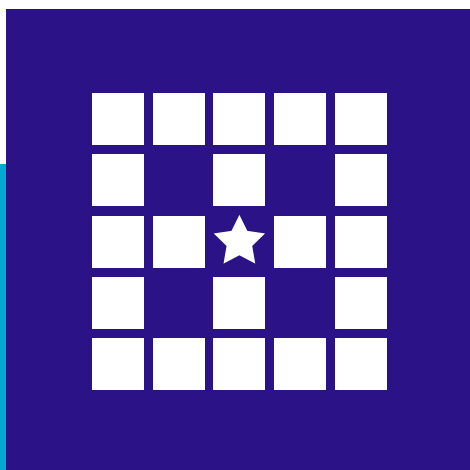


JUMPSTART TO HOLIDAY MARKETING SUCCESS

NATIONAL POSITIONS 2022

MAXIMIZING PROFITABILITY FOR THE
HOLIDAY SEASON STARTS NOW!





WHY THE HOLIDAY (MARKETING) SEASON STARTS NOW!

Every year my agency sees a flood of new customers as the holiday season kicks into gear. Everyone wants to “crush their year-end goals.” While, as a CEO, I sincerely want to help each client and provide them with all the strategic and profitable advantages possible, rolling back the clock is beyond my control.

To succeed during this (or any) holiday season, you need to plan, prepare and have every aspect of your campaigns ready before the season begins.

Can we still drive success once the shopping season has started? Absolutely. But, without fail, every client we cater to that gives us the opportunity to start the planning early has reaped far more profitable rewards. As the saying goes, “By failing to plan, you are planning to fail.”

And I don't plan on letting any of my clients fail!

My talented team has implemented, leveraged, and succeeded with every one of these strategies, and you can as well. If you are ready to get real, put in the work, and make this the most profitable holiday season ever, I am ready to show you how.

Now let's jumpstart your 2022 holiday marketing success!

Sincerely,

Bernard May
CEO of National Positions



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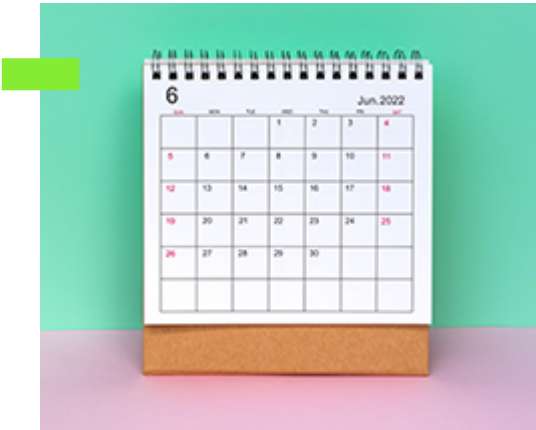
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THE HOLIDAY COUNTDOWN HAS BEGUN

ONE



PREPARING YOUR
HOLIDAY STRATEGY



PLANNING YOUR CALENDAR

You need to plan out your entire holiday marketing calendar and work backward—starting now. The competition during the holidays becomes fierce, so you should be ready with differentiated strategies, messaging, and creative branding for everything from websites and landing pages to emails and ad copy. Remember, a goal without a plan is nothing more than a daydream. So, start planning!



TESTING FOR SUCCESS WITH ADBEACON

National Positions has partnered with a game-changing new ad optimization SaaS called AdBeacon. This technology gives advertisers the power to accurately pinpoint their best-performing ad creatives, messaging, and campaigns. If you run Facebook and Instagram ads, plug your campaigns into AdBeacon ASAP, so you know which ads are best to run for the holiday season. (You can get a 14-day free trial at AdBeacon.com)



UNDERSTANDING YOUR BESTSELLERS AND AUDIENCES WITH ADBEACON

To meet your holiday sales goals, you must put the right products in front of the right people. AdBeacon also helps you understand which products are your bestsellers. Use this information to help you determine which products you should feature to make this your most profitable holiday season to date. Want to know what audiences are making these purchases? AdBeacon can help you with that, too.



