

Holiday Marketing Guide

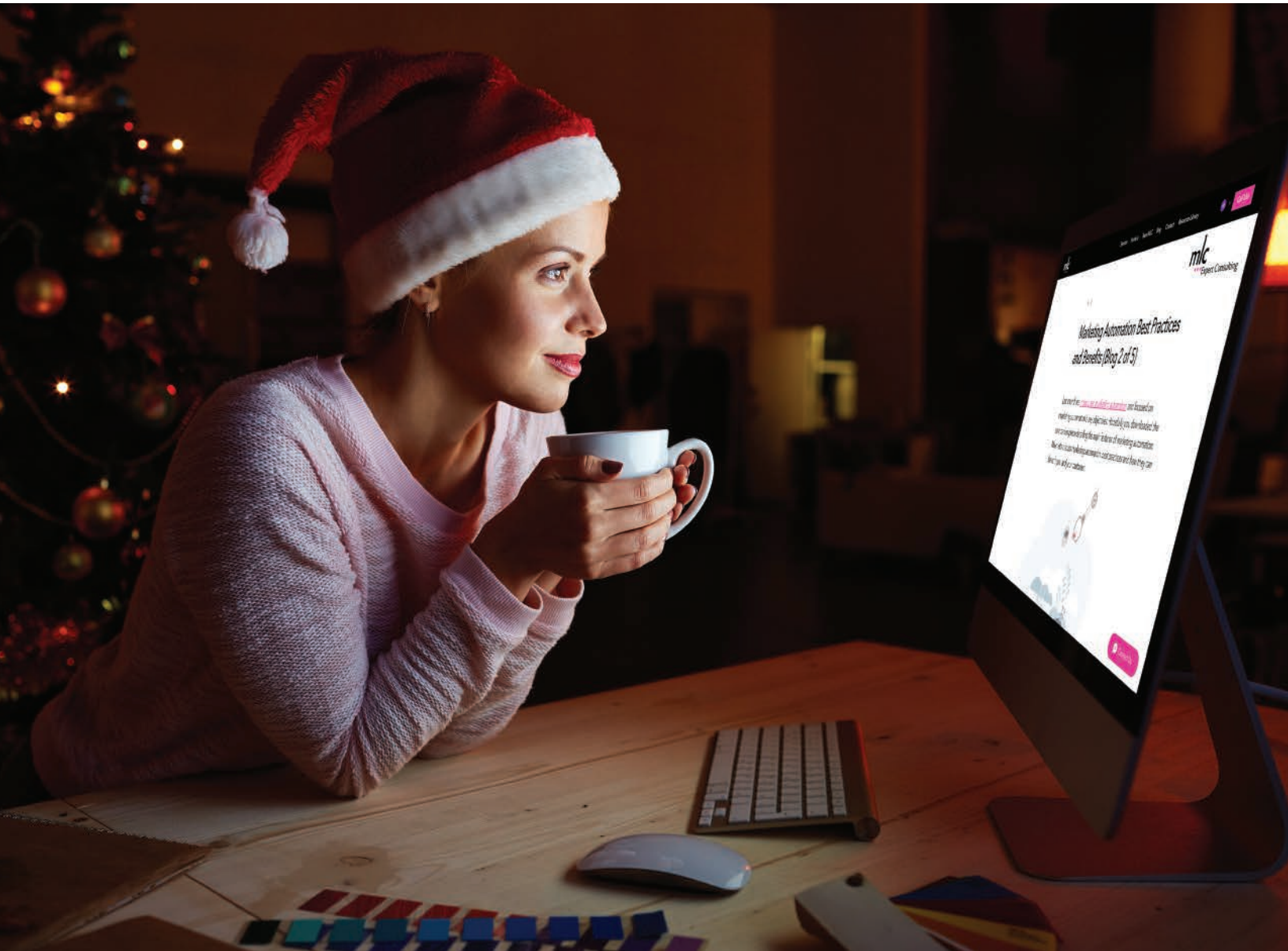


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How Often to Post on Social

Social media is a great way to share the spirit of the season with your followers, but how often should you be posting?

