



..... FACEBOOK .....

# *Holiday Marketing*

# IDEAS

Tactics to boost sales and engagement from October to January...and beyond!



Presented by



**SHORTSTACK**

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# Introduction: HOW THIS EBOOK CAN HELP YOU

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**Competition is fierce during this time of year!** Retailers do an estimated 24 percent of their annual sales during December alone. During November they can expect to do an additional nine percent of annual sales. But no matter what industry you're in, this time of year is ideal for connecting with customers. We can empower you to make this happen on Facebook. Check out these motivating stats that helped inspire this eBook:

- Consumers are 71% more likely to make a purchase based on social media referrals ([Hubspot](#))
- 74% of consumers rely on social networks to guide purchase decisions ([SproutSocial](#))
- 15,100,000 consumers go to social media channels before making purchase decisions ([Knowledge Networks](#))
- 58% of Facebook users expect offers, events or promotions when they become fans ([Hubspot](#))
- Facebook is the most effective platform to get consumers talking about products ([SproutSocial](#))
- Facebook is the #1 online channel for influencing the purchase of baby products ([Mashable](#))
- 79% of consumers Like a Facebook company page because it offers discounts and incentives ([Forbes](#))
- 81% of US respondents indicated that friends' social media posts directly influenced their purchase decision ([Forbes](#))
- 32.5% of women say they're influenced by special offers on Facebook vs. 29% on Twitter ([Business2Community](#))
- 78% of respondents said that companies' social media posts affect their purchases ([Forbes](#))

That's an overview of what's inside this comprehensive holiday eBook, so let's jump right into Chapter 1!

*Let's get started!*



Since the holiday season is all about giving, it's no surprise that during this time of year the most popular kind of Facebook app to build is a giveaway app. Giveaway apps are used to inspire fan excitement and engagement through giving away prizes and rewards.

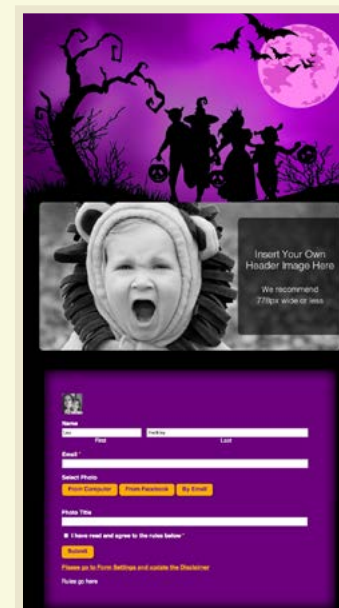
Because of their popularity we decided to dedicate an entire section to Try a Giveaway or Contest! In this chapter we have five giveaway app ideas for you:

- **Halloween Photo-voting Contest**
- **Thanksgiving Essay Contest**
- **Black Friday or Cyber Monday Viral Giveaway**
- **Extended Christmas Giveaway**
- **New Year's Instagram Video Contest**

## 1. Halloween Photo-Voting Contest

According to the [National Retail Federation](#), 170 million Americans will celebrate Halloween! And with more than half of the United States' [population on Facebook](#), Halloween is the perfect first holiday of the season to celebrate with fans.

One of the simplest (and most popular) giveaway contests to host is a photo contest. Think of ways you can make your Halloween photo contest relevant to your business or audience. For example, if your business or client works in the health industry, ask your fans to take photos of their healthy Halloween treat recipes. Or, if the majority of your fanbase's audience are parents, ask them to upload photos of their children's best Halloween costumes for a chance to win! If your Halloween photo contest goes well, try out a similar contest again in the spring for Easter.



# Chapter 1: TRY A GIVEAWAY OR CONTEST

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If this is the first contest you've hosted on Facebook, we recommend you build your app at the beginning of October and publish it on a Sandbox Page to test it well before Halloween. Once you've tested your app at the beginning of the month, launch your app on your Page a couple weeks before Halloween. For this app idea, allow at least one week for users to enter your contest and one week for voting, but preferably two weeks for both so you have enough time to promote your app.

*Not sure what a Sandbox Page is? [Click here](#) to read what it is and why every business should have one.*

**ShortStack Crew Tip:** *To create a photo contest with ShortStack that allows users to upload photo entries from a computer, Facebook or Instagram, you will need to create a promotion form. [Click here](#) for a video tutorial that teaches you how to do this.*

*To add voting to your photo contest, there are a couple more steps you have to take. [Click here](#) to watch this video tutorial to learn more.*



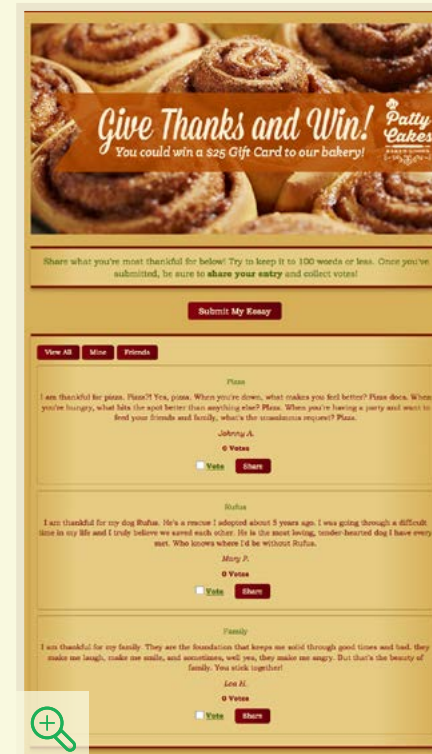
# Chapter 1: TRY A GIVEAWAY OR CONTEST

## 2. Thanksgiving Essay Contest

Thanksgiving is not a holiday that's just popular in the United States, it's celebrated in multiple countries. For each country, traditions vary, but the underlying theme of giving thanks and feeling gratitude are the same for all Thanksgiving celebrations.

