



The
Marketing
Crowd


Local
Enterprise
Office
Let's talk business

CHRISTMAS MARKETING

HOW TO PROMOTE YOUR PRODUCTS AND SERVICES IN THE RUN UP TO CHRISTMAS

What We Will Cover

Step 1: Decide which “selling events” you are going to target with special offers

Step 2: Turn your service or product into a “Gift” that can be marketed

- Could your service be packaged / marketed as a Gift ?
- Could your physical product be packaged / marketed as a Gift?
- Could you offer Gift vouchers – to be redeemed for any of your products / services

Step 3: SEO – optimise your “Gift” or “Special offer” pages to get found in Google

Step 4: Source images and videos for your Black Friday / Christmas campaigns

Step 5: Create social media posts to promote your “Gifts” and “Special Offers”

Step 6: Create Facebook & Instagram ad campaigns to promote your “Gifts” and “special offers”

Step 7: Email your marketing list about your “Gifts” and “special Offers”

Step 8: Plan all of this in advance – create a campaign calendar

Decide which “selling events” you are going to target



Nov 24th 2023

A graphic for Cyber Monday Super Sale. The word "CYBER" is in large, glowing blue-outlined capital letters. Below it, "Monday" is written in a large, flowing, pink script font. Underneath "Monday", the words "SUPER SALE" are in smaller, white, bold, sans-serif capital letters. The background is dark blue with a grid pattern. Various small, glowing geometric shapes (squares, circles, triangles) in blue, pink, and white are scattered around the text.

Nov 27th 2023

Dec 1st – Dec 24th 2023

Are you going to provide “Offers” for Black Friday / Cyber Monday?



Nov 24th 2023

While Black Friday used to be almost exclusively centered around tech, we now see savings across a wide range of categories - from fashion and beauty to household goods and toys.



Nov 27th 2023

Cyber Monday is well known as being an extension of the **Black Friday** sales period and this year falls it on 27th November.

Are you going to provide “Offers” for Black Friday / Cyber Monday?



Nov 24th 2023



Nov 27th 2023

Pros:

- If you have some unsold inventory (old stock) you want to sell at a discount.
- If you have a shop, once instore people might buy other more profitable products.
- It can help increase awareness of your business.
- You could use it selectively to target customers who haven't bought recently (email marketing)
- There is the possibility of upselling and cross selling to these customers in the future

Are you going to provide “Offers” for Black Friday / Cyber Monday?



Nov 24th 2023



Nov 27th 2023

Cons:

- You could get sucked into being “seen” to be participating and it isn’t profitable for you.
- If you offer a service (life coach, Yoga instructor) or hand made product or luxury product it could de- value your product
- It might not make sense to discount your product just before Christmas when people might purchase it anyway at the normal price.

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Could your service be packaged / marketed as a Gift?







Do you offer a service e.g. Yoga classes, Life coach, Veterinary , Driving lessons, consultant?



Could you package your service as a gift?


If so, you need to ...

- Create a “gift” page for your website
- Think about what somebody will physically give as the gift
- Think about how the gift will be redeemed and how you will track it.

Example of a service being sold as a Christmas gift


→ ↻ <https://strengthwithin.ie/product/giftvoucher100/>    

 Dublin, Ireland 

 **STRENGTH WITHIN**

HOME ABOUT BLOG SH

Home / Gift Vouchers / €100 Gift Voucher



€100 Gift Voucher

€100.00

€100 Voucher

Are you looking for a life-altering gift for a special person in your life? Are you looking for something special to support an employee during a transition. This gift is perfect for someone who is looking to gain headspace to increase clarity of thought, focus, strength and ultimately what they are looking to achieve – whether it is to succeed in a new role or to achieve a personal goal.

<https://strengthwithin.ie/product/giftvoucher100/>

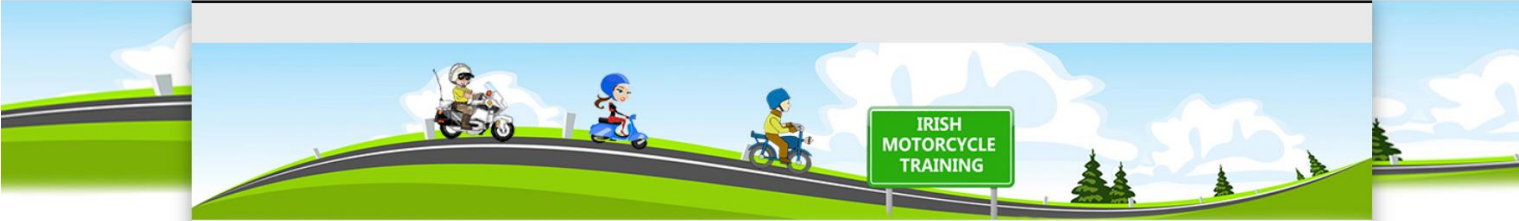
Example of a service being sold as a Christmas gift



Example of a service being sold as a Christmas gift


Christmas Gift Voucher - Motorb... x +

→ ↻ irishmotorcyclctraining.com/christmas-vouchers/ 🔍 ☆ IQ BI S G M ... </> ⚙



HOME IBT BEGINNER MOTORCYCLE COURSES TESTIMONIALS LESSON PRICES CONTACT TERMS & CONDITIONS

Christmas Gift Voucher



A Christmas Gift Voucher can be used against any course. Don't worry if you're not sure what will suit the recipient we can match the full value against the recipients preferred option.

If you would like further information drop us an email (mail@irishmotorcyclctraining.com) or give us a call and we'll be happy to get you pointed in the right direction.

We supply everything from personal protection to motorcycles. Trainees do not need to have equipment or a motorcycle of their own. Most of the courses are designed for riders with NO previous experience.

SOME PEOPLE HAVE ALL THE FUN - BE ONE!
CHECK OUT OUR WEBSITE WWW.IRISHMOTORCYCLETRAINING.COM
MAIL@IRISHMOTORCYCLETRAINING.COM
TEL: 087 74 54039
CALL US TODAY & KICK START YOUR ADVENTURE!

Facebook
"like" us on facebook

IBT And Beginner

<https://www.irishmotorcyclctraining.com/christmas-vouchers/>

Example of a service being sold as a Christmas gift

Photography Course Gift Voucher x +

→ ↻ dublin-photography-school.com/dps-gift-vouchers/ 🔍 ☆ IQ

Home **Vouchers** Outdoor Classrooms Location Shoots Online Photography Courses Evening Photography Courses

1 Day Photography Courses 1 Day Photography Workshops 1 Year Membership Photography Holidays Groups/One 2 One Training

About Dublin Photography School (DPS) Contact Us Online Shop More

You are here: [Home](#) / [DPS Gift Vouchers](#)

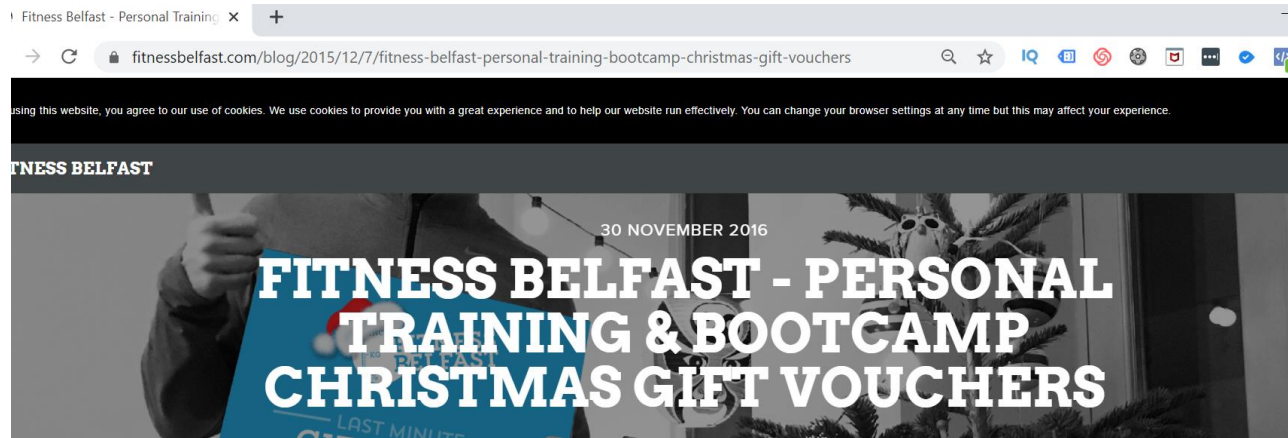
DPS Gift Vouchers

A photography voucher from Dublin Photography School makes for an ideal Christmas or Birthday gift for the photographer in your life. Or, maybe you would like to treat yourself? If photography is your hobby and/or you like to improve your skills, then go on purchase a photography gift voucher and then choose from any of our regular weekend workshops and short courses our evening classes or location shoots. Develop, learn and improve your photography skills with tutors who have hands-on approach in small classes that have a fun and friendly atmosphere.

A DPS gift voucher, gift token, gift card or gift certificate. It goes by

<https://dublin-photography-school.com/dps-gift-vouchers/>
/

Example of a service being sold as a Christmas gift



GIVE SOMEONE THE GIFT OF CHANGE THIS CHRISTMAS
WITH FITNESS BELFAST CHRISTMAS GIFT VOUCHERS.

To compliment the Peter Kay boxsets this Christmas, why not give someone the gift of change in the form of a Fitness Belfast gift voucher this year. That way, in the New Year they can work with me to develop a greater understanding of the skills required to ditch the old habits and develop a new healthier lifestyle that will have them eating, sleeping, training and hopefully smiling better.

I excel at helping those that perhaps lack the skillset or know how to overcome the physiological and psychological barriers to controlling their weight and having a healthy

<https://www.fitnessbelfast.com/blog/2015/12/7/fitness-belfast-personal-training-bootcamp-christmas-gift-vouchers>

Example of a service being sold as a Christmas gift

01502 578999 enquiries@wangfordvetclinic.com Pound Corner • Wangford • NR34 8RS ... your award winning, independent small animal practice



Log in or register

Home Client Information Services In the Community Meet the Team Testimonials Rehoming Contact Online shop More

Give a Wangford Vets Gift Voucher for a Meaningful Gift

Wangford Veterinary Clinic Gift Vouchers

Wangford Veterinary Clinic Gift Vouchers are a unique way of giving to pet owning friends and family.



Ask any animal lover and they will tell you, their pets are family and there are not many things in life we love more, so contributing towards their health care is a very valuable gift.

That's why we've made it possible to give the 'gift' of veterinary care to a friend or family member. Our vouchers come in denominations of £10 and £20 and can be purchased from reception either in person or by phone and sent via post to either you or to the recipient.

<https://www.wangfordvetclinic.com/page/10104/meaningful-giving-gift-vouchers>

However – Consider making it an attractive gift



Why do Hotels package their gift vouchers?

There is a reason why Hotels package a gift voucher in a way that looks like a beautiful gift

Consider making it an attractive gift



People want to give an attractive looking gift.

Printing out something that was emailed isn't a great gift to "give"

<https://www.fitzwilliamhoteldublin.com/gift-voucher/>

Consider making it an attractive gift



Customers will want to “Give” somebody an attractive gift. Therefore, consider investing money to make your gift more attractive e.g.

- Could you package it in the box with details of the service being gifted in the box.

Consider making it an attractive gift



Where can you get boxes?

<https://www.pixartprinting.ie/packaging/standard-packaging/pull-out-gift-box>

<https://www.envelopes.ie/extras/pillow-gift-boxes.html>

<https://www.barrypackaging.com/branded-bags>

<https://www.tinyboxcompany.co.uk/gift-boxes/home-craft-boxes/small-gift-boxes>

Consider making it an attractive gift

A Digital Marketing Christmas Gift Voucher

Our Gift Voucher is an ideal Christmas gift idea for a startup or entrepreneur interested in digital marketing.

What do you get the person who has everything? Well, if they have a business or are in the process of starting a business, an ideal gift would be expert guidance on how to increase their sales through digital marketing. Over 10,000 Irish businesses have attended the Digital Marketing training courses that we deliver on behalf of 9 Local Enterprise Offices throughout Ireland so they will get expert advice that they can trust.

What can the gift voucher be spent on?

A 1-1 training session (Delivered over Zoom)

The voucher can be put towards the cost of buying a one or two hour session where the gift recipient will receive expert guidance on a topic of their choice eg. A digital marketing plan for their business: How to get found high up in Google; How to use Instagram for marketing or How to run Facebook ad campaigns. The cost of a one hour session is €75 + VAT.

[Read more about how the 1-1 training works](#)

Or Membership of our online Digital Marketing School.

Or the voucher can be put towards the cost of joining our Digital Marketing School. Members receive a Digital marketing Plan, 20 of our latest digital marketing courses and can attend 12 live training courses over Zoom with Evan each year.

The cost of 12 months membership is €215 + VAT. If you give a €100 voucher as a gift the recipient can simply pay the balance when ordering the product. [Read more about the Digital Marketing School](#)

What will the person receive as a Gift?

The gift voucher is a beautifully presented gift box that will be posted to you. *(There is no extra charge for the box and delivery)*

You can then give this Gift box as the Christmas Gift



Have photos or a video of the “gift box” on the website.

Share photos and videos on social media

Your intangible service then becomes a very tangible gift that looks attractive

Make it easy for people to “let a friend know” that they would like the gift



Lots of your web visitors and social media followers will be interested in receiving your service as a gift.

Have headlines like ...

Would you like to receive this as a gift?

Are you being asked what you would like for Christmas?

Make it easy for them to share a link to this page

Would you like to receive this as a gift?

Are you being asked what would you like for Christmas? If you'd like this as a gift you can email someone you know a link to this page as a little hint 😊

Simply use the form below to write a message to a friend and the form will send a link to this page. (Tip - make sure to personalise the message and include your name so your friend knows it's from you)

Friend Email

Email

Enter your message

Message

How will the recipient redeem the gift and how can you track redemptions?



Create a process where ...

- Each gift that you post out has a unique order number that you keep a record of.
- In the gift box explain that to redeem the gift the recipient needs to contact you and quote the order number
- When the recipient gets in touch you can then record that it was redeemed

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Could your physical product be packaged / marketed as a Gift?



