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PLANNING AHEAD FOR HOLIDAY SUCCESS



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 two 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 using Instagram, Reels, Stories, and ads. You could try something new like TikTok.

- Take advantage of back-to-school and Fall 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 for more information and to schedule an appointment.



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Jeff Schatz,
Owner/President

"I feel confident that Tompkins will be with us in the future and help us grow even more," says Jeff. "And that's a good feeling."

Schatz Electric has been in business for 45 years.

To keep the business growing, owner and president Jeff Schatz focuses on mastering new technologies and supporting customers 24/7—so he's always on the go. That's why he works with the teams at Tompkins, who proactively offer products and services that increase efficiency, such as remote deposit.

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