



# 8 STEPS TO CREATING AN EFFECTIVE Holiday Marketing Campaign

Take your seasonal marketing (and revenue)  
to the next level with a solid holiday plan





# INTRODUCTION

We've all been exposed to holiday marketing campaigns, which can range from a silly holiday (National Ice Cream Sandwich Day) to a season that drives the lions-share of revenue for some businesses (the months of November and December).

When you think about holiday marketing, perhaps one or two campaigns stick out to you, but because of the multitude of messages, it's hard for most people to pick one out from the crowd. Marketers face the challenge of standing out from the crowd, and capturing consumers' attention with fun, relevant, and personalized campaigns in order to drive revenue.

This guide will walk you through eight steps that cover how to plan and run an effective holiday marketing campaign.

**Let's get started.**

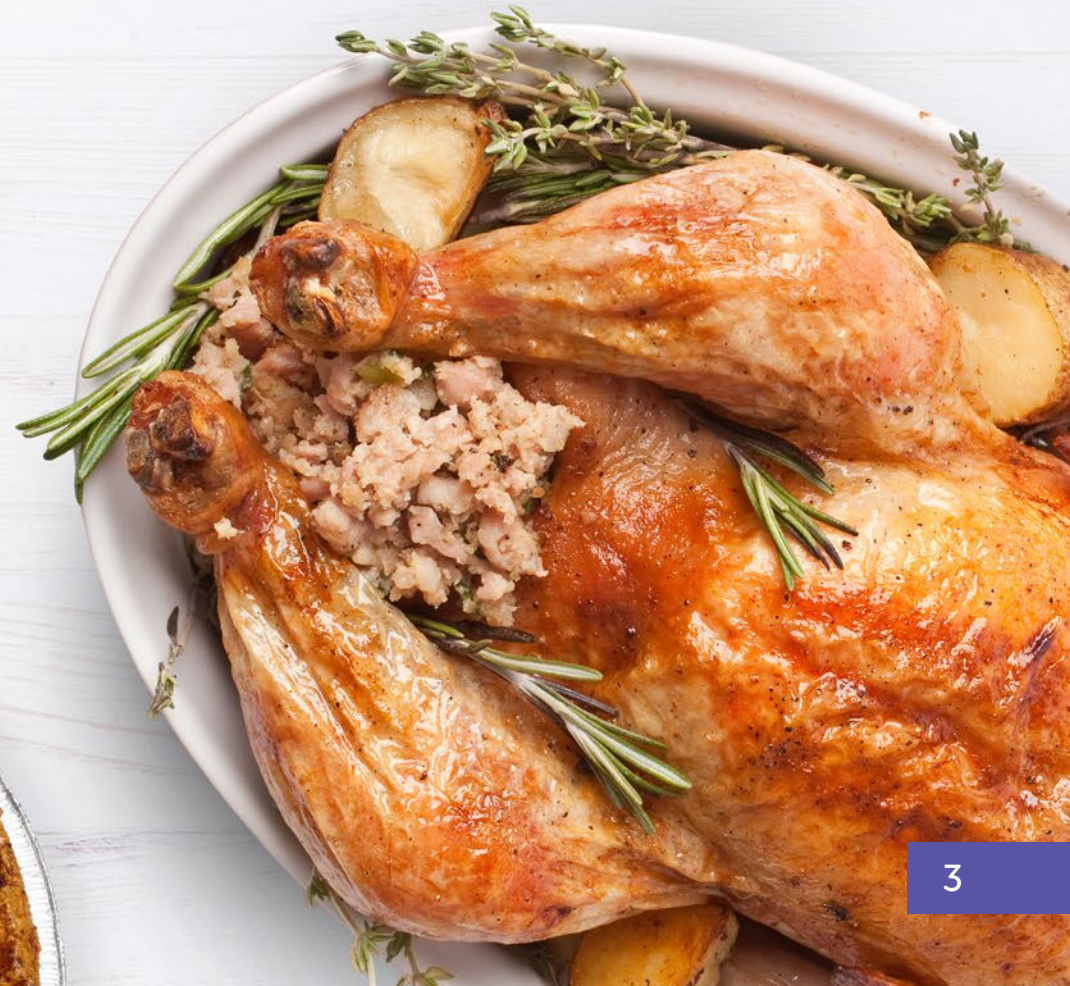




# WHAT IS HOLIDAY MARKETING?

Holiday marketing is an extension of a business' marketing that focuses programs, campaigns, and resources around specific holidays.

Holiday marketing capitalizes on events that are significant in consumer's lives and uses them as a vehicle to market a product, promotion, or brand. Typically, holiday marketing influences seasonal trends in consumer buying behavior. In more recent years, holiday marketing has become a staple for consumer-facing businesses.



# WHAT IS HOLIDAY MARKETING?

## Why Is Holiday Marketing Important?

Most businesses experience some level of seasonality—meaning that sales are correlated with specific timing, such as a season or a date.

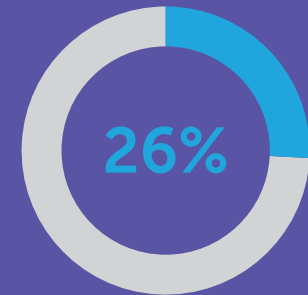
Think about your own life and when you see an influx of promotions and advertisements—from Back-to-School to Black Friday—these are events that consumers typically participate in and which affect businesses' revenue.

In fact, consumers anticipate and even *expect* seasonal and holiday marketing.

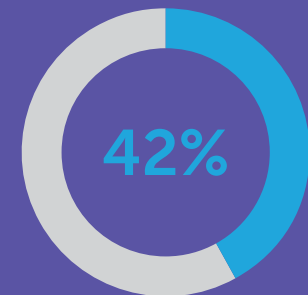
According to data from G/O Digital and eMarketer, "By October, **26%** of U.S. digital shoppers will have started their holiday season shopping. Another **42%** will join the mix in November."

And as consumers start their shopping they expect to see offers and promotions that match their mindset and goals. Think about Black Friday—we are now trained to know that every year there will be massive sales the day after Thanksgiving.

## Consumers Expect Holiday Marketing



of U.S. digital shoppers will have started their holiday season shopping in October.



U.S. digital shoppers will start their holiday season shopping in November.



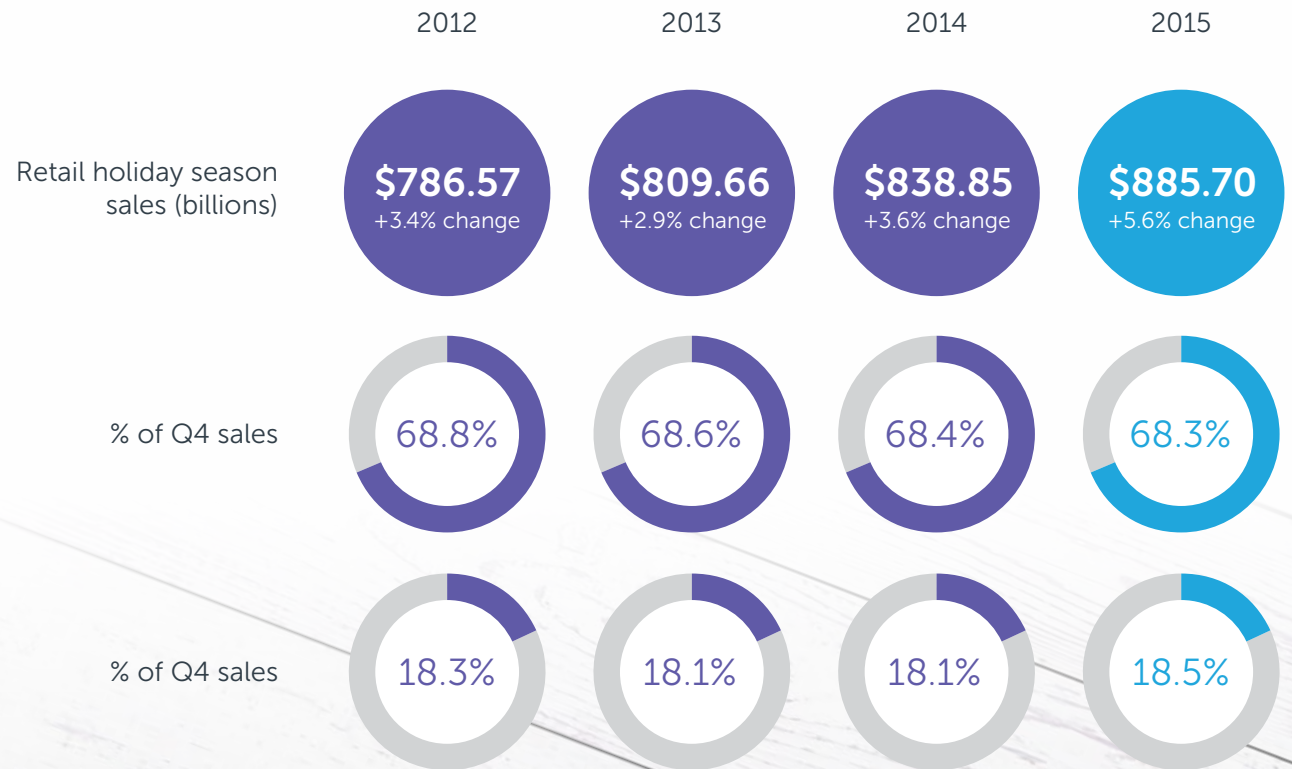
# WHAT IS HOLIDAY MARKETING?

