MAJOR
TOM

2022 Edition

The eCommerce
Holiday Guide

By the marketing experts at Major Tom

RECOMMENDED
RECOMMENDED

The 2022 Holiday Outlook

This holiday season, eCommerce teams have a major opportunity to maximize their share of the growth seen by this retail channel over the last two years.

In 2021, 57% of shoppers reported that they planned to do their holiday shopping online. Shoppers spent **$204 billion online** last holiday season, a number that grew by 8.6% since 2020. Starting holiday campaigns early is a key strategy in light of last year's purchasing behavior. **Sixty-one percent of customers** had already started their holiday shopping by early November. Total eCommerce revenue reached **$100 billion on November 29**, one day sooner than in 2020. Revenue reached $150 billion on December 10, three days earlier than 2020.

If marketers want to turn holiday shoppers into loyal, long-term customers, they will need to think about the economic context that's informing purchasing decisions this year.

Both retailers and shoppers are contending with continued supply chain disruptions as well as inflation. Salesforce predicts that shoppers will buy even earlier to avoid price hikes and shipping delays, with **42% more shoppers planning to buy their gifts early this season**. They also predict that half of shoppers will switch brands during the holidays to find better pricing.

Finally, to get ahead during the season and into the new year, marketers need to put the mobile customer experience first. Insider Intelligence data revealed that **45.9% of holiday eCommerce sales happened on mobile devices in 2021**. They predict that mobile eCommerce, or mCommerce, sales will grow to 49.6% this holiday season. The **trend will continue** into 2023, with mCommerce predicted to account for 42.9% of the whole year's eCommerce sales by 2024.

Supercharge Your Flywheel this Holiday Season

To increase revenue over the holidays and seize the opportunity to retain customers gained during the season, marketers need to deliver unparalleled experiences at every stage of their journey.

Optimizing your marketing flywheel to meet customers where they're at will help get you on the inside track to winning and retaining customers — over the holidays and beyond. Providing an extra layer of personalization and establishing trust is critical, as economic circumstances and purchasing habits shift in real time.

In this playbook, we'll dive into how you can iterate on your current flywheel to reach more customers, drive conversions, and set yourself up to keep customers coming back to your brand throughout the year ahead.

After reading this playbook, you'll be able to:

(1) Boost acquisition, retention, and re-engagement across your eCommerce ecosystem

(2) Create customer journeys adapted for the holidays

(3) Enhance your paid media, paid search, and social media strategies for holiday shoppers

(4) Strengthen your email marketing approach for conversion and re-engagement

(5) Build dynamic, customer-centric websites

This playbook is for marketers who already have a marketing flywheel in place, including established customer journeys, customer value journeys, and website and email marketing that are up and running. Learn how to get started in our **B2C eCommerce Flywheel download**.

Optimizing Your Always-On Customer Journeys
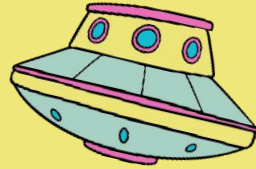
Here at Major Tom, we're advocates of having **always-on journeys** that are independent of seasonal campaigns. Ahead of the holidays, you'll want to optimize those always-on journeys to make sure that you can retain the customers you attract with your seasonal campaigns.

