



Tips & strategies for marketers during Christmas

Unwrap your success



This is the season to sell!

As the holiday season approaches, marketers are already gearing up. With twinkling lights, festive cheer, and the spirit of giving in the air, Christmas presents a unique opportunity to connect with your audience and drive sales to new heights.

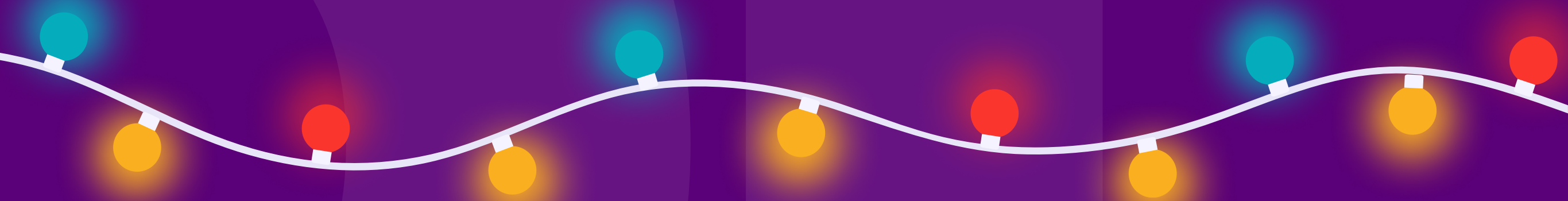
Here are a few tips and strategies for your Christmas campaigns:

- 01 Be emotional. Tell a story
- 02 Christmasize your offer, service and website
- 03 Increase your reach and engagement
- 04 Make your ads stand out in people's feeds
- 05 Boost your pre-peak and post-peak sales
- 06 Don't forget on Black Friday
- 07 Reach your past audiences. Again
- 08 Automate your campaigns

On the following pages, we will describe each tip in detail.

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Be emotional
Tell a story



Be emotional Tell a story

Are you still working on your campaign theme? Emotions should be the main ingredient. Christmas is all about giving to others which companies tend to exploit. This led people to hatred of purchase focused advertisements. Shift the focus from product or service and try to tell a story.

The power of storytelling in marketing

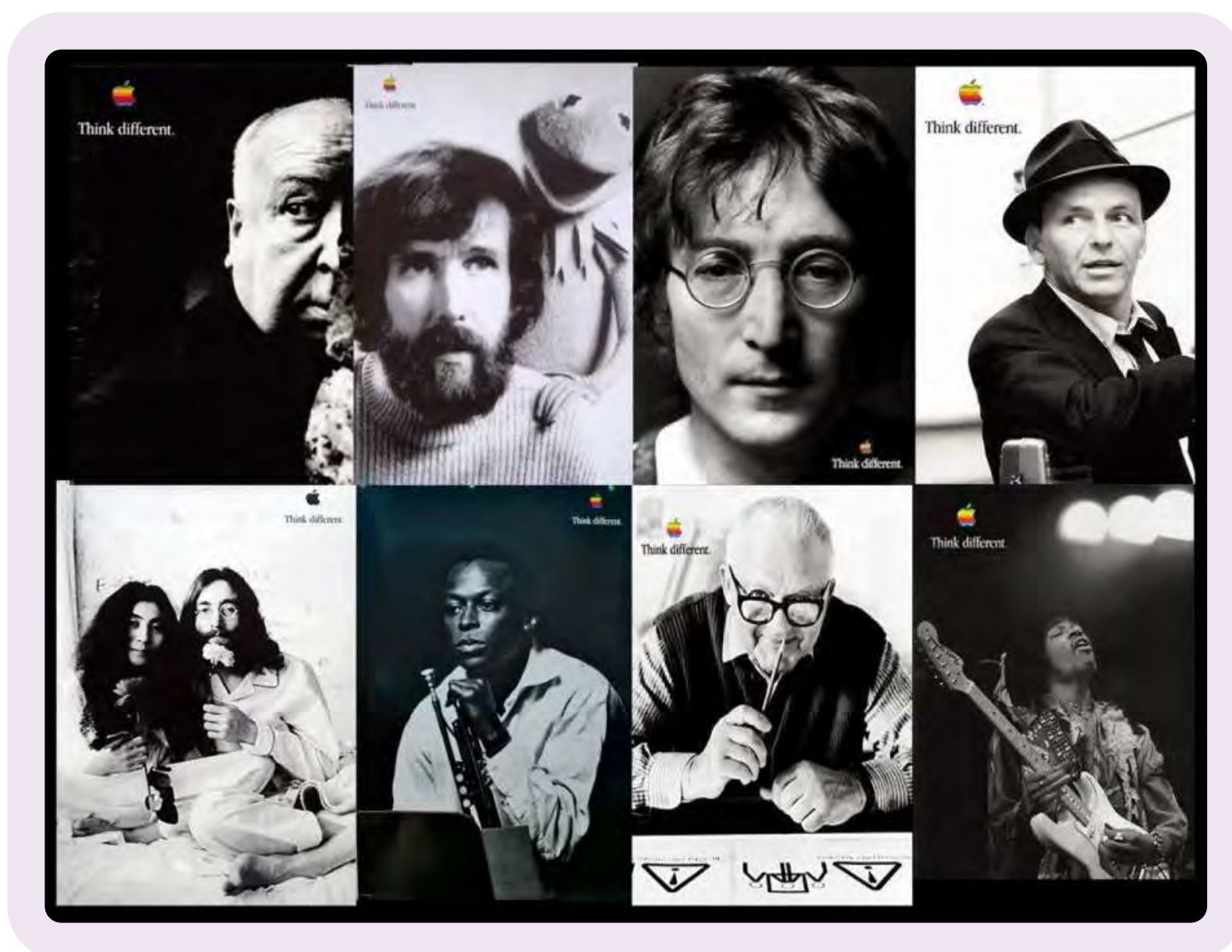
Many marketers tend to bombard their target audience with facts, statistics, product features, brand values and characteristics, hoping to appeal to the customers' logical thinking. However, relying solely on these elements can be overwhelming for consumers.

