



holiday

MARKETING CAMPAIGN GUIDE

shopping is an experience,

and the most successful brands are embracing that. It's important to engage with consumers in a way that will resonate with them. Consumers often want to feel understood and appreciated when they shop, which can be achieved by understanding the consumer journey and creating an engaging online experience that supports their needs, especially during the holiday season when we see high spending.

The holidays are the busiest time of year for online retailers, and perhaps the most important. As you prepare for this exciting holiday season, make sure your brand has a marketing strategy in place that includes the optimization of areas such as your website, emails, product assortment, and promotional offers. As it is one of the busiest times of the year, it is also one of the most competitive.

Changes
IN HOLIDAY SHOPPING

Understanding the changes we have seen in online shopping, especially during the holiday season is extremely important in having a successful campaign.



With the holidays approaching, retailers need to be ready for shoppers who are planning ahead and looking for deals. 47% of consumers plan to take advantage of sales or price discounts during the holiday season, while 49% will begin browsing earlier than November to avoid last-minute shopping stress.

In order to make sure your brand is represented at the top of consumer minds this holiday season, you should be focused on cultivating relationships with new customers who discovered your brand earlier this year, in addition to nurturing the relationships that have been built over the past several months. With the known supply chain and logistical challenges companies have been facing, consumers will be eager to shop earlier to receive deliveries on time for the holidays. Brands will need to tweak their marketing strategies and messages in order to entice buyers to purchase from them.

Email marketing continues to be a staple for customer acquisition and engagement, especially during the holidays. For example, 60% of Cyber Weekend sales were driven by consumers who engaged with an email from a brand prior to Q3 that same year, according to Klaviyo data. Additionally, consumers who engaged with a brand's email by clicking on it had a 10% greater average order value and accounted for 53% of total sales.

Understanding
**YOUR BUYER
PERSONAS &
CONVERTING THEM
INTO CUSTOMERS**

Knowing who your customers are will be extremely helpful when constructing a marketing strategy for the holiday season. There are four different buyer personas, and each of these consumers has to be marketed to differently in order to see sales from each.



The Deal Hunter

The deal hunter's goal is to save money. They want to get the best bang for their buck.

How to get their attention? Make your promotions front and center. Send promotional emails with the sale clearly called out in the subject line. Short and sweet messages, they don't care about all the fluff. You'll also want a strong abandoned cart flow to make sure you're leading this individual back to your website.

The Last-Minute Shopper

Also known as the procrastinator. These are the individuals who mainly care about their packages arriving on time, since they have left everything last minute.

The way to market to these consumers is with shipping. Make your shipping information stand out, so they can't miss it. Offer expedited shipping, or 24-hour shipping to entice these consumers. When sending promotional emails, create urgency with your subject lines and include any sort of shipping deals you may have.

The VIP

These consumers buy high-value items and purchase frequently. They also will leave positive reviews on products they have purchased. This is your number one consumer, and so you need to treat them like that.

To get your VIP's attention you need to offer them exclusives that not all your other customers are receiving. Make your emails personal, and add their name so they feel a connection with your brand. Offer access to sales beforehand, exclusive discounts only for them, and create a loyalty program. These consumers want to feel valued and seen for this constant support of your business.

The Impulse Buyer

This individual doesn't overthink their purchases. Their decision process compared to other buyer personas is much quicker, and therefore you need to cater to that so they don't go to a competitor in that short time frame.

To attract these customers, offer accelerated checkout options. Ensure they are the first to know about any new products or sales you may be offering. Create urgency in your subject lines that will urge them to check out.

how to
**MERCHANDISE
YOUR PRODUCTS**

With so many other businesses fighting for your customer's wallets, you need to ensure your promotions are exciting and enticing. The holiday season is the last big shopping event of the year for customers, and you can't miss the market on this opportunity.

Here are a couple of ways to promote your offerings this holiday season that will make shoppers want to purchase from your brand.



Buy One, Get One Free

The more the merrier!
Customers love being given
free additional products,
especially when they are
purchasing for multiple people.

Holiday Bundles

Having complementary products together is a great way to cross-sell. The customer also views this as they are getting a discount when the items are bundled together, rather than having to purchase them separately.

Stocking Stuffers

Create a curated collection of your smaller, lower-priced items that customers can purchase. This usually leads to individuals purchasing multiple items at the same time.

Free Shipping

Although this may not seem like a huge discount, saving \$15 or \$20 on shipping can be what makes an individual purchase a product. A competitor may not be offering free shipping and this can sway an individual to purchase from your business instead.

By following these marketing tips and tricks this holiday season, you'll be able to get the most out of your campaigns and see a real return on investment.

**READY TO
MAKE THIS
YOUR BEST
HOLIDAY
SEASON YET?**

**EMAIL US TODAY TO LEARN
HOW WE CAN HELP.**

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