



# Christmas Marketing Products 2018

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# 1 Website Enhancement

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## 1.1 Christmas-ify Your Website – from £100 + VAT (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 - £100 +VAT

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 Animation or Video

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### 2.1 HTML 5 Animations – from £250 + VAT (POA)

We recommend [codecanyon.net](http://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 add a link to your email signatures, adding a link on your homepage using a Christmassy image or send an e-card linking to it (see Section 5 of this document).

Here are a couple of our favourites:



<http://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>



## 2.2 Video – from £250 + VAT (POA)

[fiverr.com](https://www.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 5 of this document)

Here are a couple of our favourites:



<https://www.fiverr.com/wasiful007/create-this-amazing-christmas-video-greeting>



<https://www.fiverr.com/talha515/do-fireworks-christmas-greeting-video>

or check out our version here: [www.conscious.co.uk/fireworks](http://www.conscious.co.uk/fireworks)



### 3 Games – from £400 + VAT (POA)

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The game we had a couple of 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.

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 5 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)



## 4 Online Advent Calendar – from £800 + VAT (POA)

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

A lot of people have got involved and both years have been a massive success. We got a lot of firms interested in doing the same thing this year, so we're offering the service to you for Christmas 2017!

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



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!





design, websites and marketing for law firms

## Today's Prize: Free Social Media Workshop For Up To 20 People

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.

\* Only employees of UK law firms are eligible to enter. Full details about our prize draw can be found read [here](#).

Name\*   
Please enter your name

Email\*   
Please enter your email address

Telephone\*   
Please enter your telephone number

Please enter the verification code

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.

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## 5 Greetings Cards

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### 5.1 Standard E-Card - £200 +VAT

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)

### 5.2 Bespoke E-Card – from £350 + VAT (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.



### 5.3 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/>.

## 6 Charity

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### 6.1 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.

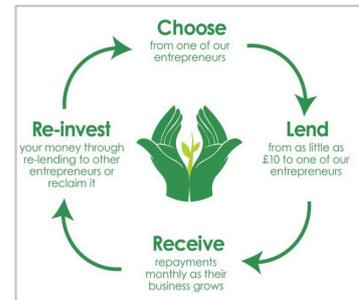
If you'd like to join in too, it's easy. Pick a charity that could benefit from some extra supplies at this time of year - we're going with a food bank, but it might be a homeless charity, or a children's hospice in your local community. Bring in a new item every day that someone at your chosen cause 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!

To find out more visit <http://metro.co.uk/2016/12/02/this-reverse-advent-calendar-is-really-the-nicest-one-ever-and-its-not-too-late-to-start-it-6294839/>



## 6.2 Deki Gift

When you buy a Deki gift voucher, not only does 100% of the money go directly to someone in the developing world to help them start a business, but the client you give the voucher to gets to choose who that is [www.deki.org.uk](http://www.deki.org.uk).



## 6.3 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>.

## 7 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.firebox.com/product/6299/Grow-Your-Own-Christmas-Tree>