A more effective approach is to craft stories that establish a close connection with the audience. Stories resonate with people because they offer context, evoke emotions, and foster empathy. This humanizes the brand and makes it more relatable to consumers. Mastering the art of storytelling is arguably one of the most critical skills for modern marketers.

This is how Apple does it

“Think Different”

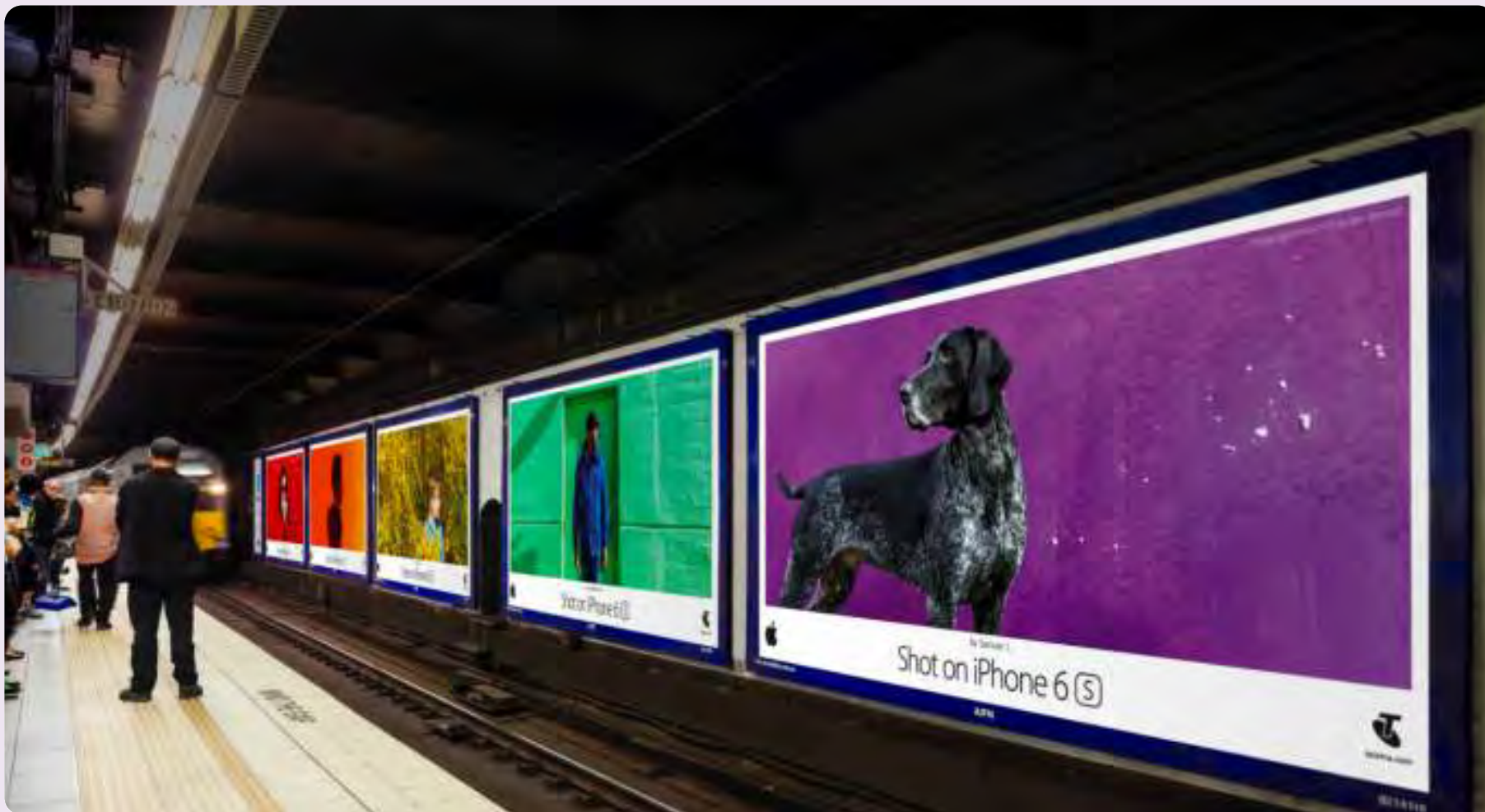
This iconic campaign, launched in 1997, celebrated the rebels, the dreamers, and the visionaries who dared to think differently. The campaign featured influential figures like Albert Einstein, Martin Luther King Jr., and John Lennon. By associating their brand with these visionary individuals, Apple conveyed the message that their products were not just technology but tools to empower creativity and change the world.



This is how Apple does it

“Shot on iPhone”

Apple's “Shot on iPhone” campaign showcases stunning photographs and videos taken by everyday iPhone users. The campaign highlights the quality and capabilities of iPhone cameras while celebrating the creativity and storytelling abilities of their customers. It brings a sense of relatability and authenticity to the brand.



