FB Traffic Driver #10: Seasonal

Daily Challenge: Create post that reflects the change of seasons or celebrates a holiday.



Why: If you have a seasonal business, your posts definitely need to reflect that. And if you don't have a seasonal business – your posts should still reflect it, because your customers live season to season, holiday to holiday. Facebook is all about being social, and a big part of being social is taking opportunity to celebrate every little thing you can.

For best results:

1. Make sure you plan to create posts that reflect the change in seasons and big holidays. You can choose to offer seasonal specials, wish happy holidays to your followers or simply use seasonal backgrounds for your posts.

   Inspirational quotes coupled with a holiday background will get more shares and likes than an-everyday-looking post.

2. Don't be like everyone else and acknowledge only the big holidays. Did you know that every day of the year is a national holiday? And there are also plenty of unofficial days that people celebrate. Every month and every week are also designated to celebrate different people, events or things (often more than one). For example, January is a National Hobby Month and National Soup Month.

   Some of these holidays can serve as great conversation starters.

   Check out these websites for US holidays:

   https://www.daysoftheyear.com/
   http://www.holidayinsights.com/moreholidays/
   http://www.brownielocks.com
   http://www.checkiday.com

3. Don't forget to celebrate personal and business milestones. You can celebrate your birthday month, the anniversary of starting a business, or the month you are launching a product or a book. You can also create your own "celebrations" – like customer appreciation month, or "{your-product} user month".

Take it to the next level:

Use holidays for your market research or to remind people of your services. Here are a few examples of questions you could ask:

- How do you keep the weight off during the holidays?
- What tips do you have for a perfect 4th of July party?
- What spa service would you like to receive for Valentine's day?
- Fall is here! What do you need to do to finish your year strong?