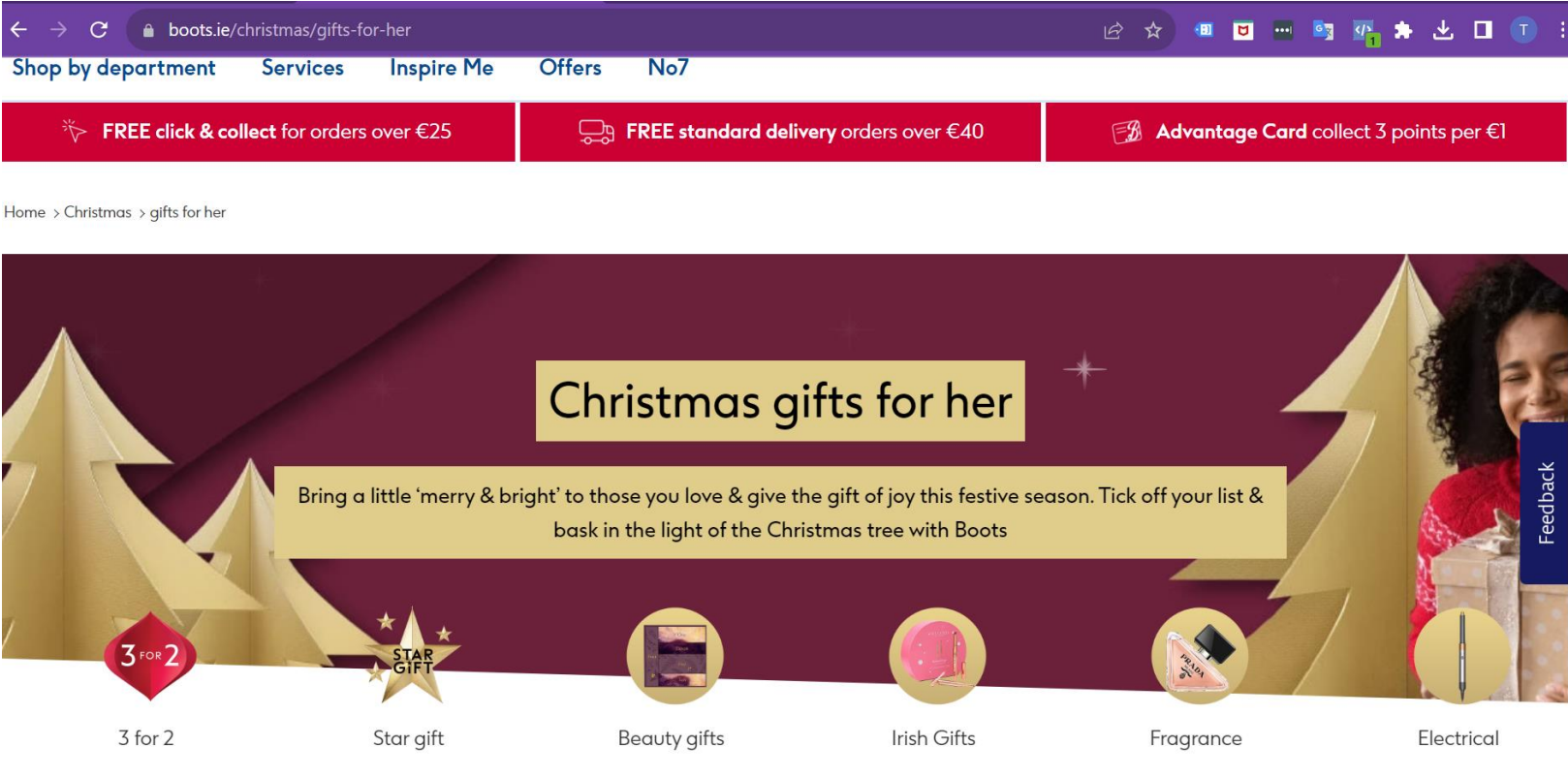
Do you sell a physical product (e.g. Jewellery, Shoes, Boutique, Garden Centre)

Could it be sold as a gift?

If so, you need to

- Consider which of your products would make a nice gift and for Whom
- Consider SEO – what search terms are you targeting e.g. Gifts for her, Gifts for children
- Then create pages NOW for these gift searches
- Add content NOW – text, images etc so your pages start climbing up the rankings in time for Christmas

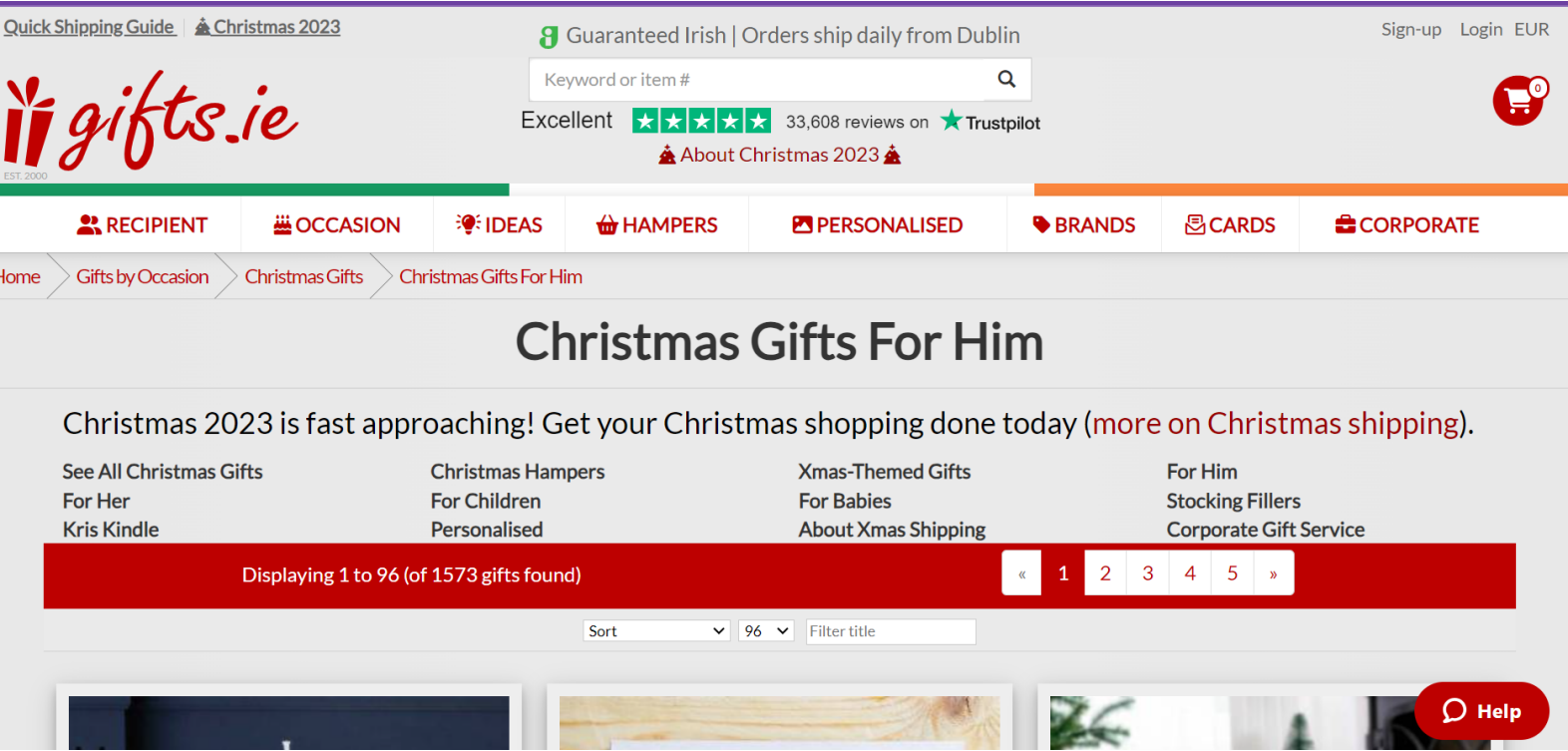
Example of products being sold as a Christmas gift



<https://www.boots.ie/christmas/gifts-for-her>

Search: Christmas gift ideas for her

Example of products being sold as a Christmas gift



<https://www.gifts.ie/occasions/christmas-gifts/christmas-gifts-for-him>

Search: Christmas gifts for men

Could your physical product be packaged / marketed as a Gift?



If you want to get found for these types of searches you need to set this up now because it will take 4-8 weeks for you to appear high up in Google search results.

- Create pages NOW for these gift searches
- Add content NOW – text, images etc so your pages start climbing up the rankings in time for Christmas

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If you don't already, could you offer gift vouchers that could be used for any of your products or services



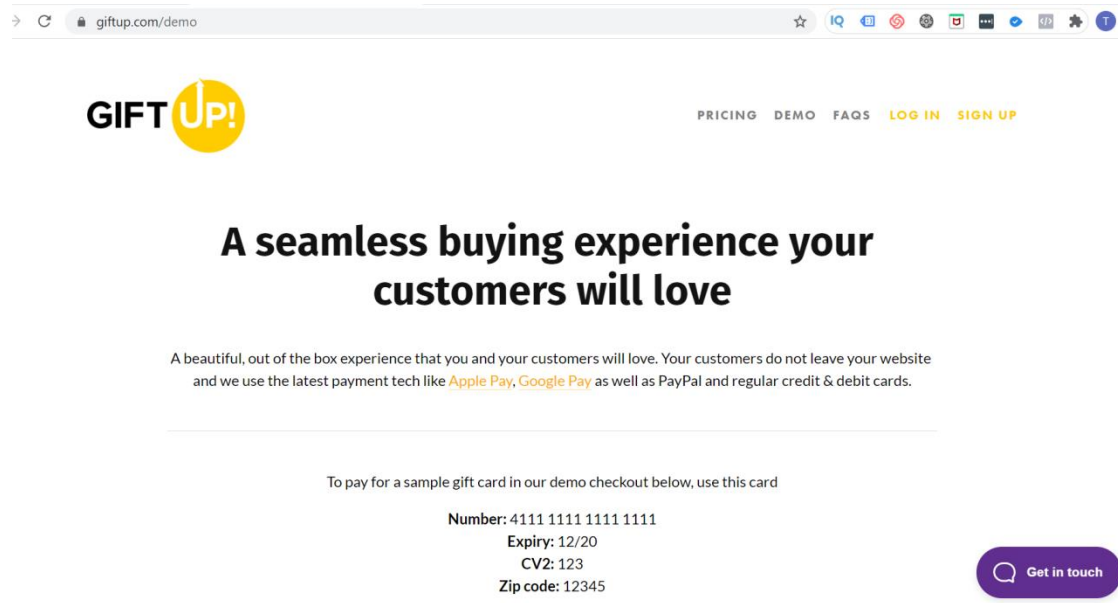
In addition to selling your service as a gift or products as a gift could you offer Monetary e.g. €50 gift vouchers?

The voucher could then be put towards the cost of ANY of your products or services

If so, how will you fulfil the vouchers e.g.

- What will you send people who buy them (physical or digital voucher)
- How can recipients redeem the voucher
- Will you monitor which have been redeemed

How could you easily offer gift vouchers? Try Gift Up



Gift Up allows you to

- ✓ Easily sell gift vouchers on your website – easy to integrate with WordPress / Shopify etc
- ✓ No monthly or setup fees & no contract
- ✓ Pay 3.49% fee only when you sell a gift card
- ✓ You get paid in full instantly
- ✓ You get to keep any expired/unused gift card value

Try a demo using the link below to see how it works

<https://www.giftup.com/demo>

Be aware that there is Gift Voucher legislation that affects expiry



**You have to have a minimum
of 5 years expiry**

If someone bought a voucher on or after 2 December 2019, the gift voucher must have an expiry date of at least five years starting on the day you bought it.

A gift voucher sold by a business with an expiry date of less than five years will be deemed to have a five year expiry date.

See link below for more details

<https://www.ccpc.ie/consumers/shopping/gift-vouchers/>

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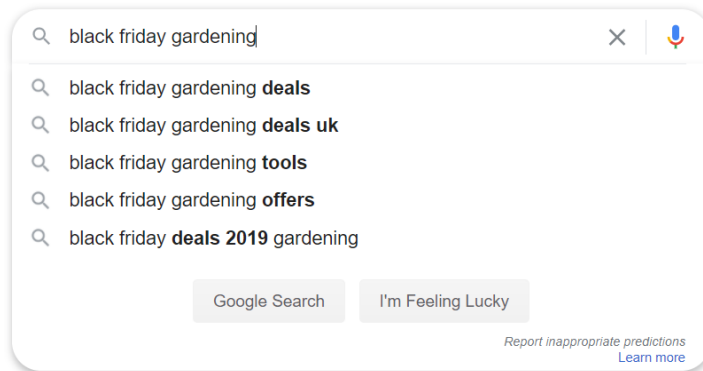
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Very important! You need to optimise the pages for SEO in order to get found



Step 1: Keyword research for Black Friday

Find the search terms that people are using when looking for gifts to do with your sector. How?

1. Google Suggest
2. Google Keyword Planner

What words and phrases are being used?

Very important! You need to optimise the pages for SEO in order to get found

Locations: Ireland Language: English Search networks: Google Last 12 months Sep 2019 – Aug 2020

Q christmas gift ideas boys

Broaden your search: + christmas gift ideas + gift ideas + gift ideas boys + gift + christmas + toys + cl

Exclude adult ideas ADD FILTER 1,568 keyword ideas available

<input type="checkbox"/> Keyword	↓	Avg. monthly searches	Competition	Top of page bid (low range)	Top of page bid (high range)
Keyword ideas					
<input type="checkbox"/> toys for 11 year old boys		100 – 1K	High	€0.08	€0.20
<input type="checkbox"/> presents for 12 year old boys		100 – 1K	High	€0.06	€0.13
<input type="checkbox"/> presents for 10 year olds boy		100 – 1K	High	€0.09	€0.18
<input type="checkbox"/> presents for a 5 year old boy		100 – 1K	High	€0.11	€0.24
<input type="checkbox"/> toys for 9 year olds boy		100 – 1K	High	€0.08	€0.15
<input type="checkbox"/> 2 year old presents boy		100 – 1K	High	€0.08	€0.19

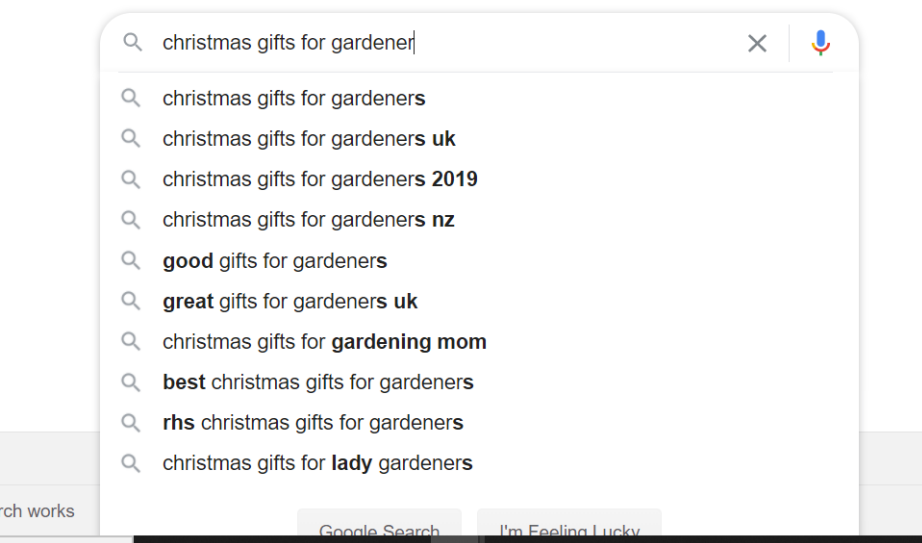
Step 1: Keyword research for Christmas

Find the search terms that people are using when looking for gifts to do with your sector. How?

