2021 Holiday Gift Guides For Small Businesses

Moderator:  
Alaina Capasso  
RI Small Business Development Center

Presented by:  
Julie Loffredi  
and Amanda Basse
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.
Holiday Shopping Season 2021

Where did you discover the last product you purchased?

- Search engines: 39%
- Physical stores: 33%
- Brand websites or apps: 32%
- Retail websites or apps: 29%
- Online ads: 26%

Source: Criteo Consumer Sentiment Index Survey, April-June 2021, Global, n=9,137, Base: Category shoppers (at least one online purchase of apparel, consumer electronics, home appliances, home furnishings, or sporting goods in the last 30 days).
3 reasons to start holiday shopping today even though it’s not even October

The holidays will look a bit different this year and it’s best to get started shopping sooner than later.

Updated Fri, Oct 8 2021
● Starting Early
● Online Preferred
● Supply Chain Concerns
● Shipping Concerns
● Shoppers May Miss Out
● Local In-Store Boost?
What Are Online Holiday Gift Guides?
Create Your Own Gift Guide

- Create A List Of Top Products
- Pricing, Description, Link to Buy
- Make It Visual
- Share On Social, Add to Website
- Share via Email
- Consider Ads, Retargeting
Gift Guide Success Story

Brands lucky enough to be selected to be on the list benefitted from a phenomenon known as “The Oprah Effect.” In one extreme example, a product called the LightWedge (a book light) saw its sales soar from $3,700 a day to $90,000 when Oprah added it to her favorite list in 2007.
Hi Julie!

Wishing you cheesy greetings ahead of this holiday gift guide planning season! Are you working on any of these guides?

- Gifts for foodies
- Personalized gifts
- Unique gifts
- Gifts for pets
How Do I Find Gift Guide Reporters?

- Look at author’s name on articles or online
- Email the reporter your gift idea
- Also, can reach out on Linkedin or social media (although not as preferred)
Free Tools To Help (helpareporter.com)

Register

Join the 800,000 + HARO users already using our service to connect with journalists. Registering is simple and only takes a minute out of your busy schedule!

Monitor Source Requests

Check your inbox three times a day (5:35 a.m., 12:35 p.m. and 5:35 p.m. ET), Monday through Friday. Look out for source requests relevant to you or your client’s industry, expertise or personal experience.

Send the Perfect Pitch

Pitch the masked email address listed in the source request. Include answers to the journalist’s questions, any specified requirements and a bio with you or your client’s contact information.
Paid Tools To Help

1. HubSpot's Public Relations Kit
2. Prowly
3. Muck Rack
4. Meltwater
5. Prezly
6. Mention
7. Coverage Book
8. Cision
9. Brand24
10. Anewstip
11. Agility PR Solutions
12. Brandwatch
13. Critical Mention
14. JournoRequests
Gift Guides

We found the best gift ideas for everyone. Whether you are looking for Mom, Dad, Grandpa, Grandma, the kids or anyone else, our guides will give you a gift idea (or five)!

63 Results
our best-selling gifts

Reusable Metal Straws
Vantec
$4.49
SHOP NOW

3 in 1 Charging Stand
OLEBR
$99.99
$82.99 (21% off)
SHOP NOW

Live Life Beautifully Planner
Good Housekeeping
$19.06
SHOP NOW

Crazy Forts
Crazy Forts
$65.73
SHOP NOW

Open a new revenue stream from your content

Skimlinks affiliates product links from your commerce content. Automatically.

Start for Free  Learn More
Evaluate Success
Did you see an increase in purchases?
Social engagement?
Website traffic?
Foot traffic?
New customers or return?
Marketing For Gift Guides
Measure
Tracking

Google Analytics
https://analytics.withgoogle.com/

Facebook Pixel
https://www.facebook.com/business/help/952192354843755?id=1205376682832142

UTM Codes
# Watch Your Data

![Table showing spending and conversion rates for different marketing channels](image)