Here are some guidelines to help you create a consistent and effective holiday social schedule:



Facebook

Three to seven times a week



Instagram

Feed: No more than one per day
(treat Reels as part of your feed)

Stories: Three to 10 stories
posts per day



X (social platform formerly known as Twitter)

One to three Tweets per day



LinkedIn

Three to five posts a week



TikTok

One to four times per day



YouTube

Two to three videos per week



Pinterest

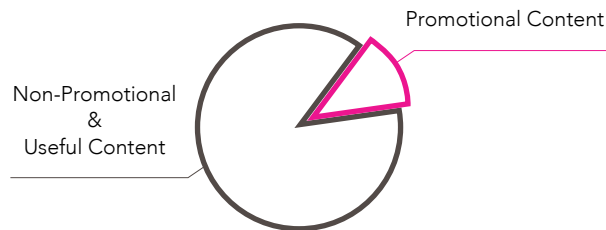
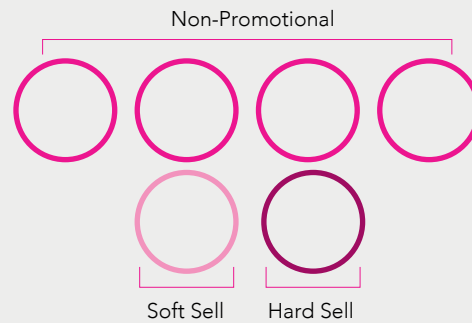
One to five posts per day

Content Mix Guidelines

Posting to social is only one step toward social media success. Selecting the right content mix ratio can help you spruce up engagement and learn what post types resonate with your audience. Here are various content mix guidelines used by social media experts to get you started. Choose one to experiment with and use whatever works best for your business.

4-1-1 Approach

For every six postings you publish, four should be non-promotional content, one should be a soft sell (think event invite), and one a hard sell (buy now).

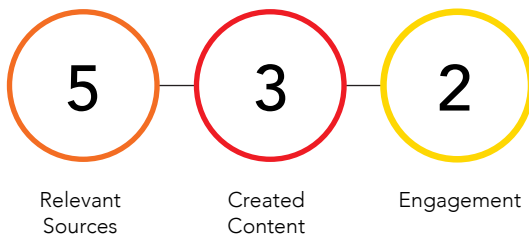
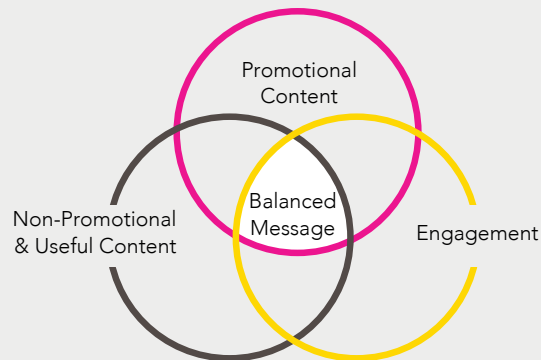


80/20 Rule

Out of all the posts you publish, 80% of posts should contain non-promotional and useful content and 20% should contain promotional content.

The Rule of Thirds

Not to be confused with photography composition rules, the rule of thirds says 1/3 of your posts should be promotional, 1/3 should be non-promotional and useful, and 1/3 should be engaging with your audience.



5-3-2 Approach

For every ten posts you publish, five should be posts from other relevant sources, three should be content you've created (promotional or non), and two should engage with your audience and humanize your brand.

Social Platform Size Guide

You want to include images in your social media post. These guidelines will help you determine the appropriate size for each of your photos.



Facebook

- Profile photos must be at least 170 x 170 pixels.
- Cover photos appear on your page at 820 x 312 pixels.
- Images shared in a post have a recommended size of 1200 x 630 pixels or 1080 x 1080 pixels.

Instagram

- Profile images appear on your homepage at 110 x 110 pixels.
- Image thumbnails appear on your profile at 161 x 161 pixels.
- Square photos are 1080 x 1080 pixels and rectangular photos should use a 4:5 aspect ratio.
- Story videos should use a resolution of 1080 x 1920 pixels or an aspect ratio of 9:16.