1. Google Suggest
2. Google Keyword Planner

What words and phrases are being used?

Action point 2 - Look at Google suggest and note the terms they are suggesting



Process

Use Google' keyword suggestion

- Type in key search terms and Google will suggest keywords based on the most common terms that have been searched previously.
- Reported that 40% of searches are based on keyword suggestion so ensure you know which terms relevant to your business are being suggested.

Action point 3 - Look at Keyword Planner in Google adwords and identify the terms that people are searching for and the volumes



Keyword Tool

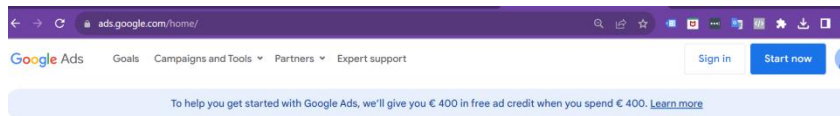
Process

Use Google's keyword research tool (Keyword Planner)

- Use Google's free tool to see how many times people are searching for terms each month.
- The tools also suggest alternative / related terms you could target

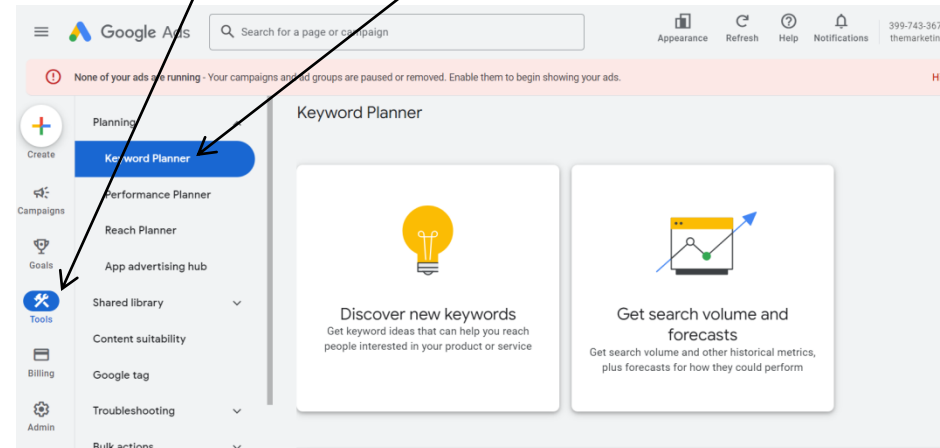
Google's free tool –enter phrase and get suggestion and volumes

1. Go to www.google.com/adwords and sign in



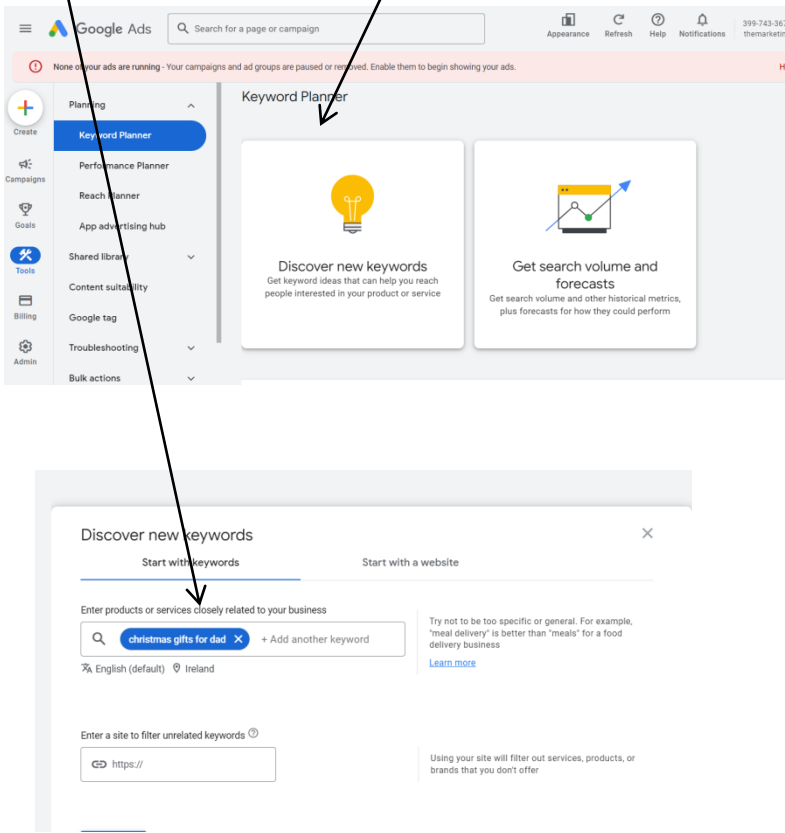
**Be found
with Google Ads**

2. From Tools menu select "Keyword planner"



Google's free tool –enter phrase and get suggestion and volumes

3. Click on discover new keywords”
Type in one or more search terms and click get started



4. You can now see the average monthly search volume for this term and other related terms

The screenshot shows the results table for the search term 'christmas gifts for dad'. The table has columns for 'Keyword (by relevance)', 'Avg. monthly searches', 'Three month change', 'YoY change', 'Competition', 'Ad impression share', 'Top of page bid (low range)', and 'Top of page bid (high range)'. The table lists three keywords: 'christmas presents for dad', 'christmas gift ideas for dad', and 'christmas gifts for dad 2022'. A black arrow points from the text 'You can now see the average monthly search volume for this term and other related terms' to the 'Avg. monthly searches' column.

Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
christmas presents for dad	100 – 1K	0%	0%	High	–	€0.14	€0.99
christmas gift ideas for dad	100 – 1K	0%	0%	High	–	€0.17	€0.74
christmas gifts for dad 2022	10 – 100	0%	-100%	–	–	–	–

Very important! You need to optimise the pages for SEO in order to get found



Step 2: Ensure you have a page for each topic you want to be found for.

For example, If you have a garden centre you should have pages for

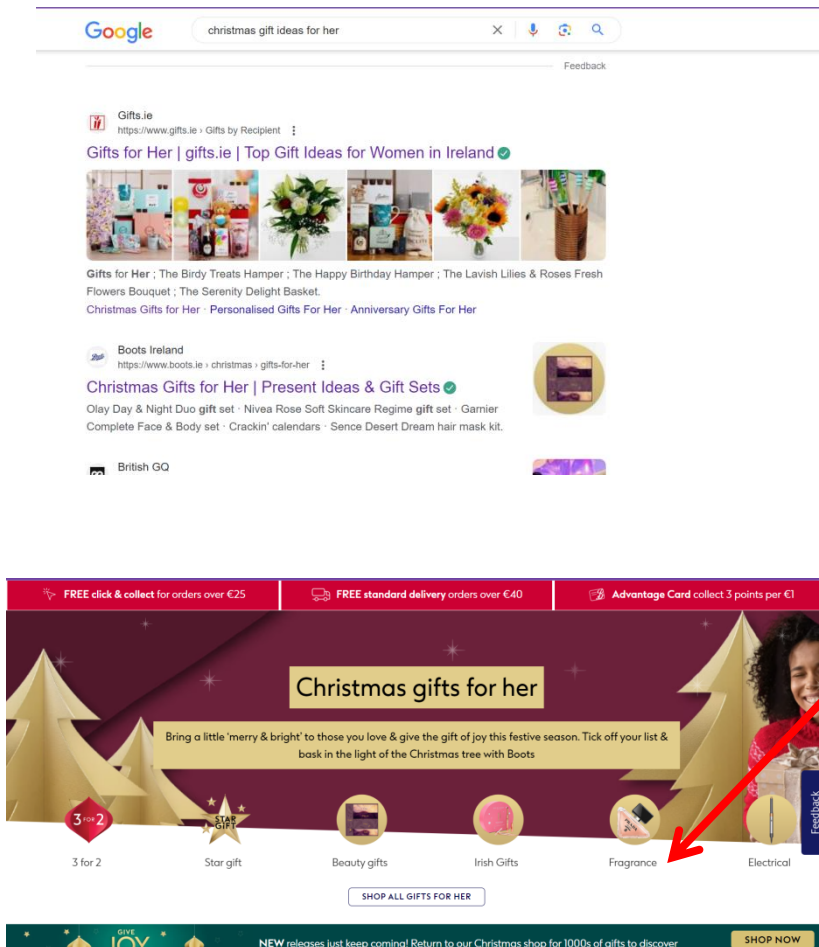
1. Black Friday gardening offers
2. Christmas gift ideas for gardeners

SEO – create a page(s) on your site for each relevant event

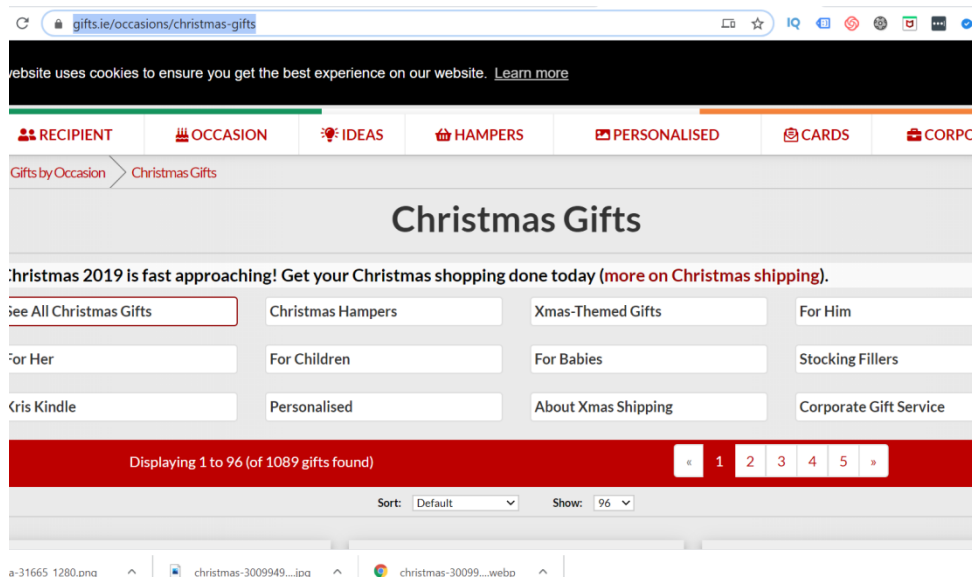
For example, do a search for Christmas gift ideas for her

Click on the Boots.ie result

They have an optimised
`"Holding page" and will add the products to this nearer the time



SEO – create a page(s) on your site for each relevant event

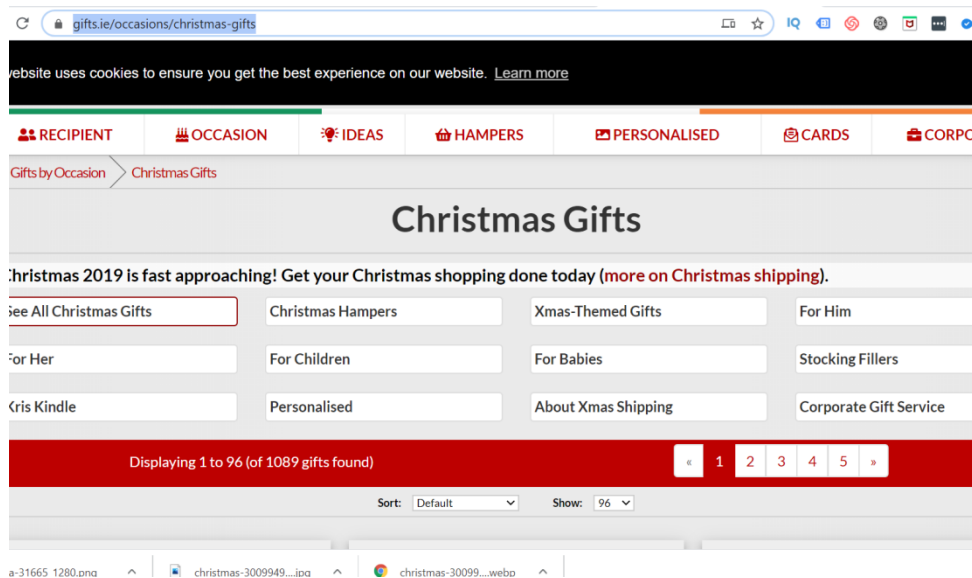


Look at this page on gifts.ie for an example

<https://www.gifts.ie/occasions/christmas-gifts>

They then have links to pages such as Christmas gifts for him etc which are optimised for search

SEO – create a page(s) on your site for each relevant event



If your product is relevant for searches such as ...

Gifts for him

Gift ideas for her

Gifts for gardeners

Mindfulness gifts

Gifts for teenage boys etc.

Create a page for each relevant gift category

Very important! You need to optimise the pages for SEO in order to get found



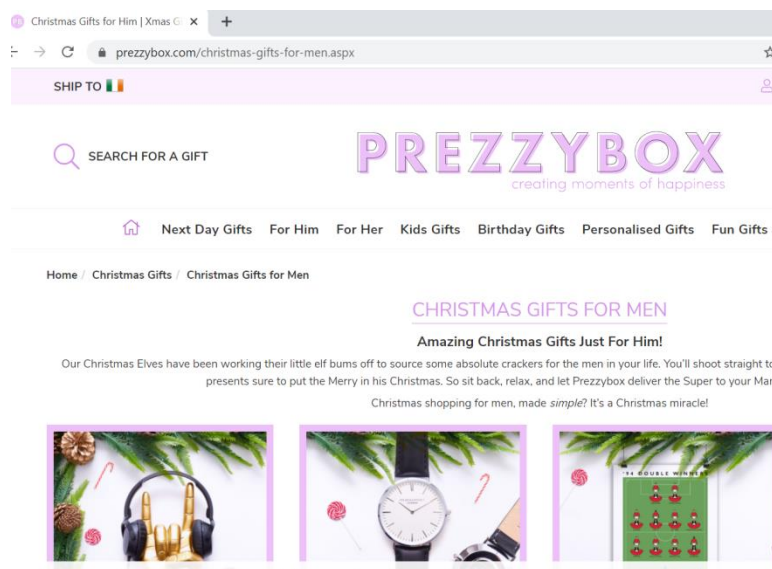
Step 3: Update the meta title of the page e.g.

