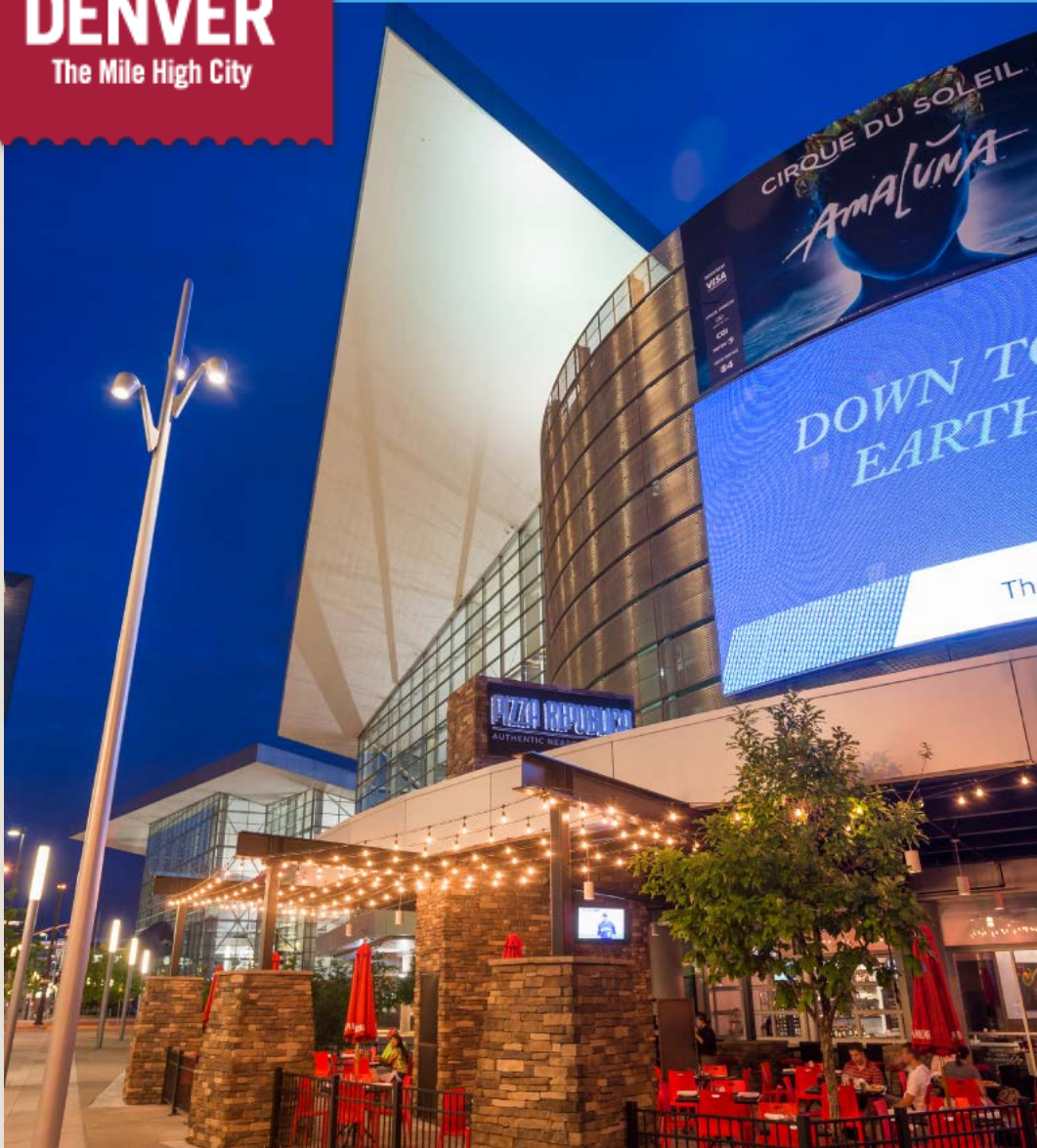




Holiday Marketing

Targeting a Specific/Themed Audience

Holiday Marketing in 2017



Agenda

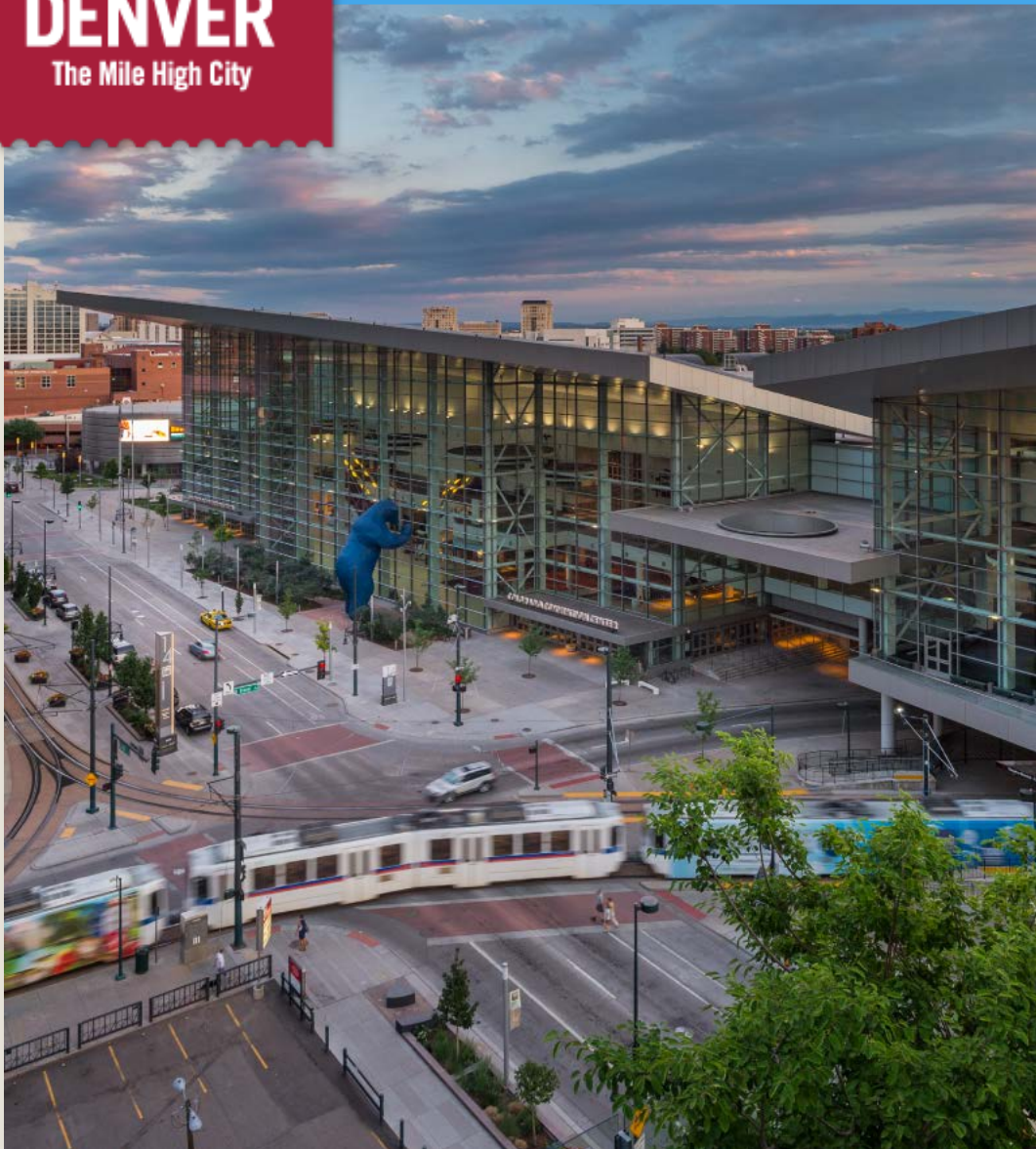
- ✓ Holiday marketing by the numbers
- ✓ Planning for the season
- ✓ User Behavior in 2017
- ✓ Content Strategies
- ✓ Optimizing PPC for the Holidays
- ✓ Increase in Social Media
- ✓ Targeting Strategies
- ✓ Campaign examples

