

COLLECT & CONVERT  
**MORE LEADS**  
THIS HOLIDAY SEASON



- presented by -  
 **SHORTSTACK**

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# INTRODUCTION



**Do you have your game plan ready for the busiest selling season of the year? If not, no worries. We're here to help.**

In this four-part eBook, we've included exactly what you need to get inspired and start building social media marketing Campaigns your followers will love this holiday season. Because that's what it's about, isn't it? When you build Campaigns your followers love, the rest (engagement, leads, sales, traffic, etc.) will follow.

*Let's get started!*



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# PLAN

The first step in preparing for the holiday season is coming up with a few general Campaign concepts. Once you have a list, narrow your list of ideas down to your top 3-5. There are some major sales-related benefits to going the extra mile and having several options.

If you're reading this eBook during October, you have another big advantage: Time! Before December rolls around, you'll be able to do some valuable testing (more on this in the next chapter).

But first, let's dive into how to come up with your holiday Campaign concepts.

## **5 Questions to Help You Decide on Holiday Campaign Concepts**

Pulling off a successful holiday Campaign takes a good deal of thought and strategy. Take time to answer the following questions to get your gears turning in the right direction.



# Question 1

What are your specific sales goals for the holiday season?

Your answer to this question will determine the direction of your Campaign. Here are three examples of sales goals you might have, plus recommended solutions to make sure you hit them.

## Goal #1

Create awareness for \_\_\_\_\_ (a specific line, product, service, event, etc.).

## Solution

Create excitement and an online conversation about your brand and/or product by hosting a giveaway and/or sweepstakes.

## Example

La Tortilla Factory, a Santa Rosa, Calif.-based tortilla and wrap company, launched a multi-winner sweepstakes to celebrate the launch of their new certified organic, non-GMO line of tortillas.

**Organic TORTILLAS GIVEAWAY**

To celebrate the launch of our NEW Certified Organic, Non-GMO line of Tortillas, we are giving away **5 ORGANIC TORTILLA VARIETY PACKS EACH WEEK TO 5 LUCKY FANS** for the entire month of September!

**ENTER BELOW FOR A CHANCE TO WIN!**

Prizes are required.

**ENTER WITH FACEBOOK\***

First Name  Last Name

Learn more about contests, sweepstakes, and special offers from La Tortilla Factory! Sign up for the monthly newsletter.

Address (for prize fulfillment only)

\*

Zip \*

City  State  Zip

I read and agree to the Official Rules. \*

**TERMS AND OFFICIAL RULES HERE.**

**NECESSARY TO ENTER OR WIN.** Open only to legal residents of the 50 United States 18 years of age or older. Void where prohibited. Odds of winning depend on number of entries. Limit one (1) prize pack per winner. Winner will be notified by email and their names posted on La Tortilla Factory's Facebook page, selected at random.

© La Tortilla Factory App by Media Cookery

**GOOD LUCK!**

La Tortilla Factory  
September 2

To celebrate the launch of our NEW Organic, Non-GMO tortillas in California, we're giving away 5 organic tortilla variety packs to 5 lucky fans, each week, for the entire month of September!  
Enter here: <http://mckry.co/lf-organic-tortillas>

**ENTER TO WIN!** **Organic TORTILLAS GIVEAWAY**

Like · Comment · Share

42 people like this.  
View 7 more comments

La Tortilla Factory Good luck Jo Dawn!  
September 9 at 8:14am · Like

Lorena Hescock Heintz Bring them to Minnesota PLEASE  
September 10 at 3:35am · Like

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# Question 1

What are your specific sales goals for the holiday season?

