

How “Now! That’s What I Call Xmas” Can Help Your Business



With Christmas adverts now coming at us everywhere we turn, it's easy to be enticed into thinking “I need to get in on this”, and you start racking your brains for an offer, an advert, or some form of witty post for your social media. And for quite a few, this can be a challenge.

However, it was an advert (which I'm sure you've undoubtedly seen too) that made us think that sometimes it's easier than we thought to get some sales through our door.

You see, every Christmas the “Now! That’s What I Call Music” brand bring out their Christmas album – the creatively named “Now! That’s What I Call Xmas”. And the thing is, they’ve hardly changed a thing for the last 10 years or so (perhaps the odd song or 2).

80%-90% of the content (the songs) are the same, the advert is pretty much the same, and the price has hardly changed either. Yet it always ends up in the Top 10 Christmas albums every single year.

With hardly any extra effort from previous years!

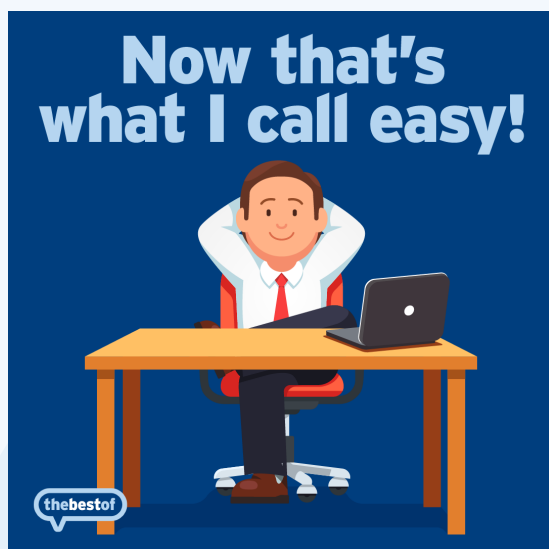
That's why it's such a useful example for this week's tip.

You don't have to pressurise yourself and get stressed out with trying to think of new campaigns every time you want to do some marketing or a promotion.

Look at previous campaigns. Find what worked well.

And repeat them.

Now! That's What I Call Easy!



Call David Ruddle on 01323 406060 if you would like to discuss marketing your business with thebestof Eastbourne

