



# How to Have Your Best Holiday Season Ever.

Digitally Preparing for Black Friday and Cyber Monday.



Your Best Holiday Season Ever  
Starts Today.

## THURSDAY, NOV. 3

12:00PM - 1:00PM  
(1:00-1:45 for questions)

## PREPARING FOR BLACK FRIDAY & CYBER MONDAY

*"If just one tip can get you one extra customer,  
it will be worth it!"*

*There is no better time to reach out to your customers, bring new clients in, and boost repeat and referral business! Whether you have a retail shop, provide a specialized service or work business-to-business, or have a nonprofit in need of outreach, this presentation will provide simple, practical tips for closing out the year on a high note.*

*During this session, you'll learn how to:*

- Select just the right offer for your ideal audience
- Create a quick and effective promotional plan (it's easier than you might think!)
- Design an offer that stands out, especially on mobile
- Reach new customers and spread the word using social media
- Keep the holiday momentum going through the new year

*If you're hoping to make this your best holiday season yet, you won't want to miss this event. Join us to find out exactly how to achieve and exceed your holiday goals.*

Give Yourself the  
Gift of More  
Customers.

90% of marketing  
doesn't work  
because it doesn't  
get done. ~ Neil  
Bradman

### WATKINS GLEN AREA CHAMBER OF COMMERCE

214 N. Franklin Street  
Watkins Glen, NY 14891

REGISTER AT:  
<http://bit.ly/BestHoliday-2>  
(607) 535-4300

Seminar is Free