

# The Ultimate Holiday Marketing Guide 2024

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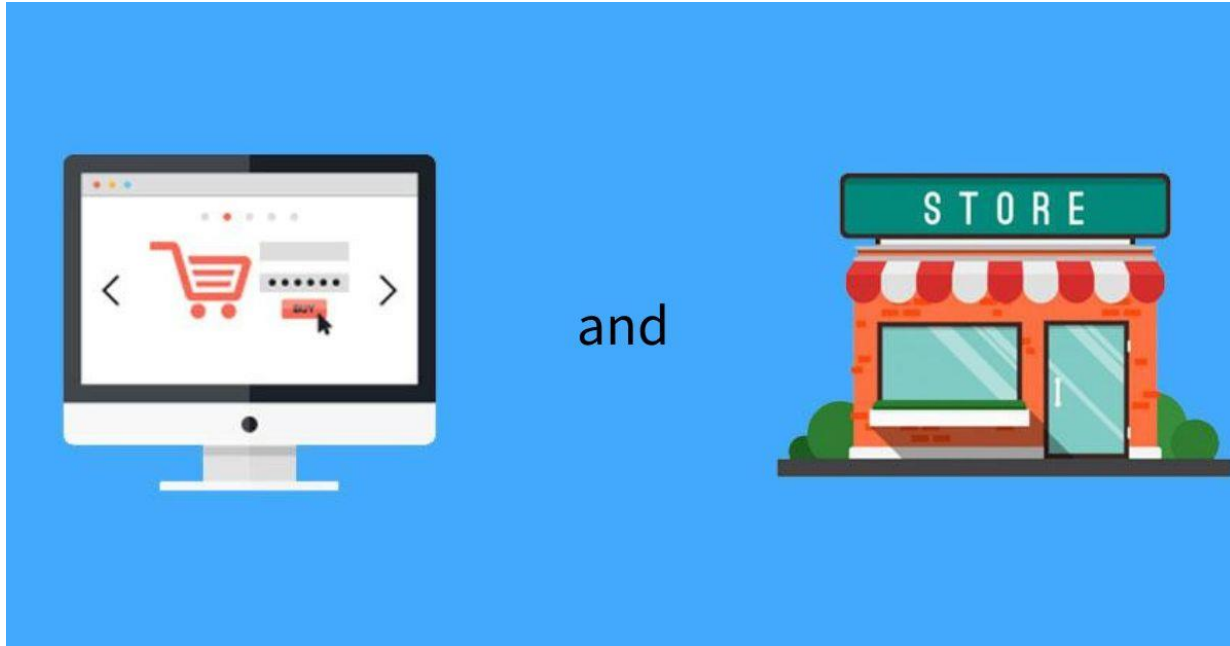
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# Tis' the Season



# Who is This For?



# 2023 Stats

- U.S. consumers spent \$9.8 billion online on Black Friday 2023, making it the second-biggest day for online shopping between October and December (Adobe, 2024).
- In 2023, 72% of shoppers preferred online shopping for Black Friday, driven by convenience, free delivery, and price comparisons. This trend is expected to continue in 2024 (Salesforce, 2024).
- On Black Friday 2023, significant discounts were offered on toys, electronics, and apparel, with electronics seeing a 26.9% price drop (Adobe, 2024).
- Black Friday 2023 saw U.S. total retail sales (excluding auto) rise by 2.5% year-on-year, with e-commerce sales increasing by 8.5% (Mastercard, 2023).

# Cyber Friday

As shopper expectations change, we're going to see that volatility play out throughout the holiday season.

Already, 67% of shoppers plan on shopping during Cyber Week and as same-day delivery becomes more ubiquitous, consumers will shift away from in-store even more.

Salesforce predicts that online stores will take 7% of in-store sales on Black Friday. That means we'll see shopping moments get shorter, but more intense, as more shopping moves online and is concentrated around Black Friday.



# Repeat Buyers

Salesforce predicts that 2 out of 5 purchases over the holiday season will be from a repeat buyer. When you factor in that shoppers prioritize brands and retailers that offer loyalty programs, you can see that these programs will have a bigger impact than ever. Already, 63% of shoppers say that they're making more purchases from stores where they can earn and redeem loyalty points. And 46% say that the ability to redeem and earn loyalty points is a top 2 factor (behind price) influencing their decision to buy.