## Why should you consider incorporating holiday marketing into your marketing plan and strategy?

Just follow the money. According to eMarketer, the 2015 holiday retail season is expected to increase **5.7%** year over year, reaching **\$885.70 billion**. That's a formidable amount of spending occurring in a relatively short period of time, and while the market is especially noisy during the November and December holiday season, it is still a good time to reach consumers that are ready to purchase.

Because consumers now expect holiday marketing, it's important to consider if your organization should participate and then evaluate how.

U.S. Retail and Retail Ecommerce Holiday Season Sales, 2012-2015



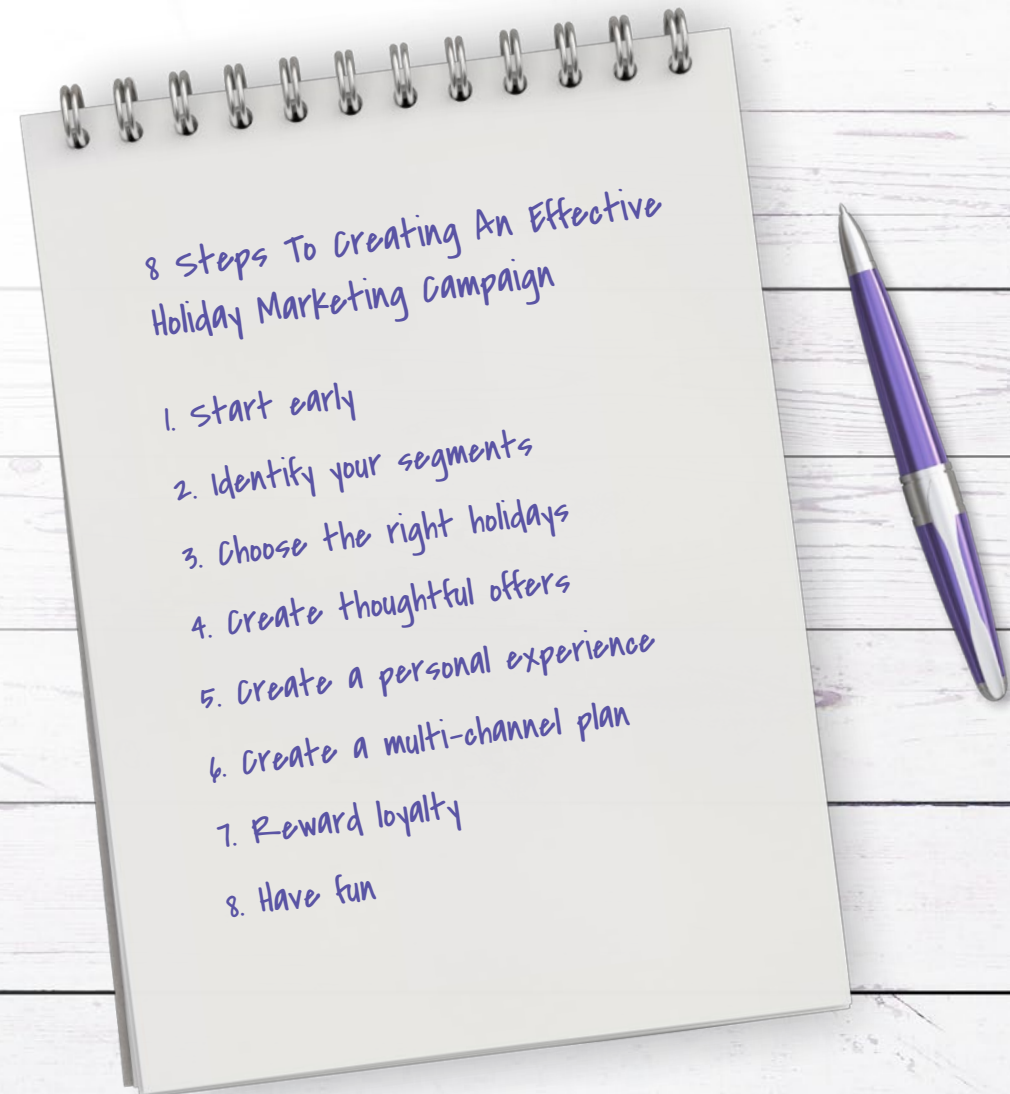
Source: eMarketer, Aug 2015

# CREATE EFFECTIVE HOLIDAY MARKETING

Effective holiday marketing is focused and well-planned marketing that captures the attention of your target audience.

To help you get started, we've detailed eight steps for building an effective holiday marketing campaign.

These steps will walk you through timing and segmentation, all the way through specific tactics to make your holiday marketing successful.



## 8 Steps To Creating An Effective Holiday Marketing Campaign

1. Start early
2. Identify your segments
3. Choose the right holidays
4. Create thoughtful offers
5. Create a personal experience
6. Create a multi-channel plan
7. Reward loyalty
8. Have fun

