

## Ways & Places to Promote Your Offer

### Places to promote

- Facebook Business Page
- Facebook Group (yours and others)
- Facebook Buy/sell groups
- Facebook Live
- Podcasts
- Instagram
- Instagram Stories
- Pinterest
- Pinterest Group Board
- LinkedIn
- Blog Posts
- In with Orders Shipped
- Community Bulletin Boards
- Amazon
- Ebay
- Etsy
- Online Forums
- Email Campaign
- Create a Facebook Event
- On your voice mail message
- Run a workshop/ event
- Networking Event

---



---



---

### Ways to promote and connect with your audience

- Run a facebook ad
- Guest post or blog for a biz with a similar market
- Top 5 list
- Write an article
- Post an image gallery
- Post a poll on fb
- Behind the scenes pictures
- Tell your company story
- Promotion hashtag
- Tutorial Video
- GIFS, Memes, Jokes
- Custom Quote
- Google AdWords
- Post TIPS, HACKS, or HELP
- Throw Back Thursday (tbt)
- Interview a client or employee
- Get interviewed
- Be a guest on a Podcast
- Send gifts to clients
- Create a facebook 'Offer'
- Thank you video to your customers
- Affiliate Link Favorites List

---




---

## Holiday Themes, Topics, & Post Ideas

<p><b>on the calendar</b></p> <p>Thanksgiving Black Friday/ Shop Small Saturday St. Nicks Day Hanukkah Saint Lucia's Day Winter Solstice Christmas Eve/ Christmas Kwanza Boxing Day New Years Eve</p> <p><b>polls</b></p> <p>Favorite stocking stuffers (match to your clients - dog, child, teacher) Favorite party food Favorite dish to pass Gift to give Gift to get Holiday movie Real or artificial tree</p> <p><b>tbt</b></p> <p>Your santa pic Holiday party picks A gift you still use Ugly sweater Gift a child made</p>	<p><b>november</b></p> <p>Turkey Side dishes Thanksgiving crafts Thanksgiving centerpieces Pilgrims Cornucopia Overeating Being grateful Leaves pumpkins Pie Football</p> <p><b>misc</b></p> <p>Pets in costumes 5K runs Hosting family Table activities for kids New recipes Your holiday hours Holiday shipping schedule Holiday break</p> <p><b>december</b></p> <p>Cookies Mantel Your tree Gift wrapping Candles</p> <p>Santa Stockings Ugly sweater Snow Snowflakes</p>	<p>Holly Mistletoe Holiday school programs Concerts Work parties Holiday decor storage Teacher gifts White elephant Gift exchange Adult beverages Poinsettias Holiday Travel Spending/budgets Birth of Jesus Angels Party games School parties Cutting down tree Sending Holiday Cards Family pictures Elf on a Shelf Candy Canes Wreaths Christmas Lights Ornaments Snowman</p> <p>Reindeer Advent calendar</p>
--	---	--

## Promotional Ideas For Your Business

<b>Early Bird Discount</b>	<b>PRODUCT GIVEAWAY</b>	<b>FREE SHIPPING</b>
<b>Holiday Gift Guide</b>	<b>Samples or smaller sized offerings</b>	<b>Collaborate with another business</b>
<b>Repackage a current offering as a holiday special</b>	<b>Holiday Gift Guide</b>	<b>Introduce a NEW PRODUCT</b>
<b>Advent calendar filled with specials or coupons</b>	<b>12 Days of Christmas (a new offering each day)</b>	<b>20 under \$20 (or gifts in a certain price range)</b>
<b>Host a Holiday Event for your customers</b>		<b>FREE GIFT WRAP</b>
<b>VIP sale for email list only</b>	<b>offer GIFT CERTIFICATES</b>	<b>CONTEST</b>
<b>BLACK FRIDAY special</b>	<b>CYBER MONDAY special</b>	<b>Small Business Saturday Special</b>
<b>Social Media Picture Contest</b>	<b>Gift with Purchase</b>	<b>Holiday Printable or info pack</b>
<b>GIFT SET</b>	<b>Special Holiday Service Offering</b>	<b>Trial Membership</b>
<b>Limited Edition Offer</b>	<b>Partner with a CHARITY</b>	<b>End of the year inventory sale</b>