Creating Holiday Campaigns To Sell Your Products

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.
Tis’ the Season
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To Get Your Holiday Campaign Started!
Tis’ the Season

The holiday season is one of the most exciting times of the year. Not just for consumers, but also for marketers and business owners. It’s an amazing chance to connect with customers—both new and old—and share in the joy and celebration of the season.

Between Thanksgiving, Black Friday, and Cyber Monday, the holiday season is huge for e-commerce businesses. In fact, up to 30% of all US retail sales are expected to happen on digital channels this year!

Ready to get in on the action? Learn how to get your holiday campaign up and running. YES, you still have time!
2020 Holiday Dates

Thanksgiving - November 26, 2020

Black Friday - November 27, 2020

Cyber Monday - November 30, 2020

Hanukkah - December 10-18, 2020

Christmas - December 25, 2020

Kwanzaa - December 26 - January 1

New Years Eve - December 31, 2020
1. Create Your Offer

What will your customers get out of the campaign? Planning your holiday marketing campaign involves creating an offer that they can’t refuse.

The offer should still be profitable for your business. You can’t just offer 50% off everything if you’re going to lose money on most of the sales.

So, it’s crucial that you plan for an irresistible offer that benefits both parties. Start by selecting the items you can afford to run a sale on and then offer a reasonable discount on those.
1. Create Your Offer

Have your end goal in mind. Of course you want to be profitable with your holiday campaign, but look beyond the one sale.

Things to consider:

What is the lifetime value of customer?

How often a customer needs to reorder?

Is there an opportunity to upsell?
1. Create Your Offer

Types of Offers:

**Giveaways**

1. Offer Special Promotions
2. Give a Gift, Get a Gift Promotions
3. Gifts for X Number of Followers/Fans
4. 12 Days of - Winners can win a gift per day OR you can offer a deal on a different product each day
1. Create Your Offer

Types of Offers:

**Contests**

1. Favorite Holiday Memories
2. Branded Holiday Photo Contest
3. Photo/Video Caption Contest
4. Submit Your Holiday Story Contest
5. Charitable Partner Contest
A well-defined target audience can help you reach the right customers that will support your business. This might be beyond who your normal target audience is.

If you have a product of service that would be a great gift, you will need to use language and imagery to speak to that person.

Demographics
Interests
3. Select Your Channels

Social Media
Email
Paid media
SEO
Partnerships and Influencers
3. Select Your Channels

Social Media

Use your social media channels to link back to your landing page. If you use a social media scheduling tool such as Hootsuite or Later to get ahead of posting, (Later is free for 30 posts per month).

Arrange your posts to go live at different times and multiple times throughout the season so your posts are always present on your customers’ feeds. You can also create a post conducive to each platform.

Create a holiday hashtag: #sharethejoy2020 etc
3. Select Your Channels

Email

You don’t want to get lost in the already flooded inboxes that are prevalent this time of year, as you’re trying to compete with other companies for your customers’ attention.

Be sure to generate a compelling subject line. Make your holiday offer stand out and include a CTA in the body of your email that leads them back to your holiday landing page.
3. Select Your Channels

Paid Media

Determine your ad budget for your holiday campaign. Then decide where your ideal customer spends the most time.

Facebooks Ads

YouTube Ads

Google Shopping Ads

Google Search Ads
3. Select Your Channels

**Paid Media**

Facebook Ads
3. Select Your Channels

Paid Media

YouTube Ads
3. Select Your Channels

**Paid Media**

**Google Shopping Ads**

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<th>Ads - See Indoor Cycle Exercise Bikes</th>
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<tbody>
<tr>
<td><img src="image1" alt="Bowflex C6 Bike" /></td>
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<tr>
<td><img src="image2" alt="NordicTrack Commercial" /></td>
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<tr>
<td><img src="image5" alt="Indoor Exercise Bike with 35 Lbs" /></td>
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</tbody>
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- **Bowflex C6 Bike**: $999.00
- **NordicTrack Commercial**: $1,999.00
- **FlexiSpot Desk Bike Deskcise**: $259.99
- **Stryde Exercise Bike**: $1,550.00
- **Indoor Exercise Bike with 35 Lbs**: $499.99
3. Select Your Channels

Paid Media

Google Search Ads

NordicTrack® Exercise Bikes - Interactive Studio Classes

ProForm Studio Bike Series
ProForm® Official Site. Experience interactive, trainer-led studio classes and outdoor...
3. Select Your Channels

SEO

SEO as a marketing medium typically takes months to produce results. Timing is one of the biggest concerns to consider when investing in a seasonal campaign since failing to prepare ahead of time can result in missing the height of the holiday shopping period. There are some ways to appear in Google search results if you do your keyword research.

