




Thriving in a Hyper-Competitive 2021 Holiday Season

Today's Webinar - Meet Our Team



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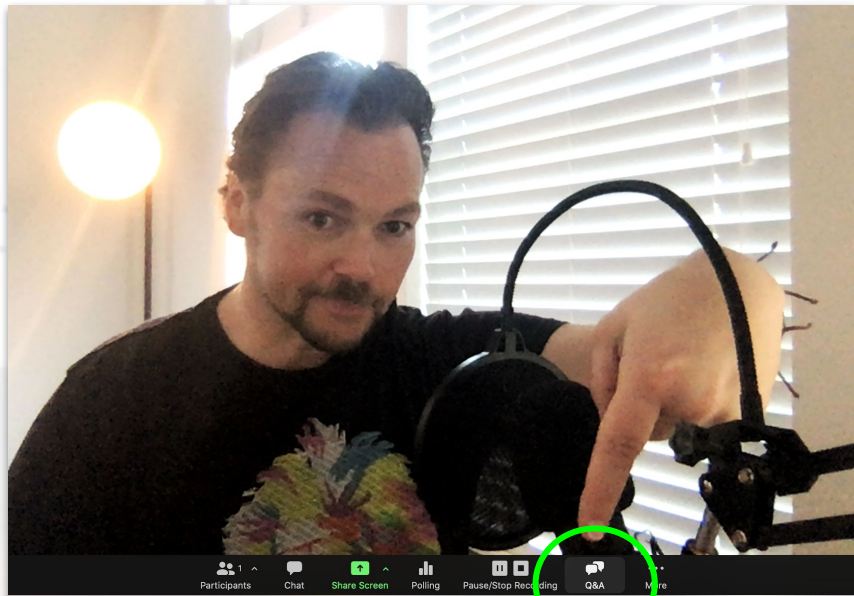
Today's Agenda

1. The 2021 Holiday Season (Overview and Outlook)
2. Paid Social Commerce Landscape
3. Opportunities With Amazon
4. Google Ads Advantage
5. Integrating Email Automation
6. Q&A Session



Have Questions?

Submit questions anytime during the presentation and we will address them at the end of the webinar!



Let's Start With Some Data!



Trends We Are Considering...

In 2020, global holiday digital sales topped \$1.1 trillion

45% of all digital holiday spend happened by the end of Cyber Week

2020 Holiday
Revenue by Day

Cumulative spend as a percent of the entire season
Revenue share by day



Source: [Salesforce](#)

+30% YoY



Black Friday

+18%



Cyber Monday

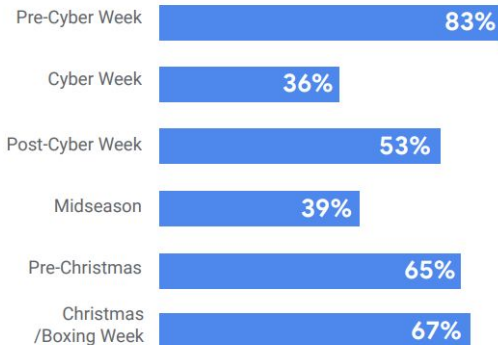
Key learnings from the 2020 holiday season

1

Shopping started **EARLIER**

**Pre-Cyber week saw greatest
Y/Y revenue growth**

Year over year revenue growth by week



2

E-COMMERCE led the way

+50%

**Global digital revenue
growth (Nov-Dec)**

Germany **+26%**
US **+44%**
AU/NZ **+49%**
Japan **+53%**
Netherlands **+68%**
Canada **+70%**
UK **+73%**
France **+102%**

3

Shoppers leaned on **MOBILE**

54%

**of Black Friday digital orders
were from mobile devices**

Cyber Monday: **52%**
Boxing Day: **63%**

From Planning to Purchase!

How far in advance of the holidays do you start planning what you will need to buy for yourself, your home and family?