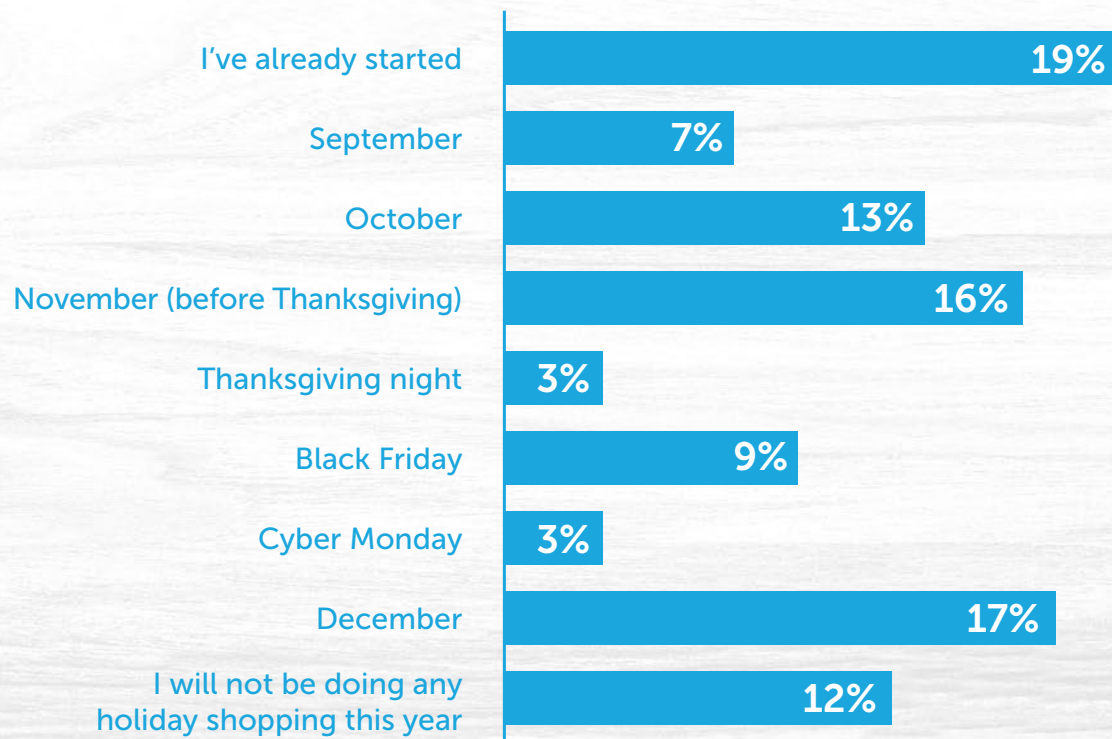
# 1 START EARLY

Like the old adage says, “the early bird gets the worm,” and while marketers may not be interested in worms per-se, they still can capitalize on the advantage of early planning and promotion. Marketers looking to launch an effective and engaging holiday marketing campaign need to start well in advance of the holiday—in fact some marketers plan their holiday promotions up to a year in advance.

With consumers starting their holiday purchasing earlier and earlier each year, it’s important that your holiday marketing plan is in place well in advance of their demand. According to an eMarketer survey of smartphone owners, almost 20% of shoppers were already doing holiday shopping in August.

## Time of Year When U.S. Smartphone Owners Plan to Begin Holiday Shopping

Aug 2015, % of respondents





# 1 START EARLY

Advance planning allows you to make sure that all the elements of your promotion are well-thought through and tested and that you have the resources in place to execute.

It is important to remember that while you may plan your holiday marketing months or even quarters in advance, you want to leave room to be nimble and adapt your campaign based on market feedback and competitive intelligence.



*Advance Planning and Promotion Example:* An email from tinyprints promoting its holiday collection of cards, sent September 1





# 1 START EARLY

## Holiday Marketing Planning Timeline Checklist:

Use this checklist to help you answer some key questions to plan your program timeline.



Question	When (early planning)	Task
<input type="checkbox"/> <b>Who will own this?</b>	3 months prior	Identify who will own the project—messaging, execution, strategy.
<input type="checkbox"/> <b>What will you offer?</b>	2.5 months prior	Which offers will relate to your business goals?—Discounts, product awareness.
<input type="checkbox"/> <b>What are your goals? What is your hypothesis?</b>	2 months prior	Establish which goals you want to achieve—conversions, clicks, ROI, subscriptions, coupons used.
<input type="checkbox"/> <b>Which channels should you use?</b>	2 months prior	Which channels will you use? Website, email, social, PPC, TV, radio, etc.
<input type="checkbox"/> <b>What will your offer look like?</b>	1 month prior	What sort of art/creative do you need to make this absolutely memorable?
<input type="checkbox"/> <b>How will you track success?</b>	2 weeks prior	Build out trackable programs for each channel to track conversions.
<input type="checkbox"/> <b>Are you sure it will work?</b>	1 week prior	Test, test, test!
<input type="checkbox"/> <b>LAUNCH!</b>		Designate responsibilities for launch day activities.
<input type="checkbox"/> <b>How did it do?</b>	Immediately	Did the early results hit your expectations? Did it drive conversions, new names?
<input type="checkbox"/> <b>How did it do?</b>	Late	What was the ROI of the program? What would you change to make it better? Will you do this again next year?

## 2 IDENTIFY YOUR SEGMENTS

Understanding your audience is critical to any successful marketing strategy, and holiday marketing is no different.

Identify which customers you hope to reach with your holiday marketing program. Segmenting your audience, the act of dividing your customers into definable and actionable parts, is essential to your marketing success. The more you segment, the more relevant your marketing programs will be. If you are not relevant, your audience simply won't pay attention. Being relevant means sending the right message, to the right person, at the right time.

Your buyers are becoming more and more comfortable with targeted advertising and personalized content. In fact, they expect marketers to know about them and to use that information to create customized experiences. According to data from Janrain & Harris Interactive, **74%** of online consumers get frustrated when offers, ads, and promotions are irrelevant to their interests.



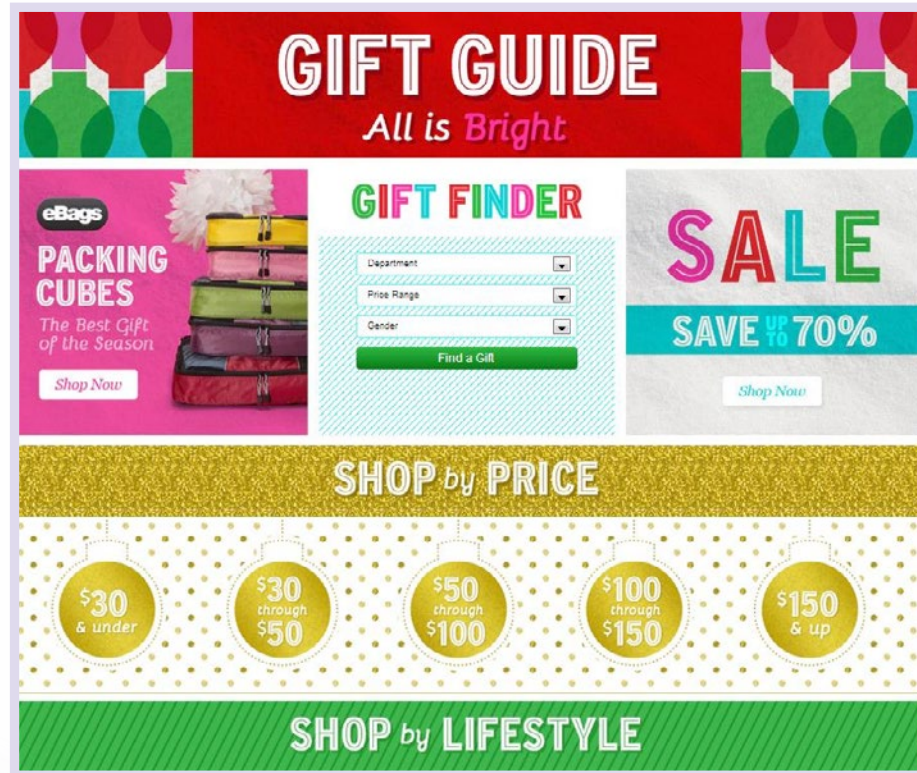


## 2 IDENTIFY YOUR SEGMENTS

You may have existing segments, but if you don't, there are a few ways that you can segment your audience:

- By customer lifecycle stage or behaviors  
(Where are they in their customer journey?  
What have they done or not done?)
- By persona
- By specific demographic attributes—  
like age, geography, and gender.

It's also important to look at any data you already have about your customer's behavior—specifically around holidays. This data will tell you which offers will and won't work for specific segments.



The image shows a promotional banner for eBags' Gift Guide. At the top, it says "GIFT GUIDE All is Bright". Below this, there are three main sections: 1. "PACKING CUBES" featuring a stack of colorful luggage with the text "The Best Gift of the Season" and a "Shop Now" button. 2. "GIFT FINDER" which includes a search form with dropdown menus for "Department", "Price Range", and "Gender", and a "Find a Gift" button. 3. "SALE SAVE UP TO 70%" with a "Shop Now" button. Below these sections is a "SHOP by PRICE" section with five circular price range filters: "\$30 & under", "\$30 through \$50", "\$50 through \$100", "\$100 through \$150", and "\$150 & up". At the bottom is a "SHOP by LIFESTYLE" section.

