



MARKETING GUIDE TO Q4 SUCCESS

Scaling Profitability in the 2024 Holiday Season

www.NationalPositions.com

YOUR PATH TO SUCCESS

UNWRAPPING PROFITABILITY OVERVIEW

- **The Holidays Are Here - Introduction**
- **Economic Considerations**
- **Preparing to Dominate**
 - *What We Can Learn From 2023*
 - *The "Right" Time to Launch*
 - *Segmenting Audiences & Promotions*
 - *Preparing Operations & Logistics for BFCM*
 - *Knowing Your Finances*
- **Time to Execute**
- **Post Season Wrap-Up**
- **The Journey Is Not Over - Conclusion**



THE HOLIDAYS ARE HERE

The 2024 holiday season is almost here!

Planning for BFCM and seasonal success starts with a game plan and a pathway to success that will let you dominate across every marketing channel.

This guide is more than a bank of tips and tricks—because if you want to drive real profits and real revenues and be able to compete in today's e-commerce world, everything matters.

Timing, finances, logistics, segmentation, and beyond—without everything in line you can't perform at the highest levels. But it is within your grasp.

If you are ready to dominate, crush your goals, and get to work, we are ready to help you unwrap next-level profitability for the holiday season.

QUESTIONS TO PREPARE FOR BFCM 2024

1. WILL CYBER 5 REVENUES BE HIGHER THAN LAST YEAR?
2. HOW WILL OFFLINE IMPACT ONLINE SALES?
3. HOW DEEP CAN YOU DISCOUNT TO GET CUSTOMER ATTENTION?
4. WHEN DO YOU NEED TO START YOUR BFCM ADVERTISING?
5. HOW SHOULD YOU SPEND/ALLOCATE OUR BUDGET THROUGHOUT THE SEASON?

1. Cyber 5 Revenues

When are customers buying and is the hype overblown?

2. Offline Impact

Customers are omnichannel—offline attention will influence their online attention.

3. Discounts & Profitability

You need to balance new customer acquisition via discounts with your ability to drive long-term LTV to maximize profitability.

4. BFCM Launch Times

Previews should launch in late Oct to early Nov, with the hard push starting the week of Thanksgiving.

5. Budget Allocation (est.)

Historically speaking, 20% for Sep-Oct, 50% for Nov-BFCM, 20% for early Dec, and pulling back to 10% at the end of Dec.

6. Budgeting for Segments

80/20 your highest value/purchasing segments and products—80% going to historical winners and 20% dedicated to other segments.

7. Customer Data (2023)

Use 2023 data to build segments pinpointing your most profitable products, demographics, and channels for strategic budget allocation.

8. New vs. Returning

Personalize the messaging, promotions, and experience for each.

9. Increasing AOV

Gift/product bundles and free shipping for purchasing thresholds are great ways to increase AOV.

10. Positioning

Ensure you are promoting your highest margin (and highest sales volume) products as the pillar of your BFCM promotions.

11. Post-BFCM Planning

Be prepared to launch follow-up campaigns after BFCM with post-BFCM, last-second, and lightning deals with updated messaging.

QUESTIONS TO PREPARE FOR BFCM 2024

6. HOW DO YOU TARGET AND ALLOCATE BUDGET TO YOUR BEST AUDIENCE SEGMENTS?

7. HOW CAN YOUR 2023 CUSTOMER DATA BUILD SEGMENTS AND GUIDE YOUR 2024 BFCM STRATEGY?

8. HOW SHOULD YOU HANDLE NEW VS. RETURNING CUSTOMERS?

9. HOW DO YOU MERCHANDISE/POSITION TO INCREASE AOV?

10. HOW DO YOU MERCHANDISE/POSITION TO MAXIMIZE PROFITS?

11. HOW CAN YOU CAPITALIZE ON THIS YEAR'S BFCM CAMPAIGNS ONCE THE SEASON IS OVER (LTV)?

ECONOMY IN FOCUS

ECONOMIC FACTORS ARE NOT TO BE OVERLOOKED

Pros, Cons, and Purchase Potential



ECONOMIC CONSIDERATIONS

+\$1.13 TRILLION

Credit card debt reached an all-time high in Q2 2024, which may cause buyer friction during BFCM and Q4

16.6 Billion BNPL

Customers leveraging BNPL options has increased 14% Y/Y - hitting a record high

74% FOCUS ON PRICE

Nearly 75% of shoppers made their buying decision based on who offered the best deal- not a massive surprise.

20% ARE DOWN TO THE WIRE!

In 2023 - 20% of all holiday spending occurred during the last 10 days before Christmas



ELECTION YEAR

History suggests a brief lull in demand surrounding the election, anticipate a delayed spike 7-9 days after voting day (Google)

EARLY PURCHASING +55%

Google reported an increase of 55% in the daily amount spent on purchases made in the 6 weeks BEFORE the "cyber-season" (\$164 vs \$254)

Discretionary Down 36%

Gen Z said they are pulling back spending on takeout, gaming, electronics, ETC

5 FEWER DAYS THIS YEAR!

Due to a later Thanksgiving, the 2024 Holiday has few shopping days post-cyber buying period.



PREPARING TO DOMINATE!

PREPARATION PHASE

PREPARING & LAUNCHING YOUR STRATEGY...



September

October

Watch TOF Traffic

Watch organic traffic influxes in late Sep & Oct—increasing TOF traffic can indicate you are capturing attention

Leverage Attention

TOF traffic influx can indicate when to shift to purchase mode messaging and capitalize on the season

Convenience Wins

Consumers will not be as concerned about product availability—convenience and delivery times are just as important

Budget Pacing

Be careful to pace the budget in Sep-Oct as consumers are more in the research vs. purchase phase of their journey

EXECUTION PHASE

LAUNCH, SCALE, AND OPTIMIZE

November

December

Cyber 12 (BFCM)

Most sales will happen during Cyber 5. We predict that most consumers will hold out for the best deals as they did in previous years

Leverage Scarcity

Take advantage of this built-in consumer clock—prime them for the deals to come during Cyber 5

Use FOMO

Don't be afraid to play on FOMO and scarcity throughout the season

Letting Off the Gas

Dec requires less budget as consumers have done much of their research and have likely locked & purchasing

POST SEASON WRAP-UP

MEASURING IMPACT AND PLANNING LTV FOR 2024



December



January

Shipping Cutoffs

Capture last-second purchases by leveraging shipping cut-off dates in your ad (and site) messaging to drive urgency

Updating Promos

Buyer fatigue will be setting in - swap out messaging to and ad creatives to keep things fresh and promote personal purchases instead of gift purchases

Updating Segments

Extending LTV for new customers is critical for Q1 2025. Update your nurture automation to capitalize on the buying power of your new customers

Post - Holiday Demand

After the holidays and into January many are ready to purchase for themselves again - their perfect gift may not have been under the tree

WHAT CAN WE LEARN FROM 2023?

