



**Christmas  
Marketing  
Products & Services  
2021**

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All prices are + VAT.

If we do not host your website, website enhancement and edit prices might change.

## 1 Website Enhancement

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### 1.1 Christmas-ify Your Website – from £110 (POA)

A popular option each year is to modify your site to include a seasonal theme. Why not put a Christmas hat on your logo and people images on your homepage, add some baubles or a Christmas Tree? We can review your site and suggest some ideas; the key is to keep the design structure in place but change elements to add some Christmas Spirit.



If you're thinking of something a little different, contact your Account Manager who will be happy to help. We welcome new ideas and will find a way to bring them to life.

### 1.2 Falling Snow - £110

Add a touch of magic with falling snow, you can have this just on your homepage, or across your website. We can even colour the snowflakes so they match your brand colour! See how it looks on our Christmas page [www.conscious.co.uk/xmas](http://www.conscious.co.uk/xmas)

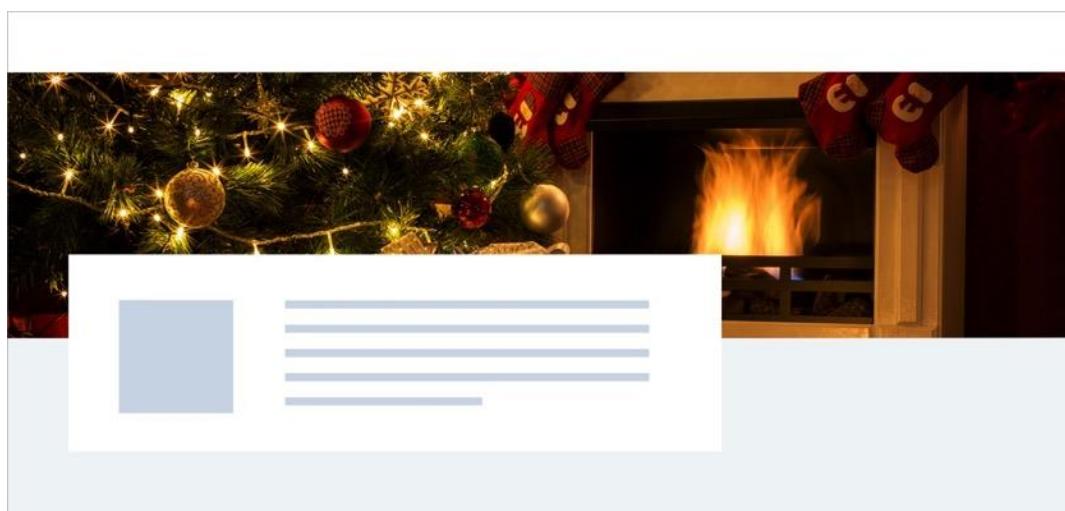


## 2 Christmas Customised Social Media Banners

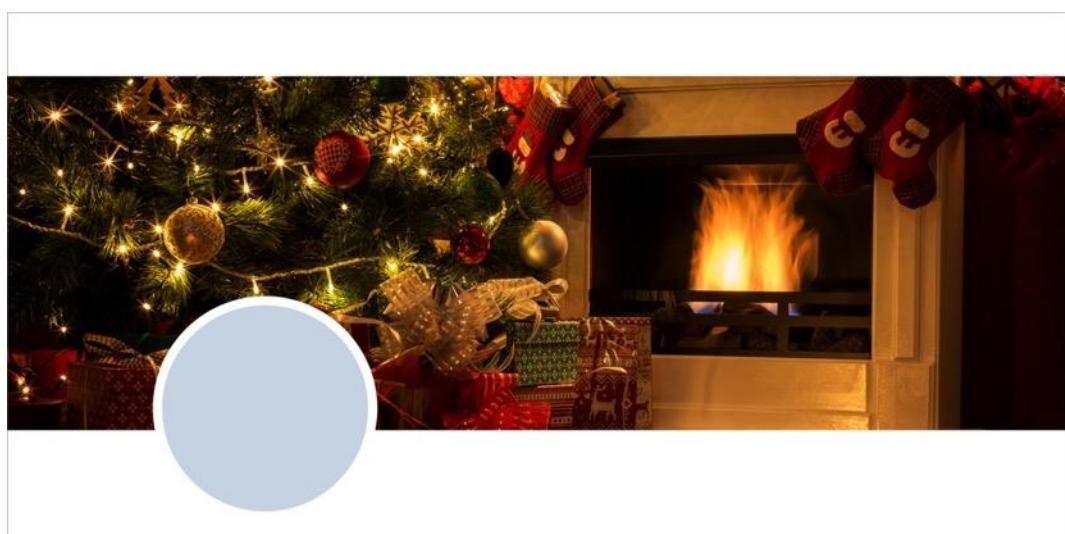
### 2.1 Customised Social Media Banners – £49

