

# 2021 Holiday Gift Guides For Small Businesses

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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.

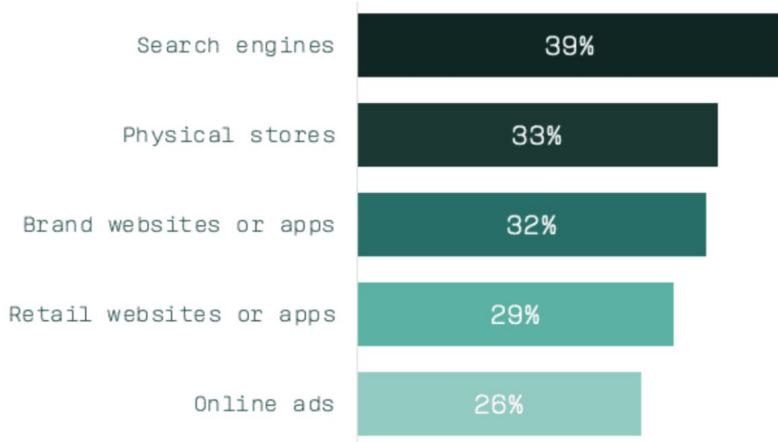


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UNIVERSITY  
OF RHODE ISLAND  
DIVISION OF RESEARCH  
AND ECONOMIC  
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COMMERCE

# Holiday Shopping Season 2021

## Where did you discover the last product you purchased?



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).

Our top picks of timely offers from our partners 

# 3 reasons to start holiday shopping today even though it's not even October

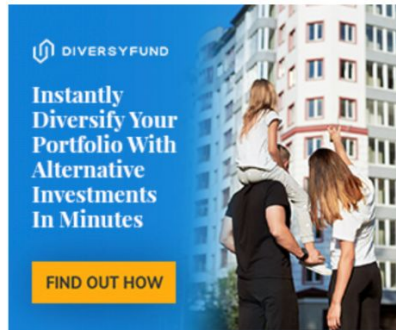
The holidays will look a bit different this year and it's best to get started shopping sooner than later.

Updated Fri, Oct 8 2021



Brett Holzauer

SHARE



 **DIVERSIFYFUND**

Instantly Diversify Your Portfolio With Alternative Investments In Minutes

[FIND OUT HOW](#)

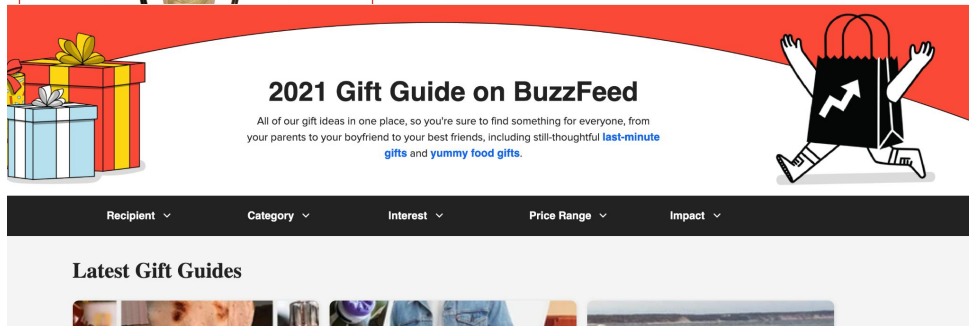
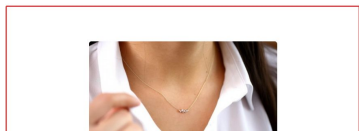
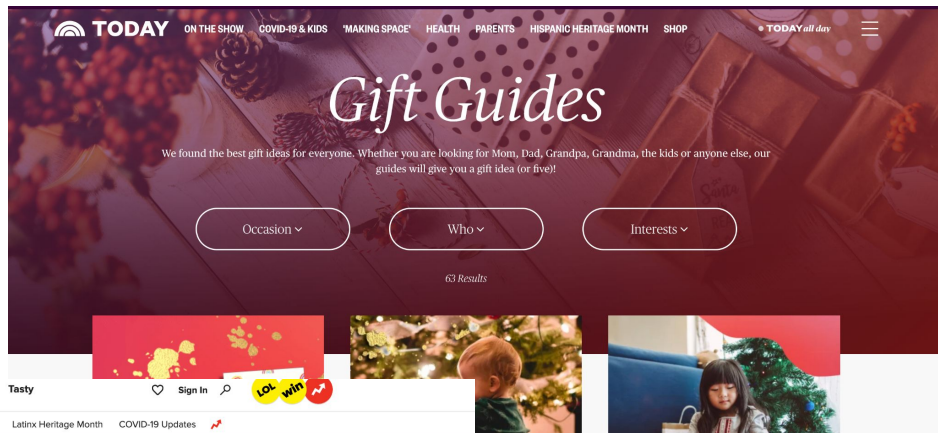
## RELATED