Filter by →

2020 ×

Clear All

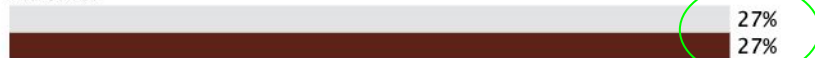
Year, Gender, Age, Segments

Compare by →

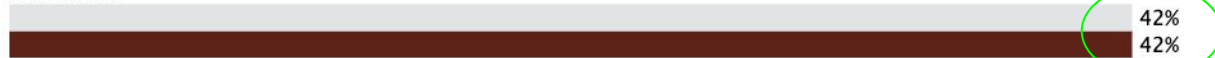
2020 ×

Clear All

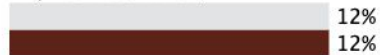
Net: October



Net: November



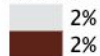
Early December (1st-10th)



Mid December (11th-20th)



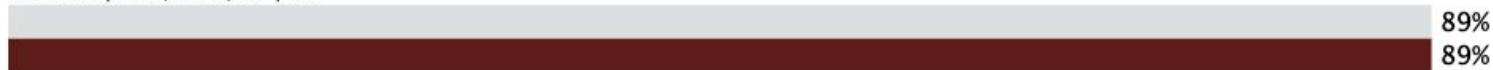
Late December (21st-31st)



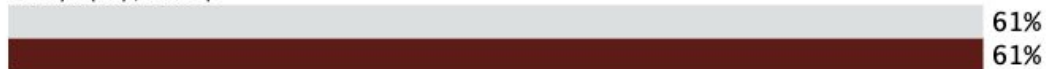
From Planning to Purchase!

How do you make your holiday purchases?

Net: Smartphone/tablet/computer



On my laptop/desktop



In store



On my smartphone



On my tablet



From Planning to Purchase!

Which channel is easiest to purchase products / services?

Net: Mobile/Computer



Computer (desktop/laptop)



Mobile (smartphone/tablet)



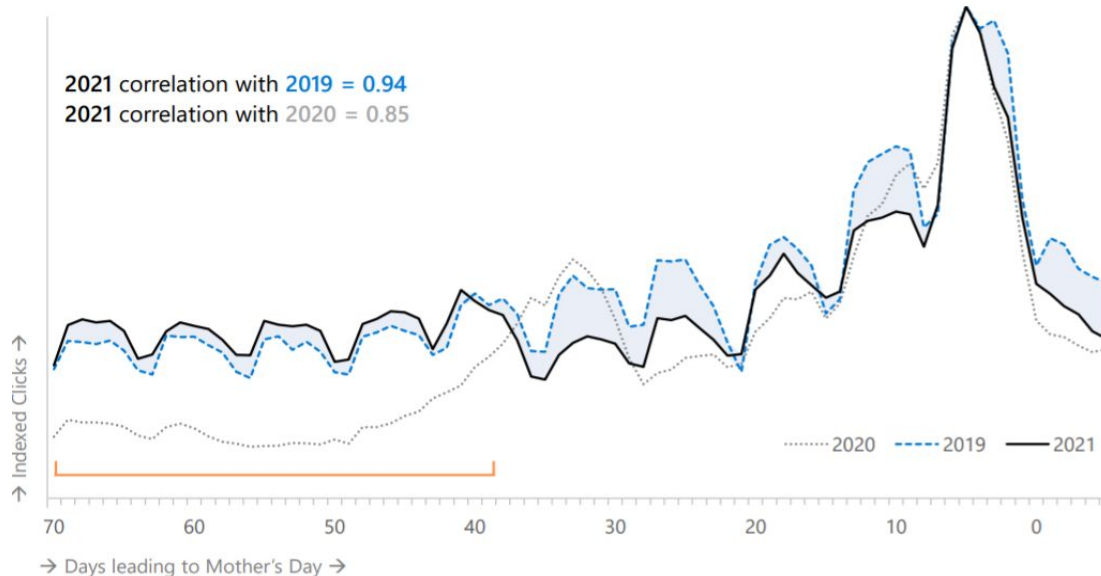
In store



More like 2019? Or 2020?

3-year comparison for past gift giving holiday shows 2021 will trend more like 2019.

