

Ebook

Actionable Strategies

For Your Holiday Campaign

Directly from Industry Experts, Influencers and Agencies.

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INTRODUCTION

As the holiday season draws closer, you'd see companies and brands actively promoting their products and services on social media. No wonder a lot of those big companies see a huge tick in their revenues during this season. A well-run holiday campaign can be a great way to boost your brand's growth. Among all this noise, a lot of smaller brands and businesses struggle to make their voices heard and are not able to achieve the results that they had hoped for. That's why choosing the right social media content and promoting it through the right channel remains so important. But, that is easier said than done.

So, we went online to see what the arm-chair experts had to say about the various aspects of social media strategies that make or break a holiday campaign. We weren't surprised at all to find varying opinions, conflicting ideas and sometimes even counterproductive advice. We gathered all the resources and vetted them to compile tried and tested ideas that never fail to work.

By distilling the best advice from trusted resources and domain experts, this ebook covers everything you need to know about planning and executing a



social media marketing strategy. Moreover, selecting the best strategy that drives results and determining key metrics that help you gauge the success of your campaign would no longer be a struggle for you.

When it comes to holiday campaign strategies, usually it is better to stick to tried and tested content forms and techniques. While this doesn't mean that you can't experiment with new things, just keep in mind that these methods work for a reason. That's why this ebook is a treasure trove of well-tested campaign strategies, content, promotional offers and activities that lead to higher engagement. This ebook is a complete mix of the why's, what's, and how's of running a marketing campaign over the holidays.

If you already have a campaign all planned and set to go, then we also have a last-minute campaign checklist to make sure that your holiday social media strategy ticks all the right boxes.



CHAPTER - 1

'TIS THE MOST WONDERFUL TIME OF THE YEAR?

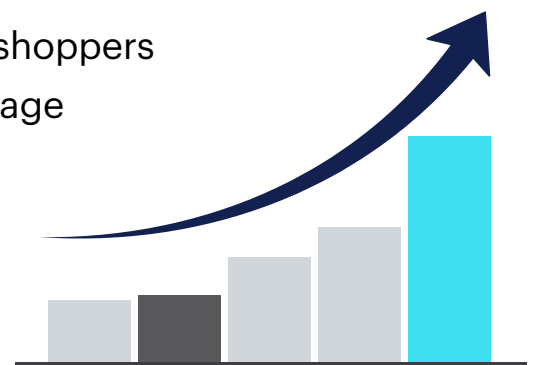
This section highlights the reasons, trends, and common tactics to plan a holiday marketing campaign for businesses of all sizes. Based on undermentioned observations, a brand can define their campaign objective.

Increased Trend In Spending

Shoppers tend to spend more during the holiday season. The trend has been observed across various industries every year. According to a recent study, **20%** of sales revenue was received during the holidays. It should be easier to jump on holiday bandwagon if you know a few of these facts too.

- Thanksgiving sales soared by **28%**
- Online shoppers spend **20%** more than other shoppers
- Mobile usage is higher compared to desktop usage
- **80%** people buy through a friend's referral
- 21st, 23rd Dec biggest shopping days after Black Friday

**All figures are as of last year.*



Higher Customer Retention

We all know that it is profitable to retain an existing customer as compared to acquire a new one. Thus customer retention is one thing you can target this holiday season to increase the lifetime value of a customer.

Various studies suggest that customers are always looking for deals, especially around this period and you can roll out a reward program to retain them for longer.

Here are a few facts:

- 1. 62%** of the consumers don't believe that the brand they are most loyal to are doing enough to reward them
- 2. 80%** of people who stop doing business with a company felt the company could have done something to retain them.
- 3. 55%** of consumers said rewards programs affect their decision as to what mass-market retailer to shop at this holiday season, according to a study by eMarketer.

The key to winning with a loyalty program or a reward program is to have a solid promotional campaign that triggers a response.



Increased Conversions

With a holiday campaign, the brands adds more qualified leads to their marketing funnel for the remaining of the year and the next year through various activities and ad promotions. This would result in an increased customer base, higher converted leads, and increased revenue.

A holiday campaign seeps into various marketing activities and it is easier to target a higher intent audience during this period since everyone is scouting the web with open wallets, ready to spend money.

- Customer revenue during the Thanksgiving week grew by **19%**
- US experienced an increase of **42%** in terms of paying customers

These figures ensure that leveraging customer spending during the holidays, observes a higher ROI on marketing spend compared to other times of the year.



Last-Minute Shoppers

Shoppers this season are a lot more informed, impatient, and require their purchases to reach them within 24h (if shopping online). The top last-minute shopper woes include shipping delays, lack of inventory, lack of instant gratification while buying online as compared to in-store purchase.

Brands need to be easily accessible to cater to these set of shoppers as well. Give these last-minute shoppers plenty of chances to discover your brand via paid campaigns, revealing inventory data, free gift wrapping, etc. If you provide them with an easy yet affordable solution why wouldn't they buy from you?



Base your offers on adding convenience, value, and affordability. These factors are enough to attract last-minute shoppers that become easy conversions for us.

- **60%** of shoppers prefer giving gift cards or certificates based on the flexibility it offers to the shoppers.
- **56%** of shoppers buy gifts on Super Saturday (the Saturday before Christmas)
- More than **30%** of shoppers have shopped with a brand they hadn't purchased from before.

The sense of urgency, simplicity, and offer timing are a few crucial elements to attracting last-minute holiday shopper revenue.



INITIAL STEPS OF A HOLIDAY CAMPAIGN

With social media in place, it is easy to set-up a marketing campaign. But, having it done without setting up the right objective will just burn your marketing budget.

The key to win with a holiday campaign is to identify the right business objective and the key metric to track it. Here's the list of objectives you can think of, and plan and execute your holidays campaign.

Scaling Your Business Sales

Audiences across platforms and industries are on a spending high. Above all they are always looking for the best deal. It doesn't matter if it is from the brand they like or not. According to think with google, during 2018 holiday season consumers has downloaded new apps, and check new new website to get the best deal.



Thus, here is a golden chance for the brands to attract little chunk of that market towards purchasing their product or service. The majority of businesses manage to snag away around **20%** of their sales revenue in the last quarter of the year.

A holiday campaign centered around more sales would help a brand build a bigger customer-base. Although the competition is fierce, there's plenty of low hanging fruit for everyone to grab a piece of.

Common KPI metrics

- **revenue from sales**
- **larger customer pool**
- **increased return on investment.**

If you are just starting out with a holiday campaign, this is one of the key objectives that indicate the success measure of your efforts.



Brand Awareness

There is a lot of noise across every channel and around every brick-and-mortar store in town. So how do you make sure that the customers remember you and come to once the things mellow down? This is when brand awareness as an objective comes into play.

A company with the objective of creating brand awareness among its potential audience is trying to carve its niche. As a brand, you need to have a clear customer persona on your chalk-board in order to target the right customer base.

Strategies based on sharing information, adding value proposition, targeting the specific pain-points help people to remain and retain the brand's name or connect to its messaging. You might not see immediate action being taken by your customer, yet rest assured, they remember you.

Common KPI metrics

- **brand mentions**
- **custom**
- **#Hashtag mentions**
- **search results**

B R A N



Is your company just stepping into the market? Rather than trying too hard to sell your product, try connecting to your audience on a deeper level. Sales will start rolling sooner rather than later.



Nurturing the Audience

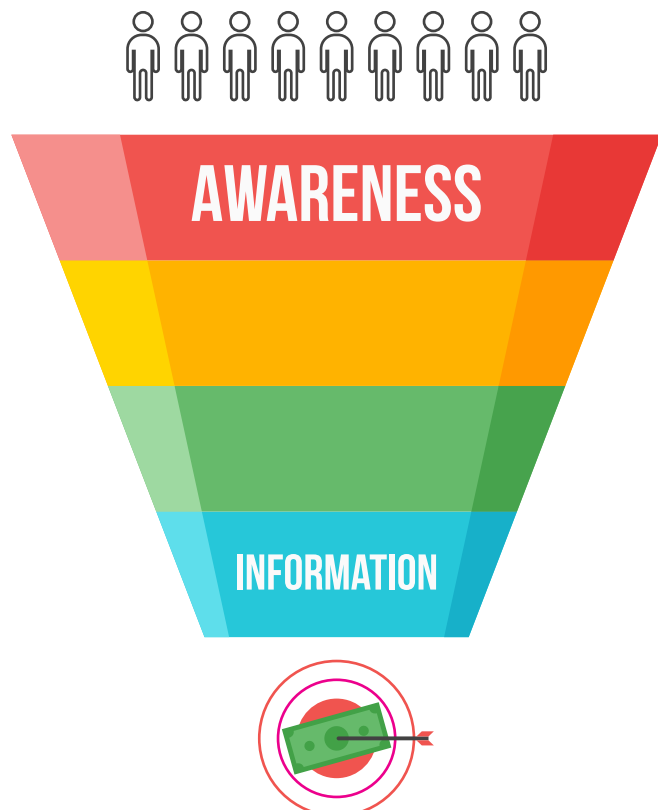
What if you have a product or service that needs to be tried out first before your customer actually decides to buy it? Certain purchases are subscription or re-tainer based. A brand with such products can also plan a holiday campaign with the objective to increase trial offers.

Brands that have a monthly or yearly subscription, need to offer a trial and nurture the audience to convince them to buy before making the actual sale. In order to crack this campaign, the brand needs to draw out a customer journey plan.

Put on your thinking caps and figure out strategies and content to spread more information about your offering. If the audience can see a clear utility of your product/service through the campaign, they would be more likely to try it out.

Common KPI metrics

- **trial subscriptions**
- **increased sign-ups**
- **increased consult inquiries**



Deepen Social Media Presence

The world is becoming smaller by the inch since the introduction to social media. It doesn't matter whether you are new to the market or have been an age-old player. If social media is talking about you, you are legit. Having social proof has become more important than ever before. Besides Google search, your brand is being searched on major social media platforms like Instagram, Facebook, LinkedIn, forums, etc. With social media, there is no information that is filtered out. Genuine messaging, genuine reviews and true opinions are shared every day.

A campaign to increase the social media presence of the company would directly affect the brand affinity, brand loyalty, and customer engagement for the company. This would help the brand in terms of not only it working towards showing value, but customers resonating with it, and adding further value.

Common KPI metrics

- **shares**
- **followers**
- **audience engagement**
- **comments**

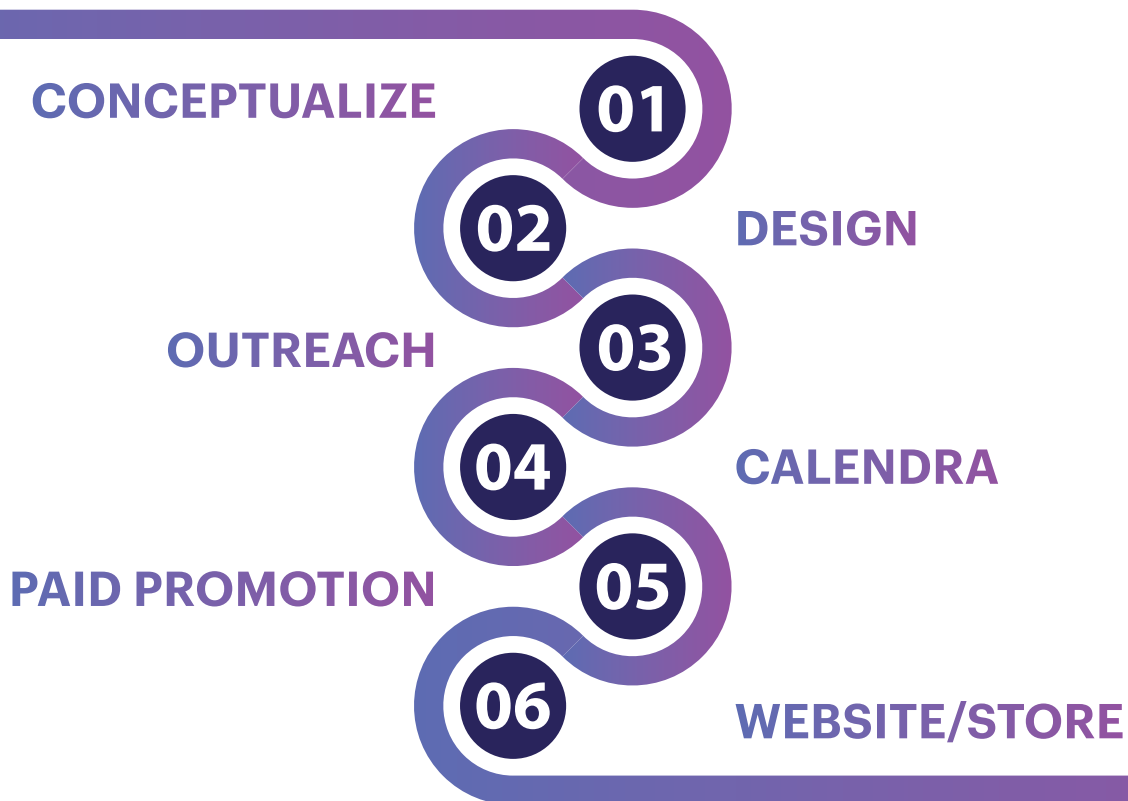
Social media presence can either be leveraged by attracting and interacting with your fans and customers across various social channels. It could also mean you as a brand are establishing yourself to a new channel.



PLANNING YOUR HOLIDAY CAMPAIGN

If you have reached this section of the book, you are convinced that your brand needs to roll-out a marketing campaign focused on the holiday festivities. You also have an objective in mind - what you want to achieve from it and what metrics can prove the success of your campaign.

This section talks about what activities need to be kept in mind while planning a holiday campaign and certain 'do-nots' that should be avoided. Let's hope on and don't forget to prepare a checklist in the end.



Conceptualize Your Campaign

You have your objective in place, you have narrowed down the metrics that need to be measured once the campaign ends, what next?

Start by writing down a concept on the drawing board or paper. Decide what message or emotion would you want your campaign to evoke?

This would hold a lot of importance since the campaign won't end in a day or two. Your activities would be planned throughout a number of days. Hence, it is important to pen down the messaging and concept beforehand. This would ensure uniformity across the span of your campaign.

Ways To Go About It -

- Brainstorming ideas
- Recognizing avenues to put across your messaging
- Identifying distribution channels
- List of Product/Service the activities would be centered around
- Number of Team members involved and their ownership
- Brainstorming design and content ideas



Preparing Content And Design Assets

Once you have a concept in mind, you need to work towards getting the content and design assets prepped beforehand. The creatives take the longest to plan and prepare. It takes a majority of your energy and focus.