PREPARING TO DOMINATE - SECTION 1

WHAT CAN LEARN FROM 2023?

The high Level



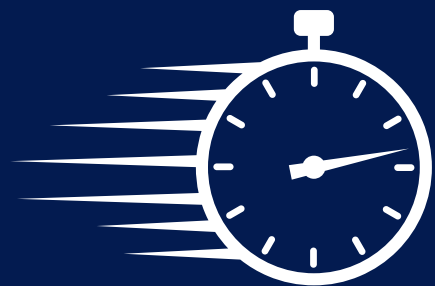
TOP-SELLERS

- Pinpoint your best-selling products/categories from 2023
- Adjust inventory priorities based on 2023 purchase data



PROMO EFFECTIVENESS

- Double down on your winning 2023 promotions
- Prepare variations of winning discounts or deals from BFCM 2023



PRIORITIZE PEAK SHOPPING TIMES

- Leverage historical data for the best shopping hours and days
- Prioritize resources like updating product listings and server capacity accordingly



YOUR BEST CUSTOMER TRAFFIC

- Prioritize your highest trafficked source - desktop vs. mobile
- Personalize your promotions to the platform - building connection and driving conversion

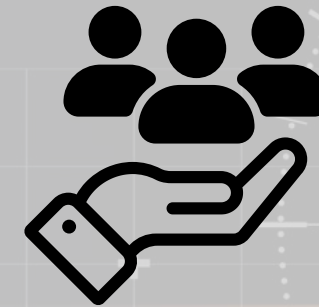
WHAT CAN WE LEARN FROM 2023?

Customers & Competitors



GEOGRAPHIC INSIGHTS

- Identify regions with the highest sales during BFCM
- Tailor marketing efforts to target specific geographic areas
- Consider high volume vs high AOV geographies



CUSTOMER SEGMENTS

- Focus on your “Champion” customer segments = HIGH RFM
- Eliminate low-performing- lost, hibernating, and low RFM audiences
- Customize promotions and offers for different customer groups



RETURN & REFUND PATTERNS

- Review return and refund data from 2023 holiday purchase activity
- Adjust return policies or product descriptions to manage expectations



COMPETITOR ANALYSIS

- Study how competitors approached BFCM in previous years
- Identify gaps or opportunities to differentiate your approach

WHAT CAN WE LEARN FROM 2023?

Data & Performance



EMAIL CAMPAIGN PERFORMANCE

- Evaluate the open rates, click-through rates, and conversions from email campaigns
- Refine email content and timing based on past performance



LOYALTY PROGRAM ENGAGEMENT

- Measure the engagement levels of your loyalty program members
- Enhance the value proposition to encourage more members to participate



POST-SEASON RETENTION

- Examine post-BFCM engagement and retention rates
- Implement strategies to convert one-time shoppers into repeat customers



DONT ACCEPT ABANDONMENT

- See where carts are being abandoned at checkout - and simplify
- ensure you have abandoned cart emails are ready to capture additional BFCM and seasonal revenues



THE "RIGHT" TIME TO LAUNCH...

TIMING IS EVERYTHING!

PREPARING TO DOMINATE - SECTION 2

WHEN IS "PRIME TIME" TO LAUNCH ?

EX. AMAZON'S 2023 DEALS STARTED EARLIER (AND LASTED LONGER) - THIS TELLS US THAT CUSTOMER PURCHASING TIMELINES ARE SHIFTING.

