MARKETING STRATEGIES FOR EASTER

How to stand out this spring

MAIL BOXES ETC.®
#PeoplePossible



Spring holiday shopping trends

After Christmas, the **Easter holiday** is one of the key times of year when consumers make more significant purchases – from Easter eggs to travel, sports and hiking equipment, garden furniture and more. But there are plenty of opportunities for other businesses that want to **stand out both online and offline.**

During the holidays, many purchasing decisions are driven by **emotions**. It's important to plan for this period carefully to allow for a potential increase in orders and to focus on **marketing and communications activities** that help channel consumer enthusiasm and create **competitive advantage.**

Read on to discover some simple steps to give your business the spring it deserves.



Marketing that makes the most of the Easter break

Here are some marketing ideas to help you exploit the opportunities that Easter offers.



Add an Easter touch to your website
Buyers love to recognise and reflect themselves in the brand values communicated by your company. By updating your website with a focus on the spring holiday, you're creating a digital business card that lets your customers understand that you're ready to meet their expectations.



Create themed communications materials
An integrated communication campaign delivered in good time can be a great starting point to highlight your business and your products or services. With spring or Easter-themed graphics and messaging you can create brochures, flyers, banners, social media posts, digital signatures, e-shots and newsletters to communicate your promotions.



Special offers for Easter
Tap into the holiday mood and create some special offers that will encourage customers to purchase from you. It doesn't matter what you sell – this is an opportunity for you to highlight it.



Put the focus on quality
Customers buying items for Easter want them to arrive on time. That's why highlighting the quality of your service is an excellent marketing strategy, helping to increase customer confidence and lead to more sales. The customers you acquire in this way will remember your brand in the future.

Use custom packaging



High-quality branded packaging is a great way to ensure your brand doesn't go unnoticed. And making sure you use an expert shipping partner means you can offer professional solutions that will always meet customer expectations.

Send greetings cards or small gifts



Reach out to customers, suppliers or employees with personalised emails, themed postcards or small branded gifts at Easter. This simple idea clearly demonstrates that you want to spend time and resources on important relationships.

Align your social channels



Use your brand's social media pages to boost your Easter marketing campaign and drive more traffic to your website. Social channels like Facebook, Instagram and LinkedIn help you amplify the effectiveness of your campaigns.

Get the support you need

Make sure you have the logistical back-up in place to fulfil all the extra orders your Easter marketing strategy creates.

Plan for a great Easter this year with the team at your local MBE centre, who can help with design and print, logistics, e-commerce fulfilment and shipping with a choice of leading carriers.

With MBE Solutions you can boost your business this Easter without any nasty surprises.

Discover more

MAIL BOXES ETC.®
#PeoplePossible

Stand out this Easter

with MBE Solutions

Contact your local MBE centre

MAIL BOXES ETC.®

www.mbe.co.uk

Services vary by location. Participating stores only. © 2023 - Mail Boxes Etc. (MBE) Centres are operated by independent franchisees, through a franchise agreement under the brand name of MBE. Mail Boxes Etc. and MBE are registered trademarks used with the permission of MBE Worldwide S.p.A. (All Rights Reserved). Visit www.mbe.co.uk or call 0800 623 123 for the location of your nearest store.