TWO

HOLIDAY
ECOMMERCE SITE
PREPARATION





FEATURING GIFT GUIDES

Did someone say gift guide? Yep, we did. This strategy is all about batching your deals for a better user (and shopping) experience. Think gifts for dad, gifts for mom, deals under \$25, stocking stuffer doorbusters, etc. If you have a plethora of deals on the horizon, batch these into gift guide pages and feature the guides on your home page. (Not enough room? Update your site navigation options so hungry shoppers can find what they need fast!)



IMPROVING SITE SPEED AND USER EXPERIENCE

Garbage site speed is a conversion killer—and this is especially true during the holidays. Customers are primed for rapid research and even faster purchase decisions. They are not going to wait around for your site to load when there are plenty of other options out there (not that yours isn't the best!).

Run a performance check using [Google Lighthouse](#) to see what's slowing you down. While you are at it, streamline and simplify your navigation so customers can easily find your holiday deals and make purchases quickly. Don't try to be too clever—just be clear.



HOLIDAY BRANDING & FEATURED PRODUCTS

Speaking of streamlining the purchase process, get your holiday branding and featured products on point. When holiday shoppers land on your site, make sure they can access your holiday deals right away (or at least get a taste!). Brand product images for Black Friday, Cyber Monday, and Christmas so customers know your deal has an expiration date. If you have more than can fit on your home page, that's okay! You can always create a gift guide to house your best deals in their entirety. More on this in the next section.

THREE



CONVERT MORE CUSTOMERS
FOR THE HOLIDAYS

SIMPLIFYING CHECKOUT

Your goal should be to put as few steps as possible between the customer finding what they need and completing their purchase (so you don't see dozens of abandoned carts due to unforeseen taxes or exorbitant shipping costs!). Ask for the minimal amount of information you need, and break the checkout process into no more than three steps:

1. Add to cart
2. Payment info with shipping address
3. Confirm and purchase

During this rapid-fire purchase season, keep it simple—you can upsell and cross-sell after.



GUARANTEEING YOUR SHIPPING & DELIVERY



Everyone has felt the anxiety of not getting that gift delivered on time—especially over the past couple of years. Wherever possible, you should be pointing out your guaranteed delivery dates as a selling point. Granted, we all love free shipping, and if you can offer that, more power to you. However, with fractured supply chains still a lingering issue, being able to guarantee delivery in time for the holidays is just as valuable!

STREAMLINING PROMOTIONAL SHOPPING CARTS



Faster checkouts = more holiday sales! If you can't rework your entire checkout process before the holidays, create a separate promo checkout for the season. This could also just mean adding a "guest checkout" option for those new holiday shoppers. Everyone gets tired of creating yet another account just so they can give you their money. Again, make these promo checkouts simple, and worry about getting more information later.



FOUR

PRIME YOUR
CUSTOMERS
WITH TEASERS





PRE-PROMOTING “COMING SOON” CONTENT

So now that you have identified your deals for the holiday season, you just need to wait for the shopping season to begin, right? Wrong. Instead, give your customers a preview of what’s to come! From your website and email follow-ups to social media and newsletters, you can fuel anticipation (and possibly pre-orders) by giving everyone a sneak peek.

ADDING PROMO COUNTDOWN CLOCKS

There are two very powerful concepts you should use during the holiday season: anticipation and scarcity. And a countdown clock can cover both bases. As the season rolls around, show customers countdown clocks for your featured promotions—when the promos will kick off and when they will end. If customers know their favorite gift has a time limit attached, they are more likely to make the purchase.



LAUNCHING 12 DAYS OF DEALS

This one is great for building anticipation, drawing in new customers, and bringing back last year’s customers. This is also a proven strategy for methods like Facebook ads. Rather than just featuring every product at once, give customers a new deal to look forward to for the days leading up to the holiday(s). You can even make these “unlocked” promotions complementary to each other to increase repeat purchasing and average order values.



