

CHECK YOUR LIST TWICE



5 SOCIAL MEDIA TIPS FOR THE HOLIDAY SEASON

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As the holiday season quickly approaches, there's no better time to make sure your social media marketing is ready for prime time.

In fact, in a recent [Bizo survey](#) of business executives, 65% ranked social media as their 'most important' marketing channel for the upcoming shopping months. And, with more and more shoppers turning to social media to make purchasing decisions, now is a great time to try something new. Get started with these five tips!

1 Be Prepared

Nothing's worse than getting excited about a holiday party just to find out the venue reached capacity before you arrived.

The sentiment's the same when it comes to social media. Just like how sales jump during the holiday season, social traffic spikes too. Having extra help on hand and spending more time on your social accounts than usual are good ways to be ready. Also, if you're planning a big sale, contest, or giveaway that you promote via social media, make sure your supply is ready to meet the demand. For example, you might think about doing some sort of cause marketing campaign that promises a charitable donation in exchange for a retweet or Facebook like. If you don't set limits, you could be in for a shock when the promotion picks up traction.



2 Listen

It's always a good idea to have a solid social media listening strategy in place to keep a pulse on what your customers and potential customers are talking about.

This is even more important during the holiday season. When people are looking to make a purchase, they often turn to social media to get more information. More purchasing means more volume when it comes to social media, too. This is your chance to join the conversation and let them know about your business. While they may have just been looking to fill a need specific to the holidays, this is your opportunity to make a new sale and, hopefully, gain a new repeat customer!

3 Join in on the Fun

You're not the only one with holidays on your mind. There is a ton of conversation out there related to nearly every industry or interest set. Whether it be Twitter chats, niche social communities, or conversations taking place in the comments section of blogs, there is ample opportunity for you to seek out conversations relevant to your business and participate in the dialogue. This can be a good way to find potential business opportunities and get your brand out there, but it can also be a great source of tips and information from like-minded people. Try searching for a Twitter chat in [this spreadsheet](#) or simply start participating in the comments section of the blogs you're already reading.



4 Give the Gift of Content

The holidays are the perfect time to get into the spirit of giving, and what better way to be generous and earn new business than to produce some great new content! Think about recording a podcast, filming a how-to video, or creating a guide or white paper featuring exclusive information. Whatever it is, never underestimate the value of your individual expertise. Not only will you provide genuine value to your audience, but it's also an excellent opportunity to create new business leads. Make sure the content that you're sharing links back to revenue-creating areas of your business or, better yet, give the content in exchange for an email address. This information provides you an "in" to reach out to prospective customers once you've established credibility with them in the form of valuable content.



5 Get Creative and Have a Holiday Inspired Promotion

If you haven't figured it out already, we love to have some fun with our promotions this time of year. With the fast-moving, real-time, and low-risk nature of social media marketing, why not do the same for your business? Think about your customers, products or services, and the upcoming calendar and get creative about tying it all together. Whether it's the Twelve Tweets of Christmas, Eight Nights of Facebook, or anything else you can dream up, little discounts or perks spread across a pre-determined timeline are always a fun way to engage your customers and drum up some buzz!

