

101 Marketing Ideas

to Generate More Business in the Fall



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In-Store Marketing Ideas

Fall is shopping season, which makes it a critical time to up your marketing game and stand out among your competitors around the holidays.

From primping your store with holiday spirit to growing your audience for seasonal promotions, these tips will help you generate more customers during the holiday months and carry that business through into the new year and beyond!

In-Store Marketing Ideas

- 1.** [Clear out your summer inventory.](#) Use special offers and sales to get rid of summer items and make way for fall merchandise.
- 2.** Spiff up your store. A [recent report found that millennials](#) surveyed dislike loud and busy stores and instead gravitate toward calming environments.
- 3.** [Customized gift cards](#) make great holiday gifts and help drive loyalty when they're re-loadable. Get ahead of the holiday rush and order in the fall so you're well stocked.

4.
PRO TIP

Use [Google's Local Inventory](#) advertising to bridge the gap between digital and physical storefronts. These ads show your products to people searching nearby for the things you offer. When those shoppers click on your products, they're redirected to a Google-hosted page where they can view your store information.

In-Store Marketing Ideas

- 5.** Go omni-channel. [Ninety-six percent of consumers](#) polled in a recent survey said they shop online but spend the majority of their shopping budget (65 percent) in brick-and-mortar stores.
- 6.** Get a booth at a [local fair or trade show](#). This is especially important as the holidays roll around—people are on the lookout for unique gifts. For more competitive shows, spend time making sure your application stands apart from the pack.
- 7.** [Check your sales data](#) to determine the slowest days and times for your business. Then host weekly happy hours during those times to entice customers into your shop.





Ecommerce Ideas

While you're looking forward to your Cyber Monday rush this fall, don't forget to ramp up your all-around marketing efforts and generate more traffic to your site all season long.

These tips will help you optimize your online store by focusing on the latest trends in online shopping.

Ecommerce Ideas

8.

Implement [back-to-school campaigns](#) for your ecommerce store.

9.

Add [rich autocomplete](#) to your ecommerce store. This allows you to guide customers to matching products as they type—shepherding along their purchasing flow.

10.

At the most basic level, [make sure your homepage](#) has links to product category pages and that you're creating content that caters to relevant key words. You also want to make sure each page has a unique title that's 70 characters or less and a meta description that's 150 words or less.

11.

PRO TIP

If you sell online, offer in-store pickup at a discount. Eighty-eight percent of participants in a recent survey by Blackhawk Engagement Solutions said they would consider buying online and picking up in the store to save \$10 on a \$50 item. Once you get them to your store, they may be likely to buy more!

Ecommerce Ideas

12.

For products listed as out-of-stock, add functionality that encourages shoppers to submit their email address for alerts once the items are back in stock. If customers know they'll eventually be able to get the item from you, it mitigates losing them to the competition. You can also try suggesting similar items that are in stock.

13.

Make sure you meet the requirements to become a [Google Trusted Store](#). Meeting the bar gets you a badge that appears on Google Shopping, alerting customers that your site is a safe and reliable place to shop.

14.

Consider offering free shipping. [Of millennials surveyed](#) in a recent report by LoyaltyOne, most said they value free shipping as a benefit of loyalty programs.

15.

PRO TIP

To encourage impulse buying, make the journey to checkout as quick as possible. Amazon does this extremely well. If you ask users to do a lot of work (filling out forms and making a bunch of choices), the percentage of shoppers who abandon their cart rises. Include only the information needed for customers to complete their order on the final checkout screen.

Ecommerce Ideas

16.

Audit your online store to identify places where you can remove friction in the buyer's journey. What should you look at? Start with clickthrough rates and bounce rates. Then test out different landing pages to see which tweaks and changes might improve these numbers.

17.

Spend now, save later. Holiday shopping season is around the corner, so tempt your customers with a deal: If they spend a certain amount now, they'll get a designated amount off their purchase after Thanksgiving.

18.

Get some, give some. Promote your store's [personalized gift cards](#) for pre-holiday shopping by offering a deal for buying in multiples, like get a free \$15 gift card for every \$100 you spend on gift cards.

19.

PRO TIP

Make sure you've added photos of "items you might like" or relevant items to each product landing page. This encourages shoppers to dig deeper into your site, finding items they might not otherwise add to their order.