Once you have your messaging assets in place, you can start visualizing your campaign taking shape. Spend time, effort, and management at this stage of planning your campaign. It is the stage that can make or break the reach and impact of the campaign.

Ways To Go About It -

- Create content pieces
- Short-form Content
- Long-form Content
- Ad Copies
- Video Content
- Stories Content
- Collaborative Content
- Custom Hashtags
- Carousels
- Native Videos
- Photo-Shoots
- Product Videos
- Teaser Images



Outreach Activities

If you are working with influencers or loyal customers, you need to reach out to them and get your collaboration in place before the holiday campaign goes live. This collaborative activity helps you get more user-generated content, tap the audience-base of the influencer you are collaborating with, increase the reach of your campaign.

Don't forget to reach out to the right set of collaborators and give them due credit when the campaign is live. This strategy highly depends on the relationship-building skills of the members involved. If a proper relationship is nurtured, then the influencer or customer would be involved in various campaigns. This wouldn't be a one-off activity any longer.

Ways To Go About It -

- Research the Right Influencer
- Analyze their Influence
- Tap the Brand Loyalists
- Keep the Tone Less-Salesy
- Prepare an Email Template
- Follow-ups should be Strong
- Acknowledgement of their Contributions



Create A Calendar

Once the responses start rolling in, you need to start planning where and when what piece of content would be put up. It is easy to freeze in a pool of content and assets. Hence, it is advisable to prepare the flow of messaging and content pieces that will be distributed.

Content planning would not only help you create a flow for your campaign, but it will aid in creating the various designs around the particular piece of content. You would know whether this content needs a video asset or an image asset.

Ways To Go About It -

- Plan the Number of Posts
- Narrow down the Channels of Distribution
- List out Social Mentions
- Create Custom Hashtags
- Categorize Design & Video Assets
- Create a Storyboard of Your Campaign Promotion



Prepare Your Paid Promotion Campaigns

Organic reach on social media has been seeing a slump for a while. All social media platforms have rolled out different forms of sponsored posts and objective-based ad forms. It has become an important component of running a successful social media campaign.

A lot of planning and activities go behind executing an ad campaign. It is advisable to research, prep, and consolidate an ad strategy around your holiday campaign. Get the messaging in line with objectives and metrics that have been decided in the initial stages of planning.

Ways To Go About It -

- Research Your Target Audience
- Recognize the Demographics & Geographies
- Ad Copies & Design Creation
- Campaign Creation
- A/B Testing
- Measuring Performance Metrics



Setting Up Your Website/Store

The elements of bringing the audience to your brand have been planned out carefully. What about the fact that they might not connect the promotional messaging to the website/store land in? You need to plan out the look and feel of the website or store. It is the second place that your audience would land on to interact with you.

It is important to plan the look and feel of the website or store in sync with your promotional activities that you will roll-out as part of your campaign. The audience is convinced of the messaging of your campaign, now it also needs convincing in terms of believing in your and the authenticity behind it. This is where your website or store can nudge them in the right direction.

Ways To Go About It -

- Create & Design Landing Pages
- Add Holiday Elements on the HomePage
- Design Pop-ups & Trip-wires
- Color Scheme & Font Selection
- Storefront Decorations
- Offer Display Banners
- Holiday-themed Elements



CAUTION!! DO NOT ENTER IF YOU WANT THE CAMPAIGN TO BE A SUCCESS

There are certain elements of devising a marketing campaign that can easily lead to its failure if not taken care of. These are a few things you should be aware of if you don't want your marketing campaign to fail.



Warning!

cancel



Don't Fall Prey To These Activities

Running too many offers or discounts - It would do more harm than adding value. As, this may negatively impact your brand value, lower MRR, higher customer service costs, etc.

Slow/Mobile-unresponsive Website - When in need of a product/service, the first thing users do is to pick their mobile phones or hit the desktop. They decide the vendor to shop based on the experience received while browsing the website/app. Further, with short attention spans, the brand needs to be simple and crisp with its message. Hence, brands with a slow website or a mobile unresponsive website tend to be forgotten pretty soon.

Unclear Email Strategy - If you send the same email to all your existing customers irrespective of their interests or send them a bunch of unrelated offers, chances are highly likely that your email spam score is going to go through the roof.

Lack of Exit-Intent Lead Magnets - You should have a few interactive elements on your website/store in order to delay the exit-intent of your visitors. Remember to include these easy to register content-pieces while planning your content strategy. Your visitor might need a nudge or two to come around your messaging.

I'm Sorry We're Out of Stock - As a brand you need to be aware of the inventory you carry in-store as well as keep your online inventory data up-to-date. Ignoring these little details can lead to a disruption in the shopping experience of a customer.



Forgot to Analyze the Competition - You are running a campaign this year, but oh wait! Your competition ran it last year or a few years ago and it did not work. For example, you can run your competitor's name through Facebook Ad Library to check which ads are working for them or not. Unless you don't look into their past and even the past market trends, your campaign messaging might fail after all.

Jumped on the bandwagon a little too early - It would be a shame if you start out too early with your promotions. There are chances that, starting out too early, could work towards your disadvantage. Hence, it is important to understand which holidays affect your audience. Your product messaging may be better suited for Halloween or you might want to run a campaign for smaller holidays like "Small Business Day".

Lack of Staff/Support - It is going to be busy, you have been promoting, people have been talking about you. If you forgot to get some extra hands on deck, then we feel sorry for you. Don't forget to keep your customer support on their toes too!



AN INSPIRATIONAL BUNCH OF HOLIDAY CAMPAIGNS

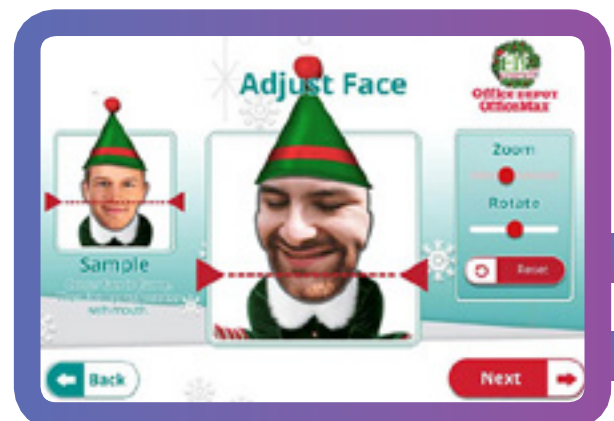
There is no need to reinvent the wheel. Get inspired with the curated list of famous holiday campaign and execute a one for your brand.

Elf Yourself” by Office Depot

If brand awareness is your objective, then you can learn a piece or two from this campaign.

Office Depot has been repetitively running this campaign over the years. The campaign isn't target-specific but appeals to people of all age groups. The campaign uses an app Elf Yourself that uses AR to convert oneself to an elf. This has caused close to one billion elves using this app and website.

They recently introduced custom hashtag #ElfYourself as well to strengthen the brand's reach. This doesn't necessarily increase sales or conversions but helps reach an audience and appeal to their emotions.

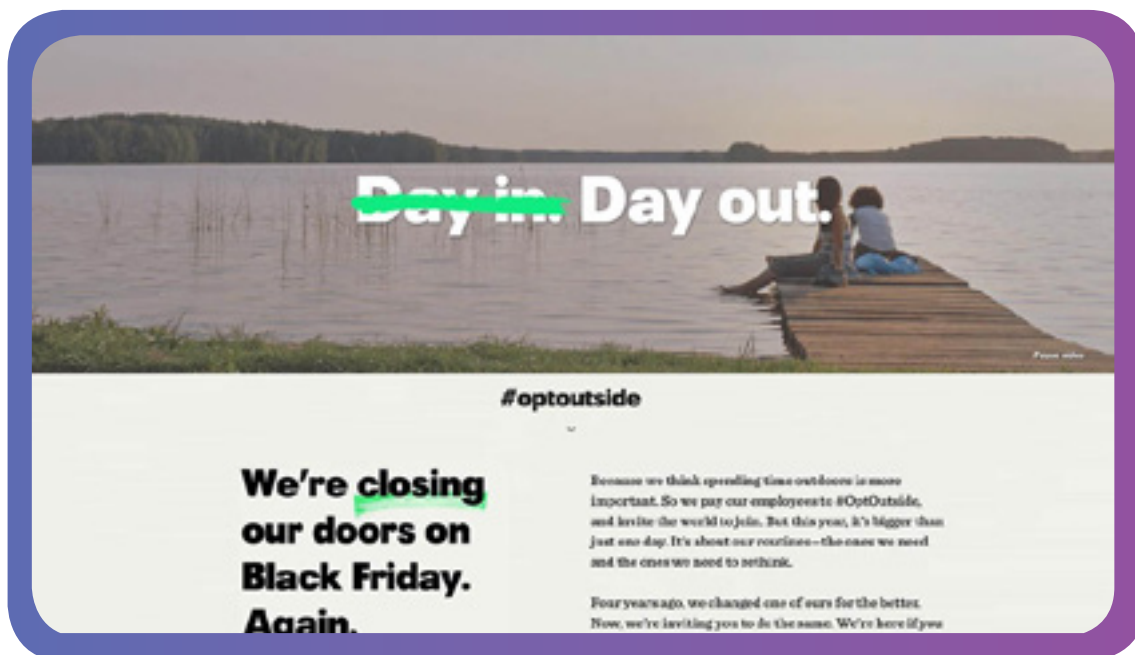


#OptOutside By REI

Taking the Road less-taken or should we say taking the road never taken? This what REI did when they decided to shut their stores during Black Friday - the season of shopping. This unconventional step made it an overnight sensation.

It marked the beginning of the #OptOutside hashtag, wherein the customers and employees were encouraged to spend Thanksgiving outside doing activities with family, rather than shopping indoors.

The hashtag was a search engine magnet and also was responsible for creating a huge reservoir of user-generated content. This is a great move since REI sells outdoor activity equipment, and the campaign #OptOutside creates the perfect opportunity to buy from REI.



“Misunderstood” By Apple

A short film based on a young boy avoiding to spend time with his family during the holidays. It seemed he was busy on his phone rather than enjoying the festivities with his family around the holidays. But as it turned out, he was shooting a montage of his family to create a beautiful memory of the holiday season.

It was short, emotional, and relatable. It might have made a few reach out for tissues. Maybe a few too many, since it won an Emmy! But, this was an exceptional campaign targeting the emotions of the audience while showcasing the features of its latest product at the same time.

Here's the video if you'd like to feel inspired!



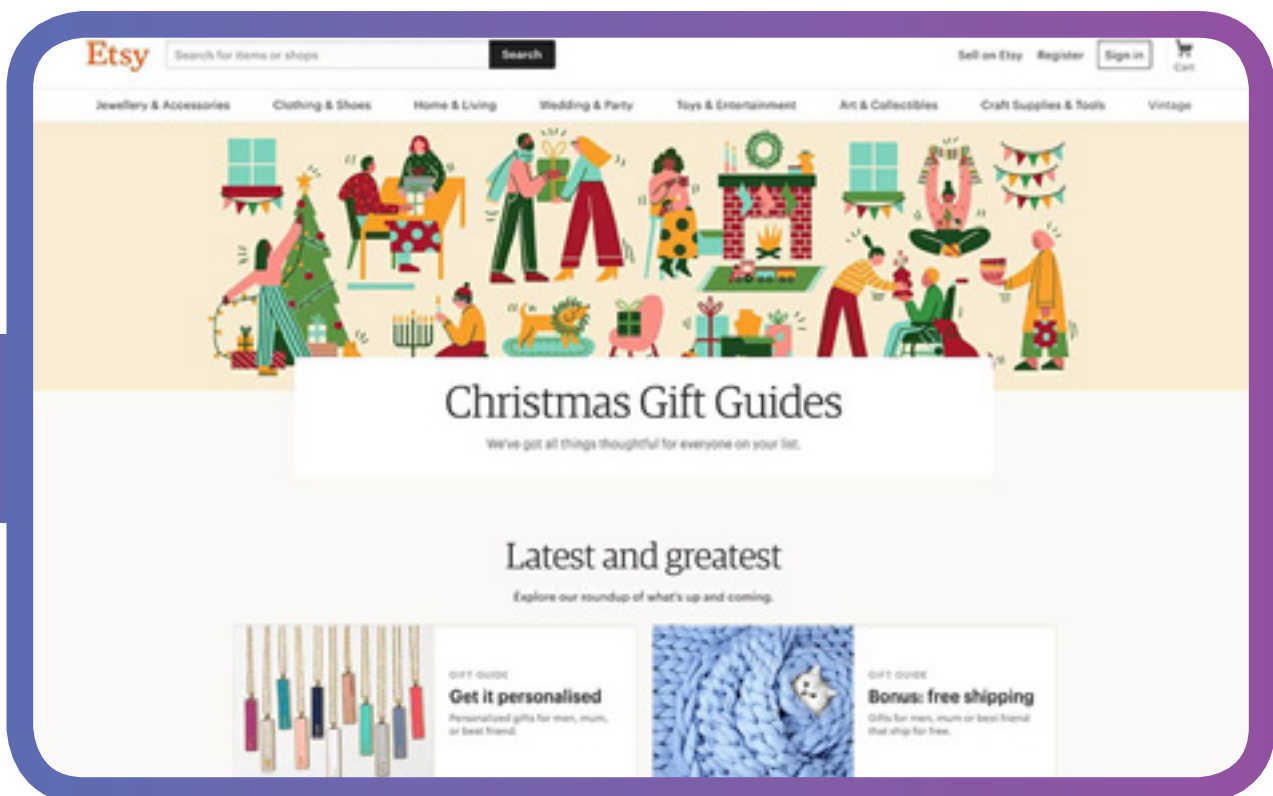
“Holiday Gift Guides” By Etsy

Here is the one that is pushy, salesy, and all the things we asked you to avoid.

But it still worked and has carved a niche of its own. Etsy produces ‘gift guides’ for the customers to buy the perfect bundle of presents.

This is a great sales and retargeting campaign. It not only provides the audience value in terms of gift ideas but also helps to sort through the noise and confusion of gifting during the holiday season. A perfect ploy to push the audience to explore more of their website and save time during the rush of giving thoughtful presents to loved ones.

This creates a holistic customer experience - from planting the idea of presents to being the source of the presents. Etsy managed to tap every aspect of the customer journey and the sales funnel through this campaign.