OCT 1

NOV 1

BFCM

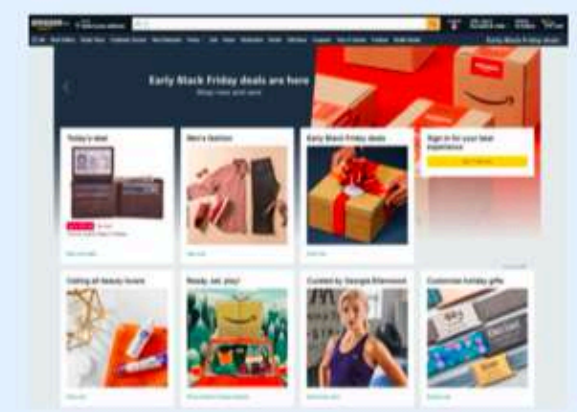
DEC 1

JAN 1

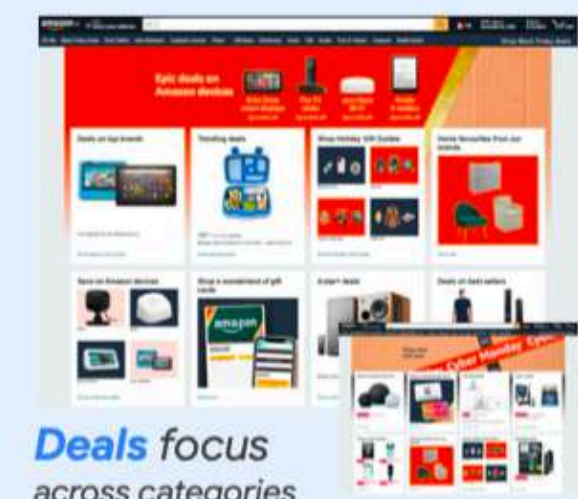
2023



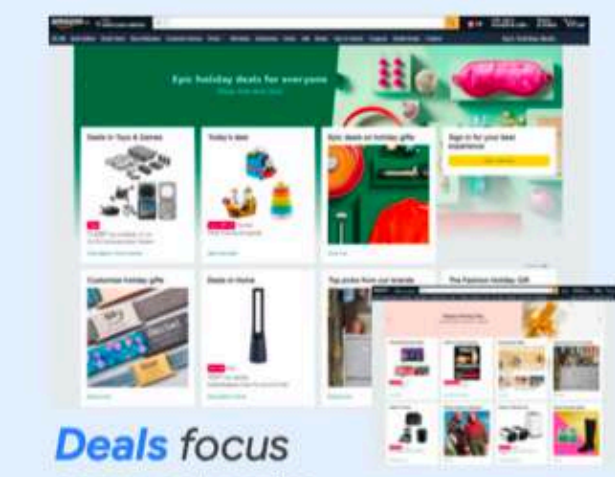
Early access deals



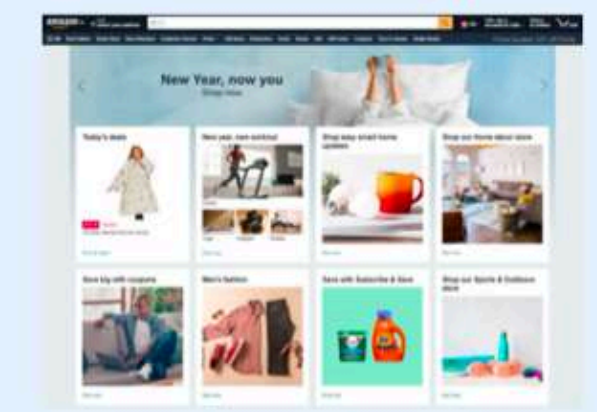
Early deals focus



Deals focus across categories



Deals focus across categories



New Year deals

VS

VS

VS

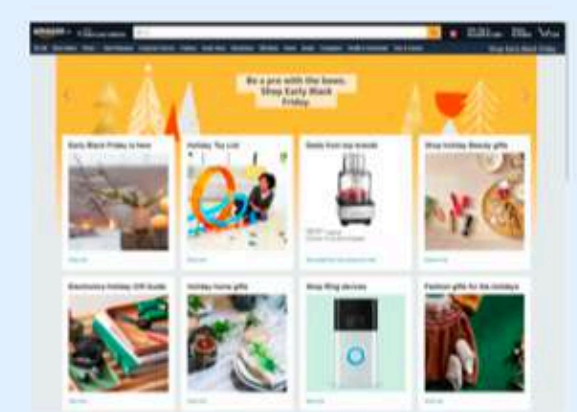
VS

VS

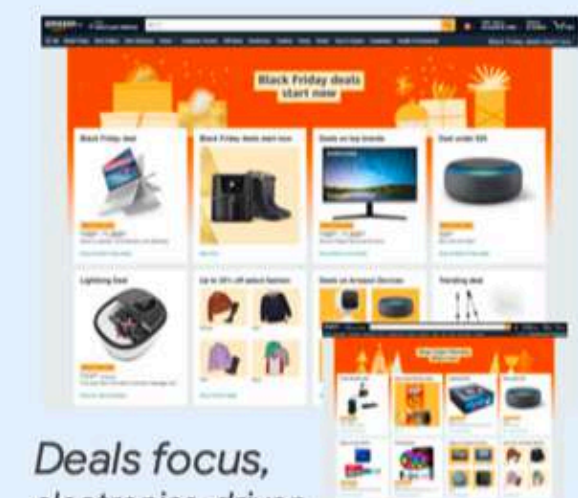
2022



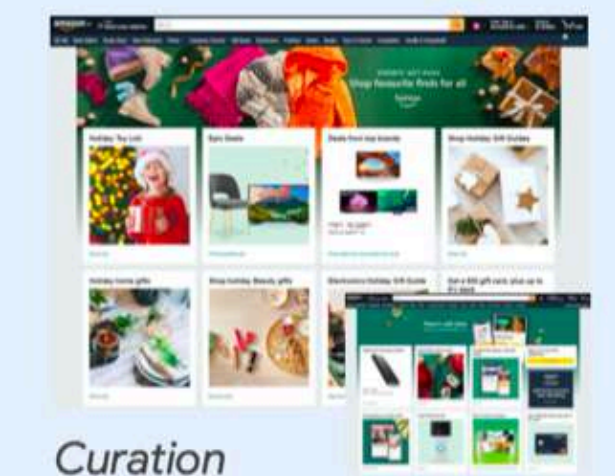
Back to Campus landing page



Gifting focus



Deals focus, electronics-driven



Curation Late gifting inspiration

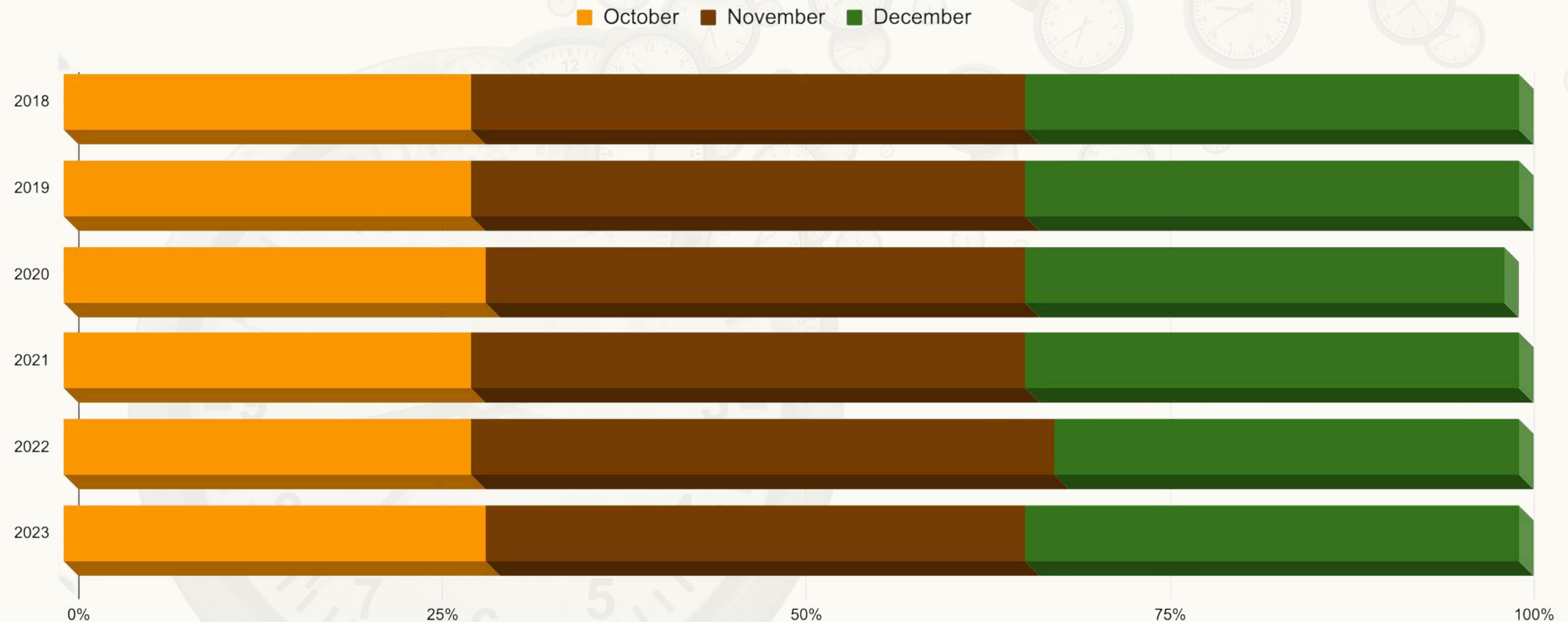


Back to Campus landing page

WHEN ARE PEOPLE READY TO BUY?



Analysis of the past prime purchasing seasons for the holidays shows a clear ramping up period to the Nov-Dec Months. But December still dominates overall - surpassing the “Cyber” purchasing period.



ADDITIONAL CONSIDERATIONS



Every peice of data tells a story - and presents and opportunity!

