

'TIS THE SEASON

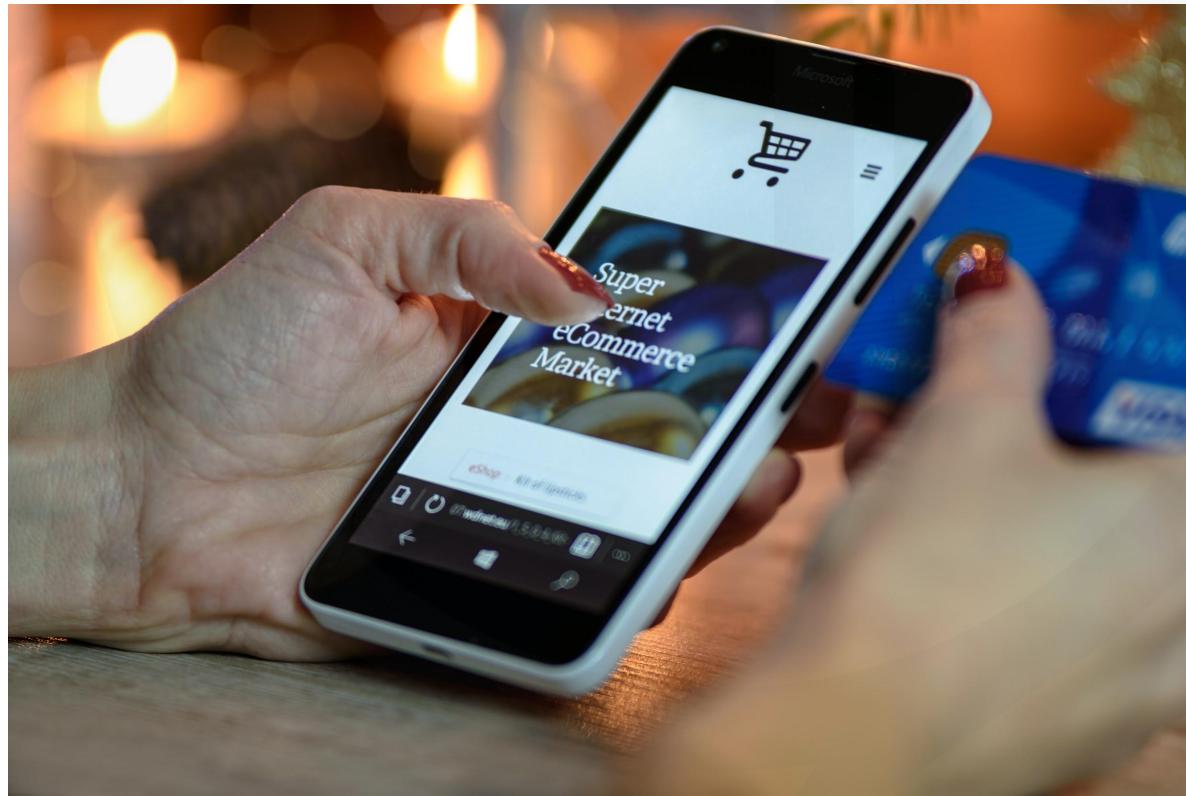
*Best Practices for
Planning Your*
**HOLIDAY
MARKETING
CAMPAIGNS**

FREE WEBINAR



Think with Google

More than 1/3 of U.S. shoppers who normally shop in store for Black Friday say they won't this year. And 1/2 of U.S. shoppers say the pandemic will affect how they'll shop for the holidays this year. This holiday season will be about who can respond most quickly instead.





MEDIA INSTITUTE

Think with Google

In 2019, 78% of U.S. holiday shoppers used 3 or more channels to do their holiday shopping.

58% of shopper-reported purchases were made online. In 2020, those numbers will grow, as almost 75% of U.S. shoppers said they will shop online more for the holidays than they did in previous seasons, and a similar number said they would browse for gift ideas online and not in store.



Think with Google

In 2019 the in-store shopping experience often began long before shoppers got to the store. This is even more true now, as availability and local convenience have become a priority. 67% of shoppers said they plan to confirm online that an item is in stock before going to buy it. Plus, searches for “available near me” have grown globally by more than 100% since last year, underscoring the importance of accurate inventory information.





MEDIA INSTITUTE

Think with Google

66% of shoppers said they plan to shop more at local small businesses. Consider providing shoppers with the right information about products available at your store, operation hours, and health and safety policies with tools like Local campaigns to reach people near your stores, across different locations.



Think with Google

53% of shoppers that plan to shop this season said they'll choose to shop at stores that offer contactless shopping.

And 47% of planned shoppers said they'll use options to buy online, pickup in store/curbside pickup.





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Think with Google

70% of shoppers said they intend to plan their shopping earlier to avoid crowds.

80% of planned shoppers will consolidate their shopping to make fewer trips than they did in previous years.



Trends

In Store and Curbside Pickup

- ★ Safe shopping and contactless shopping searches have dramatically increased.
- ★ Create a pick up system and plan that can scale.
- ★ Consider delivery options.

Website Usability

Test your website speed and make sure all buttons, the checkout process, and product or service details are clear..

Free Website Testing Tools:

- [Google Page Speed Insights](#)
- [GTMetrix](#)
- Google Analytics

Local Experiences

- ★ What unique offerings are local businesses making for the holiday? What partnership opportunities are available?
- ★ What does your community need? How can you innovate?
- ★ Even Google Products added a local filter this year.

Google My Business

- ★ Put this tool to good use.
- ★ Make sure info is accurate.
- ★ Share deals, sales, events, and website links.

Social Media + Email

Plan your messaging pace for the next 2-3 months.

- ★ What are you promoting and why?
- ★ How can you give back?
- ★ Create a holiday content calendar.
- ★ Integrate with ad campaigns if applicable.

Great Campaigns

Kuba Koziej, CEO and co-founder of Zety, a career resource site, created a Christmas-themed career guide last year.

The image shows the homepage of Zety's website. At the top left is the Zety logo. To its right is a navigation bar with dropdown menus for 'Tools', 'Resume', 'CV', 'Cover Letter', 'Career Blog', and 'About'. A blue button labeled 'MY ACCOUNT' is also visible. The central focus is a large, bold text overlay that reads 'Zety Resume Builder' and 'Make a Resume Online—Quick & Easy'. Below this text is a red button with the white text 'CREATE MY RESUME NOW'. The background of the page features a collage of various resume documents, a hand holding a smartphone displaying a resume, and other office-related items like a graduation cap and markers.

Big Brands

Digital Agency Network

Digital Agency Network - All Holidays

Free learning opportunities:

- ★ [Free Monthly Webinar](#): Our next Digital Drop-in is Wednesday Nov. 4, 2020
- ★ [Free Digital Marketing Toolkit](#)

Online Courses

Find out more about the [Content Strategy Roadmap](#).

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