

Top Tip Tuesday #7 2<sup>nd</sup> Oct 2018

Welcome to #toptipTuesday, your weekly email from Esther at Online Media Works.



This week's #toptipTuesday is about planning for Black Friday. Did you know that the Black Friday frenzy of shopping resulted in £1.4 billion in online sales last year? That's an 11.7% increase on the previous year. It's just over 7 weeks away, and this year it falls on Friday 23<sup>rd</sup> November 2018. What is your plan going to be to generate sales for your business? Don't leave it until the last minute to work on your strategy. Read more [here](#)



This week's insight is about using social media to generate leads for your business. The key is clarity. Read more [here](#)

**For your calendar**



You're invited to The Social Media Cafe. We meet twice a month in Malvern, Worcestershire and it's an opportunity to get together with like-minded business owners, learn about a social media platform in a hands-on way (or explore a topic, such as social media strategy) plus enjoy unlimited tea/coffee and cake. It's informal, informative and fun. There are 8 workshops in the series, you can choose one or a few, or all of them! Find out [more](#) The next one is on Tuesday 2nd October and we are looking at [Social Media Strategy](#).

### Quote of the Week



More wisdom this week from Iris Apfel. 'If you don't learn constantly, you don't grow, and you will wither. Too many people wither on the vine. Sure, it gets a little harder as you get older, but new experiences and new challenges keep it fresh.' Read more [here](#)

Until next week.....

Best wishes

Esther



PS You can still get my two free ebooks [here!](#)

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