What about having a Christmassy banner for LinkedIn, Twitter or Facebook? You can choose a background banner from 8 options. If you get in there early, we'll be able to personalise this to your company by using company colours etc. Here is an example of how it would work as a banner across LinkedIn, Twitter, or Facebook. It's a good idea to ensure your social profiles match, so we can do are offering a bundle option of 3 for the price of 2.

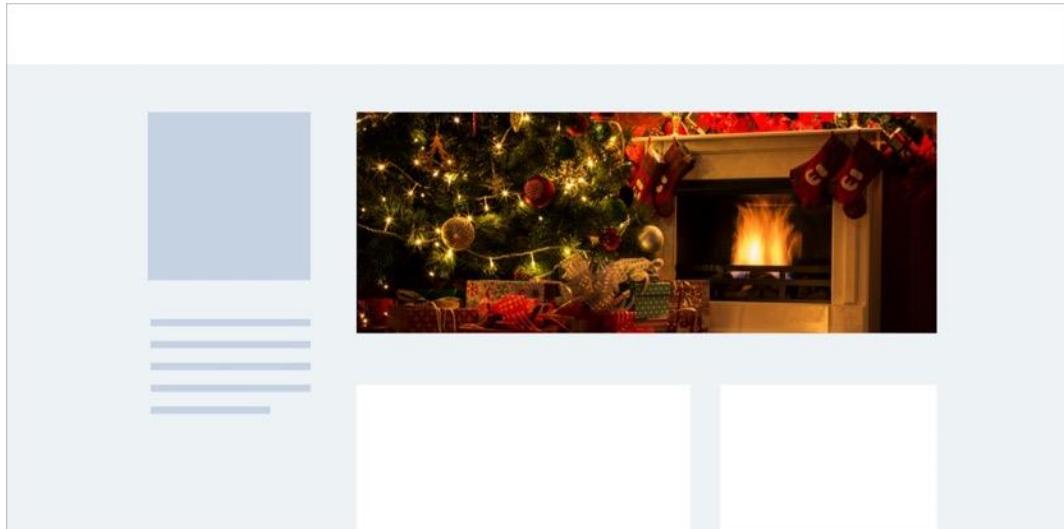
#### LinkedIn



#### Twitter



## Facebook



## 3 Christmas Music, Animation or Video

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### 3.1 Christmas Music – £110

Why not get into the festive season and add some Christmas music to your homepage or to a specific landing page by using a music button. We will supply the music, and the on and off button. Below is an example of the buttons, but if you are keen to get in the festive mood in October, check out our [live version](#).



### 3.2 HTML 5 Animations – from £250 (POA)

We recommend [codecanyon.net](#) for HTML Animations. We can handle the purchase of animation, text and logo additions, and add it to the website either in a full screen unbranded page or in a pop-up.

You can distribute the link anyway you like, including adding a link to your email signatures, adding a link on your homepage using a Christmassy image or sending an e-card linking to it (see Section 6 of this document).

Here are a couple of our favourites:



[https://preview.codecanyon.net/item/christmas-card-gift-for-you/full\\_screen\\_preview/13567272](https://preview.codecanyon.net/item/christmas-card-gift-for-you/full_screen_preview/13567272)





[http://preview.codecanyon.net/item/christmas-card-magic-forest/full\\_screen\\_preview/19069816](http://preview.codecanyon.net/item/christmas-card-magic-forest/full_screen_preview/19069816)

### 3.3 Video – from £250 (POA)

[fiverr.com](https://fiverr.com) is great for customised videos. We can handle the purchase and customisation spec of the video. The video then needs to be hosted on YouTube or Vimeo to allow us to embed the video into a website page or pop-up.