FIVE

MAXIMIZING SHOPPING
CART VALUE



CROSS-SELLING PRODUCTS AT CHECKOUT

The best time to sell to a customer is after they have already been “sold.” So if your customer is already sold on your product (it is already in their cart), this might be the perfect time to offer them a complementary product to enrich their purchase. Shoes need socks, pants need belts, and phone cases...might need to become a gift for more than one person on the list. Try adding these compatible products as add-ons during the checkout process.



BUNDLING PROMO OFFERS

If you have products that can be sold together and/or additional stock from earlier in the year you want to unload, bundling might be your best move. If you don't want to go the “upsell at checkout” route, you can bundle products together and offer “holiday bundles” as an alternative. Even something as simple as offering a “Free Stocking Stuffer With Purchase of \$50” bundle may be all you need. All in all, these bundles can raise average order value, while giving value simultaneously!



CAPTURING ABANDONED CARTS

This is a classic staple of ecommerce that cannot be left off your list. Customers abandon their shopping carts all the time—sometimes it's on purpose and other times they simply get distracted. You need to attack this leaking bucket directly. You can add a dynamic cart icon on your site, reminding the customer that they added items to it. You should also have a series of “You Left Some Items in Your Cart!” emails to bring them back when they have gone rogue.



SIX

LEVERAGING
CUSTOMER
LOYALTY





GIVING THEM EARLY ACCESS

You need to show love to those loyal customers who have bought from you in the past. Leverage your customer email list by giving past purchasers early access to your holiday promotions; you can even use a promo code to simplify the process. You can also promote this early access with a site pop-up before the season kicks off.

INCLUDING CUSTOMER LOYALTY EXCLUSIVES

If you are a brand that encourages customers to have an account, give these account holders some exclusive deals. This can be great if you have products that are in limited supply. Why not let your already loyal customers have the first crack at scooping them up? This can help you build your email list and give your customers a jumpstart on the season simultaneously! (What if someone who hasn't purchased before signs up for early access? Segment these individuals into a different list and offer them a new customer promo code.)



OFFERING GIFTS AND IN-STORE PROMOS

Depending on your business model, you can give your customers exclusive promotions that are only available in-store. If you are a local business that needs to maximize sales and pull in foot traffic, this one's for you! Giving customers that extra incentive to come into your retail location—perhaps a free gift with purchase—might be just the ticket to get the ball rolling.

SEVEN



PERSONALIZING THE HOLIDAYS -
FOR MAXIMUM PROFIT



SEGMENTING YOUR EMAIL PROMOTIONS

When done right, email can be your greatest asset. For example, if you sell men’s and women’s clothing, you should have segmented content dripping out to these different audiences. You don’t want to be sending promotions for women’s dresses to someone who just purchased a men’s suit waistcoat, right? Make sure you are segmenting your email content wherever you can to improve performance and bring your customers back!

PERSONALIZING YOUR EMAIL MESSAGING

We alluded to this in the segmentation section, but personalization takes it further. Personalizing the promotions you send to your customers—based on previous order history—is a winning formula. Did a customer purchase a suit? Follow up with an email featuring a belt and shoes that match. A women’s winter scarf? These winter gloves and hats will pair nicely. After you have segmented, make it personal.



TAILORING TO NEW VS. RETURNING SITE CUSTOMERS

Yes, even your website can be personalized for different types of customers! New customers can receive your “standard experience.” In contrast, returning customers can be presented with a “welcome back experience” featuring different products and even messaging based on their previous viewing and purchase histories.