Prediction & Projection

US holiday retail ecommerce sales will break records this year, reaching \$271.58 billion. 9.5% increase from 2023.

Early June Purchasing?

16% of US consumers started holiday shopping in June

Early Access

34% of shoppers now make holiday purchases before Thanksgiving

Preferences & Choice

“60% of consumers prefer ‘discounts on everything’ over flash sales or bundle deals.”

Promo Benchmarks

These deals “should grant at least a 30% discount across categories to entice purchases.”

eCommerce Platfroms

In 2023, over 30% of all holiday shopping happened on Amazon and Walmart



SEGMENTING AUDIENCES & PROMOTIONS

EVERY SEGMENT - HOLDS OPPORTUNITY

PREPARING TO DOMINATE - SECTION 3

DIFFERENT CUSTOMERS TYPES = DIFFERENT STRATEGIES



DIFFERENT STRATEGIES ARE NEEDED FOR NEW AND RETURNING CUSTOMERS

NEW



- Customers looking for BFCM deals are ready and willing to try new brands = **This is your opportunity!**
- Offering attractive deals and/or unmatched convenience = **Lower new customer barrier to entry.**
- Clearly address customer problems with a solid Value Proposition = **Be the solution!**
- Ensure your website is simple and intuitive to navigate = **Make it simple to find your deals!**
- Gather new customer data via pop-ups, discounts, or exclusive perk offers = **Retargeting and maxing out LTV.**
- Give informative content about your products so visitors know your offers e.g. shipping, return policy, sizing guides, etc.

RETURNING

- Leverage email & SMS list to reach out to last year's customers = **Bring them back for more.**
- Give your loyal customer first dibs on this year's deals via SMS and email outreach = **Reward their loyalty.**
- Exclusive discounts for VIPs provide special offers or discount codes only they can access = **Leverage exclusivity.**
- Use paid media to remarket directly to past customers who know your brand = **Play on brand affinity**
- Segment your current customers by granular demographics and product preference = **Keep it personal!**
- Streamline checkouts with account autofill options to reduce checkout friction = **Make buying simpler.**

PINPOINT CONTRARIAN AUDIENCE SEGMENTS



CREATIVITY IS KEY TO STANDING OUT ON BFCM & THROUGHOUT THE SEASON

USE 1ST PARTY DATA

Leverage your 1st party data to identify customers that bought during last year's BFCM. Your competition can't target these customers - because they are yours!



"EMERGING" AUDIENCES

Look for everyone that is not your typical audience - new geos, demos, or higher purchasing traffic sources. Leverage these emerging audiences.



UNCOVERING "CLUSTERS"

Review your audiences or product purchasing clusters for outliers that you may not have thought of for BFCM promotions.



YOUR POWERS COMBINED

Combine geography, gender, age, behavior, and interests segments to find new opportunities for BFCM targeting and promotion.



REMEMBER...

SEGMENTATION **POWERS** EVERYTHING

BFCM GROWTH

Personalization via segmentation for BFCM attracts new buyers **into your pipeline** and builds upon loyalty with existing customers .

POST BFCM LTV

Personalization via segmentation gives you the power to capitalize on post-season purchasing habits, leverage low-cost retention, **extend LTV and increase profitability.**

BFCM GROWTH VS. RETENTION & LTV



BOTH MATTER FOR LONG TERM REVENUE GROWTH!

CUSTOMER BY AOV



CUSTOMER BY LTV



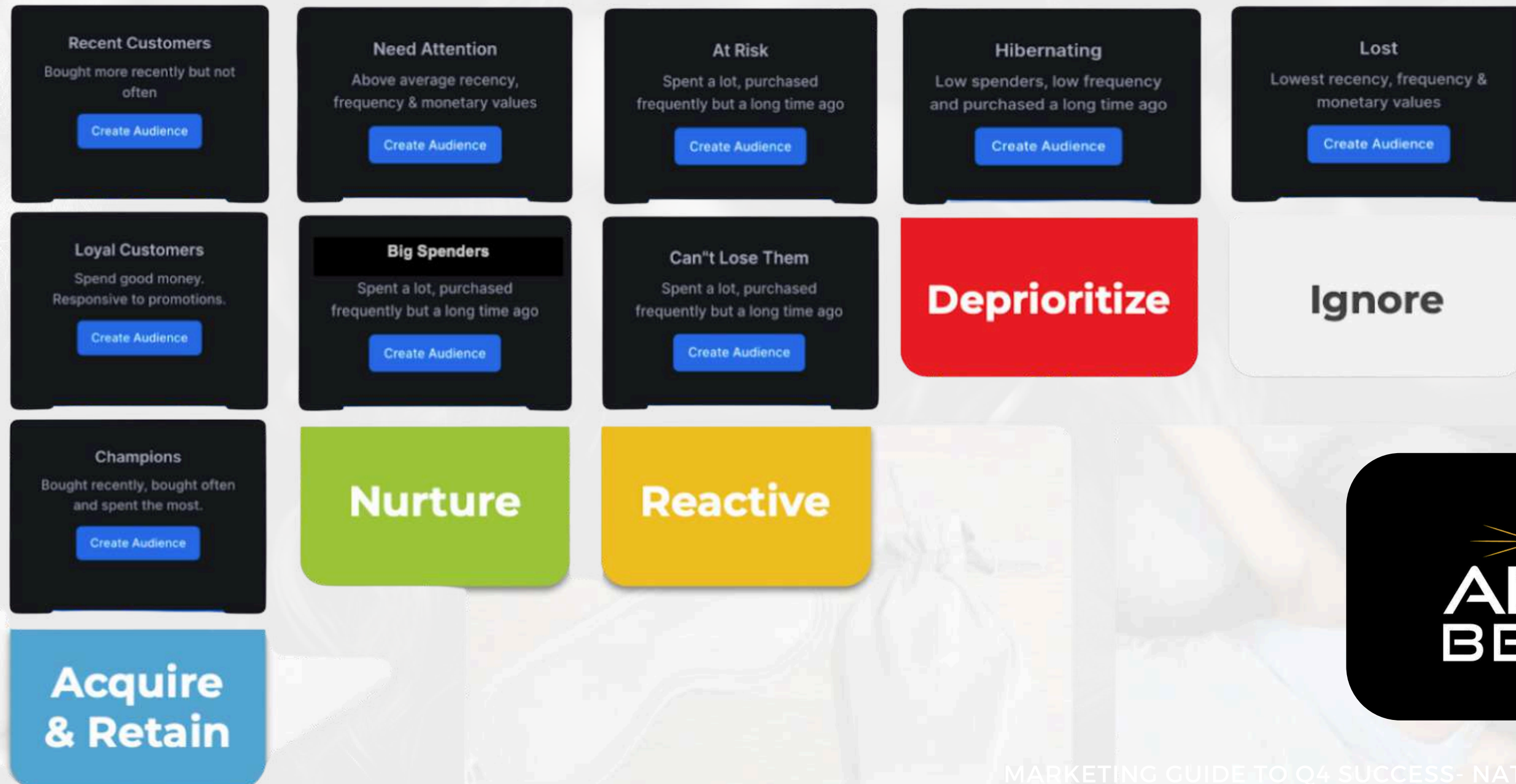
*Being hyper-focused on short-term ROAS alone leaves profits on the table. Attracting customers, keeping them in your funnel, and nurturing LTV - is the TRUE return on investment.

