

Holiday Marketing



Rules of Engagement

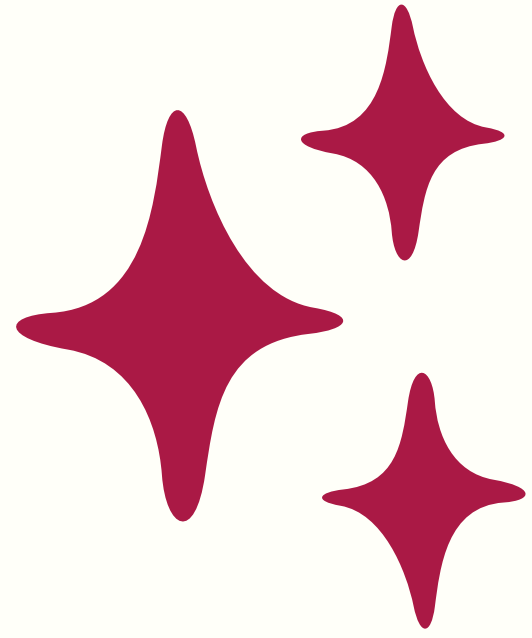


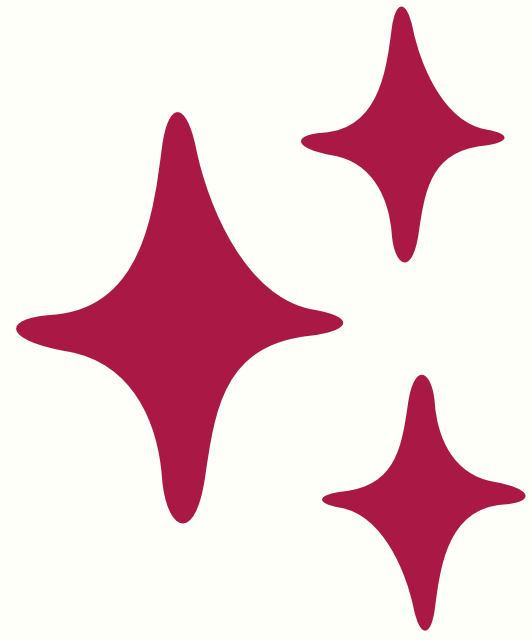
- BlossomToSuccess

Quick Speaker Introduction



So why Q4?