“Christmas gift ideas for grandad – grandfather gifts online 2023”

“Christmas gift ideas for gardeners 2023 – garden gifts for him and her”

“Yoga Christmas gift voucher ideas 2023” – yoga gifts for him and her”

Very important! You need to optimise the page for SEO in order to get found



Step 4 – Optimise the content of the pages

- Write a compelling meta description that explains the gift
- Write a headline that incorporates the words (your product) Christmas gift voucher
- Add relevant text to the page
- Tag your images. This is really important for gifts. 27% of searches go straight to image results

SEO – create a page(s) on your site for each relevant event



Step 5 - Get these pages created ASAP

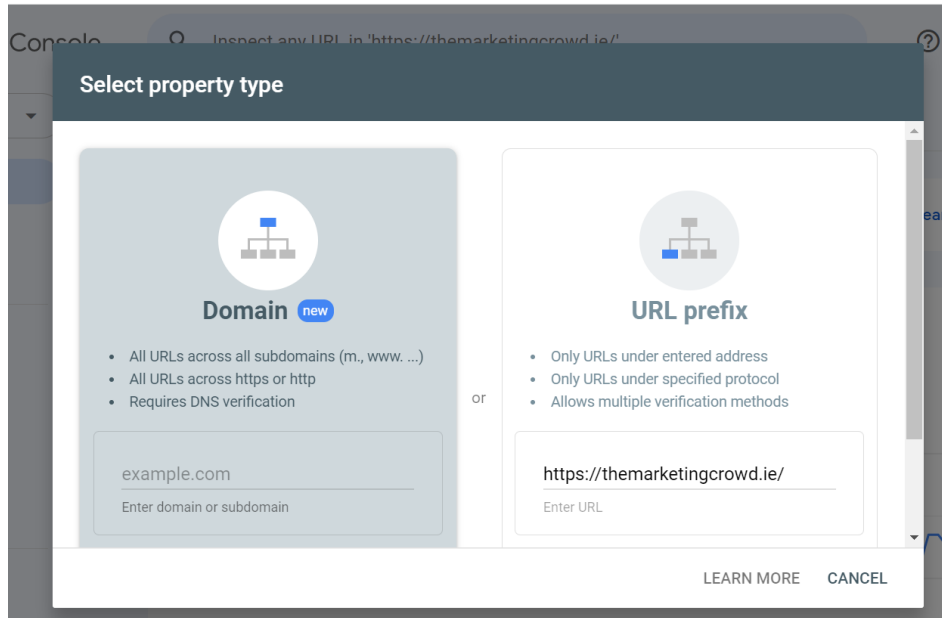
Submit the page(s) to the Google index ASAP using Google search console

It will take time (2-8 weeks) for your page to climb the rankings.

Don't wait until the week before the campaign/

Then leave the page there until next year and change the date in the meta titles next year to 2024

Step 2: Verify your website with Google Search Console



•Search for Google search console and click on the first result or click on this link

<https://search.google.com/search-console/about>

Login with your Gmail or ideally the logins you use for your Google analytics account

Paste in your website address and click on continue

Step 2: Verify your website with Google Search Console

The screenshot shows the 'Verify ownership' page in Google Search Console. At the top, the URL 'https://www.brownthomas.com/' is entered. Below this is a 'VERIFY' button. Under the heading 'Other verification methods', there is a list of four options, each with a description and a dropdown arrow:

Method	Description	Action
HTML tag	Add a meta tag to your site's homepage	▼
Google Analytics	Use your Google Analytics account	▼
Google Tag Manager	Use your Google Tag Manager account	▼
Domain name provider	Associate a DNS record with Google	▼

At the bottom of the interface are two buttons: 'REMOVE PROPERTY' and 'DONE'.

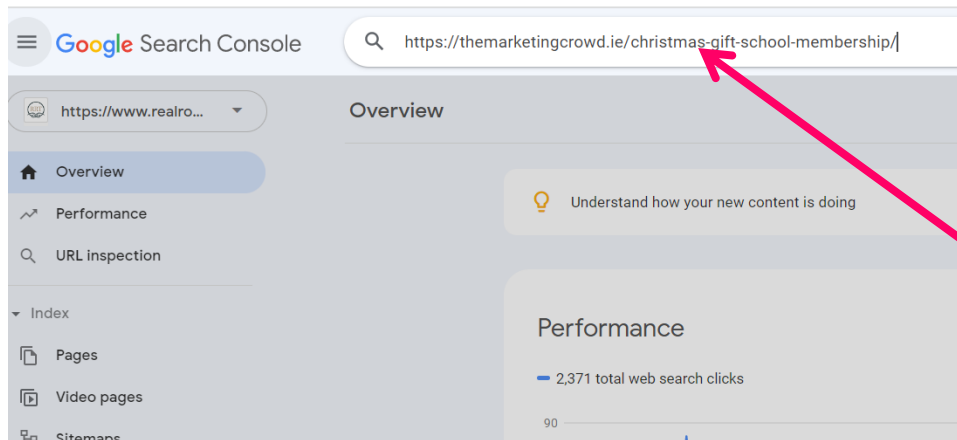
There are then various ways that you can Verify that you own the website e.g. Upload a code to your site.

Consider asking your web designer to do this for you. It is quite technical

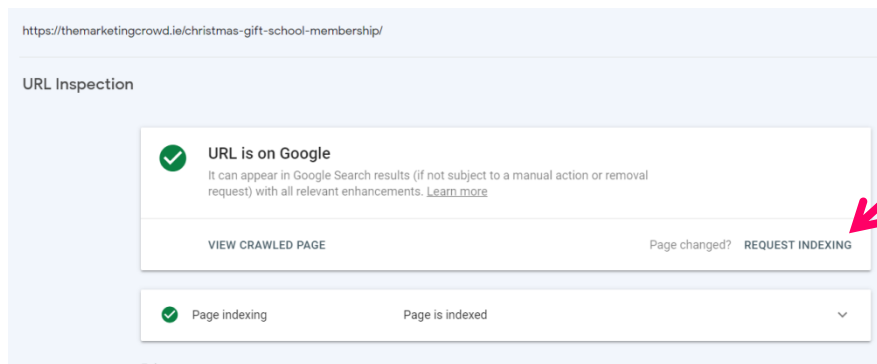
However, the easiest way is to

1. Setup Google analytics for the Subdirectory
2. Then when you go to verify in search console, select Google analytics as the way to verify
3. If you are then logged in with the same username and password as GA, it will immediately verify that you own the website.

Step 3: Call the Google spider to index your new pages



- Once you have verified your site, on the left hand menu click on URL inspection
- Paste in the link to the page you want Google to index
- It will tell you whether the page is already indexed. If you want to call the spider again click on Request Indexing



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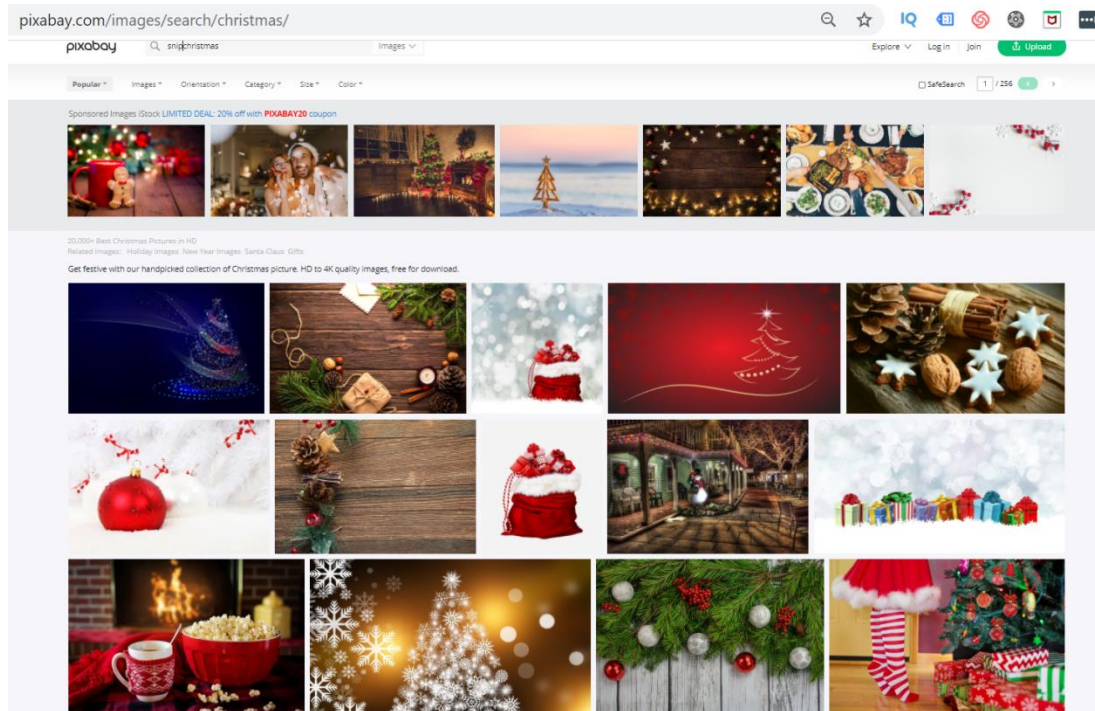
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Where to get Christmas stock images

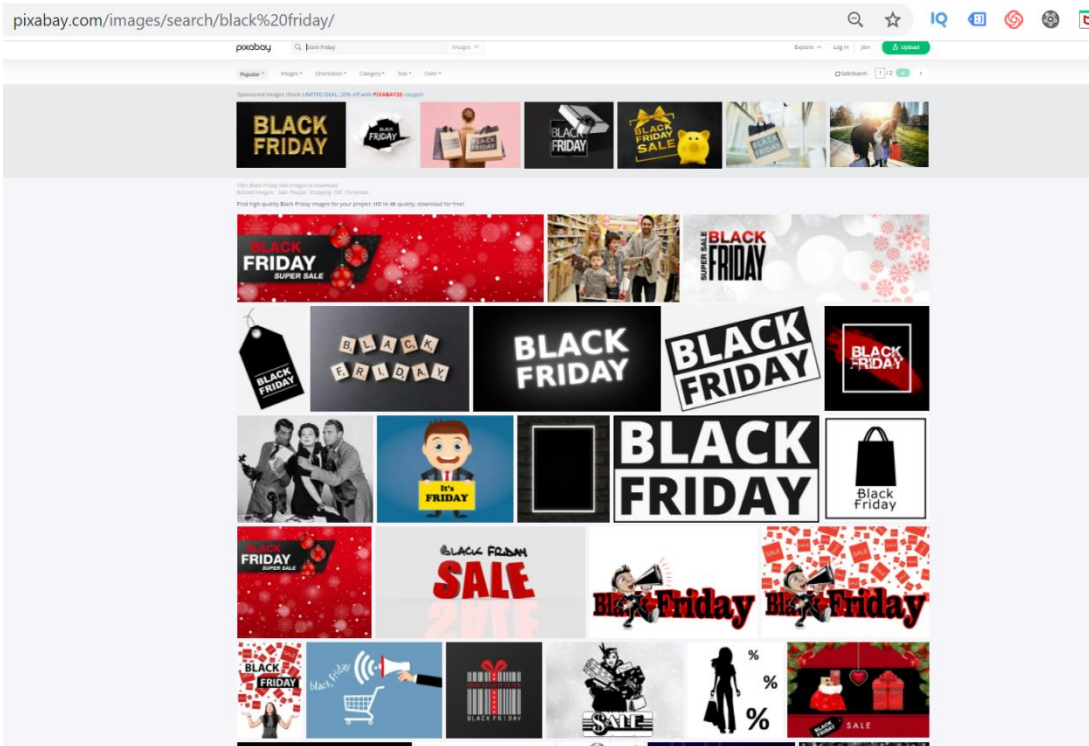


For free images go to

- Pixabay.com
- Pexels.com
- Unsplash.com
- Librestock.com

Canva.com also has a free library of images that it pulls in from a mixture the sites above

Where to get Black Friday stock images

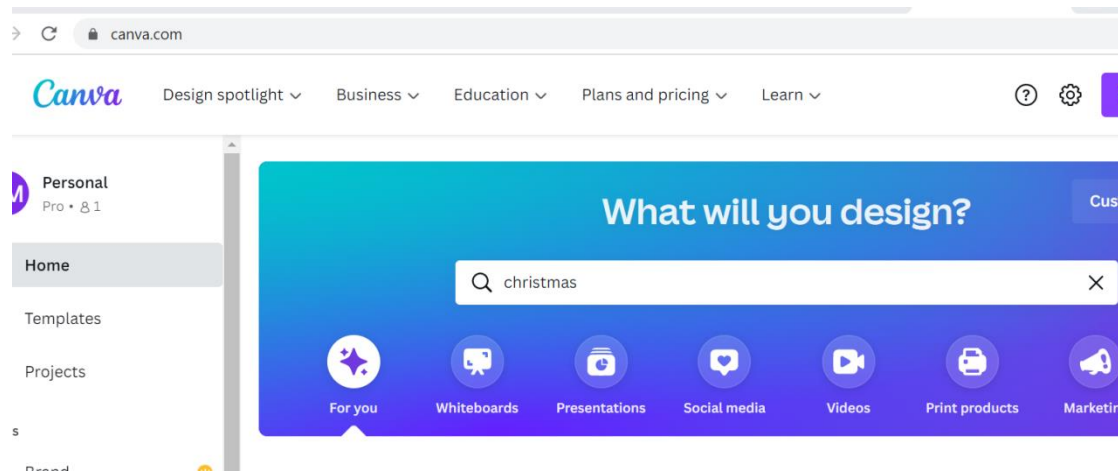


For free images go to

- Pixabay.com
- Pexels.com
- Unsplash.com
- Librestock.com

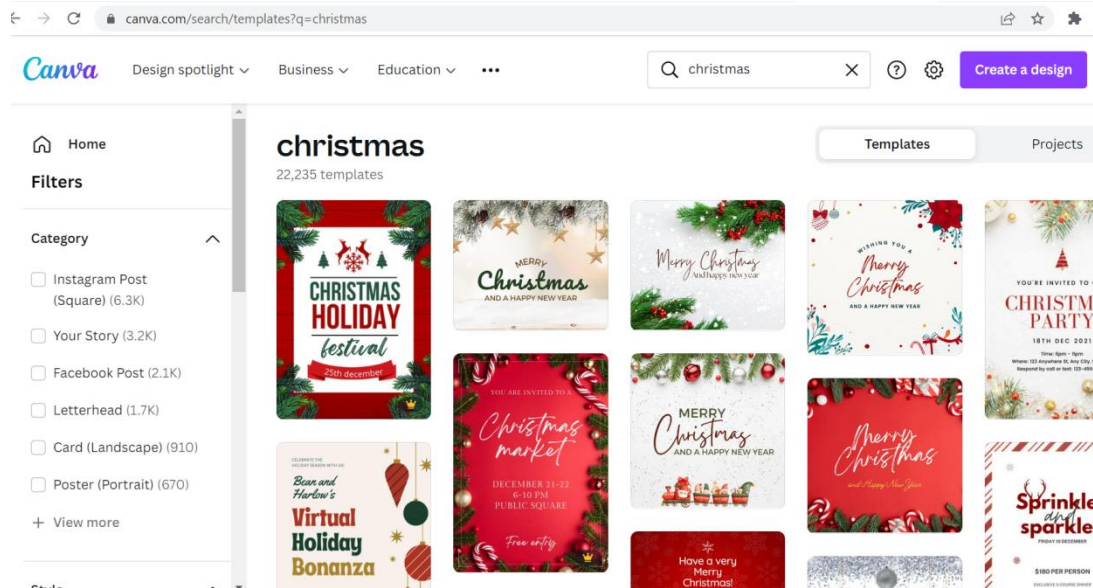
Canva.com also has a free library of images that it pulls in from a mixture the sites above

