

# Holiday

## Retailer Success Kit



### Five Retail Merchandising Tips for Your Store

Now is the time to start planning ways to set up your store for a busy and successful holiday shopping season. Here are five tips for merchandising your store for the holidays from DEMDACO Visual Display Coordinator, Christine Scharf.

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### Gifts that Support Favorite Holiday Moments and Traditions

We conducted consumer research to determine what traditions they value most, and below you'll find some gift ideas that correspond with our findings.

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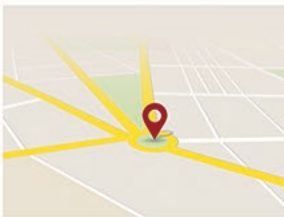

### Social Media Tips

Promote gift ideas, specials and events on social media by using our toolkit of downloadable images, a how-to video, and a social media content calendar.

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### Ideas for Increasing Holiday Foot Traffic

More than 90 percent of retail sales occur in brick-and-mortar stores. Here are some ideas for boosting foot traffic, and getting shoppers to stay longer this holiday season.

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### Maintain an Online Presence

Consumers are spending more time online, and it might seem that internet sales are driving shoppers away from physical stores, but you can use the web to your advantage.

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888.DEMDACO (336.3226) [customercare@DEMDACO.com](mailto:customercare@DEMDACO.com)  
5000 W. 134th Street Leawood, Kansas 66209  
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