SEGMENTATION APPROACHES FOR EXISTING CUSTOMERS

STRATEGY OVER EVERYTHING

Loyal Segment	Use organic to target - email, SMS and organic social	Offer exclusives, sneak peaks. Upsell to higher value products.
Recent Segment	Use organic to target - email, SMS	Offer personalized suggestions. Upsell, cross sell, provide incentives for users to buy again. Offer loyalty program signup.
Big \$ Segment	Highest cost but worth it. Leverage organic, paid and automation channels.	Send personalized emails to reconnect. Offer incentives. Provide helpful recommendations.
Hibernating Segment	Last purchase was 2-3 months ago. Organic, retargeting, and email are your best plays here.	Offer special discounts. Position brand value. Offer other relevant products.
Dorment Segment	Have not visited the site in over a year	Attempt to reach out periodically through free channels such as email. Make sure to exclude customers like these from paid activities.

FINDING “CHAMPIONS” AND MAXIMIZING MARKETING BUDGETS



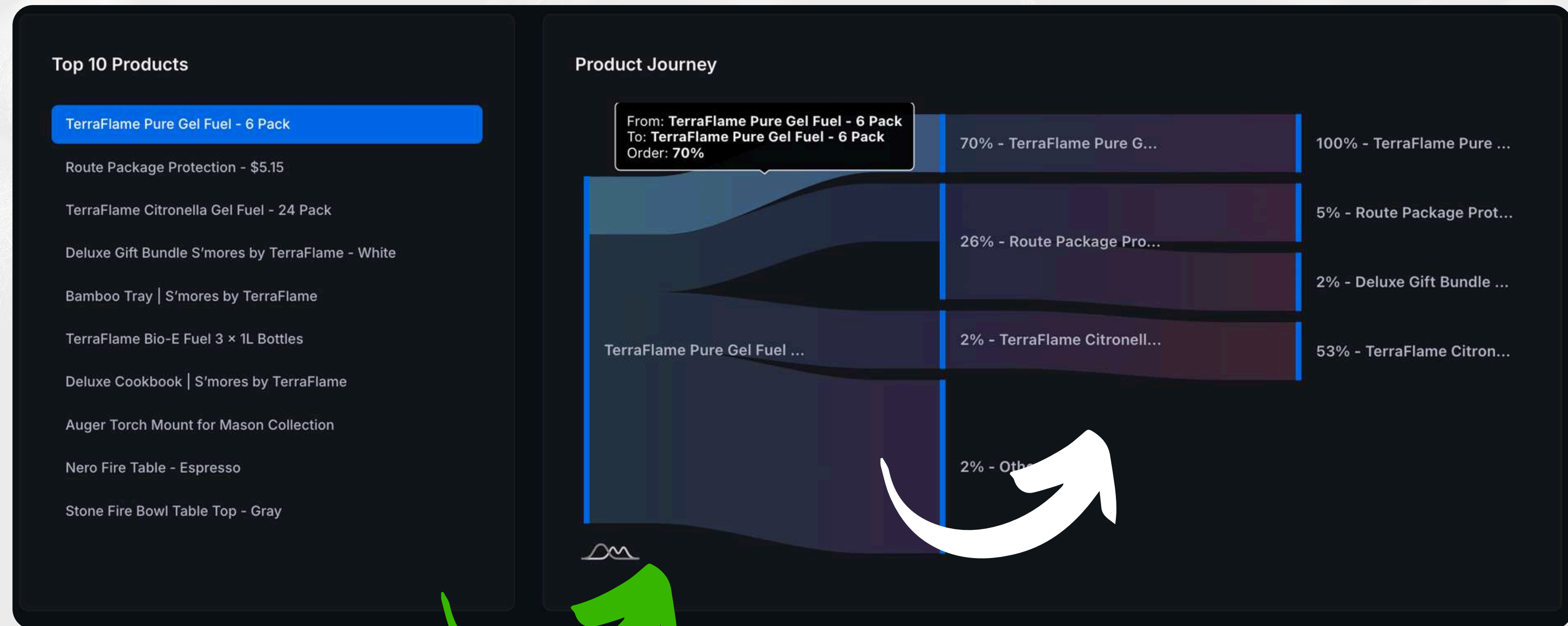
BUILDING AUDIENCES WITH RFM

REGENCY, FREQUENCY, MONETARY

Name ▲	Customers	Orders	Revenue	Status	Action
About to Sleep	15.9k	16.0k	\$1.0m	Success	 
All purchases	195.5k	259.8k	\$46.9m	Success	 
AOV \$67	163.0k	220.6k	\$45.4m	Success	 
At Risk	22.2k	53.4k	\$9.1m	Success	 
Champions	18.3k	51.6k	\$9.6m	Success	 
Customers With AOV Greater Than \$120	119.6k	162.2k	\$39.9m	Success	 
Loyal Customers	14.5k	28.9k	\$5.0m	Success	 
Need Attention	2.1k	4.2k	\$292.6k	Success	 
Potential Loyalists	23.3k	23.3k	\$1.6m	Success	 
Promising	7.7k	7.7k	\$357.9k	Success	 
Recent Customers	7.5k	7.5k	\$349.9k	Success	 

CHOOSING THE “RIGHT” PRODUCTS

PREDICTING THE NEXT PURCHASE TO BRING CUSTOMERS BACK FOR Q4





PREPARE OPERATIONS & LOGISTICS FOR BFCM

BREAK DOWN IN PROCESS = BREAKDOWN IN PROFITS

PREPARING TO DOMINATE - SECTION 4

HISTORICAL OPERATIONAL CHALLENGES

2021

- Shipping & receiving bottlenecks
- Shortage of production raw materials
- Skyrocketing freight costs
- Container & storage shortages
- E-commerce buying hits record setting highs

2022

- Timely port shipping returns to normal levels
- Additional product bottlenecks
- Record 9.1% inflation rates
- Product housing warehouse space shortage.