Here's how much money you should invest each month to become a millionaire if

- 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.



# Where Do I Begin?

Holiday Gift Guide -- Personalized Cheese Carvings  
Starting at \$49.99 for the Cheese Lover in Your Life

Inbox x



**Faith**

to me ▾

Mon, Oct 4, 4:05 PM (10 days ago)



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)



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1

## 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!

2

## 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.

3

## 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

# 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

# Affiliates & Shoppable Gift Guides & Paid Ads



ON THE SHOW

COVID-19 & KIDS

'MAKING SPACE'

HEALTH

PARENTS

HISPANIC HERITAGE MONTH

SHOP

• TODAY all day



## Gift Guides

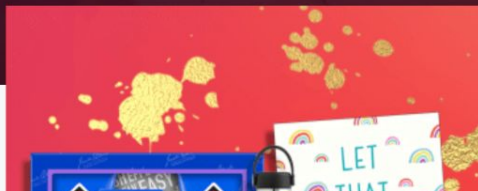
We found the best gift ideas for everyone. Whether you are looking for Mom, Dad, Grandpa, Grandma, the kids or anyone else, our guides will give you a gift idea (or five)!

Occasion ▾

Who ▾

Interests ▾

63 Results

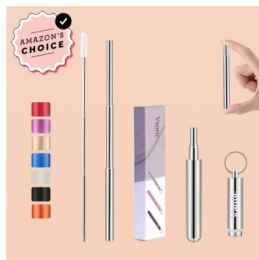


# Affiliates & Shoppable Gift Guides

≡ GH

SUBSCRIBE SIGN IN

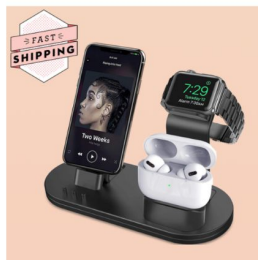
## our best-selling gifts



### Reusable Metal Straws

Vantic  
amazon.com  
\$4.49

SHOP NOW



### 3 in 1 Charging Stand

OLEBR  
amazon.com  
~~\$32.99~~ \$25.92 (21% off)