Shoppers expect a consistent experience across every channel, including ads, social media, email marketing, and your website. Revisiting your customer journeys to make sure that all the moving parts are in sync will set you up to drive more revenue from new and existing customers. All while transforming them into advocates and promoters for your brand.
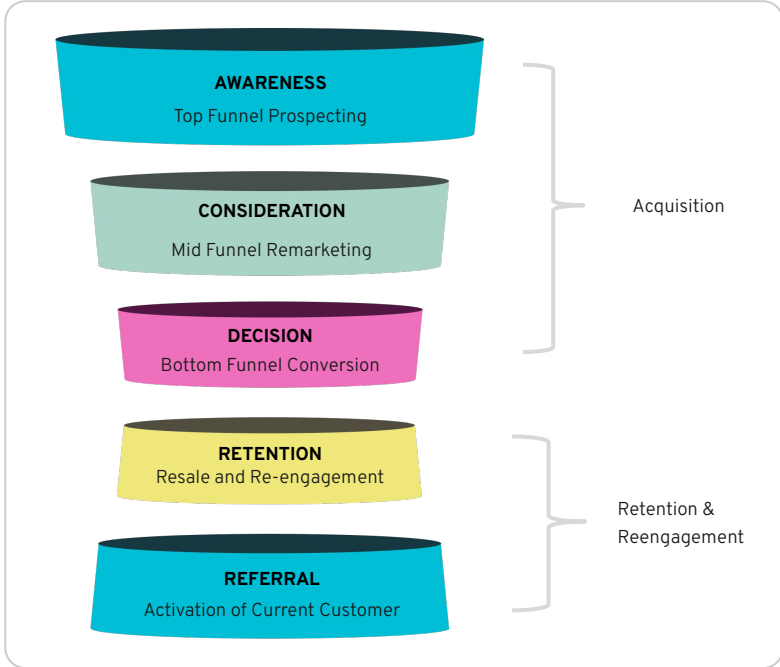
Optimize your customer journeys to attract & maximize revenue from holiday shoppers.

Forty-eight percent of shoppers are open to purchasing from new brands during the holidays. To capture new customers (and re-engage existing ones), make it as easy as possible for them to find what they need through personalization-driven marketing.

Personalization across the customer journey helps you win more holiday shoppers. Companies that personalize their marketing effectively generate **40% more revenue** than those that don't. Seventy-six percent of consumers are more likely to make a purchase from a brand that personalizes messaging and product suggestions.

48% of shoppers consider buying from new brands during the holidays.

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AWARENESS
Top Funnel Prospecting

CONSIDERATION
Mid Funnel Remarketing

DECISION
Bottom Funnel Conversion

Acquisition

RETENTION
Resale and Re-engagement

REFERRAL
Activation of Current Customer

Retention & Reengagement

Return to your personalization strategies to **win over customers**

Companies that personalize their marketing effectively generate

40% more revenue than those that don't.

01 **Use behavioral segmentation to influence customers based on their existing habits.** Segments can include how long users view your site, how often they abandon their cart, and whether they are new or returning customers.

02 **Double-down on seamless experiences across channels.** Meet your customers where they are and ensure that they have a consistent experience no matter where they interact with your brand online — **and in real life**. You can do this by keeping messaging and branding consistent throughout your website, ads, and social media.

03 **Get ahead of messaging fatigue.** Hone in on customers who show the most interest and serve up only the most relevant product recommendations. Vary your ad messaging and creative throughout the season so customers don't get tired of seeing the same ad.

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The ultimate holiday customer journeys lead to **retention** into the new year — and beyond.

Abandonment

Optimize your abandonment journeys for the season. Klayvio found that businesses with average order values of $100 to $500 recover **4% to 5%** of their abandoned carts on average using email flows. Increasing site speed, simplifying checkout, and providing a variety of prompt delivery options helps you reduce abandonment. Loading up abandonment email flows and targeted ads with personalized recommendations can help you re-engage those who didn't convert the first time.

Upsell & Cross-Sell

Effective upselling and cross-selling can **lift sales by 20% and profits by 30%.** In fact, on-page product recommendations alone can drive **10-30%** of eCommerce site revenues. Make sure every stage of the customer journey has opportunities for upselling and cross-selling. Using data like CTRs on emails and ads, on-page journey tracking, and purchasing behavior can help you serve up hyper-relevant recommendations that will draw customers back to your products.

Referrals

Research shows that **reviews between 4.2 and 4.5 stars** are the most compelling to customers. While optimizing your referral strategy, note that **53%** of customers expect businesses to respond to negative reviews within a week, so be sure to build customer success into the journey as well. The holidays are busy, so make sure you have journeys in place that prompt happy shoppers to easily leave rave reviews and share content about your brand on social media.

