

SBMS Media Releases Essential Holiday Planning Guide for Small Businesses

SBMS Media's Holiday Guide: Expert Tips on Budgeting, Gifting, and Event Planning to Help Small Businesses Celebrate the Season Stress-Free.

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EINPresswire.com/ -- [SBMS Media](#), a trusted marketing agency specializing in supporting small businesses, has released a comprehensive guide aimed at helping business owners plan for the holiday season without the added

stress or unnecessary expenses. The article provides actionable strategies for organizing holiday events, selecting meaningful gifts, and managing budgets to show appreciation to employees, clients, and vendors.

The end-of-year season presents a unique opportunity for businesses to reflect on accomplishments and strengthen relationships through thoughtful gestures and celebrations. However, as the guide highlights, waiting too long to plan can lead to inflated costs, rush fees, and limited options.

The guide features valuable insights from industry professionals, including Larry Schendelman, owner of [A&J Graphics and Promotions](#) in Gilbert, Arizona, who shares tips for avoiding rush fees when ordering customized gifts. Schendelman emphasizes the importance of timing, noting, "At this point, likely no less than two weeks for basic items like drinkware, bags, and tech items, but up to eight weeks for imported factory-direct overseas items."

The guide outlines essential steps for business owners, including:

1. **Ordering Thoughtful Gifts:** From branded drinkware to tech items and employee awards, the article offers ideas that balance utility, branding, and appreciation.
2. **Booking Venues Early:** With prime locations filling up as early as November, the guide stresses the importance of securing event spaces ahead of time to avoid last-minute compromises.
3. **Budgeting for Bonuses:** Crystal Noell, owner of [MyCFO](#), provides expert advice on managing



end-of-year bonuses without jeopardizing a company's financial health.

SBMS Media warns of the challenges businesses face when delaying holiday planning. These include higher costs due to rush fees, limited gift and venue availability, shipping delays, and unnecessary stress. Early planning, the article explains, allows for better options and ensures businesses can end the year on a positive note.

As part of its commitment to supporting small businesses, SBMS Media offers full-service marketing solutions that simplify the holiday planning process. From crafting promotional campaigns to managing event logistics and messaging, the agency takes on the heavy lifting, allowing business owners to focus on celebrating their achievements.

"Planning for the holidays can be overwhelming, especially when managing the day-to-day operations of a business," says Nicole Crocker, Founder of SBMS Media. "We help our clients avoid last-minute headaches, reduce expenses, and make the season a time of joy and gratitude."

About SBMS Media

SBMS Media specializes in tailored marketing strategies for small businesses, with a focus on family-owned companies and service-based industries. Services include brand management, promotional campaign development, and full-scale marketing support designed to help businesses grow sustainably and thrive in competitive markets.

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