Examples of SEO friendly titles:

- Best of or Gift Giving Guide
- 10 Gifts for Kids Under 10
- 10 Gift Ideas That You Will Actually Use
- 2020 Best Gift Ideas
Partnerships and Influencers

You can leverage partnerships and influencers to create sponsored, yet non-promotional-looking content that focuses on a particular holiday. You can ask them to show your products in use during the holiday festivities. This will influence their followers to try your products.
4. Create Your Assets

If you haven’t already started integrating video into your content marketing strategy, now is the time. Native social platforms like Facebook, Instagram, and Twitter, have all embraced video content and it now receives more reach, engagement, and conversions than other types of content. Facebook users watch a combined total of over 8 billion videos every day and social video is specifically proven to drive response and conversions.
4. Create Your Assets

Organize (or take) photos of your products
Do you need to shoot new videos?
Do you need models for your shoot?
Do you need props for your pictures?
Are you going for a color scheme?
4. Create Your Assets (Canva)
4. Create Your Assets (Creative Market)

Neon Sale Instagram Banners Ads
by Andrew Skoch Design in Templates
$9

Canva Holiday Social Media Pack
by SkyvaraSupply in Templates
$10
5. Update Your Social Media

Update all your social media profiles with your holiday offers and pair it with visuals that visitors won’t be able to resist. People are spending more time than ever on social media. People are looking for deals and for gift ideas. You have the opportunity to get more eyes on your product or service because people are.

1) Spending more time online browsing and researching
2) More people are shopping online to avoid stores due to COVID
3) People like to give unique gifts
4) People are wanting to support small, local businesses
5. Update Your Social Media
5. Update Your Social Media

KICK OFF YOUR HOLIDAY SHOPPING 20% OFF

KOPANSKROCHET.COM

Etsy Kick Off collection

Click on the link to sign up for the 20% discount that will be sent to you a...
5. Update Your Social Media
Update your website to reflect your holiday offers. When users land on your site it should be CLEAR what you are offering and HOW they can take advantage of your offer.

Banner on top of site

Pop up

New header
6. Update Your Website/ Landing Page
6. Update Your Website/ Landing Page

Win a pair of earrings!

POST A PHOTO TO INSTAGRAM OF YOU AND YOUR LOVE.
MENTION US @acmejewelers AND USE
#lovesparkles

GET YOUR FRIENDS TO PLAY BY
sharing
6. Update Your Website/ Landing Page (Walmart)
6. Update Your Website/ Landing Page (Macy’s)
6. Update Your Website/ Landing Page (Kohl’s)
6. Promote

Take the time to promote and share your content. This is not ‘If I build it’ scenario. Use tools such as Later and Hootsuite to schedule your posts ahead of time. This will allow you to work in your business while your marketing works for you.

Create a content calendar of what you are posting and when. GET ORGANIZED!! Block off a couple of hours to upload everything into your scheduling tool.
7. Analyze

Monitor your campaign and engagement to see how it’s performing compared to the expectations you set before launch.

This is also a good learning opportunity to see what works and what doesn’t. Which asset performed better than the others? Is that something you will change for the next campaign?

Regardless of what happens, this is an exciting time of year. Everyone’s feeling festive, and working with holiday themes in any capacity just makes running your business that much more fun. Share this joy with promotions and use the promotions as a way to build brand awareness and loyalty.

Here’s to a successful holiday season and a lucrative New Year.
Conclusion
It’s not too late!

You still have time to put together a simple holiday campaign. If you start planning now, you can still create some quality campaigns and have a successful holiday season!

Start simple!

1. Create one offer
2. Go to Canva and create all your assets for FREE.
3. Upload your banners, posts and pop ups
4. Schedule your social media content
5. Enjoy the process
Resources:

Canva

Later

Guide to Set up Facebook Shops

Guide to Influencer Marketing

Creative Market
Questions?

Type your question to the chat box

Contact Us:

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