

It's Beginning to Look a Lot Like...The Holiday Rush!

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Introductions



Jenn Karsner
Marketing Consultant



Erin Green
Marketing Consultant

Agenda

- Industry insights
- Understanding your most valuable customer
- Reaching your audience
- How do you activate?

Industry Insights

How Consumers Are Researching Products & Sales

Retailer websites and internet searches are the most used sources to learn about new products/brands

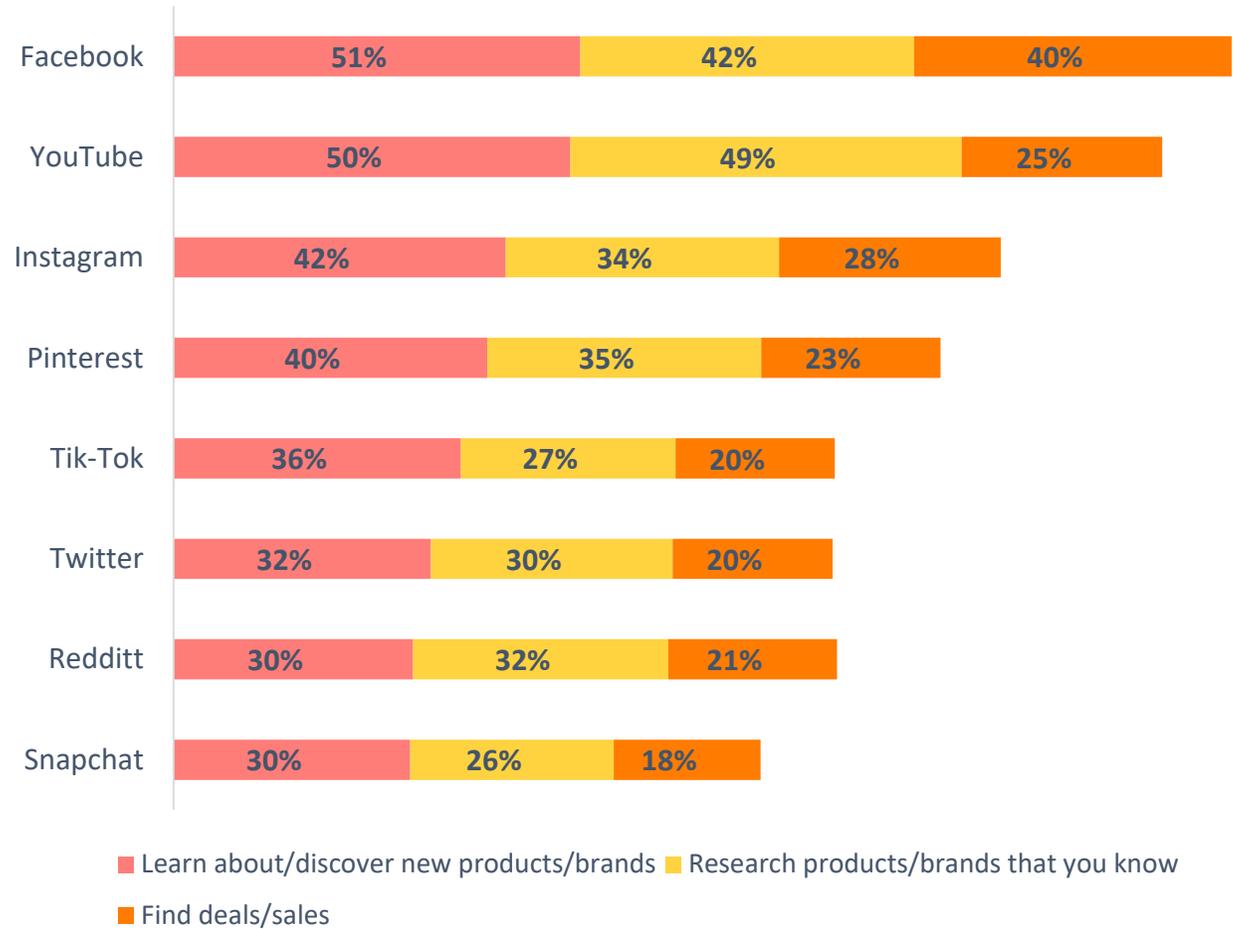
Sources used to find information



Social Media Usage

Shoppers <40 are more likely to use social media sites to find information about products/brands