## Goal #2

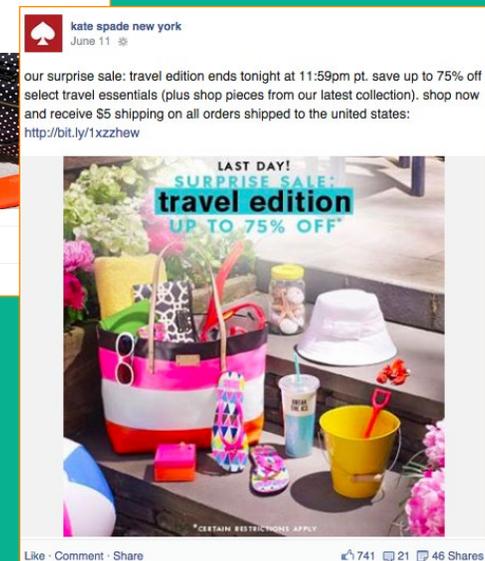
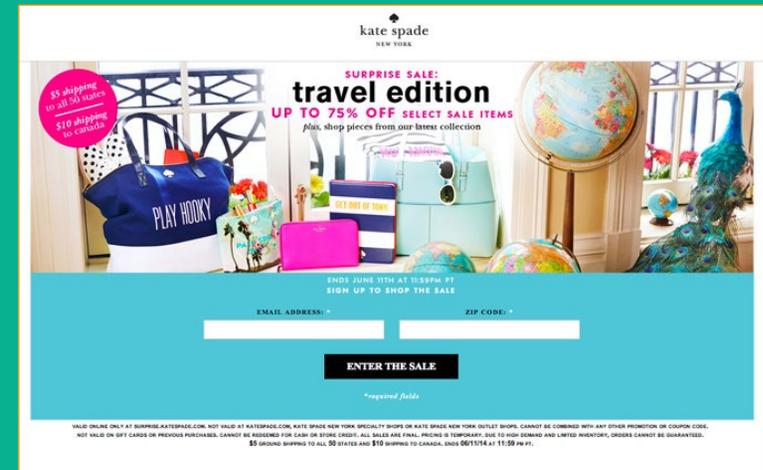
Drive quality traffic (users who plan to purchase) to your site.

## Solution

Share incentives like a discount/promotion code, free shipping offers or access to an online sale.

## Example

Kate Spade New York, the high-end fashion label, is known for their successful social media flash sales. Using all their social channels, they promote a link to a landing page where users give their email and zip code to get exclusive access to their heavily discounted online sales.



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# Question 1

What are your specific sales goals for the holiday season?

## Goal #3

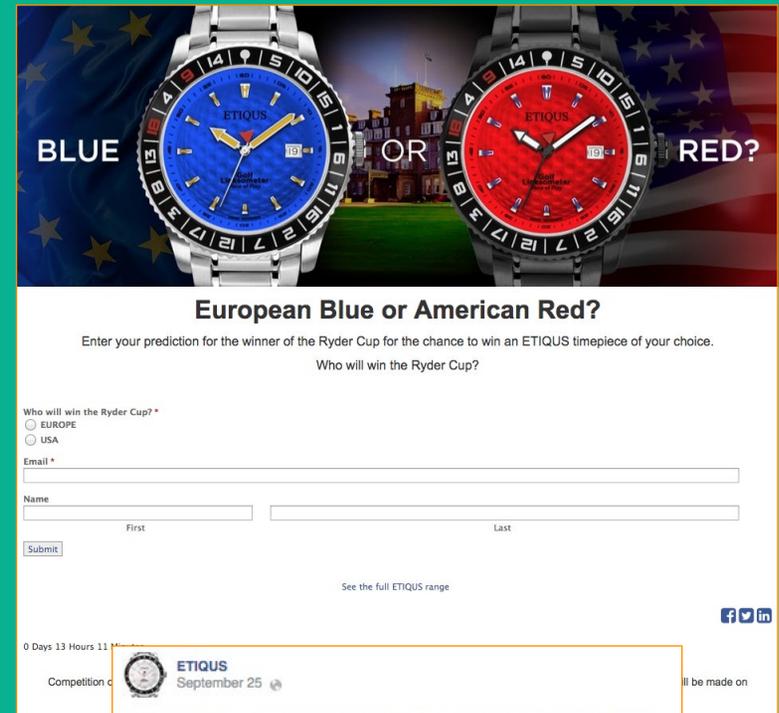
Quickly grow your email list.

## Solution

Action-gate your Campaign. Action-gating is a function that lets you ask users for the information you need, e.g., an email address, phone number or location, in exchange for access to your Campaigns in order to strengthen your future marketing efforts.

