



## Facebook for *Holiday Marketing*



### Growing Holiday Sales, ideas including:

- Opportunities Facebook offers businesses
- Simple steps to a Holiday Campaign
- Posting, Lead Capture, and Nurture methods
- Best Practice Tips

**Welcome!**

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***Consumers are increasingly making a jump on their holiday shopping. Now is the time to implement a plan that reaches and engages consumers before they've made decisions about their gift purchases!***

Santa's helpers, aka savvy online shoppers, are soon getting started with their holiday shopping! You can reach them best where they spend time....Facebook!

Let's dive in with 5 key steps to creating a holiday Facebook marketing campaign....

To create buzz on Facebook and meet the season's traffic and sales goals, follow this simple strategy:

## 1. Step 1: Create a Holiday Themed Cover Image

Design a new [Cover Image for your Facebook page](#), one that launches your holiday theme and is consistent across all tabs on your Pages.

To get an idea of what kind of specials to offer, 77 percent of shoppers have said their purchases would be influenced by free shipping, 74 percent by price cuts, 55 percent by coupons and 44 percent by blowout sales.



Present a clear Call to Action in the cover image that alerts visitors to the offer. You can do this by including a "Click here" button in your image. Then load the image on your Facebook Page. Once loaded, click the image on Facebook and it opens the lighbox view. Click to edit the description with text that describes your offer in more detail and which includes the Smart URL.

Need help with the Cover Image? Download our [Facebook Cover Image template](#).



## 2. Create a Custom Tab with a Special Offer

Create a tab that will reveal a weekly upcoming special, and include maps to brick-and-mortars. (You can do this with the [TabSite Holiday Template](#).)

If you offer a [Deal via a tab](#) on your Facebook Page, include an [email signup form](#) because this allows you to nurture and offer more value via follow-up emails.





### 3. Post a Photo Linking to Your Tab at least Daily

Post 1-3 photos per day to your Facebook Page Timeline, add a simple text description and a [smart URL](#) linking to the coupon tab you created with TabSite.

Photos drive engagement (Like's, comments, shares) and they quickly convey your message so much better than lines of text in a social network!

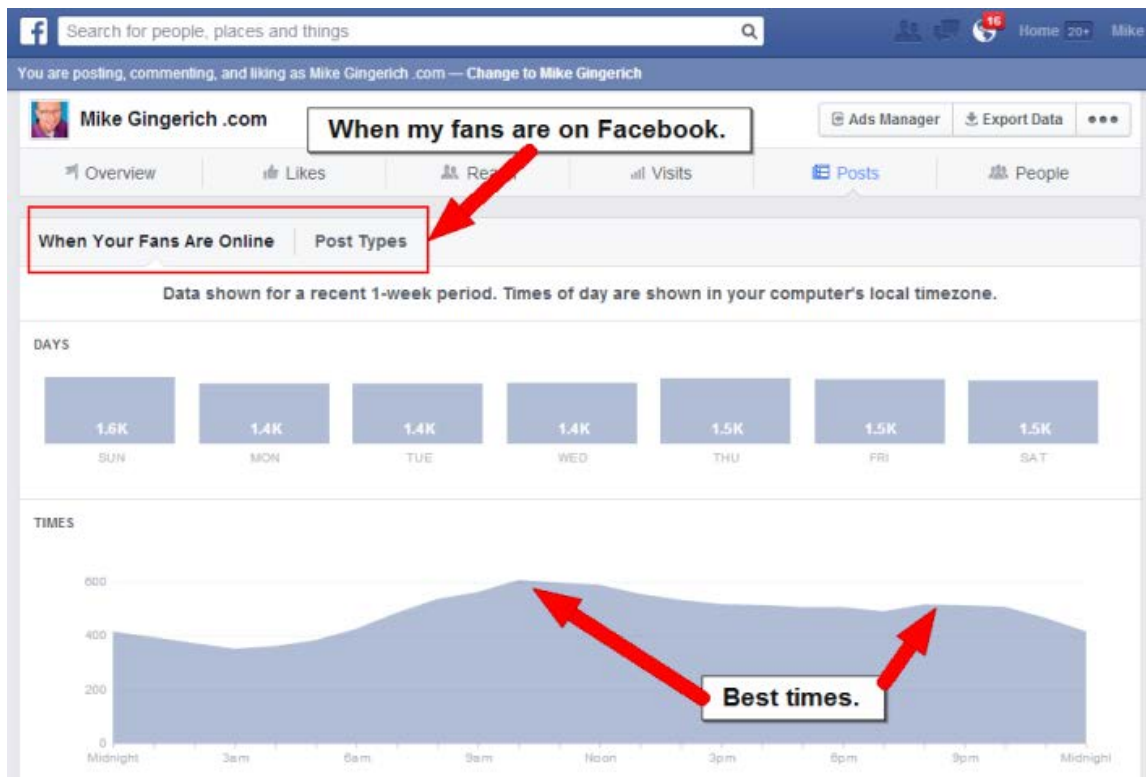
Use images to educate and drive traffic from the news feed to your tab.



## 4. Schedule posts for Prime Times

You want to post at the optimum times when your fans are on Facebook so they have the best chance of seeing and interacting with your posts! Now, there's no excuse not to. Facebook Insights gives you details on when your fans are online.

Go to your Page Admin area, click on "View Insights", then go to "Posts"



*Facebook Page Insights reveals when fans are online*

TabSite integrates [Buffer](#), [Hootsuite](#), [Sendible](#), and Plan Your Post in Engagement Apps for Planning Posts and messages to Social Media Services. This is part of the app setup and automatically adds the Smart URL to your tab in your post!

**BONUS TIP:** Follow a seven-day coupon deal with a seven-day free shipping offer using a promotional code using the TabSite [Share Deal](#) tool or [Friend Share](#) tool. Again, share an image and link back to the offer tab.





## 5. Prepare a Post Holiday Sales Campaign

Remember, when the holidays are over, **the shopping IS NOT!**

All those Gift Cards and exchanges mean more traffic so be prepared with a campaign that launches right after the holiday. This is similar to what was done during the holidays in terms of preparation.

Create a tab with the deal, share products via posts and schedule posts for prime times! This will help to extend your sales season and capture those that are looking for deals immediately after the holidays.

### Final words...

Thanks for your interest in our Facebook Holiday Sales campaign guide!

*Learn more about TabSite plans here:*

**TabSite Contests & Promo Apps**  
14 Day Free Trial Option



**BONUS:** As a special for you, use code "**HolidaySale**" at checkout on any YEARLY TabSite plan and get 40% off the price! Valid for new and upgrades on Gold or Platinum Plans until November 30.