Utilizing Your Website

It's midway through the year. Which means it's time to evaluate what's working, what isn't, and figure out ways to improve for the last half of the year.

When it comes to your website, there are tons of ways you can analyze, test, and optimize your pages to generate more traffic. Try out some of these tips and get more business from online traffic.

Utilizing Your Website

20. Test pop-ups on your website with special offers. Yes! There is a way to make them “inbound-y.” [Try it out on your site with LeadIn.](#)
21. Make sure your website is mobile optimized. Not sure if it is? Run it through Google’s [mobile-friendly test](#) or check out this [free Website Grader tool](#).
22. Try personalization on your website based on lifecycle stage of your visitors to increase conversions down the funnel. [Here’s an example](#) of how ESPN personalized their website and what you can learn to apply these tactics to your own site.

23. A/B test your best performing landing pages or email newsletters to increase conversions. [Learn more on how to A/B test here.](#)

PRO TIP

Utilizing Your Website

24.

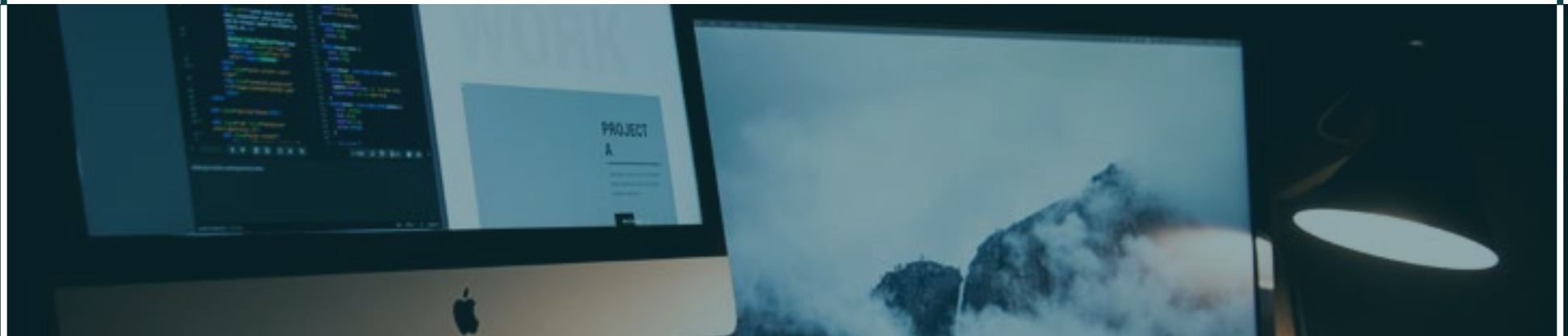
Run an analysis of your [H1 tags to optimize](#) your strategy for the fall and beyond.

25.

Implement smart CTAs to help move people through the funnel faster and better by providing them content targeted to their stage in the buying cycle. [Here are 8 blog CTA examples](#) to start trying today.

26.

Ask people to review you. Consider starting a triggered email campaign that (politely) asks for online reviews from customers who value your business. One strategy is to send these emails a couple of hours after happy customers have left your store, so their experience is fresh in their mind.



A close-up photograph of a person's hand holding a blue and silver pen, poised to write on a document. The document has some faint sketches or diagrams on it. The entire image is overlaid with a semi-transparent blue filter. The text 'Content Marketing Ideas' is centered over the image in a large, white, sans-serif font.

Content Marketing Ideas

You may already be a content-creation machine, but sometimes, content creators get stuck in the grind and forget to think outside-the-box.

Feeling stuck for new ideas? This next set of content creation tips is sure to help you try something new this fall. Whether you're just starting out or a content pro, this section has a content marketing tip for you.

Content Marketing Ideas

27. Stop doing what's not working. Direct mailers, TV or radio ads, things that are not measurable. Try things you KNOW will have measurable impact!

28. Rev up your content marketing efforts. The easiest way to begin is with a blog. Start by creating posts that help bolster your SEO rankings. What type of searches would you want your business to pop up under this time of year? [Google's Keyword Planner](#) can help with these efforts.

29. Write a piece of pillar content as part of your SEO strategy. [Learn more about pillar content here.](#)

30. Run an internal contest to help you develop blog content (tap your customer success or sales teams for ideas and give them feedback on their posts).

PRO TIP

Content Marketing Ideas

31.

Do a content audit and SWOT analysis [using this template](#).

32.