## Example

ETIQUS, a company that sells watches for golfers, hosted a simple, yet audience-appropriate giveaway. For a chance to win one of their watches, entrants had to vote for which team they thought would win the Ryder Cup, the biennial men's golf competition between teams from Europe and the United States. To gain access to the Campaign form, they first had to share their name and email address with the brand.



**BLUE**  **OR**  **RED?**

**European Blue or American Red?**

Enter your prediction for the winner of the Ryder Cup for the chance to win an ETIQUS timepiece of your choice.

Who will win the Ryder Cup?

Who will win the Ryder Cup? \*

EUROPE

USA

Email \*

Name

First

Last

See the full ETIQUS range

0 Days 13 Hours 11

Competition c  **ETIQUS** September 25

ill be made on



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## Question 2

Which holidays do you want to align your Campaigns with?

In addition to Halloween, Thanksgiving and Christmas, there are nine other major shopping holidays recognized during the season by brands and consumers. To learn [How to Prepare for the 9 Shopping Days Your Customers Care About Most](#), sign up to receive our bonus PDE.

Decide which shopping holidays you want to celebrate this year and start preparing your Campaigns now.

DOWNLOAD  
FOR FREE!



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## Question 2

Which holidays do you want to align your Campaign(s) with?



### November 27, 2014 - Gray Thursday

Gray Thursday, aka Thanksgiving, came about since Black Friday sales are starting earlier and earlier.



### November 28, 2014 - Black Friday

The day after Thanksgiving (in the US); consumers shop for special Christmas deals.



### November 29, 2014 - Small Business Saturday

In 2010, American Express introduced Small Business Saturday to encourage consumers to spend their dollars supporting local small businesses. Every year, Small Business Saturday is the day after Black Friday.



### December 1, 2014 - Cyber Monday

Cyber Monday becomes more popular each year. This day is huge for online retailers as it appeals to the growing number of consumers who want to shop from home, or while on the go.



### December 2, 2014 - Giving Tuesday

Giving Tuesday is a one-day national effort to help charities raise money online during the holiday shopping season.



### December 8, 2014 - Green Monday

Green Monday is the second Monday of December and is one of the busiest shopping days of the month.



### December 15, 2014 - Free Shipping Day

Free Shipping Day is a specific day in December when online businesses offer free shipping. Online retailers that participate in this shopping day event guarantee that purchases made on this day will be delivered – for free – by Christmas Eve.



### December 20, 2014 - Super Saturday

Super Saturday is the final Saturday before Christmas – it is the busiest of all the shopping days during this period.



### December 26, 2014 - Gift Card Exchange Day

It may be “Boxing Day” in England, but elsewhere, the day after Christmas is known as Gift Card Exchange Day. With a growing number of Americans giving gift cards, more people find themselves with cards they’d rather turn into cash, leading to an increase in traffic to gift card exchange sites the day after Christmas.



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## Question 3

How long do you want your holiday Campaigns to run?

The length of time you want your holiday Campaigns to run directly affects how many Campaign tests you'll be able to run before Christmas. Your Campaign's run time can also affect your budget; the longer your Campaign, the more advertising dollars you are likely to spend.

Although month-long Campaigns are common, consider testing shorter, more spontaneous Campaigns that last two weeks, one week, 72 hours, or even 24 hours.



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## Question 4

Where do you want to publish your Campaigns?

Until recently most brands that have used marketing Campaigns, including contests and other promotions, have published them on Facebook. But a more effective option, and one that gives you more control over your Campaigns, is to publish them to the web using unique Campaign URLs. Using a Campaign URL allows you to direct your followers to a single spot from every social media platform you use, and from your website, blog, etc.



### Publish to the Web & Facebook

Use your Campaign URL in newsletters, tweets, blog posts, and Facebook Status Updates to create leads, increase brand awareness, and collect valuable user data from across the web.

Publish to the Web & Facebook

[Publish to the Web only](#)

[Publish to Facebook only](#)



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## Question 4

Where do you want to publish your Campaign?

ShortStack supports publishing your Campaigns to Facebook and/or the web, but we think you're better off publishing your Campaign to the web and promoting it on Facebook. Here's why:



As of November 5th, 2014, like-gating (fan-gating) is banned on Facebook.

