

HOW TO USE **SMO** TO ENGAGE YOUR AUDIENCE DURING THE *Festive Season*

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Social media is one of the biggest assets for a brand to interact with its audience. The festive season is a very significant time to optimize your social media page and make some buzz around the brand. There are various approaches to play around with the social media creatives at this time.

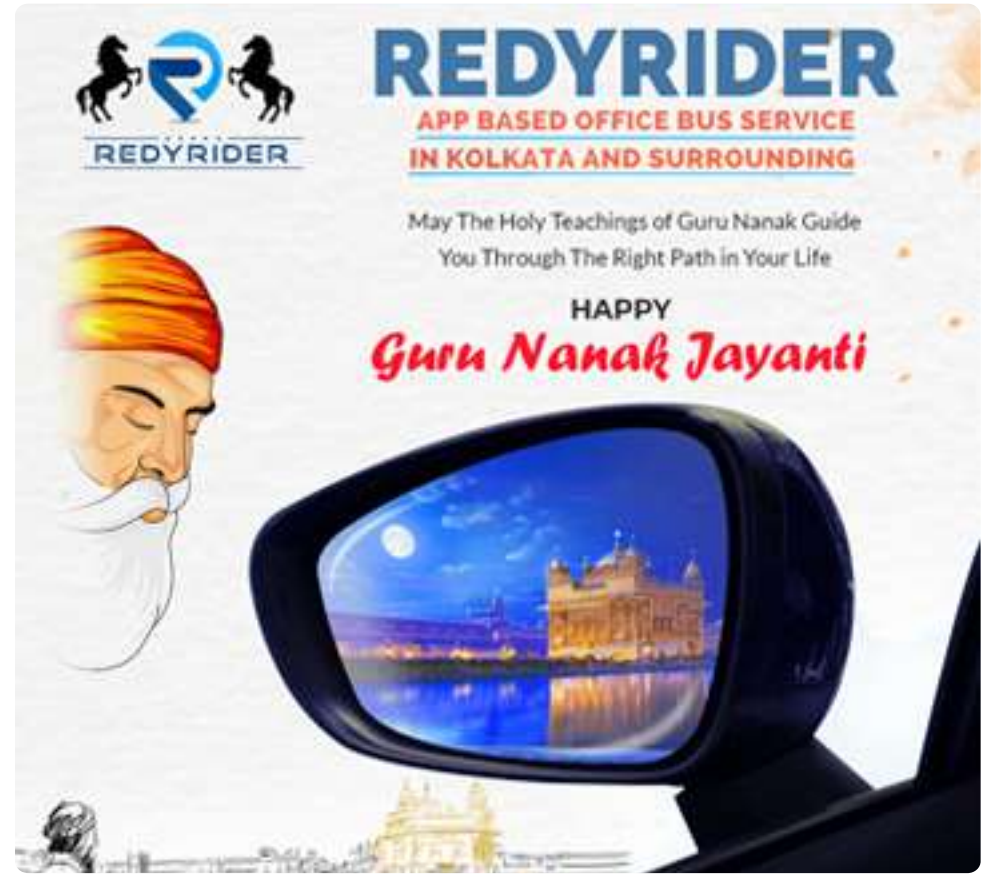
Some of those are:

- ✓ Integrating the product/service with the occasion
- ✓ Choosing a common theme for both the product/service and the occasion
- ✓ Integrate a current raging topic on the internet and the occasion
- ✓ Choose a simple and festive themed wish for the occasion
- ✓ Pick a theme/message(go green, be safe) for the celebration and create the creative copy accordingly
- ✓ Announce special offers

One may ask, is it really necessary to put so much thinking into the social media creatives?

The answer is YES. Almost every brand sends across their greetings for special occasions. Occasions like these give the brand the chance to stand out amongst the numerous greetings and add a recall value. Recall value, as we know, is one of the most important aspects of successful branding. We at LNSEL have helped our clients to do the same!

Here is a look at some of them:



Connect with us to find out more about the efficient use of social media for your business!

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