Nail down your top 20 customer FAQs and write a blog post for each one.

33.

Analyze your top-performing blog posts to identify a topic area to double-down on.

34.

PRO TIP

Reach out to prominent local bloggers and podcasters and inquire about partnership opportunities, and consider asking them to do a social media takeover on your Pinterest or Twitter accounts for a day or week, which could help you reach an even wider audience.

Content Marketing Ideas

35.

Try a live Google Hangout on air as a lead generation content piece.

36.

Revamp a high-performing offer and re-promote to your audience to gain SEO juice. Consider co-marketing to help promote that offer. Not sure how to find the best co-marketing partners? [Learn how here.](#)

37.

Try an “Ask me Anything” with an influencer in your industry and create a special nurturing track/drip campaign for sign-ups.

38.

Try historical optimization on your blog to increase conversions. Not sure what that is? [Read about historical optimization here.](#)

PRO TIP

Content Marketing Ideas

39. Have your CEO or top executive write a LinkedIn Pulse article to help promote something related to your business.

40. Try a [co-marketing campaign](#) with a brand that has a similar buyer persona.

41. Set yourself a guest posting challenge to write 20 guest posts in a month to place on high traffic relevant blogs. Learn more about guest posting in this [ultimate guide from Kissmetrics](#).

A person's hands are shown holding a white smartphone and a physical photograph. The smartphone screen displays the same photograph being held in the other hand. The background is a blurred outdoor scene with trees and a field. The text "Social Media Ideas" is overlaid in white on the image.

Social Media Ideas

By 2016, you probably already realize the value of using social media to expand your reach online. But have you paid attention to how much social media changes?

In the social realm, it's not enough just to do the same old, same old. Luckily, we have tons of tips of new channel and promotion tips for you to try as you're pushing into the fall and holiday season.

Social Media Ideas

42. Use your social media accounts to highlight local events like charity fundraisers, which helps establish your business as a good neighbor in the community.

43. If you don't have the money to hire a social media expert, concentrate your efforts where it makes sense for your business. For example, if you run a boutique, visuals are key, so consider focusing on Instagram, which can be a powerful tool for showcasing your products and work.

44. Consolidate your [social media strategy](#). If you find social media too time consuming to manage, focus on one or two outlets, like Facebook and Instagram (depending on your audience). It's better to do a few things well and gain your customers' trust than spread yourself too thin by being unresponsive.

45. Create social images for your highest performing offers and develop a promotion schedule.

PRO TIP

Social Media Ideas

46. Get a Pinterest business account. You get extra functionality like a Save It button on your website, Pinterest Analytics, Promoted Pins, and Rich Pins.

47. Run an experiment on a social network you don't have a strong presence on. For example, try out video ad campaigns on Facebook.

48. [Try a Facebook livestream](#) (Facebook's algorithm ranks these higher than regular content!)

49. Partner with “influencers” on social media campaigns. Studies have found that millennials trust expert opinions from “strangers” over brands (and even their friends) when it comes to making purchasing decisions. [Here are 6 tips to Influencer Marketing.](#)

PRO TIP

Social Media Ideas

50.

Use social media as a customer service channel. One-third of social media users would rather reach out to a brand on social media for customer service. People are pleasantly surprised to know that there is an actual person listening to their questions, comments, and concerns on social media.

51.

Go heavy on photos and videos on Facebook. [Eighty-seven percent](#) of all Facebook Page interactions happen on posts that contain visuals.

52.

To help increase the number of people you reach on Facebook, put aside budget for highly targeted Facebook ads. For a relatively small price, you can reach thousands of people in your local area with special offers that drive them to your business. You can target ads by ZIP code, language, gender, marital status, and many other filters.

53.

PRO TIP

Create a month's worth of campaigns, and then schedule them out in advance. This can save you from spending time every week setting up new promotions (which will be especially helpful as things get busy heading into the holiday season). Not sure how to run great Facebook ads? [Check out this ebook from HubSpot and AdEspresso.](#)

Social Media Ideas

54.