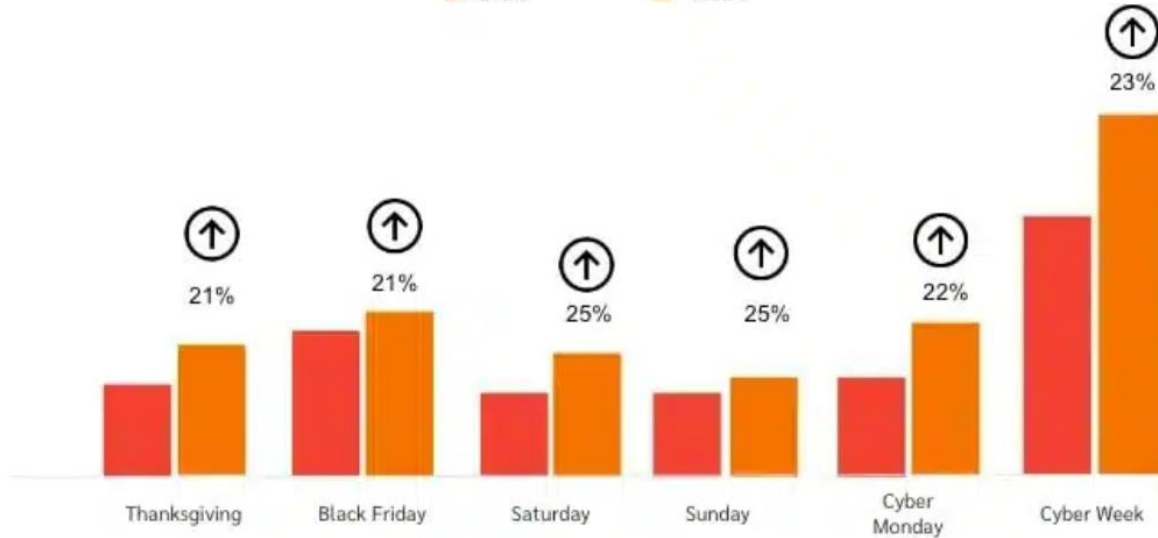


# Clicks by Date

## Clicks 2022 vs. 2023

Percentage change by day

■ 2022 ■ 2023



# 2024 Holiday Dates

Thanksgiving- November 28, 2024

Black Friday- November 29, 2024

Cyber Monday- December 2, 2024

Hanukkah- December 25-January 2, 2024

Christmas- December 25, 2025

Kwanzaa- December 26- January 1

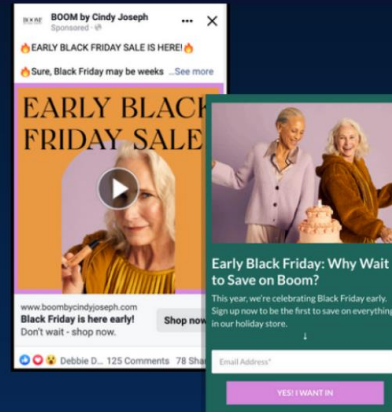
New Years Eve- December 31, 2020



# VS Long Flow Deals

## EARLY BFCM (NOV 1-28):

Get email leads with early access to BFCM discounts.



## BFCM (NOV 29- DEC 2):

Launch high-profit offers and high-AOV bundles.

# Plan for a Longer Sales Period

BFCM will again be dominated by online shopping. However, there will also be sales and promotions in the months and weeks leading up to the event, and opportunities to drive in-person shopping.

In a joint survey by the National Retail Federation and Prosper Insights & Analytics, [56% of US shoppers](#) took advantage of pre-Thanksgiving sales or other promotions.

With shoppers starting earlier and considering whether to buy online or in-person, start communicating your offers as early as possible—and extending them beyond BFCM, if financially (and operationally) feasible. Make sure to include these plans in your Black Friday [sales strategy](#) to maximize sales and revenue opportunities.

# Create Your Offer

# Create Your Offer

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.