Topics you may want to focus on

- Embrace the Christmas spirit. Focus on joy, warmth, and magic
- Nostalgia and traditions. Celebrate cherished memories
- Traditions around the world
- Acts of kindness and generosity
- The gift of giving. Highlight the joy of giving and receiving
- Overcoming challenges. Share stories of resilience and triumph
- Celebrating togetherness. Emphasize the importance of family and friends
- Wishes and dreams
- The joy of giving back. Inspire with charitable initiatives and impact

10 tips for story-driven marketing during Christmas

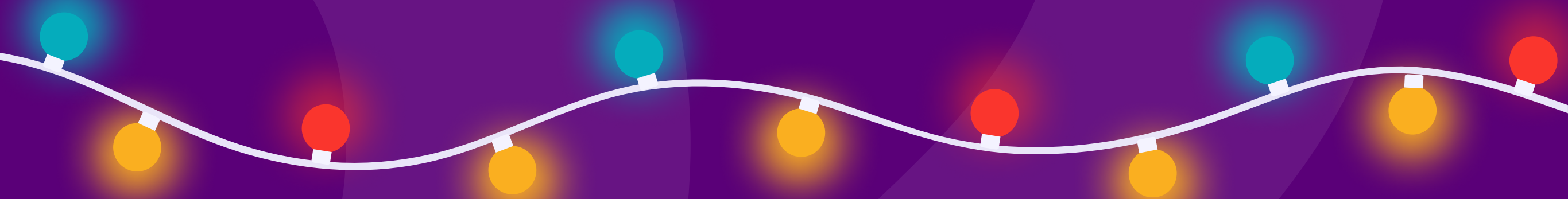
1. You must **know your audience**. Understand your target audience's preferences, interests, and values to tailor your story to resonate with them effectively.
2. **Start with emotion**. Begin your story with an emotional hook that draws the audience in and sets the tone for the narrative.
3. **Create authentic characters**. Your audience has to connect with them on a personal level.



1. **Show, don't tell.** Use descriptive language and vivid imagery to immerse the audience in the story, making it more engaging and memorable.
2. **Keep it simple.** The more complex the plot you create, the higher is the chance your audience won't get the point.
3. **Conflict or challenge** could be the key. Introduce challenges or obstacles that characters must overcome, adding depth and tension to the story.
4. **Involve the senses.** The sounds, textures, and music enhance the storytelling experience.
5. **Don't rely on clichés.** Above we might have listed some used themes for Christmas campaigns. But being original could win the hearts of your audience even easier.
6. The whole point of your campaign should **align with your brand's values.**
7. **Don't overwhelm with details.** Unnecessary information may distract from the main message.



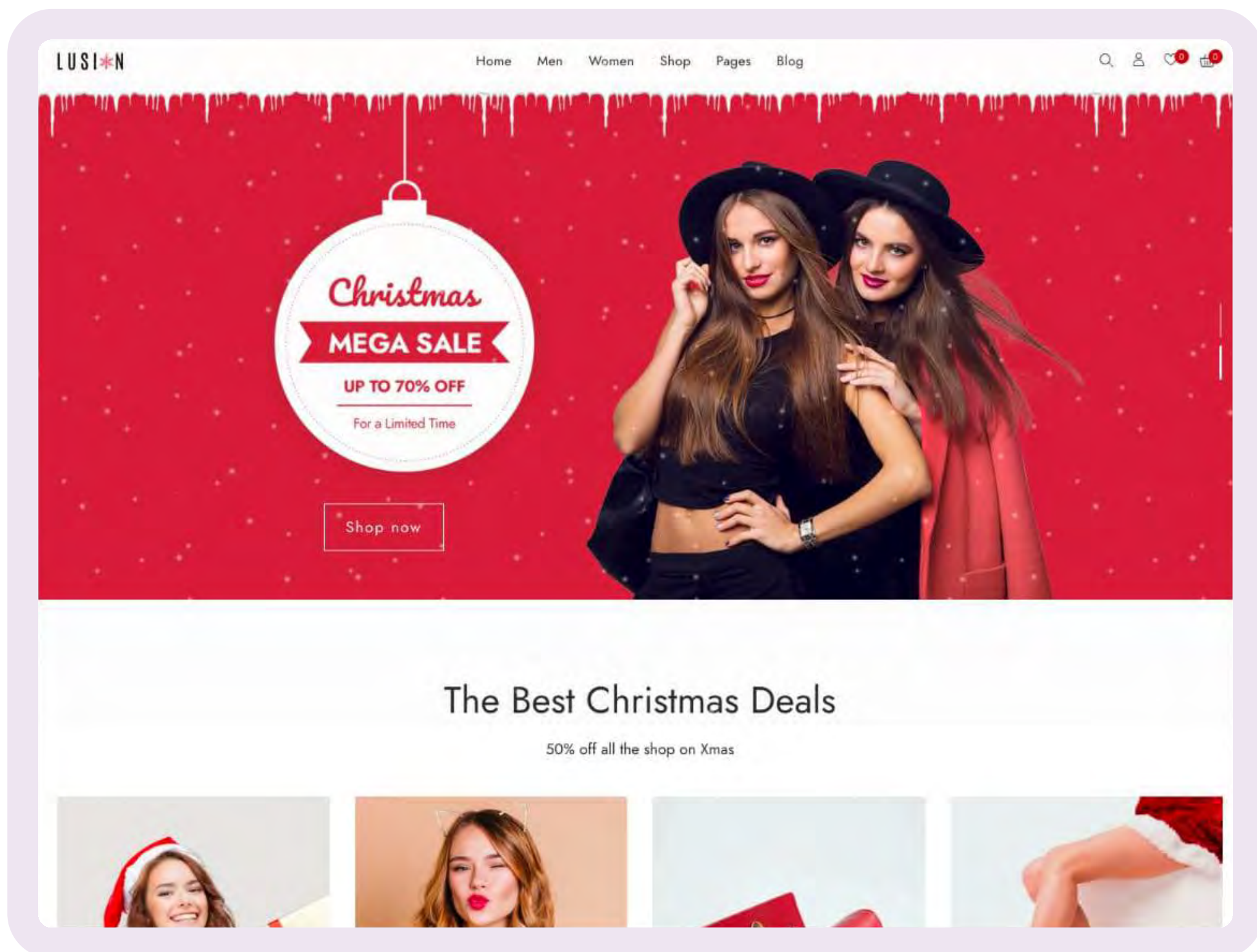
Christmasize your offer, service and website