Mother's Day was major gifting holiday to occur during pre-COVID, COVID, and RECOVERY periods

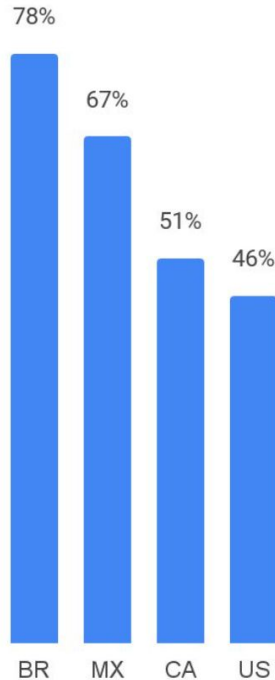
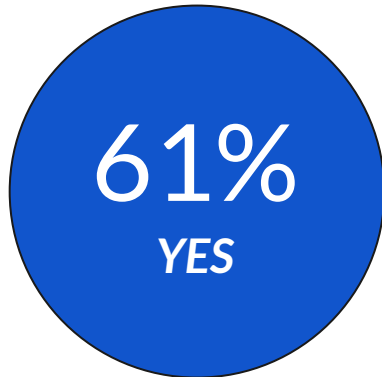


2021 saw a stronger correlation with 2019 (0.94) suggesting that 2019 performance may be the better proxy when planning for this Holiday season

Additionally, both 2021 and 2019 reported an **early and more consistent ramp** (aligning with first party survey results)

Omnichannel Considerations

“When shopping online, I visit multiple websites before settling on what to buy and who to buy it from...”



Omnichannel Customers = Higher Value Customers



Target found that omnichannel customers typically outspent “In-store retail” only customers by:

400%

Retail Impact



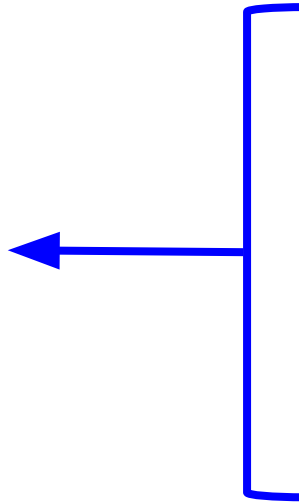
Digital Opportunity (AKA Necessity)

How do you make
holiday purchases?

55%
In store

Which channel is the
easiest to purchase
products / services

22%
In store



1. The Experience
2. The Availability
3. More Customers Using BOPIS
4. The Journey is Widening
5. Ecommerce shift is continuing

Adapting to Opportunity For The Holidays



**Changing
Buyer
Behavior**



**Widening
Customer
Journeys**



**Primary
Ecommerce
Purchasing**



**Blending of
Online & Offline
Marketplaces**



**Adoption of
Omnichannel
Experience**



The Paid Social Commerce Landscape



JUN

JUL

AUG

SEPT

OCT

NOV

DEC

JAN

FEB

**ESTABLISH
FOUNDATIONS****PREPARE FOR PEAK
HOLIDAY SALES MOMENTS****PEAK HOLIDAY
SALES MOMENTS****POST-HOLIDAY**

Build momentum early

Are all channels being utilized to increase traffic and keeping the brand top of mind? Is your strategy unique?



4 ways digital discovery is reshaping the holiday shopping landscape

01



COMMUNITY AND CONNECTION

02



ENGAGEMENT AND ENTERTAINMENT

03



ANTICIPATION AND OCCASION

04



INSPIRATION AND SPONTANEITY

Think

Connection

7 in 10

shoppers feel that the sales event allows them to "feel part of a community." ex) Giving Tuesday

- Give back
- First responders
- Fulfillment/shipping
- Customer service experience