Now that like-gating is a thing of the past, you can focus on collecting valuable information from a bigger audience than Facebook users. Sending Twitter followers, newsletter subscribers, Facebook followers and others to a single, central Campaign increases the volume of information you'll gather, and can also increase the quality of that information.



Your Campaign is 100% mobile ready.

When you publish your Campaigns to the web using ShortStack, they look and work flawlessly on mobile -- zero coding required.



Using Campaign hubs makes it easier for people to enter your Campaigns.

The more hoops you make users jump through, the higher their abandon rate is. When you publish your Campaign to the web, you're able to limit -- or, rather, bypass -- all of Facebook's required permission prompts.



Publishing away from Facebook allows you to make up your own promotion guidelines.

When you don't publish your Campaign on Facebook, you don't have to abide by the platform's ever-changing rules.

If you're still on fence about publishing to the web instead of Facebook, [check out this helpful blog post](#) that delves a bit deeper into the benefits. And if after reading it you're still not convinced, don't worry! With ShortStack, you don't have to choose.



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## Question 5

### What makes a good prize?

For those of you who are planning to host a giveaway this holiday season, choosing the right prize is crucial. Here are some pointers:



#### Make your prize relevant to your brand.

Unless you're Apple, you shouldn't consider giving away an iPad. Why? You won't be attracting your brand's followers, you'll be attracting Apple followers.



#### Be sensitive about your audience's interests and likes.

Your prize has to be something your audience really wants. Not sure what that is? Consider your industry, then consider what your brand has to offer. Often a prize from your brand's inventory or service list is the prize best suited to share with your followers.



#### Make sure your prize value is equal to or worth more than what you're asking for.

If you're asking your entrants to submit an essay for a chance to win, or even create something and submit a photo of it, your prize should be substantial. Otherwise, users won't feel like it's worth their effort to enter, especially in cases where only one or two winners will be chosen.



#### Consider the season.

This point may seem a bit obvious, but it's an important one so we have to mention it. If it's in the middle of summer, you wouldn't choose wreaths as your giveaway prize would you? No way. Although it may be a quality prize, you're not giving it away at the best time, when people are wanting wreaths most. For that reason, your giveaway will suffer. Remember: Always choose a prize that's timely and relevant to the season.



# STRATEGIZE



By now, your creative juices should be flowing. If so, big thumbs up, that's exactly what we want! Now let's talk business, or shall we say strategy?

Do you recall when we mentioned that there are major sales-related benefits to going the extra mile, i.e., planning more than one holiday Campaign? In this chapter, we're going to explain exactly why and how to go the extra mile this holiday season.

In October and early November, most businesses are nowhere near the end zone. So how do you get there? You start making (and testing) your moves now.



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# Learn

## Collect Feedback from Your Followers:

Need help deciding on holiday merchandise to purchase or which of your store items are in high demand with your followers? If so, create a voting Campaign to collect user feedback, as soon as possible.

**KRASS & CO.**  
**VOTE FOR THE NEXT SORORITY PRINT!**

It's time to decide which sororities we design shorts for next! We figured the only fair way to make this decision was to put it in your hands. On October 8th, the voting will close and we will pick the top two sororities. Don't forget to get all your sisters involved - this is going to be close...

**Vote for your sorority below!**

Grid of shorts designs with various sorority letters (OM, KAO, KKA, etc.) and question marks.

Login with Facebook\*

Email \*

Name \*

First Last

Select \*

Alpha Chi Omega

**Vote now!**

Endorsed or administered by, or associated with, Facebook. You are not a member of Facebook, Inc. or Facebook, LLC and not to Facebook. The information you provide will be used for the purpose of the contest and communication regarding the prizes that have been awarded.

Facebook Like Follow Message icons

SHOP THE CURRENT SORORITY COLLECTION



**Krass & Co.**  
Clothing

Like Follow Message

Timeline About Photos **Giveaway** More



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# Learn

## Learn What Piques Your Followers' Interests via a Product Contest:

There's no better way to create buzz for a specific product during the holidays than to host a contest that incentivizes sharing. Instagram contests especially, in which a person must share a photo on their personal account to enter, are effective at getting the word out about your contest and allow you to gauge your followers' interest in the product you're giving away. Best of all, Instagram contests have strong organic reach.