You can distribute the link anyway you like, but you could add a link to your email signatures, add the link on your homepage using a Christmassy image or send an E-Card linking to it (see section 6 of this document)

Here are a couple of our favourites:





<https://www.fiverr.com/talha515/create-5-christmas-video>



<https://www.fiverr.com/benzstudio3000/make-amazing-christmas-greetings-and-new-year-logo-intro>  
or check out our version here: [www.conscious.co.uk/fireworks](http://www.conscious.co.uk/fireworks)



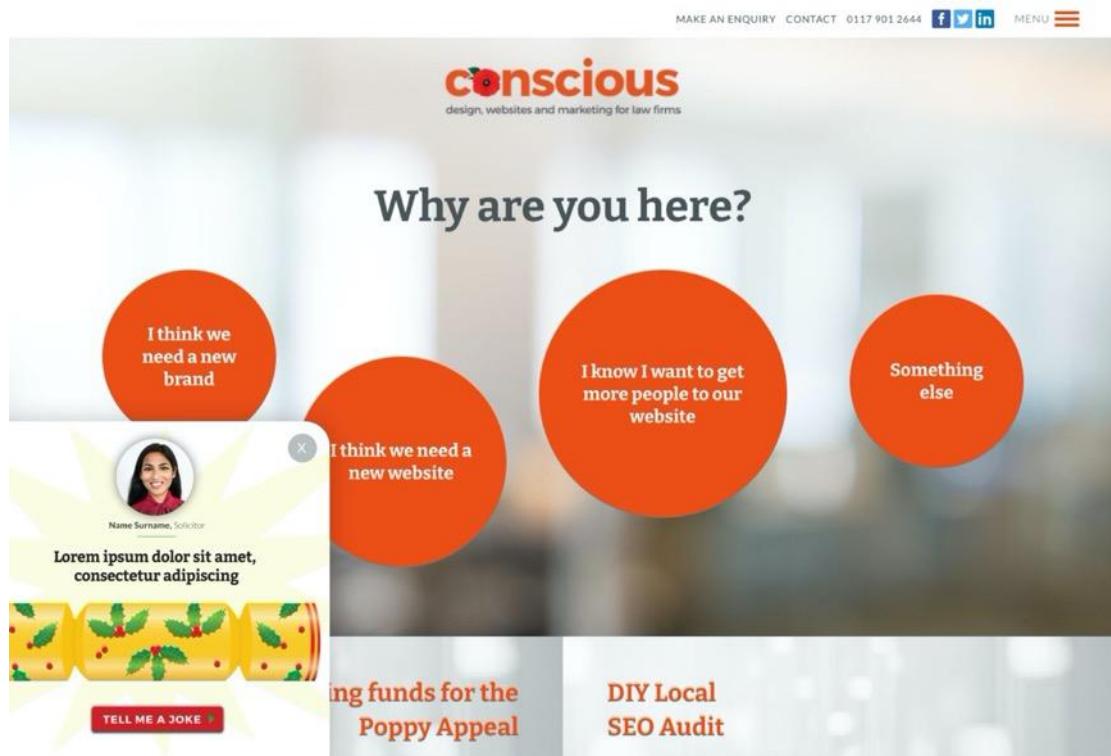
## 4 Games – from £400 (POA)

The game we had a few years ago turned out to be a surprisingly big hit - 1,185 visits from 200 users, which was more than 100% increase on our normal traffic. We offered a prize for the highest score to encourage people to play.