**This November, host a Facebook giveaway contest** that invites fans to remember the true meaning of Thanksgiving. Ask users to share their favorite Thanksgiving story or memory for a chance to win something cool from your company.

If your business or client wants another option for celebrating Thanksgiving, this essay contest app concept, and its execution, is interchangeable with a recipe contest. In a recipe contest, you should simply ask fans to share their favorite Thanksgiving recipes in place of an essay for a chance to win!



**ShortStack Crew Tip:** To set up an essay contest with ShortStack, [click here](#) to watch a video tutorial on how to set up the appropriate promotion form.





## 3. Black Friday or Cyber Monday Viral Giveaway

The days after Thanksgiving are the biggest shopping days of the year thanks to two modern consumer-driven holidays: Black Friday and Cyber Monday. The success of these days can depend on the type of Black Friday or Cyber Monday incentives or deals your business offers.

The first step in making Black Friday or Cyber Monday a big hit is to promote your business or client's offerings to a wide audience. Accomplish this with a Facebook giveaway app that

*3 Ways to Increase your App's Virality: [click here](#) to read the awesome article.*

supports virality. There are three effective ways to increase the virality of your app, but for this particular giveaway app idea, it's best to use ShortStack's [Refer-a-Friend feature](#).

Here's the gist of how this feature works: when you're running a contest or promotion, upon submitting an entry, your users will be prompted with a link to Share to their wall. The link they're given is special in that it will be tracked by ShortStack. If a friend of the user clicks on the link and enters the promotion, the original user who Shared it will be awarded with extra votes or "points." You can configure the Refer-a-Friend text that the users see, and how many votes/points they will receive.

Instead of doing a traditional giveaway for Black Friday or Cyber Monday in which one or a few people win a large prize, **design your giveaway to allow many winners** – this will encourage more people to enter because the odds of winning are higher. You could award multiple winners \$25 gift cards, for example.

If you're a brick and mortar retailer, you could also create an app that allows fans to access a printable coupon for a "Buy one item, get another item free" offer. This kind of app works during any time of the year that your business wants to promote a deal to fans.

*To learn how to create a printable PDF coupon in ShortStack, [click here](#) to watch this short video tutorial.*



# Chapter 1: TRY A GIVEAWAY OR CONTEST



If you're an online retailer, consider creating an app that allows fans to access a one-day-only free shipping promotion code or a limited-time promotion code to receive a certain percentage off their entire online order.

*To create an app that reveals a promo code, use ShortStack's Widget Visibility settings. [Click here](#) to watch this short video tutorial and learn how to create fan gates that reveal special promo content.*

**ShortStack Crew Tip:** *To track the return on investment (ROI) of your Black Friday or Cyber Monday app, create a unique promotion code specific to your app. For example, the promotion code could be "FBCYBERDEAL." This will allow your business to determine how much was earned as a result of your giveaway, based on the number of people who use your app's promotion code.*





## 4. Extended Christmas Giveaway

This December, in the days leading up to Christmas, host a multi-day giveaway contest in which you give out prizes every day throughout the month. **Extended giveaway promotions that support multiple contest winners often have the highest engagement.** They also help to drive the most new fans/Page Likes. Why? Because when multiple prizes are being given away every day for an extended length of time, people are encouraged to follow the contest. And the best way to keep up with a brand's contest is to Like their Page.

The easiest way to host an extended Christmas giveaway is to use ShortStack's newest Holiday Calendar Template. With this template, you can create an "X Days of Christmas." The template is set with 12 reveal days, but you can modify it to include as few or as many days as you want within a single month (Note: You can't cross months or skip days). [Click here](#) to learn more about the Holiday Calendar Template, and how to make modifications to it.



**ShortStack Crew Tip:** *If your business or client's focus is to drive lots of new Page Likes, fan-gate your giveaway app! Fan-gating your app is the only way to drive to new Page Likes with a Facebook contest. Fan-gating your app is simple, all you have to do is adjust your widget visibility settings. [Click here](#) to watch a video to learn more.*



## 5. New Year Instagram Video Contest

In June, Facebook announced big news: Instagram now has video! The announcement has many businesses excited, as Instagram video makes it super easy and fast for contest participants to create and submit video entries. This feature comes right in time for the holidays.

To celebrate the New Year with your Facebook fans, host an Instagram video contest! You could ask fans to create videos that share their New Year's resolutions with your brand or ask them to create a video with their responses to a question you ask. For a software company like ShortStack, an example would be: "What new features or capabilities would you like to see from us in 2014?"

When you host your Instagram video contest, get creative with the kinds of video submissions you want from your entrants and try to make the context of your Instagram video contest relevant as to your brand as possible. Also, be sure to create a special hashtag for your contest that fans have to use in order to submit their video entries – this will allow you to better track contest entries and the conversation your users are having about you.