X (social platform formerly known as Twitter)

- Profile photos have a recommended size of 400 x 400 pixels.
- Header photos should be 1500 x 500 pixels. Link images appear at 1200 x 675 pixels.
- Tweets sharing a single image should use a standard 4:3 or 16:9 aspect ratio.

LinkedIn

- Your company logo image should be 300 x 300 pixels.
- The company business banner size is recommended at 1128 x 191 pixels.
- Images shared in a post have a recommended size of 1200 x 1200 pixels.

TikTok

- Videos should have a resolution of 1080 x 1920 pixels with a 9:16 aspect ratio.
- Newsfeed videos have a max file size of about 285MB for Apple and 72MB for Android. Ads have a max file size of 500MB.
- Videos have a max length of 3 minutes.

YouTube

- The channel profile image should be 800 x 800 pixels.
- Custom thumbnail images could be 1280 x 720 pixels.
- The channel cover photo has a minimum size of 2560 x 1440 pixels with an aspect ratio of 16:9.

Pinterest

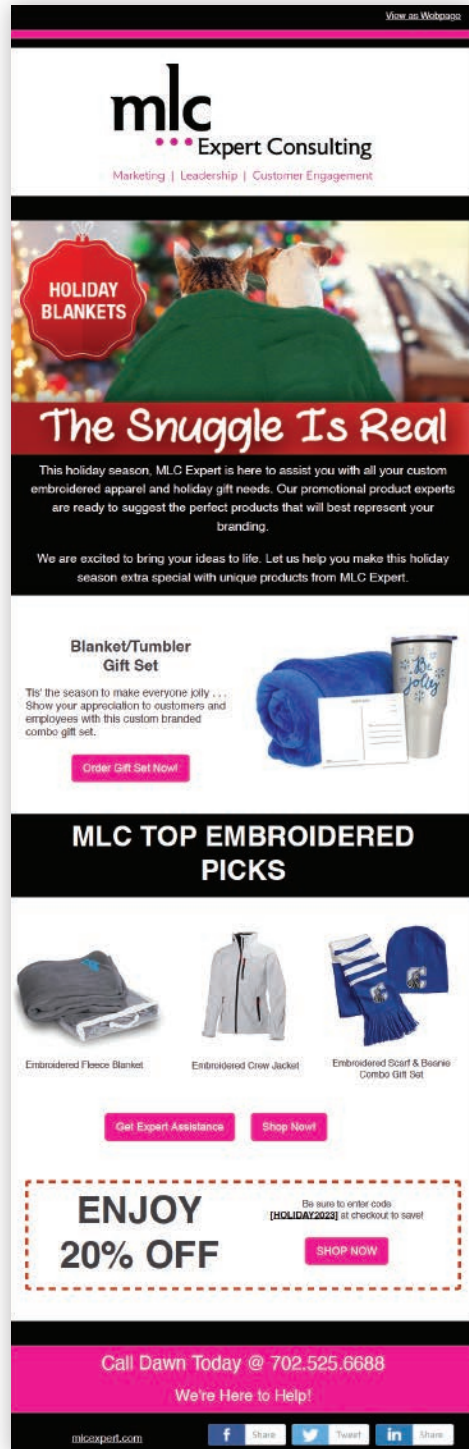
- Profile images appear at 165 x 165 pixels on the homepage.
- Pins on the main page appear at 236 pixels with a scaled height. Expanded Pins have a minimum width of 600 pixels with a scaled height.
- It is recommended to use an image aspect ratio of 2:3 for pins in your LinkedIn.

Email Marketing

Try It Yourself

Best Way to Design a Holiday Email for Conversions and Personalization

Are you looking to create a holiday email that will make an immediate impact? Here are some tips to help you write and design an eye-catching, easy-to-read, and informative email.



From Name (the sender)

This is the first thing your subscribers see, so use a recognizable from-name as the sender (you can test your business name versus person). Note: Your audience gets used to the sender, so whatever you choose to use, make sure you stick to it.

Subject Line

Determines if your customer will open your email, so it should be enticing, engaging, and relevant to the content. Keep it to 4-7 words (or under 50 characters).

Helpful Preheader

An extension of the subject line that provides additional context. Keep it short and sweet, between 5-8 words.

Header

Use the header to encourage subscribers to read the main message of your email. Be sure to include enticing imagery and compelling content.