**INSTAGRAM CONTEST**

**25** WINNERS WILL RECEIVE A HAIR CARE DUO FROM **FAT HAIR**

- 1.** Follow **@SHEfinds** & **@FATHAIRofficial** on Instagram.
- 2.** Regram this photo and tell us what your go to hairstyle is.
- 3.** Tag **@SHEfinds** and **@FATHAIRofficial** using **#FatHairspiration**.

Must be US resident and 18 years or older. Good Luck!



Follow SHEfinds on Instagram!

Follow FAT HAIR on Instagram

**CHECK OUT OUR LATEST ENTRIES:**

TAG @SHEFINDS & @FATHAIRofficial. REGRAM THIS PHOTO & TELL US WHAT YOUR GO-TO HAIRSTYLE IS AND USE HASHTAG #FATHAIRSPIRATION (make sure your account is public so we can see your entries!)



[Share](#)

Yes! I want to receive emails from SHEfinds & FAT HAIR:

Submit



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# Collect Data

## Gather Email Addresses Through a Giveaway:

There's no doubt, email marketing is powerful during the holiday season, but what if the size of your list doesn't support your ambitious holiday email marketing plans? Hosting an action-gated giveaway is one surefire way to quickly grow your list before December sneaks up.

The image shows a promotional banner for SKINS. On the left, a woman in athletic wear is running. On the right, the text reads "ENTER TO WIN A \$300 GIFT CARD FROM SKINS". Below the banner is a registration form with the following fields: "Name" (split into "First" and "Last"), "ZIP", "Email", and "My favorite way to exercise is \_\_\_\_". There is a checkbox for "I agree to all terms & conditions(see below)" and a "Submit" button. At the bottom of the form area, there is a link for "Terms and Conditions".



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# Collect Data

## Collect User-Generated Content (UGC):

Making an effort to collect user-generated content early helps supply your brand with key marketing content and helps drive healthy engagement with your followers before the holiday madness begins.

**CONTEST** **ENTER** **VOTE** **PRIZE**

**Sunset SAVOR THE CENTRAL COAST**

# Instagram CONTEST

## SHOW US WHAT YOU SAVOR!

Upload a photo via Instagram, vote for your favorites and WIN!

Make sure to tag your entry with **#sunsetssavor**

**ENTER NOW TO WIN**

## SELECT VIP PASSES

★ Win an unforgettable weekend experience of culinary delights and epic adventures. ★

Share your entry for more votes and encourage your friends to enter!

**Sunset SAVOR THE CENTRAL COAST**

**Taste. Sip. Indulge. Time to Play.**

Questions?  
 CALL: 800.634.1414  
 EMAIL: savor@visitsanluisobispo.com  
 VISIT: www.SavorCentralCoast.com

**PURCHASE TICKETS**

Stay connected  
 [Social Media Icons]

**SCHEDULE BUY TICKETS VIP PACKAGES HOTEL PACKAGES**



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# Sell

## Encourage Sales of a Specific Product Through Sharing Redeemable Coupons:

During the holiday season, consumers expect to receive deals from brands. Instead of simply sharing your printable coupons directly to followers, use them as a surprise reward for those who fill out your promotion form. This way, even those who don't win, still win.



Click here to print coupons!

**Unwrap the Magic Sweepstakes**

ENTER FOR A CHANCE TO WIN A MAGICAL VACATION FROM **Werther's Original** TO TASTE YOUR WAY AROUND THE WORLD AT THE 2015 **epcot** international food & wine festival

Click below on your favorite product to enter

**Grand Prize Package**

- VIP trip for up to four (4) with roundtrip airfare and Walt Disney World® Resort hotel accommodations
- Magic Your Way theme park tickets with Park Hopper® option
- Tour of Disney and the Karamelle Küche (Werther's Caramel Kitchen) shop at Epcot®
- One (1) Disney gift card valued at \$500

Get Your Coupons! Join the Caramel Community Recipe Ideas

**Unwrap the Magic**

Enter for a chance to win the Grand Prize: A magical vacation from Werther's Original to taste your way around the world at the 2015 **epcot** food & wine festival

