

The Keys to Winning the Holiday Shopper

Hint: Be Ready to Stay Flexible



As each holiday season approaches, one thing remains certain: its unpredictability. Each year brings a unique set of factors that keep both consumers & businesses on their toes. Inflation, the economic headline of the last holiday season, still lingers with high costs, but consumers have adapted to the new normal. Meanwhile, sky-high interest rates, unseen in decades, are causing consumers to rethink major purchases, potentially redirecting funds towards holiday spending. Surprisingly, despite the economic challenges, consumer sentiment is on the rise, suggesting greater confidence and a willingness to indulge during the festive season. This guide will equip you with essential tips to navigate these ever-shifting dynamics, ensuring your holiday season strategies remain agile and effective.

TABLE OF CONTENTS

1 Tip #1: Early Discounts

Get Sales While You Can

2 Tip #2: Look to Influencers

Move Clients Through Your Sales Funnel

3 Tip #3: Pay Attention to Your Feeds

Understanding Traffic Acquisition on Your Site

4 Conclusion & Key Takeaways

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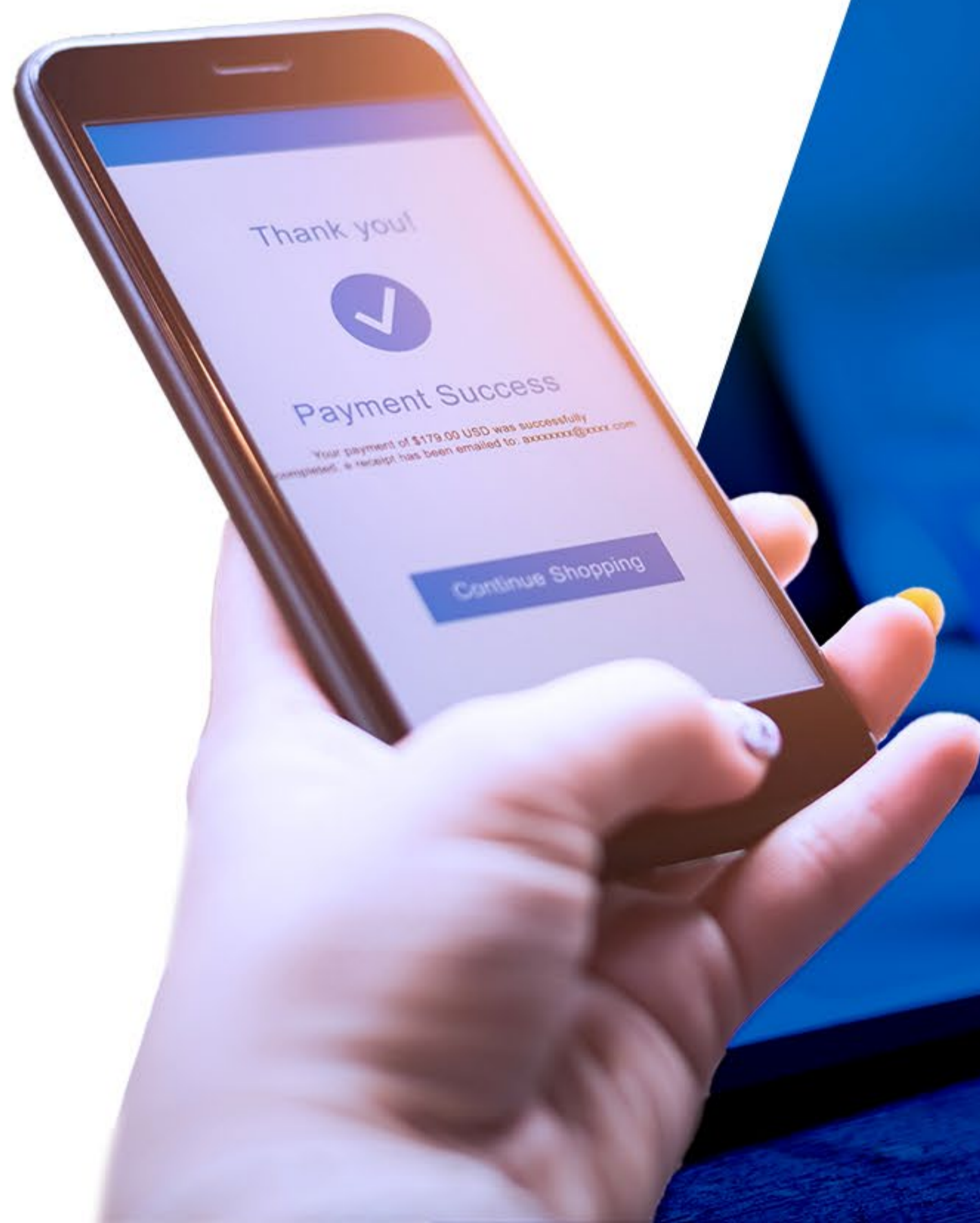
Ryan Garrow is the director of partnerships & client solutions at Logical Position, an Inc. 500 company headquartered in Oregon with offices nationwide. The award-winning agency offers full-service PPC management solutions for businesses large and small, including SEO, email marketing, paid social, retail media, and creative services..

1 Early Discounts

Get Sales While You Can

Crafting a winning holiday sales strategy requires a keen understanding of your competitors' game plan and your ability to adapt quickly - with one key constant being the influence of early discounts. Retail giants like Amazon, Walmart, and Target regularly kickstart the holiday shopping frenzy with enticing promotions, reshaping the sales calendar. To seize these opportunities, eCommerce sellers must vigilantly monitor competitors and consider adopting similar tactics.