Christmasize your offer, service and website

1. Create holiday-themed landing pages

Design dedicated landing pages that capture the festive spirit. Incorporate Christmas visuals, colors, and messages that resonate with your audience. Highlight your special holiday offers prominently on these pages. And don't forget to make your message emotional.



2. Make your logo and brand symbols Christmassy

From enchanting snowflakes and icicles to cheery Santa hats and cozy sweater patterns, adding these Christmas elements is a simple yet effective way to infuse the holiday spirit into your online presence.



Though the logo is the most visible symbol of your brand, don't forget about the others. Consider featuring Christmas photos of your ambassadors or including jingle bell sound in your signature tune – the possibilities are endless! Play with it and let your creativity shine.

3. Build trust and authenticity

How? It's quite simple:

- Share positive reviews and testimonials of your customers
- User-generated content builds personal connection between you and your customers
- Trust badges of known review platforms or certifications help increase trustworthiness

- Introducing your team should help you humanize your brand
- Offer real-time support. Live chat feature can alleviate doubts and increase trust

4. Engaging Christmas content

Publish engaging blog posts, videos, or social media content that revolve around the holiday season. Share gift guides, DIY ideas, and heartwarming holiday stories to keep visitors coming back for more.

5. Transparent return policies

Clearly communicate your return and refund policies. A transparent approach builds confidence in buyers, knowing they can shop with peace of mind, should they need to return a product. Many shops extend their return policies to allow buyers to return unwanted gifts. And it usually pays off.

6. Give gifts to your customers

Even a small gift can create a memorable shopping experience. Offering a free healthy Christmas cookie to a customer purchasing nutritious food can yield double benefits. Not only will your customer be happy to receive a thoughtful gift, but if they enjoy the cookie, they might place an order for an entire package later. It's a simple yet effective way to leave a positive impression and potentially generate repeat business.



Make your Ads stand out in people's feeds



Make your Ads stand out in people's feeds

During christmas season, everyone's facebook feed is flooded with Ads. You might notice an increase in CPC once this happens. Less reach, less clicks, more money per click. Bad visuals could kill your whole campaign. This is the time when you should focus on the content of your Ads – claims, copy and mainly – images.

Making your Ad visuals noticeable will help you in many ways:

- Your CPC will decrease
- People won't miss you in overflowed feeds
- Traffic will skyrocket, empowering your remarketing
- Conversions and revenue will more likely grow too

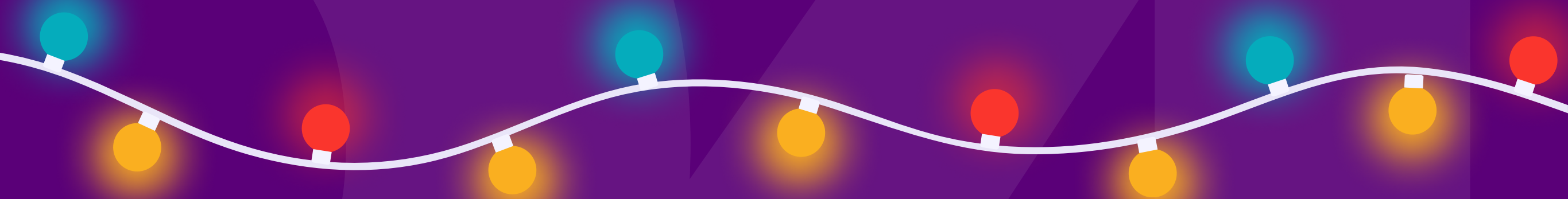
TIP

Did you know that you can improve the content of your Dynamic Product Ads? With Dotidot's Image Editor your Ads could look like this:





Increase your pre-peak and post-peak sales



Increase your pre-peak and post-peak sales

What's the trick? Time limited offers. If you're prepared for increased traffic and purchases, why not capitalize on them? Essentially, you have two options:

1. Boost your sales before the season starts

Launching a time-limited offer (for example, a 20% discount campaign) can distribute some conversions over time, reducing the heavy load during the peak season and increasing conversions now.