Till now you might have a fair idea of how to plan a holiday campaign, what are the activities associated with it, things to avoid, and a few examples of successful campaigns. I hope you have put on your thinking caps and started gathering forces.

The next chapter will guide you through the various content ideas, promotional strategies, promo offers, and a lot more. That is going to fuel your holiday campaign and feature across the world, for your audience and potential customers to interact with.

Once you have a plan in place go through these various strategies and content ideas to help you build a stronger and more precise storyboard for your Holiday Campaign this season.

In Time By BarkBox

BarkBox, a dog-treat subscription box, created a sense of urgency in it's Ad campaign. They had extended their shipping deadline for the customers to ensure their gifts reach in time for Christmas. They had adopted a FOMO technique - adding a limited time offer ticker on their website.



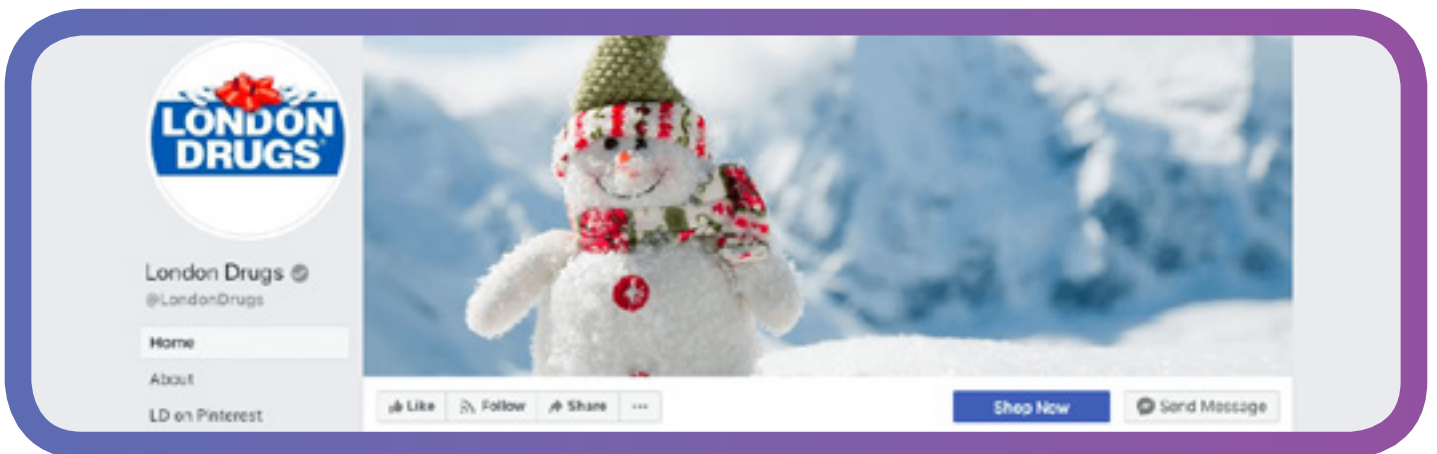
A small business can implement these website-related changes in order to nudge their visitors to grab on to your steal deal. You can also use Christmas-sy elements in order to get your customer in the holiday spirit.



Play With Imagery: London Drugs

The Canadian retail store, introduced the spirit of Christmas in a subtle manner. They added Christmas ribbons and a snowman to their Facebook profile and cover photos. They have continued this trend for 2019 as well by focusing only on their cover photo.

As a small business you interact most with your audience via social media. Hence, creating these subtle changes on your socials makes the customers' shopping journey warmer and cheerful during the holidays.



CHAPTER - 2

ESSENTIALS OF HOLIDAY CAMPAIGN

Marketers keep asking each other, are we ready for the holiday season? Are we sure? Honestly, we are never 500% ready, as marketing campaigns over the holiday season are incredibly agile and dynamic in nature. Having said that, each marketer and their team need to have a crystal roadmap to move forward. Each company is still buttoning up, but you must plan way ahead.

Crafting just the right strategy to create a good collection of great content, enticing promotional activities, planning timely, making checklists, delegating team internal tasks, creating production deadlines, sufficient tech support, designing with just the right holiday design elements on all your brand assets, executing the entire churn step by step, making the most of the drip phew! Yes, there's a lot to do, so let's dive into understanding how can we strategize the campaign effectively and run a successful campaign to achieve desired results.



CONTENT STRATEGY

Be it marketers or big brands, everyone has hyper FOMO, especially when it is the holiday season. Marketing with the right content is the key and always has been. So let's understand what has changed in the past decade? The most effective way you can stay on the top and beat the competition is clearly by a unique and out-of-the-box festive content, but the question is, how do we do it?

WHY DO WE NEED A CONTENT STRATEGY FOR A HOLIDAY CAMPAIGN?

It has been proven that time again, a properly planned and strategized content is insanely effective and can help marketers like you to build that trust and connect with your target audience and have some pretty conversion numbers.

FANTASTIC FOUR SPECIFIC REASONS

- **Set Rock Solid Brand Identity**

With an effective content strategy, your brand can voice out and bring the message across to your target audience, which resonates with them instantly. Choose the style, goal, tone, and identify the purpose and go for it. The holiday season kicks



in the emotional appeal factor in play beautifully with the marketing goals to conversions. Creating one specific tone and flavor to your content lets your brand personality shine out.

- **Secure cohesiveness**

When the holiday season campaigns are widespread across multi-channel distribution, then developing a well-strategized and documented content strategy takes you along to the crystal clear path towards your action plan. It ensures that you have covered all relevant topics, and instead of getting lost in the noise, you stand out.

- **Elevates your content marketing efficiency**

In the absence of strategy blueprint and framework, it is very critical to manage content production and maintain publishing timelines. When you have a content strategy outline on hand, it gives you a little nudge to work on small deadlines in a timely fashion with much more realistic goals.

- **Interpret Patterns**

One thing which almost all marketers shall agree upon is that content marketing always requires that extra attention and tweaking. Some tricks work cleverly, while few falls on the face and fail miserably. While preparing the strategy documentation, it makes it much easier to keep an active check on these points.



Hold on! But have you realized that when you have full-blown holiday season coming up, there are so many different ways and types you want to play with; hell even experiments with across multi-channel distribution. So what different types and forms of content you can play around?



SHINE OUT WITH NEW, FRESH, AND QUIRKY CONTENT IDEAS

Almost all digital initiatives in user-generated content around festivities help marketers set a new digital marketing trend. The key here is generating content on fresh ideas such as storytelling, quirky messages, or some hook lines on a comic note. These are some vibrant content we marketers can play around to entice our target audience with a lasting emotional connect honoring the festive sentimental values. Furthermore, with this type of content to attract the right audience is a higher propensity.

CREATING TRENDING CONTENT

Technology today has taken us to places or given us opportunities to connect effectively; we couldn't reach our audience before. Craft some mind spinning compelling videos, vlogs, or go Live! Social media marketing has played a vital role in this exposure. Social media management tools such as Socialpilot can contribute enormously to Plan, Create, Schedule, and Analyze your social media marketing activities.



VISUAL MARKETING

Visual Marketing has been a swoon by a technique that has never failed marketers. With widespread platters such as audio snippets, gifs, short videos, and live streaming options, there is a lot to play along with opportunities for brands to engage their audience during this holiday season. These types of content forms have been used by almost every marketer today, where the digital visual can create interactive appeal making it shoppable content. But the trick is to have engaging visuals which are relevant to the holiday spirit. Keeping it simple and the emotional connect with customers drawing in rapid engaging. If you are like us, you will be planning to take every bit of advantage this holiday season and all the digital shoppable visual content.

Utilizing visual content this Christmas season is a superb method to amp up your deals and promoting goals. The progressively content you produce during this Christmas season, considering **85%** of clients need to see more recordings from brands in 2018. U.S. customers will go through **\$119.99** billion with online retailers during the forthcoming Christmas season, which is an incredible **15.5%** development from a year ago. We've outlined brisk and basic approaches to capitalize on this Christmas season.



Video Greeting Card

Gone are those days of the usual method to welcome clients and possibilities with cards and limits. The Christmas season is when individuals bite through cash on presents and deals, and it is insane to pass up on the chance and not make your unique holiday deal. Therefore, after you have built up a stellar season offer, it should be declared and advanced, and video is again in your reach. It offers everything advertisers need to make an astounding promotion video. The themed posts, festive characters, even several prepared to-utilize sets, so the two main things you'd have to do is to add a source of inspiration and offer your video across various web experience stages. From one perspective, the video itself is a powerful promotional instrument because of how the human mind is wired on different deals and limits chip away at the comparable psychic level.

Photo fun

Photo sharing over holidays is always on high for not only Gen X but almost everyone nowadays.

Marketers can craft a creative photo contest as a great Christmas marketing idea. You are probing visitors and prospects to engage with your brand in a fun way. With this type of creative photo contest, your followers can upload images, then personalize



them with frames and stickers. Ask them to send it across or tag you or mention you on social media with Christmas decorated trees, Christmas dinner tables, Holiday cards, or even while wrapping presents! Creativity doesn't have any limits! Socialpilot can create canva images apt to your requirements to create, schedule, and post your social media marketing activities across all platforms. Customize it as per your brand needs, such as your logo for an excellent Christmas brand awareness promotion!

Viral-worthy gifs

As per the New York Times, "23 million GIFs are posted on Tumblr every day. Slack sees more than 5 million GIFs every month. Facebook receives more than 5 million every day.

Precisely video content, hilarious GIFs always have the potential to go viral. Of course, if you club it with some festive cheer, then definitely you've got a winner on your hands. Brands have been making exceptional use of this content type.

GATED CONTENT

- **What is it?**

Gated content is one of the vital pillars of inbound marketing. It has proved it's worth with countless industry examples to be very fruitful — a simple winning strategy to be effective and focused. By creating high-value content, marketers can entice visitors to take action. By offering something in exchange, you can tempt to take actions such as downloads, subscriptions, or share a post on social media, although there is an evident debate in the industry on where one must draw a line. For more than a decade, companies have been practicing



gated content. Many old forms of content are given away or revamped to repurpose as a part of the content lifecycle. Gated content is swoon by marketers because it incentivizes lead generation.

Few Winning strategies for Gated Content

- **Content Upgrade**

Gated content collects valuable visitor data, and content upgrade is simply the upgrade to the same content they are already looking at currently. It is a simple form of upselling and cross-sells of content. Typically an additional offer in exchange for a subscription several times throughout the content piece. Keep it easy, direct, and relevant to the related content subject matter. Ideally, that's where your audience interest is predetermined, which directly jumps your conversion rates.

- **Ebooks and Whitepapers**

Crafting an ebook or whitepaper can prove to be a powerful tool to grow your email data. Nowadays, marketers anchor such digital marketing assets as a core tool of inbound marketing strategies, which works most effectively for B2B alongside the popular trending blog posts. Companies now have started promoting their own resource pages, where they



offer a variety of ebooks and whitepapers on relevant topics and quick help guides. They are pretty straightforward easy downloads by simply entering their email address and a few related info with a snapshot of the outline they will be offering in the whitepaper.

- **Email Series**

Email series and also many popular online courses are a fabulous choice for gated content. Thanks to smartphones, almost each and everyone uses email, so it is an excellent choice of content to reach out to a broader mass.

- **Demos**

Scheduling demos is the primary goal for SaaS companies. It is the most vital step such companies look forward to, from their prospects. The demo session is an excellent way to show off the marvels of their software and features they are offering. Furthermore, free trials encourage visitors to friendly and used to the process and software. Demo sessions definitely pull through high lead conversions.



When Not To and When to Opt Gated

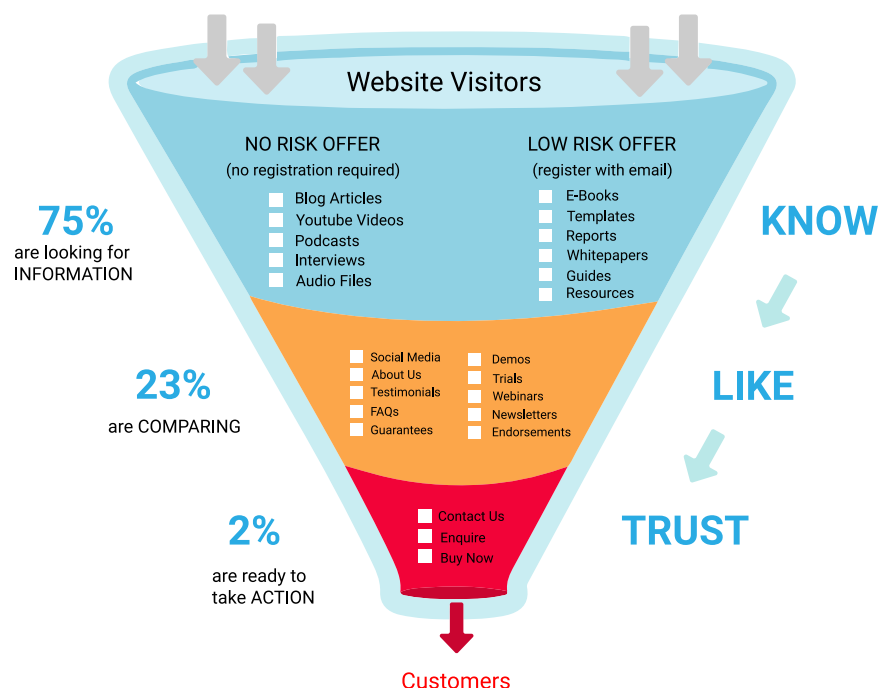
• Make content available for free

As SEO and B2C marketers, it is not new to create and share content, and via so many web searches, its an element always at risk but an upfront investment for stronger organic search rankings. Whereas in the B2B context, the emphasis is on building enough content around the different sales funnel stages which drive leads, they are much more complicated when it comes to b2c space.

Why and exactly When use gated and nongated conten?

• Awareness Stage

When at this stage, the prospects are aware that they have a problem for which they are looking for a solution. Useful content type for this stage will be blogs, infographics, podcasts, ebooks, and whitepapers.



• Consideration Stage

However, in this stage, the prospect recognizes your company that can help to resolve their problem and recognizes your brand as an industry authority. Content for this stage includes software downloads, case studies, and webinars.

• Decision Stage

The prospect in this stage of the buyer's journey can relate directly to your products and services to their needs. Powerful content at this stage includes product demos, free trials, and free consultation calls.