Personalize the Messages

Build customer relationships by gathering information from your audience, and personalize content for each recipient when applicable.

Content

Your content should focus on a relevant message and a clear call to action. Increase engagement by utilizing graphic elements with more appeal.

Organize Content Into Sections

Streamline the email-creation process while setting content expectations and giving subscribers something to look forward to.

Branding

Use your brand colors to keep a consistent look and increase brand awareness (stick to four or fewer).

PRO TIP: Customize your templates to match your brand identity and save creation time.

Images

Use high-quality, attention-grabbing imagery and GIFs.

Clear Call-to-Action

Be sure to include at least one concise call to action. A good call-to-action should tell your subscriber exactly what you want them to do.

Footer

Encourage your subscribers to stay connected by including social icons with links to your social media pages. Include an unsubscribe link and mailing address.

PRO TIP: Optimize for Mobile.

People often open emails on mobile devices, so optimize them for smaller screens. Utilizing responsive email templates ensures your emails look great and automatically adjust to fit any size screen.

Holidays and Promotional Products

Promotional Products

When deciding what promotional products to purchase, choose those with staying power. You want them to benefit your company more significantly.

Elements to Consider When Purchasing Promotional Items:

- **Make them wearable**
You are organically turning your customers into a walking billboard for your brand.
- **Match the environment**
Choose a product that is more valuable in your customer's everyday life.
- **Solve a problem**
If you can give away a product that solves a problem or helps your customers, it will be more valuable to them and continue bringing your company to their minds every time they use it.

Top Promotional Products:

- T-shirts
- Pens
- Lanyards
- Tote bags
- Sunglasses
- Umbrellas
- Water bottles
- Bottle openers
- Keyrings
- Flash drives



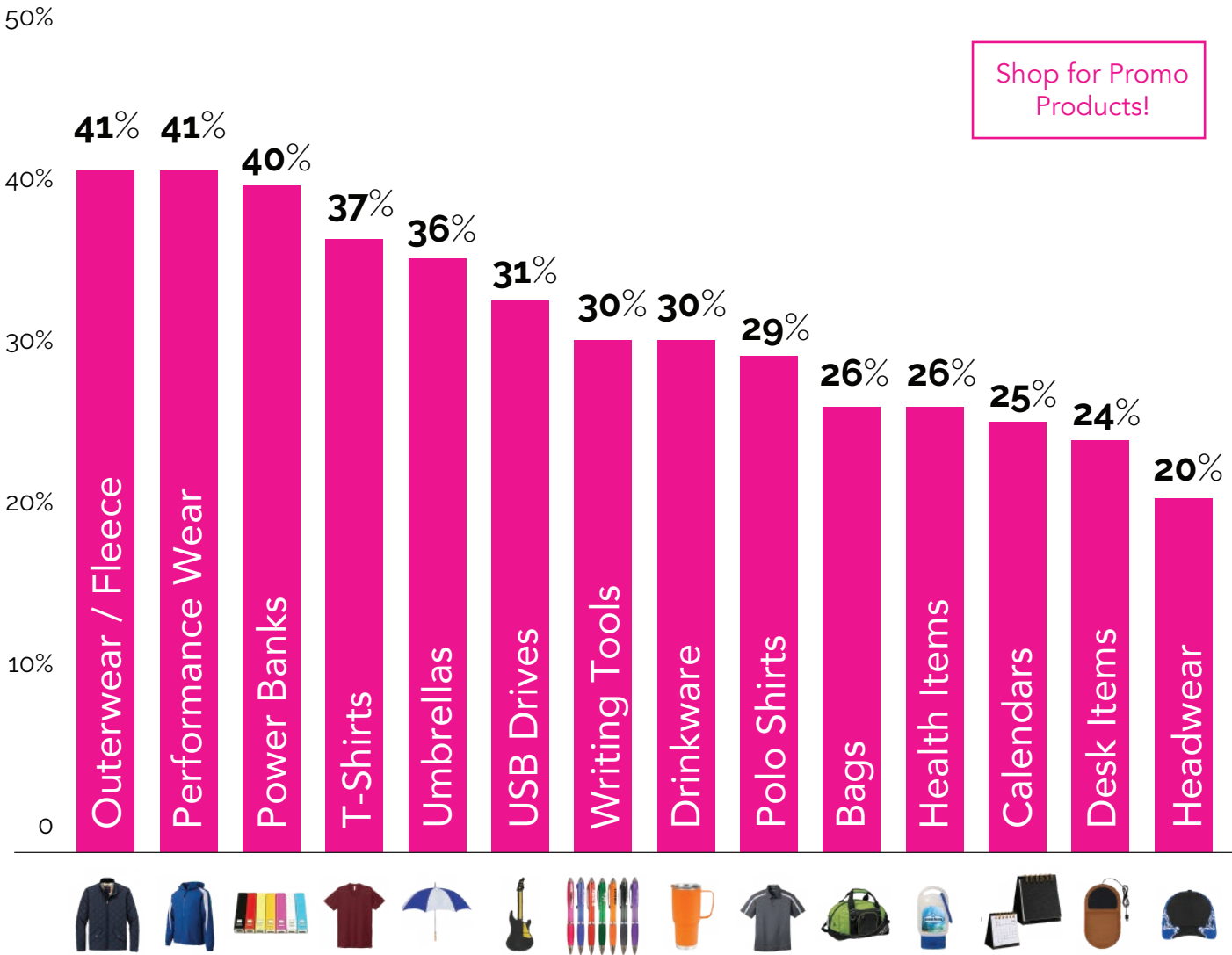
What promotional items would you like to buy for your customers and employees this holiday season?