# 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?

# Types of Offers

## Exclusive Products

- New product launch
- Free exclusive product with minimum spend
- Discontinuing products / last chance

## Sales

- Discount
- Limited time offers
- Upsells and cross sells

# Types of Offers

## Time-Based

- Give a Gift, Get a Gift Promotions
- 12 Days of- offer a deal on a different product each day

## Bundles

- Buy More, Get More
- Free item with order
- Free shipping

# See What is Working Now

Free standard shipping on any \$35 purchase

ULTA Shop New Brands Sale Discover Beauty Services

Early Black Friday Deals

We've got a surprise  
Check the Ulta Beauty app 10.31-11.21

Shop the Holiday Gift Guide  
Joy in every gift.

Shop Early Black F  
Up to 40%

Home / Promotion / Black Friday

Early Black Friday

In store & online | Ends Nov 23

EARLY BLACK FRIDAY

## Up to 40% off

Weekly deals on skin care, makeup, hair care & fragrance.

SHOP ALL SALE

This week's best deals | Ends Nov 23



\$15 cleansers



25% off IT Cosmetics  
Skin care

Ulta



# Select Your Channels

# Select Your Channels

Social Media

Email

Paid media

Partnerships and Influencers

Loyal shoppers

Website

## Social Media

Use your social media channels to link back to your landing page. If you use a social media scheduling tool such as Canva, Hootsuite or Later to get ahead of posting.

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.

## 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.

## **Paid Media**

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

Facebooks Ads

Instagram Ads

Tiktok Ads

YouTube Ads

Google Shopping Ads

Google Search Ads

## 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.

# Loyal Shoppers

Start the peak holiday shopping season off right by showing your loyal customers some love. Motivate loyalty program members in early November with relevant and valuable offers they can redeem whenever they are ready to shop. These might include early access to discounts exclusively for program members. Although many say the peak holiday shopping season now starts on Amazon Prime Day in July — and retailers may benefit from a “halo” effect around that day — research shows that demand doesn’t really spike until Cyber Week.

# Create Your Assets





Organize (or take) photos of your products

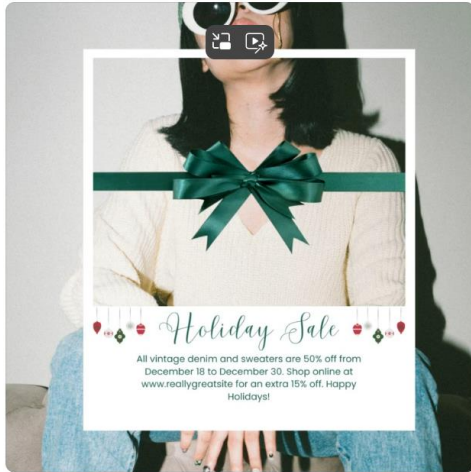
Do you need to shoot new videos?

Do you need models for your shoot?

Do you need props for your pictures?

Are you going for a color scheme?

# Canva



*Holiday Sale*

All vintage denim and sweaters are 50% off from December 18 to December 30. Shop online at [www.reallygreatsite.com](http://www.reallygreatsite.com) for an extra 15% off. Happy Holidays!



[www.reallygreatsite.com](http://www.reallygreatsite.com)

**Shop Now**

## HOLIDAY SHOP



buy 1 take 1 buy 1 take 1 big big sale big big sale  
big big sale buy 1 take 1 buy 1 take 1 buy 1 take 1

**BLACK FRIDAY SALE**

**ADD TO CART**

[www.reallygreatsite.com](http://www.reallygreatsite.com)

# Creative Market



\$19

Member  Regular

- Personal \$11.00
- Commercial Suggested \$19.00

1 Seat - +

- Extended Commercial \$36.00

Add to cart

Buy now

Categories Templates & Themes / Email

Get this asset for free & save up to 25%

Become a member and save up to 25% sitewide on all assets plus a Droop of free assets every

Need Licensing Help? Let's Chat!

# Merchandising Tips

**THE FADER + THE REMEDY**

fade hair color + deeply cleanse

hydrate, protect + moisturize

53  
\$43

Clarify + Restore with this fan-favorite self-care kit, exclusively priced for Black Friday. Tack on code **BFF20** and get this already-discounted kit for an absolute steal.