*Identify Your Segment Example:* eBags Guide to Gift Giving addresses multiple segments as it offers content and discounts.

## 2 IDENTIFY YOUR SEGMENTS

### Example of Segmentations:

Segment	Offer	Goals
<b>Loyal Customers</b>	<ul style="list-style-type: none"><li>• Incentive to share with network about becoming a loyal customer</li><li>• Special discount for loyal customers</li></ul>	<ul style="list-style-type: none"><li>• Increase your loyal fan base</li><li>• Keep your loyal customers happy</li></ul>
<b>Single Purchase Customers</b>	<ul style="list-style-type: none"><li>• Discount on suggested item (based on first purchase)</li><li>• Social share for a special discount</li></ul>	<ul style="list-style-type: none"><li>• Turn your single purchase customers into multi-purchase customers</li><li>• Get your customers to spread the word</li></ul>
<b>Prospective Customers</b>	<ul style="list-style-type: none"><li>• Sweepstakes with a giveaway to win</li><li>• Social sharing contest</li></ul>	<ul style="list-style-type: none"><li>• Get prospective buyers to engage with you</li></ul>
<b>Brand Awareness</b>	<ul style="list-style-type: none"><li>• Retargeting and display</li></ul>	<ul style="list-style-type: none"><li>• Be top of mind for people who might not know who you are</li></ul>



### 3 CHOOSE THE RIGHT HOLIDAYS

Holiday marketing, especially once fall begins, focuses primarily around Halloween, Thanksgiving, Christmas, Chanukah, Kwanzaa, and New Year's.

And while that time of year does have the largest peak in holiday sales both online and in-store, there are plenty of other holidays that you can create campaigns around throughout the year.

The holidays that you choose should feel relevant and fun for your audience and segments. The holiday you choose will also have an impact on the type of promotion or offer you create.



### 3 CHOOSE THE RIGHT HOLIDAYS

We've compiled a holiday checklist to get you started. This list is by no means comprehensive, but it will give you a good idea of some key themes and holidays that occur throughout the year. Don't forget that you can capitalize on rare holidays, silly holidays, or simply create your own.

#### Sample 2016 Holiday Calendar (primarily U.S.)

January	February	March	April
New Year's Day (1) Martin Luther King, Jr. Day (18) Australia Day (26)	Super Bowl 50 (7) Chinese New Year (8) Mardi Gras (9) Valentine's Day (14) Presidents Day (15)	International Women's Day (8) St. Patrick's Day (17) First Day of Spring (20) Good Friday (25)	April Fools' Day (1) Earth Day (22)
May	June	July	August
Cinco de Mayo (5) Mother's Day (8) Memorial Day (30)	Ramadan begins (6) Father's Day (19) Summer Solstice (20) (longest day of the year)	Canada Day (1) Independence Day—U.S. (4) Eid al-Fitr (4/5)	National Ice Cream Sandwich Day (2) Summer Olympics begin (5) Back to School
September	October	November	December
Labor Day (5) First day of fall (22)	Thanksgiving—Canada (10) Columbus Day (10) Halloween (31)	All Souls Day (2) Veterans Day (11) Thanksgiving (24) Black Friday (25) Small Business Saturday (26) Cyber Monday (28)	Christmas Eve (24) Christmas Day (25) Boxing Day (26) New Year's Eve (31) Winter Break



**TIP:**

*Use Holiday Marketing to Build a Lasting Relationship*

Don't forget about post-holiday season. Plan a retention campaign for your new customers.



## 4 CREATE THOUGHTFUL OFFERS

Your offer or offers make up your holiday marketing campaign. Start by asking yourself “What is my goal?”

Then brainstorm the types of offers that will motivate your customers to participate and that will enable you to hit your goal.

Be creative and think outside of the traditional coupon—sometimes what you offer can be an idea (like what to buy your mom for Christmas), a curated experience (like a Pinterest board), educational (like a reminder to make healthy choices), or a limited-time offer (like a pumpkin spice latte from Starbucks). Whatever your offer is, you want to make sure that it will help you achieve your objective with the specific audience you are targeting.

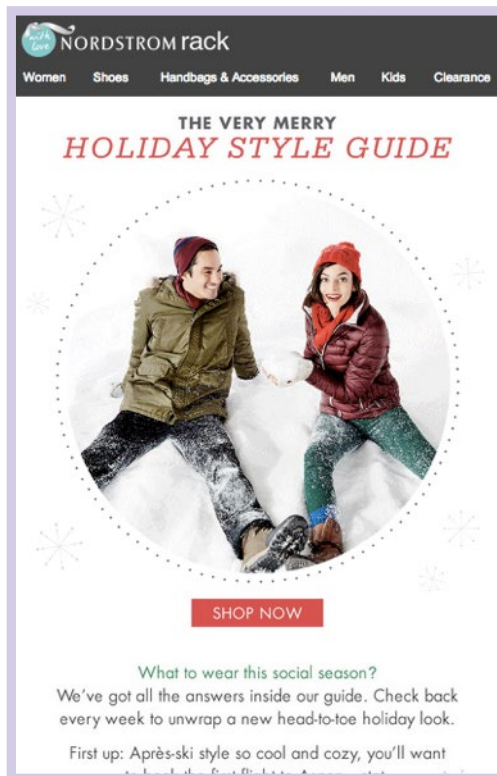
Maybe a discount is the right offer for a group of disengaged customers because it will help draw them back to you, whereas your offer to your loyal customers is a holiday shopping list because you are giving them added value from a brand they already love.



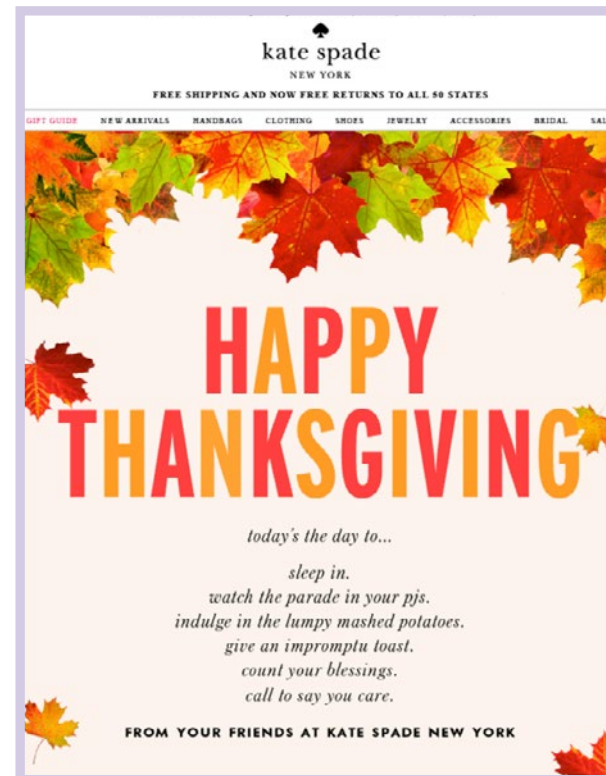
## 4 CREATE THOUGHTFUL OFFERS

In addition to having your offer match your goals and target audience, it's important that it also feels like a match for your brand. To your customers, your offer should feel like an extension of your brand, not incongruous or like a shock.

If you're not a retailer, you can still come up with creative offers that align with your audience and your goals. Another option is to consider partnering with a retailer to capitalize on the holiday attention and promotion period.



*Thoughtful Offer Example:* An offer from Nordstrom Rack gives users a style guide instead of a discount.



*Thoughtful Offer Example:* Kate Spade uses the Thanksgiving holiday to appreciate its customers and build brand awareness with an email that has no offer.



**TIP:**

***For a High Performing Offer: Test***

Once you've decided your offer(s), make sure to test them to ensure they will help you reach your goals.

Create a couple of versions and A/B test them against each other to find the best version to distribute widely. Often a simple test can boost the performance of a program or campaign.