*For a walk-through of how to create an Instagram video contest with ShortStack, [click here](#) to watch an easy-to-follow video tutorial.*

**ShortStack Crew Tip:** *Test your app to make sure it works well on mobile! With ShortStack's mobile capabilities, fans can keep up with your Facebook Instagram video contest and submit their entries on the go via their mobile devices. To learn more about ShortStack applications for mobile devices, [click here](#).*

*With ShortStack, it's simple to host an Instagram video contest. The fastest way to create this kind of app is to use our Instagram Video template. To learn more about it, [click here](#).*



# Chapter 2: DRIVE ONLINE AND IN-STORE SALES

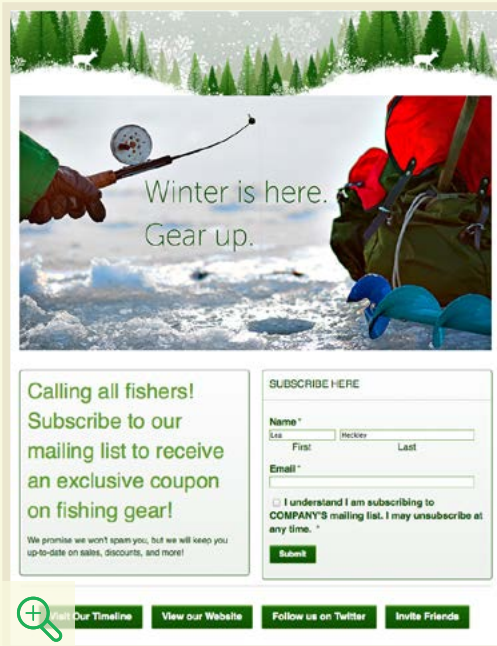
According to a holiday-shopping [infographic released by Crowdtap](#), Facebook is the leading social channel for influencing gift purchases. Inspired by this information, this chapter's focus is on preparing you or your client's Facebook Page for two of the biggest shopping events of the year: Black Friday and Cyber Monday.

In chapter 2, we share four easy-to-implement app ideas, along with insights on how to create and use each app to drive holiday sales. All app ideas and tips covered in this section apply to both online and brick and mortar businesses.

### App ideas covered in this chapter:

- Promote Your Holiday Newsletter
- Create a Product Showcase
- Collect Testimonials
- Store-Finder App





## 1. Promote Your Holiday Newsletter

For businesses that want to drive sales through email marketing efforts this holiday season, an incentivized newsletter app is what you'll want to build. This kind of app, when fan-gated, allows your business to **grow your mailing list and drive new Page Likes fast.**

Here's how it works: When an app visitor subscribes to your brand's email newsletter and Likes your Page, the new fan is then rewarded with a holiday coupon that can be downloaded from the app.

Most people want something in return for an email opt-in or Like, making an incentive like a coupon or deal valuable. How valuable? According to a [2013 Syncapse report](#), a whopping 42 percent of Facebook fans Like a brand's Page in order to gain access to a coupon or discount!

And here's another inspiring stat: According to the study from [Crowdtap](#), **67.2 percent of survey** respondents choose digital coupons as the type of content they were most likely to share on Facebook during the holiday season.

**ShortStack Crew Tip:** To create an incentivized holiday newsletter app with ShortStack, use our *Subscribe to Receive a Coupon* template. The template incentivizes mailing-list signups by offering a coupon to everyone who subscribes. To learn more about this template, [click here](#).

## Chapter 2: DRIVE ONLINE AND IN-STORE SALES

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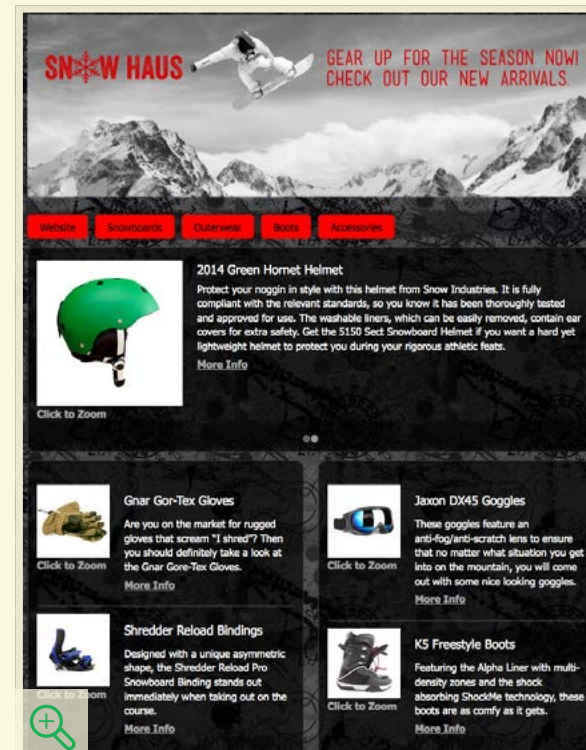
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### 2. Create a Product Showcase

Think about the last time you purchased a product online without having seen a photo of it. Can't think of it? That's most likely because there was never a time! Consumers need photos, and as much other relevant information as possible, to influence their purchasing decisions.

For product-based businesses that bring in new inventory for the fall and winter months, the goal is always to promote and sell as much of that inventory as possible. One way to do both of these things is through a Facebook app that features a photo gallery of your hottest seasonal products and links app visitors to where they can make purchases.



