



GET SEEN & GET SALES

About Becky

Becky Launder is the CEO and Co-Founder of Oh My Hi. She's a systems-loving, iced-coffee-sipping entrepreneur on a mission to help small business owners build profitable, sustainable businesses—without the burnout. Through Oh My Hi, she makes digital marketing actually doable, providing websites, email marketing, and CRMs designed specifically for small business owners. When she's not coaching or creating, Becky's hanging out in sunny San Diego with her fam—usually with office supplies nearby. 😊



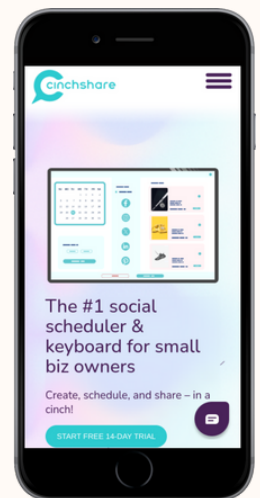
About Oh My Hi ®

At Oh My Hi, our mission is simple: To provide a powerful, user-friendly platform that helps you build, grow, and manage your online presence with ease. From customizable templates to on-demand support, we're here to make creating your dream website a seamless, enjoyable experience that empowers you to connect and grow.



About CinchShare

CinchShare is the #1 Social Media Scheduler for direct sellers and loved by creators in any industry. It's truly your one-stop-shop for all things social. Join hundreds of thousands of social sellers and entrepreneurs who turn to CinchShare for free social media training and resources.



CREATE SOCIAL MEDIA CONTENT THAT CONVERTS



watch the video

GOAL: Create long-form content that you can break into 5+ short-form content pieces to share across social media channels.

LONG-FORM CONTENT:

Rather than focusing on one-off social media posts, this strategy is all about long-form content. That's a fancy way of saying that the captions you're sharing are at least a few paragraphs.

Why long-form content? Great question. We want to start big! This increases the value you're providing to your followers, creates a more cohesive content strategy and also gives you exactly what to share in your short-form social content. It's a win-win!

Long-Form Content: (at least a few paragraphs!)	Short-Form Content: (just a few sentences!)
<ul style="list-style-type: none">• Website or Blog Content• Freebie or Opt-In• Video• Podcast• Email	<ul style="list-style-type: none">• Facebook, Instagram, LinkedIn Post• Pinterest Pin• Instagram or Facebook Story• Less than 60-second Instagram or Facebook Reel, TikTok, YouTube Short or Pinterest Video Pin• Tweet

TEMPLATE

Subject: 🎁 [Your Brand Name] Holiday Gift Guide: [#] Favorite Finds for [Year/Season]

The holidays are here—and we’ve got you covered with the perfect gifts for everyone on your list. From cozy must-haves to fun, personalized favorites, here are our top [#] picks to make gift-giving stress-free and extra special this season.

1. [Product Name] ✨

Description: Quick benefit statement about the product. What makes it special? Who is it perfect for?

Gift it with: [Add a pairing idea or how to package it to make the gift feel complete.]

2. [Product Name] 🎄

Description: Highlight the design, use case, or seasonal tie-in.

Gift it with: [Optional add-on idea.]

3. [Product Name] 🧑‍🎄

Description: Share why this product is unique and why it belongs in your holiday lineup.

Gift it with: [Fun little upsell or extra touch.]

4. [Product Name] ❄️

Description: Explain how this gift solves a problem, makes life easier, or adds holiday cheer.

Gift it with: [Optional packaging/bonus idea.]

5. [Product Name] 🎁

Description: End with one of your most popular or “wow” items. Perfect for last-minute shoppers.

Gift it with: [Creative packaging idea.]

🎄 Wrapping It Up

This holiday season, spread cheer with gifts that are thoughtful, personal, and fun. Each of these [#] products is designed to make your loved ones smile—and make your holiday shopping easier.