### 4.1 Christmas Cracker – from £500 (POA)

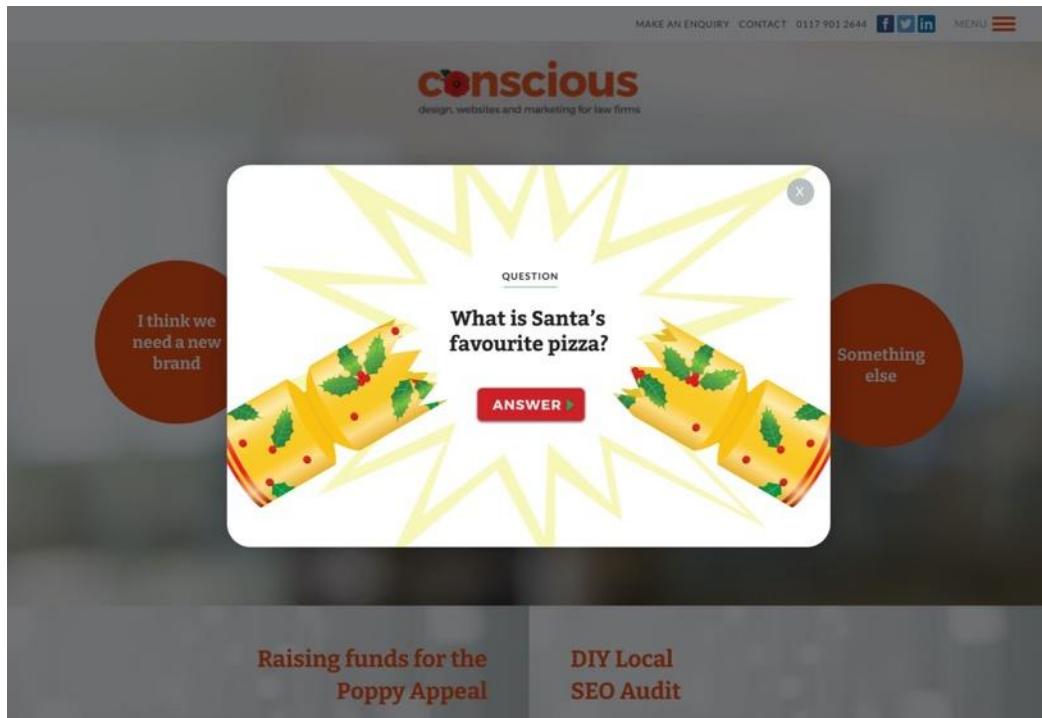
We all know that Christmas cracker jokes are not that great, so why don't you add some of your own to your website?

We can add a Christmas cracker to your homepage or a dedicated landing page of your choice and when the user clicks on the cracker it pops open and out springs a joke told by one of your staff. Have a go for yourself with our [live version](#).

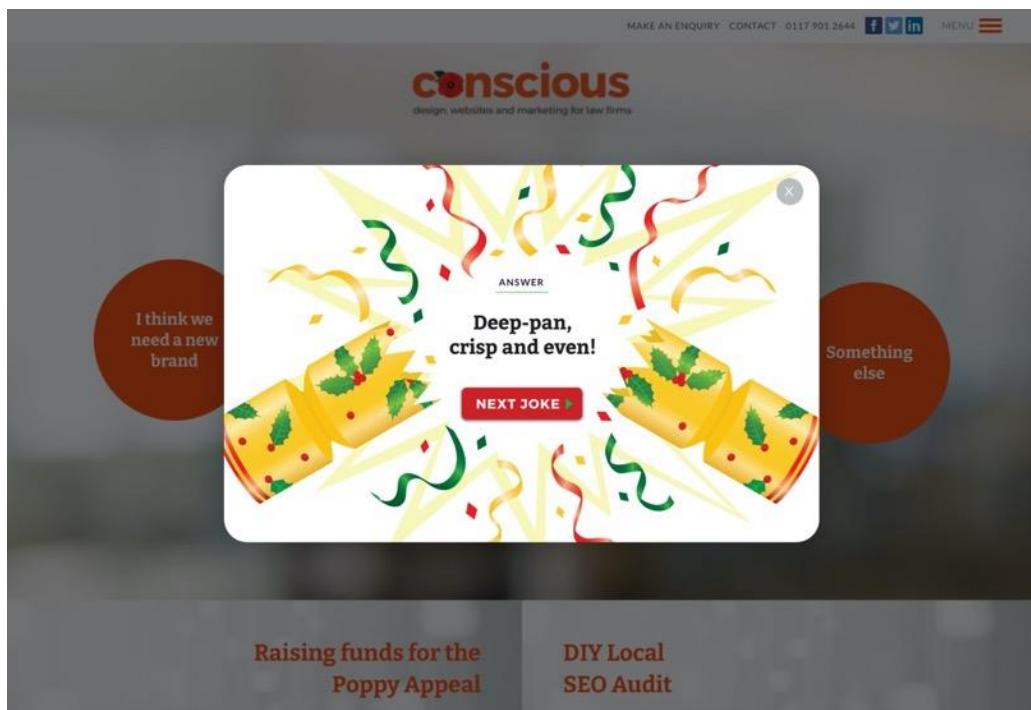


Once the user clicks on the cracker it pops open...





And out pops a joke..



## 4.2 Help the Elf find Santa's presents – from £500 (POA)

Santa has lost his presents and he needs some help! The objective of this game is to increase your newsletter mailing list (and to have a bit of fun) by asking the user to submit their details at the end and subscribe. All you need to do is ask your users to play along with the elf and the fastest time wins a prize.

