



**2016—2017
DIGITAL
MARKETING
HOLIDAY
GUIDE**

GET AHEAD OF HOLIDAY SALES WITH THESE 12 DIGITAL ENGAGEMENT STRATEGIES

You've just packed away your tank tops and flip-flops. You've begun to notice the changing colours of the trees on your morning commute. And more than likely, you've been accosted by [everything pumpkin spice](#)—from lattes to cereal to Greek yogurt to chocolate to beer...

If you're a marketer, there's no avoiding the impending rush of this time of year: when consumers shift focus from the dog days of summer to the Back to School-into-Thanksgiving-into-Halloween-into-Xmas-into-New Year's whirlwind; when retail sales kick into high gear and competition among marketers for share of consumers' wallets drives promotional executions in-store, online, and on devices.

At the same time, you're busy with strategic planning; you've probably just wrapped up your mid-year reporting, and with all the hubbub of end-of-summer, your mind may not be in the right place to contemplate the impending holidays just yet. We get it, because we're marketers too.

The good news: Those marketers who are able to think ahead and apply strategic thinking to their digital marketing executions in advance of their competitors stand to achieve big wins as we move into the competitive holiday season, which [some pundits](#) are suggesting will be bigger than ever in 2016 (particularly when it comes to online sales, which are estimated to grow by 16%). But as with all marketing strategy, there's no one-size-fits-all approach to winning in the holiday promotions season.

Instead, our [Strategy-to-Execution experts](#) at

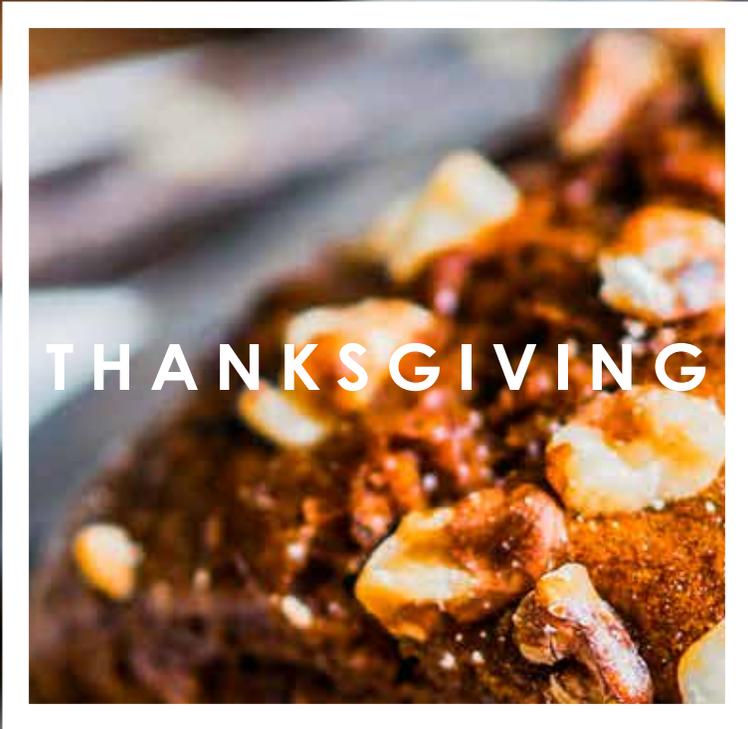
Vigorate Digital are here to help you get your business in order well in advance of the holiday push. We've put together this list of **12 "can't miss" digital engagement strategies**, including sector-specific [messaging ideas that you can set up now and reap the rewards later](#).

Looking to ramp up revenue into Q4? Check out [this blog post](#) for 4 ways to use email to grow your holiday sales.

