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**DECEMBER 8-11, 2024**

**Myrtle Beach Convention Center**

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# **SOCIAL MEDIA TOOLKIT**

Join us for Grand Strand Gift & Resort Merchandise Show, December 8-11, 2024 in Myrtle Beach, SC for the largest coastal souvenir trade show in the nation.

Thank you for your support and active involvement in Grand Strand Gift & Resort Merchandise Show. We value your contributions and kindly request your help spreading the word about this event. This toolkit provides sample copy, social media posts, banners, and more to help you promote the event across a variety of channels.

Follow **@GS\_GIFTSHOW** on:



#GSGiftShow



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# About Grand Strand Gift & Resort Merchandise Show

For more than 35 years, the Grand Strand Gift & Resort Merchandise Show has been the must-attend event for everyone in the coastal souvenir and resort business, featuring products in every category all under one roof. It is perfectly timed for attendees to plan and buy during the off-season.

Join us **December 8-11, 2024** at the Myrtle Beach Convention Center in Myrtle Beach, SC to experience the largest coastal souvenir trade show in the nation.



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# Graphics for Download

## Images to Share

Below are graphics you can use to promote your event participation. Click on the image to save and upload as a web banner.



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# LinkedIn / Facebook Marketing Promotion

For optimal engagement on LinkedIn and Facebook, aim to post on weekdays, especially **Tuesday through Thursday**. The best times to post are **mid-morning (around 9-11 AM)** and **early afternoon (around 1-3 PM)** to align with their typical workday schedules. Avoiding early mornings, late evenings, and weekends, as these are lower in engagement.

It's also beneficial to schedule posts consistently and monitor engagement metrics to refine your posting schedule over time. Additionally, consider crafting content that is easy to understand and relevant to the interests and concerns of your audience.

**Use the #GSGiftShow hashtag in your captions when posting on social media!**



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# Twitter Marketing Promotion

The best days and times to post on Twitter would typically be **weekdays** during business hours when they are more likely to be online. Specifically, **mid-morning (around 10-11 AM)** and **early afternoon (around 1-3 PM)** are optimal times to catch their attention. Avoid posting late in the evening or early in the morning, as the audience is not as active on the platform.

**Use the #GSGiftShow hashtag in your captions when posting on social media!**



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# Suggested Marketing Promotion

## OPTION 1

🌊 Sea what's waiting for you at the Grand Strand Gift & Resort Merchandise Show! Join us December 8-11 in Myrtle Beach, and stop by Booth ##### for exclusive offers. We can't wait to sea you there! 🧺 #GSGiftShow

## OPTION 2

🚀 Ready to dive into the largest coastal souvenir show? Catch us at the Grand Strand Gift & Resort Merchandise Show, December 8-11! Swing by Booth ##### for deals you won't want to sea slip away! 🌊 #GSGiftShow

## OPTION 3

🌟 The Grand Strand Gift & Resort Merchandise Show is almost here! Sea us at Booth ##### from December 8-11 and score special discounts. Don't let this opportunity drift away! 🛍️ #GSGiftShow

**XXXX** - Insert your unique Exhibitor Promo Code located in the registration dashboard. If you need assistance, you can reach out to [\*\*grandstrandgift.es@clarionevents.com\*\*](mailto:grandstrandgift.es@clarionevents.com).



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# THANK YOU

If you have questions or would like more  
information about this marketing toolkit, please  
contact us at

**[grandstrandgift.es@clarionevents.com](mailto:grandstrandgift.es@clarionevents.com)**.