DATA-DRIVEN OPTIMIZATION

Take your customer journeys to the moon with **data insights**

Seventy-five percent of high-performing brands have un-siloed customer data — and a single source of truth that reveals where they can improve customer journeys. You can only adapt and optimize your campaigns if you know exactly where your customers convert or abandon you. Make sure you track ad spend, conversion rate, and targeting against every touchpoint to better understand how they each contribute to overall profit.

It's critical to look at individual touch points within the context of the entire omnichannel journey. **Customer journey orchestration** allows you to take your journeys to the next level by providing interactions that are aligned not only with a customer's goals, but their previous engagements with your brand across every channel.

Quick Tip

Put your data processes in place ahead of time. To adapt to customer behavior in real time, ensure that you can collect, analyze, and take action on the data your customers generate.

A few places to look for insights to create stronger customer journeys include:

- **Successful campaigns.** Identify how you won previous sales and reverse-engineer your process so that you can guide more leads down a similar path.

- **Bounces and abandonment.** Identify the pain points that lead shoppers out the door. A/B test new journeys to push users back on track to conversion.

- **Experiments' results.** Testing and iteration are key to customer journey optimization. If your first line of content isn't working, try out different types of content (educational, better offers, etc.) and track their performance with your segments.

How OUAI brought in new sales with customer journeys optimized for acquisition


Hair and body care brand OUAI had a strong strategy for retaining current customers, but found that their growth was slowing down due to low new customer acquisition. The brand needed improved customer journeys to raise awareness and attract and capture new customers.

Major Tom helped develop a segmentation strategy to focus top of funnel marketing efforts specifically on audience members who had not yet converted. OUAI deployed enhanced etter tracking on its website to identify those who had never purchased and rolled out a prospecting campaign that excluded all past purchasers. They also leveraged a retargeting campaign for those who hadn't purchased yet.

With ongoing optimization of their ad creative across paid search and social media, OUAI was able to:

- **Surpass their new customer acquisition goal in 2021 by an additional 6%**.
- In December alone, **60% of OUAI's customers were new**.
- They were able to **decrease CAC by 2%** and **decrease their total ad spend** while driving **$6.9 million in profits**.

Drive ROAS with paid media and programmatic
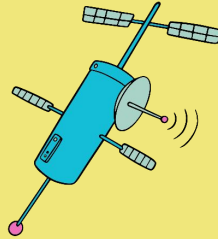
At the top of your funnel, paid ads can help you target the segments you've refined after taking a closer look at your customer journeys. In the middle of the funnel, they help nurture leads by offering relevant recommendations. At the bottom of the funnel, they can boost your remarketing efforts by drawing in customers for another purchase.

33% of marketers use paid advertising to increase their brand awareness and **68% say that paid media is critical** to their overall marketing strategy. During the holidays, paid advertising enables you to reach new customers and keep your brand top-of-mind as shoppers hunt for the perfect gifts.

DATA & REPORTING

Combine customer data with competitive analysis to **unleash ROAS**

Start by strengthening your reporting

Great reporting is central to achieving success with paid media. You need to know when and how a customer sees your ad, how they react, and what actions they take after leaving you. Each channel, customer, and ad needs to be paired with an efficient reporting process. Supercharge your reporting by:

- **Using centralized reporting systems**, such as Google Data Studio. Centralization allows you to quickly identify gaps, adjust your strategies, and notice opportunities as soon as they arise.

- **Create real-time custom dashboards** for easy access to ad spends, results, and performance metrics at any time.

- Conduct regular **monthly meetings** to view results, evaluate goals, and pivot to continuously improve your journeys.

Reporting should make it as easy as possible to gain actionable insights about your customer, so you can create even more effective ads.

Take a deep dive into your competitor's tactics

Knowing your customers is vital, but so is knowing your competitors. Explore digital data sources like Google Insights, Meta analytics, and SEO competitive analytics tools like SEMRush to get a fuller picture of what your competitor's strategies are and what's working well for them.

You need a strong understanding of:

- Their digital presence
- Proximity
- Product caliber
- Identities
- Target personas

Quick Tip

Inflation is affecting segments in different ways. Using location data and looking at changes in purchasing habits across demographics can give you an edge.