Gated Content Examples

Guides

Contests

Checklists

Templates or Tools

Webinars

eBooks

White Papers

Training Videos

Non-Gated Content Examples

Articles / Blog Posts

Testimonials

Press Releases

Curated Content

Lists

Infographics

Visuals (images, GIFs, memes)

Snippets



WHAT IS A BUNDLE CONTENT STRATEGY?

When companies offer packages or various products or services combined in a single unit, usually offered on some special price is a bundle offer. In this content marketing strategy, the core focus is to attract the target audience to purchase more volume at a special discounted price. This technique has worked very effectively; the key idea is to make their offer more tempting and boost the subscriber growth and acquire new customers too. Package deals are also very popular for future loyalty.

Upon delivery of these fascinating content strategies this holiday season, there is a fresh new enhancement in value for customers. There is no right or wrong way to any of these content strategies.

Top Priorities For B2C Content Creators

Creating More Engagement Content 73%

Better Understanding of What Content is Effective 58%

Creating Visual Content 55%

Finding More/Better Ways to Repurpose Content 44%

Content Optimization 43%



PROMOTIONAL STRATEGY

A holiday season marketing campaign without promotions is like thanksgiving without turkey or Christmas without a tree; it's the essentials now. There are many creative techniques your brand can adapt to dive in and reap the benefits.

Flash Sales

A flash sale is like a glimmer deal is typically for a limited time to grab a deal on a timer. It is an engaging method to make promotions and elevate deals before the real Black Friday and Cyber Monday. Flash deals are like Thunderbolt deals can be dubious, so you have to set your checks and stipulations before considering this methodology. It tends to be a couple of hours before the regular event or a day or two is additionally a smart thought. A flash deal has given a 51% gain in rush hour gridlock, and an incredible 236% increase in income.



Collaborations

- **Team up with other small businesses.**

When you are a startup or a small company yourself, it's challenging to go on war with industry sharks and bring in good numbers in the holiday season. Hence, marketers should try collaborations in all various fashion to impress your prospects or delight customers. It can be quite challenging to have a voice heard in the corporate noise in the market. Partner up with

It can be tough to make your voice heard over the advertising blitz of corporate chains around the holidays. Partner with other small businesses in your neighborhood and focus your efforts on a common goal: attracting shoppers. This can include everything from planning a joint shopping event to splitting the cost of a promotion campaign. The higher the number of participating businesses, the more tempting your promotion is for shoppers.

Discounts

Create discounts and temptings offers of combos of bundle products that go along and offer at a special price. Upselling and cross-selling are fabulous ways to take complete advantage of marketing more to an existing customer who is already on your website.



Bundle deals and combo promotions work pretty well on huge sales days like Black Friday and Cyber Monday when prospects are actively looking for a package deal for a more favorable price.

Lifetime discount on subscriptions

- **Direct Mail with a Coupon Code**

Around the holiday season, promoting online gets far more costly and jammed with retailers drastically rising ad budgets. This could incorporate a personal note thanking them for their purchase during the year and a unique holiday discount code exclusively for him or her with their name as the code. Handwriting the name on the card makes it more personalized. These small touches are rarely done by marketers but can be active for leaving a lasting impression.

Start your plan by email, exploding your past and potential customers ahead of the penetration of market and segment, especially when your rivals are still hustling figuring out. There is no doubt that social media is advancing, but email marketing is a time-tested strategy to grow both your sales and your customer base.



Referral Programs

Your existing customers are your premium asset, so when there are referral programs with added incentives and a win-win play in the process. Your happy customers are usually very open to recommending and bringing in a few added leads on board. This program also brings along its added perk of enhancing the brand loyalty part and can pull in significant profitability. Traditionally many businesses use to function on the power of referrals and word-of-mouth approach. As marketers, we all love our brand evangelists.

Create mystery campaigns

One winning promo can also be by enticing your customers to make purchases over the holiday season by adding a mystery element to the campaign, such as spin a wheel or same old scratch cards concept. Major brands have too indulge themselves in these promos time and again as they attract surplus numbers in engagement and involvement from the customers. Mystery gifts on purchase of a certain amount and assured gift cards also a few more ways to keep your customers tangled to the campaign.



Giveaways & Freebies

The one thing which has strangely passed along from generations is our love for freebies and giveaways. This customer delight never fails you. Fun Black Friday deals with free gifts for customers and prospects is such a buyer's trigger that they tend to psychologically have an impact on how much they end up spending capacity. Many industry deal examples have helped uplift the entire holiday campaign to the next level.

Social Media activities

The study uncovered that 3.8 million social posts were referencing Black Friday and Cyber Monday deals. Organizing your Black Friday web-based social networking marketing is both stimulating and experimenting since everything is constant and very dynamic. You see customer behavior changing every millisecond, and they predict that you should act quickly. Your Social media content strategy for holidays ought to fluctuate before, during, and after Black Friday or Cyber Monday to help deals.

Reward your social media followers and fans.

Strengthening your social media engagement is an absolute must today showcasing the entire marketing landscape scene. Sharing extraordinary



content does the hard work here. yet if you want an extra lift this Christmas season, have a go at boosting your clients with unique limits and special discounts.

Launching Black Friday offers with a bang requires an exceptional combination of involvement and a bunch of must-dos such as checklist and pre-planning throughout the Holiday season. Remember to incorporate the hashtag [#Blackfriday](#) [#cybermonday](#) [#christmas](#) [#newyear2019](#) ideally unique and trending which can add value to your business social media handles.

Deal of the Hour Create Urgency

If you are a product marketer, run a sale like this, Be Bold. Stay organized throughout this fast-paced, critical weekend, so it's well-deserving of the investment. You can always catch up on the back of the scene to-do list chores. When promoting your Deal of the Hour, study having a product post created on all social media platforms – [Facebook](#), [Twitter](#), [Instagram](#).

Since you'll be more cluttered than usual that day, I recommend automating your social media posts in advance with a tool like Socialpilot. Managing a Deal of the Hour requires the efforts of a team to manage social media, graphics, customer inquiries, and administrative work. If you're currently a solopreneur or a social media marketer, this is the most beneficial Black Friday marketing idea for you.



Bundle Up the Deal

- **1st ABC + 2nd XYZ for 50% off the type of bundle deals**

Another incredible holiday season campaign marketing promo is to package items together and offer to sell them exclusively. Not completely do endowments packs make extraordinary presents, they're likewise an incredible method to upsell clients to a somewhat more significant expense point. You could significantly offer a rebate if clients purchase three related things.

Incentivize When They Spend More

Thank your clients for their business by proffering them gift vouchers when they spend a specific sum starting from Black Friday through the Cyber-Monday.

Another Black Friday marketing trick is to: Email your best clients and shock them with an even better deal with active gift vouchers and flat % off when they shop during these dates. It's fast and simple to send focused email and promotions to groups and spread the word using smart social media marketing bulk scheduling feature in Socialpilot.



PROMOTIONAL STRATEGY

- Catchy subject line for your emails triggers readers to open the email
- Make extra hard o content and copy well in advance- polish it well.
- Timing is everything.
- Save the date.
- Schedule specifically your emails according to time zones
- Always include a sign-up function.
- Include a customized and personalized event calendar section associating your website.
- Make it irresistible - magnetize your customers -incentivize referrals, giveaways, freebies, contest and flash deals. Triggers the interest of your audience.
- Segment your customers well- Don't go for one size fits all
- Social media posts – reward your fans and don't forget to praise your followers
- Look and feel should be impressive on any device.
- Let's make it viral -with the power of social media platform sharing -connect better
- Make evergreen content to repurpose in the future.
- Create the buzz of scarcity and urgency - promote it well
- Don't run away from negative comments and leave comments unanswered
- Strike while the iron is hot-always include a call-to-action.
- Dedicated landing page – attract the right audience to the right place and track your performance



WHERE TO KICK START YOUR HOLIDAY CAMPAIGN?

Enough planning, making a checklist and having a team meeting and brainstorming sessions. Let's take the plunge, start with segmenting your audience and sending out holiday messages through various methods such as newsletters, emails, and posts over social media platforms. We can not stress enough on the importance of a content calendar. A content calendar will keep you in check and help to keep track of the production, edits, reviews to approvals.

Create a buzz over social media, over the website, and add holiday elements to the website. Create a dedicated landing page to keep updating content as per your promotional activities. The landing page ideally helps us to identify our new visitors and track our CTA performance on signups and checkouts.



Furthermore, it also helps us retarget our visitors for future campaigns and promotions. Never underestimate the power of remarketing. Set up smart yet subtle tripwires around the website to initiate visitors to signups and checkouts.

MIGRATING THEM TO FULL-PRICE CUSTOMERS

When you have successfully run the holiday campaign, you have collected a rich database of visitors, prospects, and conversions from existing customers. The trick is how do you leverage this data at its best shoppable value. What can you do?

We, marketers, know how we attract our visitors in their discovery stage and swiftly push them towards the bottom of the funnel. We would want to do everything to ensure that there are smooth transitions and optimization of the complete buyer's journey stages. This is why to achieve desired results; precise efforts are required from the entire team to flaunt a happy customer at the end.

It's easy to persuade someone to check out your free trial, especially when there's no uncertainty or loss, but on the other hand, getting someone to commit with a monthly/yearly subscription tag is a whole new game.



To enhance the buyer's journey at each stage, you offer a variety of value propositions to them relevant content and make them seamlessly migrate towards closure. While you have a chunk of prospects list who are at the consideration stage, assist them in making an informed and smart decision.

Nevertheless, to make sure that appropriate communication is initiated from your end but not bombarded with too many aggressive follow ups post-holiday season.

Moving free trial users into paid customers has always been a problematic point for companies, especially SaaS companies. Approx 20% of free users end up upgrading to paid plans with the growing popularity and availability of free choices. It has become more daunting.

To help customers make a smooth transition and make the entire migration process less stressful, you have to really get into your customer's shoes.

Understand what kind of challenges and inconveniences they would experience. What makes them withdraw from signing up for trial and upgrade and become a paid customer.

Thoroughly analyze your onboarding process with a fine-tooth comb and ascertain what small roadblocks are the hurdles standing in the way of free trial users to upgrade finally. When you have



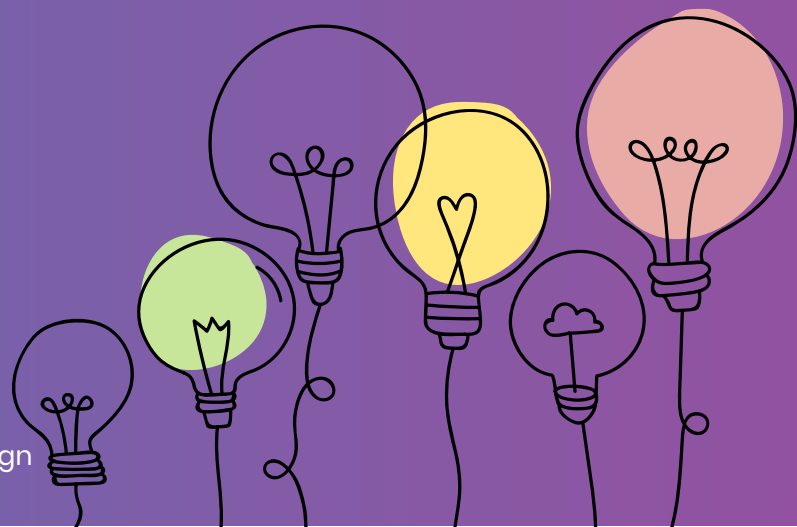
identified and pinpointed the pain point work with your team to reduce them, either find a robust solution to make the process seamless.

Like us, you have put in the hard work day in day out in the holiday campaign; there has to be complete clarity towards your goals and purpose right at the beginning of the holiday campaign. However, to achieve the desired numbers in the end, this is a prerequisite. Send out emails to thank and show gratitude to everyone who has taken part to interact with your brand over the holiday season during your promotion activities, maybe taken part in some contest or a delightful message about the giveaway or freebies. Hence, retarget and remarket your prospects gracefully towards the pre-closure.



PRO TIPS

- **Keep Close Watch on Metrics**
- **Nurture Your Leads**
- **Analyze your contact rates**
- **Super easy to subscribe**
- **Understand the market's needs**
- **Make It Easy for People to Use Your Product**
- **Know Your Most Valuable Features**
- **Create a Sense of Urgency**
- **Provide Personalized Demos**
- **Ask for Payment Information to Start a Trial**
- **Send an End-of-Trial Email**
- **Find a Way to Monetize Users Who Will Likely Never Convert**
- **Make It Easy to Switch Between Free and Paid Plans**
- **Free Trial Conversion Rate Benchmarks**



CHAPTER - 3

EXPERT'S KEY-TAKEAWAYS

So far you have been bombarded with a lot of information. You wouldn't know where to start or whether this might be the right strategy for you or not?. To help you figure out your strategy, we interviewed experts across industries. With their assistance, we curated a list of actionable strategies and scenario based holiday campaigns. This chapter includes a summary of the series of interviews we took.



Read the full interview to find out which expert would help you apply the best strategy for your business in the next chapter.

WHO ARE THE EXPERTS?

The kind of experts that we collaborated with includes C-suite executives, entrepreneurs, and strategy experts. They hold knowledge, domain & practical expertise, a few tricks up their sleeve, and much more.



Marketing Managers: These are the strategy makers, holistic viewers, data driven, quality-focused members of the organization. They are the predominant decision makers.

Entrepreneurs: They are the industry disruptors, high achievers, impact creators. They are passionate, driven, and hold a strong personal brand. They would help you get inspired to start something on your own!

Strategists: This is the middle-management. The bridge between the top management and the executioners. They would assume the role of planning and execution, as and when required. Because they have seen both sides of the coin, it's easier for them to share the minute details that the top management would have missed out on.

Influencers: They have worked collaborated with different organizations, have built their follower-base and personal influence over a period of time. They are the word of mouth marketers, brand ambassadors that share your brand's message with a larger target audience base.

WHAT DOMAIN EXPERTISE DO THEY HOLD?

Who is your go-to guide? We interviewed experts in the field of social media strategy, website development, SEO-focused marketers, content strategists, growth marketers, product marketers, paid ad campaign managers, brand specialists, data-driven entrepreneurs, and digital influencers.

Let us know if we left someone out!



WHAT DID WE ASK THE EXPERTS?

The questions we asked our experts centered around the basics of planning and running a holiday campaign as a marketing activity. We got insights based on content, promotional offers, as well as engagement activities. We also asked them if and how did they measure the results of the campaign, and what was the timeline of their strategy.