Use Templates on Canva to design eye catching Christmas marketing graphics



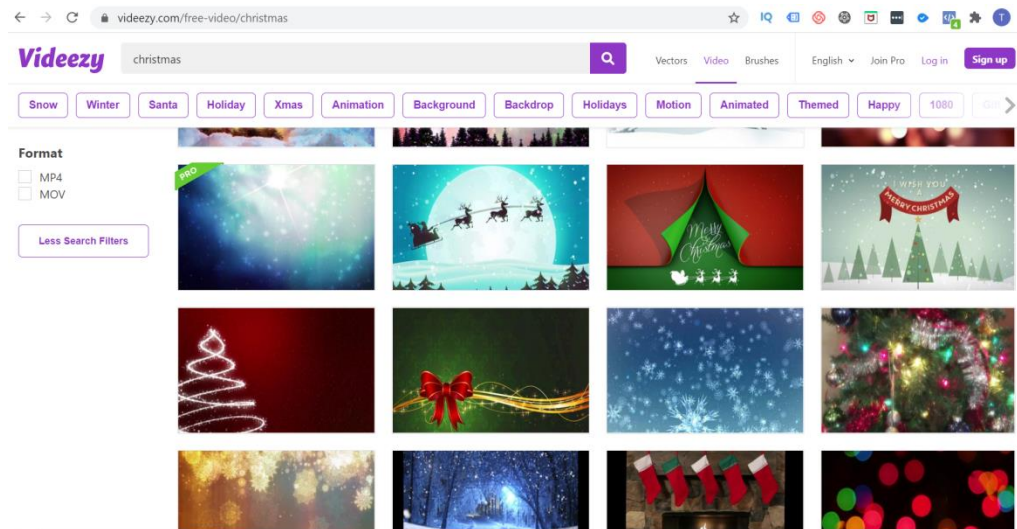
1. Go to canva.com
2. In the search box type in Christmas

Use Templates on Canva to design eye catching Christmas marketing graphics



3. Browse through all of their professionally designed templates
4. You can also filter by Size, colour, design
5. Choose one you like and then edit the image or text to tailor it to you.

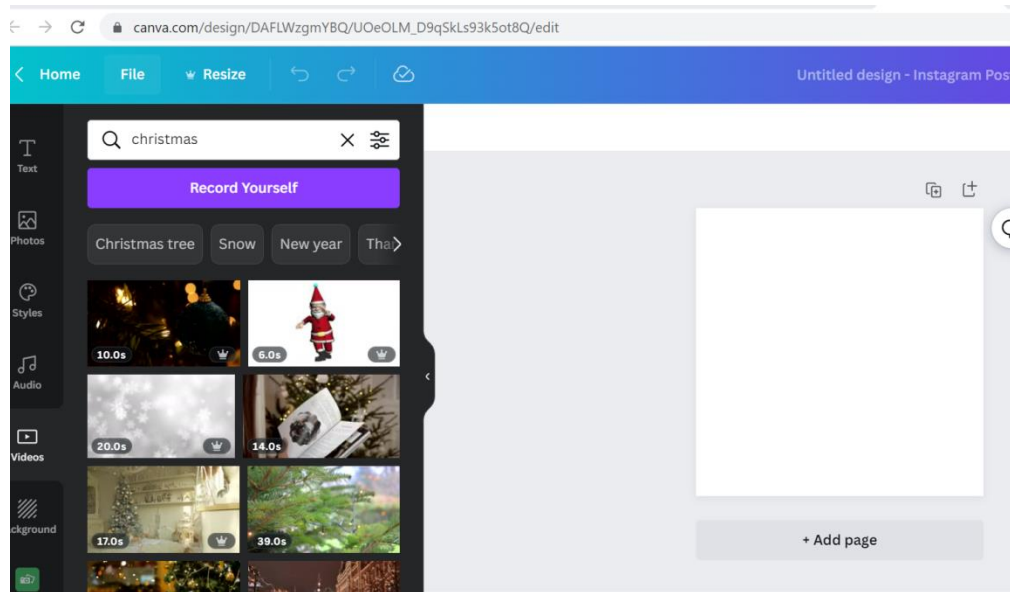
Where to get Christmas stock videos



You can get free Christmas videos at

Videezy.com

Where to get Christmas stock videos



On Canva there is also a section for stock video

You can search and use their free videos

Exercise 6: How to use Canva's library of images and add transparency to your text background shapes



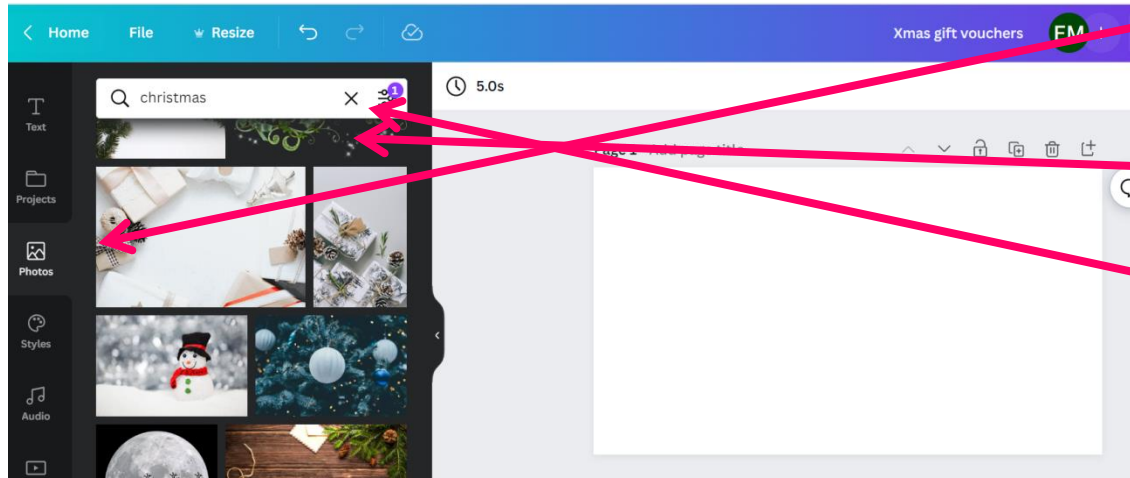
In this exercise we will look at

1. How to create an image that is the same size as another image on your website.
2. Canva has millions of stock images that you can use.

There is a mixture of free images and images that are only available for premium users.

3. When you add text to your image you can add a shape. But if you add transparency to the shape it can look more designed.

Exercise 6: How to use Canva's library of images and add transparency to your text background shapes



On the left-hand menu click on Photos

Then search for your topic eg. Christmas

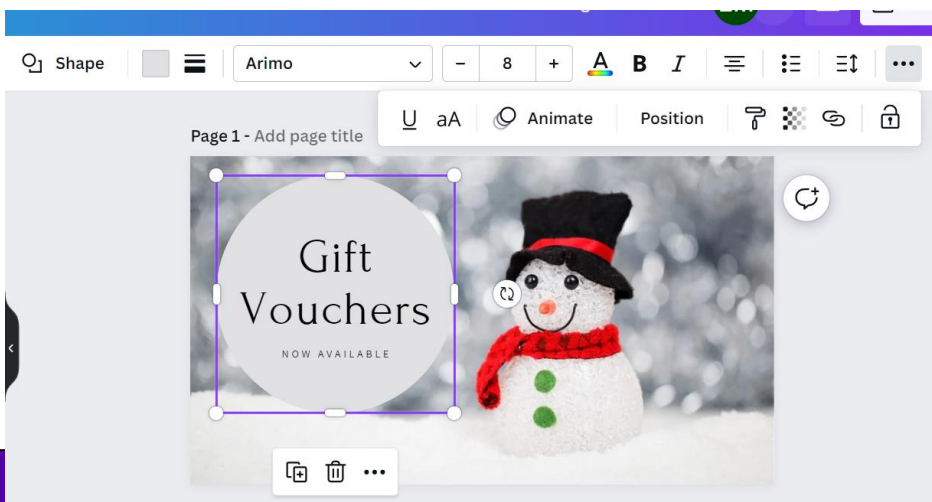
Click on filter and select free images if you want free ones

Click on an image that you want to use. When it appears on your canvas right click to add to Background

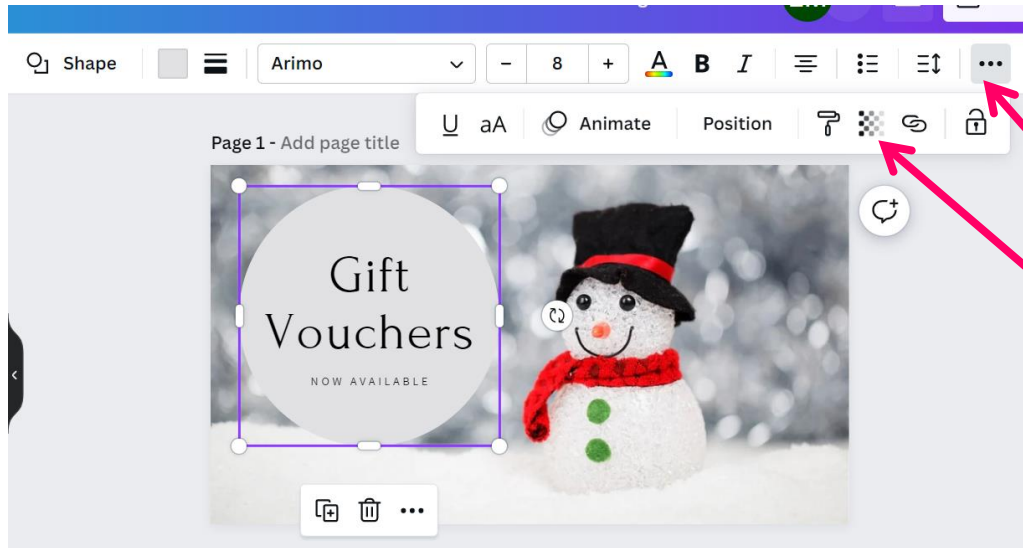
Then add your text

Add a shape e.g. circle

Add the colour to the circle



Exercise 6: How to use Canva's library of images and add transparency to your text background shapes



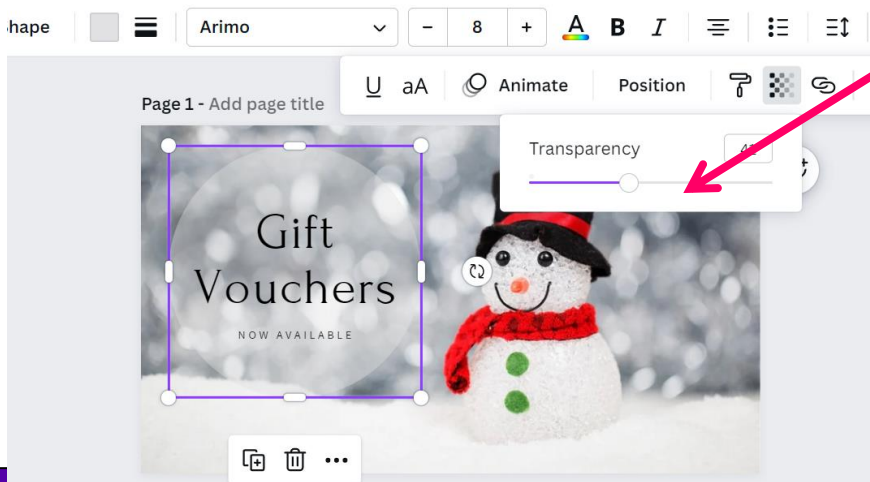
To make the colour in the circle more transparent ...

Click on the circle (or any shape)

Click on 3 dots

Click on transparency

Drag the transparency slider



How to create a Christmas marketing video



Embellish & Higgildy Piggildy - Shop Local in Skibbereen this Christmas

<https://www.youtube.com/watch?v=VZo78o1I7K4>

Examples of the type of videos you could create

Staff speaking on camera explaining your Christmas gifts

Video clips, music and text promoting your gifts or gift vouchers

Editing tools you can use



Filmora Editor

Excellent and easy to use editor for your PC or Mac



InShot

Excellent editing app for your phone or tablet



Want to learn how to shoot and edit your own Christmas marketing videos?