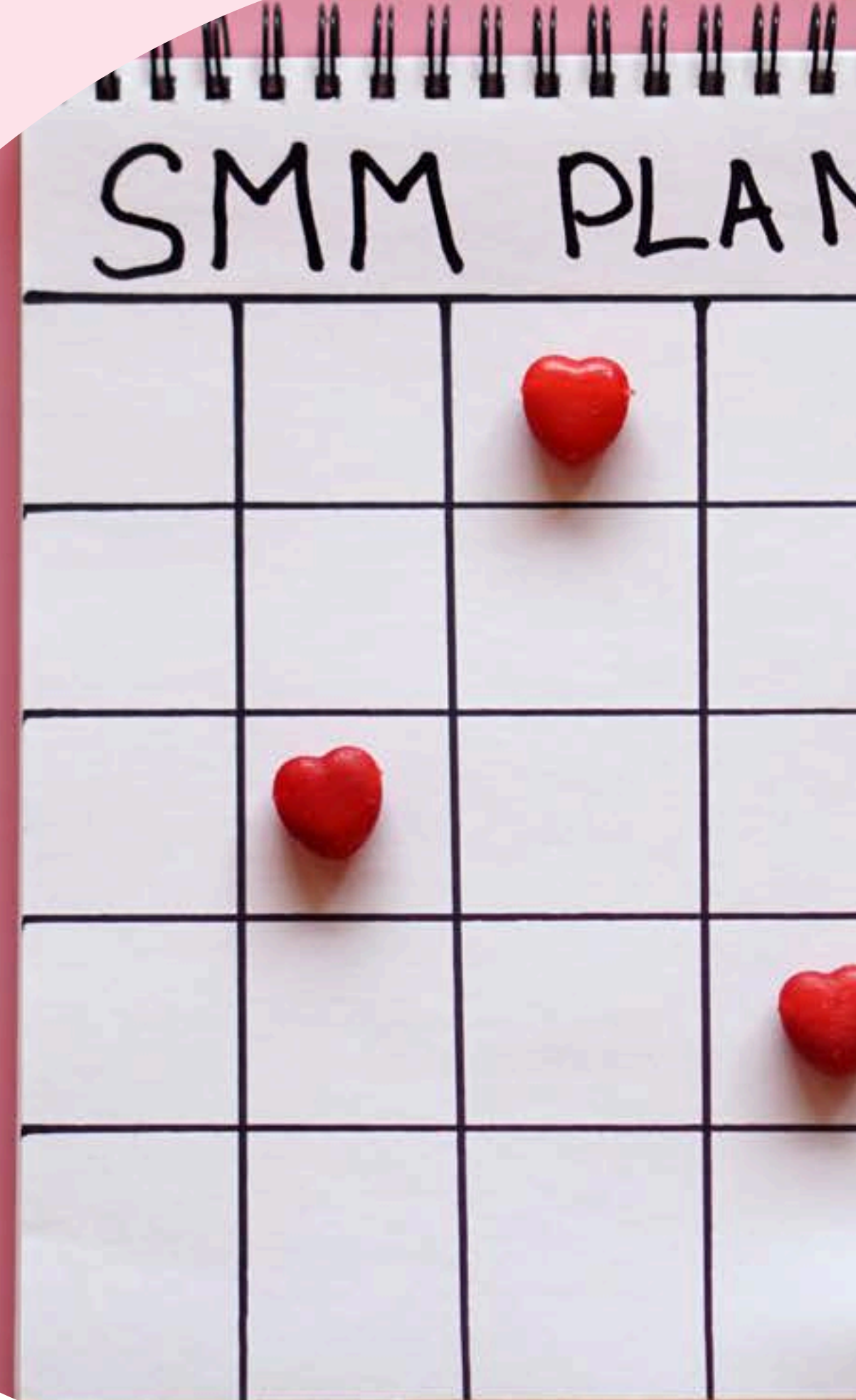
So why Q4?