Leverage offline conversion tracking for a holistic picture of the customer journey

Offline conversion tracking is no longer a must-have, it's a need-to-have. Google's machine learning and AI features help marketers understand the customer journeys that happen offline and trace them back to online customer journeys. Offline conversion tracking is already built into platforms like HubSpot and Salesforce. Use offline conversion tracking this season to manage your ad spend more efficiently by allocating your budget in areas known to convert.

Reach your target audience through programmatic ads to increase conversions

Global programmatic ad spend was **$418.4 billion** in 2021. This year, that number is projected to reach $493 billion. Programmatic enables you to leverage other platforms' customer insights and their audiences and leverages AI to help you place ads where they'll drive maximum profit.

Programmatic allows you to run omnichannel campaigns that target the right customers at the right time with the right type of ad. As third-party cookies phase out, marketers are starting to focus on **contextual targeting.** By running programmatic ads through specific publishers and placing ads on their websites and platforms, you can take advantage of advanced contextual targeting.

Quick Tip

Creating and testing multiple campaigns during the holidays takes a lot of preparation up front and ongoing attention throughout the season. The team at Major Tom can help you build the processes you need to succeed all winter long.

Here are a few ways **you can track the ROI** of your programmatic ad spend:

- Measure brand awareness with ad clicks

- Measure consideration by tracking activity across your site and landing pages

- Measure conversions from your ads with by tracking cost per acquisition (CPA)

Get the most out of performance marketing

After running hundreds of campaigns with our clients, we've seen how important it is to continuously test, track, and optimize every ad. Whether you're paying per click or per conversion, you need to be able to prove the effectiveness of every ad. Be ready to return to the drawing board if ads aren't performing, even iterating on messaging and creative in real time.

How Roller Rabbit increased conversion rates by over 176% with an enhanced paid media strategy

Women's and children's clothing retailer Roller Rabbit needed a cohesive paid media strategy to generate more awareness and drive sales. Roller Rabbit's marketing team was focused on creative production and product development — they needed an external team to leverage purposeful digital marketing opportunities.

Major Tom came in with a ROAS goal of 400%. Roller Rabbit and the team at Major Tom developed a unified view of marketing data to increase team buy-in. Then, the brand rolled out an integrated paid media strategy that leveraged high-impact channels such as Facebook, Google Ads and Microsoft Ads.
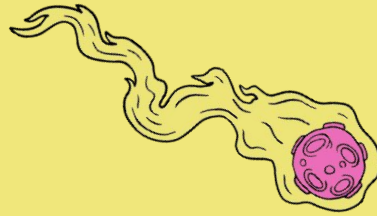
With the new strategy in place, Roller Rabbit saw a:
- **20% increase in revenue** above their best-selling holiday season.
- **95% increase in media-generated revenue.**
- **25% decrease on paid media spending**.

This campaign earned a **Canadian Search Award** for Retail/eCommerce PPC marketing.

Deliver exactly what customers are looking for with paid search

Revisiting your paid search during the holidays helps you drive shoppers directly to the products they're looking for. Customers rely on brands to cut through the noise and deliver products that are curated for them. Queries on mobile for "best x right now" **grew by 125%** between 2017 and 2019, revealing that shoppers look to brands to bring them the options that deliver the most value.

After browsing for items in physical stores, **45% of shoppers** say that they will turn to search engines to find gifts. Paid search — supported by offline conversion tracking and contextual targeting — can help you push customers towards the products they are already interested in and drive them to buy.

Revamp your paid search tactics to capture more holiday shoppers

We recommend using Google's built-in features to optimize paid search. Seasonality bid adjustments, Google Trends, and product suggestions can all help you serve up more relevant options to shoppers as they move through their gifting list. Ad extensions and sitelinks provide additional context for customers, reducing the amount of work they have to do.

45% of shoppers use search engines to find gifts during the holidays.

Seasonality adjustments

- Informs **Smart Bidding** based on seasonal changes in behavior and conversion rates.