IMPORTANT NOTE about messaging frequency (a.k.a. When you deliver too much of a good thing): Though we list 12 individual opportunities to make an impact with your audience around the year's most critical revenue-building events, we can't stress enough that **quality over quantity of digital messaging will get you closer to your revenue goals every time**—make sure that you're using [as much data-rich information as possible to cater your messaging to your audience members](#), including data captured from social log-ins, site activities, and more. Yes, this might mean that you'll send fewer messages overall, perhaps being judicious with your decision to message certain audience segments per holiday, but exclude them from others, based on their profiles and what you know of their browsing and buying behaviour. Otherwise, you run the risk of being lost among the flood of promotional emails in your recipients' inboxes, or worse, you may alienate your most valuable customers at a time when every consumer interaction counts towards your year-end revenue targets. [Check out this post for more guidance: "[Successful right-time marketing requires the right kind of data.](#)"]

GET AHEAD OF HOLIDAY SALES WITH THESE 12 DIGITAL ENGAGEMENT STRATEGIES

#1



Monday October 10, 2016 | Monday October 9, 2017

THANKSGIVING

Monday October 10, 2016 | Monday October 9, 2017

**Crafting & Art Supplies | General Merch
| Grocery | Home Appliances | Home
Improvement | Sports & Leisure | Travel &
Hospitality**

While American Thanksgiving has come to symbolize the beginning of the holiday shopping season for most people south of the border, the fact that it falls much later in the calendar year than Canadian Thanksgiving means that we'd be missing out on some prime promotional opportunities if we didn't take advantage of our own day to give thanks.

Several studies show that [Canadians would rather shop Canadian, both in-store and online](#). Whether that's due to the ongoing exchange rate disparity, that the 'shop local' message continues to affect buying habits, or that Canadian retailers have become wise to the opportunity to keep Canadians spending in their stores by maintaining competitive pricing—one thing is certain: **Marketers need to strike early and consistently to take advantage of consumers' intent** to buy products in the early ramp-up to the holidays. And there's no better time to start than with Thanksgiving promotions.

.....

Food for thought:

[32% of all Canadian households](#) (about 4.6 million households overall) purchased turkey and turkey products for Thanksgiving 2015.

.....

🕒 **When to start communicating with consumers:** Late September, into early October

✉️ **What to communicate:** Start priming the pump with timely educational information that relates to your products and services

but doesn't necessarily drive sales for any particular item.

💡 **Think:** Tips on how to winterize your vehicle or home; recipes to use the abundance of seasonal ingredients and products in hearty fall fare; travel planning tips and insights for snowbirds; decorating ideas to transition from summer into autumn.

🕒 **When to send more targeted messages:** The week before, two days before, day of

- Believe it or not, the good turkeys and fixin's have a tendency to sell out leading up to the big day. That's because people in-the-know buy their groceries early in the week—or even earlier—and only thaw their turkey the day or two before the big meal.

✉️ **What to communicate:**

- **The week before:** Consider deploying messages with info that can make your recipients' lives easier (e.g., safety tips on thawing your turkey; make-ahead side dishes that will delight guests; take a time out with this 2-for-1 deal at your local café; pick up this fun game to keep your kids occupied while the adults enjoy their dessert).
- **Two days before:** Remind recipients of the steps they need to take to make Thanksgiving a worry-free celebration.
- **On the day of:** Why not remind recipients of the true meaning of the holiday—celebrate and give thanks for the important people in your life. Or take this opportunity to communicate your organization's own social responsibility initiatives, such as hosting charitable activities, supporting employees' philanthropic contributions, etc. And include little reminders of anything they may have missed on their shopping list (e.g., hostess gifts; added touches for table or household décor; maple syrup to top that pumpkin pie).

GET AHEAD OF HOLIDAY SALES WITH THESE 12 DIGITAL ENGAGEMENT STRATEGIES

#2

HALLOWEEN

Monday October 31, 2016

HALLOWEEN

Monday October 31, 2016

Apparel | Crafting & Art Supplies | Electronics & Technology | General Merch | Grocery | Home Improvement | Pet | Pharma | Sports & Leisure

Canadians are now outspending Americans on Halloween costumes, candy, and décor. According to [this article](#) from Financial Post, the Halloween holiday has gone viral in Canada in a big way, driven in part by the ability for social networks like Facebook and Instagram to generate interest in the festivities among a broader audience—[including more adults than ever, as well as for their pets](#). This movement has pushed our Halloween economy to as much as \$1 billion in 2014, according to the Retail Council of Canada. This level of holiday-related spending comes second only to Christmas, and was up from \$750–950 million in estimated sales in 2012.

.....

Food for thought:

[In 2014, Canadians spent over \\$23 million on pumpkins alone.](#)

.....