CONTENT-FORMS OUR EXPERTS STAND-BY

Here's a list of content and design assets that our experts have incorporated in their Holiday campaigns. We have curated a list of strategies that are a chip off the old block.

Visually appealing content forms

- Holiday-themed photos
- Product videos
- Custom graphics
- Holiday GIFs
- Live Videos



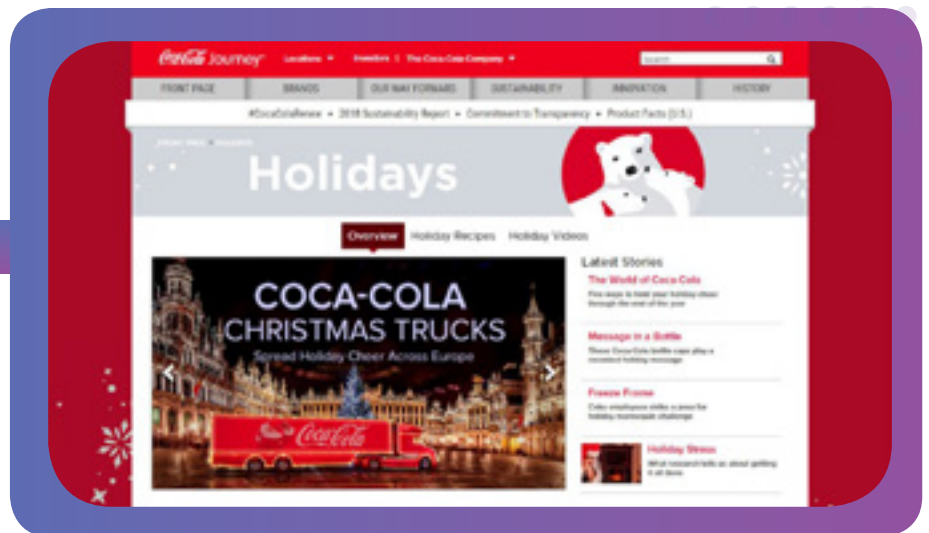
Written content forms

- Short-form social media content
- Holiday-themed blogs
- Business tips & tricks
- Social media hacks
- Infographics
- Holiday-themed emailers
- Gift Guides



Website-based copies

- Attractive landing pages
- Enhance UX by introducing holiday elements



Holiday Merchandise

- Gift Cards
- Seasons Greetings
- Holiday-themed product branding



PROMO OFFERS OUR EXPERTS SAY WORK

You have the content and design ready but how do you promote it? What channels to distribute it through? Which offers do you introduce to grab your target audience's attention? Our experts have given the answers to all these questions too!

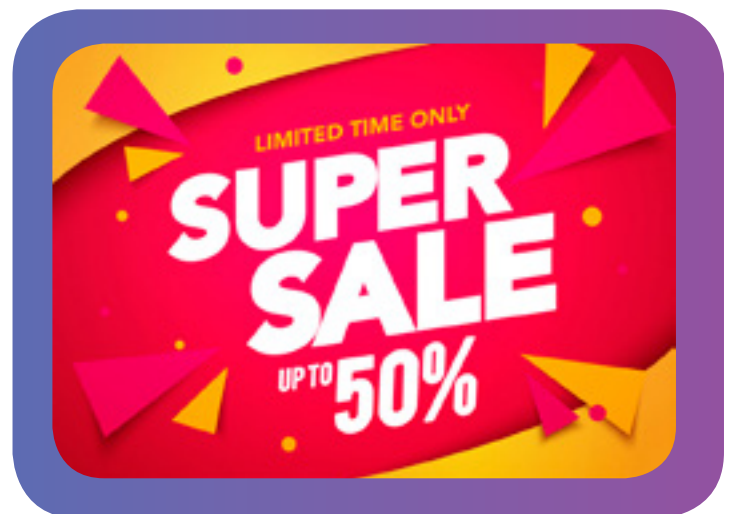
Subscription Offers

- Discounted Coupon Codes
- Dollar Value Gift Card
- Free Shipping
- \$X off towards 1st Consult
- Giveaways
- Buy One Get One deals (BOGO)
- Freebies



FOMO Offers

- Flash Sales
- Freebies to 1st 'X' sign-ups/redeemers
- Limited time offers
- Pop-up discounts



THE KEY-METRICS YOU NEED TO LOOKOUT FOR

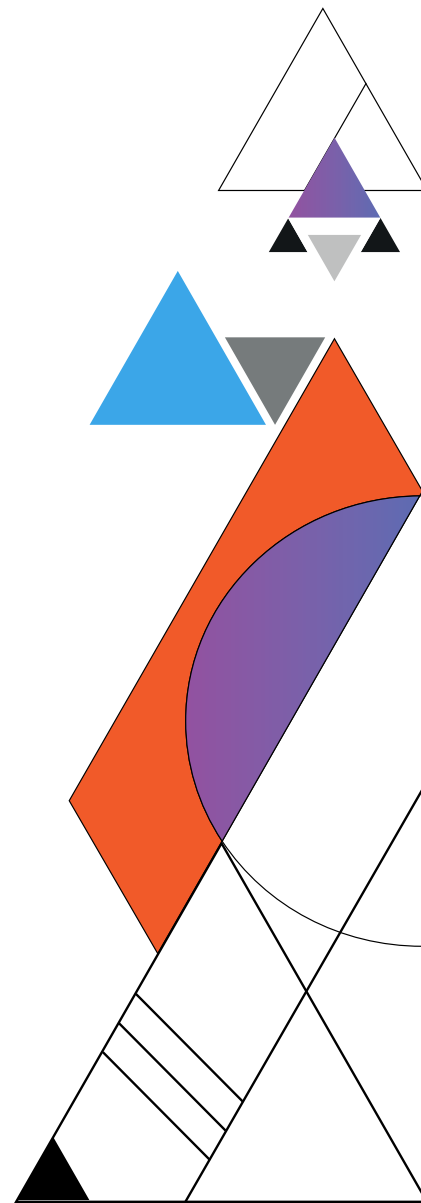
You have designed the perfect campaign, and it is now Live! But what about the post-campaign activities that you need to be aware of? How would you track the success of your campaign?

Here's what you need to keep a watchful eye on

- Click-through-rates
- Time spent on Website
- Vanity metrics - likes, shares
- Customer Engagement Percentages
- Number of coupon redemptions
- Cost per Lead
- Total revenue
- Website Traffic
- Goal Completion
- Reach & Impressions

YOUR HOLIDAY CAMPAIGN CHECKLIST

You now have a fair idea of what aspects of running a Holiday Campaign should you keep in mind. Here's a checklist that you can keep handy while planning the campaign.



CHAPTER - 4

EXPERT INTERVIEWS



After going through so many strategies, feeling confused? Don't know where to start? Well here are some of the industry experts sharing their experiences, preferred strategies, and measurable metrics.

This could be your in-depth guide on where to start, what activities need to be established, how to go about running the campaign, and also how to measure the returns on marketing campaigns - **ROMC**. These practical tips and tricks would help you understand the planning, timeline, and efforts that go behind running a full-fledged holiday campaign or any marketing campaign for that matter of fact.



Michael Anderson



Marketing Specialist, GeoJango

GeoJango is a website that creates custom world maps using the Earth's satellite data. They use custom push pins to give their customers a walk down memory lane. The company believes their maps are a bit different from the mainstream - they create maps to increase awareness about the world.

Michael is a marketing and SEO specialist with GeoJango. He has run various collaborative campaigns with ESPN, Men's Journal, Business.com and many more. He is also the founder of Passport Explored - a website writing on topics of travel, adventure, and culture.

For the Holiday Campaign this year, GeoJango is focusing on brand awareness and increased sales. The messaging they would like to send across is how their products would make the perfect gift for the holiday season.



Here are some of the excerpts from our interview -

Specialized Content around Holidays: We generally produce Holiday themed photography assets to be used in our social media campaigns. This year we also plan to produce and promote a blog post focusing on why our products make a great holiday gift.

Promo-offers: We offer coupon codes during Black Friday, Cyber Monday, and throughout much of December.

Channels of Distribution: Social media promotions on Facebook, Instagram, Pinterest, and email marketing through Mailchimp

Learning from a previous campaign: There was a time where I didn't use URL parameters on each campaign. This made it a bit difficult to see the user's engagement on our website within each individual campaign as opposed to an average throughout all of them.

Goals and Objectives: I think the two most common objectives are an increase in brand awareness and an increase in sales. Our goal for 2019 is to reach as many relevant users as possible and to make them aware of our products as an excellent option for their gifting needs.

Key-metrics: Number of transactions, cost per click, click-through rate, bounce rate, and average time spent on site.

Timeline: We begin planning the campaigns towards the end of October and then we launch them in early November.



Jeff Moriarty



Marketing Manager, Moriarty's Gem Art

Moriarty Gems is a family-owned business with both online presence and a brick-and-mortar store in Indiana, US. They source precious gems directly from the African continent, cutting out the middlemen. The sourcing, cutting, designing, everything is done in-house. The stones are unique and designs are customizable.

Jeff is handling the marketing and website development for this website, as well as our other websites. He is also the reason you found us! If you have any questions on this website or recommendations for it, Jeff Moriarty is the one you can speak to.

This year they plan to push more traffic to their store as well as create a seamless online shopping experience. Being a family-owned business, the budgets are not big so timelines are shorter and more focused.



Here are some of the excerpts from our interview -

Specialized Content around Holidays: We do a lot of videos for our products and our store. More than the rest of the year combined.

Promo-offers: With our online site, we change over to free express shipping. We have the margins to make this work and it helps ensure trust that their gift will arrive on time.

Channels of Distribution: We will be using social media, email marketing, and paid search. These three areas have worked well for us each year so we will be focusing on them again.

Learning from a previous campaign: Coupon codes not working on the website. While it is not always on us, many customers use coupon codes that are expired, enter them in the wrong format or sometimes we set the wrong dates. This has caused many issues in the past.

Goals and Objectives: We are pushing for more foot falls into our store. We plan on leveraging social media heavily, targeting our geographic area with videos, coupons, and offers. We have a set characteristic of our customers so will be focusing our ad-spend on that demographic.

Key-metrics: We will be measuring the amount of “Offers” people bring in from our social media campaign to see if it was a success vs the amount spent.

Timeline: We plan on launching the full campaign on Thanksgiving day. Our budget isn't huge so we are focusing on the main shopping time.



Debashri Dutta



Content Marketer, Blog Tyrant

Blog Tyrant is a free online resource that offers in-depth tutorials, tools, product reviews, and other resources to help you start a successful blog and make a living online. The whole team works remotely and consists of successful bloggers, WordPress experts, social media pros, and more. They are humbly considered thought leaders due to the rapid growth and innovations of their projects.

Debashri is a content contributor with the parent company, AwesomeMotive. She does several guest postings within the digital marketing domain. She tends to produce optimized and informational content pieces that resonate well with the readers.

Blog Tyrant is a part of Awesome Motive and is run with a remote team, hence the campaigns they run are based on giving information to the readers as well as clients of their parent company AwesomeMotive.



Here are some of the excerpts from our interview -

Promo-offers: We do a lot of giveaways during the season since it embodies the spirit of giving. These offers could be in the form of contests, giving insights to loyal followers, and highly engaged fans, etc.

Channels of Distribution: A lot of our content is focused on giveaway contests and promoting it on our different social media platforms i.e. Facebook groups, LinkedIn groups, Slack groups, and our website too.

Learning from a previous campaign: The challenging thing is to get everything ready and bug-free by the time the holidays roll around. The pre-launch activities of the campaign should be well-listed along with deadlines and the owner (team members responsible to fulfill the task).

Goals and Objectives: We try to hit as many goals as possible during this time because there's so much excitement in the air. It's possible to increase conversions, get more traffic, boost social media engagement and build our email list.

Key-metrics: Contests and giveaways by their very nature tend to be very engaging. So, leveraging that during the holiday season is a surefire way to get more traction for our business. Time spent on the website, number of shares, likes, and comments across social media platforms, etc are some of the key metrics we look at.



Nadiia Shevelieva

CMO, Crowdy.ai



Crowdy.ai is a beta-version platform that provides various online marketing tools on the same platform to make your marketing a bit easier. It aims to engage and convert your visitors with social proof and notifications. 9 tools that raise your conversion rate in one simple platform.

Nadiia is the Chief Marketing Officer with Crowdy. Her expertise lies in creating strategies based on the customer journey as well as the buyer persona for the platform. She has published a couple of articles regarding leveraging content for lead gen activities and mapping out content for various stages of the customer journey.

This year Crowdy is working on targeting the correct audience that moves towards activating their app. Since they are beta testing, getting more users to use their app provides them valuable data to perfect their product even further.



Here are some of the excerpts from our interview -

Specialized Content around Holidays: Over the holiday season, we will mostly be focusing on short-form content because people are too busy spending time with their families to read long articles. So mostly social media copy and emails.

Promo-offers: We have a 30% discount on annual plans, as well as an additional month of our product for each new customer you refer to.

Channels of Distribution: Social media (paid targeted ads), email to our subscribers, cold email, paid LinkedIn ads.

Learning from a previous campaign: Mostly targeting. It's really hard to target the right audiences if you sell to a large variety of small businesses.

Goals and Objectives: Increase revenue and product activation, increase signup rates, work on increasing churn. Our goal for 2019 is 1,000 active app users.

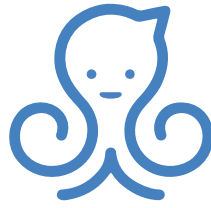
Key-metrics: We measure monthly signups, the number of churned users and the total revenue.

Timeline: We plan all of our marketing campaigns at the end of September, to have enough time to adapt to changes as they come. We slowly start kicking off right after Thanksgiving (with email) and we send out paid ads from the beginning of December.



Fara Rosenzweig

Marketing Manager, ManyChat



ManyChat is a SaaS company serving various small businesses and enterprises with chat marketing. A fairly new marketing avenue, ManyChat helps its customers build custom chatbots based on individual customer personas, marketing needs, and a variety of integrations across platforms. They help entrepreneurs in launching campaigns, acquiring leads, or optimizing funnels with chat marketing.

Fara Rosenzweig is the Head of Content with ManyChat. She follows the latest technology, content trends, social media platform updates, integrating it with marketing campaigns. She can create an overall strategy, plan, and story to build dynamic, top-notch content for consumers where they want to make the brand's website their daily go-to destination.