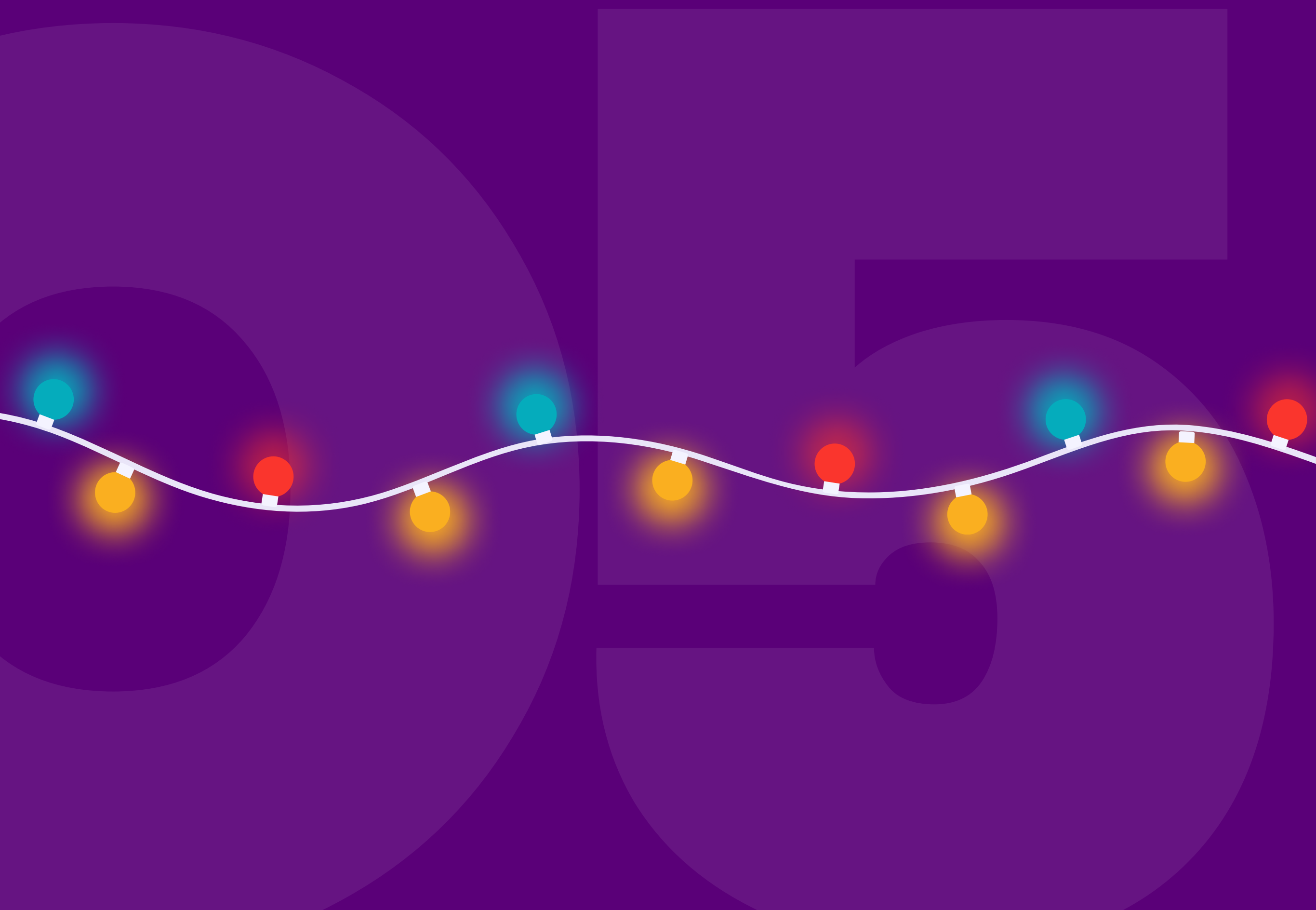
2. New year's sale

People even expect you to do this. It's been a tradition for shops to run huge sale campaigns right after Christmas ends. So, don't disappoint your customers and offer them some nice discounts.





Don't forget about Black Friday



Don't forget about Black Friday

On Black Friday, brands offer significant discounts and promotions, attracting eager shoppers both in physical stores and online. It marks the beginning of the Christmas shopping season and has become one of the busiest and most lucrative shopping days of the year.

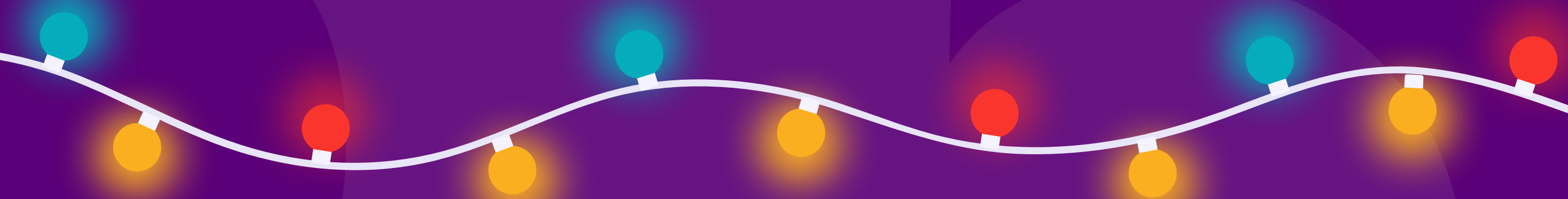


Why should you run a Black Friday campaign? Here's three main reasons:

- **Boost sales, obviously.** This is an excellent opportunity to boost revenue significantly in a short period.
- **Clear out inventory.** Make way for new products and improve your cashflow.
- **Attract new customers.** Black Friday campaign increases brand visibility and creates buzz around your business, especially if you promote your offers through various marketing channels.