## 4 CREATE THOUGHTFUL OFFERS

### Holiday Offer Checklist

This is a checklist of the types of offers that you can promote over the holiday season. Use this to get your brainstorming process going, but don't let it limit you:

- Contests:** Contests get people involved with your holiday marketing because they immediately answer the question "What's in it for me?" The answer? A prize! There are a few types of contests that you can run:
  - ✓ **Referrals:** Referral is one of the strongest social indicators in a peer-review-obeying culture that today's customers live in. Think about how you can leverage referral as a part of your campaign. Can you ask current customers to refer and recommend you? Do you have partners that you can utilize? What will incentivize your loyal audience to positively share your brand with their own network?
  - ✓ **Sweepstakes:** If you are doing holiday marketing to boost the size of your database, or to build brand awareness, a sweepstakes can be very effective. It is a great way to get a large volume of people involved with your holiday marketing—especially if the prize is amazing!
  - ✓ **Share to win:** Are you doing holiday marketing but really want to focus on extending your reach and audience? Share-to-win can be an effective contest component to any holiday marketing effort. It will help you effectively extend your reach to a new audience without too much effort.

**Discounts:** Discounts can come as a sale, a coupon, free shipping, or a discount code. They are widely used in retail, but can be effective for many businesses. Consider using discounts with a referral or share-to-win contest to extend the reach of the offer. Also, think about adding a timeframe on the offer. This is an effective technique pulled from consumer psychology that assesses the fear of missing out (FOMO!)

**Content:** A content offer gives your customer valuable information or advice. Content is a broad category and offers plenty of room for creativity. Ultimately, what can you create for your consumer that will be helpful for them? For example, this ebook is a content offer we are providing to help you with your holiday marketing, but also allows us to generate thought leadership and brand awareness. By offering content that appeals to your audience, you are increasing the perception of value derived from your brand, and are ultimately helping your company move closer to its goal. Content can include checklists, personal recommendations, Pinterest boards, blogs, and more.

**Event Invite:** Are you having a season or holiday-specific event? For a brick and mortar store, this could be a shopping event or a party. Events are a great opportunity to partner with another organization and benefit from each other's brands.

**Charity:** Adding a charitable element to your holiday marketing can be compelling to your audience. Perhaps instead of a discount (as listed previously), you can offer a donation to charity at the same amount. Not only do charity offers help important organizations, but it helps consumers see your brand personality and relate to you.

**Limited-Edition:** Creating scarcity is a consumer psychology principle that works to get consumers engaged. Limited-edition items play on this principle. Can you have a holiday-specific offer that is only available for a limited period of time?

## 4 CREATE THOUGHTFUL OFFERS

### What Is FOMO?

Fear of missing out (FOMO) is a buzzword that basically represents a consumer's fear of missing a deal, offer, or exclusive. It captures human psychology at its most basic level, where there are two main drivers of human behavior—avoiding pain and experiencing pleasure. These are key to every action we take. When people are faced with either limited availability, or a limited opportunity to get the best deal, they are more likely to buy. This is why buyers tend to act quickly when they are told that a product or special offer won't last long. In fact, studies have shown that buyers are more likely to act based upon loss (avoiding pain) than upon benefit (gaining pleasure). Why? Gains are fleeting while losses linger.



**YOUR EXCLUSIVE PRESALE**

**FLYERS SANTA SACKS**

**INCLUDES:**

- 2 tickets to a Flyers game of your choice\*
- Access to Feb. 1 & Feb. 22 Adirondack Phantoms games at the Wells Fargo Center. Ticket Voucher redeemable for four (4) total tickets that may be split between games.
- Autographed puck, a 2014 Flyers Calendar, and more!

\*subject to availability

**SANTA SACKS START AT \$150**

**FOR A BIGGER HIT, UPGRADE YOUR GIFT**

- 4 Flyers Premium Lower Level Tickets
- A stick autographed by Vincent Lecavalier
- Access to Feb. 1 & Feb. 22 Adirondack Phantoms games at the Wells Fargo Center. Ticket voucher redeemable for eight (8) total tickets that may be split between games.
- AND MORE!!!

**EXCLUSIVE PRESALE OPEN NOW**

**CLICK HERE TO PURCHASE**

*Example of a holiday offer that utilizes FOMO: This email from the NHL team, The Philadelphia Flyers uses FOMO to get users to engage with their offer.*



## 5 CREATE A PERSONAL EXPERIENCE

Consumers today are very savvy about their personal information and contact preferences. They understand all the different ways that their information is used and because of that, they expect a more personal experience than ever before.

According to data from MyBuys, 40% of consumers buy more from retailers who personalize the shopping experience across channels. They want more than an email addressed to them personally; they want you to understand their needs and respond personally.

To do that, it's necessary to incorporate your customer data and insights into your holiday campaign. Customers expect you to "listen" to their activity and respond accordingly, which requires a platform that can listen to customer activity across channels and respond appropriately. Marketing automation can help marketers deliver this personal experience from web, to social media, to email, and even across your different ad platforms. The ability to deliver messages that are relevant to your consumer's individual journey can make the difference between success and failure, for all of your marketing, but especially your holiday marketing, because only the best marketing will break through the noise.



## 5 CREATE A PERSONAL EXPERIENCE

### How to Personalize Checklist:

Use this checklist to identify the different ways that you can personalize your campaign or offer for your specific audience.

#### Behavioral—What have they done?

**Stage:** Have they purchased? Are they loyal? What do their past purchases look like?

**Engagement:** Have they visited your website? Have they added an item to their cart and then left? Have they clicked on an email?

**Activity:** When is the last time they purchased an item from you?

**Non-Activity:** Has your audience not been to your website in X number of days?

#### Demographic—Who are they?

**Age:** Your audience should be segmented based on age since different ages appreciate different offers.

**Location:** Use this for a special location-based offer or event.

**Gender:** Tailor your offer based on gender (high heels for women).

**Interests:** Listen to your audience. What are they telling you based on email clicks and website searches? Make sure your offer matches their interests.





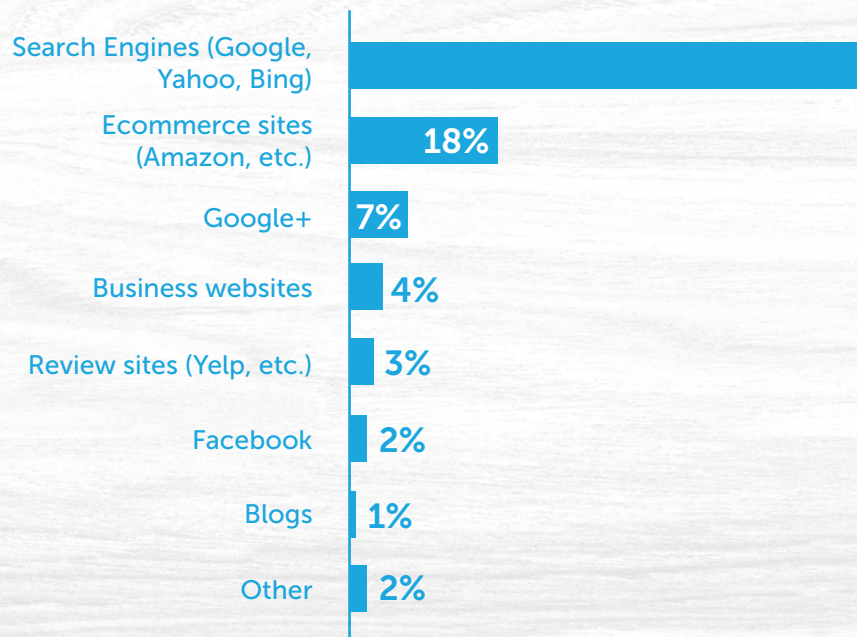
## 6 CREATE A MULTI-CHANNEL PLAN

Make sure your campaigns are not executed in silos. It's important to create a personal experience, and much of that experience relies on being where your customer is, wherever they may be.

