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Business Advisors

TIPS FOR SMALL BUSINESS OWNERS THIS HOLIDAY SEASON!



Whatever the nature of your business, we have researched some tips to keep your business in great shape over the holidays.



Review Your Company Website

Traffic typically intensifies over the Holidays, **especially** that from mobile devices. Run some tests to make sure your website is optimised for desktop and mobile browsing so that any potential customers have no trouble viewing your content over this busy period!



Keep a Focus on Social Media

Do not leave your social media untouched! Try and create some content with a seasonal spin, these holiday themed posts can integrate well with the next couple of steps to keep your customers engaged.



Create a Social Media Contest

Social media contests have been known as a cost-efficient way of engaging with customers over the holidays. Offering consumers an incentive to promote your products or services through social media can be highly effective.



Create Holiday Themed Emails

Integrate your holiday marketing strategy with holiday themed emails. This is a great opportunity to promote a social media contest. It's also a good idea to send a non promotional email, customers will value a genuine holiday season message from your business.



Actually Enjoy Your Holiday!

We know how stressful it can be to run a small or medium sized business. This is why it is important to take a step back sometimes. This quote sums it up for us!: *"Unless you're taking time to recover from the working week, you can do more damage than good."*