

5 *Ways to Prepare Now for the Holiday Shopping Season*



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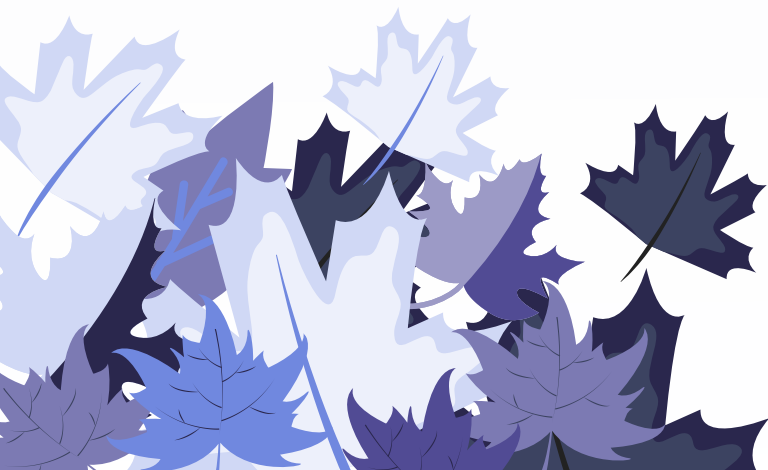
The start of the holiday season

For consumers, the holiday season begins with long lines a few hours after the Thanksgiving turkey has been finished, and watching for cyber deals on the following Monday.

This time of year results in some of the busiest sales days of the year and officially launches the holiday shopping season. For an e-commerce brand to be successful, planning for the holidays begins long before the turkey is on the table; you'll need to start thinking about the holidays when fall begins.

Making the most of this busy season requires thoughtful planning and analysis of your previous years' results and customers. By starting early, you give your brand the gift of time — time you need to get your marketing machine ready and to target the right customers.

If the leaves are starting to turn and you're not planning for the holiday sales season, it's time to get started, so your brand doesn't get left out.



Look back to 2018

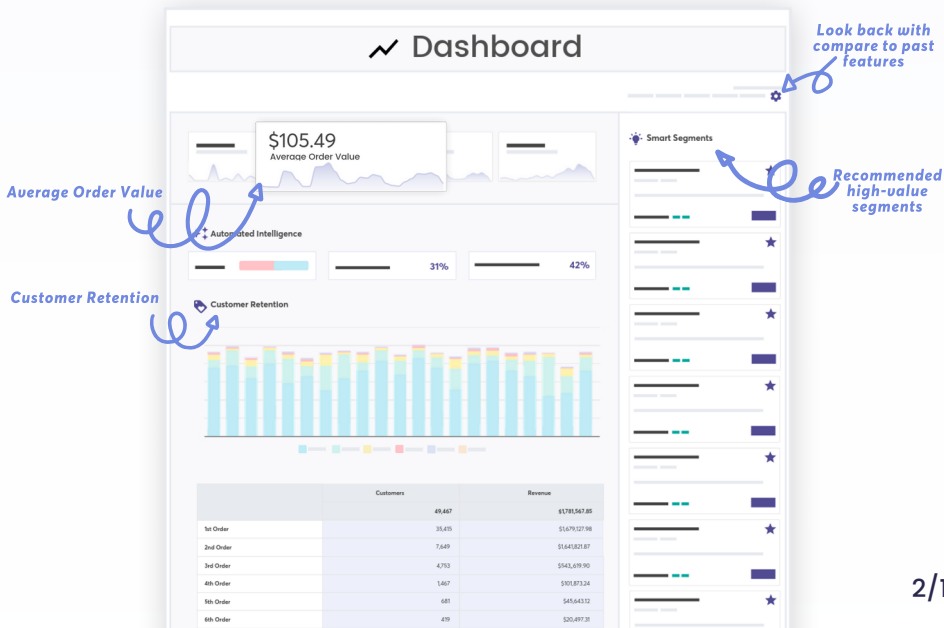
What worked last year, and what did not? Take a look at last year's analytics (and those of the year before if needed) to see which initiatives and promotions your buyers responded to best. When you look at last year's performance, look past the bottom line and come up with answers to the following questions:

1. What was your top-selling item?
2. What was your average transaction amount?
3. Were your buyers new to your brand or established customers?
4. What were your Black Friday and Cyber Monday numbers?
5. Did one defined customer segment out-purchase the rest?

These and other questions specific to your brand can let you know what worked for you last year and help you craft compelling campaigns this year.

DataQ Dashboard

View Dashboard features



Look back to 2018

If you discover that most of your buyers were new, would running an early promo or perk for returning buyers boost your sales? On the other hand, if most of your sales were from established clients, would an acquisition campaign with an appealing first-time customer discount help boost sales and build your list?

Answers lie in the data, and every brand will have different conclusions. The key takeaway here is to work with actual data that showcases your past performance to leverage better sales this year. By starting early, you have the luxury of time to begin in a very strategic way. Reviewing previous years' figures also allows you to set measurable performance goals.

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Work on holiday branding

How will your holiday promotions look?

Elegant and formal, fun and colorful, or will you have a unique holiday mascot? Now is the time to decide, so your team has time to create the ads and images you'll need to compete for holiday shoppers. Your holiday branding should be recognizably yours and adhere to your brand standards.

Moreover, your look should be festive enough that the average user can recognize the imagery as being for the holiday season at a glance.

Check out how several top e-commerce companies create effective holiday-branded materials [here](#).

Once you have this imagery and theme, it is easy to launch promotions on social media and in other locations.