The holiday campaign for ManyChat surrounds leveraging Facebook Ad campaigns as well as creating content around messenger and chat marketing. It serves both to inform its audience and also retarget the audience to use their product.

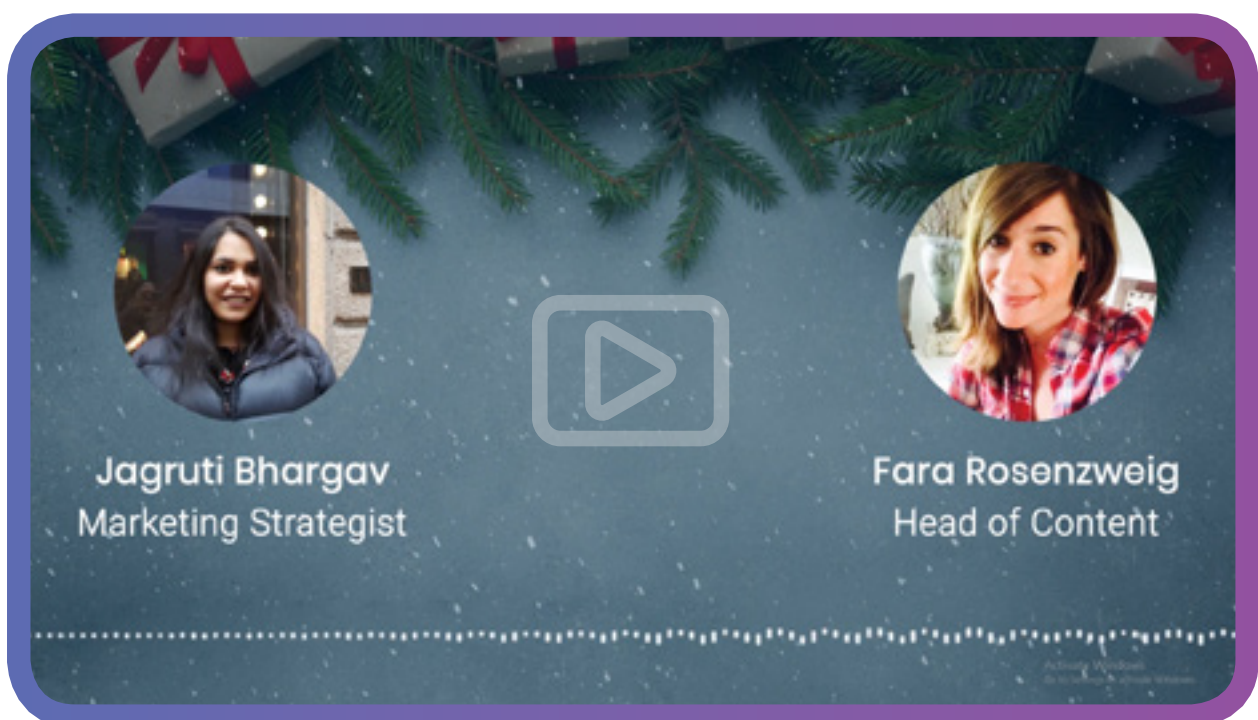


Here are some of the excerpts from our interview -

Specialized Content around Holidays: We have created content that is to help e-commerce business owners understand how to use Facebook Ads. For e.g, how to maximize their bots for holiday purchases, and how to make their bots seasonal. For marketers, we provide content that will help them plan for the following year since the holiday season is an afterthought once it actually arrives.

Channels of Distribution: We encourage our audience to use multiple marketing channels such as Facebook Ads, Facebook Messenger, SMS, and Email.

Timeline: I use Q2 to produce the work that's needed for the holiday season. End of Q2 and beginning of Q3 we share the educational content to marketers and e-commerce/small business owners so they are prepared to create their holiday campaign. By Q4, I'm mapping out the next year. Once holiday season hits, you should be working on the next major seasonal thing in your industry that's in Q1 or Q2.



Stacy Caprio



Founder, AcceleratedGrowth

Accelerated Growth is a marketing agency specialized in growth marketing. The various services they provide use proven methodologies as well as creative, customized solutions to profitably grow your business. They focus on SEO, Facebook Ads, and other paid ad platform services.

Stacy has her strengths in paid marketing and optimizing search marketing campaigns. She has worked with multiple start-ups in Boston, helping them with -

- **Adwords, Bing & Facebook account creation & management**
- **SEO consulting and implementation**

The strategies discussed here include the various campaigns she has run for her clients. The various objectives that these campaigns focus on range from higher conversions to more website visitors to engaged brand awareness.



Here are some of the excerpts from our interview -

Specialized Content around Holidays: Blog posts and ads are the most common form of content I produce over the holiday season.

Promo-offers: I've helped clients push a lot of coupons and holiday-related discounts.

Channels of Distribution: Google, Google Ads, Facebook, Instagram, Websites and more.

Learning from a previous campaign: Sometimes it takes clients a while to work with us to set up conversion tracking so we run a campaign or the client runs a campaign and we aren't able to tell if it had a positive ROI or which parts were working the best.

Goals and Objectives: To drive more traffic and sales and use holiday awareness as a tool to do so.

Key-metrics: Revenue, traffic, and profit are the main metrics I use to measure a campaign's success.

Timeline: A few months leading up to the holidays or anytime the client wants to start their campaign if it is earlier.



Breanne Brown



Digital Content Coordinator, ROI Amplified

ROI Amplified is a full-service digital marketing agency, providing custom digital solutions. Some of the digital marketing services they offer are paid-per-click advertising (Google Ads, Bing Ads, native, social), search engine optimization (SEO), marketing automation, CRM implementation, web design, brand development, email marketing, and more. They are a data-driven marketing agency.

Breanne started off with ROI as a digital content coordinator and holds an interest in design as well. She has worked on projects dealing with both long-form content for blogs as well as short-form content for social media postings. She holds experience in running display ad campaigns.

The holiday campaigns she has run are for her clients from various industries. The content, graphic, and goals vary based on client needs. She has shared amazing insights regarding some of the campaigns she has run for the clients, the metric measurement across various goals for the different clients.



Here are some of the excerpts from our interview -

Specialized Content around Holidays: Depending on the client, I might produce blog posts, custom graphics, social media posts for various social platforms, email blasts, videos, and/or display ads.

Promo-offers: Some of the promotional offers I have put together for clients include discounted products with the use of a promo code, buy one get one deals, giveaway contests, new customer incentives, and free shipping with the use of a promo code.

Channels of Distribution: I use social media channels like Facebook, Instagram, Twitter, and LinkedIn, depending on the client. Additionally, holiday campaigns can be promoted through email blasts, YouTube videos, blog posts, and display ads. These are just some of the platforms used to promote a holiday campaign, and the specific combination of platforms used depends on the client and what the specific campaign is all about.

Learning from a previous campaign: One common setback associated with running a holiday campaign is making sure that the promotions are actually going to produce the intended results. For example, one of our client's main goals is to increase the number of new customers purchasing their product, so we have to find the right balance in the promotion offered that would be enticing to new customers, while at the same time not "giving away" a significant amount to existing customers who use the promo code. Another setback is last-minute creative changes that might need to be made in order to make sure the campaign runs smoothly and customers are receiving the campaign information in the best way possible.



Goals and Objectives: Some common objectives include higher engagement, more sales through promotions, increase brand awareness and new customers. The major goal of our clients' holiday campaigns this year is to increase sales and increase the number of new customers ordering their products.

Key-metrics: We track how many people made purchases using the promo codes for each promotion to determine how successful each campaign performs, as well as track new customers by the number of new email accounts are created at checkout during the campaign.

Timeline: Because Holiday Campaigns fall in Q4, ideally they will be planned and scheduled by the end of Q3. About midway through Q3, I will look back at the analytics of previous campaigns and social posts to see what performed well, and plan the holiday campaign accordingly. A content calendar is put together for Q4, which includes the holiday campaign and any potential promotions. Once the calendar is approved, design assets and social captions are created and sent back to the client for edits. After client edits are made and all assets are approved, the campaign is scheduled out through the end of the year. The entire Holiday Campaign should be scheduled before Q4 starts.



Sarah Kukan



Brand Strategist, Fiore Inspires

Fiore Inspires is a branding agency that helps clients with their brand identity development, influencing consumer behavior, consulting on organizational culture or creative development. We know that without inspiration we aren't going to accomplish anything remarkable or create anything with staying power.

Sarah Kukan is a brand strategist with Fiore. She is an experienced communications and marketing professional with a demonstrated history of working in the marketing and higher education industries. She has run various multi-channel social media campaigns throughout her experience.

She talks about the various promotional offers she has introduced for her clients as well as herself. She emphasizes on the importance of result measurement as well as running remarketing ad campaigns to facilitate the customer journey from awareness to client.



Here are some of the excerpts from our interview -

Specialized Content around Holidays: I produce a variety of content for brands such as Billboards, digital campaigns, social media, blogs, gift guides, direct mailers, giveaways.

Promo-offers: I'd recommend brands looking to grow their audience by kicking off the season with a special offer (coupon code) or with a giveaway (partnered with another page for like, follow, share contest). Getting additional traffic to your page will help increase your page's/brand's visibility and in turn, help you boost sales. We also suggest deals of the day that include a period of special offers (like the 12 days of Christmas), special discounts for each day of the holiday season, pre-black Friday/Cyber Monday sales, flash sales, random drawings and extra gifts. With each purchase, someone should get a free gift.

Channels of Distribution: Facebook, Instagram, Twitter, Website, Blog, Radio, Email

Learning from a previous campaign: Sometimes when creating an offer, you see "clicks" as a huge measurement of success. But the biggest key is whether the person that clicked your ad/post bought your product/service. Failure to have retargeting/remarketing set up is a big fail during the holiday season. Any empty carts or abandoned checkouts are a missed opportunity. Send automated emails following up with special offers to get that visitor back and close the deal.

Goals and Objectives: Common objectives for sales is to see an up-tick in purchases. Set benchmarks to blow past your previous year's goals. This year, I'd set a goal for my clients to increase their online and offline sales by 20% during the holiday season with new ideas.



Key-metrics: Value per visit. This helps you see the average amount of revenue based on the number of visitors to the site and can help you determine how effective your marketing is for a given campaign.

Timeline: As soon as the season ends, you start planning for next season. When the 2018 season ended, I was planning for 2019. Take what worked and what didn't work, figure out how to improve and look for new ways to build it up better for the next campaign. Never be afraid to TRY! That's the beauty of social media. Something that is an epic fail for someone else could be a great success for someone else.

We asked Sarah a couple of other questions regarding a few key results and campaign strategies, and if and how they would work towards getting measurable results.

Here's what she had to say about it.

How can a holiday campaign enhance the personal brand or brand messaging of a company?

Impactful holiday campaigns can enhance the personal brand/brand messaging of a company because they're memorable. The goal of the campaign is to build brand awareness and stay on top of mind of your targeted audience. Any campaign that sticks in the head of your audience is a success, especially when they keep coming back to make purchases and recommend your business to others.



Could you give us an example of using influencer marketing as a holiday campaign strategy?

Partnering with an influencer for the holiday season is a great way to build up your brand presence on social media.

We've teamed up with influencers on giveaways to help kickstart a holiday season. Let's face it, who doesn't want something free?

Even better, package your giveaway with 2 of everything so the winner gets to keep one and give the other as a gift. The winner will talk about how they won and how excited they are, especially if they really love your brand and products.

The influencer allows you to reach new eyes and draw traffic to your page, which is a win-win. However, you don't need influencers to have a successful campaign. Think outside of the box and take risks. Sometimes the craziest ideas are the ones that really pay off the most.

Guerilla campaigns for special edition products - a good strategy to create awareness. Would you agree or disagree?

This all depends. If you have an established trust with your audience, then yes, they can work. The best example of this is when brands let their followers get involved in their product creation. Take Lays for example. Their "Do us a flavor" campaign was killer. They were able to involve their audience and thus develop a new product. There is nothing better than a brand who truly listens and responds to their audience.



Jitesh Keswani

CMO, e-Intelligence



E-Intelligence is a digital agency bridging marketing with technology. They provide innovative, bottom-line centric, sustainable, and future-proof marketing-technology solutions to businesses across the world.

Jitesh is a first generation entrepreneur who strives to provide the finest mar-tech services to small and mid-sized businesses. He has worked in all verticals of business - operations, sales, marketing, finance and recruitment. This helps him view the problem holistically and provide full-stack solutions.

With the holiday campaign strategy, he strikes a balance between producing content for personal brand building as well as producing content for his business. The metrics and setbacks he faced while running campaigns for clients, informs us about the difficulties of running a campaign from scratch.



Here are some of the excerpts from our interview -

Specialized Content around Holidays: As an entrepreneur, I have to keep a plan ready for when the holidays arrive. I like to send out my wishes and gratitude towards my clients and followers with cute GIFs and images. Sometimes I send out simple emails wishing them a great time.

Promo-offers: As a digital marketing agency, the best thing we do for our potential clients is to give them a free consultation. That way, they can judge if we're what they are looking for without spending a penny. The holiday season anyway tends to empty a lot of pockets, and business owners don't need one more thing to worry about.

Channels of Distribution: Our holiday campaign generally includes us sending out emails and posting on Instagram and Facebook. We create exclusive content that will spark a light of joy in our viewer's hearts. At least we try!

Learning from a previous campaign: Initially, when we started with our social media marketing campaigns, it was tough for us to figure out what audience we wanted to target. I don't mean we didn't know them, but we couldn't figure out what sort of content they were interested in. With the trial and error method, we figured their behavioral patterns and their needs.

Key-metrics: When we run campaigns on Facebook, we keep track of the relevancy score. We aim for the score to be at least a 5 and then gradually, with promotion, rise to 6 or 7 scores.



Mike Zima

Founder, Zima Media



Zima Media is a remotely-run agency. It helps small-sized ecommerce businesses. They believe in leveraging modern ecommerce marketing solutions and creativity to scale your business and help you succeed in a competitive world.

Mike, based in Mallorca, Spain, has been helping clients from all over the world. He helps scale Shopify stores differently. They created a Shopify Accelerator, so the clients can hire an external agency to scale their business. This approach can help entrepreneurs focus on customer support instead of channelizing energies with the upkeep of various marketing activities.

With Mike's help one can - add 6 or 7 figures of new growth to your store without having to work a million hours to get there.

In our interview, Mike discusses his plans for 2020, the results and the sort of clients he would aim to on-board. The campaigns and metrics he discusses can be applied to both his personal campaigns as well as for his client-run campaigns.



