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## Small Businesses Step Up Holiday Social Media Game



“Monif Clarke didn’t have a social media strategy for her women’s clothing company until this year, when she hired a consultant to help her build one.

The holiday social media marketing plan for New York-based **Monif C. Plus Sizes** includes contests promoted on Facebook, with prizes like a \$1,000 wardrobe. When Facebook users click on a link about a contest, they’re taken to the New York-based retailer’s website and their email addresses are recorded when they enter the contest. Those addresses are key to increasing Monif C’s business — it gets nearly 30 percent of its sales in response to emails.

Clarke will also use social media to promote a program giving customers a \$25 discount if they recommend friends who buy from Monif C. The friends also get a \$25 discount. And Clarke gets another customer for her email list.

Previously, Clarke relied partly on a Facebook page that 180,000 people “like,” but she’d used it only for the basics: posting pictures and promoting sales. She realized she needed to do more.

“We need to reach the customers we have in a more effective way and attract new customers,” says Clarke.”

**Source:** <http://www.dallasnews.com/business/business/2014/11/29/small-businesses-step-up-holiday-social-media-game>

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