



Sean Juhl Explains How to Make the Most Out of Social Networking Over the Holidays

Promotion expert, Sean Juhl explains the best ways to take advantage of Holiday time social media marketing.

CLEARWATER, FLORIDA, USA, December 14, 2018 /EINPresswire.com/ -- The holiday season is a busy time for everyone. However, when you own a business, the season of holiday shopping is also the season to be selling. That means that your social media game must be on point. That way, it can stand out among the cornucopias of other business social media posts.

Fortunately, [Sean Juhl](#) has done extensive research on this conundrum and is generously sharing his findings with fellow business owners. Juhl knows that a business owner wears many hats. Yet, he is also aware that it is easy to take advantage of holiday time benefits through social networking.

Schedule Out Your Holiday Cheer

Having a plan is always the first step toward a successful endeavor. Planning holiday posts are no different. Scheduling out your posts in advance can help you map your holiday success. It gives you a direction to head and different aspects to look forward to. Admittedly, a business person should be planning posts ahead of time all year long. Yet, having a strategy for the season helps smooth the holiday process substantially.

Embrace the Holiday Happy Atmosphere

During the holiday season, people want to be around others who help promote their own level of cheer. That is why simply going through the motions is not good enough. People want to genuinely feel a holiday atmosphere. Therefore, instead of simply going through the motions, get into the spirit. Have fun with your social media, as well as with the remainder of your business. Add fun holiday trinkets to your emails, your newsletters and any other public form of communication. Plus, do not be afraid to enjoy some in-house holiday fun. Host an Ugly Sweater contest or take part in a Secret Santa. Do something to encourage employees to enjoy the season and it will show in their own holiday performance.

Reward Your MVP Followers with a Special Offer

Each company has those loyal followers who are always interacting with the business. They always share content, react to content and comment on posts. Plus, they patronize the business frequently. All this adds up to a couple of MVP followers. Tis the season to show appreciation. Therefore, get a list together of these MVP followers and send them a gift. This could be a coupon, a small token of appreciation, or something more creative. However, whatever is done, make sure it is exclusive. Make sure that your MVPs know they are receiving this gift because of their loyalty to your brand. This will only strengthen the relationship the person has with your business.

In summation, [Sean Juhl wants all business](#) owners to have a jolly and profitable season. That is why it is so important for business owners to utilize their social media accounts effectively. Of course, this is important throughout the year, but it is essential during the holiday season. Thankfully, these tips and tricks practically gift wrap making getting the most out of social

networking over the holidays.

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