



Get the 4-1-1 on Christmas Tree Social Media Outreach

Engaging and inspiring consumers through social media can create customer loyalty and drive sales.

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The Christmas tree sales season has passed and after some well-deserved rest, growers and retailers will have a chance to reflect on their businesses. What were the largest challenges? What sold well and what didn't? Did you have many first-time customers? How can I use social media to create more demand?

A good rule of thumb to those tending to their social media pages is the 4:1:1 rule. The 4:1:1 rule applies to the ratio of different types of posts on your social media pages. The benefits of following this rule include better views and engagement. Consumers believe you are building a relationship with them, which gains their trust and loyalty. Loyal customers are more likely to be repeat customers.

What does the 4:1:1 rule mean?

- **4:1:1:** Four out of every six posts should be entertaining or educational
- **4:1:1:** One of out every six should be a 'soft sell'
- **4:1:1:** One of out every six should be a 'hard sell'

We found some great examples of all these types of posts on Christmas tree farms and retailers pages.

Entertaining or Educational

The majority of social media posts on your business' page should be either entertaining or educational. While consumers are scrolling social media, they are looking for entertainment and a break from the real world. It is a great place for Christmas tree retailers to show off their good sense of humor with a cartoon (Post 1) or a joke about tall trees (Post 2). Appearing to poke out the roof is better than Clark Griswold's Christmas tree! This helps consumers want to follow your page and gains interest in future content.



Post 1. Entertaining cartoon



Post 2. A comical post shared by Swan's Christmas Tree Farm.



Another perfect emotion to elicit? Sentimentality! There is nothing better than young children (Post 3) and cute dogs to bring all the warm emotions (Post 4). Personal antidote from Dr. Melinda Knuth: “Adorable animals on your posts do increase views. Try it!”

Marketing should reach audiences by demonstrating shared interests or ideals. For example, you can showcase a Trees for Troops Event (Post 5) which will resonate with consumers also looking to spread joy during the holiday



Post 4. Dog-friendly days showcase pups working hard pulling trees and entertaining customers. Post shared by Dull's Tree Farm.

Getting ahead of the Christmas rush 🥰



Post 3. A busy toddler getting his first real tree. Post shared by Loveberry Tree Farm.



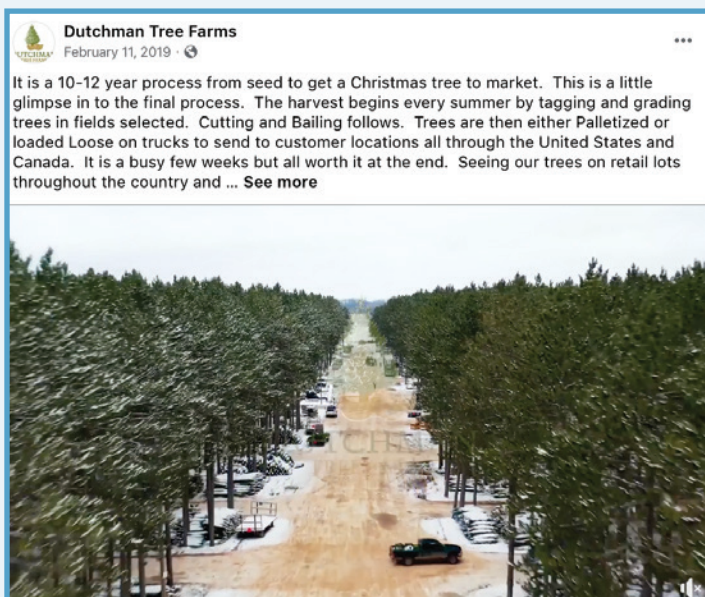
Post 5. Posts like those showing Trees for Troops builds loyalty among customers. Post shared by Wahmhoff Farms.

season. Do you have a sports-loving demographic? Dutchman Tree Farms shared a post about a 35-foot concolor fir that is on display at Ford Field in support of the Detroit Lions (Post 6). You'll create loyalty and joy with your consumers.

Posts can also be educational, such as this one talking about the decade-long process of getting a tree to market (Post 7). Remember that the Real Christmas Tree Board develops



Post 6. Align yourself with sports fans by showing support with your favorite team. Post shared by Dutchman Tree Farms.