- Google automatically adjusts your bids via Smart Bidding machine learning capabilities to optimize for conversions in each auction.

- Great for short promotions from one to seven days, so use them during the Cyber 5.

Google Trends

- Allows you to observe and compare volume for your top performing keywords over time.

- Enables you to target your strategy and budget around the period where volumes are expected to spike.

- Easily see whether shoppers are finding products through Google Shopping by using the Google Shopping filter.

Product suggestions

- If you resell products from other brands, leverage product suggestion tools in Google Merchant Center (GMC).

- Allows you to explore other products in your category.

- Lets you know how much other vendors are selling similar products for, so you can make your prices more competitive.

Ad extensions and sitelinks

- Ad extensions give you more real estate on the SERP, capturing attention by providing additional context for shoppers.

- Sitelinks appear below the ad's main URL, serving up relevant pathways to get customers where they want to go, faster.

Quick Tip

Google recommends using broad match and Smart Bidding to show ads to shoppers who search for terms that are related to your keywords. Then, serve up responsive search ads with tailored messaging that's based on those search terms.

Your Google holiday campaign checklist
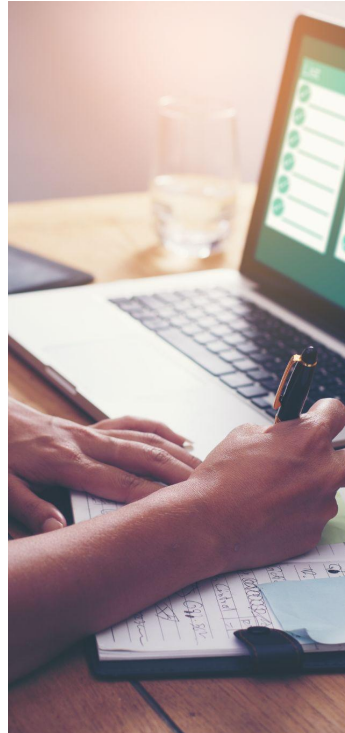
- ❑ Double-check spelling and ensure keywords and text copy are optimized and error-free.

- ❑ Audit product feeds and Google Merchant Center ahead of time.

- ❑ Expand search coverage to include generic terms like "Black Friday sales", "Cyber Monday deals", "Christmas presents", etc.

- ❑ Analyze the previous year's data while adapting to changes in real time.

- ❑ Take an omnichannel approach and create multiple touchpoints with shoppers to demonstrate your value.

Get the full checklist to ensure that you don't miss any opportunities to optimize this season.

Get the Checklist

CASE STUDY

# How The Salvation Army expanded their paid media strategy to earn $357k from Google Ads

The Salvation Army (TSA) Ontario Division relied heavily on offline charitable initiatives, like the Christmas Kettle campaign. They came to Major Tom wanting to diversify their marketing efforts by branching into digital. We helped the TSA team test digital channels such as Google Search, Discovery, YouTube, Display, Facebook, and Instagram and conducted in-depth customer research.

Then TSA updated creative and content on all platforms and began implementing our digital strategy across several channels. The team made tactical changes to the campaigns, including adding call, site link, and image and callout extensions. They further optimized targeting based on our research.

The Salvation Army saw increased donation value and ROAS while establishing a digital footprint for the charity. With this refreshed digital strategy for an organization generally reliant on offline marketing efforts, TSA was able to achieve:

- **13.75 Google Ad ROAS**
- **9.57% average click-through rate** on Google Ads

Engage customers anywhere they are on social media
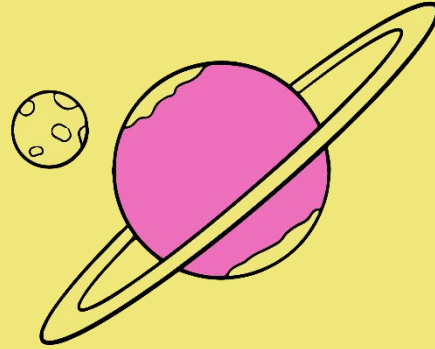
Fifty-six percent of holiday shoppers use social media to research products. Additionally, nearly **36% of internet users are social commerce buyers**. This year, the social commerce market is projected to grow to $36.09 billion. Social media is quickly becoming a social marketplace. Customers seek out social proof for the brands they're interested in and look to learn more about the latest products from trusted sources.