To ensure you get your promotional items in time for your holiday deadlines, contact **MLC Expert Consulting**

Shop for Promo Products!

The Power Behind Promotional Products

Promotional products are an effective tool to influence consumer behavior and increase brand recognition. Did you know a well-thought-out branded promo product can have up to 41% impact on the likelihood of a customer doing business with you? See how the top 14 promo products can influence customer behavior for your business.



Source: ASI

Holiday Events and Marketing

How to Get the Most Out of Your Events

Sure, you want your supporters to learn, network, and have a great time at your seasonal events — but what are you getting out of it? Here are a few things to remember during each stage of your seasonal event process to ensure you get the most out of your events.

Before:

- Create or segment your contact list for invitees
- Add RSVPs to a segmented mailing list
- Set up your event registration and landing page
- Send a "Remember to register!" email
- Send a "See you at the event!" email
- Share event details and registration page on social media and encourage sharing

During:

- Encourage attendees to take and share photos of the event on social media
- Take pictures of the event for sharing on social media and website
- Check-in attendees for a targeted list of day-of attendees
- Use promotional items at your event:
 - Give attendees branded items as a thank you
 - Award exclusive items as door prizes
 - Provide branded apparel for booth staff



After:

- Send attendees an email thanking them for attending and solicit feedback
- Send those who did not participate a "we missed you" email and include photos of the event
- Post pictures and recaps to social media
- Retweet/repost attendee content about the event
- Include images and info from the event in upcoming newsletters
- Evaluate metrics to measure success:
 - Event attendance
 - Email and social engagement
 - Product sales
 - Donations
 - Email list signups
- Take note of successes and feedback for future events

Tying it All Together

See how a full holiday marketing campaign might look to your audience from start to finish



Social Media

Your audience gains awareness of your business through a holiday-themed Instagram or Facebook post and clicks to your website or landing page.

Landing Pages

Once on your landing page, they share their email and additional information and are added to your contact list for future outreach.

Email

You email your contact list about upcoming product releases, events, or promotions.

Promotional Products

Ensure you order your branded promotional products to distribute them at your events.

Events

At your event, you can interact with engaged, interested customers. This event can provide great opportunities for photos and other content for future use! It also offers the chance to give your promo items to potential customers.

From here, the campaign and contact cycle can start over again. For instance, with a social post featuring photos from your event and a link to the signup form where people can learn about your other upcoming events.

A holiday campaign isn't a single moment in time or a set of tactics. Each touchpoint with your audience builds on the last.

How and when your audience reacts to your touchpoints helps you learn more about how to best reach out to them. Build contact lists of event attendees and other active customers to customize future outreach and start your new year with a healthy, engaged audience.