

YOUR FALL MARKETING CHECKLIST FOR HOLIDAY SUCCESS



SOCIAL MEDIA TIPS By Theresa Mintzer

Fall is right around the corner, meaning the holiday shopping season will be here before you know it. Many customers make their buying decisions online long before December, so now is the perfect time to make sure your online presence is accurate, consistent, and working for you.

Here's how to set yourself up for a successful (and profitable) holiday season:

1. Update Your Information Everywhere: Make sure your hours, contact info, and links are correct and consistent across all platforms (Facebook, Instagram, Google Business Profile, TikTok, and more.)

2. Grow Your Audience Before the Holidays: Use the back-to-school and fall season to increase visibility. Post on multiple platforms, experiment with ads, and share content that builds brand awareness now so you're top-of-mind later.

3. Post Regularly, Especially Video: Short-form video is one of the fastest ways to reach new audiences. If a video performs well, consider boosting it and later retargeting those viewers with holiday promotions.

4. Check Your Tracking Tools: If you use a Facebook Pixel, make sure it's working. If you don't have one, install it now so you can run targeted ads to website visitors during the holidays.

5. Review Your Mobile Shopping Experience: Most holiday shopping happens on mobile devices. Test your checkout process, what worked last year? What slowed customers down? Fix issues now before the rush.

Pro tip: Start your advertising early. Ad costs tend to climb the closer we get to the holiday season.

If you need help creating a strategy that works, I offer social media and Facebook ad coaching to help businesses plan, post, and profit. Visit www.MintzerSolutions.com to learn more and schedule a session.

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