SHOP IT

**20% OFF**  
ORDERS UNDER \$75  
CODE: **BFF20**

**25% OFF**  
ORDERS \$75+  
CODE: **BFF25**

## BUNDLES:

Combine products for a higher perceived value.

INTRODUCING  
NEW BOOM BROW

## KIT/NEW ITEMS:

Introduce exclusive products during BFCM.

Want your free lip gloss? Check this out-->  
[www.boombycindyjoseph.com/pages/shop-boom](http://www.boombycindyjoseph.com/pages/shop-boom)

BUY BOOM,  
GET A FREE  
GLOSS!

## FREE GIFTS:

Encourage higher AOV without big discounts.

# Update Your Online Presence

# Create a Black Friday List

The image shows a screenshot of an Apple website during a Black Friday sale. A dark blue modal window is centered on the screen, titled "Want a head start on Black Friday shopping?". The modal has a close button (X) in the top right corner. It is divided into two columns. The left column is for email sign-up, with a heading "Email" and a sub-heading "Add us to your inbox to get the latest Black Friday Deals, exclusives and more." Below this is a white input field with the placeholder text "Enter your email address" and a yellow "Sign Up" button. The right column is for text sign-up, with a heading "Text" and a sub-heading "Sign up to get texts about Top Deals, special events, news and more." Below this is a white input field with the placeholder text "Enter your mobile phone number" and a yellow "Sign Up" button. Underneath the text sign-up input field, there is a line of small text: "Texts are automated and consent is optional, not a condition of purchase. Message and data rates may apply. [Terms and Privacy Policy apply](#)".

MacBook Air

Supercharged by the Apple M1 chip

Pre-order

## Want a head start on Black Friday shopping?

**Email**  
Add us to your inbox to get the latest Black Friday Deals, exclusives and more.

**Sign Up**

**Text**  
Sign up to get texts about Top Deals, special events, news and more.

Texts are automated and consent is optional, not a condition of purchase. Message and data rates may apply. [Terms and Privacy Policy apply](#)

**Sign Up**

Cooler Deals Sale.

See Black Friday FAQs

**Shop Now**

# Update Your Website

## Kick off holiday savings at Target



### daily deals

Nov. 1-Dec. 24, guest-favorite **Deal of the Day** returns with many exclusive deals for Target Circle members.

### weeklong deals

Starting Nov. 3, a new lineup of deals drops every Sunday, available through the following Saturday.

### early black friday sale

Nov. 7-9, a new three-day event serves up thousands of deals, many up to 50% off.

**Holiday Price Match Guarantee** returns Nov. 7-Dec. 24, offering to match the price of a guest's purchased item if it goes lower at Target later in the season, and match select competitors' pricing within 14 days of purchase.



Target Circle members save even more year-round, including exclusive deals and an additional 5% off when using Target Circle Card.

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





Walmart+ helps you save more time & money this holiday.  
[Learn more](#)

## Hot online-only deals

Black Friday savings: TCL 55" TV for \$148 & Lenovo IdeaPad for \$149.

Shop now

BLACK FRIDAY **DEALS** FOR DAYS



\$149



\$148



# 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

**TEST!**

# Website Speed

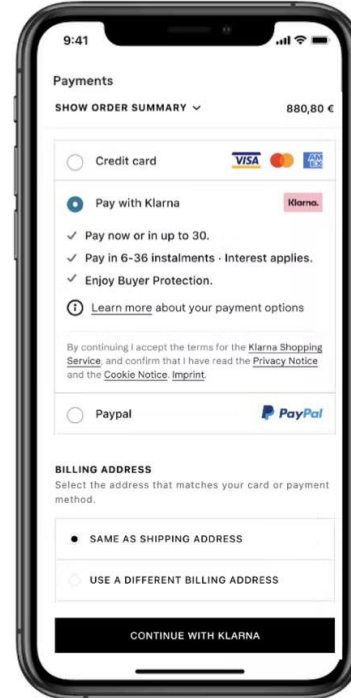
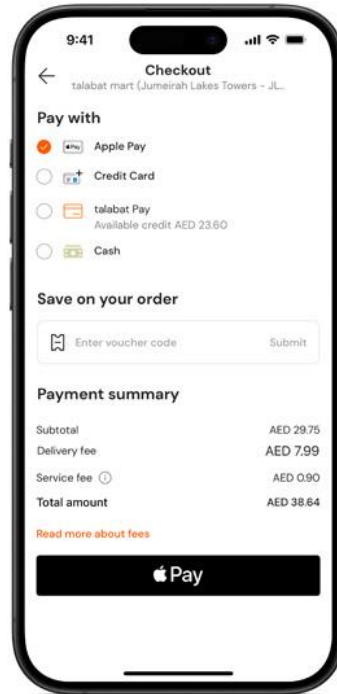
Optimizing your website's performance for Black Friday traffic surges. Test and prepare your ecommerce store in the following ways:

