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PLAN FOR THE HOLIDAYS



SOCIAL MEDIA TIPS By Theresa Mintzer

Fall is fast approaching. Now is the perfect time to start planning for the holiday season.

Many people make their purchasing decisions online. Make sure your online presence is up to date and accurate to take advantage of online shopping during the holiday season.

Here are the things you should be doing now to set up for your success later.

1. Confirm that all your information is up to date and consistent across social media.
2. Try to build brand awareness through your social media. Use different social media sites like Instagram, Facebook, Google Business Profile, TikTok, and ads.
3. Take advantage of back-to-school and the fall season to grow your audience.
4. Post regularly. If you can, start posting videos. You can retarget your viewers with ads at the holidays. If a video is doing well, consider boosting it. You can retarget that audience later.



5. If you have a Facebook Pixel on your website confirm that it is working. If you do not have one, now is the time to install it. You want to be able to target website visitors with ads later.

6. Did you have a mobile holiday shopping process last year? What worked? What did not work? Is the experience user friendly?

Now is the time to advertise your business. Ads will become more expensive as we get closer to the holidays.

If you need extra help, I offer Social Media and Facebook Ad Coaching to help businesses create a plan that works. Head on over to my website at MintzerSolutions.com for more information and to schedule an appointment.

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