**ShortStack Crew Tip:** To create an app within ShortStack that features a showcase of fall or winter products, you will need to use the Product Widget. The Product Widget displays images, descriptions and links for your products so that your app visitors can see what you offer, read the specs, and then head to your web store to make a purchase! To learn more about the Product Widget, [click here](#).

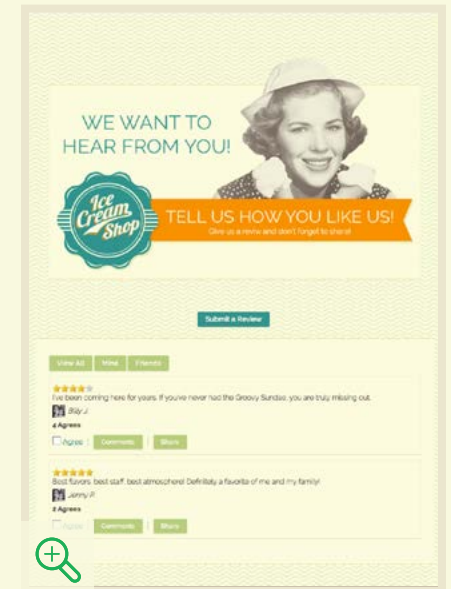




### 3. Collect Testimonials

Peer recommendations are the key driver of gift purchases. What's more, social media peer recommendations influence more holiday gift purchases than Amazon reviews, according to [Crowdtap's holiday infographic!](#)

This holiday season, influence more sales by creating a Facebook app that hosts product reviews from your Facebook fans. Make your business or client's testimonials app a featured app on the Timeline profile to draw in more app visitors.



**ShortStack Crew Tip:** To create an app within ShortStack that displays testimonials, use the Reviews Template. To learn more about the Testimonials Template, [click here](#) to watch a video tutorial.





## 4. Store-Finder App

To drive foot traffic into your store or business this holiday season, create a store-finder Facebook app! For brick and mortar businesses, this is one way to create awareness for your business location(s) and inspire people to come in and shop.

In the design of your store-finder app, include store hours, dates when you'll be running store specials (or some kind information that would be an incentive for users to come in) and, of course, a helpful interactive map that allows app visitors to find the location of your store(s).

If your business has **multiple store locations**, use the Image Widget. With the Image Widget, upload a photo of a map. On the image of the map, create clickable hotspots over the locations of your stores that link users to Google Maps directions.

*To learn more about how to create clickable hotspots in the Image Widget, [click here](#) to watch this video tutorial.*

**ShortStack Crew Tip:** Within ShortStack, to create an app that has an interactive map that allows users to locate a single store location from your app, use the Google Maps Widget. [Click here](#) to watch a quick video tutorial that shows you how to use this feature.





Engaging with fans is one of the best ways to keep your or your client's brand top of mind. Throughout this holiday season, take full advantage of Facebook by engaging with fans on the platform as much as possible – yep, you can use apps to do this!

While all apps help promote engagement, the four app ideas covered in this chapter are most effective at encouraging users to take action and engage with your brand during this holiday season.

### App ideas covered in this chapter:

- Pin and Win Promotion
- Easy RSVP's
- Gaming App
- Encourage Charitable Giving





## 1. Pin and Win Promotion

Since its March 2010 launch, Pinterest has grown to more than 70 million users. What's more, those users are dedicated and active on the platform. According to [Pinterest Insider](#), the average time spent on Pinterest is 98 minutes a month!

A lot of Pinterest's users are also on Facebook. In fact, 9 million Pinterest users reportedly have connected their Pinterest accounts to Facebook. So it's no wonder that the popularity of businesses hosting Pinterest contests has skyrocketed within this past year.

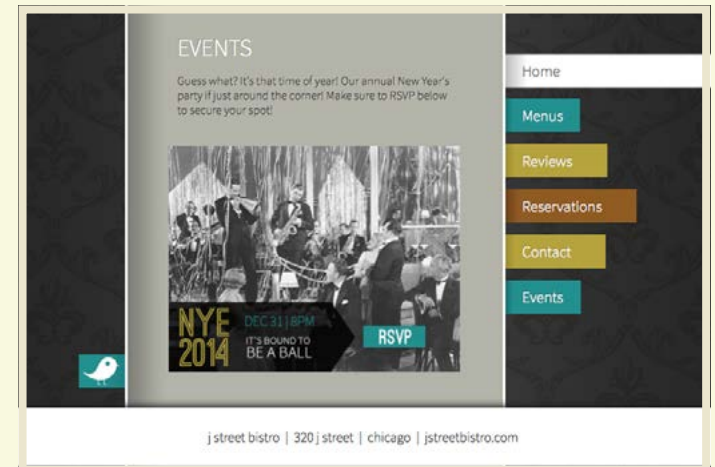
To engage your Pinterest-loving Facebook fans this holiday season, **host a "Pin and Win" contest!** Ask fans to make a Wish List board with products they pinned from your site – make sure they use a special hashtag that you create just for your contest.

***ShortStack Crew Tip:** The easiest and fastest way to create a Facebook Pin-it contest app is to use a pre-designed template. At ShortStack we have an easy-to-use Pin and Win template. [Click here](#) to learn more about it.*

## 2. Easy RSVP's

The holiday season is also “event” season. For businesses, there are open houses, promotional events and, of course, sales! Use a Facebook app to advertise these events to your fans.