SHOP NOW



### Live Life Beautifully Planner

Good Housekeeping  
amazon.com  
\$29.95

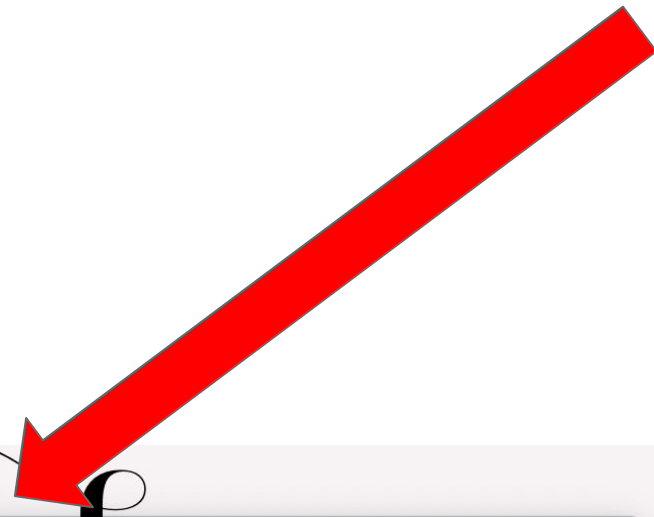
SHOP NOW



### Crazy Forts

Crazy Forts  
amazon.com  
\$46.73

SHOP NOW



[https://www.amazon.com/dp/B07L3B4NBK?linkCode=ogi&tag=goodhousekeeping\\_auto-append-20&ascsubtag=\[artid|10055.s.10236297\[src\]\[ch\]\[lt](https://www.amazon.com/dp/B07L3B4NBK?linkCode=ogi&tag=goodhousekeeping_auto-append-20&ascsubtag=[artid|10055.s.10236297[src][ch][lt)

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# Evaluate Success

Did you see an increase in purchases?

Social engagement?

Website traffic?

Foot traffic?

New customers or return?



# Marketing For Gift Guides



Measure

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# Tracking

Google Analytics

<https://analytics.withgoogle.com/>

Facebook Pixel

<https://www.facebook.com/business/help/952192354843755?id=1205376682832142>

UTM Codes

[https://www.spinutech.com/digital-marketing/analytics/conversion/what-are-utm-codes-utm-tracking-explained/#:~:text=Urchin%20Tracking%20Module%20\(UTM\)%20codes,medium%2C%20and%20a%20campaign%20name.](https://www.spinutech.com/digital-marketing/analytics/conversion/what-are-utm-codes-utm-tracking-explained/#:~:text=Urchin%20Tracking%20Module%20(UTM)%20codes,medium%2C%20and%20a%20campaign%20name.)

# Watch Your Data

InfoTrust Blog - Granular MCF Grouping <span>?</span>	Spend (for selected time range)	Conversions & CPA <span>▼</span>				% change in Conversions (from Last Interaction) <span>▼</span>	
		Last Interaction		First Interaction		First Interaction	
		Conversions <span>?</span> <span>↓</span>	CPA <span>?</span>	Conversions <span>?</span>	CPA <span>?</span>		
1. Direct	\$0.00 (0.00%)	10,274.00 (49.06%)	\$0.00 (0.00%)	6,468.00 (30.89%)	\$0.00 (0.00%)	-37.04% <span>⬇️</span>	
2. Organic Search - Google	\$0.00 (0.00%)	5,251.00 (25.08%)	\$0.00 (0.00%)	6,937.00 (33.13%)	\$0.00 (0.00%)	32.11% <span>⬆️</span>	
3. Referral	\$0.00 (0.00%)	3,171.00 (15.14%)	\$0.00 (0.00%)	5,040.00 (24.07%)	\$0.00 (0.00%)	58.94% <span>⬆️</span>	
4. Paid Search - Brand Keywords	\$1,094.16 (41.15%)	902.00 (4.31%)	\$1.21(955.34%)	904.00 (4.32%)	\$1.21(953.23%)	0.22% <span>⬆️</span>	
5. Paid Search - Non Brand Keywords	\$1,549.17 (58.26%)	500.00 (2.39%)	\$3.10(2,440.13%)	637.00 (3.04%)	\$2.43(1,915.33%)	27.40% <span>⬆️</span>	
6. (Other)	\$0.00 (0.00%)	451.00 (2.15%)	\$0.00 (0.00%)	487.00 (2.33%)	\$0.00 (0.00%)	7.98% <span>⬆️</span>	
7. Affiliates	\$0.00 (0.00%)	139.00 (0.66%)	\$0.00 (0.00%)	185.00 (0.88%)	\$0.00 (0.00%)	33.09% <span>⬆️</span>	
8. Organic Search - Non Google	\$0.00 (0.00%)	118.00 (0.56%)	\$0.00 (0.00%)	138.00 (0.66%)	\$0.00 (0.00%)	16.95% <span>⬆️</span>	
9. Social - YouTube	\$0.00 (0.00%)	103.00 (0.49%)	\$0.00 (0.00%)	116.00 (0.55%)	\$0.00 (0.00%)	12.62% <span>⬆️</span>	
10. Display	\$0.00 (0.00%)	31.00 (0.15%)	\$0.00 (0.00%)	28.00 (0.13%)	\$0.00 (0.00%)	-9.68% <span>⬆️</span>	
11. Paid Search - Google Shopping	\$15.51 (0.58%)	0.00 (0.00%)	\$0.00 (0.00%)	0.00 (0.00%)	\$0.00 (0.00%)	0.00% <span>⬆️</span>	