Holiday Marketing by the Numbers



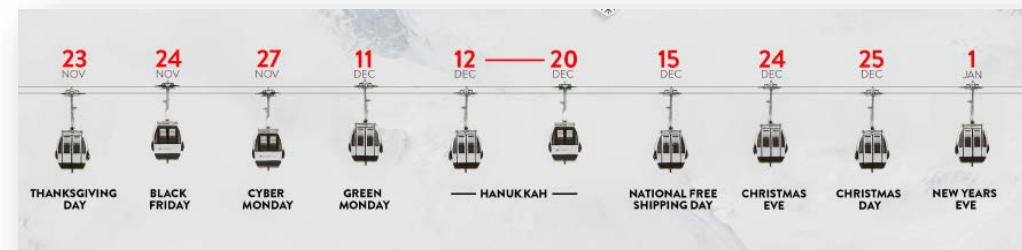
Why is it important?

- \$3.45 Billion spent by users on Cyber Monday 2016
- Average Holiday spending per person: \$805.65 in 2016
- 51% of marketers begin their holiday campaigns before Halloween
- 80 millions tweets about the #holidayseason on Twitter last year
- 37% increase in ad spend in Q4 on Facebook in 2016
- 71% of online shoppers say they turn to search first due to being unsure of what to buy
- Online shopping and holiday spending has increase YOY since 2011



Planning for the Holiday

- 2017: The year of social media & video
- Know your audience/stats
 - Mobile vs. desktop
 - Social referrals vs. organic search
- Set goals
 - Your efforts should be within your wheelhouse and achievable
- Create a calendar
 - Which holidays are you going to focus on?



Micro-moments

1. The “I Need Some Ideas” moment
2. The “Which One’s Best” moment
3. “I Want to Buy It” moment.

64% of online holiday shoppers last year did their initial gift research during their spare time (walking/commuting)

- Be seen when your customers are online and searching
- Be Mobile Friendly
- Have an Omni-Channel Approach
- Invest in Video

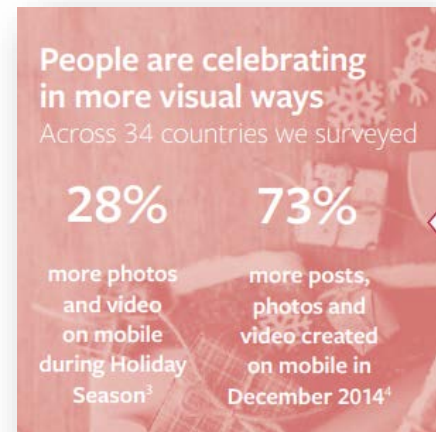


Relevant and Relatable Content

One of the major mistakes you can make during the holidays is pushing irrelevant content.

