

Holiday Facebook Marketing Ideas #1internetDay

Presenter: Lace Llanora, Vanilla Digital



Hello, nice to meet you!



2004 - Started my first personal blog

- Involved in special interest online communities

2005-2009

- Graduated at De LaSalle University-Manila
 BS Commerce, Marketing Management
- Held positions as Marketing Communications Officer, Product Manager, and IT Operations Manager
- Started 3 more blogs on Fashion, Personal Finance, and Parenting

2011 - Focused on online community and social media management

Hello, nice to meet you!



2013 - Co-founded **Vanilla Digital**, a start-up digital marketing firm with big dreams for social media in the Philippines

Pinoy Christmas!



Nhey Em

first day of simbang gabi
#putobumbong #bibingka — at Pasig Catholic Church



Like $^{\circ}$ Comment $^{\circ}$ Share $^{\circ}$ 8 hours ago in Pasig $^{\circ}$ 6

11 people like this.



Efraim Mallare

9 DAYS TO GO! #lastsaturday #giantchristmastree #fireworksdisplay #bibingka #putobumbong — at Araneta Center Cubao



Like · Share · 3 hours ago in Quezon City · 🔞

14 people like this.



Jhay-ar Macarandan

I LOVE EATING W/ IT !!! #SIMBANGGABI #PUTOBUMBONG



Like · Comment · Share · 6 hours ago · 🚱

12 4 people like this.



Holiday Facebook User Behavior

- •Consumers are 71% more likely to make a purchase based on social media referrals
- •74% of consumers rely on social networks to guide purchase decisions
- •66.4% of shoppers update their Facebook status to tell friends about best offers and finds
- •58% of Facebook users expect offers, events or promotions when they become fans
- •79% of consumers like a Facebook company page because it offers discounts and incentives
- 42% of users Like a brand on Facebook to get a coupon or discount

*Sources: Hubspot, SproutSocial, Crowdtap, Forbes, Syncapse



What is on your Facebook Wishlist?

- To establish brand recall and awareness during the holiday
- To remain relevant in holiday conversations
- Take advantage of holiday cheer and drive loyalty
- To increase sales and market share during the holiday

But don't forget #YolandaPH, #Bohol, #Cebu, #Zamboanga and more



- Subtle holiday marketing
- ► Focus on the intangibles
- ► Rediscover your brand values



4 Christmas ideas for your Facebook Timeline



Holiday-ify your Timeline cover and About page





Use Christmas themed images





Use online editing apps to create Christmas images!







Create your Christmas Avatar





6 Merry Facebook Marketing Ideas



1. Holiday Facebook album for your products



2. Holiday battle royal!







3. Christmas 911's



4. Show how you're decking the halls



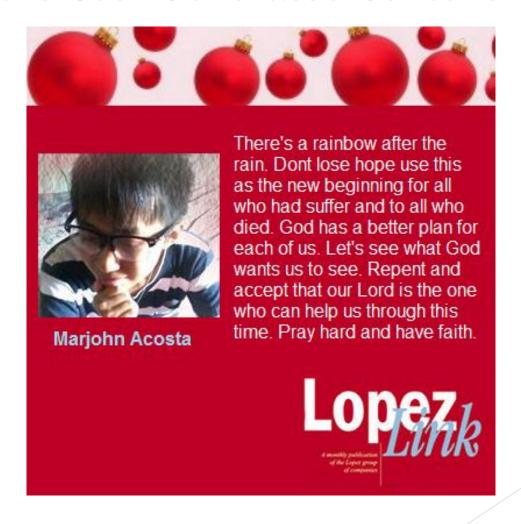


5. Christmas Facebook Rewards





6. Feature User Generated Content





Bonus TIPS for a stress-free Christmas on Facebook

Let your community know when you are online or not - everyone needs a holiday including social media managers!





Schedule your posts ahead

► Take advantage of Faceboook's scheduler





http://vanilladigital.ph/blog/firstvanilla-talk/





Bonus



facebook.com/VanillaPH



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