2023

- Inventory: Predicting demand accurately
- Rising shipping costs
- Increased risk of cyberattacks - protecting customer data
- Inflationary pressures
- Intensified competition

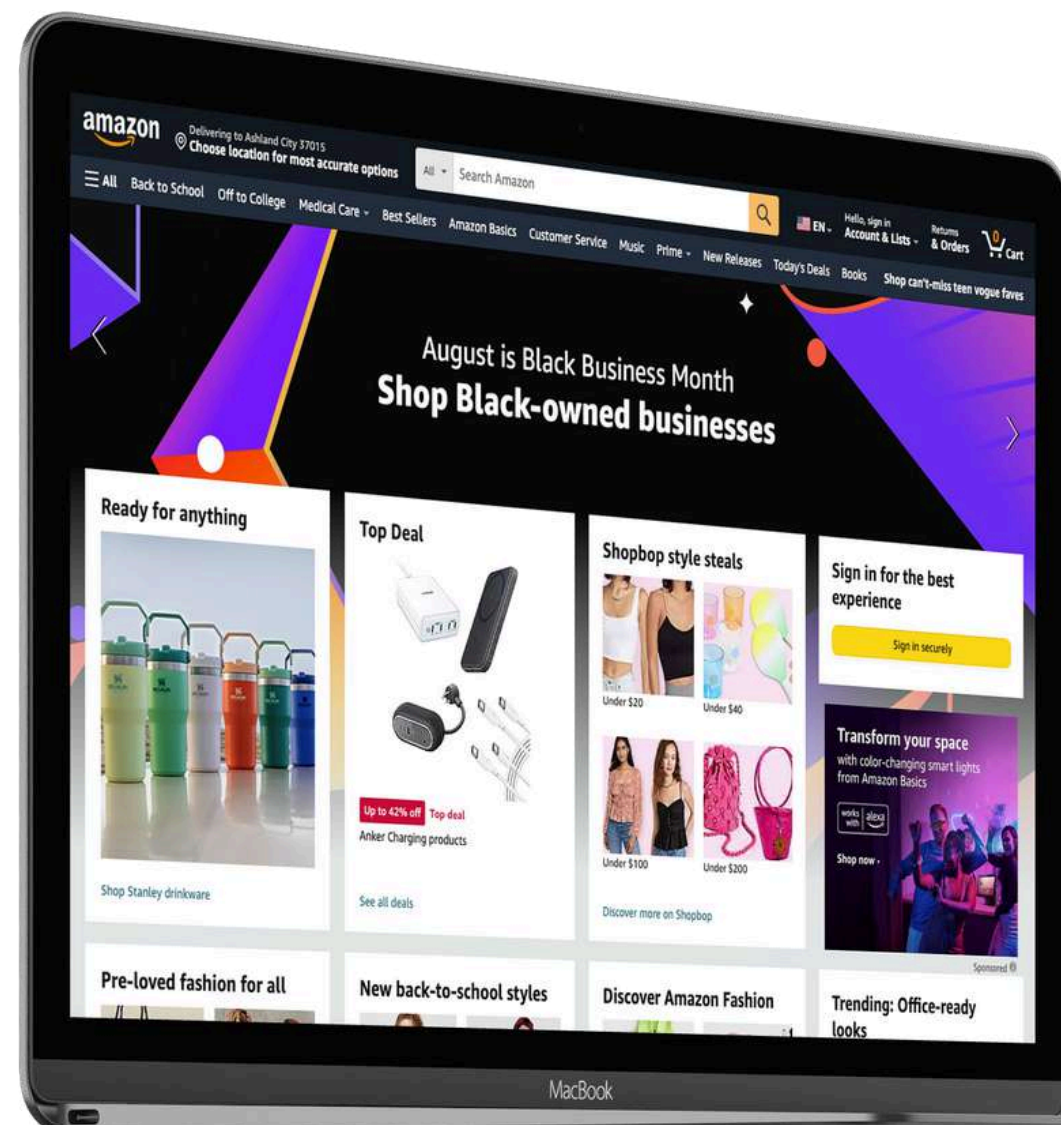
***Overall there have been a variety of production, shipping, and competitive areas to combat. The smoothing out of these issues combined with sustained e-commerce purchasing is a positive sign for the 2024 BFCM buying season**

OPERATIONS IN 2024

ITS TIME TO PREPARE FOR SUCCESS

- ➔ Start planning for your inventory early
- ➔ Establish your operational processes and diversify your fulfillment locations so you can get ahead of delays and other challenges
- ➔ Identify key deadlines and cutoff dates with your operational partner
- ➔ Identify cost shifts in the cost of goods, shipping, import fees, and storage and how they align with your BFCM profitability goals
- ➔ Prepare shipping size variations needed for your various distribution channels to ensure customer availability

AMAZON SELLERS - NEW OPERATIONAL CONSIDERATIONS



Optimize Inventory Strategies

Improve The Onsite Experience

Consistant Brand Experiance

AMAZON VS. YOUR WEBSITE

SIMILAR AUDIENCES. DIFFERENT STRATEGIES.



E-COMMERCE STES - SELLING DTC



Provide special exclusive deals available only on your website - give them a reason to buy direct!



Leverage loyalty reward programs or "member-only" deals for existing customers.



Test and launch "first-time buyer" incentives, bundles, and promotions.



Encourage new customers to put into your loyalty program to unlock access to VIP deals.



Use website forms and pop-ups featuring "early access" to BFCM promotions for new customers - and returning user messaging for returning customers.

AMAZON BRAND SELLERS



Promote/highlight your top sellers - Amazon will give better organic placement to products that will sell.



Push your best sellers from 2023 - double down on what you know works and what customers want



Bundle overstock or less desirable items - you need to move these products to free up inventory space.



Utilize Amazon when 2-day shipping is a must, just before Christmas - this convenience is one of the top reasons customers choose Amazon.



Don't release new products with untested sales potential - if these sales lag it can impact your Amazon Store visibility.



KNOWING YOUR FINANCES

THE DOLLARS NEED TO MAKE CENTS

PREPARING TO DOMINATE - SECTION 5

BFCM FINANCES

KNOWING THE IMPACT OF OUR INVESTMENTS



PROFIT MARGIN PRESSURES

- Aggressive discounts and deals may impact profit margins.
- Balancing attractive offers with maintaining profitability is crucial.

INVENTORY MANAGEMENT

- Demand spikes during BFCM can strain inventory levels.
- Overstocking or understocking can both have financial repercussions.

MARKETING EXPENSES

- Promotions, advertising, and marketing campaigns incur costs.
- Allocate budgets strategically to ensure effective reach and ROI.