One of the most effective ways to remind people of your brand’s event is to put it in their Google calendars. It might sound difficult to do, but it’s not!



**ShortStack Crew Tip:** First, create a Google calendar event for your holiday event and click “Edit event.” At the bottom of the Edit event page, select the blue hyperlink titled “Publish event.” A box of code will appear. Copy only the link within the quotation marks beginning with <https://www.google.com>.

Next, in ShortStack, use the Image Widget to create an RSVP button with a hotspot. If you’re not sure how to do this, [click here](#) to watch a video tutorial. Insert the text you copied from your Google calendar event into the hotspot entry field of your Image Widget. This will create an RSVP button on your app that when clicked allows your app visitors to quickly save your event to their Google Calendars.



## 3. Gaming App

Facebook games, like Candy Crush Saga, are very popular. In fact, according to [Facebook's latest gaming statistics](#), one out of every five users plays games on Facebook each month – that's 250 million people playing Facebook games!

If your brand wants to boost engagement with fans this holiday season, why not create a Facebook game of your own? The game doesn't have to be complex like Candy Crush Saga or other popular Facebook games like Farmville. It can be simple and hosted on your Facebook Timeline via a quiz app.

Online quizzes are popular because of their ability to engage users with brands, for users to learn more about your businesses or for users to learn about causes. A quiz can be fun, funny, or reveal facts about a business.



**ShortStack Crew Tip:** Build a fun holiday-themed quiz app using ShortStack's Image, Rich Text and Promotion Widgets. Using these widgets, [click here](#) to learn how to make an engaging quiz app with ShortStack in 4 fast steps.



## 4. Encourage Charitable Giving

The holidays are all about giving! This year, choose a charity to support and promote your philanthropic efforts using a Facebook app.

To drive new Page Likes while supporting a charity or cause, use ShortStack's Like Drive Template. With a Like Drive Template your business is able to display the number of new 'Likes' on your Page and real-time progress toward reaching your goal. This is perfect for when you're tracking dollars raised or entries with each new "Like."



***ShortStack Crew Tip:** Create fan-only content to encourage Likes on your Page. Once someone has Liked your Page you're able to thank them, show how close you are to your goal and also give them an option to share information about their contribution with their friends.*



# Chapter 4: PREPARE YOUR BRAND FOR THE NEW YEAR

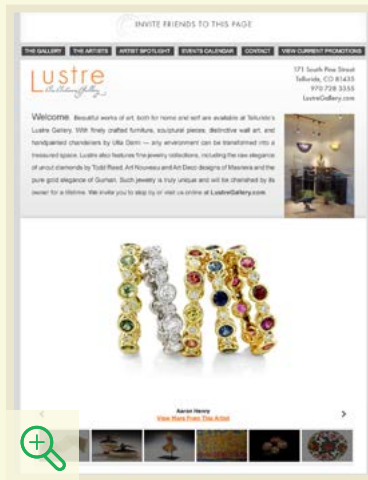
Just because Christmas and New Year's celebrations are over doesn't mean your business, or your client's business, can take a vacation. In this last chapter on apps, we cover four app ideas that can help prepare a business for year-round success.

It's best to view the four app ideas covered in this chapter as long-term assets for your Facebook Page – they should be built to live on a business's Page for an extended period of time. The purpose of these apps is to quickly capture new users' attention, improve business efficiency, effectively communicate what your brand is all about and even incentivize users to become your fans.

### App ideas covered in this chapter:

- The Basic Welcome Page
- Resource Central
- “Secret” Customer Appreciation Page
- Contact Us





## 1. The Basic Welcome Page

A Welcome app allows a business with a Facebook Page to convey, using visuals and interactive features, exactly what it does and represents (it serves the same purpose as a microsite).

Take, for example, the Welcome app created by Lustre Gallery. It contains a photo gallery, store information and tabs for their events calendar, artist spotlight, contact information, current promotions and more. When new users land on Lustre Galley's Facebook Page and click on their Welcome app, they are given enough information to understand what Lustre Gallery is and what the business offers.

**ShortStack Crew Tip:** If you want to build an app similar to Lustre Gallery's, you're going to want to use the following widgets: Product Widget, Rich Text Widget, Image Widget, Links Widget and Invite Friend Widget.



### 3. Resource Central

Content is king and no one knows this better than brands. It's becoming the new standard for companies to release their own eBooks, whitepapers, PDF goodies, infographics and more.

For brands, a Resource app helps increase new exposure to branded content. For an effective example, take a look at the eBook app from Facebook marketing expert, Jon Loomer.

Resource apps allow brands to share free content with their Facebook fans first. It also adds a shareability component that you would not otherwise have if the resource could only be downloaded on a website or another external site.



**ShortStack Crew Tip:** *If you want to create an app to host a resource of your own, use the following widgets: Image Widget, Links Widget, Custom Form with or without Form Integration.*





## 4. “Secret” Customer Appreciation Page

For all those awesome people saying nice things about your business on the web, use a customer appreciation app to say, “Thanks!” Try using this kind of app in a more unconventional way.