- 🕒 **When to start communicating with consumers:** Late September, into early October
- 🕒 **When to send more targeted messages:** Week before, two days before, day of (and if you're a retailer who has stocked 'treats,' costumes, and other items that won't move off the floor any other time of the year, also consider deploying a 'day after' message to let deal-seekers pick up leftovers at discounted rates).



“In 2014, Canadians spent over \$23 million on pumpkins alone.”

GET AHEAD OF HOLIDAY SALES WITH THESE 12 DIGITAL ENGAGEMENT STRATEGIES

#3

DAYLIGHT
SAVINGS
TIME ENDS

Sunday November 6, 2016

DAYLIGHT SAVINGS TIME ENDS

Sunday November 6, 2016

**Automotive | Electronics & Technology |
Entertainment | General Merch | Grocery |
Pet | Pharma | Sports & Leisure**

It seems to sneak up on us every year, doesn't it—the “spring forward, fall back” of Daylight Savings Time (DST). Aside from Saskatchewan and some varied communities across the country, we Canadians gain an hour back in our day each autumn. And in the often dreary days of November, who needs more reason to celebrate than that?!

.....

Food for thought:

Recent research out of Finland suggests that losing an hour of sleep at the beginning of DST [increases one's risk of stroke, heart attacks, or other vascular events](#) in the following two days. Its effects have also been recognized in greater rates of motor vehicle accidents, and [massive productivity losses](#) due to the hourly shift.

.....

🕒 **When to start communicating with consumers:** Late October

✉ **What to communicate:** Reminders and tips for how to manage the change. Don't forget that this is a particularly challenging time for families with children, where the hour difference can mean adjustments for all members of the household. Alternatively, consider having some fun with this opportunity, by playing up what recipients can do with their extra hour in the day (e.g., soak in a bathtub for an extra 30 minutes; spend time with family or friends; take the time to cook a meal).

🕒 **When to send more targeted messages:** Two days before, one day before, day of

✉ **What to communicate:** Reminders of the approaching “fall back” change that they need to make, plus offers of special products and services to help them take advantage of that extra hour they've won back in their lives.



GET AHEAD OF HOLIDAY SALES WITH THESE 12 DIGITAL ENGAGEMENT STRATEGIES

#4



November—February

SNOW DAYS

November—February

Apparel | Automotive | Electronics & Technology | Entertainment | General Merch | Grocery | Home Improvement | Pet | Pharma | Sports & Leisure | Travel & Hospitality

Last winter's frigid temperatures felt like they'd never end (hello, [snow in mid-May!](#)?), and [one of our nation's most reliable sources of weather forecasting](#) is predicting a colder-than-normal winter on the way for three-quarters of Canada, with exceptionally cold temperatures expected to predominate over parts of the Rockies, Prairies, Great Lakes, Ontario, Quebec, and the Maritime Provinces.

Stay a step ahead of the approaching winter season by sending periodic messages that give Canadians something to look forward to, even as they pull on their boots and dig their cars out of their driveways for yet another mucky commute.

.....

Food for thought:

[Canada's first snowfall warning of the 2016 season](#) was announced in the Qikiqtaaluk Region of Nunavut on September 8, while at that same time, the majority of Canada was experiencing a record-breaking heatwave.

.....

🕒 **When to start communicating with consumers:** End of October

✉️ **What to communicate:** Value-add educational and promotional information to get consumers ready for the winter season ahead.

💡 **Think:** Health and safety tips; automotive prep advice, such as keeping an emergency kit in the trunk or when to change to snow tires; recipes for comfort

foods that will keep you warm; advice on clothing choices for the changing weather. Above all else, consider targeting messages by regional data, as snow days and wintery weather can vary considerably across provinces and even regions (e.g., it may be snowing up in Wawa, Ontario, but sunny and mild in Windsor).

🕒 **When to send more targeted messages:** Though triggered messages are meant to be set up in advance and deployed based on recipients' behaviours, actions, and time- or date-sensitive instances, it doesn't mean that marketers can't deploy ad hoc messages in advance of what they know will be particularly snowy or otherwise inclement weather. Showing that you're in it with your consumer audience goes a long way to establishing better rapport and getting them to know more about, and likely purchase more of, your products and services.

✉️ **What to communicate:** Special discounts on winter-specific products and services.

💡 **Think:** Cold and flu medication and treatment tips; winter clothing accessories and apparel promotions; travel packages to warm-weather getaways.



