



The Giant List of Holiday Small Business Offers

Here's a comprehensive list of holiday offers to inspire local businesses and attract more customers.

General Offers

1. Buy-One-Get-One Free (BOGO)
2. Bundle & Save. Offer a discount on bundled items (e.g., "Buy 3, get 20% off").
3. Gift Card Bonus. Buy a gift card, get a bonus card.
4. Holiday Discount Wheel. Customers spin for random discounts or prizes.
5. Flash Sales. Limited-time discounts announced through social media.
6. Loyalty Points Multiplier. Double or triple points for loyalty program members. Could increase in value for every week they spend over \$25.
7. Early Bird Specials. Offer special pricing for early shoppers. Can offer the same thing at night for night owls. However, if you're offering specials during a time you are not regularly open, you will need to market your temporary hours or you'll only be hearing crickets.
8. Referral Discount. Discounts for customers who bring a friend.

9. Mystery Discount. Shoppers receive a mystery discount at checkout.
10. Free Shipping. For a limited time, or on orders over a certain amount.
11. Extended Shopping Hours. Stay open later with exclusive “after-hours” discounts. Again, see #7.
12. VIP Shopping Hours. Early or exclusive access to sales for loyal customers.
13. Holiday Doorbusters. Specific items at deep discounts, limited quantities.
14. “Countdown to the Holidays” Discounts. A new deal each day.
15. Bring a Friend, Get a Discount. Both receive a discount for shopping together.
16. Holiday Wishlist. Customers create a wishlist for friends/family to purchase from for a small discount or free gift wrapping.
17. Personal Shopper Service. Complimentary assistance for gift-buying.
18. Last-Minute Shoppers' Night. Special deals and festive atmosphere for last-minute gifts.

Deals for Food & Beverage Businesses

19. Free Dessert or Appetizer. With the purchase of a main course.
20. Happy Hour Pricing All Day. On select items or beverages.
21. Festive Tasting Event. Offer samples of holiday-themed food or drinks.
22. Seasonal Menu Discounts. Specials on holiday-specific menu items.
23. Meal Package Deals. Offer discounts on holiday meal packages for family gatherings.

24. Free Hot Beverage. With any dine-in order.

25. Take-Home Gift. Free cookie, candy, or small treat for customers.

Retail Ideas

26. Gift Wrapping Service. Free or discounted gift wrapping for in-store purchases.

27. Exclusive Holiday Items. Limited-edition or themed products.

28. Discount by the Hour (or on the hour). Discounts increase the longer customers shop.

29. Buy Two, Gift One Free. Buy two items, get a third item free as a gift.

30. Holiday Themed Bags. Special reusable bags with purchases over a certain amount.

31. In-Store Scavenger Hunt. Customers find items for a prize or discount.

32. Shop & Ship Special. Free shipping on items bought as gifts.

33. Pre-Order Special. Discounts for reserving new arrivals before they're on shelves.

34. Gift Matching Service. Employees help customers find the perfect gift.

Service Businesses

35. Holiday Package Deals. Buy a bundle of services for a reduced rate.

36. Gift Card Upsell. Buy a \$50 card, get a \$10 bonus or add-on service.

37. Charity Tie-In. Donate a percentage of proceeds to a local cause.

38. Holiday Makeover or Refresh Special. Discounted makeover or touch-up services.

39. Customer Appreciation Discount. Special deal for repeat clients.

40. Referral Program. Refer a friend for a holiday discount.

41. Holiday Photo Package. Work with a local photographer to offer a special night of discounted services. Great for salons, spas, and studios.

Online & Delivery Businesses

42. Free Gift with Purchase. Small bonus item with online orders.

43. Expedited Holiday Shipping Deals. Discounted rush shipping options.

44. Virtual Pop-Up Event. Exclusive online sales event with limited offers.

45. Cart Abandonment Discount. Send a discount code to customers who left items in their cart.

46. Early Access for Email Subscribers. Special sale for subscribers.

47. Subscription Discount. Offer discounts on longer-term subscriptions.

48. Holiday Email Countdown. A new exclusive offer each day for subscribers.

Events & Experiences

49. Holiday Workshop or Class. Festive-themed class for a reduced price.

50. Special Guest Events. Host an artist, author, or expert for a holiday-themed talk.

51. Kids' Craft Corner. Host a free activity for families. The take-home craft may also make a nice gift.

52. Photo Opportunity. Set up a holiday-themed backdrop for customer photos. Great way to build an email list by offering to send them the pic.

53. Gift Wrapping Workshop. Teach customers how to wrap presents creatively.

54. Charity Partnership. Host an event where proceeds benefit a local charity.

55. Pet-Friendly Holiday Event. Invite customers with pets to take holiday photos.

Health & Wellness

56. Holiday Recovery Package. Discount on massages or relaxation treatments.

57. Free Holiday Consultation. For new clients.

58. Discounted Wellness Bundles. Package deals on holiday relaxation treatments.

59. End of Year Wellness Plans. Special pricing on new year fitness or wellness packages.

60. Bring a Friend for Free. Allows clients to share their favorite class or service.

Other Creative Holiday Offers

61. Scratch-Off Cards. Give out cards for discounts or prizes on future purchases.

62. Gift with Purchase Threshold. Spend over a certain amount, receive a free gift or discount for a future sale day.

63. Holiday Membership Specials. Discounts on memberships purchased during the season.

64. Spend More, Save More. Tiered discounts based on amount spent.

65. Free Item Personalization. Add-ons like engraving or custom wrapping.

66. 12 Days of Giveaways. Small giveaways for each day leading up to the holiday.

67. Secret Santa Deals. Surprise discounts or mystery gifts.
68. Holiday-Themed Loyalty Card. Collect stamps toward a holiday prize.
69. Bundle for a Cause. Purchase a bundle, and part of the proceeds goes to charity.
70. Limited-Edition Gift Sets. Curated holiday sets or packages.
71. Holiday Punch Card. Rewards for multiple visits.
72. Complimentary Beverage. Offer hot cocoa or cider for shoppers.
73. Countdown Sale. Discounts increase as holidays approach.
74. Personalized Holiday Cards with Purchase. Customers can send a free card with their gift.
75. Holiday Shopping Party. Invite top customers for a private shopping event.
76. Gift Tag Giveaway. Free gift tags with every purchase.
77. Door Prize Drawings. Customers enter a raffle with each purchase.
78. Pet Parade. Offer a special discount to anyone who brings their pet in dressed in their holiday best.
79. Nice and Naughty List. Use an app to find out if your customer is on the nice or naughty list. Give a different prize or discount for each.