Here are some of the excerpts from our interview -

Specialized Content around Holidays: It starts with creating landing pages and long-form text content. If you have the budget for graphics and video then you can deliver a quality experience to your visitors.

What Not To Do For Promotions: Try to avoid the cheesy holiday theme. We all know what time of year it is, and the oversaturation of the holiday rush can be nauseating.

Channels of Distribution: Google Ads, Google Shopping first because you can target users on intent or people ready to buy. They are looking for products and services to pull the trigger and remarketing to everyone on all the social platforms if you have a proper tracking setup from earlier in the year.

Learning from a previous campaign: It is not having proper conversion tracking set up by a professional or agency. This little code helps Google and other ad platforms do the math and help show ads to the most qualified clicks possible. Without tracking, it's pointless and a waste of money to run advertising.

Goals and Objectives: New client acquisition. Building a list of new leads and customers to retarget going into 2020 is critical to sustainable growth for the first quarter. It is doubling revenue. Growth is always on my mind, but I will not compromise it get clients that might not be a fit through the door.

Key-metrics: Measuring each marketing channel. Ads, SEO, Social. Evaluate what is bringing the results and double down on it going into 2020.



Cody Warren



SEO Specialist, Hook Agency

Hook is a digital agency specializing in getting leads for the construction companies. They focus on getting more traffic and leads with professional web design and greater visibility with content marketing + SEO.

Cody is an SEO expert with several years of experience and a knack for experimentation. He spends his time running SEO campaigns for the clients and trying out different tricks to leverage SEO techniques for more traffic.

Cody had recently shared an article in which he talks about Authentic Marketing. He touched upon a very important aspect of push marketing. In order to remain true to your audience, a brand should not attach an unnecessary pain point to every solution you offer. This leaves the customer in a bad taste.

Even when planning a holiday campaign, when there is a lot of noise centered around the same, a brand needs to implement a tactic that doesn't seem salesy and resonate with the customer at a personal level.



When asked about how does he feel about running a Holiday campaign since they were just around the corner, here's what he had to say -

Channels of Distribution: Ahh, the Holidays. A truly wonderful time of year for everyone, especially marketers. The cheerful and giving mood makes people receptive to organic marketing efforts. This is where social media is HUGE.

Communication & Messaging is Key: Sure running promotional content on organic social media may come across a little pushy at times, but people are looking for gifts to buy. If you can strike a nerve with a user, you are far more likely to get their attention.

Content-forms: While getting user attention is far easier on social media during the holidays, selling over it is more competitive. With so many other websites holding sales and running promotions it can be hard to compete. Creating overly engaging video content is a good strategy to set yourself apart from competition running similar promotions. The videos don't even have to be overly produced. Simply creating content that is engaging will suffice.



Janet Machuka

Founder, ATC Academy



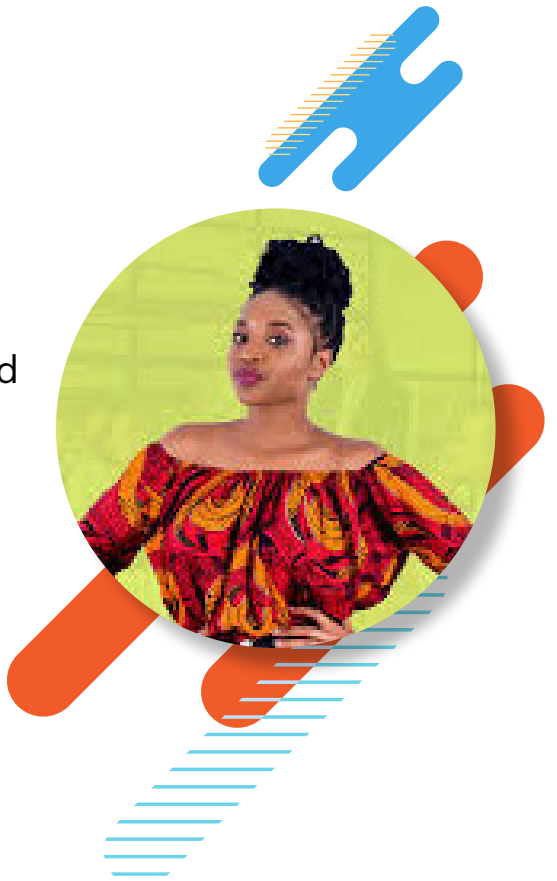
Janet Machuka is a leading authority on helping businesses through their digital transformation of sales and marketing through consulting, training, and helping enterprises large and small develop and execute on social media marketing strategy, influencer marketing, and social selling initiatives.

Founder of ATC Academy, Janet also conducts digital media chats to

#AfricaTweetChat and corporate training.

In addition to being named one of marketing's ten biggest thought leaders in Kenya, Janet has also been recognized as a Kenya's Top 50 Social Media Power Influencer as well as a Business Insider Top 5 Social Sales Influencer.

We had an insightful conversation regarding the do's and don'ts of running a holiday campaign, what form of content is generally produced during the season, and also a checklist of activities that should be kept in mind while running the holiday campaign.



Why is it a good idea to create a social media campaign around the holidays? Like during the Thanksgiving or Christmas?

- People spend a lot of money during the holidays to buy gifts for their friends and family.
- Holidays are an occasion for a company to showcase customer appreciation, along with its culture, brand and staff appreciation. By doing so they build a positive marketing impact through increased visibility and brand affinity.
- A large number of people who spend money during the holidays for leisure and pleasure have access to their smartphones and laptops. Hence, there are high chances of them interacting with the promoted products and services on the online platforms. In one way or the other, they might be compelled to buy due to the discounts and gift additional gift hampers/services.

Certain factors that a business should keep in mind whilst planning the holiday campaign?

- Spending habit/purchasing power : The intent as well as the budget of your target audience.
- Discounts/Free gifts : Discount codes, free trials, gift cards are a few examples
- Human connection: In this case, how the product or service is undeniable to the end users. How can't they be without it during this festive season?
- New products for the market : Special edition products, or customizable holiday features can be added to the branding/product.
- Length of the campaign : Validity of the offer, when should it be initiated, etc
- Glamor to up the mood - appearance of the website & the physical store having pomp & color to excite the masses.



Any particular promotional offers or products that work almost every season? For example, discounted prices or bundled products?

I love anything that is discounted or as an alternative additional gift that is related to it.

For example, having an additional gift hamper of cooking oil after buying a dozen of baking flour.

Words of caution - things a business should avoid while designing / promoting their holiday campaign.

- Never overspend on a campaign hoping to recover after; the campaign might never hit the desired results. Always plan for such scenarios.
- Omitting the Corporate Social Responsibility (CSR) bit in their campaign strategy.
- Forgetting to be human, humorous and in a festive mood.
- Thinking that spending for campaigns during the festive season is an investment. It is one way of making your customers feel appreciated and cared for.



Craig Campbell



SEO Expert, CraigCampbellSEO

Craig Campbell is an SEO expert from the UK with over 15 years of experience. He has been through the journey of being an SEO agency owner to being an influencer. He has run campaigns for his clients and now with a strong personal brand works on his own campaigns.

He regularly features in SEMRush webinars, has spoken at several SEO meetups, organizes his own meetups in Glasgow, and has become a thought-leader for SEO strategies. He has his own podcast series - Craig Campbell's Digital Marketing Podcast.

Why is he different? Craig has gathered and enhanced his digital marketing experience through helping his clients and experimenting by himself. The reason why his techniques work is because he has refined them over the years. His techniques are not only based on his personal research but also through networking with peers across the table. His transition from an agency owner to a thought leader has evolved due to his speaking and teaching engagements within the online world.



Here are his thoughts on running a Holiday marketing campaign -

There are three major aspects that need to be kept in mind while running a holiday campaign - target audience, desired objective, and the theme of your campaign.

For me, personally, pushing out SEO-related content is not beneficial. I'd rather run a promotion-driven campaign over content-driven.

The campaign objective being increased sales.

A full-fledged holiday campaign truly benefits businesses that are into selling Christmas related products or services.

My advice to those businesses would be to focus on extended business hours, run retargeting ad campaigns, and also keep a tab on the previous year's analytics.

Offer Of The Day

I release and offer heavily discounted courses (70%-80% off) during the holiday season. If the price is right, anything can sell. You need to make the selling sound like a good deal to your audience.



Andrea Fuller



Founder, Fuller Digital Strategy

Fuller Digital Strategy is a full-service Digital Marketing shop that can help any size business obtain and exceed their online goals. We are dedicated to making digital marketing simple and easy. Andrea treats each client with a unique perspective. The agency packages technology, in-house & consultancy services, as well as SEO content marketing into one holistic solution.

She predominantly runs holiday campaigns for her clients that include a variety of content and promotional strategies. A healthy mix of both is what receives the most traction in her experience. Her focus lies in increasing brand awareness in order to stay ahead of the compe

She believes that all her clients deserve unique strategies. Marketing is not a one-size-fits-all solution. She builds a conversation with her clients, understand their needs, business goals, also works in-house in order to give tailor-made solutions.



Here are some of the excerpts from our interview -

Specialized Content around Holidays: Campaign specific content in addition to the “normal” content that is produced throughout the year.

Promo Offers: Some eCommerce clients we work with run promotional discounts for certain goods/services during the Holiday Season. We specifically craft messaging for each Holiday. Other clients that are service based run give away promotions (Ex: 30 min of consulting time for the first 20 signups)

Channels of Distribution: The platforms utilized are 100% dependant upon the client and where their target audience(s) are. In the end we utilize all platforms (Social, email, and online ads). We also integrate with offline promotional efforts to ensure consistency in branding and measurement.

Learning from a previous campaign: The biggest setbacks I’ve encountered have been: Not saying no, but letting another 3rd party or the client implement the measurement tracking, and realizing after the campaign has begun that it wasn’t tested prior to launch and isn’t collecting the data needed. Not beginning a Holiday campaign early enough.

Goals and Objectives: The common objectives are to increase brand awareness/market share and sales regardless of industry or type of company.

Key-metrics: Each client also has unique metrics we track that are dependent upon their business goals/campaign goals. An example of this would be cost-per-acquisition of a new client via survey giveaway campaign.



The metrics we measure at a top level are:

Engagement metrics for a website (time on site, bounce rate, average pages visited),

Social Media (follows, likes, shares, etc.) and

Email (open rate, click rate, etc.)

Goal completion - following the funnel we set for visitors to complete. (Sales, form fill, etc.)

Referral metrics (where people came from and which is the most fruitful form of traffic)

Post-Holiday return / engagement rate (determining if the new traffic turns into repeat visits/customers)

Words of Caution: Repeating the same campaign from the previous year. (You would be astonished how many times I've heard we can just dust off the old Holiday campaign.) Beginning the strategy creation and execution till November. If you want to be successful with Holiday campaigns, you need to get the strategy completed by the end of the Summer/early Fall and begin executing a few months before the Holidays.

Definite Winners: The one constant we have found for Holiday campaigns is message quality. If the brand's content hits the mark and resonates with their audience. There is a lot of noise around the Holidays and everyone is offering promotions, so to cut through it means spending time crafting the right message.



Sarah Clarke



Owner, Dufferin Media

Sarah is into social media consulting, branding, and management for businesses across all sizes. She loves to learn about her clients businesses, their goals and challenges and help them achieve their goals and overcome their challenges. Her mission - to help business owners succeed.

She started in the online marketing field in 2003. Working in many areas of online advertising, by 2008 I found my true passion in Social Media Marketing, and in 2012 launched Dufferin Media.

After successfully helping hundreds of businesses grow their business and reach their goals through Social Media, I am now offering my experience and knowledge through Consulting across the globe.

Pro Tip: *Identifying your audience will help you create a better defined plan on what content to deliver and how to deliver it to a specific audience that will generate better results for your business or organization.*



Here are some of the excerpts from our interview -

Experience while running a Campaign: I've helped organize and execute many holiday marketing campaigns for small and local businesses as well as for non-profit organizations and also for my own business, Dufferin Media.

Yes, all content was produced digitally and pushed out via websites and social media. Our graphics team normally prepares a template for a campaign using the colour scheme / logo for the brand or business, and then adds some holiday "flair". Graphic content then gets paired with text for website and social media posts. We sometimes also include a press release.

Business & Personal Brand: The only time I use my personal social media profiles for promotional campaigns is to share the post from the business page to my personal account.

Key-metrics: Metrics to monitor for a campaign would include reach or impressions, engagement, and ultimately clicks or sales if that tracking is available. Secondary metrics may include increase in followers across the brands social media accounts which may be contributed to the campaign and are invaluable long term.

Popular #Hashtags used: #SeasonsGreetings #Christmas #Christmas2019 #Holidays #HolidayShopping #TisTheSeason #HolidayCountdown #ChristmasCountdown #HolidaySale #HolidaySeason #HolidaySpirit #HappyHolidays #MerryChristmas

Leveraging Influence: An Influencer campaign in my opinion now needs to be as authentic and human as possible. Pulling at heartstrings and emotion will have the best overall results for everyone.



Gina Schreck

Owner, SocialKNX



Gina Schreck is the founder of SocialKNX and is a leading authority in this space, speaking globally on the topic, and has not only written several of her own books on the topic but was also the technical editor on the "Idiot's Guide to Social Media".

She was voted one of the top social media coaches in 2015, Best social media blog in 2017, hosts her own podcast - Journey with Gina.

She has been doing marketing since before social media existed where she used to devise marketing and sales strategies for her clients.

When social media was introduced, Gina recognized its potential to become a marketing avenue. Her clients naturally asked her to handle this new shiny object as well! And hence started Gina's journey of transitioning from a marketing leader to a social media influencer!



Here are some of the excerpts from our interview -

Experience while running a Campaign: As an agency, we have set up and managed many campaigns for our clients. The holidays are a great time to remind your audience of all the great products or services that can be given as gifts. We love doing 12 Days of ____ (fill in the blank with your industry or business and Christmas) Select 12 different products or service levels and each day have people share something to be entered to WIN one small item.

We manage a few consumer products that have been fun for holiday campaigns like this.

One is a science and technology education company and they have lots of fun products for “Young Scientists.” We targeted mom-bloggers (influencers for this client) and sent a sample to each one with a special promotional code they could share with their audience if they would like.

We have also created HOLIDAY GIFT GUIDES as a promotional campaign for many different industries in the B2B space. Find micro-influencers and offer them a special discount or free products or services so they can include it in their suggested gifts for the holidays. Find 5-10 items that your ideal audience would love to get or give as gifts and of course include one of your products or services in that list.

