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# HOLIDAY SUCCESS REQUIRES A PLAN



## SOCIAL MEDIA TIPS

By Theresa Mintzer

I know that most of you are not ready to think about the holidays.

Guess what? Now is the perfect time to start making a plan. If the trends of the last few years continue, it is a safe bet that people will be making many online purchases.

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

- Confirm that all your information is up to date and consistent across social media.
- Try to build brand awareness through your social media. Use different social media sites like Instagram, Facebook, Google Business Profile, TikTok, and ads.
- Take advantage of back-to-school and the fall season to grow your audience.

• 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.

• 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.

• 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](http://MintzerSolutions.com) to schedule an appointment. For additional information, call 484.686.2995; email: [Theresa@MintzerSolutions.com](mailto:Theresa@MintzerSolutions.com).

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