Utilize all features

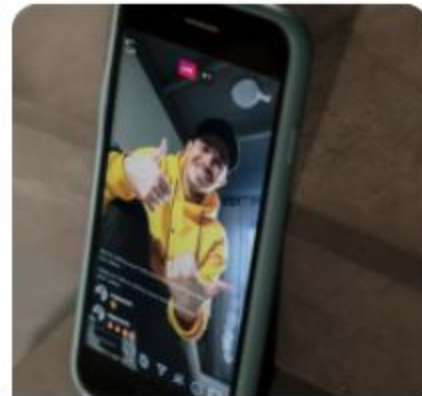
Instagram live

Facebook live

Reels

Instagram TV

Instagram guides



People are buying into shoppertainment

\$25B

in sales expected to be from live stream shopping events in the US by 2023

14%

holiday shoppers who made an unexpected discovery on social media during a live shopping event

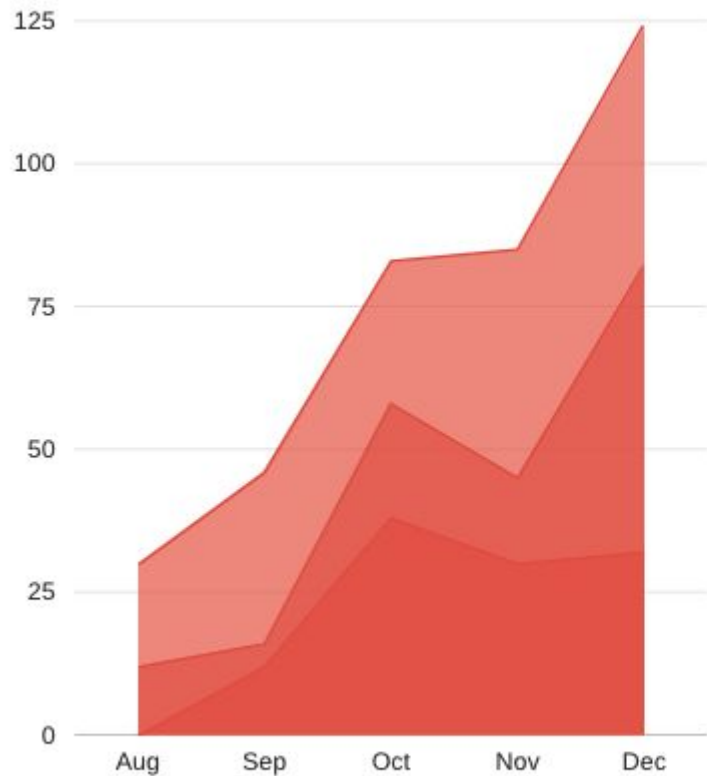
23%

shoppers prefer engaged/interactive sales

71%

sale shoppers like to take part in entertainment shopping experiences





It's all about discovery

Build early so Facebook can hit hard in retargeting in peak shopping season. Fill the bucket!



