

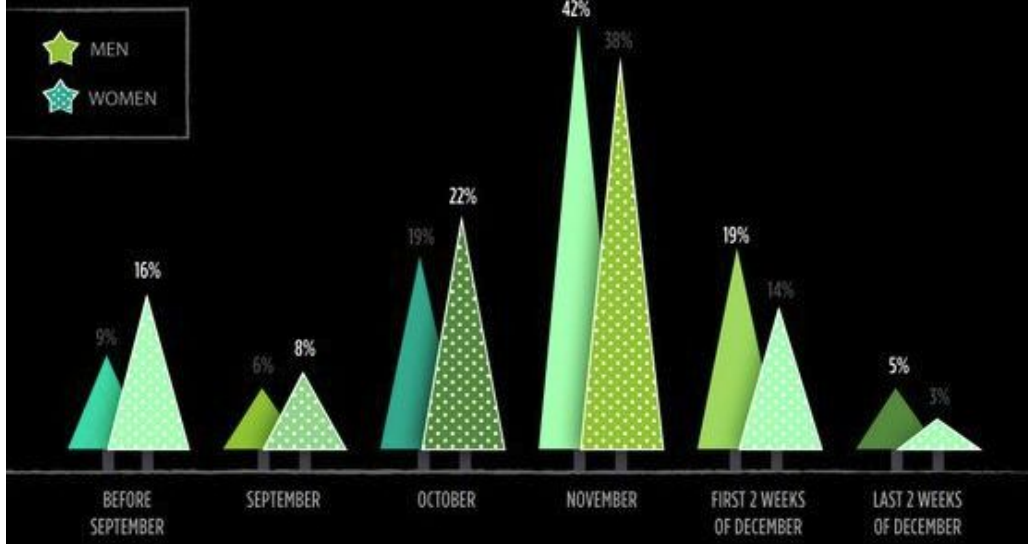
Social
Media Tips
For the
Holiday
Season





Social media influences approximately half of the shopping population during the holiday season...

People start their shopping EARLY, so it's time to ramp up your holiday marketing.



 <p>1/4</p> <p>of shoppers said they had done some holiday shopping before Halloween</p>	 <p>48%</p> <p>of shoppers said they did the majority of their holiday shopping on or before Cyber Monday</p>	 <p>52.9%</p> <p>of holiday shopping was completed by December 10th for the average shopper</p>	 <p>1%</p> <p>of shoppers will wait until Christmas Eve to do their holiday shopping</p>
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Step One: Determine your Goals

- What happened last year?
- What do you want to sell more of this year?
- What kind of new product or service are you offering?



Step 2: Determine your Tactics

Which Platform(s) will you use (I recommend only 1 or 2)

Which holidays/days will you focus on?

- Thanksgiving
- Black Friday
- Holiday Stroll
- Small Business Saturday
- Cyber Monday
- Hanukkah
- Christmas
- New Year's Eve
- New Year's Day

General Ideas

Be a source of holiday cheer: tie into emotions, themes, and colors of the holiday

Be funny

Market your best products during the season

Repost other's posts!

Thank you/gratitude posts

Company holiday photo album

Post and tag a charity you support

12 Days of Christmas



Giveaways

 **Wicked Gourmet** Like Page
September 26 at 5:28am · Edited ·

Yippee - Here we go again!
Enter to Win our [Thanksgiving Giveaway Contest](#) - A Cheeseboard, spreader and two Chutneys - retail value \$35

Entering is easy! Just Like and Comment below this image with the name of your favourite Wicked Gourmet product. (All of our products can be found at: <https://www.wickedgourmet.com>) Please feel free to share with family and friends! We love shares too!
Draw will take place on Friday October 9th. ... See More

Thanksgiving Giveaway!

Maple Cheese Board, Bamboo spreader with Rhubarb Curry Chutney and Mango Peach Chutney

Please Like and Share

At Wicked Gourmet it's all about flavour and taste

69 Likes 85 Comments 40 Shares

Hashtag Giveaway



Hashtag Giveaway



Belo Medical Group @belobeauty · Dec 29

Tweet your New Year's resolution and you might win these **#Belo #giveaway** goodies! 😊

👤 DANIELROCKS ツ, Daniel Padilla, The DongYanatics and 6 others



Starbucks #redcupcontest



Instagram

- Share and tag photos of their red cups using the hashtag #redcupcontest for a chance to win one of five grand prizes

Enticing Sales Promotions



- Early bird, one day only, limited quantity sales
- Free Shipping
- Buy one, get one
- Site-wide or store-wide discounts with "secret" word

More Ideas- Facebook

Facebook

- Brand your social media with a holiday theme
- Incorporate Holiday Hashtags
- Contests in the spirit of the season
- Time-limited offers
- Encourage your followers to share their stories
- Behind the scenes stories

More Ideas- Pinterest

Pinterest

- Create a special holiday themed board
- Make sure to add a Pin It button to your website
- Promote pins that point people back to your website

VIDEO VIDEO VIDEO VIDEO VIDEO

Get creative with video.

- Share trends and expectations about the holiday season (position yourself as an expert!)
- Make a video of your product, give a store tour, restaurant tour
- Ugly sweater contest for staff
- Recipes
- Review a product using video

Make Call to Actions Clear

Retweet

Share

Like

Post

Add Hashtag



Step 3: Make A Plan

You cannot use your time to the best advantage if you do not make some sort of plan.

- Eleanor Roosevelt