Post 7. Educate your consumers about the process of growing Christmas trees. Post by Dutchman Tree Farms.



research-based promotional content for you to use on your farms page. The RCTB posted an excellent example of this on November 17, showcasing the statistic that 84% of people who switched to a real tree wished they had done sooner (Post 8). All these examples are still educating the consumer though, so no price tags listed yet!

Soft Sell

One out of every six posts in social media marketing should be 'soft sell' posts. These posts are social media posts that are not directly selling a product to customers, but feature tree attributes such as beauty or fragrance.

This retailer showcased their gorgeous holiday arrangements and porch (Post 9). Notice the retailer also lists their opening



Post 8. Post from the Real Christmas Tree Board showing research-based statistics for you to share with your customer.



time which is a great way to catch attention and remind consumers where and when to buy. Encourage people to come in or view your website! This type of post is particularly common with Christmas tree retailers as their hours vary by business, day of the week, and weekends during the season.

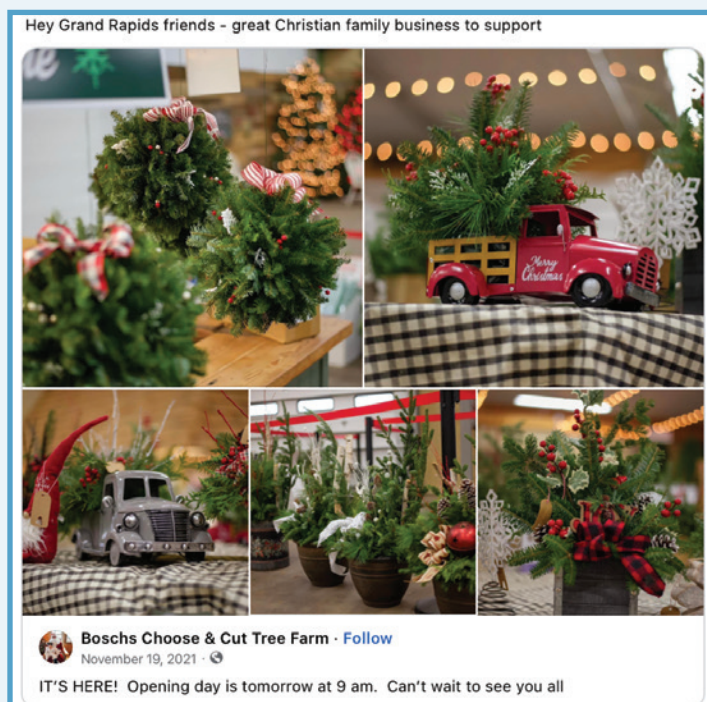
Hard sell

One out of every six posts on your social media account should be the true 'hard sell.' This is what we would consider a true, traditional selling post. These posts feature sales (buy one get one free, 10% off), Fear of Missing Out (FOMO) or urgency (Come and get them quick! We have low stock!), loyalty programs or a special. These posts will be the most straight forward in communicating products that customers can come in and buy or buy directly from your social media by linking your website.

Here is a great example of a social media post that falls in the category, 'hard sell' as it shows 20% off Advent calendars just prior to the beginning of December (Post 10).



Post 10. Advertise sales and create urgency with 'hard sell' posts. Post by Northern Lights Christmas Tree Farm.



Post 9. Promote the beauty, fragrance, and joy of your products while reminding potential customers of where and when to buy them! Post by Boschs Choose and Cut Tree Farm.

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No matter the content on your social media pages, the goal is creating engagement with your audience and building a positive experience for consumers. You want consumers to be excited to do business with you. Ultimately, the goal with any social media marketing program is for users to generate content for you.

How? Consumer generated content!

Customers are so excited about your products, memes, business that they reshare posts or make their own posts about their experience with your business. Having a ‘selfie’ station is a great start to getting people to post that they are at your business and about their experience. The holy grail for any social media marketing it being able re-share these posts providing testimonials about your business (Post 11). This post is the ultimate compliment which says that visiting your farm is sweeter than a Hallmark movie, surpassing their dreamiest expectations. This is free marketing and promotion for your business by your customers! This is what you should strive for – then repost for engagement with your followers so they can see the satisfaction and positive feedback. 🌲



Post 11. The ultimate goal of your social media page is to create a following so that customers will do your marketing for you! Post by Boschs Choose & Cut Tree Farm.



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