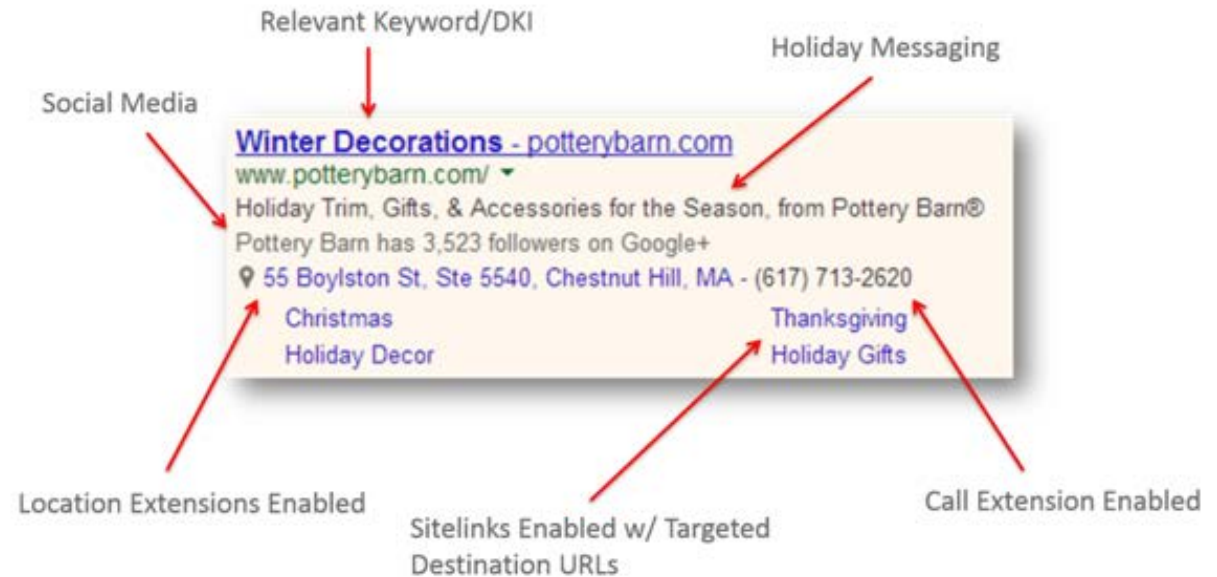
- Content should be: sentimental, family-oriented, relevant
- Content Personalization / Smart Content
- Share on Social Media
- Get Creative
- Focus effort on relevant channels to your brand already

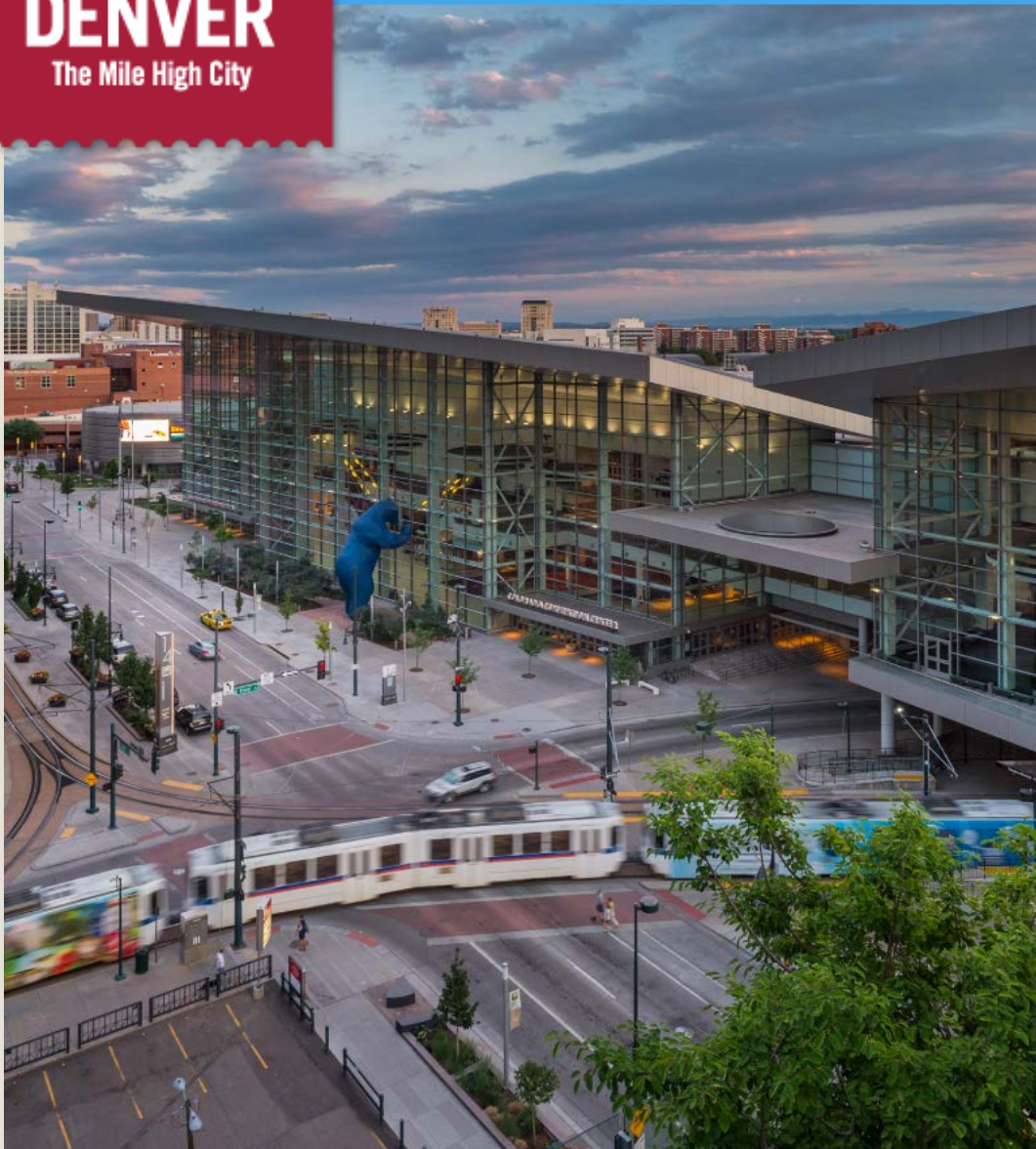
New opportunities for experiential gifting are emerging²



