

IT'S BEGINNING TO LOOK A LOT LIKE...

Christmas?

As we head into September, stores and websites are making the shift to holiday sales — and it started in July! The following stats give us some insight into business holiday marketing.



CHRISTMAS IS COMING EARLIER

More than 13% of major online retailers, **THE MOST EVER IN THE PAST 6 YEARS**, mentioned Christmas/Holidays in their emails.

Customers are responding to early shopping offers, so more retailers are not only promoting gift-shopping in July, they're also selling seasonal products like wreaths and ornaments — not just generic sales on non-seasonal merchandise.



According to the National Retail Federation, nearly **40%** of shoppers start Christmas/Holiday shopping before Halloween.



The BIRTH OF THE HOLIDAY GREETING CARD



Sir Henry Cole, an English civil servant and inventor in London, commissioned the first commercial Christmas cards in **1843**.

Sending commercial business cards dates back to the 18th century, an ancestor of the modern Christmas card.

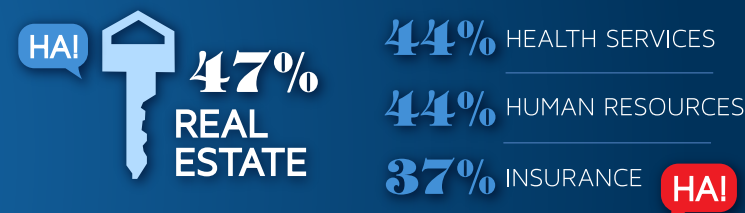


FUNNY BUSINESS

What kind of business greeting cards lead to a more positive perception of a company?



Some industries where humor was acceptable:

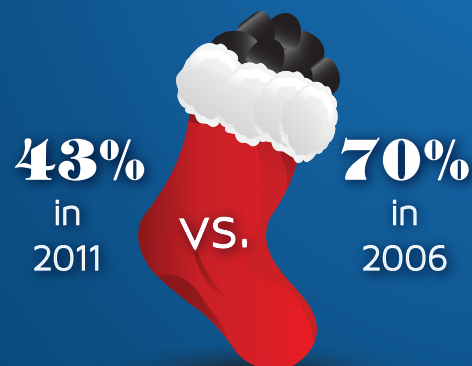


Top BUSINESS GIFTS



The maximum amount companies can deduct for a business gift to any one person during a single tax year. **\$25**

SMALL-BUSINESS GIFT GIVING AT 5-YEAR LOW



Small-business owners that planned to give gifts to clients

HOW THE ECONOMY IS AFFECTING BUSINESS GIFT-GIVING



(Yes, we know this adds up to 101%, but that's what the data said.)

BUSINESS GIFT SPENDING ON THE RISE AGAIN



SOURCES

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