Boost your paid advertising



Boost your paid advertising

While businesses during the past year seek to cut costs, investing in advertising can yield significant returns and propel your brand to new heights. But what exactly are the reasons why you should consider boosting your advertising spend?

- **Increased brand visibility.** A higher advertising budget allows you to reach a wider audience and increase your brand's visibility. By exposing your products or services to more potential customers, you create more opportunities for sales and growth.
- **Stay ahead of your competitors.** Industries are constantly evolving, and competition is fierce. By investing more in advertising, you can stay ahead of your competitors and secure your market position. Maintaining a strong presence in the market helps establish your brand as a go-to choice for consumers.
- **Leverage new marketing channels.** With a larger budget, you can explore and experiment with new advertising channels and technologies.
- **Enhance your customer's engagement.** Increased advertising spend allows you to create more engaging and personalized campaigns. This deeper connection with your audience can lead to higher customer loyalty and repeat business.

Tips for maximizing your advertising campaigns

- **Define clear objectives.** Before launching any campaign, set specific and measurable objectives. Whether it's increasing website traffic, boosting sales, or building brand awareness, having a clear focus will help.
- **Personalization matters.** Understanding your target audience and delivering tailored Ads could greatly increase your ROAS.

TIP

This is where automation via Dotidot shines. Did you know that by setting up rules you can create personalized ads for every single product, page or category and deliver it to your target audience? This boosted the effectiveness of Dotidot's client even to up to 720 % ROAS.



+ 163 %

conversion
rate

BRASTY

+ 199 %

increase of
CTR

ZOOT.

- 36 %

cost per
conversion

SAMSUNG

- **Utilize multiple platforms.** Don't put all your eggs in one basket. Diversify your paid advertising efforts by leveraging multiple platforms from social media and PPC to bidding platforms or shopping comparators.

TIP

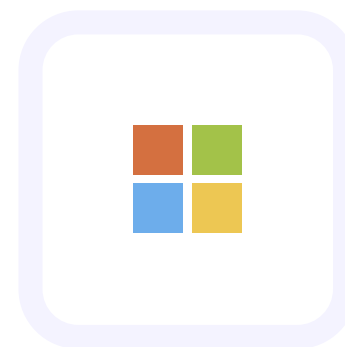
With Dotidot you can cover your entire performance marketing from one single place. Launch your PPC campaigns on Google, Bing or Seznam. Automate campaigns on Facebook and Instagram. Manage feeds for your shopping comparators, marketplaces or bidding platforms.



Google Ads



Facebook



Microsoft Ads



Heureka



Allegro



Glami



Idealo



Billiger

- **Invest in compelling creatives.** High-quality and visually appealing creatives are crucial for capturing your audience's attention. Whether it's images, videos, or written content, invest in captivating creatives that align with your brand identity and message. Every single Ad content should be fine-tuned.

TIP

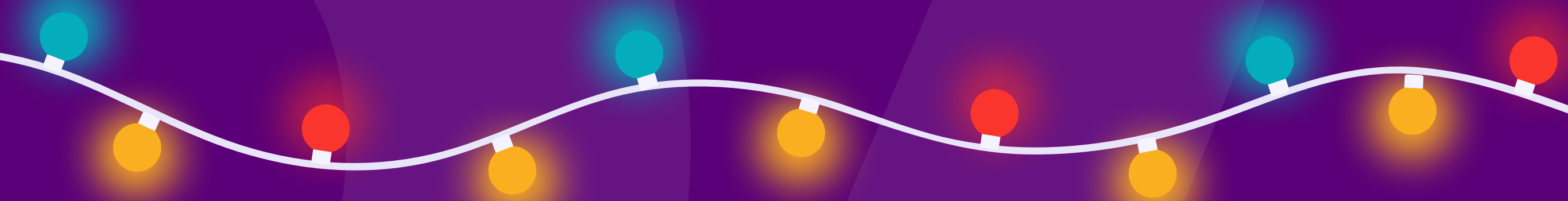
As it was mentioned before, Dotidot offers you a way to upgrade your Dynamic Product Ads in Meta campaigns to the whole new level. So why not transform your best performing DABA and remarketing campaigns into conversion machines?



- **Test and optimize.** A/B testing is an invaluable tool for continuously upgrading your campaigns. Experiment with different ad copies, visuals, and targeting options to identify what resonates best with your audience. Continuously optimize your campaigns based on the results to improve performance.



Increase your reach and engagement



Increase your reach and engagement

With a large portion of consumers turning to the internet for their Christmas shopping, it's essential for online shops to maximize their reach and engagement. Social media is a powerful tool for achieving these goals.

Why Social media matter?

- **Unlimited user base.** Social media platforms, such as Facebook, Instagram, Twitter, and Pinterest have billions of active users. This vast audience provides online shops with an opportunity to connect with potential customers, including those who may not have encountered their brand.
- **Real-time interactions.** Social media enables direct communication between brands and customers. Prompt responses to comments, and messages build trust and encourage users to make purchases.
- **People love Christmas content.** Social media users love sharing christmas-themed content, including gift ideas, decorations, and recipes. By tapping into this trend, businesses can increase their visibility as users share their products within their social bubble, spreading the word further.

Type of content you might want to include in your communication

Contests and Giveaways

Encourage user participation by hosting holiday-themed contests and giveaways. Ask followers to share their favorite Christmas memories, tag friends, or repost your content to enter. This approach not only increases engagement but also broadens your reach as users invite their connections to participate.