For example, instead of creating this app to be featured on your business’s Timeline, publish the app, but only allow Page admins to view it. Then, when someone on Facebook– or any other social network– says something nice about your business and you see it, you can send that person a link to your “secret” customer appreciation app. **Only the users with whom you’ve shared a link to your app will have access to it.**

You can design your customer appreciation app to reveal a special promotion code or, like in the example we show here, use a custom form for users to fill out to receive an exclusive gift.

**ShortStack Crew Tip:** If you want to build a similar Secret Customer Appreciation App like ours, along with some of your own CSS, use the following Widgets: Like Widget, Custom Form Widget, Image Widget and the Rich Text Widget.



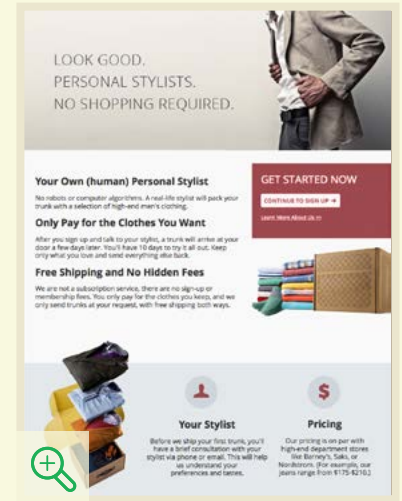
# Chapter 4: PREPARE YOUR BRAND FOR THE NEW YEAR

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## 5. Contact Us

The easier you make it for people to get in touch with you, the better. Using a “contact us” app, like the one featured here, allows your fans/customers to send email to specific departments within your company.

For example, you can use an app to send fans straight to whomever handles sales, customer support, press inquiries, etc., streamlining the contact process. You can also link to this type of app whenever someone comments on a post or or asks for more information, keeping them inside your Facebook “property.”



**ShortStack Crew Tip:** If you want to build a simple “Contact Us” or “Request for More Information” app, use one of ShortStack’s easy-to-use templates like the Contact Us template.



**Free Download!** For more app ideas and examples that can help prepare your business for year-round success, download our free eBook, *Beyond Contests*.

**DOWNLOAD NOW >**



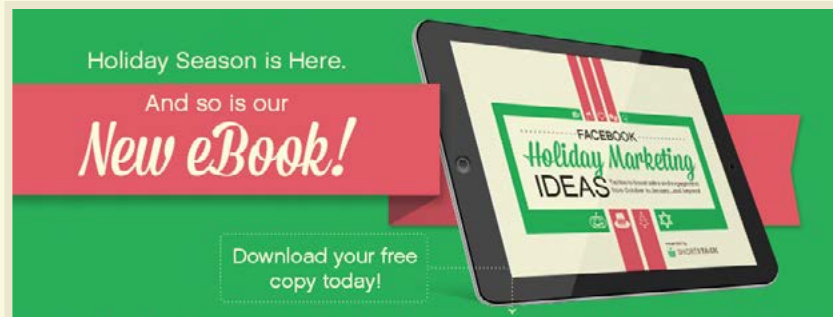
# Chapter 5: MAKING THE MOST OF YOUR COVER PHOTO

The cover photo is the focal point of a business's Timeline profile. It sets the tone of a Page and stands as a visual message alert for whatever it is you want Timeline visitors to know first about your brand, or your client's brand.

Since Facebook changed their cover photo guidelines to allow calls to action and more than 20 percent text, **there are lots of ways the cover photo can be used to a business's advantage during the holiday season.** In this chapter, we share with you twelve inspiring cover photo ideas and examples.

## 1. Get into the Holiday Spirit

Design cover photos that change with the seasons or as holidays pass. To do this, play with fall or winter colors or add traditional holiday images like leaves, lights or snowflakes! You can check out a very spirited cover photo example from the online store uncommongoods below on the left.



## 2. Direct Fans to Your Holiday App

When you launch a new app, one of the best ways to promote it is to update your cover photo. You can draw attention to your new holiday app by using arrows or other illustrations that point directly to your app icon. Notice how in our holiday cover photo, the arrow points to the eBook download app.





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### 3. Showcase New Holiday Products

If your brand or the company you're representing is a product-based business, use the cover photo to feature new or seasonal products. In the design of your cover photo, include text with relevant information about the products, like a date the product(s) will be available for sale or a few alluring words to describe the product.



### 4. Promote Your Holiday Hashtag

Facebook now supports hashtags! For brands wanting to take advantage of this new feature to track fans' conversations about their business, use the cover photo to promote your brand's holiday hashtag. You can discreetly feature your holiday hashtag in the bottom right of your cover photo design, or make it the feature. Above is a great example from Vespa which also incorporates their Instagram account.

## 5. Promote a Fan-Only Incentive

According to a [2013 study done by Syncapse](#), 42 percent of users Like a brand on Facebook to get a coupon or discount. In light of this statistic, during the holiday season, it's likely you or your client's business will be hosting a holiday promotion. Make your promotions exclusive to Facebook fans only to incentivize users to Like your Page. Promote your fan-only exclusives using your cover photo!



*Note: Not all of your cover photos during the holiday season have to be holiday-themed. It's good to mix it up a few times during this four-month period and test cover photos that don't promote the holidays, or any business holiday effort.*

On the next few pages there are seven more cover photo ideas to try.



