

November 2022

# The Link

Special Holiday Edition and In Honor  
of Small Business Saturday



**In this time of gratitude, we want to give thanks to you, our valued client. We at Gallagher are grateful for the opportunity to provide the protection and advice you need and are proud to announce that we have once again teamed up with American Express as an official Corporate Supporter for Small Business Saturday (November 26).**

Ready to put your business on the Shop Small® Map?

[Visit shopsmall.com](https://shopsmall.com)



## In the News and in the Know

We've curated a selection of links just for you that feature relevant content and professional advice to help your business grow and prosper.

### Explore Holiday Marketing Ideas

Whether you're online or have a storefront business, there are many things you need to consider when creating a successful holiday campaign. Here are 10 tips to help you create a holiday marketing plan for your small business.

[Learn More >>](#)

### Top Five Reasons to Review Your Business Insurance Before the New Year

As we near the end of the year, now is the perfect time to evaluate your insurance coverage needs. Changes in your operations may have a bearing on the validity and/or adequacy of your insurance. The types of changes can vary; click below to learn more.

[Learn More >>](#)

Contact your Gallagher Representative to review your insurance coverage or [click here](#) to view coverage options.

### Eleven Strategies for Recruiting Seasonal Employees

If your small business relies on a seasonal workforce, consider these tactics to help you source, hire and onboard temporary employees.

[Learn More >>](#)

### Small Business Guide to Paying Holiday Bonuses

Get tips for giving holiday bonuses and gain a better understanding of benefits and tax implications for employees.

[Learn More >>](#)



Lenovo Technology

As a client, you can save up to 45% off the everyday public web price of Lenovo laptops, desktops, tablets and accessories for your holiday gifts.

[Purchase Now >>](#)



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