EIGHT

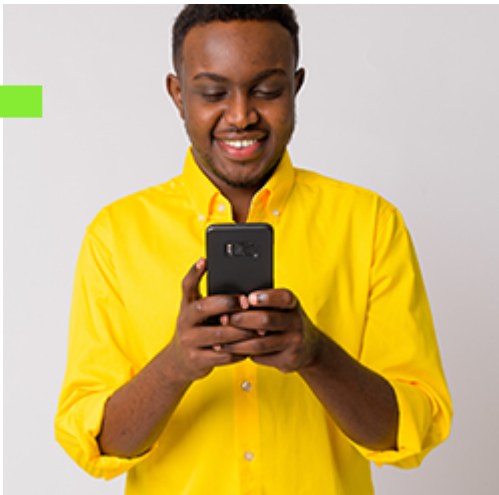
REMARKETING -
THE GIFT THAT
KEEPS ON GIVING





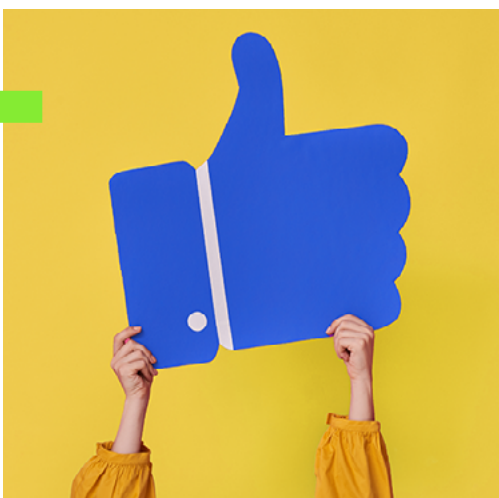
USING EMAIL TO REWARD LOYALTY

One more tip for email: If you have customers from last year, last month, or even last week, acknowledging them and reengaging them should be a priority. These customers already know your brand, have a great chance of converting, and can help you achieve your highest ROI. Wait, the highest ROI? Yes. Your biggest investment here is time, but once you have your email message in the can, all you need to do is hit send!



REACHING OUT AGAIN WITH SMS

Nearly everyone carries a mobile device, and most will open a text message from a brand they know and trust. Brands like World Market use this strategy all the time—and so can you. As long as you have a “text opt-in clause” on your site forms, accounts, and/or order confirmations, you can tell your loyal customers what deals are coming for the holidays via SMS. What better way to promote than messaging directly to your customers’ mobile devices?



REMARKETING TO YOUR FACEBOOK AUDIENCES

If you have been running Facebook ads, you saw this one coming. Many customers turn to social media for gift ideas, so give them what they want. The remarketing component can also let you do this at a lower price tag, which is a bonus. So, don’t stick to one set of promotions this year, remarket to those you already know are interested.

NINE



THINK BEYOND YOUR WEBSITE



USING SHOPPERTAINMENT TO CAPTURE ATTENTION

Shoppertainment takes the old-school QVC infomercial model and mixes it with the new-school social shopping landscape. Ecommerce brands can host their own “live broadcasting,” giving a hands-on look at their holiday promotions. Presenters on the live broadcast can answer questions in real time from viewers, giving the format a grounded and personal feel. From Facebook to Amazon, shoppertainment is a great way to stand out from your competition.

CONSIDERING AMAZON & WALMART EXCLUSIVES

Thinking about selling on Amazon and Walmart? Well, we need to talk exclusives! You don't need to put every deal on these platforms, but you can create (or offer) exclusive deals. Maybe you have a sponsored listing for a higher cost product on Amazon because the free shipping is built in. Or you are trying the same on Walmart to reach non-local customers with your Walmart exclusive products. The options are yours.



TAPPING INTO AMAZON HOLIDAY BUNDLES

When it comes to increasing order value, Amazon is hard to beat. Sure, they have that fantastic “If You Like This, You Might Also Like That” feature, but Amazon also likes featuring holiday exclusive deals. Enter the Holiday Bundle. You can bundle complementary products and offer them as a package on Amazon. After all, if you are getting a gift and there is a stocking stuffer that goes with it, who wouldn't love that?!