GET AHEAD OF HOLIDAY SALES WITH THESE 12 DIGITAL ENGAGEMENT STRATEGIES

#5 & #6



Friday November 25, 2016 & Monday November 28, 2016

BLACK FRIDAY & CYBER MONDAY

Friday November 25, 2016 & Monday November 28, 2016

Apparel | Electronics & Technology | Entertainment | General Merch | Home Appliances | Home Improvement | Jewellery | Pet | Sports & Leisure

OK, yes, Black Friday falls on the Friday after **the United States' Thanksgiving**, not Canada's. But this 'shopping holiday' moves tons of product, [with shoppers spending \\$4.45 billion online on Black Friday and Thanksgiving, and mobile devices accounting for 34% of those sales](#). And like our neighbours to the south, we Canadians do love our deals.

Black Friday and Cyber Monday drive huge revenues for bricks-and-mortar and online retailers alike in Canada. In the past handful of years, we've seen retailers jump on that bandwagon with gusto, so much so that in November 2014, [Canadian retail sales unexpectedly rose by 0.4% to a record high \\$43.04 billion](#), pushed up in part by promotions such as Black Friday, as well as the unseasonably cold weather and the timing of new product releases that month. This is in stark contrast to the decline of 0.2% that market operators had expected for the month.

It's important to recognize that **Cyber Monday is an online shopping holiday, while Black Friday tends to appeal more to bricks-and-mortar consumers**. In their annual study on these two shopping holidays, [IPG Mediabrand](#)s found that people are conducting research online earlier and earlier each year, and while traditional media (like retail flyers) still play a sizeable role in leading people to in-store deals, search is important for brands that are looking to gain share of wallet over their competition. Thus, smart marketers are wise to get their digital (and especially mobile) promotions' strategies in order well in advance of Cyber Monday madness, in order to take

advantage of the revenue potentials.

Food for thought:

By the end of October 2015, 32% of respondents to the [IPG Mediabrand's Black Friday/Cyber Monday study](#) had already started buying gifts for the upcoming winter holidays. And "shopping fever" was so strong in 2015 that it led [a reported 1.2 million or more Canadians to plan to call in sick](#) on those two days so that they could take advantage of sales and promotions.

- 🕒 **When to start communicating with consumers:** The first two weeks of November
- ✉️ **What to communicate:** Reminders and 'get ready for some big deals' notifications.
- 🕒 **When to send more targeted messages:** Engage with the gift-givers among your recipients—including heads of households who may be purchasing gifts for family members, as well as dual-income-no-kids folks who may look to treat themselves with a new gadget or toy—to capture their attention leading up to Cyber Monday.
- ✉️ **What to communicate:** Time-sensitive discounts on must-have and limited-edition items in all categories.

GET AHEAD OF HOLIDAY SALES WITH THESE 12 DIGITAL ENGAGEMENT STRATEGIES

#7

FREE SHIPPING
DAY

Friday December 16, 2016

FREE SHIPPING DAY

Friday December 16, 2016

Apparel | Electronics & Technology | General Merch | Home Improvement | Jewellery | Pet | Sports & Leisure

This annual one-day event held in mid-December allows consumers to shop from both large and small online merchants that offer free shipping with guaranteed delivery by Christmas Eve. According to the [founder's site](#), a total of 2,600 merchants participated in Free Shipping Day 2011, with sales topping the \$1 billion mark—the highest-earning Friday in that year's holiday shopping season. The success of these events led to the creation in 2011 of [a site](#) for year-long free shipping promotions. Widespread coverage by Canadian media helped drive participation by more than 160 merchants and generate interest by shoppers.

🕒 **When to start communicating with consumers:** Between December 12–16

✉️ **What to communicate:** While free shipping is the norm on many eCommerce sites these days, consider capitalizing on this special shopping day with unique incentives that you wouldn't normally offer throughout the rest of the year, such as 'save the tax' or a BOGO.

🕒 **When to send more targeted messages:** In the days leading up to December 16.

“In 2011, Free Shipping Day was the highest-earning Friday in that year's holiday shopping season.”