Social Media Platforms Used To Find Information

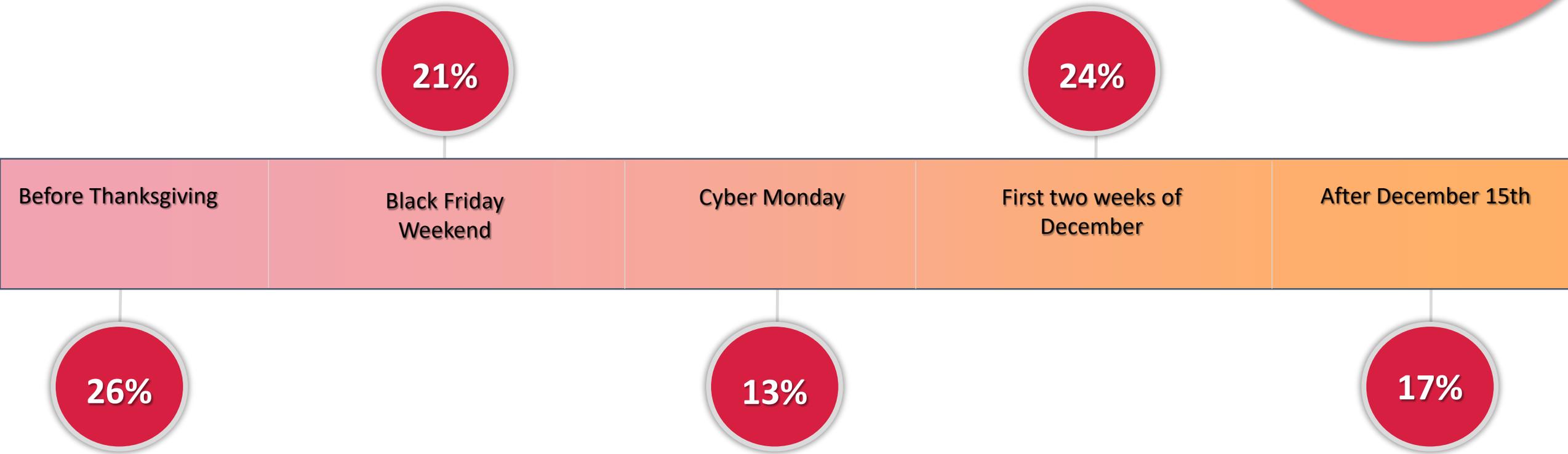


Q10: Which of the following social media sites do you regularly use to...?
LocalIQ – 2021 Holiday Retail Study
Base 1,635 US Adults 18+ July – Aug 2021

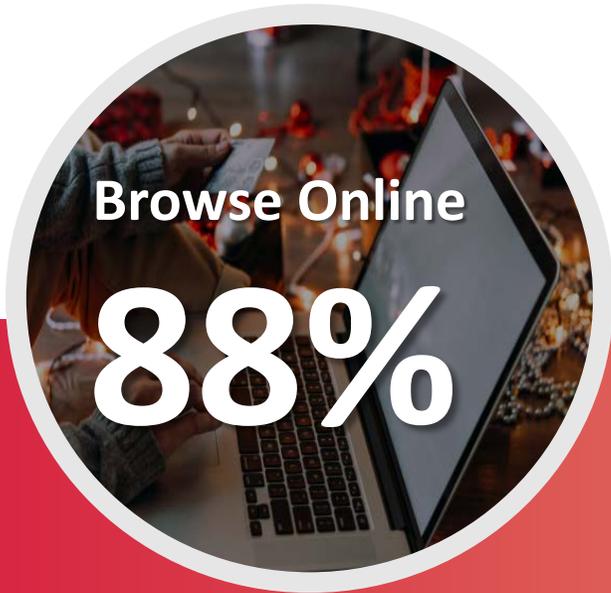
Holiday Shopping Timeframe

Question: How much of your shopping will be completed during these shopping time periods?