👉 Ready to shop the full collection? [Insert Call-to-Action Button/Link Here]

Short
Form #1

Short
Form #2

Short
Form #3

Short
Form #4

Short
Form #5

EXAMPLE

Subject: 🎄 Holiday Gift Guide: Our 5 Favorite Gifts for the Season

'Tis the season for cozy vibes, hot cocoa, and finding the perfect gifts for everyone on your list. Whether you're shopping for your bestie, your Secret Santa, or just treating yourself (we fully support self-gifting), we've rounded up our top 5 holiday faves that are guaranteed to spread cheer.

1. Custom Holiday Tumblers 🎁☕

Keep drinks hot (or cold!) with our best-selling stainless steel tumblers. Choose from festive designs like snowflakes, plaid, or "Santa's Favorite Coffee." Perfect for teachers, co-workers, or anyone who loves sipping in style.

Gift it with: A hot cocoa packet and mini marshmallows tucked inside.

2. Matching Family Christmas Tees 👨👩👧👦

Nothing says "holiday memories" like matching tees for the whole crew. From "Elf Squad" to "Santa's Helpers," we've got designs that make Christmas morning photos extra adorable.

Gift it with: Wrapped in a stocking for each family member.

3. Glittery Personalized Ornaments ✨🎄

Add some sparkle to the tree with a personalized ornament. Choose names, dates, or even inside jokes that make the season brighter.

Gift it with: A handwritten note about the memory that inspired the ornament.

4. Funny Holiday Graphic Tees 😂🎅

Ugly sweaters are fun, but holiday tees are way more comfortable. Our cheeky "Resting Grinch Face" and "Sleigh All Day" designs will be a hit at any holiday party.

Gift it with: A pair of cozy holiday socks.

5. Sparkle Tumblers with Names ✨🍷

Because everything's better with glitter. These sparkle tumblers come personalized with names in shimmering vinyl. They're the ultimate gift for your sparkle-loving friends.

Gift it with: Their favorite bottle of wine or sparkling cider inside.

WEEKLY CONTENT PLAN

HOT TIP!



Focus on your HOOK and CTA!

Now, it's your turn! Pick a long-form content topic to create your long-form content and map out your short-form content strategy to go along with it.

Brainstorm Long-Form Topic

Hook:

CTA:

Hook:

CTA:

Hook:

CTA:

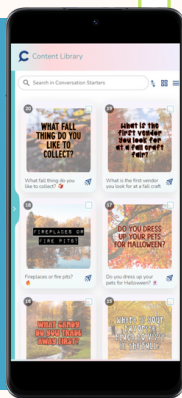
Hook:

CTA:

Hook:

CTA:

Check out the CinchShare Content Library to sprinkle in fun engagement posts across your social media channels.



LONG-FORM CONTENT TOPICS

Foundational “Evergreen” Topics

- Your Brand Story** – *why you started, your mission, and what makes you different.*
- How-To Guide** – *teach your audience how to solve a problem you know well.*
- Behind the Scenes** – *a day in the life of running your biz.*
- Top Tools/Resources You Use** – *the apps, systems, or products that keep you going.*
- Customer Success Story** – *highlight a happy client/customer and their transformation.*

Product/Service-Based Topics

- Ultimate Gift Guide** – *seasonal or evergreen (Mother’s Day, back-to-school, holidays).*
- How It’s Made** – *showcase the process of making your product or delivering your service.*
- FAQ Roundup** – *answer the top questions you get about your biz.*
- Comparison Post** – *your solution vs. a DIY or competitor option (done in a kind way).*
- Ways to Use [Your Product/Service]** – *creative or unexpected uses.*

LONG-FORM CONTENT TOPICS

Authority + Educational Topics

- Top [#] Mistakes People Make When [Doing X]** – *and how to avoid them.*
- Industry Trends to Watch** – *what’s happening in your niche this year.*
- Myth-Busting Post** – *common misconceptions about your field and the truth.*
- Beginner’s Guide** – *help your audience get started with something simple.*
- Advanced Tips & Tricks** – *for your more experienced followers/customers.*