Draw some inspiration from previous campaigns like Amazon!

For the past two years, they're signing boxes have been some of the most-talked-about Christmas ads.



Segmenting your customers

You've already taken a look at who purchased from you last year, and now you can set up some promotions just for each of these markets. Your business will likely have multiple well-defined segments, but consider these as well:

Warm Leads

They follow your brand, have signed up for your emails and open regularly, but have not purchased yet.

Repeat Buyers

They have purchased from you before at least once.

Active Customers

They have purchased from you more than once.

Each of these categories is easily reachable and can you can achieve them with **DataQ's segmentation features**. Additionally, our segment insights can provide you with ideas on approach and creative so that you reach audiences with ads that make sense.

Here are a few that you can quickly build and fall into these categories:

Flirtatious Non-Purchasers

(warm leads)

2018 Black Friday Shoppers

(repeat buyers)

Loyal Customers

(active customers)



Segmenting your customers

Flirtatious Non-Purchasers

These customers have started the check-out process but never seem to place an order so we can conclude that there's interest, they just need a little nudge. A good deal might be a suitable catalyst for these shoppers, along with an email reminder to "check-out before the deal ends."


How to build this segment

Follow the segment building map below.

Segment Name

Flirtatious Non-Purchasers Create Segment


Behaviors and actions by your customers

Has  Checkout Started at least once in the last 1 months

▼ Add Filter + OR

+ AND

Behaviors and actions by your customers

Has  Placed Order zero times in the last 90 days

▼ Add Filter + OR



Segmenting your customers

2018 Black Friday Shoppers

Customers that are in this bucket like your brand enough to have purchased at least one time before (maybe even on Black Friday). These customers need a reminder of why they bought from you and what better way than with a fabulous Black Friday deal.

How to build this segment

Follow the segment building map below.

Segment Name

2018 Black Friday Shoppers

Create Segment

Behaviors and actions by your customers

Has

Placed Order

at least once

before

11/24/2018

Add Filter

+ OR

+ AND

Behaviors and actions by your customers

Has

Placed Order

at least once

after

11/22/2018

Add Filter

+ OR



Segmenting your customers

Loyal Customers

Fan-status customers who love your brand. People that are in this bucket are quite possibly addicted to your products and have established themselves as long-term customers. Rewarding them for their loyalty with a sneak peek of what's to come this holiday season (maybe even with an exclusive offer) might make them super fans.

How to build this segment

Go to your segment templates and select Loyal Customers template.

The screenshot shows a user interface for creating customer segments. At the top, there are two tabs: 'Templates' (selected) and 'Your Segments'. Below the tabs, there is a 'Create from Scratch' option with a plus icon and the text: 'Prefer a blank slate? Create your own segment from scratch.' Below this, there is a grid of six segment templates, each with a title, a description, a star icon, and a 'Customize >' button. The 'Loyal Customers' template is highlighted with a white border and a blue star icon. The templates are:

- Female Purchasers**: Female customers that have purchased at least once.
- Male Purchasers**: Male customers that have purchased at least once.
- One-Time Purchasers**: Customers that have purchased only once.
- Recent Purchasers**: Customers that have purchased at least once in the past 30 days.
- Two-Time Purchasers**: Customers that have purchased exactly twice.
- Win Back**: Customers that have purchased at least once in the past year and have not placed an order in the past 90 days.



Strategies to stand out

Pre-sell the Big Days

Black Friday and Cyber Monday outperform every other day of the year for both brick-and-mortar and online sellers.

Build anticipation for these days by letting your buyers and segmented lists know what you will have and pique interest with some of your best deals of the year. If you only sell online, highlight the advantages of online shopping. For example, you can mention the fact that buyers won't have to wait in line physically — they can log in and snag a great deal, hassle-free.

NOVEMBER

(Example of a Black Friday / Cyber Monday campaign schedule)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	31	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	23

Early announcement for upcoming Sales

Sneak peek of sale items for all customer segments.

Highlight top performing sale items.

Happy Thanksgiving + sale start time

BLACK FRIDAY

Ready for round two? T-minus two days till Cyber Monday

Sale items sneak peek for loyal customers.

Announce your personalized service (e.g. free gift wrapping)

Reminder of personalized service

Start count down for Black Friday

Black Friday deal reminders

Recommended Mediums: Email & Facebook

Strategies to stand out

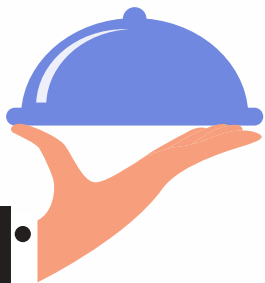
Offer Services That Big Stores Can't

One of the best benefits of being a relatively smaller brand is that you have the agility, and the ability to offer services a larger brand can't.

Offer some specific services your buyers will be able to take advantage of — from branded, personalized gift wrapping to personalized shopping lists and more. When you can offer luxury, convenience, or attention to detail that another brand can't, you'll stand out. Let buyers know about their options early and often — you'll be surprised at what helpful and straightforward details can do for your sales. When you start early, you can pre-order what you need to offer the services you want to tempt your buyers with.

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Starting early also gives you time to plan your social media campaigns, and create prospecting campaigns that attract new users to your site. Planning ensures your brand gets its share of the busiest shopping season of the year and that you meet your fourth-quarter sales goals, too.



Are you ready to start planning?

If so, DataQ is here to help. Sign up for a FREE trial to quickly view past performance, key e-commerce metrics, and top-performing products to then build segments and sync those segments to your top marketing channels.

Visit *dataq.ai* to get started.