

# Make Your Holiday Marketing the Gift That Keeps on Giving

'Tis the season for those robust holiday marketing campaigns you've been planning all year long. But why stop when the ball drops? Learn how to reap the benefits of your holiday campaign beyond New Year's Eve.

## Take a Look at the Ghosts of Holidays Past

Analyzing last year's trends can help boost this year's campaign results. Here's a snapshot of what went down in 2015:



**~3**  
more online shopping purchases per shopper from December 13–19, 2015—slightly higher than in 2014 (2.9)<sup>1</sup>

**TIP 01**  
**Holiday marketing isn't just for retail.**

Whether you are a travel agency, university, health care provider, or asset management firm, your consumers behave differently during the holidays. Adapt to your consumers to increase customer acquisition, retention, and loyalty.

Increase in offline spending trends from Nov. 1, 2015–Dec. 26, 2015:<sup>1</sup>



## Mingle at the World's Biggest Holiday Party: Social Media

Don't be a Scrooge. Stay social throughout the season to increase brand engagement.

**TIP 02**  
**Respond to customer feedback on social media** throughout the year, so your good reputation shines during the holidays.



**55%** of respondents say a brand's social presence has at least some influence on their decision-making during the holiday season.<sup>2</sup>



**45%** of digital buyers worldwide says that reading reviews and comments on social media influences their digital spending.<sup>3</sup>

## Be Patient with Your Holiday Guests

It's easy to feel exhausted after putting all your energy into the holiday stretch, but turning holiday customers into repeat customers will pay off.



The average repeat customer spends **67% more** in months 31–36 of their shopping relationship than in the first 6 months.<sup>4</sup>



**75% of revenue** is from repeat customers for companies that have mastered customer retention.<sup>5</sup>

**TIP 03**  
**The more you engage with your customers, the more they'll spend with you in the long run.**

Create a post-holiday campaign to keep the relationship growing.

## Retargeting is the New, Better Version of Regifting

Just because you didn't nail it during the holidays doesn't mean there isn't hope for the future.

**TIP 03**  
**A solid retargeting strategy can keep revenue and conversation coming in long after you've packed away the lights.**

Facebook retargeting campaigns gave U.S. marketers a(n):<sup>6</sup>



**92%** increase in impressions



**33%** lower cost per action

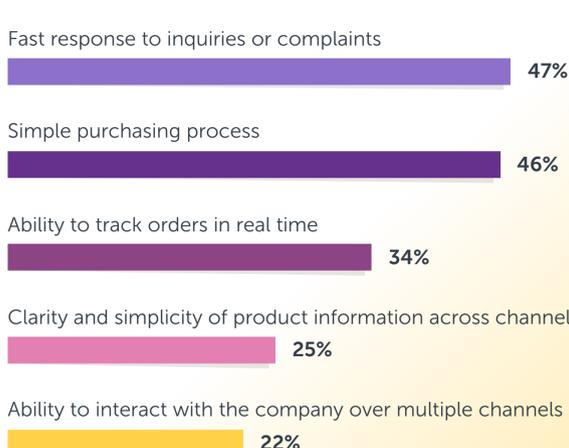


**26%** lower cost per click

## Spread Holiday Cheer All Year

Convert new prospects by getting on their *nice list* during the holidays, and stay on it throughout the year.

Consumers have identified the following as leading to a positive experience:<sup>1</sup>



**TIP 02**  
**Find creative ways to provide an unforgettable customer experience every time a customer makes a purchase.**

Whether it's free add-ons or a simple thank you email, a little goes a long way.

Holiday marketing often sees significant ROI, but think of what you could be seeing all year round if your efforts extended past New Year's Day. Let your holiday marketing campaign set the tone for a successful year ahead.

To get started, check out our ebook, "8 Steps to Creating an Effective Holiday Marketing Campaign."

<sup>1</sup> "2015 Holiday Wrap-Up," 2015, The NPD Group

<sup>2</sup> "How Social Media Affects Purchasing Decisions," 2016, G/O Digital

<sup>3</sup> "They Say They Want a Revolution: Total Retail 2016," 2016, PricewaterhouseCoopers

<sup>4</sup> "The Path to 2020: Marketers Seize the Customer Experience," 2016, Marketo, The Economist Intelligence Unit (EIU)

<sup>5</sup> "2015 Benchmark Report Series: Ecommerce Growth," 2015, RJ Metrics

<sup>6</sup> "Facebook by the Numbers 2015," 2015, AdRoll