

BEFORE THE HOLIDAY RUSH: FIVE MARKETING MOVES TO MAKE NOW



SOCIAL MEDIA TIPS

By Theresa Mintzer

September is here, and customers are already researching and deciding where they'll spend their money this holiday season. Now is the time to make sure your online presence is ready.

1. Update Your Information Everywhere: Check your hours, contact information, links, and business details across Facebook, Instagram, Google Business Profile, TikTok, and other platforms.

2. Build Your Audience Now: Don't wait until November. Use September and October to increase visibility and introduce potential customers to your business before holiday promotions begin.

3. Post Regularly, Especially Video: Use short-form video to share tips, behind-the-scenes content, products, services, and seasonal content. Consider boosting posts that perform particularly well.

4. Check Your Tracking: Make sure your Meta Pixel and other website track-



ing tools are working so you can retarget website visitors with holiday offers.

5. Test the Customer Experience: Visit your website from your phone. Is it easy to find information, contact you, book, or buy? Fix frustrating steps now.

Pro tip: Start advertising before the holiday rush. Competition and ad costs often increase closer to Black Friday.

Need help with your holiday marketing? Offer social media and Facebook ad coaching to help businesses create a plan and make their marketing dollars work harder.

Visit MintzerSolutions.com to learn more and schedule a session.

CAREER TRAINING AT MONTCO

A DEMAND-DRIVEN APPROACH
TO YOUR EDUCATION.

IT • HEALTHCARE • BUSINESS • MANUFACTURING

 **MONTGOMERY**
COUNTY COMMUNITY COLLEGE

Learn More at mc3.edu/workforce



Turning Visions Into Reality.

NOW OFFERING EXPANDED FIRE, POLICE, & EMS LIGHTING SERVICES.

When you're the first on scene, your lighting isn't a feature—it's a lifeline. Our business understands the critical nature of reliable, high-performance safety, including emergency lighting systems for fire, EMS, and law enforcement.

We don't just install lights; we provide peace of mind. We service work safety and emergency lighting too.

Contact our team to build a custom vehicle to fit your daily work needs. We are happy to service any vehicles in your fleet too.



3417 Pricetown Road, Fleetwood, PA
610-944-7455 • www.levanmachine.com

YOUR WORK TRUCK & CNC MACHINING DESTINATION!