In fact, according to a study conducted by SDL, **90%** of consumers said that they expected the customer experience to be consistent across channels and devices this holiday season. That's a 17% increase from what consumers reported in 2014. Now more than ever, it's especially important to be integrated and cohesive across all of your channels.

### Primary Channel Used to Research Products Prior to Visiting a Store During the Holiday Season According to U.S. Digital Shoppers

Jul 2015, % of respondents



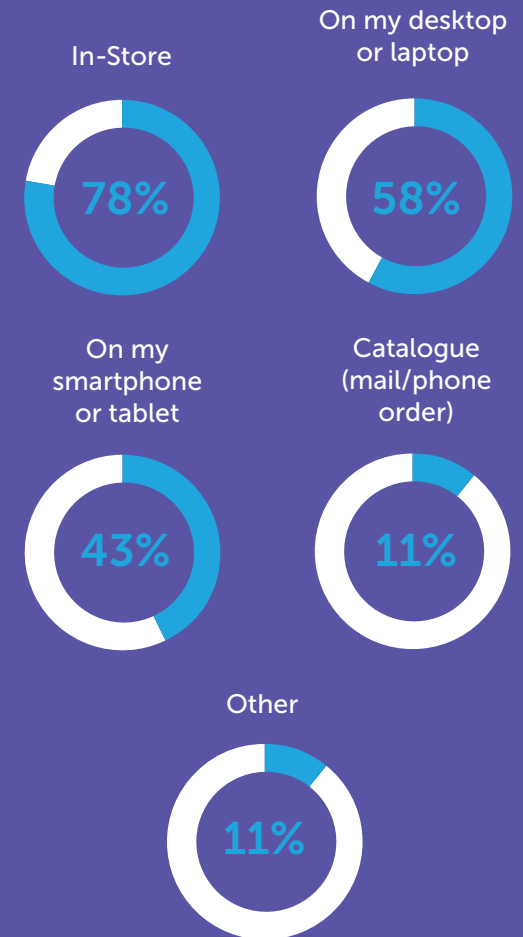
## 6 CREATE A MULTI-CHANNEL PLAN

Make sure that your campaign is everywhere that your customer is, and if you can understand how your customer is using that channel, you will be able to target your marketing even better. Looking at the data from eMarketer, shoppers are researching products across a variety of channels prior to ever actually visiting a store—so you need to be where they are. Especially during the holidays with most of your audience being on vacation, appealing offers to non-email channels is crucial. Your audience is most likely going to be on their phones over the holidays rather than checking their work email on their laptops.

Customers are bombarded by endless marketing messages, and that situation is only exacerbated by holidays. Make it as easy as possible for your customer to find and relate to your marketing campaign and messages.

## Locations/Channels Where U.S. Smartphone Owners Plan to Make Purchases During the Holiday Season

Aug 2015, % of respondents



Note: n=9,251 ages 13+  
Source: SessionM, "Holiday Shopping Trends 2015," Sep 14, 2015; eMarketer.com



## 6 CREATE A MULTI-CHANNEL PLAN

### A Multi-Channel Checklist

Here is a checklist of channels that you may want to include as well as some tips to keep in mind as you plan for those channels.

#### In-Person Experience:

This could be either an event or your in-store experience. With a physical presence, evaluate how to bring your campaign or program to customers who visit. How can you best engage them while they are in your store or at your event? This can be done in a variety of ways—from signage, to promotional contests, to discounts, to giveaways. Also, consider how you can use other channels to support your customer during their in-person experience. For example you could send a coupon via SMS based on their location in your store.

#### Print:





Print media, like an advertisement in a magazine or newspaper or a direct mail campaign, is another way to reach a large audience. Depending on the outlet, this could be more targeted or very broad, and the design could range from highly visual to only text copy. For example, think about a full-page editorial advertisement versus a mailed discount.

#### Television:

Television has the benefit of mass appeal. According to a Nielsen report, the average U.S. buyer watches 4 or more hours of television each day, and 99% of homes have at least one television set. This makes television a viable option for marketers looking to reach the masses.

#### Email:

Email marketing can be extremely effective and is one of the most common ways to get the word out about your holiday promotion to a dedicated and segmented list of customers. Email is extremely flexible in terms of design, copy, and audience segmentation. Consider:

-  Promotional emails
-  Discount announcement
-  Newsletters
-  Events



**TIP:**

***Set a Cadence.***

Don't ignore the frequency and cadence of holiday campaigns. Holiday shopping can be stressful.

So, make sure your campaign isn't adding to the noise by helping shoppers navigate and have an overall great experience.

## 6 CREATE A MULTI-CHANNEL PLAN

### Website

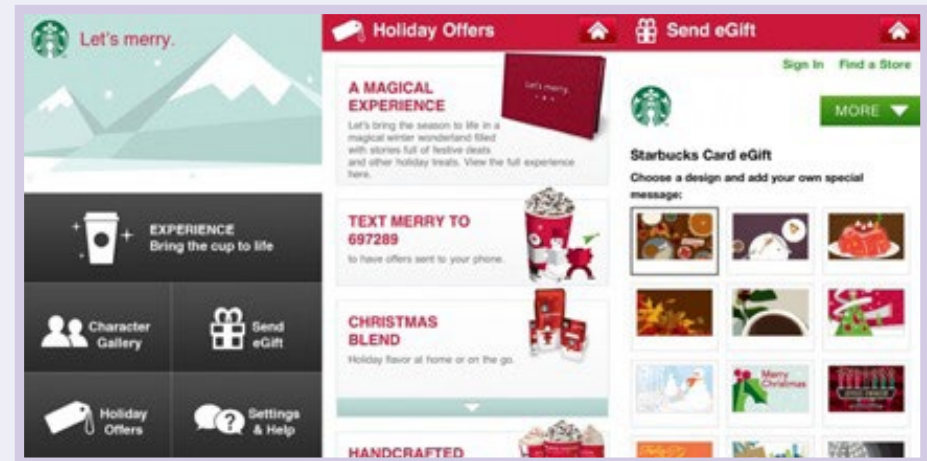
Your website is one of the best owned distribution channels that you have. You are totally in control of the message and the experience on this channel. And there are so many different ways that you can use your website to promote a program. Consider implementing real-time personalization, a tool often offered as part of your marketing automation software, that allows you to deliver a personalized and relevant experience to your web visitors, which will maximize your buyer's time on your site.

### Mobile

Making your campaign or program mobile-ready can be a critical component of success. Today's buyer leans heavily on their mobile device to consume information and to interact and engage with brands. Not only do you want your emails and landing pages to be mobile-optimized, you may also want to consider incorporating text messaging (SMS) to help get your campaign in front of your audience instantly. Also consider whether a mobile app is an appropriate way to support your campaign or program goals. A mobile app allows marketers to deploy in-app messages and push notifications. These notifications can be a useful way to engage with your buyers directly and can be especially impactful for sales, promotions, events, or news.

### Blog

If you decide to use your blog as part of your promotional plans, it is best to focus your posts on early stage offers to be appropriate for the audience and their expectations. Blogs are incredibly popular on social sites because of their short, easy-to-consume format, so maximize your reach by adding some paid promotion behind your posts.



*Multi-channel Marketing Example: Starbucks mobile app delivers a holiday experience to its consumers.*



## 6 CREATE A MULTI-CHANNEL PLAN

### □ Paid Advertising:

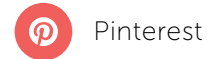
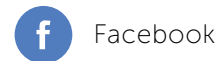
Paid advertising is a highly targeted way to reach both customers and potential customers. Paid ads allow you to target your customers across the web and lead them toward engagement or purchase as part of your campaign. Paid advertising can be a huge asset across your customer lifecycle, especially considering technology that allows marketers to deliver personal messages based on the customer's activities across the web.

□ **Paid Search:** Paid search ads appear at the top of a search engine, and in some cases along the right-hand side. Paying to appear in these areas ensures that your website, or specific web pages, can be easily found by people who are actively searching for your brand or product. Paid search ads help you quickly target your most valuable audience since they are seeking you out—as opposed to channels where you reach out to them.

