

December 2023 Direct Sales Content Calendar

Use these post ideas to plan your social media content for the month.

Week 1: December 1 - 2

12/1/2023	National Women Support Women Day Celebrating the strength and achievements of women. Tag influential women and share empowering quotes. Suggested Hashtags: #WomenSupportingWomen #EmpowerHer #CelebratingWomen
12/2/2023	National Write a Business Plan Month Encourage consultants to set goals for the upcoming year. Share tips on effective business planning. Suggested Hashtags: #BusinessPlan #GoalSetting #SuccessIn2023

Week 2: December 3 - 9

12/3/2023	Make a Gift Day (December 3) Showcase unique gift ideas available through your products. Highlight customization options. Suggested Hashtags: #GiftIdeas #HandmadeGifts #HolidayShopping
12/4/2023	Santa's List Day (December 4) Ask followers to share their holiday wish lists. Create engagement by discussing popular wishlist items. Suggested Hashtags: #SantasList #HolidayWishlist #GiftIdeas

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12/5/2023	National Handwashing Awareness Week (December 5-December 11) Emphasize the importance of hygiene. Share product recommendations related to hand care. Suggested Hashtags: #HandwashingAwareness #CleanHands #HygieneHacks
12/6/2023	Brand Comparisons Compare your products to competitors, emphasizing unique features. Educate followers on product benefits. Suggested Hashtags: #BrandComparison #ProductReview #QualityMatters
12/7/2023	Hanukkah (December 7) Share Hanukkah traditions, recipes, and relevant products. Wish those celebrating a joyous holiday. Suggested Hashtags: #HanukkahCelebration #FestivalOfLights #HolidayTraditions
12/8/2023	Pretend To Be A Time Traveler Day (December 8) Have fun with a time-travel-themed post. Relate it to your products or services in a creative way. Suggested Hashtags: #TimeTravelerDay #BackToTheFuture #FutureOfYourChoice

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12/9/2023	National Pastry Day (December 9) Feature recipes or products related to pastries. Encourage followers to share their favorite treats. Suggested Hashtags: #PastryDay #SweetTreats #BakingInspiration
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Week 3: December 10 - 16

12/10/2023	National Salesperson Day (December 10) Express gratitude to your sales team. Share success stories and testimonials from satisfied customers. Suggested Hashtags: #SalespersonDay #Gratitude #CustomerAppreciation
12/11/2023	Online Events Promote upcoming virtual events, webinars, or product launches. Encourage RSVPs and participation. Suggested Hashtags: #OnlineEvents #VirtualGathering #DigitalExperience
12/12/2023	Gingerbread House Day (December 12) Share gingerbread house decorating tips or kits available for purchase. Encourage user submissions. Suggested Hashtags: #GingerbreadHouse #HolidayDecorating #DIYChristmas

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12/13/2023	Customer Support Resources Highlight customer support channels and resources available. Address common concerns proactively. Suggested Hashtags: #CustomerSupport #HelpDesk #CustomerExperience
12/14/2023	Community Challenges Create engagement with community challenges. Encourage participants to share their experiences. Suggested Hashtags: #CommunityChallenge #ChallengeAccepted #TogetherWeGrow
12/15/2023	Product Recipes Share creative recipes using your products. Include visuals and encourage followers to try them out. Suggested Hashtags: #ProductRecipes #CookingWithProducts #TastyCreations
12/16/2023	National Ugly Sweater Day (December 16) Host a virtual ugly sweater contest. Ask followers to share photos for a chance to win a prize. Suggested Hashtags: #UglySweaterDay #HolidayFun #VirtualContest

Week 4: December 17 - 23

12/17/2023	How Products are Made Provide behind-the-scenes content on your product manufacturing process. Showcase craftsmanship. Suggested Hashtags: #ProductCreation #BehindTheScenes #Craftsmanship
12/18/2023	Consultant Spotlight Showcase a consultant and their success story. Share their journey, achievements, and testimonials. Suggested Hashtags: #ConsultantSpotlight #SuccessStory #Inspiration
12/19/2023	Favorite Websites Share a list of your favorite websites related to your niche. Encourage followers to share theirs. Suggested Hashtags: #FavoriteWebsites #OnlineResources #WebWednesday
12/20/2023	Product of the Week Highlight a featured product each week. Include special offers or discounts to drive sales. Suggested Hashtags: #ProductOfTheWeek #WeeklyDeal #MustHave

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12/21/2023	Winter Solstice (December 21) Celebrate the winter solstice with cozy vibes. Share winter-themed product bundles or discounts. Suggested Hashtags: #WinterSolstice #CozyVibes #SeasonalSale
12/22/2023	National Cookie Exchange Day (December 22) Host a virtual cookie exchange. Encourage followers to share recipes and photos of their treats. Suggested Hashtags: #CookieExchange #HolidayBaking #SweetTraditions
12/23/2023	Personal Milestones Share personal achievements or milestones of team members or consultants. Celebrate their success. Suggested Hashtags: #PersonalMilestones #SuccessJourney #TeamAchievements

Week 5: December 24 - 31

12/24/2023	Christmas Eve (December 24) Spread holiday cheer with warm wishes. Share last-minute gift ideas or exclusive Christmas offers. Suggested Hashtags: #ChristmasEve #FestiveGreetings #LastMinuteGifts
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12/25/2023	Christmas (December 25) Extend heartfelt wishes to followers celebrating Christmas. Share festive content and joyous moments. Suggested Hashtags: #MerryChristmas #HolidayCheer #FestiveCelebration
12/26/2023	National Thank You Note Day (December 26) Express gratitude to customers and followers. Encourage handwritten thank-you notes. Suggested Hashtags: #ThankYouNoteDay #Gratitude #Appreciation
12/27/2023	Sustainability Initiatives Showcase your company's sustainability efforts. Highlight eco-friendly products and practices. Suggested Hashtags: #Sustainability #EcoFriendly #GreenLiving
12/28/2023	Throwback Thursday Share throwback photos or memories related to your business. Reflect on achievements and growth. Suggested Hashtags: #ThrowbackThursday #MemoryLane #BusinessJourney

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12/29/2023	Direct Sales Myths Address common myths about direct sales. Educate followers on the benefits and realities of the industry. Suggested Hashtags: #DirectSalesMyths #IndustryFacts #MythBusting
12/30/2023	Bucket List Adventures Encourage followers to share their bucket lists and how your products or services can help achieve them. Suggested Hashtags: #BucketListAdventures #DreamBig #GoalsFor2023
12/31/2023	New Year's Eve (December 31) Ring in the new year with wishes, resolutions, and sneak peeks of what's to come in the upcoming year. Suggested Hashtags: #NewYearsEve #Hello2024 #NewBeginnings

Make sure to explore all of Photofy's marketing resources for direct sales consultants and use our app to effortlessly create and schedule your posts.

<https://photofy.com/blog>

With Photofy, you've got the tools to make December 2023 a phenomenal month for your social media presence! Happy posting! 😊