Optimizing PPC for the Holidays

- Analyze last year's data
- Start planning now
- Increase Spending
- Adjust your copy
 - Run holiday deals in copy
 - Test targeted copy
- Use PPC Ad Extensions
- Remarketing in PPC
- Include PPC in your Omni-channel plan



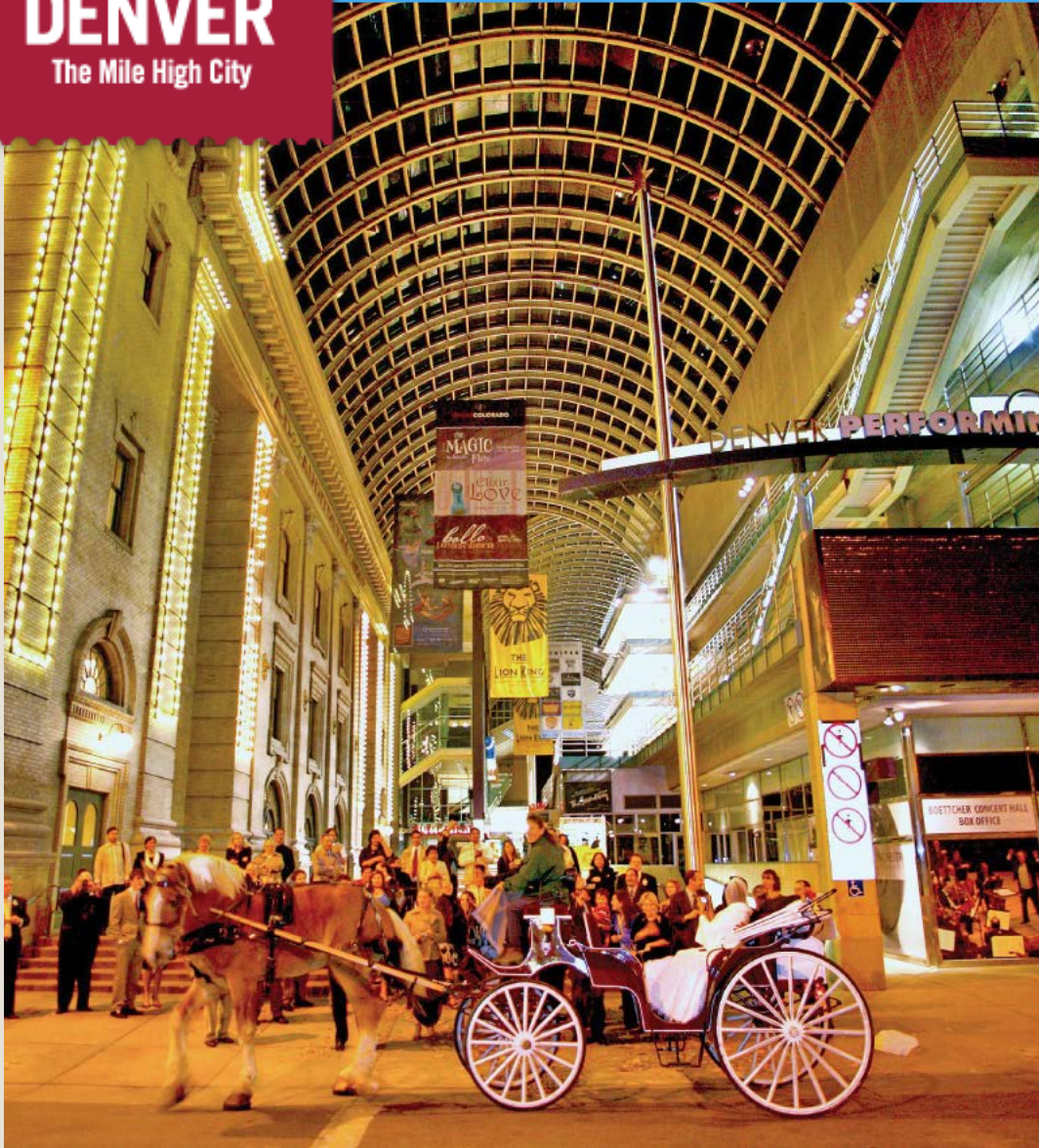


Inspiring, influential & important

Social Media is consistently offering new and creative ways to market your product or experience

- Easily provide users with deals or discounts
- Influence users to buy product through short, informational video
- Purchases affect by word-of-mouth- friends sharing sales or products
- 52% of online and offline purchases in 2016 were influenced by Facebook
- Mobile-first design in Ads Manager
- Optimize for conversions, store visits, catalog sales and lead generation

The Importance of Targeting



You know why, but how?

Social Media is not only good for influencing and inspiring your audience, but it allows you to target existing audiences, new audiences and user behaviors/interests

- Custom Audiences
 - Built off of website pixels or interactions on your FB page (video views, clicks, engagements)
 - Allows you to retarget those already engaged
- Interest targeting
 - Change specifically for the holidays (credit card users, online shoppers, parents, stay-at-home moms etc.)
- Target audiences of major competitors
- Exclude fans of your social page – look for new customers

The Importance of Targeting (cont.)

