

# 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.



THE  
UNIVERSITY  
OF RHODE ISLAND  
DIVISION OF RESEARCH  
AND ECONOMIC  
DEVELOPMENT



# 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

## 2. Define Your Audience

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 or 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

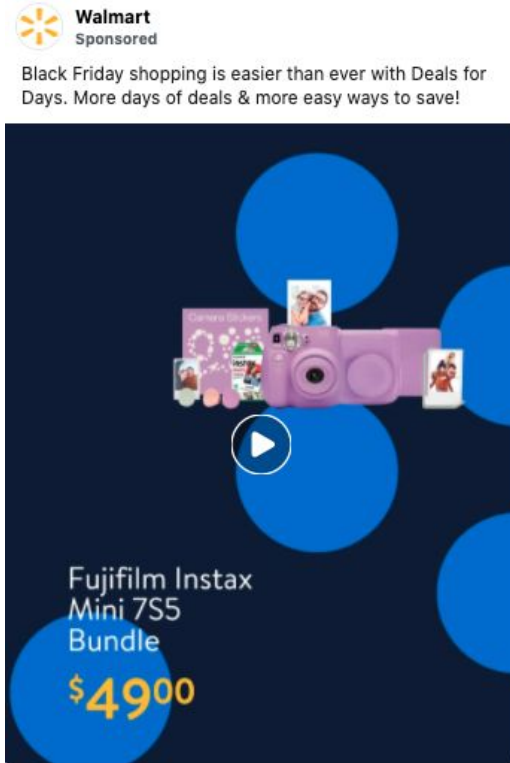
Google Shopping Ads

Google Search Ads

# 3. Select Your Channels

## Paid Media

### Facebooks Ads



**Walmart**  
Sponsored

Black Friday shopping is easier than ever with Deals for Days. More days of deals & more easy ways to save!

Fujifilm Instax  
Mini 7S5  
Bundle  
**\$49<sup>00</sup>**

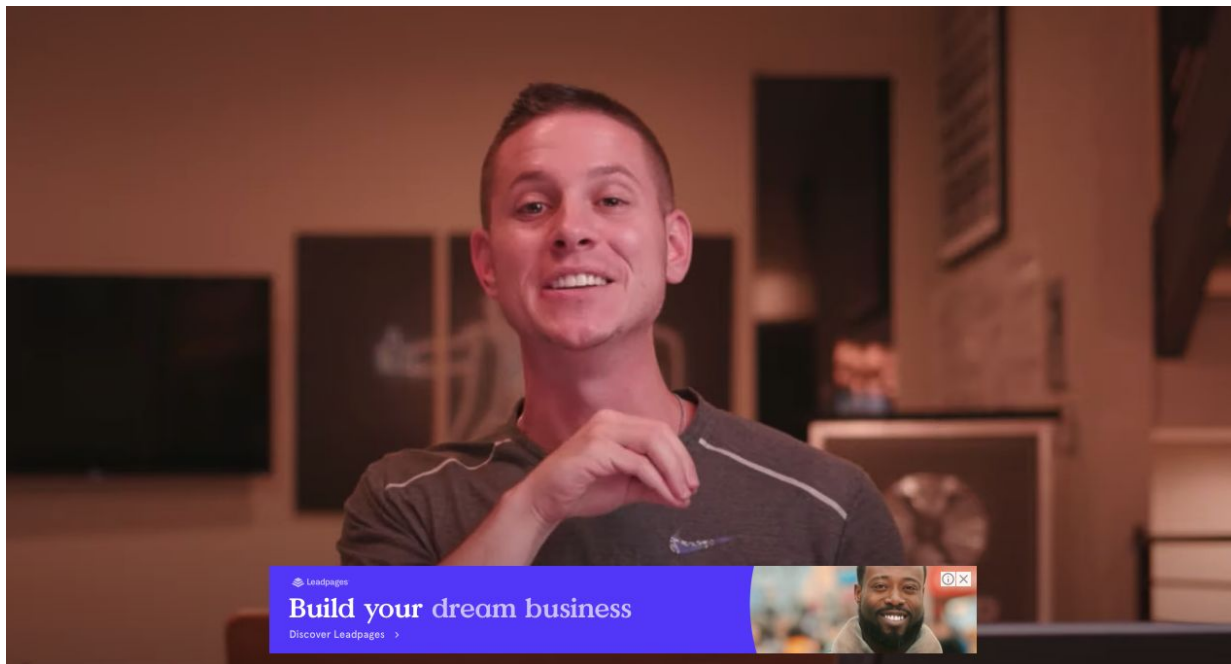
The advertisement features a central image of a pink Fujifilm Instax Mini 7S5 camera bundle, including the camera, a pink carrying case, and several instant photos. The background is dark blue with large, overlapping light blue circles. A white play button icon is centered over the camera bundle. The text is positioned above and below the image, with the price in a large, bold, yellow font.



# 3. Select Your Channels

## Paid Media

### YouTube Ads



# 3. Select Your Channels

## Paid Media

### Google Shopping Ads

Ads · See Indoor Cycle Exercise Bikes

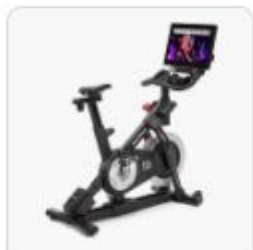


Bowflex C6 Bike

**\$999.00**

Bowflex

★★★★★ (301)



