine. Adding opportunities to sign up for your email list in multiple locations can help grow your list and make sure visitors don't disappear once the season ends.

**Turn holiday cheer into year-round connection.**

**Start a free trial** ▶