

Las Aguas' 20 Sales Offers for Each Holiday

Thanksgiving

The buyer in this case has money saved and is open to spending, likely looking for deals. The challenge here isn't communicating value but beating competition on scarcity. For artists, the best approach to this is volume-based scarcity like limited editions or small numbers of stock. Also worth noting: this is a fairly solitary purchasing decision if you're in Europe - it's more people buying for themselves than for others.

- 1) Release a new merch item - if you're planning less than 6 weeks out this should be something fast to make like signed posters
- 2) Signed vinyls/cds - this can be made from existing stocks
- 3) Signed-and-played gear sale e.g. old drum sticks used from shows
- 4) Shirts or other textile items that come with handwritten notes
- 5) House concerts in your home country
- 6) Discounted merch of which you have few left to sell (for this, a discount really needs to be over 20% to move the needle)
- 7) VIP tickets for upcoming shows
- 8) Discounted physical media copies of unreleased tracks e.g. cds, cassettes, or flexi-disc. If you have budget here, finding old iPod shuffles or mp3 players could be more interesting and higher margin
- 9) Cassettes or CDs with alternate cover arts
- 10) Mystery bundles with assorted merch that isn't moving as fast as you'd like. Important note here: this needs to include some merch that's very sought after to make sure it's not disappointing
- 11) Physical or digital zine
- 12) 48-hour "Storyline Hotline" access code - buyers call a number for exclusive voicemails
- 13) Cameo-style custom messages, ringtones, or answering machine messages
- 14) Limited purchasable accounts that can access a hidden part of your website - this could be interactive or multi-media liner notes, behind the scenes footage, or maybe a minigame

- 15) Limited run tickets to a listening party. A nice upgrade here could be physical tickets and a physical location
- 16) Back-catalog signed bundle
- 17) City-specific live bootleg download cards e.g. "Berlin 2025"
- 18) Multitrack or stem downloads of this year's releases
- 19) A behind-the-scenes documentary from the studio or the music making process
- 20) Curated material like playlists, a recipe booklet, or video essays on your favourite topic

Gift Season (Christmas)

Pretty much regardless of faith or politics, the end of December is a time for family and gift giving for most of the world. This means that people are looking to buy but it's not so discount driven as black friday - people want to buy great gifts for loved ones so the value is in the interaction and personal nature, not the pricing. Because these are gifts, specificity might not be so sought after and people are cautious to buy experiences that aren't fairly normal. For example, tickets are great but maybe online listening parties aren't a safe bet for a gift.

Note: shipping and production in this season will be much more expensive and delayed, so best get ahead of it. Also, don't price your ad spend based on off-season rates, cost per click will be higher in this period.

- 1) Two for one tickets to shows
- 2) Restocks of old merch that sold out - maybe people missed out and bringing availability back can be a great gift
- 3) Literally any limited edition merch you can think of - CDs, Vinyls, Notebooks, Pens, Pins, etc.
- 4) Season tickets for a set number of shows in the upcoming year
- 5) Custom lyric print with recipient's name and a short handwritten message
- 6) 6 months or a year of subscription to any digital subscription you already run for exclusive content (e.g. Patreon or Substack)
- 7) A gift card for your webstore

- 8) **Choose-Your-City Later Pass** - a ticket valid for one show across an upcoming tour
- 9) **Vault Advent Calendar** - daily releases of songs or footage that haven't been seen before. This should be gated and the gift can be access
- 10) **Weekly instrumental or songwriting lessons for January**
- 11) **Group tickets to upcoming shows e.g. buy 3 get 2 free**
- 12) **Tickets to a winter fan meet-up.** For this you need a solid number of active fans in any given city to justify an offer and consider a theme or "reason" for the meetup.
- 13) **Choose-the-Deep-Cut vote or song request for a live show** - the recipient can request a song to be played at an upcoming live show
- 14) **12 days of merch bundle** - each day a different merch item
- 15) **Exclusive releases of demos or ambient/experimental sound recordings**
- 16) **Director's Commentary-style versions of your CD or digital album with you and your band/producer talking through the album**
- 17) **Season-specific merch** - baubles, socks, or mugs
- 18) **24-hour access sale to merchandise like vinyl pressings.** This can be a pre-sale style of offer so that you don't need to risk underselling merch you've bought up-front
- 19) **Misprint merch sale** - frame these as one of ones to lean into the value of it being limited
- 20) **The recipient's name in the "Thank Yous" on an upcoming album or EP release** - this should come with a physical copy to be a great gift

New Year

There's a few different holidays that cater to very different customer avatars here. Dry January is a significant moment for some, for others it's new years resolution time, and for others this is back-to-school or back-to-work season. Generally, we recommend pushing towards the new years resolution theme because people are willing to spend money on things they are interested in and sometimes that's a core part of what they want to do (e.g. I want to listen to more vinyls this year or I want to support independent artists this year).

- 1) Physical music bundle - put together all your past releases' vinyls or cassettes into a discounted bundle**
- 2) Radio shows for running, going to the gym, or phone-off time - take the listener through a guided series of releases (your own and others') with commentary, around 45 minutes to an hour each**
- 3) "Get Off Spotify" physical media sale - maybe selling mp3 players with your music already downloaded so there's space for the buyer's music library to grow**
- 4) "Learn To Play" sheet music or video course with your music (this could also apply to mixing or mastering)**
- 5) A Song A Day songwriting prompts**
- 6) Entrance to a community with a journaling element - the buyer can sign up and add their journal entries in a shared space with other fans. This can be sold as a level of accountability and community with the anonymity that is often important with journaling**
- 7) An annual subscription to your Patreon, Substack, or other gated media platform**
- 8) "Back to School" or "Back to Work" discount on group tickets**
- 9) Focus mix of ambient or instrumental music**
- 10) Subscriptions to a monthly sample drop - each month has 31 loops recorded at your studio for daily songmaking**
- 11) Digital copies of books that you've read and annotated so the buyer can read along with you. This only really works if you are a songwriter-forward brand rather than performer/musician/etc.**
- 12) Podcast or YouTube Channel custom intro. Charge a lot for this, it's a lot of work and is worth a lot to the buyer**
- 13) Access to throwaway takes and ideas for sampling. We'd recommend hosting this from your site as most 3rd party apps that do something like this are difficult to keep track of**
- 14) End dry january with a bang - a tickets-plus-drinks bundle for a show on January 31st or February 1st**
- 15) Journal/Calendar merch for the new year**
- 16) "Monthly Mixtape" subscription on Patreon or Substack**
- 17) Daily lyric-based affirmation or motivational cards**
- 18) Tickets to a Dry January sober show - something a little more low-key and maybe in a smaller venue**

- 19) Access to an “Album-a-Month Club” - curated listening and a short intro talk each month stringing together your favourite albums, new or old**
- 20) If you’re running late, the lunar new year 2026 is February 17th - this could be a chance to make moon or natural-rhythm oriented offers. If it matches your brand, most of the above new years offers can simply be applied to the lunar new year.**