



16 Ways to Market Your  
**BUSINESS  
ANNIVERSARY**

**A-Train**  
Marketing

# 16 Ways to Market Your **BUSINESS ANNIVERSARY**

Ideas, strategies, and tactics



## **Create an Anniversary Version of Your Logo**

Ideas include adding text such as 'Celebrating XXX Years of Excellence' to your logo or incorporating the number of years you are celebrating within your logo, below it, or beside it.



## **Promote the Anniversary on Your Email Signature and Website**

Include your anniversary logo and/or descriptive tagline in your email signature and on your website.



## **Create a Virtual Anniversary Background**

Digital tools like virtual backgrounds are an easy and subtle way to communicate your years in business.



## **Letterhead, Invoices, Other Supporting Collateral**

Create an anniversary version of your letterhead and consider adding an anniversary message to your invoices or sales receipts.



## **Anniversary Stickers**

Printed stickers can go on employee workspaces, office swag, envelopes, collateral materials, client gift baskets, anything you mail, etc.



## **Historical Collateral and Graphics**

Historical infographics, a commemorative book, historical timeline, and other items can be a fun and memorable way to capture your longevity and look back with pride.



### **Host an Anniversary Event (in-person or virtual)**

This is a time to celebrate your anniversary with your best clients, vendor partners, referral sources, and employees.

#### **In-person event ideas:**

- Open house
- Client appreciation BBQ or picnic
- Evening cocktail party or gala-style event
- Host a private event through a local business for a VIP experience

#### **Virtual event ideas:**

- Host a virtual party via Zoom or other online meeting platform
- Send gift cards or deliver beverages and food and do a virtual open house
- Host a virtual game, contest, or competition
- Send out branded gifts or gift packs to clients and colleagues
- Organize a virtual charity event such as a food drive or online auction



### **Social Media and/or Email Marketing Campaign**

Get creative on social media by designing interactive opportunities. Consider trivia for the year you were established. Celebrating 10 years? Ask your network to comment on the 10 reasons they love working with or highlight 10 community causes that you support. Create blog posts or email blasts to share lighthearted content.



### **Media Publicity**

Announcing your anniversary date in a boilerplate press release may get a brief mention in a local paper, but it's not very newsworthy to the media. Taking a more creative approach to your anniversary's publicity—especially if it involves something that gives back to the community.



### **Send a Printed Card or E-announcement**

You can treat your anniversary like a holiday and celebrate it with a mailed or emailed greeting card.



### **Digital/Print Ad Campaign**

Highlight your anniversary by leveraging your ad platforms to thank the community for their support and for your number of successful years in business.



### **Radio or Podcast Underwriting**

Consider underwriting or sponsorship on public radio like NPR, talk radio, or podcasts.



### **Anniversary Web Page or "Call Out" on Your Website**

Let your website be the vehicle that puts your milestone front and center to generate instant credibility and interest in your company's story.



### **Anniversary Outreach and Promotions**

Create a sense of goodwill by letting your customers and stakeholders be involved - by making a charitable donation based on donating a monetary amount per transaction during your anniversary year.



### **Offer a Limited-Time Product or Service Promotion**

An anniversary promotion may be the perfect way to garner exposure and generate more sales.



### **Don't Forget Your Team**

Your team is a critical factor in your success, and they should be a part of your celebratory efforts.

- Give them a bonus that ties into your years in business
- Offer them the chance to donate to a cause based on your years in business—perhaps they are given a dollar amount to donate or you give them the opportunity to identify charities
- Create some anniversary swag and give them the gift of brand exposure and loyalty
- Host a special event just for your team

## **An anniversary is a significant marketing opportunity.**

A-Train is here to help you strategize, implement, and realize the benefit that comes with celebrating your success.