Amazon & Ecommerce



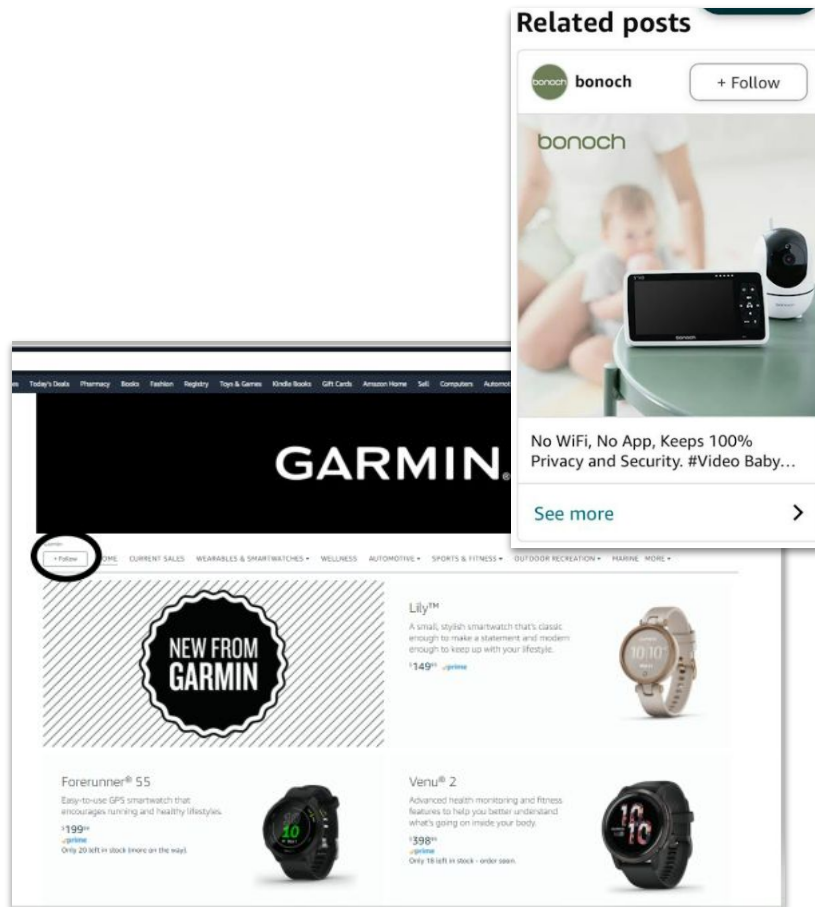
Market Trends

1. Year to year expectations:
 - a. *64% of consumers plan to do 40% of holiday shopping online*
 - b. *Using 2019 and 2020 data to forecast 2021*
 - c. *Warehouse staffing and space shortages (up to 200 ASINS) FBA by Nov 1st*
2. Influencer marketing and social media campaigns
3. Continued growth with categories:
 - a. *Home improvement*
 - b. *Athleisure*
 - c. *Self care*
4. Content
 - a. *Answer consumer questions*
 - b. *Product listings, A+ content and brand store page*
 - c. *79% of amazon viewers watched video to completion*



New Amazon Features!

1. Brand store page followers
2. Amazon Posts
3. Amazon email remarketing



Holiday Advertising

Creative A



Creative B



Entice Customers

With Product Promotions

Promotions can help your products stand out

Percentage Off

Have customers receive a percentage discount for buying multiple units of your product

Example: For every 5 pairs of socks purchased, save 20%.

Buy One Get One

Set up a limited-time, "buy one get one free" offer to spotlight a new product or to get your current customers to buy differently.

Example: Buy a muffin pan, get a box of muffin cups free.

1. Customize holiday messaging
2. Run promotions
3. Sponsored, brand headline, video and display
 - a. Automatic & manual keyword targeting
 - b. Audience categories and product targeting
 - c. Retargeting