Fun + Engaging Topics

- Seasonal Roundup** – *tie your products/services to holidays or local events.*
- Behind-the-Brand Favorites** – *your personal picks, routines, or must-haves.*
- Interview/Q&A** – *feature a customer, partner, or industry expert.*
- “If I Could Start Over” Post** – *lessons learned from your business journey.*
- Big List Post** – *25 ideas, tools, hacks, or resources your audience can save and use.*

CAPTURE LEADS FROM SOCIAL MEDIA



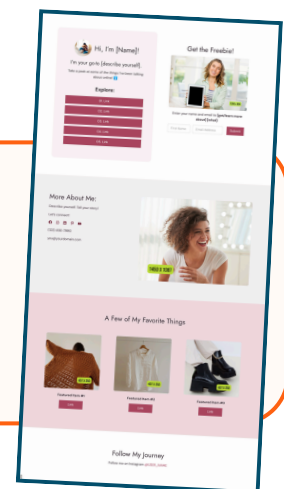
watch the video

GOAL: Drive Social Media visitors to Lead Capture Form

Connecting with leads on social media is just the first step. Once you've made a connection, it's time to invite them to learn more. The best way to do this is by creating a spot to capture their contact information. This allows you to build a connection with them that is not reliant on social media and lean into systems to do some work for you!

easy button

Oh My Hi offers a Social Selling Template to get started with your website and gathering leads fast.



CAPTURE LEADS FROM SOCIAL MEDIA

CREATE A LEAD CAPTURE FORM

Why would they want to fill out the form?

We highly recommend offering something valuable as a thank you for submitting the form. This could be a freebie, download, catalog or discount code.

Where does it "live"?

This form will fit easily on your blog, homepage or landing page.

What information do I collect?

Simply collect your lead's name and email address. Their phone number is a bonus!

What do they get when they fill out the form?

Once the form is completed, you'll want to follow up with your lead. If you're using email marketing, add them to a welcome sequence so your leads are hearing from you in their inbox on the regular!

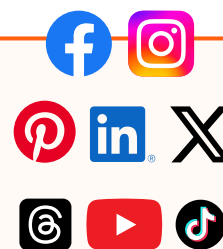
HOT TIP!



Sharing a link to your lead capture form is a smart move. If you've already built a personal connection with your follower on social, you can also message them directly asking if they'd like to join your email list. When posting on social media, invite people to comment with keyword, message you or raise their hand in comments.

easy button

CinchShare connects to Facebook, Instagram, Threads, YouTube, TikTok, Pinterest, X and LinkedIn to easily reshare content across platforms.



Next Step:

Nurture leads from social media leveraging email marketing. Then, we'll convert those leads into customers!

CONVERTING LEADS INTO CUSTOMERS



GOAL: Move leads into real, paying customers

watch the video

AFTER YOU'VE CAPTURED THE LEAD:

- Put leads in a Welcome Email Sequence (3+ emails)

easy button

Oh My Hi includes a fill-in-the-blank welcome sequence.

- Repurpose your weekly long-form content into an email
- Prioritize personal conversations! Prioritize those engaging with your emails, but haven't purchased.

easy button

CinchShare has a keyboard you can add to your phone to send quick messages.

- Keep messages short + end in a question.
- Have a clear CTA to tell them what to do next. Layer in urgency and exclusivity!
- Be proactive with your follow up.

Hey [Name]! Thanks so much for snagging [Product]. Can't wait to hear what you think once it arrives—it's one of my faves!

Hi [Name]! I saw you were eyeing [Product/Service]. What caught your attention? 🙄

Hey [Name], just popping in because I didn't want you to miss [Sale/Deal/Product]. Do you want me to save you one?

Hey [Name]! I know things get hectic. Want me to resend info on [Product/Offer]?

- Track Your Analytics
 - Who is engaging with you on Social?
 - Who is Clicking + Opening Emails?



Get Started with Oh My Hi

Oh My Hi is the ultimate tool for small business owners who want a beautiful, professional website without the tech overwhelm. New users get 90-Days of CinchShare FREE!

BONUS ALERT: Launch your website within 30 days of purchasing and get one month free!

[CHOOSE YOUR PLAN TODAY](#)