□ **Retargeting and Remarketing:** Retargeting and remarketing give your business, and campaign, a way to offer messages tailored to user activity across the web. Typically, retargeting is aimed at unknown and known users across the web with targeted online ads, like display ads. Remarketing is commonly used as a way to re-engage your customers over email. Retargeting and remarketing help you get the most out of your paid digital advertising efforts and accelerate your customer toward action.

### □ Social Media:

Social media is a great way to be where your customers are. Spend time understanding which social network your customers prefer and then leverage the platform to promote your holiday marketing campaign. Also think about creating content that complements the platform. For example, using a meme might be an effective way to get social traction and generate interest in your campaign versus using a stock photo and some copy. Consider these platforms:

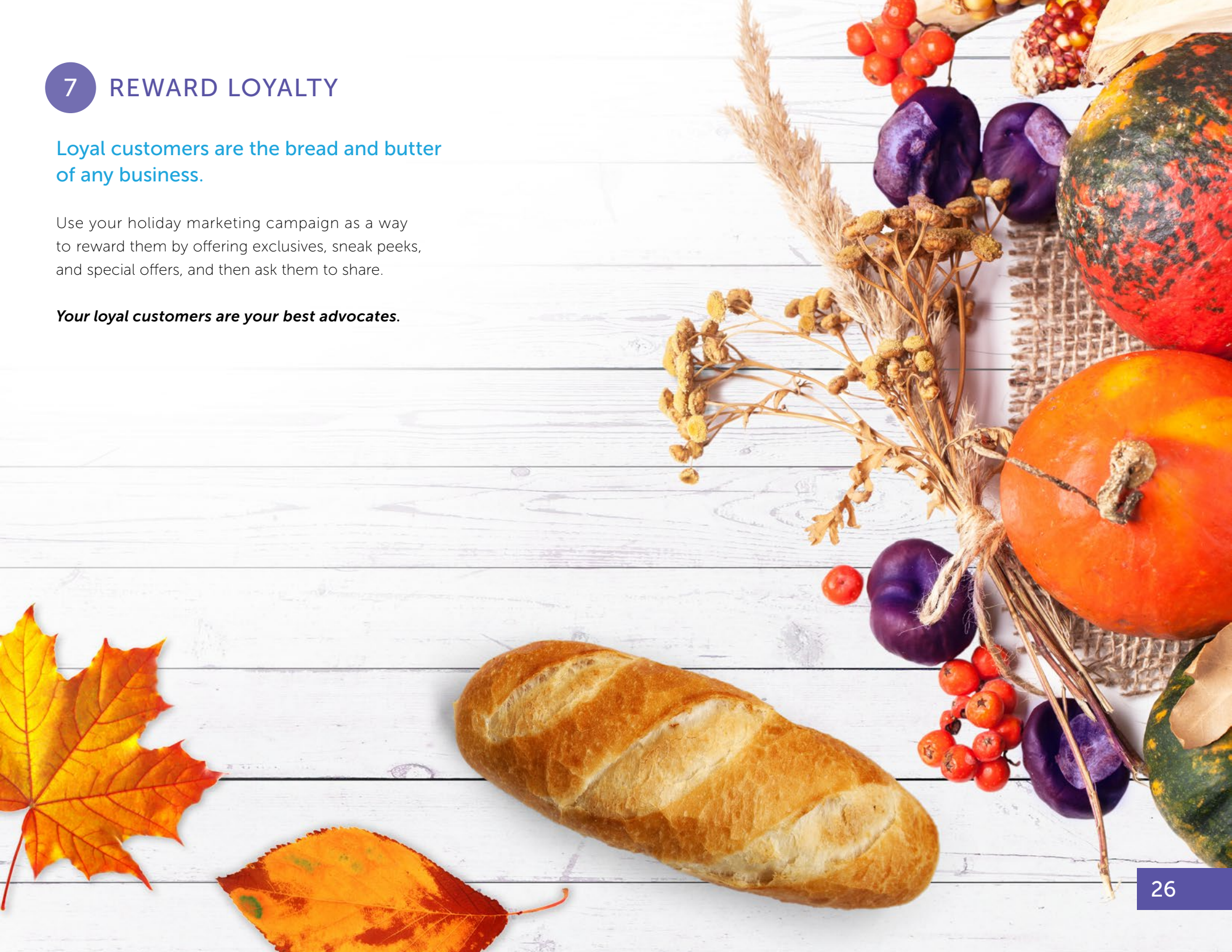


## 7 REWARD LOYALTY

Loyal customers are the bread and butter of any business.

Use your holiday marketing campaign as a way to reward them by offering exclusives, sneak peeks, and special offers, and then ask them to share.

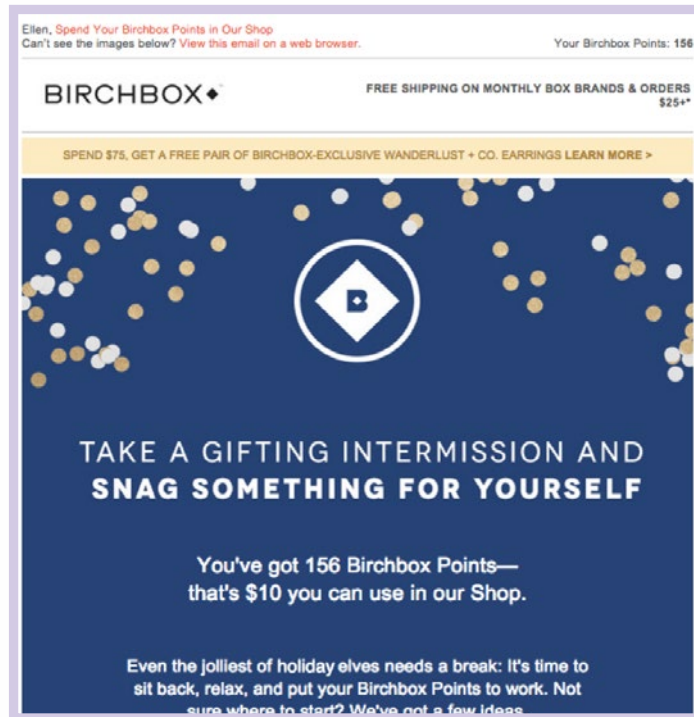
*Your loyal customers are your best advocates.*





## 7 REWARD LOYALTY

In today's peer-reviewed society full of Yelp! reviews and instantaneous social media posts, it's important for you to ask your loyal customers to advocate on your behalf. This might be sharing your campaign or program with their friends and then rewarding them for that behavior, or it could be giving them a bonus discount for being loyal as a part of your promotion. Regardless of what the specific offer is, it's important that as you plan your holiday marketing, you dedicate part of your campaign to be special for your loyal customers.



*Reward Loyalty Example: Birchbox reminds its loyal users of their points and includes an offer for an exclusive.*



**TIP:**

*Ask your loyal customers to advocate on your behalf.*

It's important that as you plan your holiday marketing, you dedicate part of your campaign to be special for your loyal customers.

## 8 HAVE FUN

One of the best tips we can impart about holiday marketing is to have fun!

Capture the energy of the season or holiday with your marketing and don't let the constraints of "what's been done" define your campaign.

The more creative, fun, and innovative you are, the more you will stand out from the rest.





## 8 HAVE FUN

Let's take a look at some campaigns that did a stellar job at standing out and assess what they did that worked:

The image shows a promotional banner for Overstock.com. At the top left is the Overstock logo. Below it is a navigation bar with categories: FOR THE HOME, FURNITURE, BEDDING, WOMEN, MEN, JEWELRY, WATCHES, and SALE. A red banner across the middle features the text "10% OFF COUPON\*" in large white letters. Below this, smaller text reads "Email Exclusive cannot be combined with any other offer" and a button says "Click Anywhere to Activate". The bottom section of the banner has the text "48-HOUR HOLIDAY HOME SALE" in large red letters, with a decorative border of holly leaves and berries at the very bottom.