Check out your Local Enterprise Office website for upcoming courses which show you how to shoot and edit your own Christmas marketing videos

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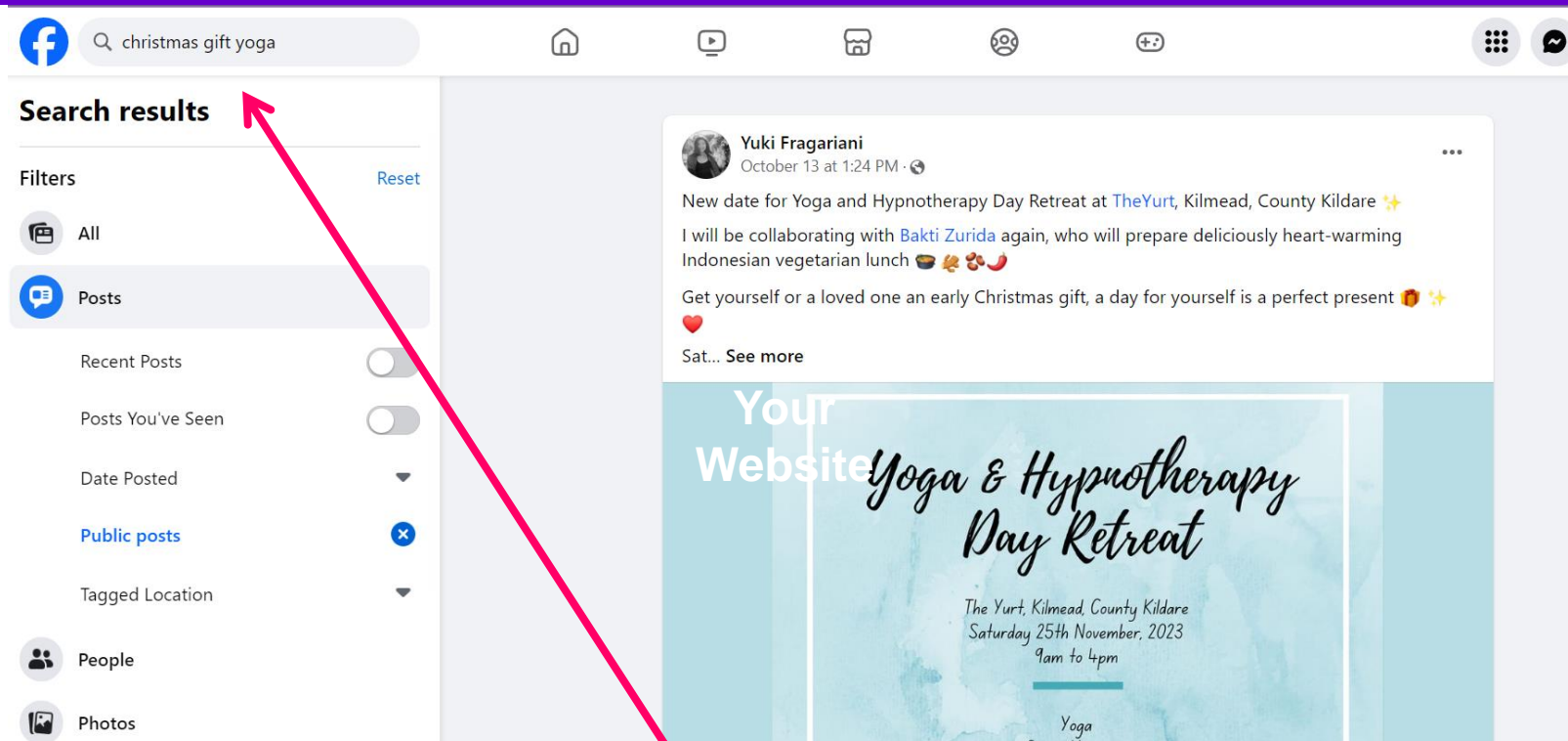
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Create Social Media Posts



To get some ideas ...

- Do a search on Facebook for posts using relevant search terms e.g. "Christmas gift garden"
- "Christmas gift Yoga" . Select posts and then select Public posts

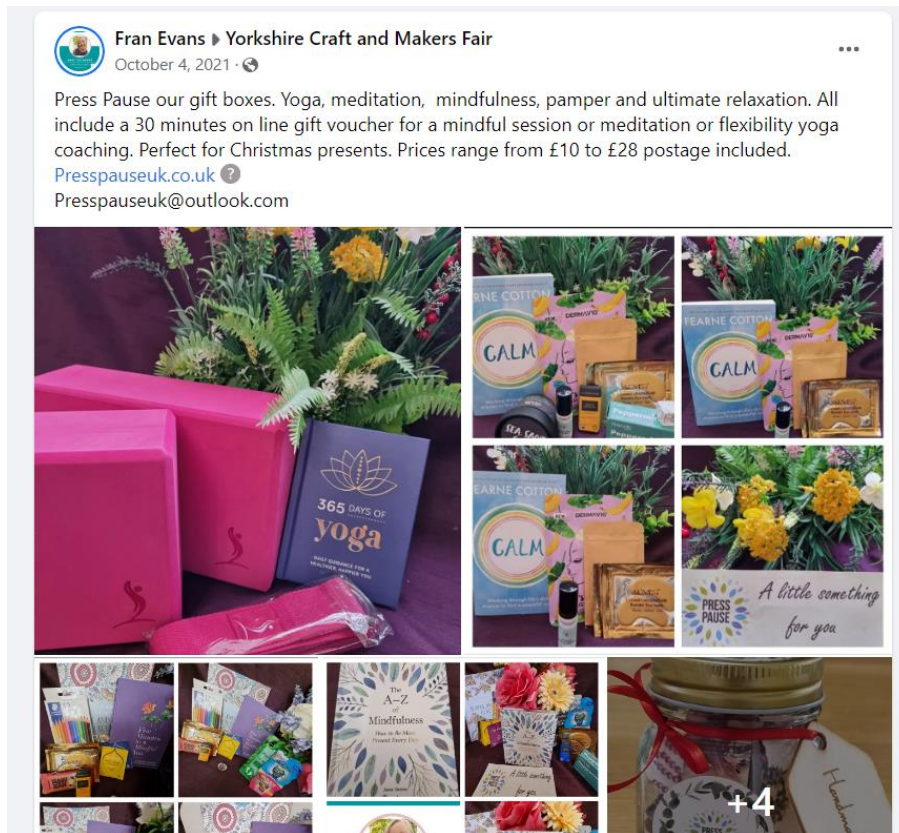
Create Social Media Posts



To get some ideas ...

- Do the same search on Instagram and under top results you will see posts and reels that have the words in the caption.
- Also select the tab for reels and you will see lots of relevant reels

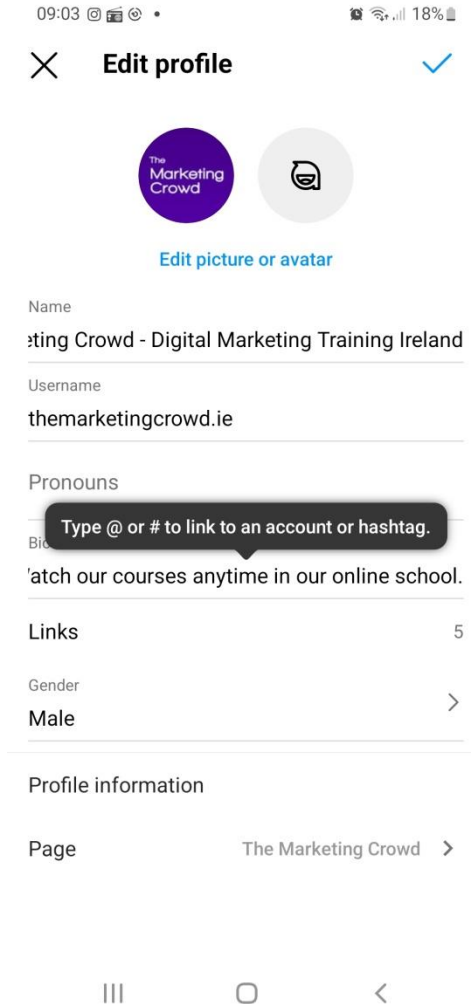
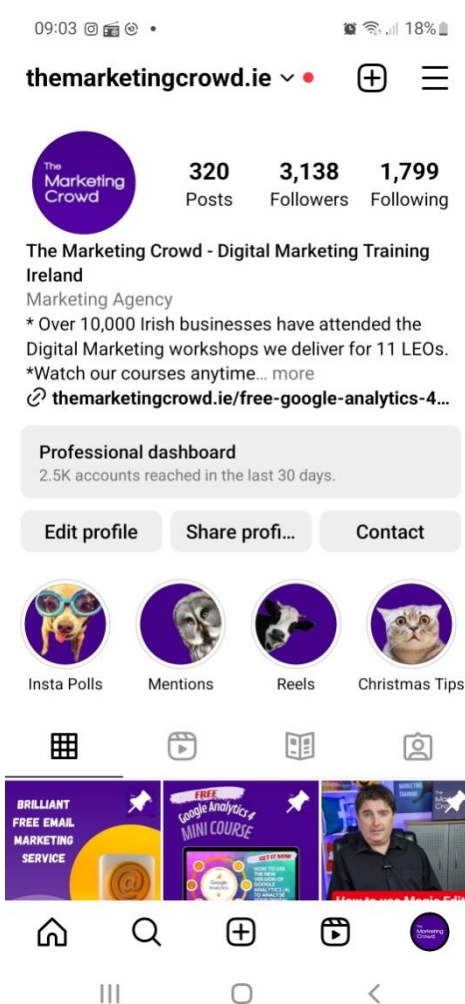
Create Social Media Posts



Key things to consider.

- Reels will give you a lot more reach on Instagram compared to posts – focus on those.
- It's ok to post about the same gift idea a number of times. But change the image and text each time to avoid wear out
- Always have a link to your website where people can buy the product
- Suggest that if you'd like to receive this as a present you might want to privately share the post with someone

Ways to drive traffic to your website from Instagram including pitfalls to avoid.

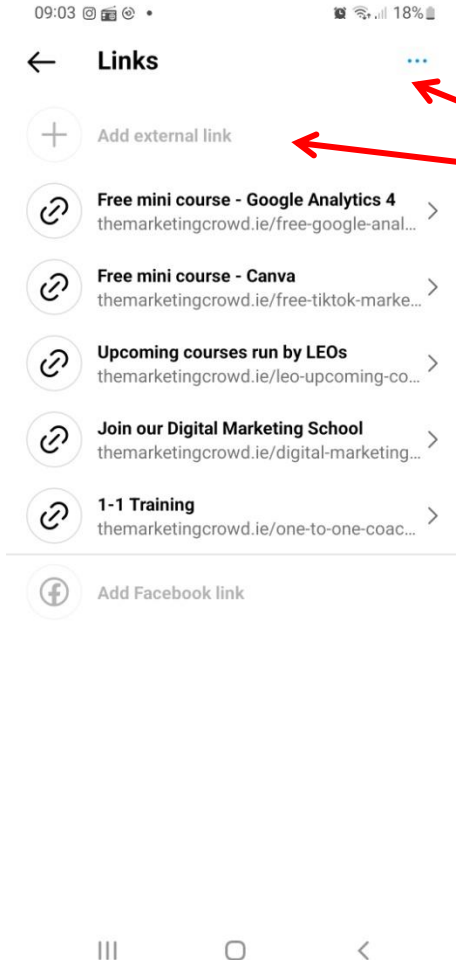


Links do not work in Posts or Reels so you need to Say “For more details see the link in our profile”

You can now add 5 links to your profile

1. Tap edit profile
2. Tap links

Ways to drive traffic to your website from Instagram including pitfalls to avoid.



3. You can then add a link

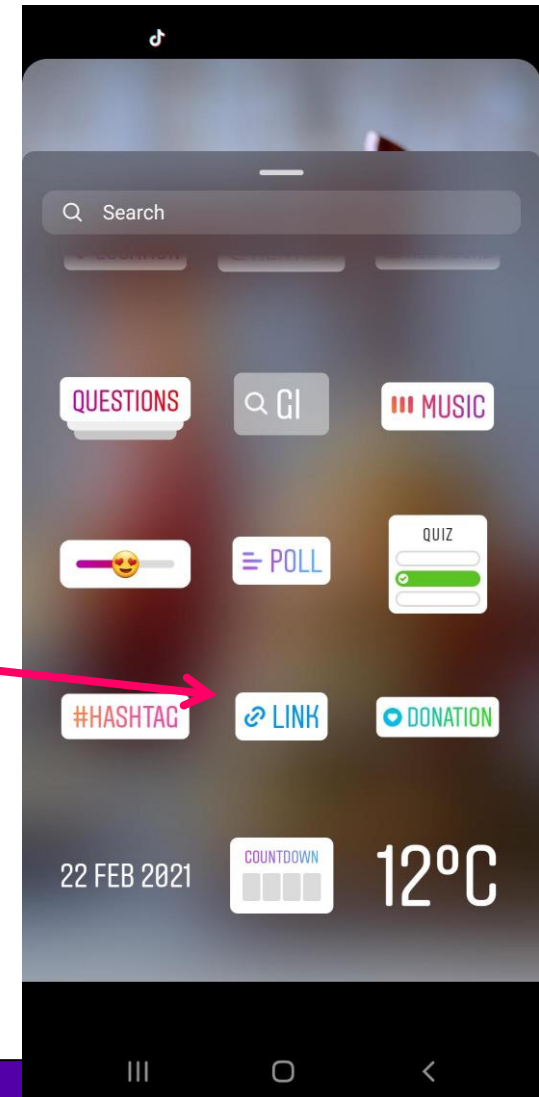
Tap the 3 dots to reorder your links to put the most important / recent at the top

You can easily drive traffic from your Stories using the link sticker

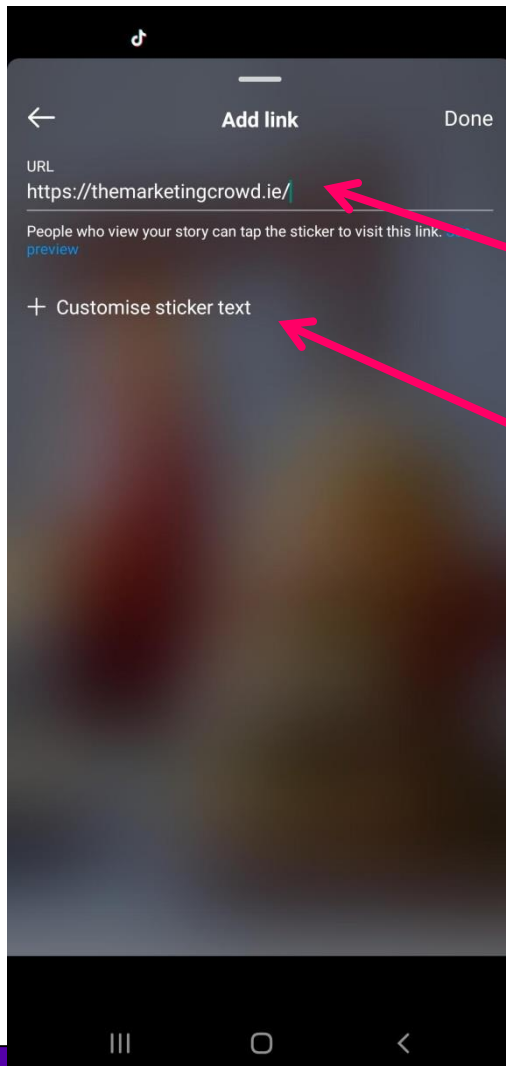


All Instagram accounts can add a link to a web page in their Story (previously you needed 10K followers)

1. Create a Story – use either an image or video
2. Tap on the sticker icon
3. Tap on the link sticker



You can easily drive traffic from your stories using the link sticker



4. Insert the url (web address) for the exact page you want to drive people to.
5. Tap customise sticker text and type the text that you want people to tap on E.g. Tap to see our menu. Tap to read the blog post. Tap to get the special offer.
6. You can then position the link anywhere on the image or video



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Consider running ads on Facebook / Instagram ad campaigns

 **Manuel Bozzi Jewels**
Sponsored (demo) · 🌐

Gifts, gifts, and more gifts! The more hand-crafted jewelry you buy from Manuel Bozzi's shop, the more you save! Now you can get something for everyone on your Christmas list!
For a limited time only take 10, 15, even 20% OFF your ENTIRE purchase.
Here's how it works:
Buy up to 500€, Get 10% - Use code: LIGHTXMAS... [See More](#)



XMAS SALE - Save On Manuel Bozzi Jewelry
This is the biggest sale of the season! Fill up your cart before it's too late. Coupon codes valid from December 10th through December 20th. Manuel Bozzi - Must...