People love reading these kinds of blog posts and if you then promote it using ads and social media posts, you will get a lot of traction. It doesn't have to be a consumer product to have fun promotional campaigns around it. Don't forget gift certificates as well. Just about everyone can create an electronic (or hard copy) gift certificate and offer that to your audience.

Specialized content: We produce sweepstakes, blog posts, gift-guides (printed and electronic), videos, graphics, and ads. the more forms you use



the more people you can reach--not everyone reads blogs and not everyone watches videos (YET!)

Business & Personal Brand: We typically suggest people run the campaigns on business pages and profiles and then SHARE them to your personal profiles to keep it all pointing back to the business page.

Key-metrics: Sales and Engagement! We don't even start with the number of followers someone has since these can be gamed or purchased. We want to see which influencers are actually engaging with their audiences so you can get a feel for the level of actual influence someone has. Micro-influencers are often more valuable than big celebrity influencers. Find those who are very active in your space and build a relationship. Show them love and appreciation for the content they share and then offer them special discounts or products to "test and get their input on."

Popular #Hashtags used: #12DaysofFitmas #HolidayGiveaways #Sweepstakes #12DaysOfChristmas #HolidayCheer #BlackFriday #CyberMonday #HolidayShopping #HolidayGiftGuide #ShopForHim #ShopForHer

Leveraging Influence: If an influencer wanted to be a part of a brand's holiday campaign, I would create my GIFT GUIDES with 12 Days of Christmas promos and approach my favorite brands, letting them know that I would love to include their products or services. I also establish a relationship all along to let them know I love their products/services before the holidays.

Words of Caution: Hmmm I can't think of one I would not be a part of unless it was a brand that was not in alignment with my values. Brands have to be careful not to select influencers who are not in alignment with their corporate values--this could hurt the brand's reputation



Ian Anderson Gray



Founder, Seriously Social

Ian is a digital influencer and an entrepreneur with a background in music. He got into blogging when one of his articles gained popularity. He gravitated towards doing content about live videos when his article on Facebook Live went viral.

As a founder of Confident Live Marketing Academy, he helps entrepreneurs to level up their impact, authority and profits by using live video confidently. Seriously Social is a blog focussed on live video and social media tools. He's an international speaker, trainer, teacher, and consultant.

Video content, in today's day and age, has become an important source of interacting with your audience as a brand. When it comes to live video, the engagement and traction are no longer just vanity metrics. The content and delivery then become all the more important factors for a brand to look into. Ian, with his experience, helps businesses master this art of messaging through his personal coaching sessions, keynote speeches, and online courses.



Here are some of the excerpts from our interview -

Experience while running a Campaign: For the past couple of years, I've put on a live video musical challenge called "The Christmas Carol of the Day". I've done this for a number of reasons. Firstly, it's for a bit of fun and to entertain and engage with my audience. Secondly, it's very much down to personal branding. I trained as a professional classical singer, and I help entrepreneurs to produce confident live video. Bringing my singing into this is very much me, and I am demonstrating the power of live video. And thirdly, I'm able to showcase my expertise in live video to help sell my coaching and live video courses.

Specialized content: Last year, to launch it, I got dozens of friends and influencers around the world to sing in a virtual choir - singing

"We Wish You a Merry Christmas" -

<https://www.facebook.com/iagdotme/videos/272269536769780>

Then, in the 12 days running up to Christmas, I broadcasted 2 live videos - one in the morning and one in the evening. I performed a cryptic version of a well known Christmas Carol and asked people to guess the answer. In the evening I performed the actual version and announced the winners. On some of the days, an influencer would perform the cryptic carols and the reveal.

Business & Personal Brand: I ran the campaign on my Facebook page. But I did share with my personal profile. I also used a chatbot to send notifications when I was going live. For me, it wasn't just about sales. But I did sell courses and consultancy from the campaign - so I did track that. But it was all about awareness and engagement. So, for this, I tracked reactions on the videos, plays and watch time.



Popular #Hashtags used: #ChristmasCaroloftheDay #ConfidentLive

Leveraging Influence: It's all about standing out and embracing what makes you who you are. That's why I bring my singing into my campaigns. In my Confident Live Marketing Podcast, I am singing a different theme song at the start of each episode. This makes the content stand out from the noise.

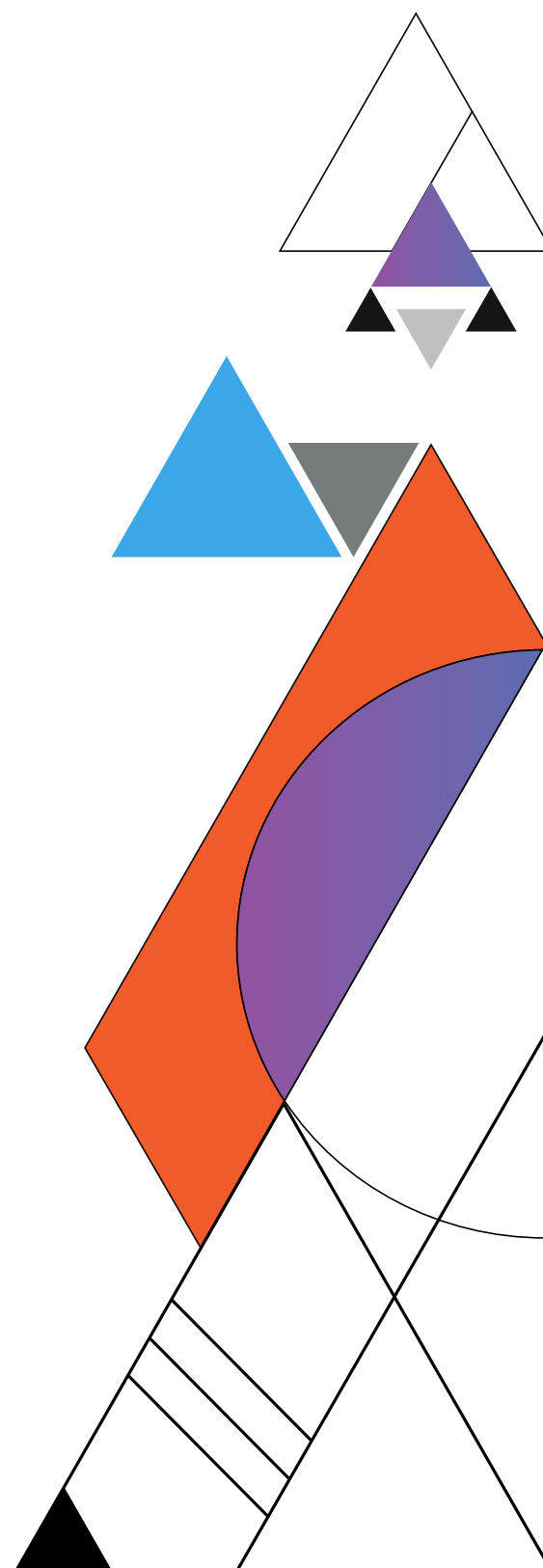
I hope that so far these insights have helped you gain clarity on running your own marketing campaign over the holidays.



HOLIDAY BONUS!! HERE'S THE GIFT OF ORGANISING AN EVENT FOR FREE!

So far we shared the details of running an online marketing campaign. But what about leveraging audience through a physical event? For example, you could be organizing an event around Christmas for your brand ambassadors, giveaway winners, or showing gratitude towards your Holiday collaborators.

One of our collaborators, Zsike Peter, an agency owner, shares the nitty-gritty's of promoting an event for free. All the strategies mentioned below work towards attracting a large audience to your event.



Zsike Peter

vampire digital

Owner, Vampire Digital

Zsike is the founder of the recently formed Vampire Digital, a social media and content servicing business, where she's the chief vampire as well as a social media and content strategist. In between working, parenting her 2-year-old daughter and studying for her next diploma in digital marketing, she can be found hanging from a rock-face in the real world, or on her favorite social media platform, LinkedIn, in the digital world.

Here is what she did when she ran a similar campaign for her client -

The details of this interview is based on a specific campaign Zsike ran for her client. She elaborates on the steps, activities she undertook - A Complete Breakdown Of The Strategy.

So, you're organizing an event. You've secured a fantastic venue, you have created a great program with a couple of well-known speakers, and now you need to get an audience.

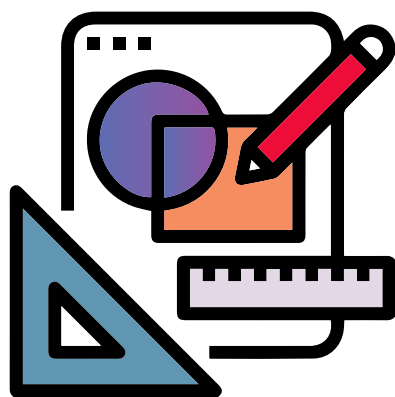
How do you utilize social media to market your event? I'm here to tell you that you don't need to spend any money on ads if you do it right. Social media is free, easy to use, and more importantly, your target market is more likely to see your event, as opposed to getting a cold email that'll never get opened.



Let's break down the strategy

First of all, check out the competition.

See what's been done and how to get your inspirational juices flowing. Don't copy, just analyze the best examples you come across and then create something even better.



Next, create the eye candy!

What you need is an event graphic - Canva is a great free online tool for this. It's packed with ready-made templates and easy-to-use drag and drop features. Walk in the park!

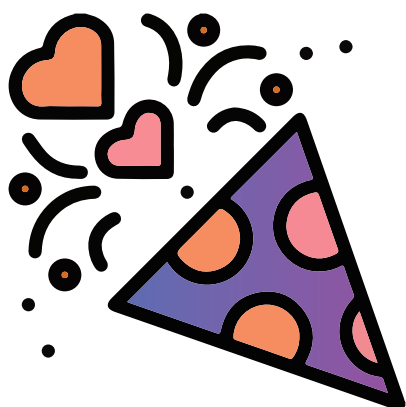
Social proof

remember, people have to give up their time and money if it's a paid event. You need to convince potential attendees that your event is definitely worth their time and/or money. Highlight why the event is relevant to them.



What is your value proposition?

For example, if you're putting on a business networking event - how and why is your event different to all the other ones out there? most business owners are bored of attending the same networking event, but exactly the same as all the other ones out there. What makes your event so unique?



Make sure all the event details are clear

the What - When - Where and Who, if you have special speakers or seminars lined up. What can the attendees expect to see? What will they learn, who will they see? Answering all of these will increase people's motivation to sign up for your event. Make it all clear and easy info to find.

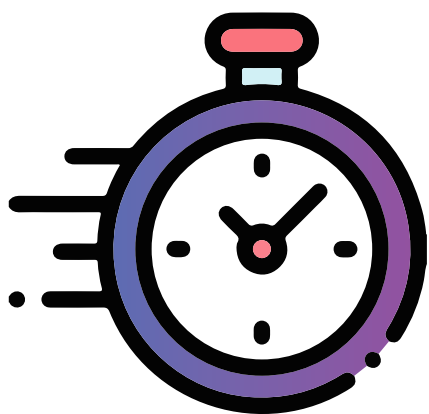
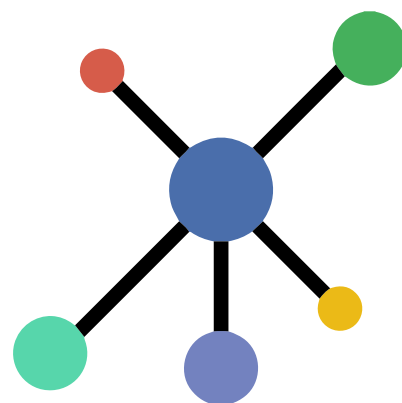
Clear call to action!

What should the reader do once they've read about your event? Book... pre-register? Remember, people are more likely to turn up if they had to register for something - it's that typical psychological thing to do with making a commitment.



which social platform can your audience be found on?

Generally, B2B businesses are on LinkedIn, B2C businesses are on Facebook/Instagram Twitter - but this can depend on their industry and where their own target clients are likely to be present. Do some digging. You might want to target multiple channels and tailor your posts accordingly.



Timing

give people plenty of notice!
Post your event at least
2-3 months in advance.

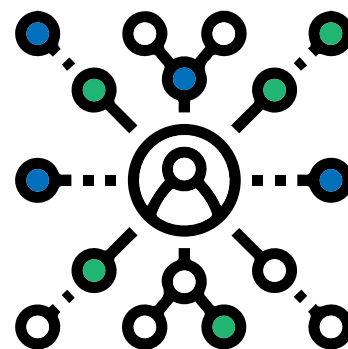
Frequency

don't overdo it! Post about it once a week at the most. Your followers/network will quickly get bored and unfollow/block you otherwise. You could crank up the frequency during the last two weeks leading up to your event, but be careful not to push the same message too often. Change things up a bit, use different graphics and wording and don't post every single day!



Ask your network to spread the news

this way you'll gain a wider reach and hopefully more interest in your event.



Finally, it's worth setting up your event on Eventbrite

stating the obvious but you'll get even more eyes on it. Ideally, do this before you start your social media campaign, so you can include the event link in every update you're posting about your event.



CONCLUSION

Running a powerful holiday marketing campaign has become a vital component of any annual marketing campaign for businesses of all sizes. Yes! We have compiled a simple end to end guide through in this ebook for you to understand the success secrets of a holiday campaign.

We have shared some insightful steps, tips, techniques, dos/don'ts, various types of content that will be useful, promotional strategies with some pro tactics. This eBook will help you create, launch, and run a smooth yet result-driven holiday marketing campaign across all the channels. Making it worth each penny and dime you spend from scratch to glitters.

Don't forget to check out the Expert's interviews and some exciting deals they are offering, waiting for you to encash it. Happy Holidays!



WHY LOVE SOCIALPILOT?

Small Businesses & Professionals

- Apply analytics and analyze what works
- Post from wherever you like
- Content suggestion- you are never out of content
- Priority email support - always on time

Marketing Agency & Teams

- Collaborate with your team using in-built workflows
- Manage client profiles without their credentials
- White label PDF reports sharing with your personal branding touch
- Priority support over email and phone

Enterprise

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- Brand it with a complete white-label platform
- Just yours - dedicated account manager for all your support

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About SocialPilot

A SaaS product, SocialPilot is a comprehensive social media marketing tool that helps professionals, teams, and businesses automate their social media management. It helps customers at every step - right from publishing posts on their profiles to analyzing their posts' performance.