

My Christmas Social Plan

SIMPLY GREAT BRITAIN

AWARENESS

think about content that sparks interest, creates an emotional reaction, makes people laugh etc. No selling! Think beautiful images, videos, fun stories, slideshows

INTEREST

think about content that tells people a little more about your business e.g. how things are made, some behind the scenes, a bit about you, the way you work etc. No selling yet! Think video stories, videos posts, blog posts, pointing people to 'About Us' & sign up for email.

CONSIDERING

think about content that helps peoples understand what you do & how to find it. Start to point people to where they can dig deeper without the direct sell. Think stories, posts with links, blog post about success stories, reviews etc.

DECISION

think about selling! Content that is a special offer or last one available. Tell people about your market stall or direct link to selling pages etc.

My Christmas Social Plan

SIMPLY GREAT BRITAIN

week 1

awareness

interest

considering

decision

week 2

awareness

interest

considering

decision

week 3

awareness

interest

considering

decision

week 4

awareness

interest

considering

decision

week 5

awareness

interest

considering

decision

week 6

awareness

interest

considering

decision

Christmas Week

awareness

interest

considering

decision