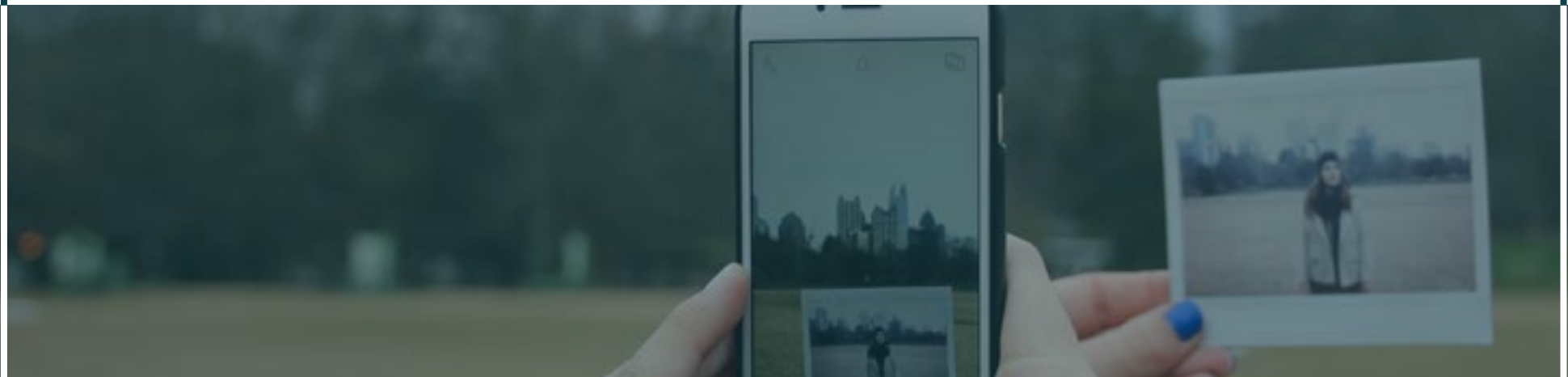
Try advertising or running a contest on Instagram. Not sure how? [Click here.](#)

55.

Target unengaged users with a special coupon, and use Facebook or Twitter for list-based retargeting.

56.

Run a campaign on Twitter or Facebook with lead generation cards to get new contacts immediately.

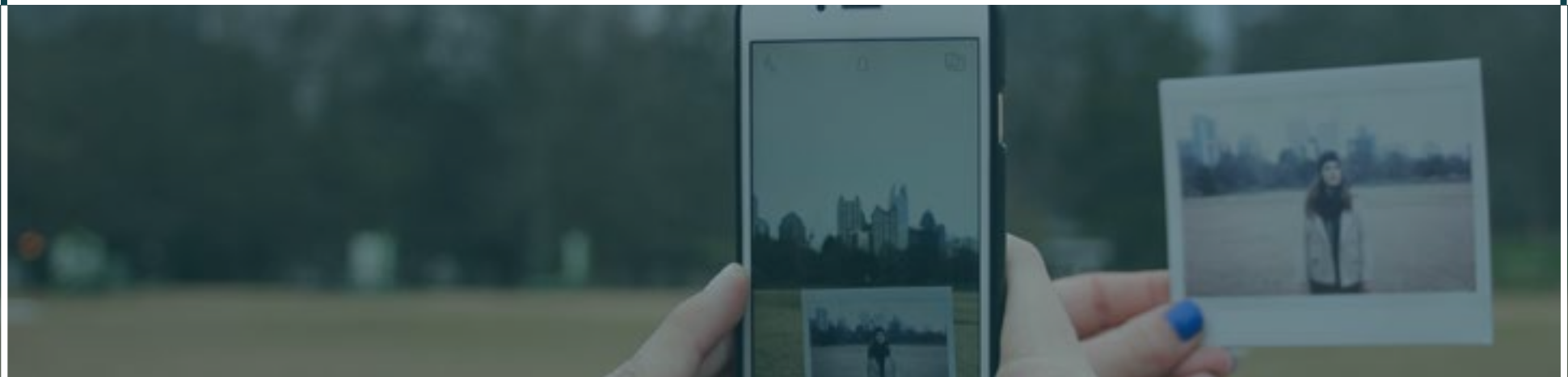


Social Media Ideas

57. Create fall mood boards on Pinterest. Remember to use relevant hashtags and keywords.

58. Celebrate new holidays. Halloween and Thanksgiving get all the glory, but you can make your business stand out with fun, social media–friendly holidays unique to your business, like a “Sweater Weather Saturday.”

59. Run a retargeting campaign for your best performing offers and best-selling products





Community Management Ideas

Getting involved in your community goes a long way for establishing your brand as one that cares. A little good PR never hurt anybody, right?