Interest Targeting: Gaming

4,533,700 people

Behaviors > Purchase behavior > Buyer profiles > Gamers

Description: People whose activities strongly suggest they are video game players (gamers).

Source: Partner Category based on information provided by Oracle Data Cloud. U.S consumer data on where consumers shop, how they shop, what products and brands they purchase the publications

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purchasing behavior | Suggestions | Browse

- Purchase behavior > Engaged Shoppers Behaviors
- Purchase behavior > Home and garden > Home improvement Behaviors
- Purchase behavior > Buyer profiles > Coupon users Behaviors
- Purchase behavior > Store types > Luxury Store Behaviors
- Purchase behavior > ... > Home Cooking & Grilling > Home co... Behaviors
- Purchase behavior > Purchase types > Women's apparel
- Purchase behavior > ... > Fresh & Healthy > Fresh & healthy
- Purchase behavior > ... > Sweets and snacks > Salty snacks

Online Behavior: Purchases

Demographics: Financial

- 6 Lines of Credit
- 7 Lines of Credit
- 8 Lines of Credit
- 9 Lines of Credit
- Active credit card user
- Any card type
- Bank cards
- Gas, department and retail store cards
- High-end department store cards

Campaign Examples



REI #OptOutside: Spirit of giving, engaging, activation relevant

Samsung 'Unwrap the Feels': heartfelt, relevant, promotional



HotelTonight: Funny, engaging, relevant CTA



Questions?