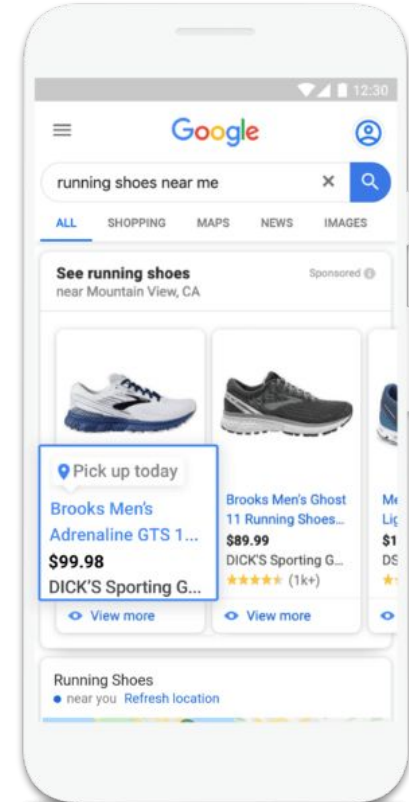
Leveraging Google Ads



Omni-Channel Experience

BOPIS / Curbside Pickup

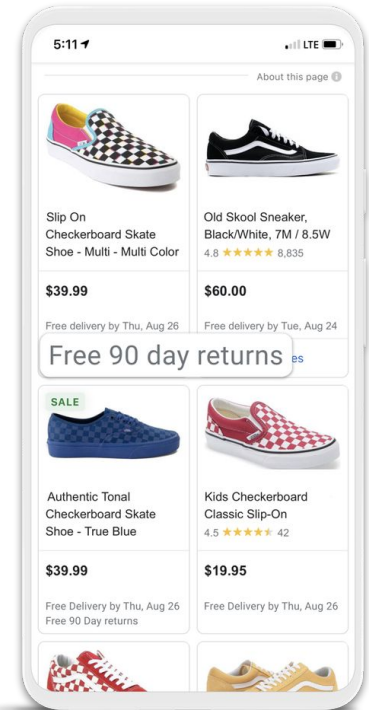
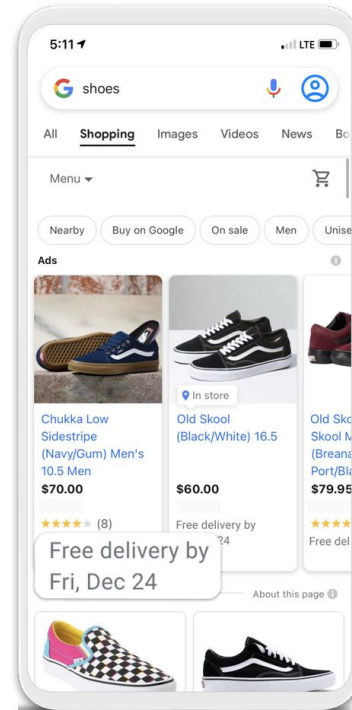
1. 60% of US holiday shoppers agree they research or check digital sources before going to the store
2. 43% of retailers are now offering BOPIS/curbside pickup options
3. Attract last minute shoppers with in-store pickup options



Stand Out This Holiday Season

Fast & Free Shipping

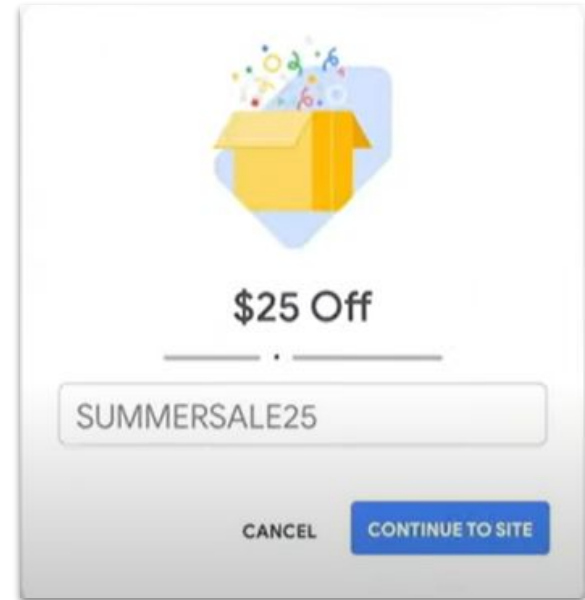
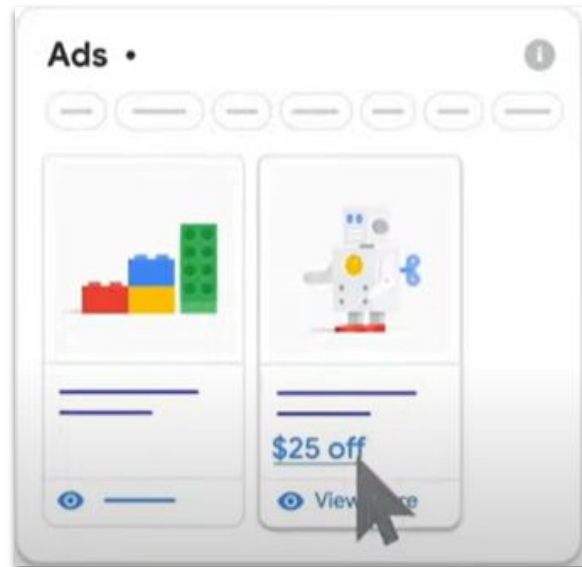
1. 78% of U.S. holiday shoppers say they will shop at stores that offer free shipping
2. Highlight extended holiday return windows
3. Improve click-through rates and increase conversions