To Help the Elf, the user needs to search the site to find all of his 6 presents. For each present there is a clue of which page the presents might be hiding. The user has to find the presents and each time that user clicks on that present it takes them back to the Elf's scroll where they move on to the next clue before completing all of them. The person with the fastest time wins a prize. Once complete a pop-up form will be displayed so the user can submit their contact details and agree to be added to your mailing list.

Ours will be launching soon, so don't forget to have a go and be in with a chance of winning a bottle Veuve Clicquot?

Here's what last year's game looked like.

The screenshot shows a landing page for 'conscious' design, websites and marketing for law firms. The main heading is 'Why are you here?'. Three orange circles contain text: 'I think we need a new brand', 'I think we need a new website', and 'I know I want to get more people to our website'. Below the circles are two buttons: 'Raising funds for the Poppy Appeal' and 'DIY Local SEO Audit'. To the right is a timer for the game, showing '00 : 00' with 'MINUTES' and 'SECONDS' below it. A small elf character is visible near the timer. The game interface includes a title 'Help our Elf find Santa's presents', a scroll with numbered steps, and a 'Search the site for 6 sed ut perspiciatis unde omnis et iusto odio dignissimos' placeholder text.

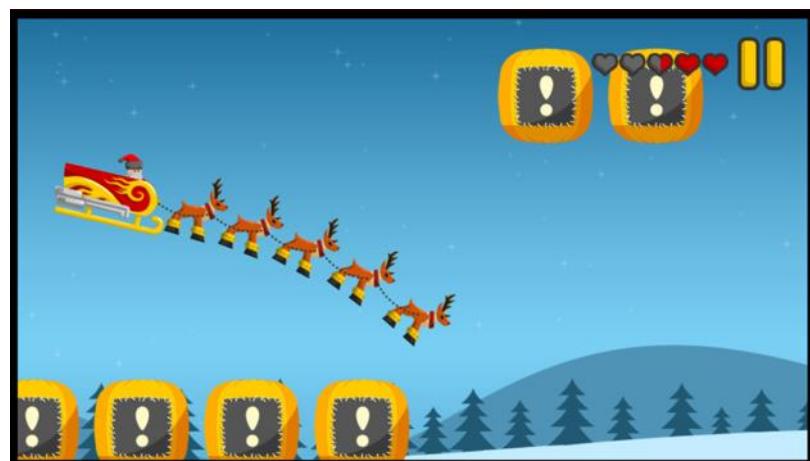


### 4.3 HTML 5 games – from £400 (POA)

As with the animations we recommend [codecanyon.net](http://codecanyon.net) for HTML 5 games. We can handle the purchase of game and add it to the website.

You can distribute the link anyway you like but you could add a link to your email signatures, add the link on your homepage using a Christmassy image or send an E-Card linking to it (see section 6 of this document).

This is our favourite:



[http://preview.codecanyon.net/item/game-christmas-furious/full\\_screen\\_preview/6009305](http://preview.codecanyon.net/item/game-christmas-furious/full_screen_preview/6009305)



## 5 Online Advent Calendar – from £800 (POA)

As you may be aware if you got involved, for the last five years we have organised an advent calendar prize draw where people apply for a chance to a win a prize every day – from days out to bottles of wine.

Last year, across the whole campaign, the advent calendar landing page displaying our sponsors' logos was viewed 10,039 times and the total number of people who entered the Advent Calendar draw was 4,582 so it's a great way to promote your company and get into the festive spirit!

We already have 5 confirmed prizes for our 2021 advent calendar, so if your firm is interested in doing the same thing this year, get in touch now!

For the calendar image, you could pick a photo of your staff or office, or choose a stock Christmassy image from [www.istockphoto.com](http://www.istockphoto.com). As with a regular calendar the numbers are added randomly. It will only allow you to click on the correct day.

Last year we had to make do with a Zoom background for our advent calendar, but this year we're excited to get a new 'in-person' picture.



You will need to arrange your own prizes, you could also get local businesses to donate in return for having their logo featured. When someone clicks on the correct date, they will get a pop-up showing the details of the prize and a form to enter.

If you play a second day the form will use local storage to remember the details used the day before to make it even easier!

