


The Gift That Keeps on Giving:

Using Facebook to Increase Revenue This Holiday Season





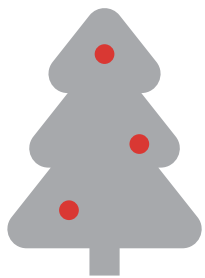
With the holidays right around the corner, it's the perfect time to reach seasonal shoppers through the world's most popular social media site - Facebook! But how can you make sure your business doesn't get lost in the holiday hustle and bustle?

This holiday marketing guide is filled with creative ideas for holiday posts, promotions, and contests, and provides you with actionable takeaways you can use to grow your business throughout the season. Whether you're looking to attract new customers, or bring previous customers back, we'll help make this a happy holiday for your business!

★ CREATING A MARKETING STRATEGY FOR THE HOLIDAY SEASON

For consumers, social media has become an increasingly useful tool when it comes to making purchases. Whether they're researching new products or services, finding discounts, or discovering new gift ideas, potential customers are relying on social media sites, like Facebook, now more than ever to inform their buying decisions. For small business owners, taking the time to create a Facebook marketing strategy can help with short- and long-term sales, increase brand recognition, and help establish your business within your community. Your business's Facebook page can, and should, be optimized for holiday shoppers. With a holiday-specific marketing strategy, you can help make your business more personable to the consumer, while building connections that can turn into long-term relationships.

★ PREP YOUR FACEBOOK PAGE FOR SEASONAL SUCCESS



Potential customers are starting to shop around for the best holiday deals and steals. Meaning, they will start visiting your page for offers and promotions.

Make the most of these visits to your page by taking the following steps:

1. Update your profile and cover photo with a seasonal image

When a visitor comes to your Facebook page, your profile and cover photos are the first thing they see. A Facebook page with a timely and relatable profile and cover photo lets customers know that your business is active and engaged. Would you want to shop at a store that still showcases swimsuits while you're trying to shop for winter gloves? Use your profile and cover photos to promote exclusive holiday deals and showcase your seasonal offerings.

2. Add and edit the basic information about your business

If your business has extended shopping hours during the holiday season, make sure you update your page to reflect those hours. While you're at it, make sure you have a working link to your website, your brick and mortar location if applicable, and links to your business's other social media pages. Make it as easy as possible for customers to find you.

3. Include a brief summary of the types of products or services your business offers

With 81% of consumers researching businesses on social media before making holiday purchases (AdWeek), it's important to give potential customers a clear overview of your business - especially if they are new to your page! Be sure to include what kinds of products or services you offer, and what sets you apart from your competition. Are your prices cheaper? Do you offer unparalleled customer service? Let them know!



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ADWEEK

★ KEEP MOBILE IN MIND!

Smartphone usage indicates that more and more consumers are switching to mobile to do their shopping. One of the major benefits of using Facebook is its connectivity with mobile users. If your business is on Facebook, you are quickly and easily making yourself available to customers on the go! As you build your holiday marketing strategy, be sure to keep these mobile users in mind.

to give you a sense of just how important mobile marketing is this holiday season, here are some helpful statistics:

SMARTPHONE USAGE & MOBILE MARKETING

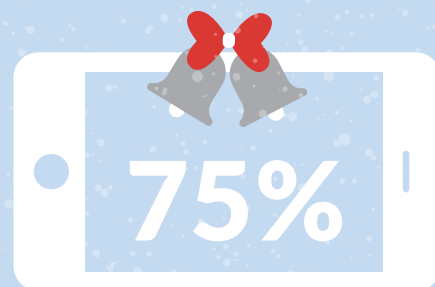


40% of US consumers plan to make at least one purchase this holiday season on a mobile device

TULSAMARKETINGONLINE

People are more than **4 times** more likely to access Facebook on their mobile devices prior to holiday shopping than on desktops

TULSAMARKETINGONLINE



75% of smartphone shoppers plan to use their phones in stores this holiday season

SHORTSTACK



Mobile digital media time in the US is now significantly higher at **51%** compared to desktop, at 42%

SMARTINSIGHTS



Internet browsers spend **90%** of their time on their Mobile Apps, with the greatest amount of time spent on Facebook.