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## 6. Celebrate a Milestone

With the increased engagement your business will enjoy during the holiday season, it's likely you'll hit one or more exciting milestones. The most common Facebook milestone businesses like to celebrate is the Like count. For instance, when your business hits 10,000 Likes, use your cover photo to celebrate and say thanks to fans! See how we acknowledged our 50,000 fans in our pancake-themed cover photo?



## 7. Produce New Leads

Depending on the kinds of leads you're interested in acquiring, use your cover photo to encourage people to opt-in or find more information about your brand elsewhere. For example, if you want to encourage your Facebook fans to check out your website because you're hosting a sale, use your cover photo to feature your business's website URL. Or, if you want more newsletter signups, use your cover photo to direct users to your newsletter signup app. The photo on the right is an example from the online lifestyle blog Refinery 29 – note their clear call to action and how they're using an arrow image to point down to their newsletter app.



## 8. Inspire Action

The cover photo can be an effective tool for inspiring fans to take action! For brick and mortar businesses, use the cover photo to advertise store events or specials; to encourage fans to take action, i.e., make a trip to your store! For online businesses, you too can use the cover photo to inspire action. Use the cover photo to inspire fans to check out your newly stocked online store items or to visit one of your Timeline apps. Kate Spade New York has an excellent cover photo example that inspires action.



## 9. Create a Sense of Urgency

Test a cover photo image that's featured as your cover photo for only a limited amount of time. For instance, if your business is having a sale that only lasts 24 hours, update your cover photo during those 24 hours to notify your fans of your sale. The copy you choose for your limited-time cover photo should establish a sense of urgency and inspire fans to respond fast, the way the Lake Tahoe ski pass photo does.



## 10. Make it Interactive

This cover photo idea has nothing to do with selling. It's all about encouraging engagement. In the cover photo example below, we created an "I Spy" game and asked our ShortStack fans if they could find our Jack logo three times within the image. We had a lot of fun with this cover photo and got a terrific response back from our fans!



## 11. Establish Authority

Use your cover photo to showcase an image that represents your brand or features your credentials. Check out Facebook expert, author and trainer Amy Porterfield's cover photo on the right. She uses her simple cover photo image to establish authority as a Facebook marketing professional. Users who visit her Page for the first time will know instantly who she is and what she does.

## 12. Promote your Other Social Platforms

If you want more followers on your other social channels like Pinterest, Instagram and Twitter, use your Facebook cover photo to cross promote your other accounts. The tip here is to include a strong call to action within the cover photo's image description and a link to your other social profile. For the design portion of your cover photo, you can use content pulled from your other social networks. Popular cover photos include images a business has pinned on Pinterest or a photo collage of a business's Instagram photos.





## Chapter 6: USING THE TIMELINE TO HOST HOLIDAY PROMOTIONS

INTRO

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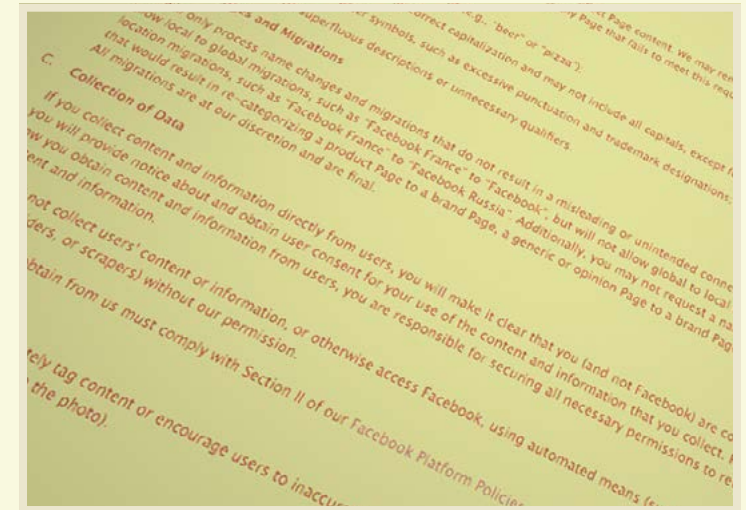
On August 27th, 2013, Facebook announced changes to their promotion guidelines. According to their update, promotions and contests can now be hosted on a Page's Timeline. This is exciting news for Page admins who want to host simple, low-fuss Facebook promotions this holiday season.

We dig this new change so much that we created a new tool that helps you run Timeline promotions more efficiently – **it's called the Comment/Like Importer**. To learn more about ShortStack's newest feature, [click here](#) to read our post and watch a video tutorial on how it works.

In a nutshell, the Comment/Like Importer allows you to easily import all the data you receive from your Timeline promotion (i.e., post Likes, comments, comment Likes and photo comments) into the ShortStack database for you to organize and randomly select winners.

Here's everything you need to know:

**Create a plan/set a goal:** With any type of Facebook promotion, the first step is to create a plan and set some goals. During this process, ask yourself: "What is it that I want to gain from this promotion?" For some businesses, the goals might be sales oriented, with a focus on collecting email addresses for a mailing list; for others, it could be purely about boosting engagement and Page Likes. Whatever your business wants to accomplish with your Facebook Timeline promotion will dictate which best practices in this chapter are right for you.



Pro Plan Feature - [learn more](#)



**Craft your perfect Timeline contest or promotion post:** The language you use for your Timeline contest is important. To craft a Timeline contest post that complies with Facebook’s new promotion guidelines and will inspire lots of engagement, use these tips:

**1. Use the appropriate call to action (CTA).** For example, if you’re hosting a “Like to enter” contest, be direct in your post. Tell users in the first or second sentence of your post, “Like this post for a chance to win!” Then you can get into the details of the contest. The same tip goes for “Comment to enter” Timeline contests, just replace “Like” with “Comment.”

