

Christmas Tree Sale



THE
*Revenue
Remedy*

Facebook Posts to Promote

FACEBOOK POST FOR NOVEMBER 26TH

Come grab your present!

We're turning the holiday spirit up a notch at *[studio name]*. On December 4th, we're giving you the chance to snag some of the best specials of the season, right from the branches of the Christmas tree in our lobby.

From *[type of special]* to *[another type of special]* and one very special present: *[top value special]* perched right at the top of our tree, we're on a mission to outdo Saint Nick himself.

FACEBOOK POST FOR NOVEMBER 28TH

'Tis the season of Giving.

And, we're giving away **PRESENTS**.

Hanging in the lobby is our very own Christmas tree decked with specials so exciting even the elves can't believe their eyes.

On December 4th, you have one chance to snag one of our incredible specials. Here's a sneak peek of what's on the *[studio name]* Christmas tree → *[list exciting specials]*.

CHRISTMAS TREE SALE

FACEBOOK POST FOR NOVEMBER 26TH

♪♪ Rockin' around the Christmas Tree at the *[studio name]* Party Hop ♪♪

In just 4 days time, we're lighting the *[studio name]* Christmas tree.

Come find your present and snag some of the best specials we've **EVER** offered.

You just might be the lucky duck who snags themselves the *[highest value special]*!

FACEBOOK POST FOR DECEMBER 3RD

Ladies and gents, it's official.

Christmas has come early.

At *[time]* tomorrow, we're lighting the tree.

That's your green signal to grab your present off the tree, and remember it's first come, first serve, so if you leave it too late, you might find yourself looking at some bare bark.

CHRISTMAS TREE SALE

Emails

EMAIL FOR NOVEMBER 26TH

SUBJECT LINE: You're cordially invited

[Studio name] would like to cordially invite *[Client First Name]*

To the Christmas Tree Lighting Ceremony

On the 4th of December, 2018

At *[time]*.

[Client Name], Christmas is coming early this year.

And we've got a present for you!

All you've got to do is be at the studio at *[time]* on the 4th of December, and grab your present off the tree to get your hands on some incredible deals.

From *[type of special]* to *[another type of special]* and one very special present: *[top value special]* perched right at the top of our tree, we're on a mission to outdo Saint Nick himself.

[Insert graphic of what will be available and how many of each can be purchased]

Get excited for the sweetest deals of the season!

[signature sign-off]

CHRISTMAS TREE SALE

Emails

EMAIL FOR NOVEMBER 29TH

SUBJECT LINE: Christmas Haul (pics inside!)

We've been Christmas shopping! Buying and wrapping presents to get our tree all tinsel'd up by the 4th of December.

Every branch is decked with deals that will have you grinning like a — you guessed it — kid on Christmas.

[Insert picture of your Christmas tree here]

Don't forget, it's on a first-come, first-serve basis, so if you want to make sure you get your present, be sure to be at the studio bright and early at *[time]* on the 4th!

[signature sign-off]

EMAIL FOR DECEMBER 3RD

SUBJECT LINE: It's Christmas Eve at *[studio name]*

It's Christmas Eve at *[studio name]*.

And you know what that means, right *[client first name]*?

This is our chance to spoil our community for being the warmest, funniest, and raddest people in *[city/town]*.

At *[time]* tomorrow, you get to open your presents!

And, remember, presents run out faster than Usain Bolt on a good day.

See you in the morning!

[signature sign-off]

CHRISTMAS TREE SALE

Emails

EMAIL FOR DECEMBER 4TH

SUBJECT LINE: Christmas Came Early!

Q: What do reindeer say before they tell a joke?

A: *This will sleigh you.*

And they weren't just talking about their jokes.

We've got some **KILLER** deals hanging on our Christmas tree. And between you and me, *[first name]*, they're going to fly off those branches like hot cakes.

You've got one hour to get your tush to *[studio name]*, because in one hour all those presents on the tree become fair game.

Come snag yours now!

And if you need a quick refresher, here's a peek at what's hanging on our tree right now!

[Insert graphic of what will be available and how many of each can be purchased]

[signature sign-off]

Social Media Post Inspiration & Timeline for Generating Buzz

2 WEEKS PRIOR

Teaser Post

Do a teaser post with an image or video snippet showing the behind-the-scenes prep you're doing for the sale whether that's creating the goodies that will go on a tree, whether that's stockings, fitness-themed ornaments or anything else that fits the vibe of your studio.

Facebook Live

Do a Facebook Live teasing that something exciting is happening in a couple weeks and to stay tuned for the official announcement with the dates you'll want to mark on your calendar.

Have your call-to-action be to sign up for your email list (make sure you include a link for people to do that in the caption!) so they don't miss out on this opportunity. (Be sure to stress scarcity and urgency. i.e., the opportunities will be limited and only available for a couple days/first come, first serve).

CHRISTMAS TREE SALE

1 WEEK PRIOR

Facebook Live

Make the official announcement for the Christmas Tree sale and let people know how it works and when it'll be available for them to take advantage of.

Post an image showing all the final pieces coming together and tease what's on offer (i.e. - the various deals and specials you'll have available on the tree).

Branded graphic image post showing the spirit of the sale and clearly communicating the dates and times your promotion will run.

Facebook Event

Consider creating a Facebook Event and inviting all the likers of your page and also create Instagram Stories that you can add as a temporary "Highlight" to your profile.

DAY BEFORE YOUR SALE GOES LIVE

Facebook Live

On 'Christmas Eve' show the final set up that's ready to go first thing in the morning and be sure to share your opening hours and stress scarcity of "first come, first serve" offers. Reiterate what items or savings will be available.

CHRISTMAS TREE SALE

DAY THAT YOUR SALE GOES LIVE

Facebook Live

Facebook Live with the first eager deal-takers at your studio. If there's a line-up, definitely include that too. Image

Post regular check-ins showing how many items have gone, how many are left, and how much time's left before the offer expires.



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Questions?

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