SMARTINSIGHTS

★ TIPS AND TRICKS TO REACH MORE SHOPPERS ON FACEBOOK



Whether you're looking to reach as many people as possible online, or

target the demographics your business will resonate with the most, it's easy to connect your business with the correct audiences on Facebook! With millions of people logging on everyday, you can reach and engage them through great, quality content.

For each business, the type of content that will appeal to your audience will differ. In the beginning, understanding what type of content to post is a trial and error process. Switch up your posts and monitor which ones are getting likes, shares, and comments. Facebook has also recently implemented "Story Bump" - where Facebook's newsfeed algorithm "bumps" stories that are getting engagement to the top of your fan's newsfeeds. This means that getting people to interact with your posts has become even more important. Be sure to use action words such as "Post, Comment, Take, Submit, Like, and Tell Us" to increase your Facebook post engagement.

Get creative with your posts!

With more posts, shares, and comments during the holidays on Facebook than any other time of the year, you need to get creative to stand out from the crowd! Here are a few examples to kick off your holiday brainstorming:

- Feature a product/service of the day or week leading up to the holidays
- Post a picture of a best selling product on your business's Facebook page with a short description of why it would make a great present
- Share photos of past customers enjoying your products/services
- Look back at last year's holiday season and promote the products that have been your biggest sellers
- Shoot a video or take pictures of you and your coworkers putting up holiday decorations (people love getting a behind-the-scenes view of their favorite local businesses)

★ TAKE ADVANTAGE OF CONTESTS AND PROMOTIONS

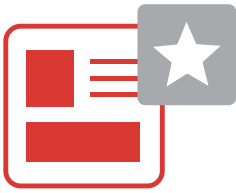
Engaging fans through contests, promotions, and events is a great way to reach more customers during the holiday season. To help get you started, check out these ideas:

Contests: Facebook makes it easy to interact with potential customers, and hosting your own Facebook contest is a great way to do that! Here are some easy contest ideas you can quickly use for the holidays:

- **Caption contest:** Post a seasonal picture and ask your fans to write a caption for it.
- **Photo contest:** Run a photo contest for a best ugly sweater, tree decoration, best New Year's picture, etc.
- **Likes vs. Shares contest:** Ask your audience to determine a winner by either "Liking" or "Sharing" a post. For example, post, "Which is a better pie to serve at Thanksgiving: Pumpkin or Apple? "Like" this post to vote for pumpkin pie, "Share" this post to vote for apple!"
- **Like to win:** Ask your fans to "Like" a certain post to enter a contest. Give one lucky fan a prize. Since this one is so easy, contests like these generally drive a high participation.
- **Comment to win:** Similar to the above contest, fans must either leave a comment to enter, or answer a question to enter such as, "What is your favorite part of the holiday season? Comment to be entered to win a prize!"



★ TAKE ADVANTAGE OF CONTESTS AND PROMOTIONS



Promotions: The key to a great promotion on Facebook is finding a balance between your offer, and the customer's

motivation. If you offer a product at 50% off, it will get the attention of your audience, but will you make enough money to profit off of it? When it comes to promotions on Facebook, you will want to set your business apart from the competition without breaking the bank in the process. Here are a few tips:

- Understand your bottom line, and create a promotion that won't go below it.
- Offer free incentives that won't cost a lot of money such as free shipping or gift wrapping.
- Curate a list of the year's bestsellers (or your most popular services) and promote special offers on them since they bring in the most money.
- Offer a time sensitive deal - "Limited time offers" work well to incentivize action.
- Promote "package deals" by combining products or services into a special holiday offer.

Tagging

Add tags to anything you post, including photos and updates. Adding a tag creates a link to the people and places featured in your photo. Tagging a location also connects your post to the people who are viewing the location where your photo was taken. Further, a location tag allows you to see those who have also been at that place, giving you information you can use to better target customers.