NordicTrack  
Commercial

**\$1,999.00**

NordicTrack

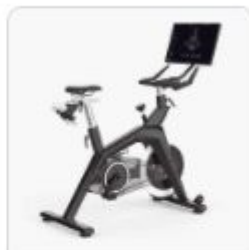


FlexiSpot Desk  
Bike Deskcise

**\$259.99**

FlexiSpot.com

Free shipping

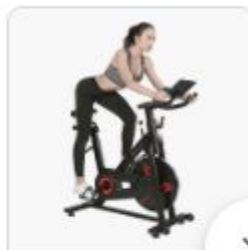


Stryde Exercise  
Bike

**\$1,550.00**

Stryde Interactive

Free shipping



Indoor Exercise  
Bike with 35 Lbs

**\$499.99**

Finer Form

Free shipping



# 3. Select Your Channels

## Paid Media

### Google Search Ads

Ad · [www.nordictrack.com/](http://www.nordictrack.com/) ▾ (888) 788-4258

#### NordicTrack® Exercise Bikes - Interactive Studio Classes

Access thousands of on-demand studio class workouts led by world-class trainers at home. Premium Quality. 30-Day Return Policy. Models: S22i Studio **Cycle**, S15i Studio **Cycle**.

Ad · [www.proform.com/](http://www.proform.com/) ▾ (877) 623-3565

#### 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

# 3. Select Your Channels

## **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

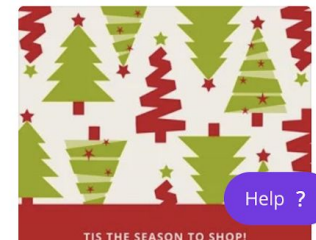
Do you need to shoot new videos?

Do you need models for your shoot?

Do you need props for your pictures?

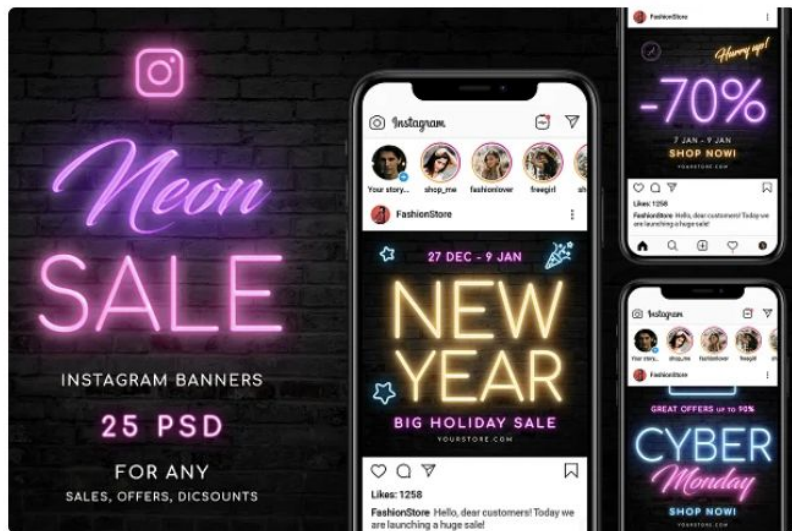
Are you going for a color scheme?

# 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



**BlackFriday.com** ✓

@blackfridaydeals · News & Media Website

[Sign Up](#)

[blackfriday.com](#)

## 5. Update Your Social Media



**KICK OFF  
YOUR  
HOLIDAY  
SHOPPING**

**20% OFF**

**SIGN UP  
TODAY!**

KOPANSKROCHET.COM  
**Etsy Kick Off collection**  
Click on the link to sign up for the 20% discount that will be sent to you a...

[Learn More](#)

# 5. Update Your Social Media



Hand-drawn icons: a pink gift box with a white ribbon, a small star, and a black scribble.

KIWICO.COM  
**Build Something Amazing**  
New Discoveries—Delivered

[Learn More](#)

# 6. Update Your Website/ Landing Page

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

The image shows a screenshot of an Apple website's pre-order page for a MacBook Air. A blue popup window is overlaid on the page, titled "Want a head start on Black Friday shopping?". The popup contains two columns of information. The left column is for email sign-up, with a text input field and a yellow "Sign Up" button. The right column is for text sign-up, with a text input field, a "Sign Up" button, and a disclaimer: "Texts are automated and consent is optional, not a condition of purchase. Message and data rates may apply. Terms and Privacy Policy apply". At the bottom of the page, the text "Coolest Deals Sale." is visible in large letters, and a "Shop Now" button is present. The background of the page shows the top of the MacBook Air product page, including the text "MacBook Air", "Supercharged by the Apple M1 chip", and "Pre-order".

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**

See Black Friday FAQs

# Coolest Deals Sale.

**Shop Now**

# 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)

**W+** 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



# 6. Update Your Website/ Landing Page (Macy's)



STORES DEALS LISTS GIFTS ▼ WEDDING REGISTRY

Macy's Warwick  
Closed Until 11 AM

Sign In  
My Account ▼

SHOP BY DEPARTMENT ▼

Search or enter web ID



Ends Thursday! Get \$5 off your **Same-Day Delivery** shipping fee. Order by noon. [Exclusions & Details](#)

POWERED BY  
DOORDASH

# Black Friday **Early Access**

New Specials are in: hurry & add to bag now!

[Shop All Specials](#)

## 6. Update Your Website/ Landing Page (Kohl's)



**Make your BLACK FRIDAY shopping list now!**

[PREVIEW THE AD](#)

*give*  
WITH ALL  
YOUR  
*heart*

[Explore the Gift Shop](#) | [Give a Gift Card](#)

The advertisement features a collection of wrapped gifts in various colors (brown, green, red) on a white wooden background. The text is styled with a mix of red cursive and green sans-serif fonts, accompanied by snowflake icons. The top navigation bar is black with yellow text and a white button. Green Kohl's logos are placed in the corners.

# 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

A dark blue, solid-colored shape that starts as a thin line on the left side of the slide and expands diagonally upwards to the right, filling the bottom right portion of the frame.

# 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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