Use interactive features

Instagram and Facebook cooperates with platforms that offer interactive features, such as polls, quizzes, and question stickers. These tools can be utilized to gather insights, drive engagement, and create a two-way dialogue with your audience.

TIP

Some of these tools are [Woobox](#) or [SocialSprinters](#).

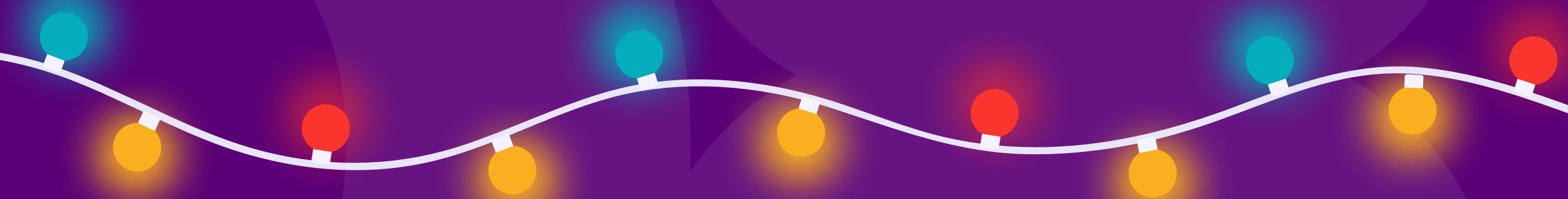


Try live streaming

Live streaming has become a popular way to interact with followers in real-time. Host live sessions showcasing your products, offering special discounts, or providing behind-the-scenes glimpses of your business preparations for the holiday season.



Automate your campaigns to improve your effectiveness



Automate your campaigns to improve your effectiveness

No, we are not trying to sell our product right now. This is a belief we hold, and it's shared by world-famous brands such as Samsung, Alza, Philips, Mall, Allegro, and many others who are leveraging Dotidot to automate their campaigns. They have numerous good reasons for doing so:

- Thousands of campaigns under your control
- Perfectly tailored Ads for one specific user
- Increased effectiveness. Lowering costs while increasing sales is what automation does
- Less errors in the content of your Ads
- No more outdated information about availability or price

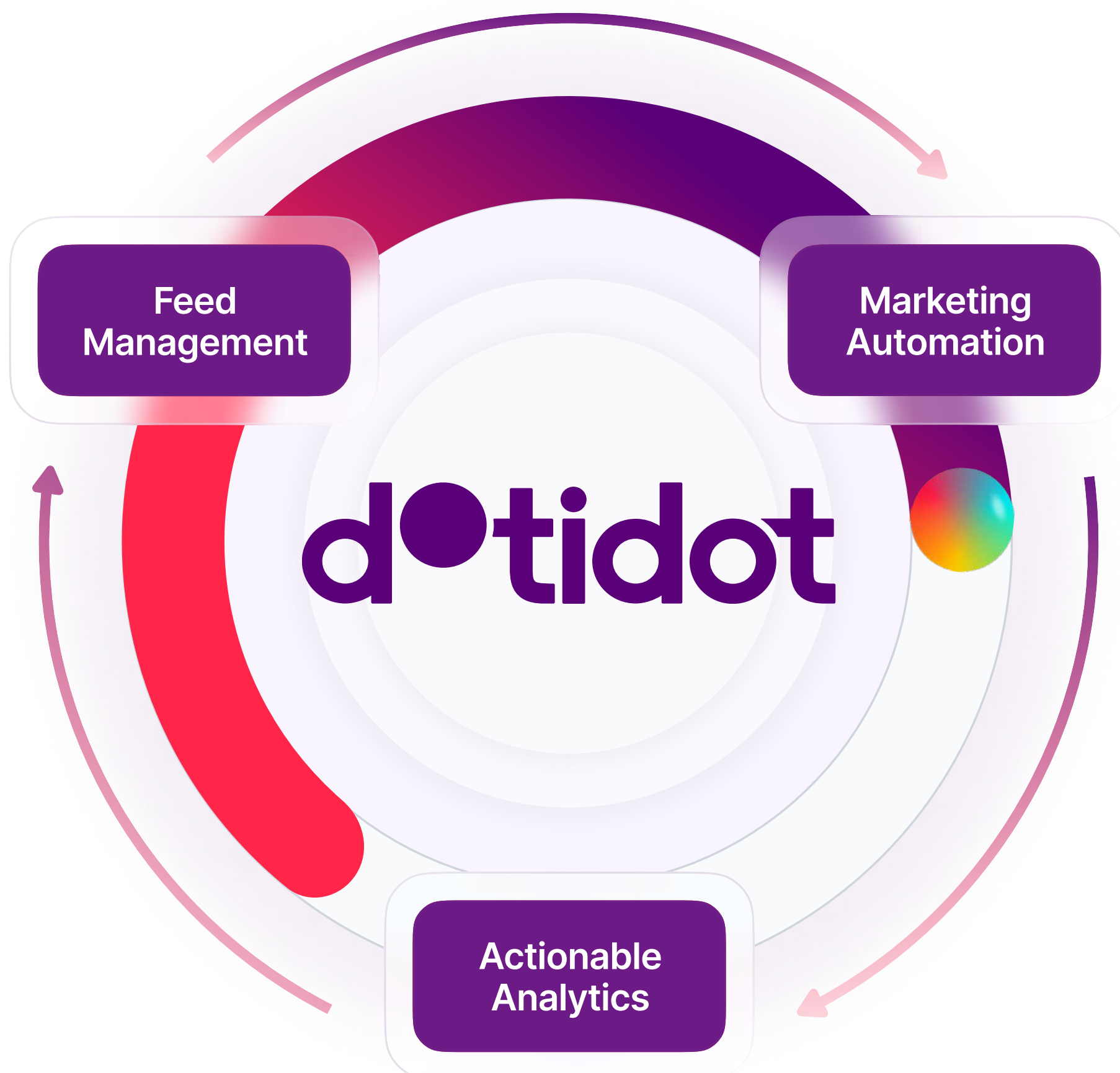


There are numerous automation tools available, but none are as complex as Dotidot. With Dotidot, you can professionally manage your data through feed management, automate your campaigns, fine-tune your content with the Image Editor, and then measure and evaluate the performance of your Ads with Actionable Analytics..