With that in consideration, instead of rigidly reserving advertising budgets for the days between Black Friday and Cyber Monday, we advocate for adaptability. Track sales trends and respond promptly to early shopper activity, even if it means reallocating resources. This proactive approach ensures you remain in sync with changing consumer behaviors, securing success in each holiday season and avoiding missed sales opportunities.



2 Look to Influencers

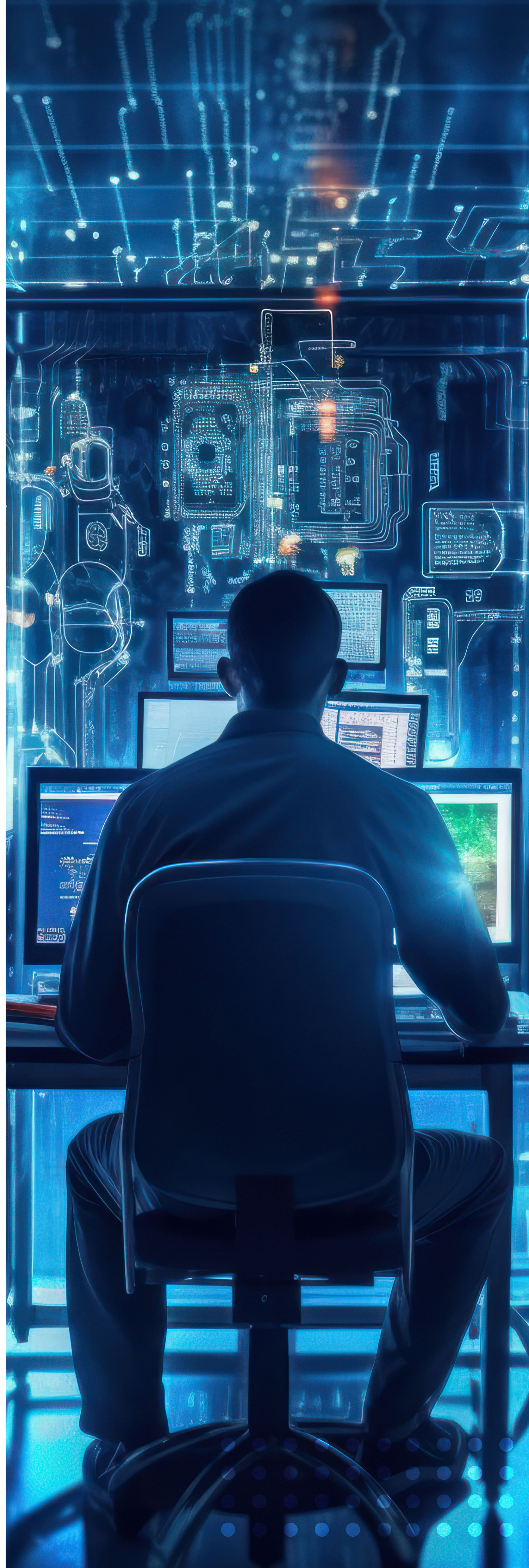
Small brands can capture significant visibility by collaborating with social media influencers, especially during the holidays. Platforms like TikTok offer the perfect stage for these types of partnerships. When they incorporate a product into their content to address a real problem, it becomes a potent and cost-effective advertising channel. To excel in this space, eCommerce sellers should have a deep understanding of their target audiences and carefully select influencers who authentically represent their brand values. This timeless approach ensures sustained success for smaller brands seeking to expand their reach through influencer marketing.



3 Pay

Attention to Your Feeds

A common mistake we observe among eCommerce sellers is an over-reliance on their platform's connection with the Google Merchant Center. What they may not realize is that the platform connection doesn't consistently present product information in a user-friendly manner for Google searchers. Our recommendation for eCommerce sellers is to employ a feed system that accurately categorizes and formats their products, aligning with what Google understands. Without the proper feed system in place, Google may encounter difficulties in displaying products effectively, potentially causing shoppers to seek their desired items elsewhere. To ensure success, it's essential to optimize your approach to Google integration year-round.



4 Conclusion

Our essential advice for each holiday season is for eCommerce sellers to prioritize flexibility and adaptability—be prepared to pivot when new information arises. Capture early sales opportunities, and reallocate resources. Sticking rigidly to a plan that no longer aligns with current conditions can be detrimental. eCommerce sellers that can swiftly and effectively adapt to evolving conditions will be best positioned to succeed every holiday season

Key Takeaways Checklist

Get Sales While You Can:

Stay flexible with your advertising budget

Monitor sales continuously

Swiftly increase ad spending if early buying trends emerge

Be ready to adjust, even if it means reducing spending between Black Friday and Cyber Monday

Look to Influencers:

Collaborate with social media influencers

Leverage their authentic connection with their audience

Take advantage of this cost-effective advertising strategy

Select influencers wisely based on your audience and products.

Pay Attention to Your Feeds:

Don't rely solely on platform connections with Google Merchant Center.

Implement a dedicated feed system to format products correctly for Google.

Ensure well-structured product data for better visibility.

Avoid losing customers due to poor product display on Google.



Want more?

Managing Google Ads Campaigns is an in-depth guide covering everything that goes into managing your Ads Account.

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