13 Weekly Winners will also be randomly selected to receive gift baskets from Werther's Original

**Grand Prize Package**

- VIP trip for up to four (4) with roundtrip airfare and Walt Disney World® Resort hotel accommodations
- Magic Your Way theme park tickets with Park Hopper® option
- Tour of Disney and the Karamelle Küche (Werther's Caramel Kitchen) shop at Epcot®
- One (1) Disney gift card valued at \$500

Name: \_\_\_\_\_  
 First \_\_\_\_\_ Last \_\_\_\_\_  
 Email: \_\_\_\_\_  
 City, State and Zip: \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone: \_\_\_\_\_

Yes, I confirm I am 18 years of age or older

I have read and agree to the official rules of the Unwrap The Magic Sweepstakes

Yes, I would like to receive information and special offers from Werther's® Original

Yes, Please share my information with Disney Destinations, LLC and its affiliated and associated companies so that they may send me occasional updates, special offers and other information about their products and services.

\* Required Fields



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# Sell

## Create a Deal for Your On-The-Go Store Shoppers:

As popular as online shopping is today, the majority of holiday shopping is still done in stores. That said, cater to the needs of your in-store shoppers by creating a mobile-friendly Campaign they can show at check out for a purchase discount.

**STRAINWISE™**

**10% OFF**  
your *total* purchase

#HIGHERLIVING

**Print this page and show it to us at check out to redeem.**  
Or get our QR code & scan it with your smart phone to receive this offer on your phone to use at check out.  
Must be signed into Facebook on your phone to redeem.

Print Your Coupon

Get QR Code

Invite friends to check out STRAINWISE™



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## Test More, Learn More, Profit More

You may have noticed there's a common theme in these three strategies: Learn and engage first, sell second. By focusing on driving engagement, gaining insight, and/or collecting data with your first couple of Campaigns, you'll have greater success converting your followers into legitimate leads and increasing sales later. Why? Because you'll have already done your homework and started building relationships.

The more you test different types of Campaigns, the more you will learn about your followers and how they respond to a variety of offers. And as we all know, the more information you have about your audience, the more your business will benefit. And the sooner you can test and make conclusions, the better you'll be able to implement effective tactics.



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# CREATE

Now that you've decided on the Campaigns you want to host during the holiday season, it's time to get building!

Sign up here to receive our new [Quick Start Guides](#). They'll walk you through building your first sweepstakes and photo vote contest.

DOWNLOAD  
FOR FREE!



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# Create

While ShortStack has a handful of pre-made, holiday-specific templates like our "Trick or Treat Story Contest," "Holiday Calendar Giveaway" and "Black Friday Coupon Code," every template we offer can be customized for the holidays.

## How to Customize Your Template for the Holidays

Select a theme from ShortStack's Theme Selector to add a spirited look to your entire Campaign.

Use ShortStack's Canva integration to design a professional-looking header image.

Add a countdown using ShortStack's Countdown Widget so your followers know exactly when your Campaign wraps up.

ONLY 5 DAYS LEFT!

Create a custom form to display required, non-required and incentivized fields.

Enter today and win a prize!

Details about your awesome Campaign can go here.

Add an awesome background image to complete the look of your web-published Campaign.

Submit

Add social features that allow users to share and invite their friends to your Campaign.

Create multiple columns to narrow the width of your promotion form.

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# Create

## Tips for Functionality and Design

**Hide your rules and Terms of Condition in a popup:** To keep your Campaign easy-to-read, use a popup box to disguise all cluttered text that could distract from your Campaign's value proposition.

**Keep promotion fields to a minimum:** The more promotion fields you require for entry, the higher your abandon rate will be. Rather than asking for a lot of information, ask for a couple of key data pieces (like name and email) and use ShortStack's [points per field feature](#) to give users extra points for answering non-required questions.

**Use high-quality images:** Just as people judge a business's credibility on their website design, users will judge the legitimacy of your Campaign on your design. When possible, always use high-quality images and graphics to enhance the look of your Campaign.



