

MARKETING IN A DIGITAL Wonderland

The business climate and constant pivots for marketers in 2020 have been frightful, but your holiday marketing can still be delightful with digital marketing tactics.

DO:

Keep context in mind – traditional celebrations and imagery may not apply

DON'T:

Shy away from celebrating the season – holiday cheer is needed now more than ever

Marketing Automation

What It Is:

A marketing automation solution is the technology that makes executing many other digital marketing tactics possible, all from one convenient platform.

Holiday Marketing Automation Idea:

Create an automated campaign that nurtures prospects and customers at important touchpoints throughout the holiday season – this could be promotions, events, greetings and more.

Social Media Marketing

What It Is:

Social media marketing refers to your brand's organic activities on social media platforms, including both posting content and engaging with others.

Holiday Social Media Marketing Idea:

Attract attention to your social channels and generate leads with a holiday-themed contest – a photo contest that drives user-generated content or asking followers to complete an entry form are two popular options.

Online Advertising

What It Is:

Online advertising is a broad category that includes several different types of advertising, including pay-per-click (PPC), native and social.

Holiday Online Advertising Idea:

Create festive holiday-themed online ad campaigns that can drive traffic to everything from an ecommerce site to a landing page for gated content.

The following digital marketing tactics are considered most effective by marketers and can work wonders in your holiday marketing:

Marketing Technology:

51%

Content Marketing:

48%

Social Media Marketing:

41%

Search Engine Optimization:

38%

Email Marketing:

36%

Search and Social Ads:

34%

Content Marketing

What It Is:

Content marketing seeks to inform and inspire rather than explicitly promoting a brand and its products or services.

Holiday Content Marketing Idea:

With holiday shopping top of mind for consumers, publish a buyer's guide for your audiences to download that outlines important considerations when buying products or services like yours.

Search Engine Optimization (SEO)

What It Is:

SEO is the process of optimizing your website to rank higher in search engine results, thus increasing the volume and quality of traffic to your site.

Holiday SEO Marketing Idea:

What are your audiences searching for this holiday season? Optimize your website and blog with keywords that draw in that traffic.

Email Marketing

What It Is:

Email marketing involves sending a sales or marketing email (usually in HTML format) to many individuals at the same time, tracking how the recipients interact with the email and measuring the overall result of the campaign.

Holiday Email Marketing Idea:

With the continued popularity of remote work, B2B brands must rethink traditional mailed holiday greetings – email marketing utilizing dynamic content is a great way to customize greetings and add a personal touch to your message.

No matter if your business is B2B or B2C, it's important to recognize that consumer holiday behaviors will be different this year. To be sensitive to those changes, adjust your marketing accordingly.

75%

of U.S. consumers surveyed said they planned to shop online for the holidays more this year than they did last year

66%

of consumers are planning to shop more at local businesses this holiday season

1/3

of consumers plan to spend less on holiday gifts this year than they did last year



ClickDimensions

Sources: ClickDimensions and Ascend2, Google, Morning Consult