

[WEB DESIGN TIPS AND TRICKS](#)

How to Promote Your Logo This Holiday Season



An article by [Roxanne Peterson](#)



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Holiday is an excellent time for promotion and introduction of new products, ideas and services. People are relaxed and love to accept even small offers and goodies as free gifts. Traditionally, it has been a great time for brands and logos to be promoted among target groups. If you are planning to introduce a new *logo design* or a campaign for your logo promotion during this holiday season then here are few simple tips to guide you.

Spread the Holiday Themed Logo in Web

The screenshot shows a Facebook page for 'Red Green'. At the top, there's a search bar and a 'Home' link. The main banner features the text 'HOW TO DO EVERYTHING RED GREEN' on the left, 'The Man Gift' in large red and black letters in the center, and a Christmas tree on the right. Below the banner are navigation links for 'HOME' and 'GIFTS'. A text block describes a book 'How to do Everything' with humorous examples like cooking with acetylene and taking revenge on a lawnmower. Below this is a 'Send friends Red Green Gifts' section with five 'Send' buttons and a link to 'CHECK OUT MORE RED GREEN GIFTS >>'. To the right is a 'Become a Fan of Red Green' section showing the 'Red Green' profile picture, a 'Like' button, and a notification that '366,727 people like Red Green'. Below this are several small profile pictures of users. A 'Red Green's Official YouTube Channel' section features a video player with a play button, a 'Share' button with '359' shares, and a link to 'WATCH MORE VIDEOS >>'. At the bottom, there's a section for 'RedGreenShop.com on Facebook' with a small image of a person's face.

Start by adding holiday flavors to [your website](#) or Facebook page. This can be done by designing a tagline with your logo or incorporating subtle holiday flavors within your logo. You can make the logo a part of customized graphics, designed specifically for holiday.



It is important to set goals before starting a campaign. Start such campaigns early and depending on the response you get in your website and Facebook page, modify your marketing strategy for print media or retail stores.

Open Contests Involving Logo

Start a photo contest on themes that are appropriate for your business, services and products. Ask the contestants to submit their photos through your Facebook page and tag your business page in the photo. You can also start a contest on tagline or **holiday logo design**.



Let the contestants come up with great ideas to renovate your **logo design** and add some holiday flavor in it. If you are running a retail store or have a strong offline presence then make provision to accept offline entries. Don't forget to offer exciting prizes for the winner! it is desirable to increase the number of prizes for attracting more contestants.

Using Logos in Free Gifts

Offer holiday favors with every purchase. Don't go for expensive products. Think of simple and useful products where you can show your *logo design*. Use of promotional items with logos increase name recognition, attract new customers and helps in building brand image.



Select promotional items that may be used frequently during and after the holiday season. You may select from wide range of such products like pens, mugs, key rings, calendars, hats, T-shirts, etc. Choose color and design of goodies in such a manner that the logo of your company can be noticed prominently.

Offer Reward Points

Start offering reward points with selective purchases from the beginning of holiday season. Offer prizes for number of reward points collected till certain period. Try to offer a wide range to tempt large number of customers. Try to associate your logo with the reward point.



You can add a dash of holiday flavor in your logo and give a name to it. If you name it "Christmas Goosy" then offer reward points as number of Christmas Goosy. Set different prizes for, say, 100,

200, and 500 Christmas Goosy collected. This type of **themed logo design** serves different purposes. It gives your logo a festive look, attracts more customers during holiday season and increase brand awareness.

Emails and Newsletters



Engage with your regular and new customers by sending out emails and newsletters about exciting offers like gifts, discounts and contests. Make sure to add the *themed logo design* in these mails and newsletters. Come up with exciting and exclusive stories like how the themed logo has been created and who have won the contest of logo design or tagline.

Provide news and views about celebrities in your business and how they plan to spend this holiday. Include the events and contests planned by your company during the holiday in newsletters. Send your valued customers specially designed greetings card with your **logo design**. Make sure that the holiday themed logo is subtle yet visible in such cards.

Get Down to Streets

It's all happening there on streets, parks, shops and beaches. Although we have now developed a substantial e community, the real actions happen on streets and holiday spots like parks,



restaurants, beaches and retail shops.

People enjoy their shopping, dine out and relax. This is good time to introduce them to your *holiday logo design* or new products and services. Marketing experts have found that people are less worried about their work or finances and open to new ideas and products during holiday season.



Depending on your products, target groups and marketing strategy select the places where you would like to have such campaigns. Distribute contest forms, product list, and free goodies with logo design among your target groups. If you are selling sunscreen then plan to set up stalls near beaches. Offer free hats and sample pouches to people enjoying their sunbath. Erect big umbrellas, wherever possible, with logo or holiday logo design.

Finally

Promoting your logo design during holiday season is an innovative and interesting project. Involve your employees and customers and come up with great unique ideas. Give your logo a festive look, place it on free gifts, associate it with festive contests and make it special and noticeable among your target groups. Use [social media](#) and website to get promote your themed logo design during holiday season.



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