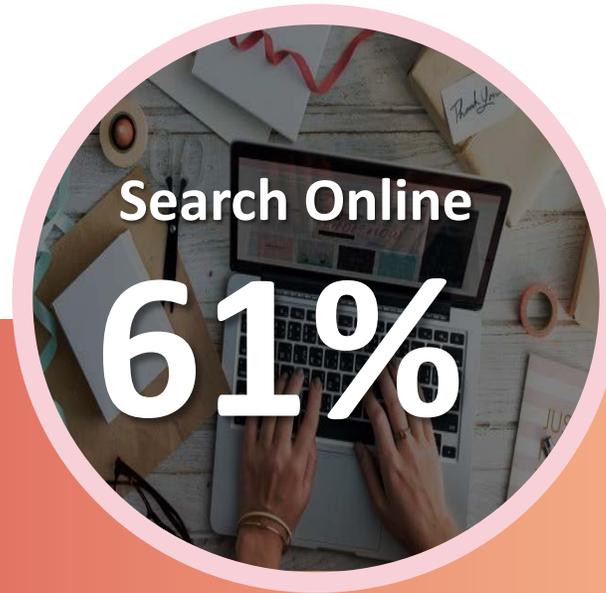
46%
Of Holiday shopping will be completed BEFORE Cyber Monday



Researching Websites, Search & Email Lead Holiday Advertising Models



Of shoppers will browse retailer websites for holiday gifts this year



Of shoppers will search online before going into the store to purchase



Of shoppers will use emails from retailers for discounts on holiday gifts

Understanding Your Best Customer

Who Is Making Floral Decisions During The Holiday?

Holiday Gift Givers



Last Minute Gift Givers

“Crap, I forgot Christmas is only 3 days away.”

Planners

*“Black Friday is around the corner
I need to start scheduling out deliveries for Christmas presents!”*

Office Workers



TRIGGER:

“It’s that time of year again – I need to start sending out gifts to our business partners”

NEED:

I will need to send out gifts to business partners around the county and I prefer when the gifts support local business

Decorators



TRIGGER:

*“Only 50 more days until the Holidays!
Time to decorate!”*

NEED:

It has been a family tradition since I was a kid that we start decorating the house for the Holidays right after Halloween

Cheryl: The Golden Goose



Referral Giving

- Cheryl needs to purchase gifts for all her company's business partners
- *She begins searching for local gifts that can be customized to each business*



Gift Giving For Non-Local Friends

- As an avid gift giver with out-of-town friends Cheryl is looking to send her friends a gift that will make them smile. She wants to be able to share memories with them even thousands of miles apart



Decorating For The Holidays

- Cheryl started decorating her house the day after Halloween. When you walk in her house the smell of Christmas overtakes your senses. It's like walking into a movie, every year.



I'm Ready to Buy

- Cheryl is your Golden Goose – she is an office manager with out-of-town friends who loves to decorate, and she is looking for the best way to be able to give a gift to those she cares about during the holiday. Will your florist be the one she chooses?

Define Your Audience (Cheryl/Cheryl's)

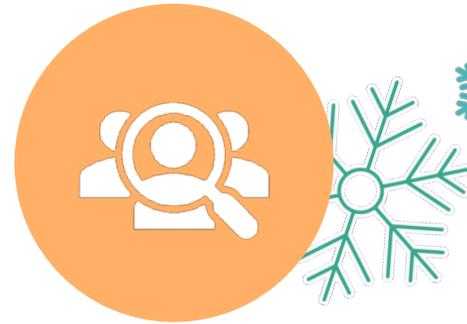
- Current customers (using data to determine your audience)
- Creating client customers persona
 - Demos
 - Age
 - Goals
 - Where do they live?
- Where is your service area?
- How much would you like your customer to spend?
- How much do they currently spend?



