

Five Marketing Lessons From the Easter Bunny

Spring has sprung and with Easter right around the corner, one of the symbols of the season, the Easter Bunny, can be seen more and more in advertisements. But the iconic character isn't just a vehicle for egg hunts and satisfying chocoholics' cravings: You can actually get valuable marketing tips from this adorable little rabbit. The following are some of them.

Don't hide your wares. The Easter Bunny is known for hiding its beautiful, yummy eggs, but when it comes to your business, you don't want to hide any of your products. Even if you're not in the position to do a full-blown campaign for a particular product, it's still important to give it some marketing attention through things like social media or email newsletters.

Don't put all of your eggs in one basket. The Easter Bunny has an endless supply of eggs to hide, and they all seem to come from the same basket. This magical strategy isn't going to be as effective for your business, however. Whether you have a big budget or not, make sure that you're covering as many marketing bases as you can and you're keeping them as current as possible.

You get out of things what you put into them. There's no doubt that the Easter Bunny works hard to hide all of those eggs. And because of that, he gets a lot of attention and adoration every year—and with the same strategy, your company can enjoy the same kind of notice. While you may not always feel like you have time for marketing, it's important to remember that the more you put into it, the more benefits you will reap.

Show your true colors. Colorful eggs are the Easter Bunny's trademark, and by showing your true colors, you can also make your mark. Consumers connect with brands they feel they can relate to, so use your marketing to show your true colors whenever you can—especially when it comes to your social media presence.

Be giving. The Easter Bunny's entire marketing strategy is centered around giving. Although you're not going to give away all of your products like the rabbit does, it's important to reward your loyal customers with special deals or chances to win something. The more giving you are, the more your customers will spread the word about you. Remember, there's a reason why the Easter Bunny has been a part of folklore for so long.

While you're enjoying some chocolate or coloring eggs with your kids, remember that the lessons you may learn from the Easter Bunny can be used all year round.