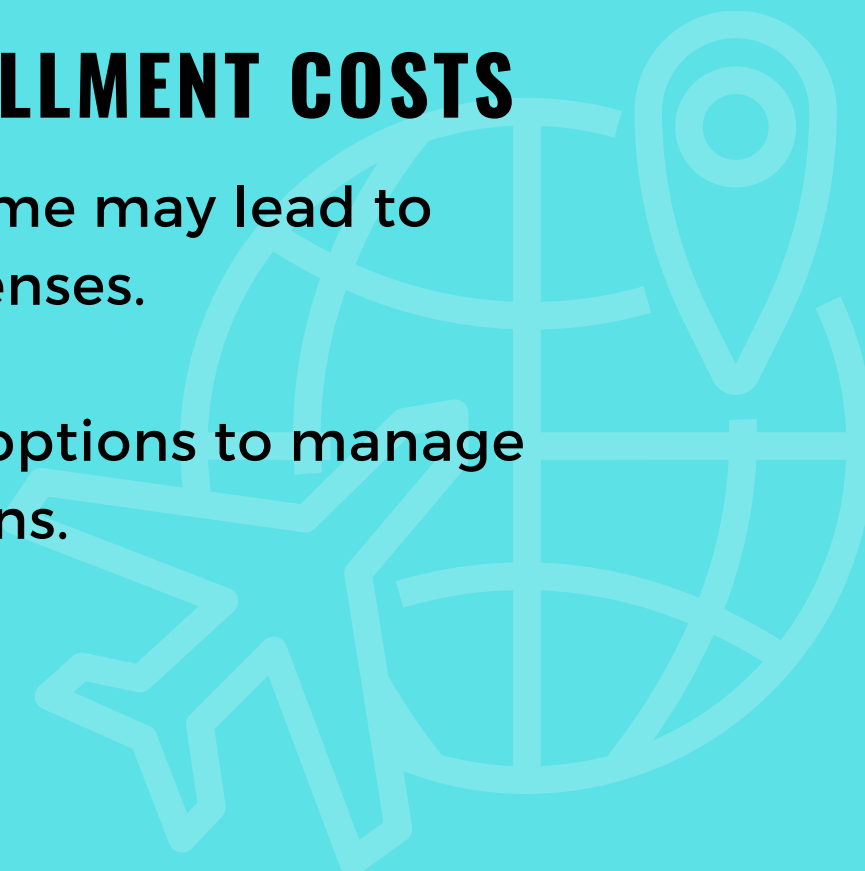
BFCM FINANCES

RETURNS & REFUNDS

- Elevated sales will result in more returns and refunds.
- Plan for potential impact on cash flow and customer satisfaction.

SHIPPING & FULFILLMENT COSTS

- Increased order volume may lead to higher shipping expenses.
- Offer clear shipping options to manage customer expectations.





TIME TO EXECUTE!

PREPARATION IS COMPLETE - LETS LAUNCH

TOP GIFTING "BUCKETS"

NEED INSPIRATION? HERE ARE A FEW IDEAS - BROKEN DOWN BY SEARCH POPULARITY



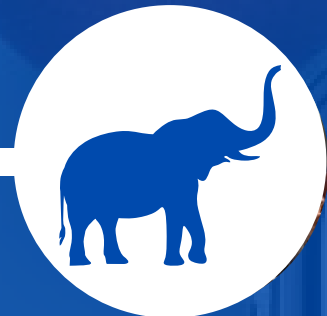
Gift Recipient's 40%

- Gifts for men
- Gifts for mom
- Gifts for dad
- Gifts for men
- Gifts for boyfriend
- Gifts for women
- gifts for him
- Gifts for her
- Gifts for grandma
- Best friend gifts



Gift Sets 17%

- Gift sets
- Luxury gifting sets
- Tom Ford gift sets
- Holiday gift sets near me
- Starbucks gift set



Holiday Occasions 11%

- White elephant gift ideas
- White elephant gifts
- Christmas gifts for mom
- Secret Santa gifts
- Last minute - Christmas gifts



Gift Cards 8%

- Gift cards
- Gift card exchange



Gift Ideas 7%

- Gift ideas
- Gag gifts
- Gift ideas for women
- Unique gifts
- Gift ideas for mom
- Unique gifts for men



Gifts By Price 1%

- Gifts under \$25
- \$20 gift ideas
- \$10 gift ideas
- \$25 gift ideas
- \$50 gift ideas
- Gifts under \$5
- Gifts under \$50

MERCHANDISING STRATEGIES

YOU HAVE OPTIONS - FOR EVERY SEGMENT



Flash Sales & Limited Time Deals



BFCM Bundle Deals



Leverage Your Lost Leaders



Early Access Promotions



Tiered Discount Deals



Mystery & Unlock-able BFCM Deals



Free Gift/Shipping with Purchase



Cross Sells & Up Selling



Exclusive Member Offers



Personalized Product Recommendations



Last Minute & Lightning Deals

OCTOBER PREPERATION

NO MORE TESTING

- Ad creatives and product preference testing should already be completed
- Know your highest sources of organic and paid traffic to accurately capitalize on attention and interest

EARLY PROMOTIONS

- Offer exclusive discounts to early shoppers
- Engage with email subscribers and social media followers
- Promote BFCM sneak peeks, countdown clocks, and DTC exclusives on your site

SEGMENTED MARKETING

- Segment your audience based on preferences
- Tailor marketing messages to specific segments
- Use personalized recommendations to showcase products





NOVEMBER EXECUTION

EARLY NOVEMBER

- Launch teaser campaigns to build excitement
- Send out email newsletters about upcoming BFCM deals
- Optimize/update website with exclusive DTC deals for increased DTC traffic and holiday season user experience

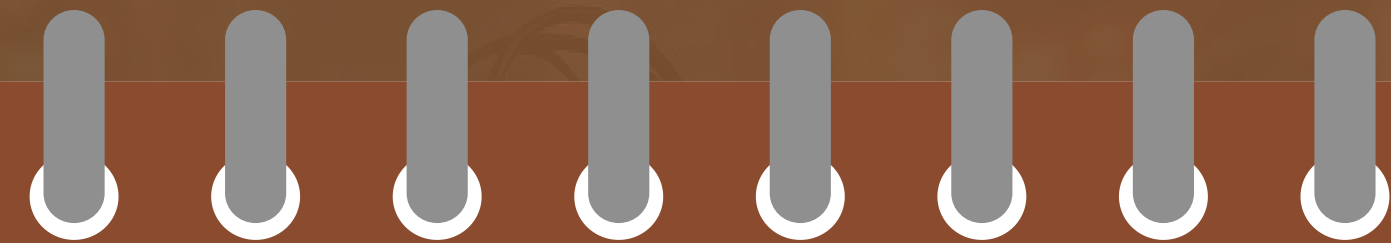




NOVEMBER EXECUTION

MID-NOVEMBER

- Release more detailed information about the upcoming sales
- Start social media countdowns
- Consider early bird discounts to attract eager shoppers



NOVEMBER

2024

SUN MON TUE WED THU FRI SAT

10	11	12	13	14	15	16
17	18	19	20	21	22	23



NOVEMBER EXECUTION

BLACK FRIDAY

- Launch major BFCM sales and deals
- Ensure website stability and prepare for increased traffic
- Monitor inventory and restock as needed
- Focus between Black Friday and Cyber Monday
- Continue promoting sales and offers
- Highlight popular products and limited-time deals
- Consider time-sensitive flash sales