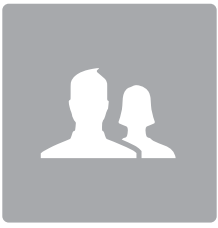
Cross-Platform Promotion

Facebook also enables you to link your other social media platform pages to your Facebook account. Now a post you share on Facebook can automatically transfer over to Instagram and other platforms. This is a great way to engage customers who might not immediately see your post on one platform. This also allows you to optimize the platform that is generating the most traffic.

Retail sales this season will be **stronger** than last year's holiday season. In the last year, searches for *nearby* or *near me* have risen **1.8 times**.

FORTUNE/EXPERIAN

★ CREATE SHAREABLE CONTENT TO REACH USERS ORGANICALLY



When your posts show up in your followers' Facebook feed, this is called organic reach. Facebook's organic reach has declined in recent years, meaning it is harder for your posts to show up on a newsfeed by themselves. In order for a user to view 100% of the content you post, they now have to

visit your business's site directly. This decrease in organic reach means it can be more difficult to reach users by simply updating statuses or posting content. In order to increase your organic reach, you will want to focus on engaging with your followers and posting content that is easily shareable, because the more people that share your posts, the higher that post's organic reach will be.

Sharable content includes pictures and status updates that your customers will interact with. Post updates with information and content that potential customers will enjoy. Updates and pictures that you can tag people or businesses in will have a strong organic reach. If you want your audience to engage with your post, and share your content, think of how you are including your audience in your content.

★ PUT YOUR BUSINESS DIRECTLY IN FRONT OF YOUR TARGET AUDIENCE WITH FACEBOOK ADVERTISING

A great way to make up for the decrease in organic reach is to take advantage of Facebook Advertising, which is proven to go further than organic reach. With everyone trying to reach customers during the holiday season, there's increased activity with ads. It's most important during the holiday season that you understand the basics of Facebook Advertising and know which Ad Package works best for you given your budget. With less than \$200, you can successfully use Facebook Ads and generate more leads.

★ PUT YOUR BUSINESS DIRECTLY IN FRONT OF YOUR TARGET AUDIENCE WITH FACEBOOK ADVERTISING

Terminology You Should Know

Before diving into the creation and management of Facebook Advertising, there are a few terms you will want to familiarize yourself with:

Actions: Actions are the total number of Facebook users who are actively engaging with your business's Facebook page. Actions can include liking your page or posts, RSVPing to an event you are hosting, or clicks within your ad.

Impression: Impressions are the number of places your Facebook ad is featured within the site, regardless of whether or not it is being clicked on.

Average CPC (cost per click): Average CPC is the average amount of money you are spending every time a user clicks on your ad.

Average CPM (cost per thousand): Average CPM is the average amount of money you spend for every 1,000 impressions of your Facebook Ad.


Call to Action (CTA): A call to action is any instruction directed at your audience to coax them into engaging with the ad. Some common examples are "Find Out More," "Call Now," "Get Yours Today," etc.

Conversion: A conversion is when the consumer engages with your ad's CTA, switching from a curious browser into a potential customer.

CTR (click-through rate): A click-through rate takes the total number of clicks an ad receives, and divides them by the number of impressions (the amount your ads are being displayed). CTR tells you how effective your ads are at engaging users.

With quality ads targeted to the right audience, you can get your business found during the holiday season! When done correctly, running Facebook ads can be a quick way to effectively reach quality users and drive more sales this season.

Almost **40%** of shoppers will research products on their smartphone before making a purchase.



While running a business is no easy feat, engaging with customers on Facebook will no doubt give you one more reason to be thankful this year. With an up-to-date profile, quality content, creative promotions, and well-managed Facebook ads, your business will ring in new sales this holiday season!



89% of holiday shoppers
shared their holiday shopping
experience on Facebook.

FACEBOOK

Let Propel help your business grow in 2016!

For more information contact Propel Marketing
at **866-849-9587**.

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