- Use analytics tools such as [PageSpeed Insights](#) and [Pingdom](#) to achieve faster loading speeds. Assess the architecture of your site, making sure it's not overloaded with unnecessary tools that could slow it down.
- Keep customers engaged by minimizing pop-ups displaying deals and special offers, increasing the likelihood of conversions.
- Optimize your product pages for conversion by including clear [calls-to-action](#) (CTA), descriptions, and payment methods.

# Payment Options

Buy now, pay later (BNPL) is an increasingly popular form of payment for ecommerce customers. According to [one survey](#), 35% of consumers have used buy now, pay later when shopping. Examples of BNPL financing include [Afterpay](#), [Affirm](#), and [Klarna](#).

# Options



**Know Your Numbers!!**



# Benchmarks

Getting customers to your site is only one piece of the BFCM success puzzle. You also have to convert those site visitors to paying customers.

Increasing your conversion rate by just 1% could mean significant increases in sales.

**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.

# Audience Segmentation



# Hyper Targeting

- Engagement (or lack of)
- Sign Up Source (pop ups vs buyers vs abandon carts)
- Demographics (gender, age, location)
- Product Interest (category or interests)
- Purchase History (repeat)
- By frequency of order/visits
- Retargeting (page view, time on page, add to cart, visited social media, + more)

# Create Urgency

Sometimes, customers are interested in purchasing; they just aren't sure if they want to purchase at the moment or come back later. This is a particularly common issue if there are also **value proposition or friction issues**.

Some of the common ways to increase urgency are:

- Time-sensitive sales
- Informing customers when product stock is low
- Seasonal/limited product drops
- Education about shipping cutoffs—for example, letting customers know that if they want a product by Christmas Eve, they need to order 14 days before

# 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.

# Conclusion



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

**Questions?**

# Resources

[Salesforce 2024 Retail Holiday Planning Guide](#)

[Black Friday Workbook](#)

[Salesforce Holiday Shopping Data](#)

[Shopify's BFCM Checklist](#)

[Creative Market](#)

[Shopify Conversion Rate Calculator](#)

# Rhode Island Resources



## RI SBA District Office

### U.S. Small Business Administration Rhode Island District Office

380 Westminster Street, Suite 511

Providence, RI 02903

Phone: (401) 528-4561

[www.sba.gov/ri](http://www.sba.gov/ri)

[RhodeIsland\\_DO@sba.gov](mailto:RhodeIsland_DO@sba.gov)

# Rhode Island Resources



**Center for Women and Enterprise, 401-277-0800**

[Center for Women & Enterprise | CWE Rhode Island \(cweonline.org\)](http://cweonline.org)



**Rhode Island Small Business Development Center, 401-874-7232**

[Rhode Island Small Business Development Center \(uri.edu\)](http://uri.edu)



**SCORE Rhode Island, 401-226-0077**

[Rhode Island | SCORE](http://rhodeisland.score.org)

Rhode Island

**Rhode Island Alex Accelerator, 401-278-9100**

[Rhode Island Apex | Business Assistance & Support \(riapex.org\)](http://riapex.org)



**Veteran Business Outreach Center of New England, 844-404-2171**

<http://vbocnewengland.org>





# SBA District Office

## Latest Email Updates



U.S. Small Business Administration

[sba.gov/updates](https://sba.gov/updates)



U.S. Small Business Administration  
Rhode Island District Office




**SBA Rhode Island District Office**  
We help small businesses access funding programs, counseling, federal contracting certifications, and disaster recovery.

**2025 National Small Business Week Awards**  
Now accepting nominations!




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Administration