



# SOCIAL MEDIA MARKETING TIPS TO BOOST YOUR SALES DURING THE FESTIVE PERIOD





# Introduction

There are no limitations on the amount you can advertise or develop your business in the online space. With celebrations, for example, Dussehra and Diwali thumping on the entryways, it is the ideal time and occasion to extend your business through computerized stages and increment your intended interest group reach.



# Social media platforms

These platforms are continually developing and adding new features to support businesses. Consumers hound Instagram, Facebook, Twitter, and Pinterest for gift ideas and bumper deals. With the correct online media procedures and stage, you can support your festive deals and draw in with a wide possible crowd, and spread the festive cheer.



**Social**

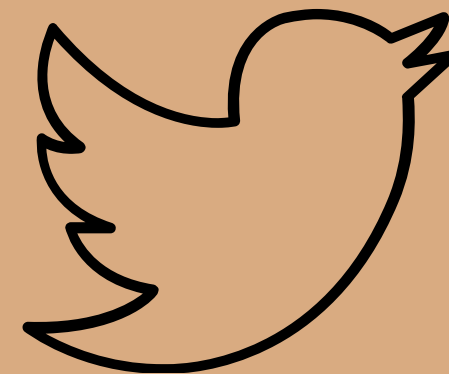


**Media**

**For boosting  
your sales in  
festive season**



**Tips**





# USING FACEBOOK LIVE AND MESSENGER

## Facebook Messenger

Helps you stay connected with your existing customers and solve their queries in personalized manner

## Catalog Manager

Helps you to showcase your best-selling products to a larger audience

## Facebook Ad Manager

Helps you build custom audience on demographics, interest & behavior and sell products what audience likes

## Facebook Live

This is another way to reach your audience instantly



# INSTAGRAM STORIES AND IGTV

## Instagram Stories

helps you to showcase your products and services to your audience in unique way with many features like swipe up, product feed etc

## IGTV

Helps you to showcase your best-selling products and collections to audience in a better manner

## Highlights

Temporary content feature that can stay on your profile for the time you want them to stay

## Reels

It is a feature where in you can inform or connect with your audience for 15 to 30 seconds and interact in better manner



# TWITTER

## Polls

This feature helps you to collect feedback from the audience and even connect with them and know in what favour they are

## Hashtags

Helps to resonates with your product and start a conversation with your audience



# WHATSAPP BUSINESS

## Free quick reply feature

This feature helps you to to reply to customer queries and inquiries and subsequently simplify the shopping experience

## Additional features

Many other features like catalog links, QR codes, sticker packs, and the new safe payment service helps in better functioning of business





# Conclusion

Utilizing the advanced digital marketing procedures, and strategies can support any business, little or enormous, grow two-folds on computerized stages. Nonetheless, the scope is huge for little and work-from-home businesses.



# Connect us socially



<https://www.theimpulsedigital.com/>



91-9769285224



[collabs@theimpulsedigital.com](mailto:collabs@theimpulsedigital.com)





**Thank You**