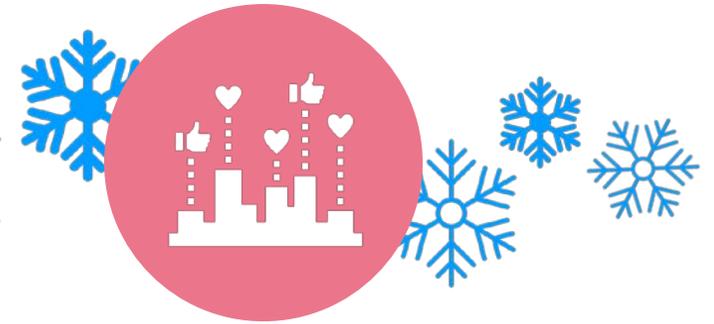
Reaching The Audience



DEFINE YOUR
GOALS

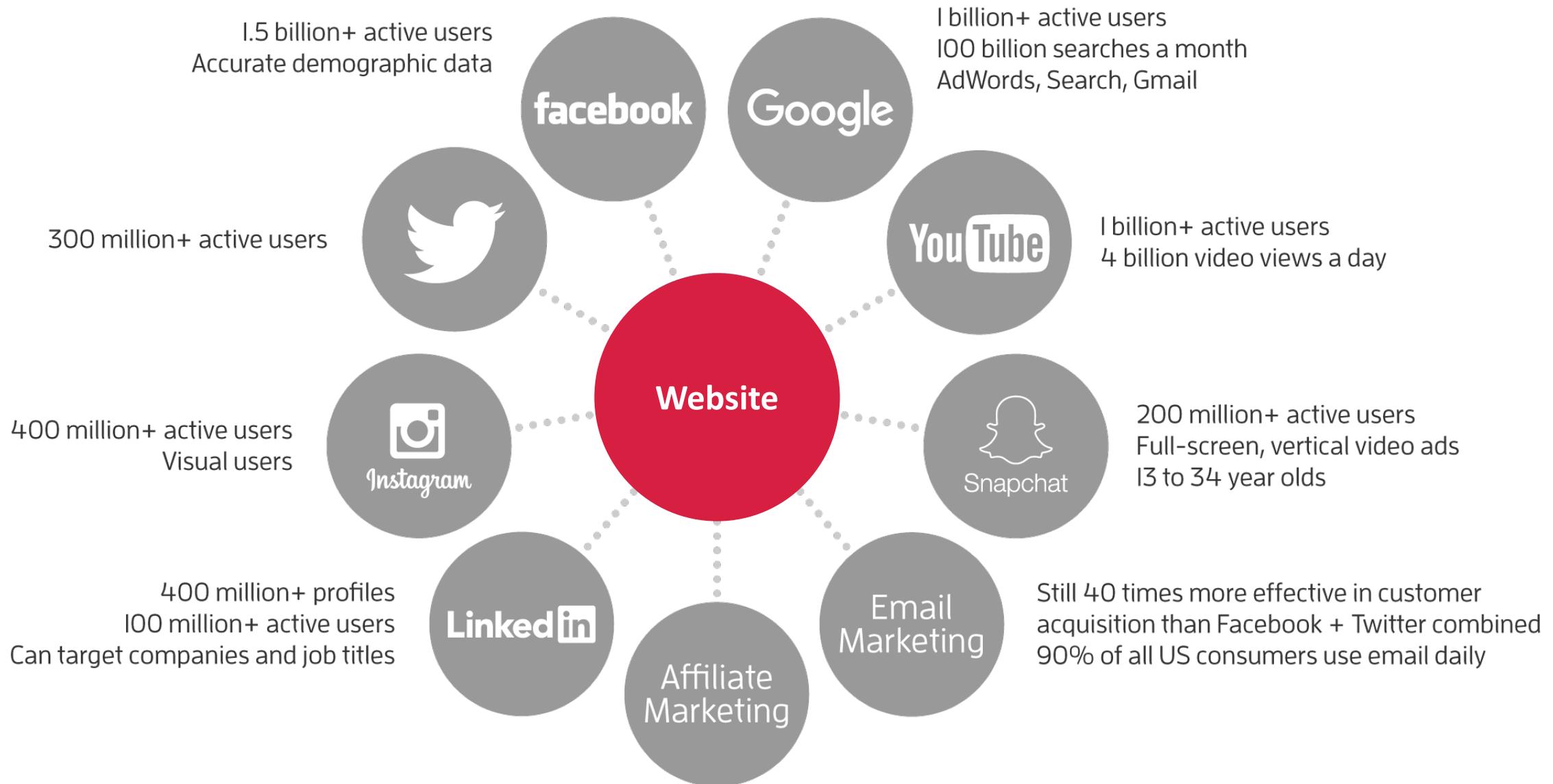


DETERMINE YOUR
AUDIENCE



DEVELOP YOUR
CONTENT

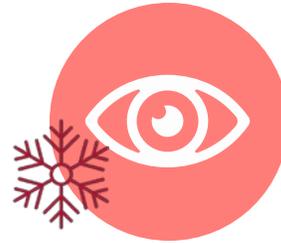
Marketing Channels





MESSAGING APPS

Billions of active monthly users, including coveted Millennial and Generation Z consumers.



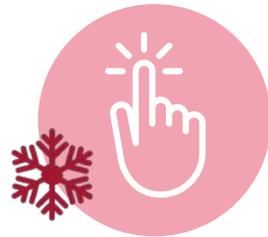
VISUAL CONTENT

Check if you could represent something visually before committing to text.