GET AHEAD OF HOLIDAY SALES WITH THESE 12 DIGITAL ENGAGEMENT STRATEGIES

#8

CHRISTMAS
EVE & DAY

Saturday December 24, 2016 & Sunday December 25, 2016

CHRISTMAS EVE & DAY

Saturday December 24, 2016 & Sunday December 25, 2016

Alcohol | Apparel | Crafting & Art Supplies | Electronics & Technology | Entertainment | General Merch | Grocery | Home Appliances | Home Improvement | Jewellery | Pet | Pharma | Sports & Leisure | Travel & Hospitality

Depending on how long you've worked in the marketing industry, you may remember a time when Christmas-oriented products didn't hit the store shelves until after all of the remnant Halloween candy and costumes had been put into the discount bin and the merchandisers had the time to change the endcaps from orange and black to red and green.



(Source: Randy Bish, 19 Sept 2013, "Rushing the Holidays," [Cagle Post](#))

Fast-forward to present day, and the customer experience is quite different: Holiday displays and product selection have a tendency to bleed into each other; leftover Halloween products get re-merchandised as Christmas stocking stuffer fare; and the Christmas carols start early and play all through the autumn up to Boxing Day.

Yes, it's a competitive marketplace, and that's no more evident than in the frenzy of shoppers poring over the many layers of products

merchandised at major retailers' bricks-and-mortar locations, and in the multitude of one-size-fits-all promotional emails from brands from across the marketplace that pile up in our inboxes over the Christmas season.

Your way to cut through the clutter? Well-timed, relevant, and targeted messaging to your audience members, reminding them of why they connected with you in the first place—because you have the products and services that they can depend on to make their Christmas holiday special again.

Food for thought:

[More Canadians every year—including Saskatchewan-born entrepreneur and former Dragon's Den co-star Brett Wilson](#)—are calling for increased sensitivity to our nation's veterans, by calling out retailers who decorate, advertise, and otherwise promote Christmas too early in the season. In November 2014, Wilson took to Facebook and Twitter with [this reminder](#) to retailers: "Until November 12th – don't even think about #XmasDecorations – yup – #RespectOurVeterans w/ the #RedPoppy PleaseRT"— a reasonably gentle reminder that it's wise to think about the impact on a broader audience than simply 'your best customers,' especially around hectic and often emotionally charged holidays throughout the year.

🕒 **When to start communicating with consumers:** Late November, into early December (not too early so that consumers get tired of your messaging or you compete with important events like Remembrance Day, but not too late so that you miss the chance to earn your share of Christmas gift-giving spending).

✉️ **What to communicate:** Consider warming your consumers up by infusing your marketing with a little bit of sympathetic comradery about the hectic nature of the holidays. Ease audience members into the ramp-up to the winter holidays, and they'll feel less sold and more empowered in their decision to stick with your brand over the exhausting months ahead (and will be more amenable to your more targeted messages that will follow).

🕒 **When to send more targeted messages:**

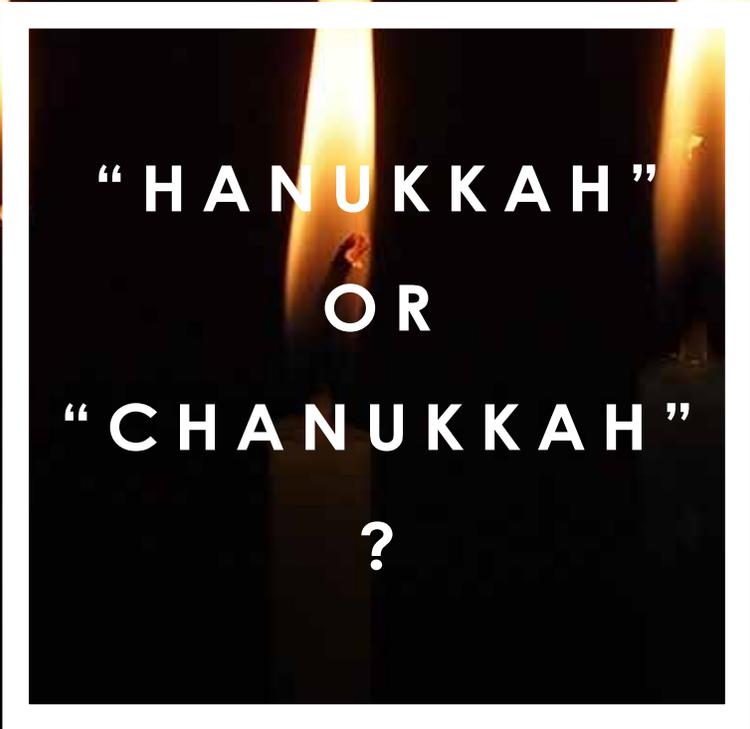
Continue through December with time-sensitive offers that can drive purchase potential and hit home with gift-givers who missed their chance earlier in the season (such as around Cyber Monday).