**2. Include an image.** Photos on Facebook generate 53 percent more Likes than the average post (Hubspot). And choosing the right kind of photo can be even more engaging. Use a photo that features your contest prize and is human-centric (this is FACEbook, after all). For instance, instead of sharing a photo of your prize against a sterile white background, use a photo of a person holding or pointing to your contest prize. We did this for our first ever ShortStack Timeline contest and saw excellent results.

**3. Include necessary disclaimers and rules.** According to Facebook’s latest promotion guidelines, you are required to include verbiage within your Timeline contest post acknowledging that your promotion is no way sponsored, endorsed or administered by, or associated with, Facebook. You must also include a complete description of your contest’s official rules, along with terms and eligibility requirements. When you include all the necessary copy, your Timeline contest post can get pretty ugly/verbose. Fortunately, there’s a better alternative — hosting the terms on an app – we’ll get to the details in a bit.



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**Promote your Timeline contest or promotion:** When businesses combine a Timeline contest or promotion with Facebook’s new embed feature and ShortStack’s new [Comment/Like Importer](#) they have a massively powerful marketing tool.

*Here’s why:* When you feature a piece of content, like a status update, from your Facebook Page on a high-traffic place like your brand’s blog or website, it encourages users to engage simply because it’s right there in front of them and most important, it’s easy to take action! The barriers to entry, in the case of Timeline contests and promotions, are no longer there when you embed the post in your blog or website.

**Use an app to host your contest’s official rules:** You know how we mentioned earlier that there’s a better alternative to having a lengthy Timeline contest or promotion? An app is the best option for hosting official contest rules and Facebook’s required disclaimer.

If you want your Timeline contest post to be short, sweet, super easy to enter — AND in compliance with Facebook’s updated promotion guidelines — create a complementary contest app and link to it in your post. If you do this, your next Timeline contest post could look and be simple as this:

*“Like or comment on this post for your chance to win a \$50 gift card! For more contest details and rules, click here to read: [link to your contest app].”*

**Use an app to collect valuable data from contest entrants:** If you want to grow your business’s mailing list, consider hosting a Timeline contest or promotion and building a complementary contest app with an entry form.

In the copy for your Timeline contest or promotion, drive users to your Facebook app by sharing a link to it. Also, provide an incentive so users will want to go to your app. For example, users who enter into your contest via your app can receive extra entries, giving them a better chance to win your company’s fantastic prize. We did this when we first rolled out our new feature.

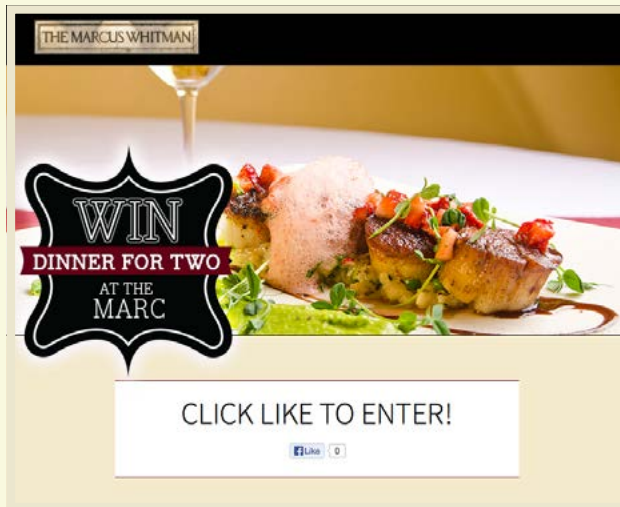


# Chapter 6: USING THE TIMELINE TO HOST HOLIDAY PROMOTIONS

**Select a random winner:** Everyone wants a fair shot at winning! Users entering into your contest via a post comment or Like, want to know that your business is using the fairest method possible to select a winner.

**Contact your Timeline contest winner:** Facebook used to be really strict about how Page admins could contact contest winners. The biggest rule was that a company representative could not contact winners on Facebook — it had to be via email or through another off-Facebook method. This rule can no longer be found in Facebook’s promotion guidelines. Now businesses can contact their contest winner in whatever way they would like — including on Facebook.

*To choose a random contest winner – or winners – you can use our random contest entry picker. [Click here](#) to watch the video (starting a little after the 4-minute mark) to learn how.*



**Increase Page Likes with your Timeline contest or promotion:** It’s important to remember: Facebook still does not allow Pages to require users to Like their Page *in order to be able to enter* to win a contest. You can only ask them to Like status updates. This means non-fans who see your Timeline contest in their News Feed can also enter into your Timeline Contest.

The only way to really drive Page Likes with a Facebook contest or promotion is to host the contest using a fan-gated app.

To drive new Page Likes with your Timeline contest or promotion, incentivize users to visit your contest’s fan-gated app by linking your app’s URL in your Timeline contest post. Often the best incentives include offering additional contest entries to users who also enter your contest through your app or a special discount code that’s revealed when they Like your Page (this way everyone who visits your app can be a winner!).





## Thank You!

If you have any questions, feel free to [email us](#) or post on our [Facebook Page](#).