*Example from Overstock.com:* Has a clean design and strong call-to-action and uses time scarcity to get consumers to engage with the campaign.

The image shows a promotional banner for OpenTable. The top has the OpenTable logo on a yellow background with leaf patterns. Below is a white section with the headline "Don't let your turkey take you by surprise" and the text "Thanksgiving is a week away—we want to be sure you know where you'll be enjoying your bird." A red button labeled "Holiday Tables" is centered below. The bottom section has a grey background with the headline "Thanksgiving stress? Got you covered." and two photo cards. The first card shows a restaurant interior with the caption "Presidio Social Club". The second card shows a restaurant interior with the caption "Brasserie S&P".

*Example from OpenTable:* Adds value for the recipient by reminding them to make reservations, and then providing a list of restaurants that are open, with the call-to-action "Reserve Now."



## 8 HAVE FUN

Plus, save on kids' beds, outdoor furniture favorites, and carts and islands from \$49


**wayfair.com** MY ACCOUNT Shop Daily Sales >

**DAILY SALES** Up to 70% OFF. Limited-time deals start every day at 12 pm ET.

Up to 65% OFF  
**CHRISTMAS** in July

Season's savings! Stock up now to score the deepest discounts on holiday decor

Shop All Sales >



**UP TO 65% OFF** ENDS 07/16  
Outdoor Furniture Favorites  
SHOP NOW >

**UP TO 70% OFF** ENDS 07/26  
Chic Seaside Suite  
SHOP NOW >

*Email from Wayfair.com: Utilizes Tip #3—Choose the Right Holiday—as it gets creative by inventing its own holiday in the middle of July. This is a great way to get ahead of the Christmas season rush by capitalizing on consumers' understanding of that season and the deals that are typically offered.*

what's **kraft foods**  
cooking

follow us and get recipes and tips     forward: 

all about eggs festive brunch hot apps cheesy apps top slow-cooker ideas

Krystal,

Whether you're hosting a midnight bash or whipping up a New Year's Day brunch, start the year off right with something delicious. Our warm appetizers and cheesy egg bakes are sure to be a hit at any gathering.

- [Breakfast & brunch favourites](#)
- [Hot appetizers](#)
- [Easy New Year's Eve ideas](#)



**NEW!**

GET RECIPE >

Jalapeño Popper Pinwheels  



Michele  
Michele McAdoo  
Kraft Kitchens

*Email from What's Cooking, a Kraft foods site: Utilizes Tip #4—Create a Thoughtful Offer—by delivering information rather than an offer. The recipes add value for the recipient and increase brand recognition and sharing.*



# MEASURE YOUR SUCCESS

Like any marketing program, it's important to look back at whether your holiday marketing program achieved the goals you originally set.

You need to assess what worked and what didn't and evaluate the revenue generated from the program. In this section, we'll take a look at how marketers can measure the effectiveness of their holiday marketing.

## Early Success Metrics

As you are rolling out your holiday marketing, you will want to look for early signs of success. These early signs should align to your goals and may include:

- ✓ Social media metrics
  - How many shares did it have?
  - What is the engagement like?
- ✓ Email CTR
- ✓ Traffic to your site or landing page

These early indicators of success will let you know that you are on the right path, and if you are not, they will serve as warning signs, telling you to make adjustments.

## Late Success Metrics

Your key metrics come after your holiday marketing program has completed and you have time to do a complete analysis. To start, you may want to evaluate the following:

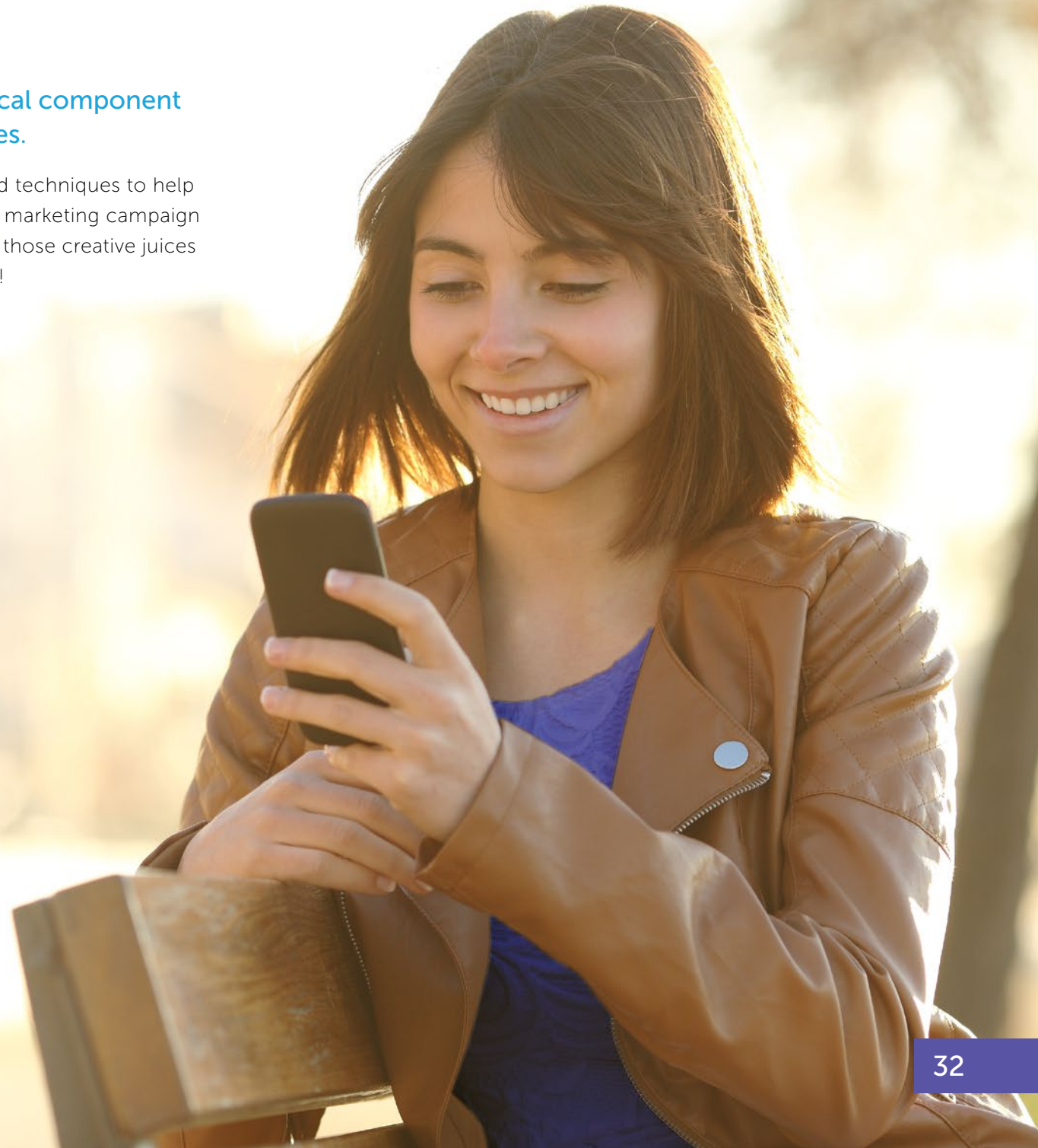
- ✓ Revenue during your campaign period compared to the average or during another period at a different time of year
- ✓ The number of new customers you achieved
- ✓ How engaged your loyal customers were
- ✓ How much revenue your loyal customer drove
- ✓ Which channels were most effective for specific audience segments



# CONCLUSION

Holiday marketing is an increasingly critical component of the marketing plan for many businesses.

With this ebook, we've given you tips, strategies, and techniques to help you build, launch, and measure an effective holiday marketing campaign across channels. Now take what you've learned, get those creative juices flowing, and go craft the best holiday campaign yet!







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