



Holiday Sales Playbook

Recap of Where to Spend Ad Dollars in Q4 Blog

<https://marchangroup.com/2025/10/01/where-to-spend-ad-dollars-in-q4/>

As ad competition ramps up in the holiday quarter, small businesses need to be strategic—not just aggressive—with their budgets. This post walks through the strengths of **Social**, **Google**, and **Local** advertising, and how to combine them effectively:

- **Social Media Ads (Instagram & Facebook)**
Best for brand awareness and engagement.
- **Google Ads**
Targets high-intent buyers who are actively searching for holiday deals (e.g. “last-minute gift near me”).
- **Local Ads (Flyers, Sponsorships, Radio)**
Ideal for brick-and-mortar shops or businesses relying on local foot traffic.
- **Hybrid Strategy (Recommended “Smart Split”)**
 - A suggested allocation: **50% Google, 30% Social, 20% Local**

Where to Spend Ad Dollars in Q4: Holiday Sales Book

Marchan Group | Business Strategy for Entrepreneurs

www.marchangroup.com | (312) 324-0507

Introduction: Make This Your Most Profitable Q4 Yet

The holiday season is a goldmine — but only if you spend wisely.

Too many small businesses waste ad dollars on the wrong platforms, poor targeting, or untested campaigns.

This playbook helps you:

- Focus your ad spend where it delivers results
- Plan your promotions week-by-week
- Execute with plug-and-play templates
- Track ROI and adjust fast

Let's build your most effective holiday marketing plan yet.

Section 1: Holiday Promo Ideas

Experiences > Discounts

Stop racing to the bottom with endless discounts. Instead, offer experiences or value-adds that build loyalty and brand love.

Ideas to Try:

- 📁 Free consultation, class, or workshop
- 📁 Buy-one-get-one “giftable” offer
- ✨ Free add-on service or small upgrade
- 📷 Customer photo contest (share for discounts)
- 📁 “Holiday Starter Bundle” at special pricing

Why It Works:

These promotions strengthen your brand perception and encourage repeat customers, not just bargain hunters.



Section 2: 4-Week Campaign Calendar

Simplify planning and stay consistent all month long.

Week	Theme/Goal	Content Type	CTA
Week 1	Brand Awareness	Carousel	
Week 2	Engagement & Warm Leads	Reel	
Week 3	Poll & Community	Poll	Vote & comment
Week 4	Conversion Push	Static Post	

Pro Tip: Repurpose the same content across FB, IG, and LinkedIn with small caption tweaks for audience tone.

Section 3: Social Media Post Templates

Post Copy Example:

🎄 The holidays are here! Give the gift of [your product/service] and enjoy [bonus/offer].

🌟 Available until Dec 15 — shop now before it's gone!

🔗 [Your Link]

Story Idea:

Poll: “Would you rather get (A) Free Shipping or (B) A Free Gift?”

Countdown Sticker → “Offer ends soon!”

Why It Works: Short, action-driven content converts more effectively during busy holiday weeks.

Section 4: Ad Budget Worksheet

Channel	Budget (\$)	Goal	Notes
Social Ads	_____	Brand awareness / conversions	Try boosted posts + short videos
Google Ads	_____	Search traffic / sales intent	Focus on key products or services
Local Ads	_____	Foot traffic / community awareness	Partner with local orgs or markets
Email Campaigns	_____	Nurture leads / loyalty	Promote exclusive offers
Total	_____		

Suggested Split:

- 50% → Social (IG/FB/Meta Ads)
- 30% → Google (Search + Display)
- 20% → Local (Flyers, events, collaborations)

Bonus: Campaign Checklist

- ☒ Define 1–2 core offers
- ☒ Set ad spend goals + allocate budget
- ☒ Schedule 4 weeks of content
- ☒ Create tracking links (UTMs)
- ☒ Monitor weekly performance + adjust

Conclusion

Don't wait until the holiday rush to figure it out.
Your audience is ready to buy — make sure you're ready to show up.

Download more business playbooks, content calendars, and marketing templates at
www.marchangroup.com/resources