Stand Out This Holiday Season

Promotions

- Discounts
- Promo Codes
- Free Gifts
- Shipping

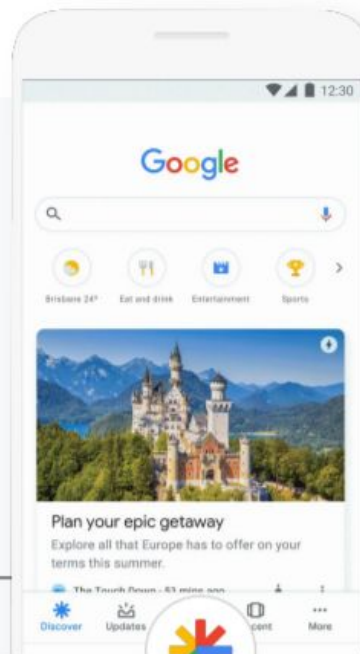


Discovery Ads

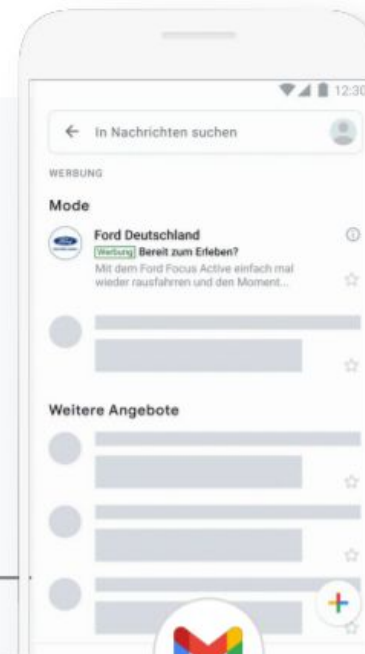
Where do
Discovery
ads show?



YouTube Home and Watch Next feeds, as people browse their favorite videos.



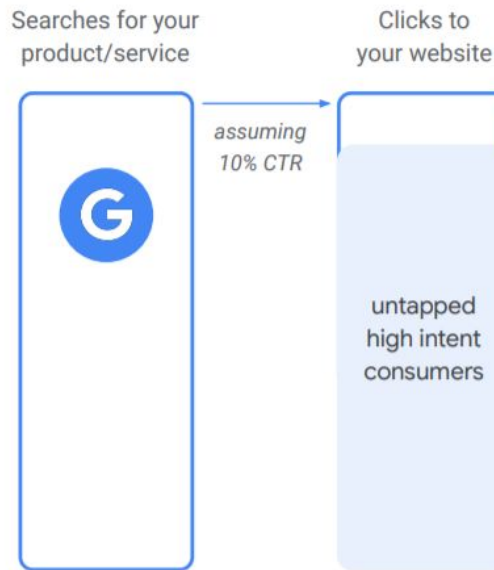
Discover, where millions of people scroll everyday to catch up on their favorite topics.



Gmail, when people look for offers and promotions.

Reach More Customers

Discovery Ads



Close the loop between moments of search and moments of discovery.

Find more similar people who matter to your business with **audience expansion**.

Discovery advertisers who've used **Custom intent**, **Customer match**, **remarketing**, or **similar audiences** at the ad group level have seen:



higher conversion rates



lower costs per acquisition

Be Flexible



Budgets

1. Allow for more headroom within your budget as holiday demand increases in November and December. ***Google recommends a 30% increase over Octobers spend for shopping campaigns.***
2. Expect more competition which can result in a higher cost-per-click
3. Determine holiday goals and communicate with your specialist!

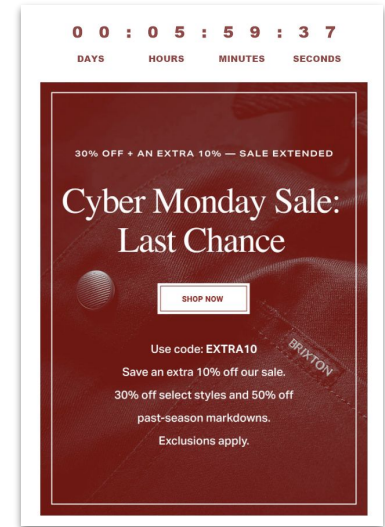




Automating the Journey

Marketing Automation Trends

1. IOS 15 changes on the horizon
2. Sends are getting more and more targeted
3. SMS marketing
4. “Welcome series” and “Abandon cart” is not enough, but it’s still really important
 - a. *le. customizing the whole customer journey (be programmatic)*
5. List hygiene and ESPs