In this section, we're giving you tips to help expand your brand awareness through community management. From working with local partners to getting customers to interact with you in the online community, don't miss out on these community management opportunities this fall.

Community Management

60. Get involved in your community by donating your products or services to fundraisers at local schools or nonprofits. Or, partner with a local organization and host charitable events at your business. Not only are you being a good corporate citizen, you're also gaining some brand awareness.

61. Partner with a nonprofit for Giving Tuesday. Interested? [Learn more here.](#)

62. Get involved with Small Business Saturday. Interested? [Learn more here.](#)

63.
PRO TIP

Incentivize customers to give back by hosting food or clothing drives. Team up with a local food bank to collect nonperishable food items or urge customers to bring in clothing and textiles to be recycled, and offer same-day discounts at your business. You're giving back, and you're establishing your brand as one that cares. Win-win.

Community Management

64.

Get personal. Post photos of your team members on social media and explain their roles so customers can see the faces behind the business. Putting a face to your company's name shows what sets you apart—like personalized service or items from local artisans—from your big corporate competitors.

65.

There's strength in numbers, so team up with other local businesses to hold a weekend shopping event. Advertise together and offer special deals, live entertainment, refreshments, and more to make it appealing. (Make sure to let people know about your event via your email marketing and social media channels.) You can also do this with an online business like Unbounce did with [Digital Agency Day](#) (think: Small Business Saturday, but for your own industry!)

66.

Run an internal contest to help promote your campaigns externally. Whoever gets the most likes or shares wins a gift card.



Community Management

68.

Encourage user-generated content (UGC) on your online channels. It's a great way to get people engaged with your brand (and it's free!). An easy way to get things rolling is to ask fans to post a photo of themselves with your product using a specific hashtag. Consider coupling your UGC efforts with a contest—like a special offer or a gift card.

69.

Start a thread in the [Inbound.org](https://www.inbound.org) community to chat with other experts in your field about what works for them and what doesn't.

70.

Try a live chat pop-up, like Drift, on your website to get real-time questions answered from website visitors. [Learn about Drift's live chat app here.](#)





Customer Marketing Ideas

When you get a new customer, it feels great, right? Your marketing and sales efforts paid off, and it feels great. But marketing isn't just about getting new customers, right? It's also about getting loyal customers who will keep coming back again and again.

This fall, dig into your customer marketing efforts with these tips. Whether it's creating a loyalty program, offering special deals, or simply creating great content for your customers, make sure you give a little love to the folks who've already decided they like your brand.

Customer Marketing Ideas

71.

Launch a rewards program for a certain period of time (like a month). For example, customers could spend a certain dollar amount to get a discounts on products or gifts.

72.

Increase the frequency of customer visits by offering a long-term [loyalty or rewards program](#). Customers that participate in the Square Loyalty rewards program return in half the time it takes for nonparticipants to return, which means that over the same period of time, these customers come in twice as often.

73.

Create a VIP program that rewards your most loyal customers with things like early access to sales, event invites, and pre-orders.

74.

PRO TIP

If you already have a loyalty program, set a [minimum threshold for earning stars or points](#), which helps increase the transaction size.

Customer Marketing Ideas

75.

Drum up demand (and excitement) by taking pre-orders for your buzziest products. Segment your customer list and send an email to those who have engaged the most with exclusive-offer messaging in the past.

76.

Start sending your customers automated “Happy Birthday” messages with special offers. [Automated birthday offers sent through Square’s CRM](#) tool generate the highest engagement, with open rates and redemptions more than 2.5 times higher than the average across all types of email campaigns.

77.

Incentivize customers to shop during events like Back to School, Black Friday, and Cyber Monday by rewarding them with [gift cards to your business](#) when they spend a certain dollar amount. Later, send a reminder email to the gift card holders when you are having a sale or new merchandise has just arrived.



Customer Marketing Ideas

78.

Have a customer appreciation month where you visit your top customers (or take them out to lunch). Use this as opportunity to develop your persona and ask for referrals.

79.

Host a customer event to generate buzz for a new product launch.

80.

Embrace transparency. [Millennials are increasingly interested in knowing](#) the origins of the food they eat, the clothes they wear, and the products they use. Highlight information like ingredients from local farms or jewelry made by artisans paid a fair wage. Communicate your business's social philosophy prominently on your website, on your menus, and in your store.