MANUELBOZZI.IT [Shop Now](#)

1. Turn one of your Facebook posts into an ad so it appears as an ad on FB with all the likes, comments & shares
2. Use the ads tool and select traffic as an objective

What are the 2 Big options?



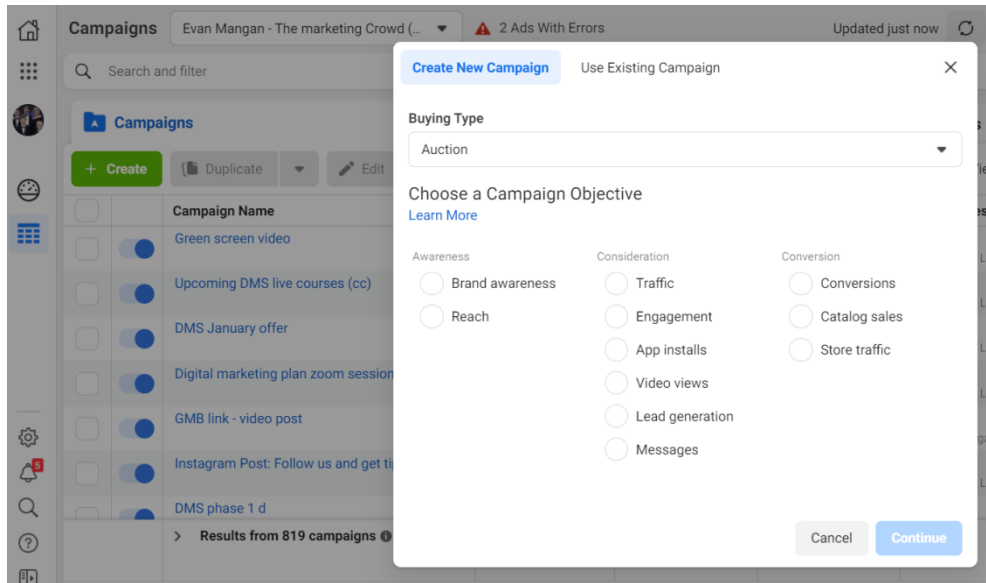
Option 1: Boost the post

The boost post button was introduced by Facebook to encourage people to start advertising.

It's how to run an ad on stabilisers – but with simplicity come fewer options and a lot of wastage

It is best to use the Ad creation 2 (option 2)

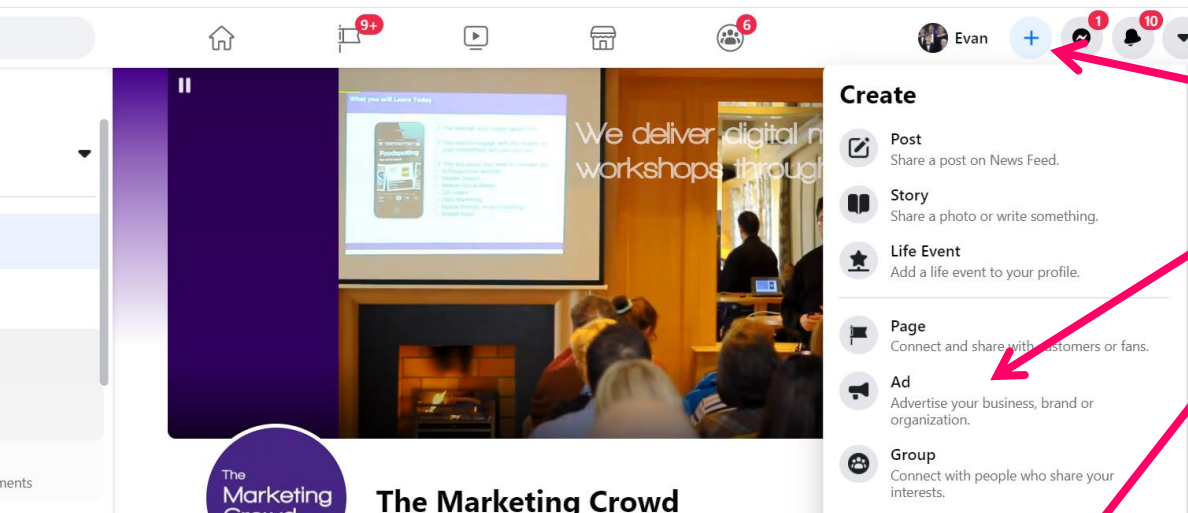
What are the 2 Big options?



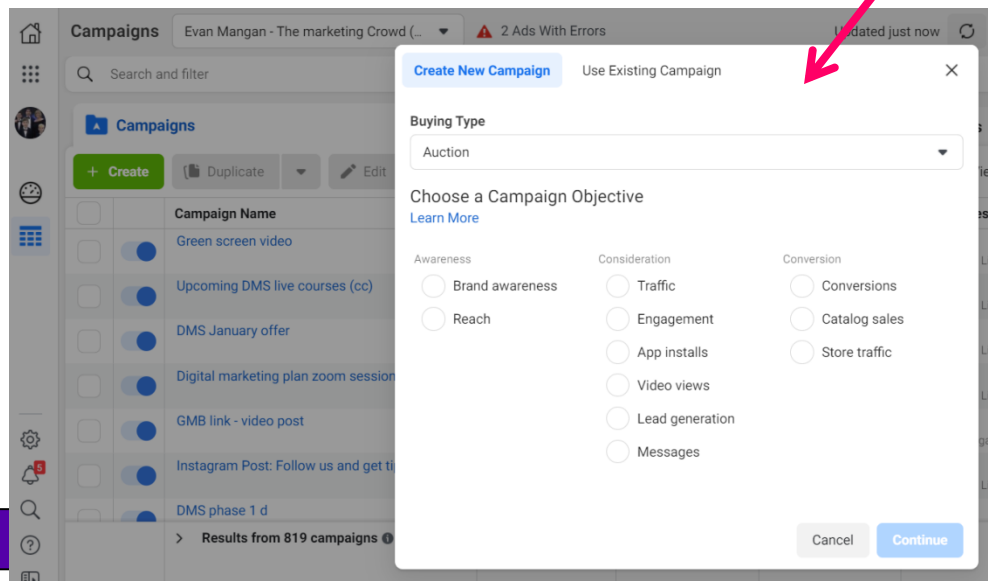
Option 2: The ad Creation Tool

This tool within ads manager gives you all the options you need and once you get the hand of it isn't complicated.

To access the ad creation tool within ads manager



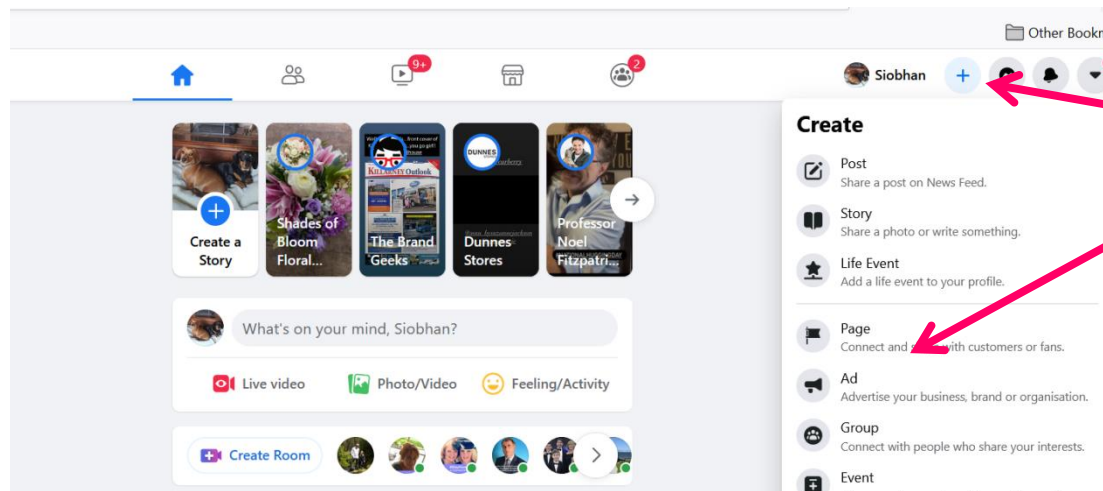
1. On the top right click on the + icon
2. Then click on Ad
3. It then takes you to the Ads tool



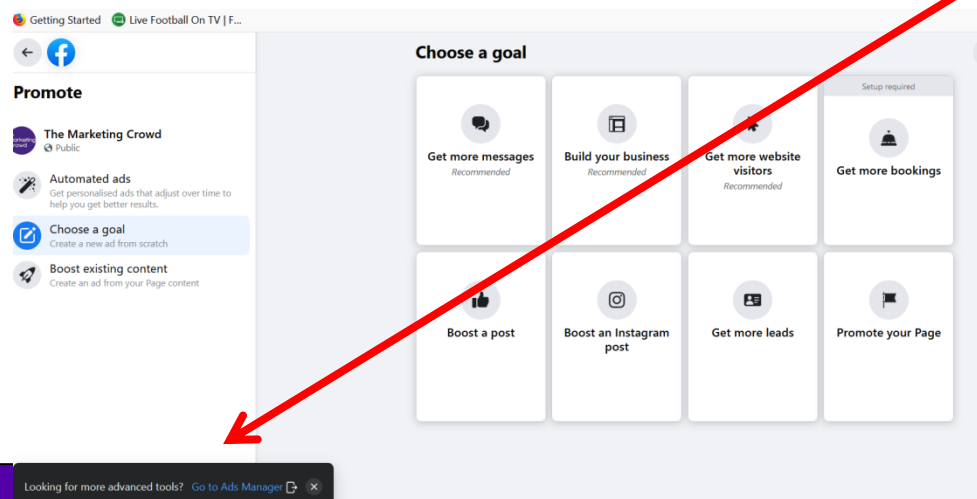
However, if you have never created an ad before this might not work for you. It might take you to their new "very basic" ads area.

If so, see next slide

Alternative way to access the ads tool

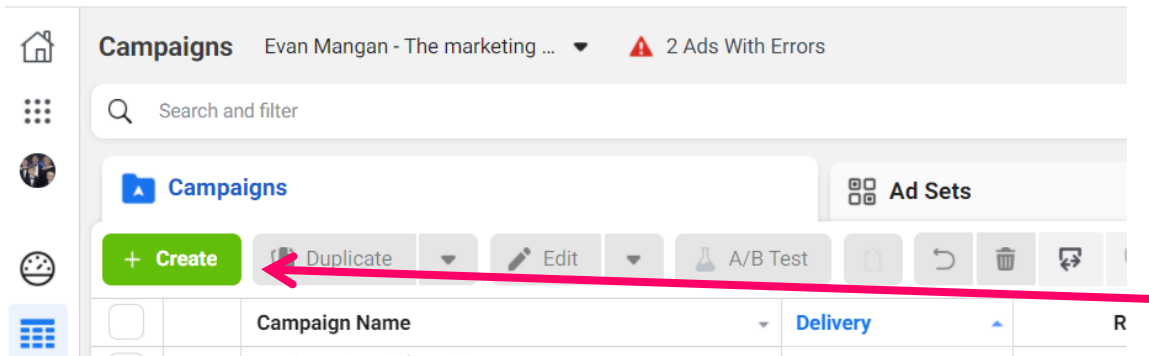


1. On the top right click on the + icon
2. Then click on Ad
3. It might take you to this basic ads area. If it does, click on the link in the bottom right to go to the advanced tool "Ads manager"



Looking for more advanced tools? [Go to Ads Manager](#)

To access the ad creation tool within ads manager



Then tap on the green create button

How to create an ad campaign

Create New Campaign Use Existing Campaign

☐ Brand awareness ☒ **Traffic** ☐ Conversions


☐ Reach ☐ Engagement ☐ Catalog sales

☐ App installs ☐ Store traffic

☐ Video views


☐ Lead generation

☐ Messages



Traffic

Send people to a destination, like a website, app, Facebook event or Messenger conversation. [Learn More](#)

Name Your Campaign • Optional

 **Campaign**
Includes the campaign objective and budget optimization.

Name this campaign

 **Ad Set**
Determines your audience, placements, schedule and spending.

Cancel **Continue**

How to use the ads tool

Then choose either “traffic” or “engagement”

If you are driving people off of your website choose traffic.

If you are not driving people off of Facebook choose engagement


Important – Give your campaign a name you will recognise. Type in a name


Click on “continue”

What are the 2 Big options?

[Edit](#) [Review](#)

Campaign Name

New Campaign 

Special Ad Categories Off 
You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#)

Campaign Details

Auction



Campaign Objective

Traffic


[Show More Options](#) ▾

A/B Test

Test campaigns against each other to understand which strategies give you the best result. Your potential reach will be divided among your test campaigns for more accurate results. [Learn More](#)

 **A/B test creation has changed** 

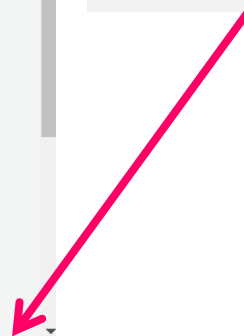
Now you create test variants after publishing your campaign. Once you publish, select a variable and create new versions to compare against the original.