INTERACTIVE CONTENT

Polls, Q&A, Lives, Webinars.



USER GENERATED CONTENT

85% of consumers find UGC more influential than brand content

It gets 600% more engagement than content generated by businesses.



VIDEO

50% of shoppers say online video has helped them decide which specific brand or product to buy.

Are You Currently Making Content?

- Turning This:



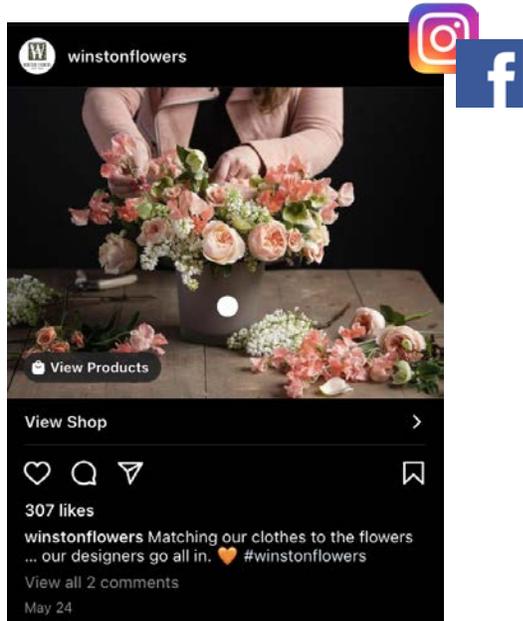
- Into an experience:



How To Activate?

Start Content Planning

- Help leverage major holidays.
- Sales and promotions, messaging map, staying engaged.
- Data results



YouTube

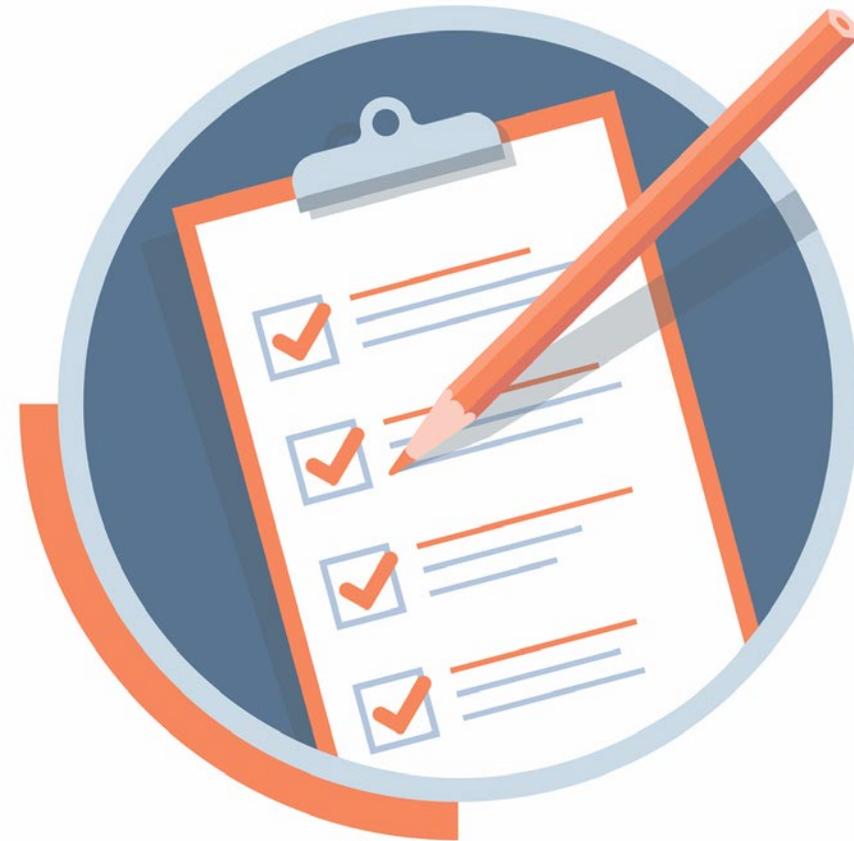


Content Calendar



Activation Checklist

- Keeping Google My Business up to date
- Maintaining website
- Maintaining social channels with fresh content
- See how you show up on local listings
- Define marketing budget
- Define your goals
- Determine your audience
- Decide if you are going to have special offers or promotions
- Consistent messaging on all platforms
- Get creative and have fun!



Thank you!