“Infuse your marketing with a little bit of sympathetic comraderie about the hectic nature of the holidays.”

GET AHEAD OF HOLIDAY SALES WITH THESE 12 DIGITAL ENGAGEMENT STRATEGIES

#9



“HANUKKAH”
OR
“CHANUKKAH”
?

Evening of Saturday December 24, 2016—Evening of Sunday January 1, 2017

HANUKKAH

Evening of Saturday December 24, 2016—Evening of Sunday January 1, 2017

Apparel | Crafting & Art Supplies | Electronics & Technology | Entertainment | General Merch | Grocery | Home Improvement | Pet | Sports & Leisure | Travel & Hospitality

Though a decidedly niche event in most smaller markets, there's still revenue to be had from celebrating the eight-day-long Festival of Lights with your audience members. This is because a greater proportion of non-Jewish Canadians are celebrating Hanukkah these days than ever before, especially as more public schools aim to create inclusive environments for all of their students, regardless of religion, ethnicity, or otherwise. It's even spawning a phenomenon called "[Hanukkah Envy](#)" among some children.

And because Hanukkah falls so late this year and also coincides with Christmas—[a rare occurrence last seen in 2005, and before that, in 1959](#)—retailers in some markets should expect to experience a prolonged holiday shopping season that's made all the more lucrative by the fact that December 25th falls on a Sunday. This means that marketers will have an extra Saturday plus a post-holiday bonus day on Monday to take advantage of consumers' shopping enthusiasm, when most offices and workplaces will be closed and people can cash in their Hanukkah gelt on online purchases.

.....

Food for thought:

Confused as to whether to spell it "Hanukkah" or "Chanukkah"? Have no fear; both are technically correct and have to do with the translation of the Hebrew alphabet into English letters. Just stay consistent in your usage, and you'll come out golden. [Check out [this primer](#) on Hanukkah, for more info.]

.....

🕒 **When to start communicating with consumers:** In November

✉ **What to communicate:** Consider potentially coinciding and/or taking advantage of messaging around Black Friday and Cyber Monday in November to push gift-giving potential for Hanukkah and Christmas.

🕒 **When to send more targeted messages:** Continue into December (after Black Friday and Cyber Monday) with additional time-sensitive offers that can drive purchase potential and hit home with gift-givers who missed their chance earlier in the season.

“Confused as to whether to spell it “Hanukkah” or “Chanukkah”? Both are technically correct.”



GET AHEAD OF HOLIDAY SALES WITH THESE 12 DIGITAL ENGAGEMENT STRATEGIES

#10

**BOXING DAY
WEEK**

Monday December 26—Saturday December 31, 2016

BOXING WEEK

Monday December 26—Saturday December 31, 2016

Apparel | Crafting & Art Supplies | Electronics & Technology | Entertainment | General Merch | Grocery | Home Appliances | Home Improvement | Jewellery | Pet | Pharma | Sports & Leisure | Travel & Hospitality

Marketers are consumers too, and if you find that you're exhausted by this time of year, it's likely that your audience members are too. And yet, this is also the time of the year when your most valuable customers are looking for deals—for themselves and for their loved ones. And if they've been saving up for a special treat, this is the time to give them that special something they've had their eye on. So, instead of peppering your recipients' inboxes with the same-old-same-old discounts and door crashers, use the data you have on your most valuable customers to deliver sales opportunities that will make their hearts beat just a bit faster. Think: Bigger-ticket items that they wouldn't buy at any other time of the year, like jewellery, household goods, entertainment, travel packages, and more.

- 🕒 **When to start communicating with consumers:** Midday Sunday December 25
- 🕒 **When to send more targeted messages:** Consider running a promotion like the 5 Days of Boxing Week, and present unique offers for each day of the week that speak specifically to individual's interests.