Set a Goal

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# 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) ?

# Sales vs Profit

Depending 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

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# 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

# Social Media

Page Interaction

Page Like

Commented

Engaged with Post

Visited Page

Click More

Website Visitors

Interests

Shared Content

Employment

Education

Income

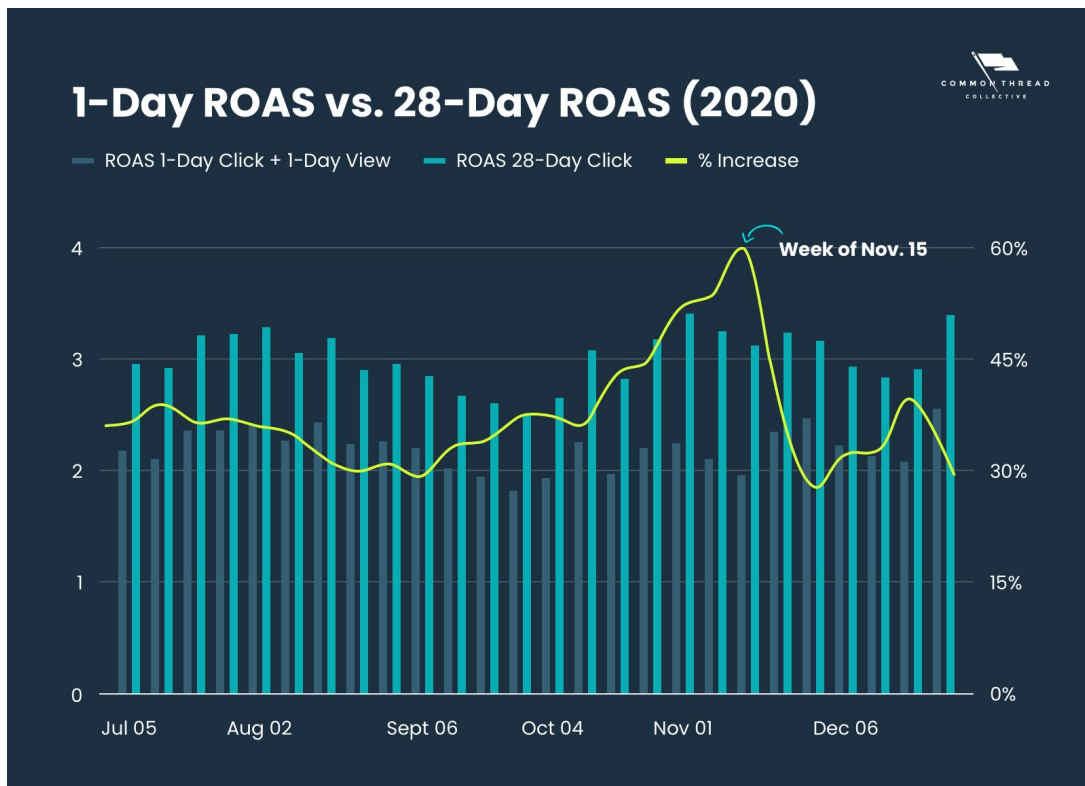
Language

Location

Similar Pages

Custom

# Attribution Window



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

Show, Don't Tell

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# 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