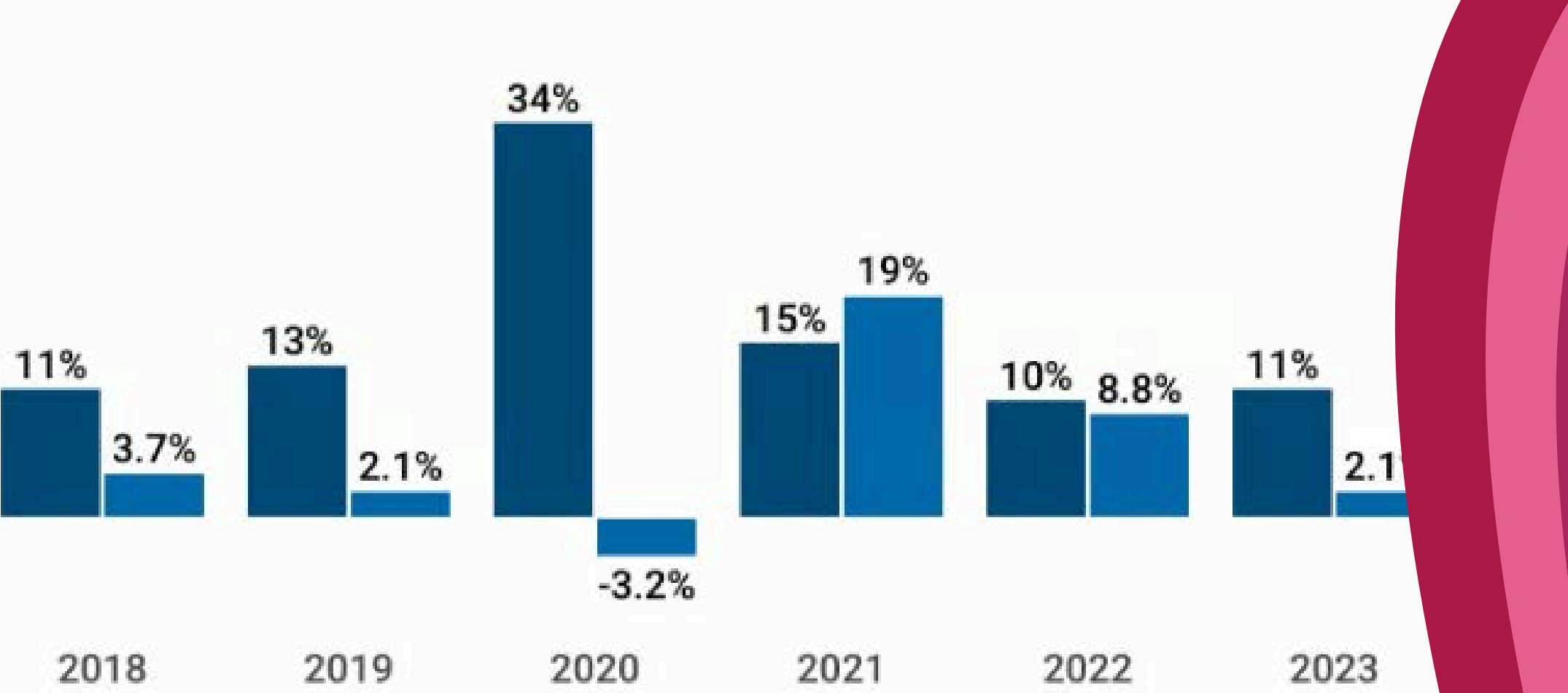
45%



Today's Goals

- Boost Visibility
- Boost Engagement
- Boost Sales
- Have A Plan
- Feel Confident





In 2023 2.1% of holiday shopping was in store
 11% Online
 Average Dollars have increased



Where To Post



*Be Omni-
present*



Top Sales



Pinterest



Tiktok



Instagram

Mobile Friendly



Define Goals

Awareness

Engagement

Conversion



Goal

Awareness



Goal

Awareness

- Mission
- Core Values
- Educational Posts
- Ideas



Goal

Engagement



Goal

Engagement

- Live Video
- Behind The Scenes
- Questions
- Contests



Goal

Conversion



Goal

Conversion

- Sales
- VIP Events
- Emotion posts
- Gift lists



Content



- **Text**
- **Image**
- **Video**
- **Gif**
- **Graphics**

10 posts

- **7 Posts are non sales**

10 posts

- **7 Posts are non sales**
- **2 are indirect sales**

10 posts

- **7 Posts are non sales**
- **2 are indirect sales**
- **1 post is a direct CTA**

Tell a Story

- Be ready to emotionally connect with your audience



UGC

- **Encourage**
- **Incentivize**
- **Repost**

Hashtag Strategy

- 3 Hashtags about
YOU



Hashtag Strategy

- 3 Hashtags about YOU
- 3 Hashtags about your ideal client



Hashtag Strategy

- 3 Hashtags about YOU
- 3 Hashtags about your ideal client
- 3 Hashtags about the solution



Hashtag Strategy

- 3 Hashtags about YOU
- 3 Hashtags about your ideal client
- 3 Hashtags about the solution
- 3 Hashtags about the post



Content Scheduling

- Plan your posts



Content Scheduling

- Plan your posts
- Spend less time reacting



Content Scheduling

- Plan your posts
- Spend less time reacting
- Use a content Scheduler



How Often?

- Be Consistent



How Often?

- Be Consistent
- Ideal 2-3 times a day



How Often?

- Be Consistent
- Ideal 2-3 times a day
- Aim at relatives of your ideal client



How Often?

- Be Consistent
- Ideal 2-3 times a day
- Aim at relatives of your ideal client
- Have A Marketing Calendar



Website:

www.BlossomToSuccess.com



Audit