TEN

THE POST-BFCM
ADVANTAGE



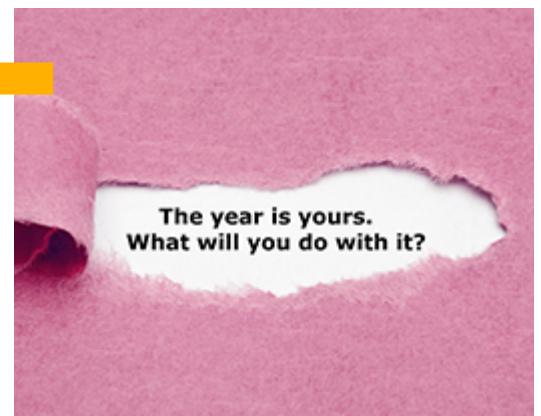


KEEPING THE GOOD TIMES (AND DEALS) ROLLING!

So once Black Friday and Cyber Monday (BFCM) have ended, it's time to kick back and relax, right? No! This might be what your competition is doing, but you are not your competition. Now is the time to push harder with your post-BFCM campaigns to bring customers back again, unveil new promotions, and crush your sales goals. The season doesn't end until midnight on New Year's Eve.

BUILDING AND REFRESHING LOYALTY

Another overlooked component of many holiday campaigns is building a connection with your customers. Create a post-season campaign for your customers, giving well wishes and thanking them for choosing your brand for the holidays. Remember, all your hard work this year can be worth so much more if you can retain these loyal customers and bring them back year after year.



CREATING YOUR OWN POST-BFCM EVENTS

Now, let's put it all together. You can use any of the strategies provided here and apply them to your own custom shopping events. The Countdown to Christmas, 12 Days of Deals, or even 72 Hours of Cheer are all simple ideas you can make your own. You are not confined to the traditional BFCM shopping calendar, so don't be afraid to make the holidays (and promotions) your own this year!



THE HOLIDAY COUNTDOWN HAS BEGUN

When it comes to the launch of your campaigns for the 2022 holiday season, the clock is ticking. Every day you wait leaves another opportunity wide open for your competition to win over your prospects and overtake your potential success.

Now is the time to dig your heels in and get the ball rolling. Preparation today means success when the season officially kicks off. Are you going to use every single one of these strategies? Probably not. And in most cases, you don't need to. But you should focus on a few of these strategies and go all in. (Halfway efforts will produce halfway results.)

We can't wait to see how you will crush your goals this holiday season!



3 WAYS TO PREPARE FOR THE SEASON!

GIFT #1: HOLIDAY PROFIT ASSESSMENT WITH NATIONAL POSITIONS

Ecommerce brands that simply don't have the bandwidth (or team) to execute holiday strategies should contact our team ASAP. Our team can give you a complete overview of what gaps need to be filled, uncover your most profitable approach, and provide a jumpstart strategy specifically designed for the holiday season.

Your consultation is complimentary, and if you become a client, you will also receive a free month of campaign management (up to \$5,000 value).

GIFT #2: AD CAMPAIGN HOLIDAY JUMPSTART WITH NATIONAL POSITIONS

Already playing in the Google, Facebook, or even Amazon ad waters? We have you covered, too. We will look under the hood and uncover what is causing your campaigns to bleed ad spend. Our team will give you a complete (and complimentary) video audit that will help you understand where to focus (and you'll meet the experts who make the magic happen!).

Again, if you become a client, you will receive a free month of campaign management (up to \$5,000 value).

GIFT #3: 14-DAY FREE TRIAL OF AD BEACON

We cannot stress enough how AdBeacon has turned around our clients' Facebook ad results with accurate conversion tracking, improved ROAS, and predictive modeling. AdBeacon integrates with your Shopify store (and other platforms) along with your Facebook campaigns, so you can optimize faster—much faster. Trust us, you need to give this a shot.

You can check them out at [AdBeacon.com](https://adbeacon.com) and sign up for your free trial. As a preferred partner, National Positions can also set up, integrate, and monitor AdBeacon for your campaigns.

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