**LIMITED TIME ONLY**  
**3 new coffees,**  
**1 easy-to-try bundle**



**10% OFF**

**IMMUNE SUPPORT**    **FULL FLAVOR DECAF**    **HIGH PERFORMANCE**

New News Bundle  
~~\$60~~ **\$54**

**Try Now »**

- What is Your Offer?
- Make it Large
- Make it Clear
- Showcase Your Product
- Optimized for Mobile

# Avoid Busy Backgrounds



# Use Video



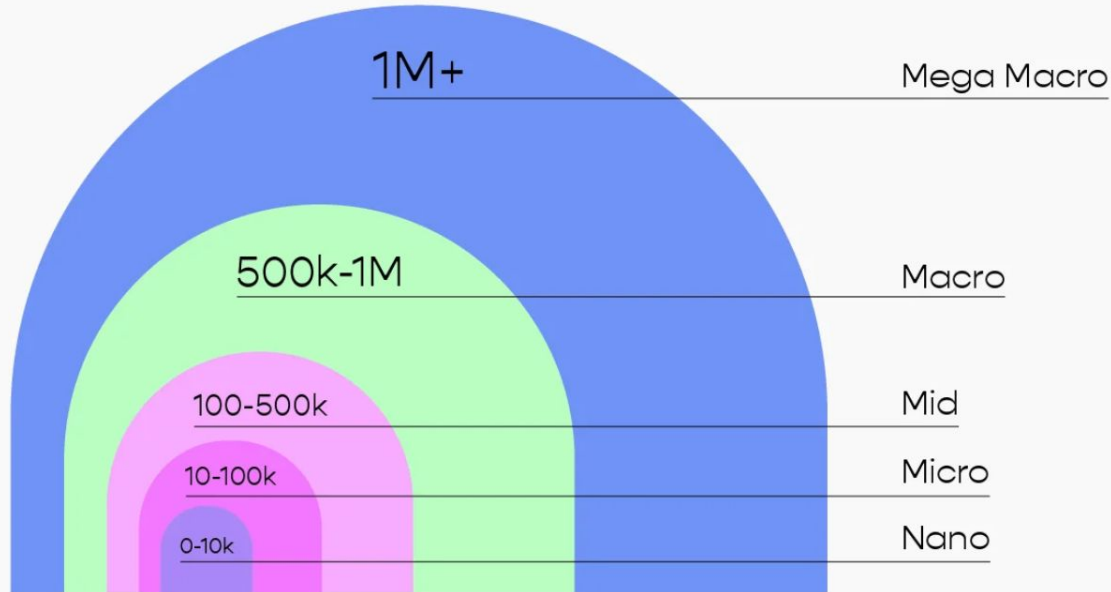


# User Generated Content (UGC)



# (Micro) Influencers

## Influencer Follower Tiers



# Pricing Out Infleuncers

## 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)?

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# What to Say?

## Why (is) your product:

Better than competitor


Solves a problem/ need

People love your product because

Benefits

Results

Short vs Long


 **Juvia's Place**  
Sponsored

Our best-selling SAHARAN Eyeshadow Palette is 20% OFF 🔥🔥  
🔥 Your face is your canvas. Unleash your inner artist with our high pigmented eyeshadows.

**20% OFF**

**THE WARRIOR**  
EYESHADOW PALETTE

~~20~~ **\$16**



**USE CODE: WARRIOR20**

JUVIASPLACE.COM  
code: WARRIOR20

[Learn More](#)

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Our best-selling SAHARAN Eyeshadow Palette is 20% OFF 🔥🔥  
🔥 Your face is your canvas. Unleash your inner artist with our high pigmented eyeshadows.

**20% OFF**

**THE ZULU**  
EYESHADOW PALETTE



~~20~~ **\$16**

JUVIASPLACE.COM  
code: ZULU20

[Shop Now](#)

# Get Integrated

Emails

Social Media

Blogs

Videos

Physical Locations

Website

Mailers

Paid Ads

# Conclusion

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# 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](#)