

Bad Santa

Wrapping paper with a punch

Tweet Wrappers Cause a Stir

The latest range of wrapping papers from online retailer www.iambadsanta.co.uk has been successfully launched with the help of social media. Using only Twitter to promote the launch of these papers, the product has caught the imagination of the twitterati, with many of the new hashtag designs getting significant online coverage.

The concept behind the papers is simple. Tweet Wrappers, are a range of Christmas wrapping papers, which utilise a hashtag to send a specific message. The usual Bad Santa humour is evident in the range of papers, with #ChristmasJumper, #ReceiptInside and #BadSanta already becoming best sellers.

Commenting on the new range of products, the site administrator 'Bad Santa' commented: 'We did not launch this range of products with the usual range of online tactics like adwords and emarketing. We decided to simply rely on Twitter. The results have been great, with a significant number of site visitors, and much better conversion rates from visitors. By appealing directly to the twitter target market, we knew this product would have a greater direct impact.'

The whole range of products is available online now at www.iambadsanta.co.uk

Mark Carton

markcarton@icloud.com

07891 851399

Bad Santa is a new wrapping paper, gift tag, greeting card and unique gifts online retailer. Based on an unusual idea to use wrapping paper PROPERLY, and not just as an aesthetic cover for a present, Bad Santa represents the ironic, sarcastic and fairly bad person that lives inside all of us.