

RETAILERS:

5 Tips to Make Your Holiday Social Content Soar



If you're in retail, get ready for the most wonderful time of the year! The National Retail Federation (NRF) expects **holiday retail sales to increase** between 4.3 and 4.8 percent over last year, pacing ahead of the average annual increase of 3.9 percent seen over the past five years. Social media is now a core lever to activate sales. To help plan your holiday social media strategy, follow our guide below and watch your content and sales soar!



MAKE IT MANAGEABLE

If you fail to plan, you plan to fail. This adage is particularly true at the holidays—it's imperative to have a content management plan in place to design, schedule and analyze your social media content, and make your posts more discoverable.

Plot out your holiday content in advance, and schedule and automate posts around key products, themes, holiday campaign dates and in-store events. Yet stay flexible to leverage unexpected moments and contributed content that may resonate with your audience. Use hashtags strategically

and think about creating your own branded holiday one.

Take the time to ensure your e-commerce site is up to date with current product information, and the shopping experience is integrated across organic and paid channels, with social as a focal point to guide consumers through the entire sales cycle. And don't forget to analyze your content and campaigns (and those of your competitors, too!) to pivot and optimize as needed throughout the season.



MAKE IT MOBILE

Mobile is already leading the way on social—**around 80 percent of social media time is spent on mobile** and **over 90 percent of social media users** access social platforms via mobile devices. It's poised to take over as the main digital shopping point soon as well; Adroll reported that for the 2017 holiday period between Thanksgiving and the day after Christmas, **mobile phone shopping** accounted for over 40 percent of purchases. **Shoppers are accessing their mobile devices** to share content and improve in-store experiences as well, from price and product comparisons and reviews to instant coupons and payment. According to recent PwC

research, younger Millennial and Gen Z consumers are more apt to engage in **mobile ecommerce via social media**, so these habits are only going to grow as they do.

Thus, a mobile-first strategy should be central to your holiday social plans now, so focus on popular mobile-friendly and shareable content formats such as short-form vertical video for product overviews. Also, optimize your e-commerce site for mobile so that audiences have a friction-free experience to move quickly from content consumption to purchase.



MAKE IT SHOPPABLE

Social platforms like Instagram and Snapchat have been rolling out more shopping features in the last year, moving further into territory traditionally owned by **Pinterest**, which has updated its Product Pins to include dynamic pricing and product stock information in the run-up to the holiday season. It's no surprise, as research has shown over **25 percent of consumers find gift inspiration through social media platforms**.

Instagram has added **shoppable stickers** in Stories this year, along with a Shopping channel in the Explore tab, and it also lets users add posts to Collections. Products can be tagged in posts and third-party platforms make it possible

to include multiple links within an Instagram bio so all feed posts are shoppable. **Snapchat** has added shoppable Collection ads and location-based radius targeting to its offerings, a smart strategy given that **one in five U.S. users of the platform bought something they discovered on it**.

This is a great time to take advantage of these new features and shorten the path-to-purchase by including holiday social posts that highlight seasonal merchandise. Even if your business has a small social following, you can now utilize many of these features, some of which had been limited to brands with larger followings previously.



MAKE IT ENGAGING

The holidays are a perfect time to raise the bar on consumer connection via social media, which can continue well beyond the season. The rewards are clear: Research indicates that **over 75 percent of U.S. consumers said they've bought items they first saw in a brand's social media post.**

Take this moment to feature exclusive social offerings such as gift ideas, discounts, time-sensitive deals, gifts with purchases, and content sneak peeks on sales and new merchandise. Run a photo contest, share how-to videos, create a community chat and promote your philanthropic partnerships. The opportunities are endless.



MAKE IT AUTHENTIC

If all this talk about social content seems overwhelming, collaborate with your community to create and share it! Authentic content helps you expand your resources quickly and strengthen your brand connections when consumers are inundated with holiday messaging.

You don't have to limit this content to social media, either; consider using it within other channels such as holiday direct mail pieces and catalogs to increase relevancy to your target audience.

Think beyond just **influencer-driven content**, which has become a successful tactic for many brands yet can lack the home-grown feel of community-driven content. Get

your customers and employees in on the fun by requesting and sharing photos and videos from in-store and corporate holiday events or meaningful holiday memories and moments. One retailer we work with at Greenfly uses our content collaboration platform to curate and share footage of merchandise sales captured by store associates (across hundreds of participating stores) at holiday and themed events throughout the year. Along with providing more authentic and timely content, this approach helps lower production costs so budgets can be shifted to other critical areas and supplies a real-time, on-the-ground snapshot of how customers are responding to the brand and particular products.



Want to see your holiday content take flight via social media? **Contact us at Greenfly.**



THE GREENFLY STORY

Greenfly is a SaaS community collaboration platform that mobilizes the most valuable, authentic and influential voices around companies to help tell their brand stories at scale. Greenfly was co-founded by Shawn Green, an all-star major league baseball player for 15 years including with the Los Angeles Dodgers and New York Mets, and Daniel Kirschner, a senior digital media executive and Internet policy official. For more information, visit www.greenfly.com.