Preparing to Execute

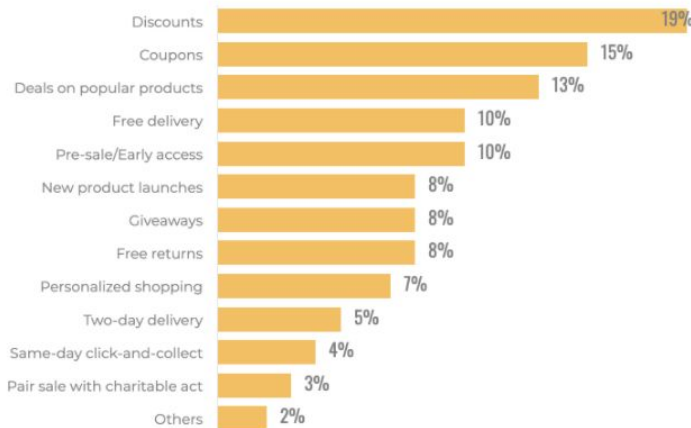
1. Marketing automation is still going to be a major revenue driver
2. Still going to be at least 5-15% of revenue for a good ecommerce store.
3. Major discounts are key
4. Revamped messaging that's holiday specific
5. More sends overall for your company and all companies

**Stats from Software Advice*

Discounts, coupons, and deals are most effective at driving purchases during the holidays

Unsurprisingly, offering deep discounts is the top strategies retailers use to compete and drive purchases during the holidays, followed by coupons and deals on the most popular products.

Which Tactics Does Your Store Use to Drive Sales This Holidays?



N = 173

Omnichannel and Email



Marketing Automation and SEO

- Marketing Automation allows you capture and remarket to more of your hard earned traffic

Paid Ads + Paid Social

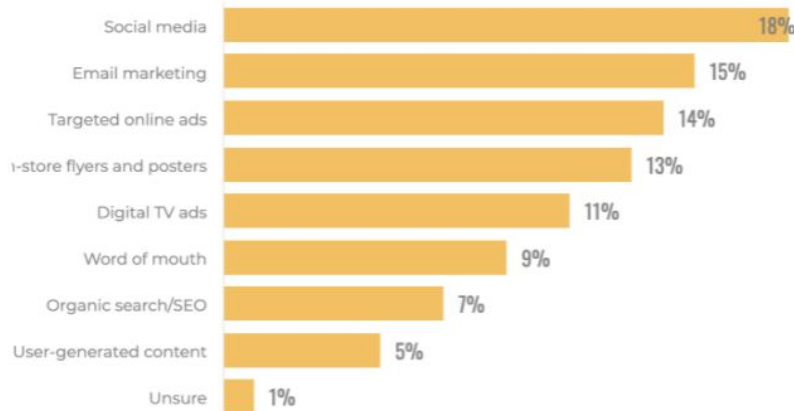
- Decrease your cost per acquisition (increases ROAS)

Amazon

- Capture your audience so you can remarket to them

Email marketing is the second top performer for driving holiday sales

What Marketing Channels Delivered the Most Return on Investment at Your Last Campaign?



Preparing for the 2021 Holiday Season



**Changing
Buyer
Behavior**



**Widening
Customer
Journeys**



**Primary
Ecommerce
Purchasing**



**Blending of
Online & Offline
Marketplaces**



**Adoption of
Omnichannel
Experience**



ANY QUESTIONS?





Time to Prepare! 2021 Holiday Season



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WELCOME!



Complete Strategic Analysis

- Google Ads Strategy
- Social Media Ads Strategy
- Amazon Marketplace Strategy
- Marketing Automation Strategy
- Conversion Rate Optimization Strategy



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