“Instead of peppering your recipients' inboxes with the same-old-same-old discounts and door crashers, use the data you have on your most valuable customers to deliver sales opportunities that will make their hearts beat just a bit faster.”

GET AHEAD OF HOLIDAY SALES WITH THESE 12 DIGITAL ENGAGEMENT STRATEGIES

#11

NEW YEAR'S
EVE / DAY

Sunday December 31, 2016—Monday January 1, 2017

NEW YEAR'S EVE/DAY

Sunday December 31, 2016—Monday January 1, 2017

Alcohol | Apparel | Automotive | Crafting & Art Supplies | Entertainment | General Merch | Grocery | Jewellery | Pharma | Sports & Leisure | Travel & Hospitality

The New Year is a time for celebration, but it's also a time for reflection. Whether they're setting resolutions for the coming year or not, after the bustling holiday season, many of your target audience members will be thinking ahead to the next 12 months and taking stock of the past. And so should your brands.

🕒 **When to communicate with consumers:**
December 31 through the first week of January

✉️ **What to communicate:** Why not take this time to remind your users of the great things that have happened between you in the past year(s)? Use browsing history, purchase data, and more to make this ultra-meaningful. Thank them for being a part of your brand's journey, and give them some high-level insights into what you have planned for the year ahead. And if you must include a promotional message or incentive, emphasize the notion that you are grateful for the friends you keep and the relationships that make a difference to your business. Alternatively: Tackle New Year's Resolutions, with tips and tricks to achieve a 'better you,' via health, fitness, school, work, and nutritional guidance that will keep your recipients on-track and feeling great into the New Year ahead.

[If self-reflection doesn't align with your brand strategies, read [here](#) and [here](#) for some excellent promotions ideas that incorporate UGC, social media and user-brand interactivity.]



“Thank them for being a part of your brand’s journey, and give them some high-level insights into what you have planned for the year ahead.”

GET AHEAD OF HOLIDAY SALES WITH THESE 12 DIGITAL ENGAGEMENT STRATEGIES

#12

CHINESE
NEW YEAR

Saturday January 28, 2017

CHINESE NEW YEAR

Saturday January 28, 2017

**Alcohol | Apparel | Crafting & Art Supplies
| General Merch | Grocery | Home
Improvement | Jewellery | Sports & Leisure |
Travel & Hospitality**

According to Loretta Lau, founder of multicultural marketing agency Focus Communications, in this [Strategy Magazine article](#), Chinese Canadians across the country spend \$34.6 billion every year, not including the \$8 billion spent by international students of which around 33% are Chinese. And from a tourism perspective, Canada is the third most popular destination for Chinese visitors (particularly to metropolitan areas like Vancouver and Toronto), and retail accounts for 77% of overall spending by this segment, of which luxury goods contribute a high percentage.

Whether your brand has a full-fledged, year-round strategy in place to cater to this lucrative target audience or not, the arrival of Chinese New Year provides an opportune time to celebrate the passing of another year and connect with a wider audience of prospective customers.

- 🕒 **When to start communicating with consumers:** Early January
- 🕒 **When to send more targeted messages:** During the last two weeks of January, leading up to New Year's day
- ✉️ **What to communicate:** Based on the information you have on your consumers, this is the time to make a connection with them personally and build rapport—outline the various Chinese zodiac signs, and if you know their birth date, then tell them about their specific sign, what it means, etc. Some marketers will choose to promote products

specifically designed for the holiday, but if your brand doesn't align with this, you can still develop promotional elements that tie in with the holiday's themes, such as leveraging the zodiac's animal sign (FYI: 2017 is the Year of the Rooster!); incorporating fish (a sign of abundance), tangerines (a sign of luck), oranges (a sign of wealth), peach blossoms (a symbol of long life, romance, and prosperity), and red lanterns (a symbol of luck, prosperity, and lighting the way).



“Chinese Canadians across the country spend \$34.6 billion every year, not including the \$8 billion spent by international students of which around 33% are Chinese.”

**HAPPY
HOLIDAYS**

**WANT TO KNOW MORE ABOUT HOLIDAY MARKETING
TRENDS OR HOW TO WIN MORE MICRO-MOMENTS?**

SUBSCRIBE TO OUR NEWSLETTER AND FOLLOW US:



vigoratedigital.com