[Manage your data the right way >>](#)

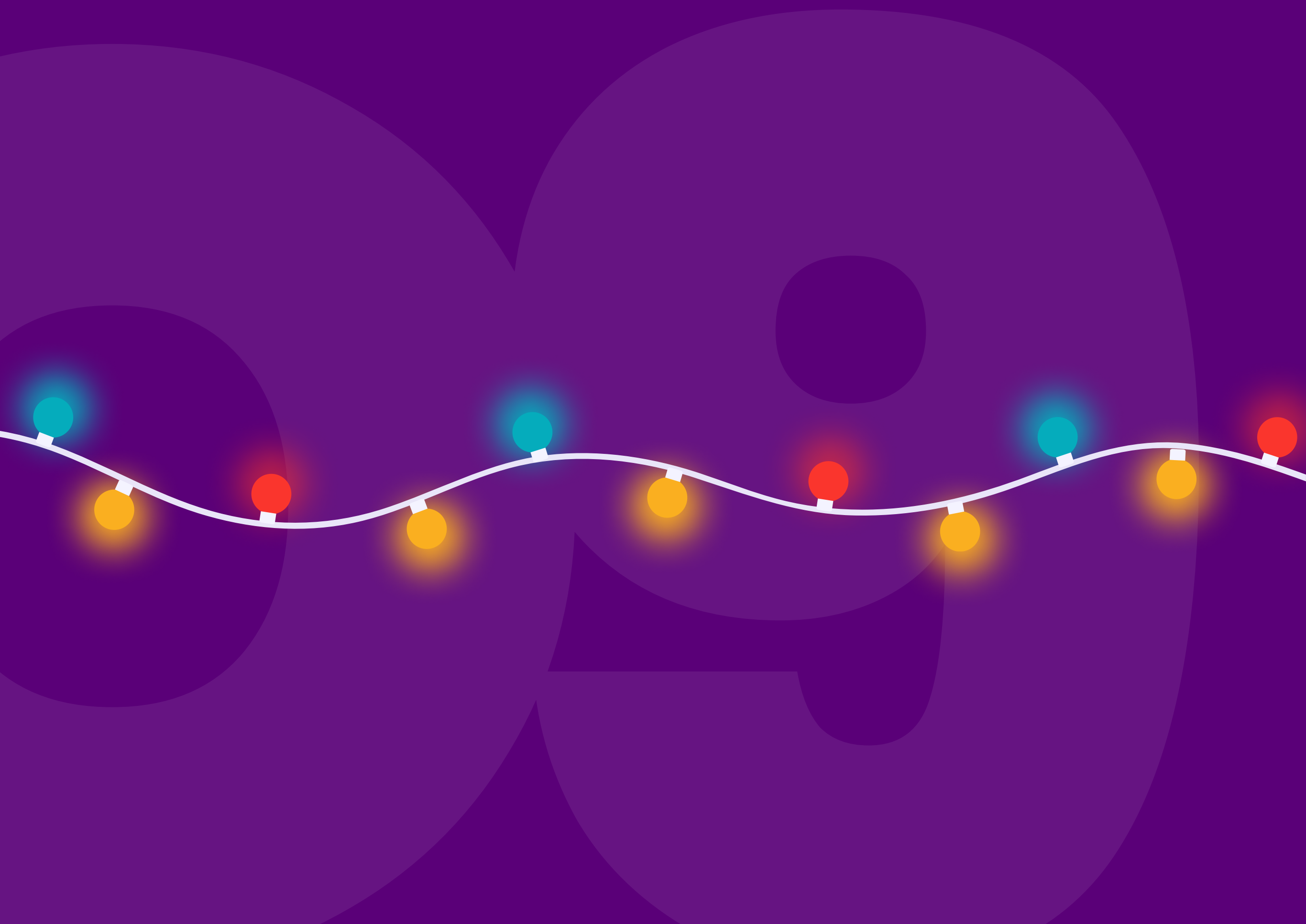
[Learn more about automation >>](#)

[Explore Actionable Analytics >>](#)





Reach your past audiences



Reach your past audiences

Your buyers or people who were considering buying your products are the best audience you may have. And the Christmas season is the right time to reconnect with them. Utilize its full scope and target all of them within the maximum time range that a particular channel allows you to.

What are the channels you can use for remarketing?

- Your email database is likely to be the best performing among them all
- Facebook allows you to re-engage users from the past 180 days
- Google store data of your audience's member for 540 for display, 180 days for search

Create separate Ad groups/sets and target them. If their previous shopping experience was positive, nothing holds them back from buying gifts from you too.

TIP

Tip: Use data of previous activity to build a brand new audience. You can create a look-a-like audience based on your buyers or user activity.