NOVEMBER 2024						
SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

DECEMBER 2024						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



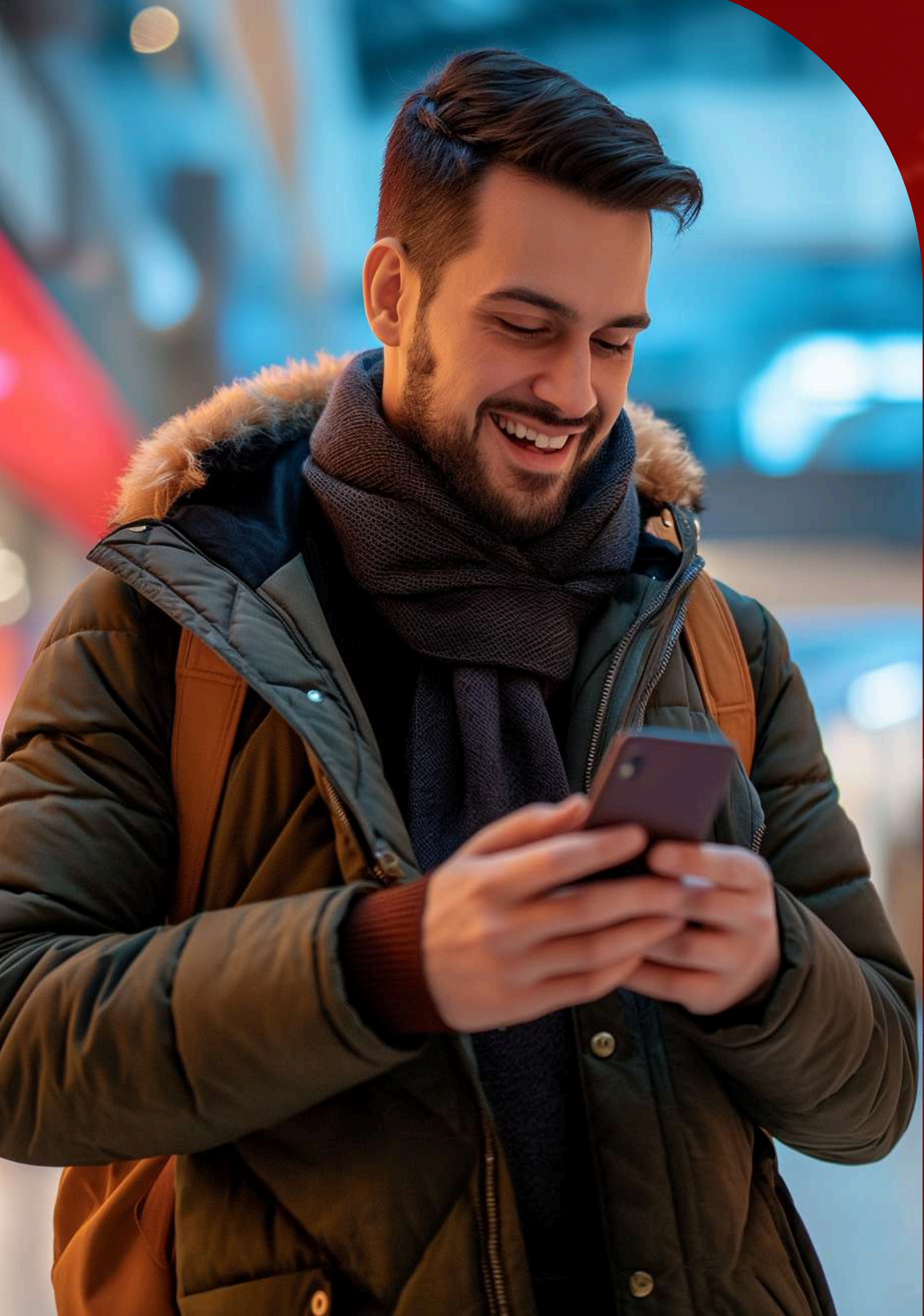
NOVEMBER EXECUTION

CYBER MONDAY

- Launch additional online-exclusive deals
- Emphasize the online shopping experience
- Send follow-up emails reminding customers of the final hours of sales

NOVEMBER 2024						
SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

DECEMBER 2024						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



DECEMBER EXECUTION

EARLY DECEMBER

- Extend any remaining BFCM deals
- Highlight shipping deadlines for holiday delivery
- Launch holiday-specific marketing campaigns





DECEMBER EXECUTION

MID-DECEMBER

- Continue offering promotions, especially on gift-worthy items
- Focus on customer service and support due to increased inquiries
- Remind customers of upcoming shipping cut-off dates





DECEMBER EXECUTION

LATE DECEMBER

- Plan for post-Christmas sales to capture last-minute shoppers
- Prepare for New Year's sales and clearance events
- Evaluate the success of your BFCM campaigns and gather data for future planning

DECEMBER 2024						
SUN	MON	TUE	WED	THU	FRI	SAT
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



POST SEASON WRAP-UP

TAKING STOCK - MOVING FORWARD

POST SEASON WRAP-UP

MEASURING SUCCESS

- **ROI:** Pinpoint the financial impact and of your TOF, MOF, and BOF channels
- **Profitability:** Find what products sold the most in volume and those giving you the highest profit margins
- **Impact:** Review ad messaging and creatives driving the highest conversion revenues

LOCK-IN NEW SEGMENTS

- See if your target buyer demographic has shifted
- Identify emerging segments previously unseen
- Identify product batching purchase trends to capitalize on changing preferences

FOCUS ON LTV

- Launch nurture campaigns for new customers
- Remarket to new and emerging customer segments
- Set LTV goals for new customers and segments in Q1 to set strategies and measure progress





THE JOURNEY IS NOT OVER...

The preceding pages have given the framework to drive next-level during BFCM and throughout the holiday season.

Above all you need to focus on what you can control. Your data, your strategy, your creative approach, these are all pivotal to your success.

You BFCM goals to achieve and benchmarks to crush, just remember that the journey is not over when the season is wrapped up. There will be the next quarter - the next season to attack.

But right here, right now, the 2024 holiday season is yours for the taking. Focus on what you can control and forget the rest - it is time to get to work.



Ready To Scale Profitability in the 2024 Holiday Season?

Contact our team today to book your appointment and receive the Unwrapping Profitability Strategy Workbook. Our workbook takes you through the A-Z for building your custom 2024 Q4 & BFCM strategy.

Now is the time to act!



Bernard May

Founder & CEO

BMay@NationalPositions.com

818.206.8598 | 818.451.5771



National Headquarters:

31280 Oak Crest Dr Suite #1,

Westlake Village, California

91361, USA

www.NationalPositions.com