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# PROMOTE

The “If you build it, they will come” expression does not often apply to Campaigns. A lot of what makes a Campaign successful is what you do to promote it. That said, there are lots of options for promoting your Campaign. In this last chapter, we’re going to touch on the three most popular promotion methods: Free efforts, email marketing efforts and paid advertising.



# Free Efforts

**Add Features to Your Website (or Blog):** Identify which of your online properties gets the most traffic and turn them into promotional assets for your Campaign. Most brands, for instance, get most of their traffic on their website and/or blog. Add the following to drive traffic to your Campaign's hub:

-  Website header notification bar ([Hello Bar](#) makes it easy to create one)
-  Call-to-action footer images on blog posts (reference ours on our blog [Socially Stacked](#))
-  Website sidebar displays ads
-  A visual announcement on the main page of your website and/or blog
-  Popup notifications ([Bounce Exchange](#) is great!)



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# Free Efforts

Update Your Social Media Platforms: Beyond posting frequent status updates ([sign up here to receive our special PDF, "10 Facebook Status Updates that will Increase Holiday Sales"](#)) and posts about your Campaign on your favorite social media networks, there are a handful of small profile updates you can make to create awareness for your Campaign:

-  Update your brand's Facebook cover photo and/or profile photo
-  Update your Twitter header image ([here's a template guide with Twitter's new design dimensions](#))
-  Update your brand's Google Plus header image ([here's a template guide with Google Plus dimensions](#))
-  Update your Twitter bio to include a link to your Campaign's hub
-  Update your brand's Instagram bio with a link to your Campaign's hub
-  If you created a video to promote your Campaign, include a shortened link to your Campaign's hub at the end of your video ([like McDonald's did for their World Cup Campaign](#)) or provide the link in the video's description box

*Tip:* Use these same tips across all your social profiles throughout the duration of your holiday Campaign.



# Free Efforts

Create the right kinds of content: Content can be used to create awareness for your Campaign. Here are examples of content you can create and share to promote your holidays efforts:

-  Blog posts that support your Campaign's message
-  eBooks, whitepapers and/or downloadable PDFs that support your Campaign's message
-  Guest posts for a blogger who has an audience you want your Campaign to reach
-  Infographics that have a call to action on the footer -- [like this one](#)
-  Graphic tutorials or how-to content, i.e., Pinterest-worthy images
-  Videos with calls to action to visit your Campaign



# Email Marketing Efforts

Seventy-four percent of retailers are using email to get customers to cash in on deals, according to Shop.org. It's likely because email conversion rates are three times higher than social media, with a 17 percent higher value in conversion, [according to a report by McKinsey & Company](#). Use these email marketing efforts to let your customers and/or subscribers know about your holiday Campaign:

-  Send an email blast to your subscribers notifying them of your holiday Campaign
-  Include a footer or header image that promotes your Campaign in your newsletter's design
-  Set up auto-responder emails so when a person shares with you their email address via your Campaign, they are sent a special message to their inbox

*Tip:* MailChimp, one of our favorite email marketing providers, released their 2014 short guide to email marketing. For 10 ways to make the most of your holiday email marketing, plus a few tips to get your list in shape for the new year, [click here](#).



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# Paid Efforts

If you have a budget to promote your holiday Campaign, there are many options for paid advertising. Here are the most popular options to consider first:

-  Facebook advertisements
-  Google Adwords
-  Promoted tweets
-  Retargeted display advertising
-  YouTube video ads
-  Magazine or newspaper print ads

*Tip:* For a more comprehensive look at all your advertising options, read this blog post, "[Before You Invest in Online Advertising Get to Know All Your Options.](#)"



# WRAP UP

Have holiday marketing questions, a dilemma that needs solving or just need to ping your ideas off of a fellow marketer? Join our holiday marketing forum! The ShortStack crew will be answering your holiday questions all season long.

## **Start using ShortStack for Free!**



Want to talk to a human about ShortStack? Adam's here to help.

[Send Adam your question](#)



Learn to build any kind of Campaign you want!

[View our YouTube channel](#)



Have questions? Send 'em our way and we'll answer them asap.

[Visit our Holiday Forum](#)

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New to ShortStack?

Build and publish your first Campaign and receive a **surprise gift** mailed right to your doorstep.

**Get Started Today!**

*Thanks for reading!*