The screenshot shows a landing page for a free social media workshop. At the top left is the 'conscious' logo with the tagline 'design, websites and marketing for law firms'. Below the logo, the text reads 'Today's Prize: Free Social Media Workshop For Up To 20 People'. A descriptive paragraph explains the offer: 'We've been helping law firms make the most out of their websites for over thirteen years, so honestly, who knows social media for law firms better than us? Learn social media etiquette from Twitter to LinkedIn; what should you be sharing? ... or more importantly, not sharing? It's more crucial than ever to not only utilise but adapt to each social networking site to make your firm stand out from the crowd. To achieve this, apply today to win yourself a free social media workshop for up to 20 people.' On the right side of the page is a form with four input fields: 'Name \*', 'Email \*', 'Telephone \*', and a CAPTCHA field containing 'tbeiwzs'. Below the CAPTCHA is a placeholder 'Please enter the verification code'. At the bottom right of the form is a red 'Submit' button. A small note at the bottom left states: '\* Only employees of UK law firms are eligible to enter. Full details about our prize draw can be found [read here](#)'.

We promoted our calendar with an email campaign to all clients **every day** to announce the prizes on offer and remind people to enter.

Speak to your Account Manager if you would like help with a social media or email campaign around your calendar.



## 6 Greetings Cards

### 6.1 Standard E-Card - £200

This option is a self-contained email of an image from our range, customised with your firm name, logo and greetings message (where applicable). Alternatively, you can provide an image that requires no editing. This price includes a one-time despatch to a list of email addresses you supply with additional mailings at £45/despatch.

View our card options here: [www.conscious.co.uk/cms/document/card-options.pdf](http://www.conscious.co.uk/cms/document/card-options.pdf)

### 6.2 Bespoke E-Card – from £350 (POA)

A self-contained email as above using an image and edited with your logo and message elements of your choice. You can use a photo of your staff or office, or choose an image from [www.istockphoto.com](http://www.istockphoto.com). This price includes a one-time despatch to a list of email addresses you supply with additional mailings at £45/despatch.



### 6.3 Physical Cards

At Christmas time, many people still appreciate a traditional card. There are many places to order custom cards from, but we like the choices on

<https://www.optimalprint.co.uk/christmas-cards/corporate>.

For something a little different take a look at <http://promotionalseedpackets.co.uk/recycle-seed-paper-christmas-cards/>.



## 7 Charity

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### 7.1 Reverse advent calendar

What better time than at Christmas to count your blessings? Most of us have the luxury of going home to a warm house, enjoying a glass of Bucks Fizz and spending quality time with loved ones. We leave the office on Christmas Eve knowing we'll enjoy a few days of festive cheer before the office re-opens and we go back to the day job.

Here at Conscious we know how lucky we are, and that's why we've opted to go for a 'reverse' advent calendar this year. We don't really need to open a door to chocolate every day - there's plenty around anyway! So, every day we're bringing in something that someone else might need.

If you'd like to join in too, it's easy. Pick a charity that could benefit from some extra supplies at this time of year - we're going with a food bank, but it might be a homeless charity, or a children's hospice in your local community. Bring in a new item every day that someone at your chosen cause will need - maybe tinned goods, a toothbrush, a warm scarf or a book. We guarantee that the feeling of warmth when you drop it off on Christmas Eve will beat any mulled wine!

Each year in Bristol, [North Bristol Foodbank](#) make a calendar of items to be donated each day. I'm sure there is a one near you too.

### 7.2 Deki Gift

Last year, you could buy a Deki gift voucher, where 100% of the money goes directly to someone in the developing world. This year you can make a one-off donation, sponsor a women's empowerment collective or farming cooperative, make a monthly gift or fundraise within your own community.

<https://deki.org.uk/act-now/>



### 7.3 Who Gives a Crap

Rather than Christmas Cards, why not buy a different sort of paper? Not only does Who Gives a Crap produce ethically sourced toilet paper, they give 50% percent of their profits to charities building toilets in developing countries: <https://uk.whogivesacrap.org/collections/all>



## 8 Physical Gifts

Boomf! Why not ensure your clients keep you in mind by sending them a box of personalized marshmallows, complete with your logo printed on each one? <https://boomf.com>



For the fashion loving client, or just as a unique Christmas gift, how about chocolate shoes? <http://chocorico.co.uk/choco-rico-shop/>



Send clients a Christmas tree to grow themselves. Not only is this a cute gift, but chances are they'll think of you each time they look at their growing tree!

<https://www.prezzybox.com/grow-me-christmas-tree>