<table>
<thead>
<tr>
<th>Marketing Channel</th>
<th>Spend (for selected time range)</th>
<th>Conversions &amp; CPA</th>
<th>% change in Conversions from Last Interaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct</td>
<td>$0.00 (0.00%)</td>
<td>$10,274.00 (49.06%)</td>
<td>-37.04%</td>
</tr>
<tr>
<td>Organic Search - Google</td>
<td>$0.00 (0.00%)</td>
<td>5,251.00 (25.08%)</td>
<td>32.11%</td>
</tr>
<tr>
<td>Referral</td>
<td>$0.00 (0.00%)</td>
<td>3,171.00 (15.14%)</td>
<td>58.94%</td>
</tr>
<tr>
<td>Paid Search - Brand Keywords</td>
<td>$1,094.16 (41.15%)</td>
<td>902.00 (4.31%)</td>
<td>0.22%</td>
</tr>
<tr>
<td>Paid Search - Non Brand Keywords</td>
<td>$1,549.17 (50.26%)</td>
<td>500.00 (2.39%)</td>
<td>27.40%</td>
</tr>
<tr>
<td>(Other)</td>
<td>$0.00 (0.00%)</td>
<td>451.00 (2.15%)</td>
<td>7.98%</td>
</tr>
<tr>
<td>Affiliates</td>
<td>$0.00 (0.00%)</td>
<td>139.00 (0.66%)</td>
<td>33.09%</td>
</tr>
<tr>
<td>Organic Search - Non Google</td>
<td>$0.00 (0.00%)</td>
<td>118.00 (0.56%)</td>
<td>16.95%</td>
</tr>
<tr>
<td>Social - YouTube</td>
<td>$0.00 (0.00%)</td>
<td>103.00 (0.49%)</td>
<td>12.62%</td>
</tr>
<tr>
<td>Display</td>
<td>$0.00 (0.00%)</td>
<td>31.00 (0.15%)</td>
<td>-9.68%</td>
</tr>
<tr>
<td>Paid Search - Google Shopping</td>
<td>$15.51 (0.58%)</td>
<td>0.00 (0.00%)</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

Source: Info Trust
Set a Goal
What Are Your Business Goals

Before beginning to plan your campaigns, first decide on what is the goal to your campaign. While every business has growth on the mind, be mindful that there are other benchmarks to consider.

- Are you looking to profitable (even if that means lower sales)?
- Is it to grow your customer base (lead gen, audiences and segmentation)?
- Is it to prepare for Q1 (and gather data)?
Dependng on your goal, the metrics most important to you will determine how you measure the success of your campaigns.

**Break Even Point**

**Average Order Value (AOV)**

**Cost of Delivery**

**Discount:**
- % off
- $ off
- Free gift
- Free Shipping

**Return on Ad Spend**
Audiences
Google

Page Visitors
Pages Visited
Time on Site
Days Since Last Visit
New Users
Returning Users
Specific Pages
Viewed Content
Converted
Did Not Convert
Location
Interests
Device
Cross Device
Custom
Demographics
<table>
<thead>
<tr>
<th>Social Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Interaction</td>
</tr>
<tr>
<td>Shared Content</td>
</tr>
<tr>
<td>Page Like</td>
</tr>
<tr>
<td>Employment</td>
</tr>
<tr>
<td>Commented</td>
</tr>
<tr>
<td>Education</td>
</tr>
<tr>
<td>Engaged with Post</td>
</tr>
<tr>
<td>Income</td>
</tr>
<tr>
<td>Visited Page</td>
</tr>
<tr>
<td>Language</td>
</tr>
<tr>
<td>Click More</td>
</tr>
<tr>
<td>Location</td>
</tr>
<tr>
<td>Website Visitors</td>
</tr>
<tr>
<td>Similar Pages</td>
</tr>
<tr>
<td>Interests</td>
</tr>
<tr>
<td>Custom</td>
</tr>
</tbody>
</table>
Attribution Window

1-Day ROAS vs. 28-Day ROAS (2020)

Attributions assigns credit for different clicks, views and ads to measure marketing effectiveness.

1 day click
7 day click

First click
Last Click
Linear- equal
Time Decay- closer to conversion
Position Based- 40% to first and last
Data Driven- data

Source: Common Thread Co
Show, Don’t Tell
You Aren’t Selling (just) Your Product

- Make it easy for your customers to see how your product is used in real life.
- Show real people
- Lifestyle photos

Source: Soona
Make it Clear

- What is Your Offer?
- Make it Large
- Make it Clear
- Showcase Your Product
- Optimized for Mobile
Avoid Busy Backgrounds
Use Video
(Micro) Influencers

Influencer Follower Tiers

- Mega Macro: 1M+
- Macro: 500k-1M
- Mid: 100-500k
- Micro: 10-100k
- Nano: 0-10k

Source: Later
Starting Point

One cent per follower rule as a starting point. Ask the following questions, and then decide on a starting bid.

1. The influencer reach and engagement. Engagement is more important than reach. The higher the engagement rate, the more they will cost.

2. Your investment: photography, set, scripts, editing etc

3. How long will the campaign run? How often are they expected to post about your business?

4. Usage rights: Are you able to repurpose their content for your site, ads, blog, podcast etc?
What to Say (Copy)?
What to Say?

**Why (is) your product:**

Better than competitor

Solves a problem/need

People love your product because

Benefits

Results

Short vs Long
Get Integrated

Emails
Social Media
Blogs
Videos
Physical Locations
Website
Mailers
Paid Ads
Conclusion
5 Step Success

1. Plan
2. Track
3. Measure
4. Optimize
5. Remarket
Resources

Google Analytics Glossary
Examples of Lifestyle Photos
Holiday Campaign Planning Calendar
Week by Week Black Friday Calendar
UTM Guide
Find a Micro Influencer
Influencer Marketing Guide