Customer Marketing Ideas

81. Add a customer reference page to your site to make prospect-research easier, or make them readily available as part of the sales process to accelerate your bottom-of-the-funnel.

82. Brainstorm holiday appreciation customer campaigns with your team and nail down 3-5 actionable ideas.

83. Target loyal customers with your marketing campaigns. Over their lifetime, loyal customers are worth 10 times as much as their first purchase.





Email Marketing & Automation Ideas

Using email as a part of your marketing strategy is a must. It allows you to send target messages to specific audiences, share your offers, and just generally communicate with your customer base.

Between email and automation capabilities, there is a ton of new marketing techniques and tricks you can try. Check out the tips in this section to give you some ideas to put into play right away.

Email Marketing & Automation Ideas

- 84.** Survey your customers for feedback via your online channels and in person. Especially as you head into the holiday rush, you want to know which areas of your business you can improve.
- 85.** Take time to say thanks to your community around Thanksgiving. Whether it be a video or social/email send, it's great for brand awareness and it's quick-win shareable content.
- 86.** Make sure to plan and [schedule email and social campaigns](#) with relevant seasonal content. This gives buyers more of a sense of urgency and timeliness.
- 87.** **PRO TIP** Segment your email lists to target different lifecycle stages with different types of messaging. Limited-time exclusive offers may resonate particularly well with your loyal customers, for example, while flash sales may be more engaging for casual customers.

Email Marketing & Automation Ideas

88. Get [Inbound Email marketing](#) certified to make sure you're on top of marketing best practices.
89. Add a new marketing automation campaign (for example, reorder marketing, a brief course, or a follow up to high quality leads who download an offer).
90. If you're a service-oriented business, invest in [online booking software](#). Especially as people get busier in the fall, they want the ability to schedule or cancel bookings without having to call during business hours or wait on hold. Without it, your customers might decide to take their business elsewhere.

Email Marketing & Automation Ideas

91.

Test delivery schedules for your email campaigns. Typically, most people go through email in the morning, around 7 to 9 a.m. (heed the time zone). Generally, weekdays are better—specifically Tuesday, Wednesday, or Thursday. But there’s usually also an open-rate spike on Sunday evenings.

92.

When crafting email campaigns, eliminate words that can trigger spam filters. Some common spam triggers include all-caps subject lines, a low text-to-image ratio, and exposing HTML in the body of the email.

93.

Pour over the data in your email marketing tool. There, you can glean valuable insights about what types of messages (at which times of day) yield the highest open and clickthrough rates.





Sales and Marketing Ideas

At many businesses, sales and marketing teams often find themselves and their goals at odds. This fall, avoid the blame game and start working on your sales and marketing alignment

In this section, we've put together some tips of ways your sales and marketing team can help each other so that both teams can reach their goal. What better way to boost morale and team spirit than a few wins that benefit everyone?

Sales and Marketing Ideas

94.

Create a targeted campaign to book time on your sales teams' calendars.
[Learn more here.](#)

95.

Help your sales reps set up a sequence to promote a new piece of content you've developed. Not sure what sequences are? [Check out how to use them with HubSpot's Sales Tool.](#)

96.

Create a customer spotlight to help your sales team (like a video case study).

97.

PRO TIP

Identify product suites that work well together to inform an add-on program that can drive additional revenue with existing customers or customers in the end of their sales cycle.

Sales and Marketing Ideas

98.

Have your [marketing and sales team sit down and do content alignment](#). Pull your company content that contains everything a customer could possibly want to know about your products or services and fold it into both sales and marketing processes. Having a discussion about how both teams need to use content goes a long way for team alignment.

99.

Do a [brainstorm session](#) between your sales and marketing team on how to use content for more effective storytelling. Helping your sales team brainstorm on customer narrative helps them with their sales process and helps you align both teams' messaging.

100.

Create an onboarding “smarketing meeting” that lets all new sales and marketing members find out what kind of content and resources are already available. This helps your team alignment stay scalable.

101.

PRO TIP

Ask your sales team what their painpoints are and see if there's any marketing content you can create to fill those gaps. You need to create better content for prospects, and your sales team needs to have access to it. Asking sales directly what they need helps both teams' productivity.



Looking for even more, in-depth marketing tips and ideas?

**Check out HubSpot's
Marketing Blog**

**Check out Square's
blog, Town Square**