[Close](#)  All edits saved

[Next](#)

You can skip these options

Click on Next



How to get more people to see your posts

[Edit](#) [Review](#)

Drive more conversions by creating an offer people can save and get reminders about. [Learn More](#)

Budget & Schedule

Budget

Daily Budget ▼ €20.00 EUR

Actual amount spent daily may vary. ⓘ

Start Date

Oct 21, 2020 12:58 PM
Pacific Time

End - Optional

☐ Set an end date

[Show More Options](#) ▼

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 3,300,000 people ⓘ

Estimated Daily Results

Reach ⓘ
6.0K - 17K

Landing Page Views ⓘ
30 - 94

Step 1: Decide how much you will spend per day and for how long you will run the campaign for

How to turn a post into an ad that goes out on Facebook & Instagram

Audience

Create New Audience Use Saved Audience ▾

Custom Audiences Create New ▾

Exclude

Locations

People living in or recently in this location ▾

Ireland

▾

☒ Include Browse

Your audience location has been changed from Ireland to Limerick. Undo Change

Limerick

Shan

Limerick

Kilkenny

Drop Pin

Add Locations in Bulk

Age

▾ ▾

Gender

☐ All ☐ Men ☒ Women

Detailed Targeting

Include people who match ⓘ

Interests > Additional Interests

Audience Definition

Specific Broad

Your audience is defined.

Potential Reach: 31,000 people ⓘ

Estimated Daily Results

Reach ⓘ

1.8K - 5.1K

Landing Page Views ⓘ

6 - 22

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Step 2: Choose the people you want to target.

Target your advanced custom audiences under “custom audiences”

Target by...
Location
Age & gender
Interests / Behaviours /
Demographics

How to turn a post into an ad that goes out on Facebook & Instagram

Placements
Show your ads to the right people in the right places.

☒ **Automatic Placements (Recommended)**
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn More](#)

☐ **Manual Placements**
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals. [Learn More](#)

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Devices
All devices

Platforms
☒ Facebook ☒ Instagram
☒ Audience Network ☐ Messenger

Asset Customization ⓘ
7 / 7 placements that support asset customization

Placements

Feeds	<input checked="" type="checkbox"/>
Get high visibility for your business with ads in feeds	
Facebook News Feed	<input checked="" type="checkbox"/>
Instagram Feed	<input checked="" type="checkbox"/>



Step 3: Decide where You want your ad to appear.

To view your options click on Manual Placements

You can now see that your ad will go out on Facebook, Instagram and Audience network.

Starting out perhaps leave all the placements ticked and you can then check after the campaign has finished which placements worked well or poorly. Based on this you might switch some off in future campaigns

How to turn a post into an ad that goes out on Facebook & Instagram

Optimization & Delivery

Optimization for Ad Delivery

Landing Page Views ▾

Cost Control (optional)

€X.XX EUR

Facebook will aim to spend your entire budget and get the most landing page views using the lowest cost bid strategy. If you want to set a cost control, enter an amount.

[Show More Bid Strategies ▾](#)

[Show More Options ▾](#)

Close ✓ All edits saved

Back Next

Step 4: Decide if you want to optimise for landing page views, clicks, impressions

Landing page views or clicks is advisable. You will reach people who have a propensity to click based on previous actions.

Click next

How to turn a post into an ad that goes out on Facebook & Instagram

The screenshot shows the Facebook Ad Setup interface. On the left, under the 'Identity' section, there are dropdown menus for 'Facebook Page' (The Marketing Crowd) and 'Instagram Account' (themarketingcrowd). Below this is the 'Ad Setup' section, which includes a dropdown menu currently set to 'Use Existing Post'. Below the dropdown are three radio button options: 'Create Ad', 'Use Existing Post' (which is selected), and 'Use Creative Hub Mockup'. At the bottom of the 'Ad Setup' section are two buttons: 'Select Post' and '+ Create Post'. On the right side of the interface, there is a section titled 'Select an existing post for your ad' with a 'Select Post' button. Below this is a message: 'Creative missing body text: This (#1815538)'. Further down is an 'Ad Preview' toggle switch. Three red arrows originate from the right side of the image and point to the 'Instagram Account' dropdown, the 'Use Existing Post' dropdown, and the 'Select Post' button.

Identity

Facebook Page

The Marketing Crowd

Instagram Account

themarketingcrowd

Ad Setup

Use Existing Post

☐ Create Ad

☒ Use Existing Post

☐ Use Creative Hub Mockup

[Learn More](#)

Select Post + Create Post

Select an existing post for your ad

Select Post

Creative missing body text: This (#1815538)

Ad Preview

Step 5: Choose from the dropdown a post that you want to turn into an ad

Choose your page

Decide if you want to create an ad from scratch or do you want to use an existing post

Click Select a post

Then choose a post from the list of previous posts

How to turn a post into an ad that goes out on Facebook & Instagram

[illegible]

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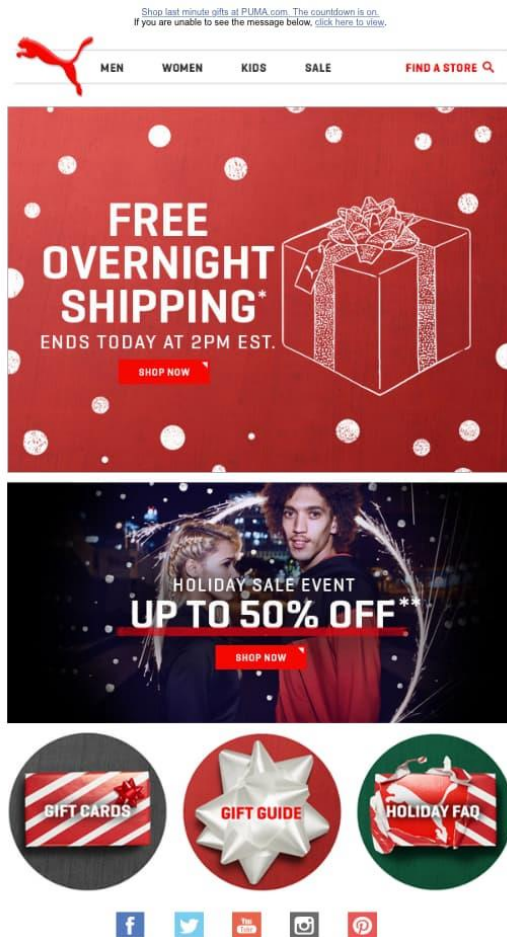
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Email marketing: Plan campaigns to your email lists



Do you have email lists that you can use for marketing?

- Previous customers
- Website visitors

Use an email marketing tool like mailerlite.com

Promote your

- Black Friday Offers
- Gift ideas
- Gift vouchers

Overview of the main options



- There are a large number of email marketing services that you can choose from and it can be tricky to choose one.

FEATURES

All of these services allow you to

- Upload your email list
- Capture email addresses on your website using forms or popups.
- Automated emails with further info or offers can then be sent to people who signed up
- Create email campaigns based on easy to use templates
- People can easily unsubscribe and are automatically removed from future email campaigns
- See how your campaigns are performing – detailed analytics are provided

You will want to email your website visitors so incorporate ways to capture email addresses

mailer lite Email marketing platform



Email campaigns



Surveys



Automations



Landing pages



Pop-ups



A/B testing

We use Mailerlite.com and I think it is excellent. It allows us to do everything that we need to do in terms of email marketing.

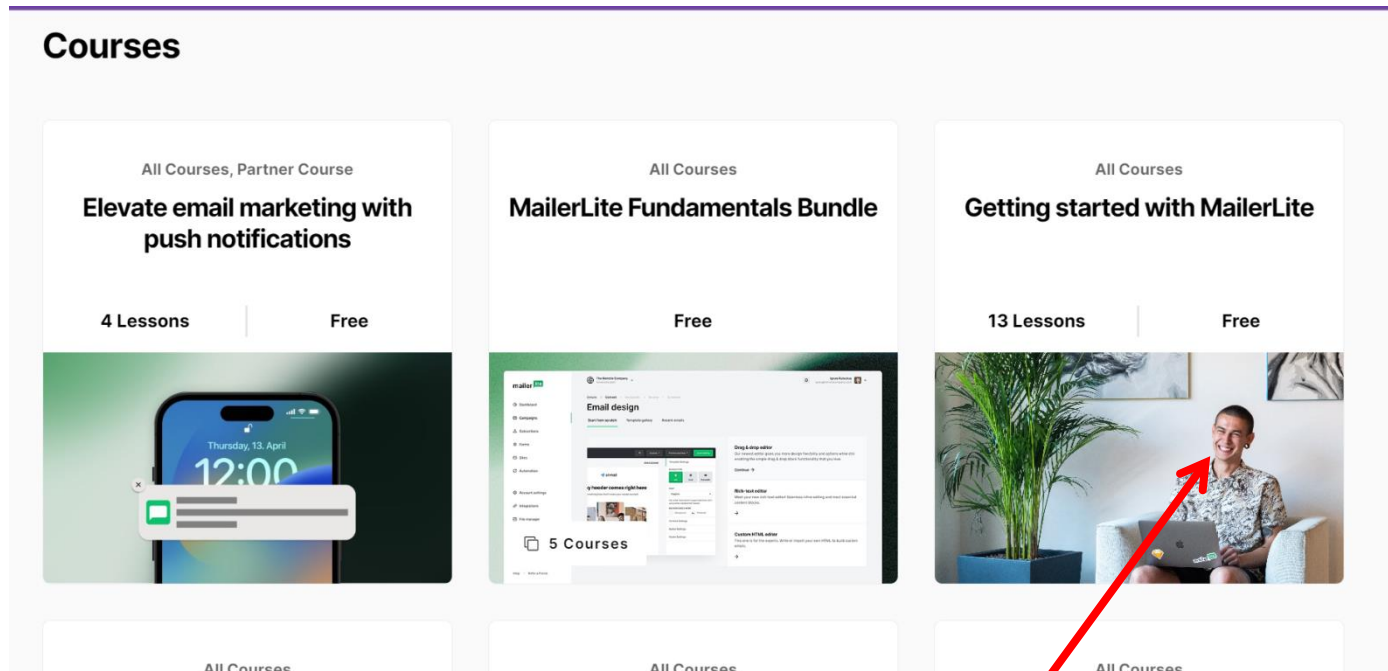
Compared to others it is not as expensive

I recommend it to others because if you are starting out it is free to use if you have less than 1,000 email addresses.

If you use Mailchimp It also makes it very easy to import all your lists from Mailchimp

Note – they also have free online video lessons that show you step by step how to use Mailer Lite

How to watch their step by step video lessons



You can watch step by step video lessons from Mailer lite that show you how to use the service. Either Google “Mailer Lite Academy” or click on this link <https://academy.mailerlite.com/collections>

All of their online courses are free to watch - but you need to login to watch them.

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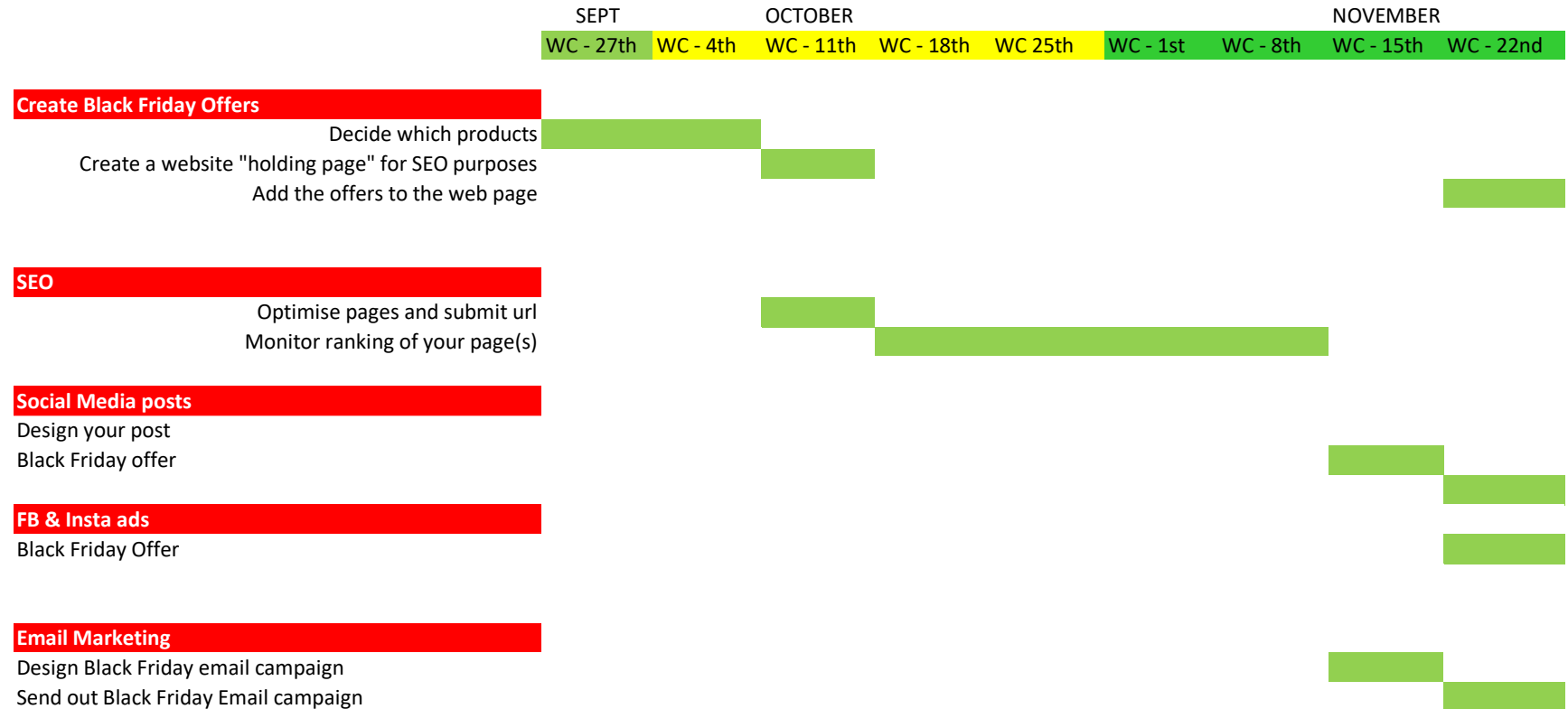
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Create a campaign calendar for Black Friday



Create a campaign calendar for Christmas

[illegible]