To capitalize on the growth of social commerce, you'll need to activate your social media channels as points of sale. Social media enables you to leverage your ecosystem of current customers, influencers, and brand partnerships to reach new customers and generate interest and engagement as you nurture buyers through the holidays.

Get your social media strategy ready for the holidays to **attract and nurture** more customers

Prepare your social media channels for an influx of views and traffic over the holidays. Make sure that shoppers can move seamlessly from their social media experience into their purchase experience. A few ways you can get ahead using social media this season include:

1. **Customizing how your social pages look.** Highlight seasonal deals, incorporate holiday-inspired design, and make sure that your messaging and creative speak to your target audience. This tells viewers that they are in the right place as they search for products.

2. **Leverage social media in your remarketing campaigns.** Nurture middle and bottom of funnel leads through social media ads. You can use platforms like **AdRoll, ReTargeter, and Criterio** to optimize your targeting strategy.

3. **Push new leads to engage with retargeting.** Use social media to recapture the attention of shoppers who visited your site but didn't convert. You can use retargeting features through eCommerce platforms to serve ads to their appropriate audiences across your social channels. For example, **Shopify** offers a dynamic retargeting feature for Facebook ads.

4. **Take advantage of advanced targeting.** Platforms like Facebook and LinkedIn have built-in targeting tools that you should be leveraging once you've created customer segments. Targeting is the first step in a fully personalized customer journey.

5. **Reach out to lookalike audiences.** Facebook allows you to target "lookalike" audiences who have similar traits and behaviors to your target audience and are likely to be interested in your products. You can use lookalike audiences to hone your messaging and reach new customers.

CREATING CONSISTENCY

Use social media to deliver an immersive brand experience and **boost loyalty**

Shoppers are looking for a consistent brand experience across all channels. They also want personalization to extend to every interaction they have with your brand. During the holidays, reinforce the brand world you've built for your customers by:

1 Creating messaging and design that changes over the season and offering it to different segments at strategic times.

2 Using data to inform your social strategy and iterate in real time as the season progresses.

3 Continuously optimizing paid ads based on performance measured against your pre-determined KPIs.

4 Employ an omnichannel approach that meets customers where they're at.

Don't skimp on security

- Enable two-factor authentication on all your accounts — not just social.
- Check up on the security of any connected third-party apps
- Raise awareness of phishing scams across your teams
- Leverage security monitoring tools like **ZeroFOX**

CASE STUDY

How Zephyr Epic increased transactions from social media channels by 122%

Collectible sports and gaming cards retailer, Zephyr Epic, had an incredible holiday season in 2020 with 85% more sales than 2019. For holiday season 2021, the company was looking to top the previous year's unexpected success.

Zephyr Epic reached out to Major Tom for support with the development of a social media strategy that leveraged the winning tactics that customers loved in 2020 — while incorporating initiatives that would take their campaigns to another level.

The brand rolled out a holideal sale campaign in early December. The campaign featured new product photography to drive customers to an updated product catalogue on the site. Every social post was based on the highest performing content from 2021.

With these new strategies in place, Zephyr Epic saw a:
- **154% increase in site sessions** from social media channels in December 2021.
- **122% increase in total transactions** from social media, accounting for a **14% lift** in social media percentage of total sales.

Overall, the brand was able to one-up their 2020 earnings, increasing social media revenue by 4%.

Turn your website into a conversion machine
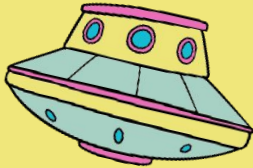
eCommerce sales account for **18%** of all retail sales worldwide — and that number is expected to hit 21.8% by 2024. Your eCommerce website is likely at the core of your sales and marketing strategy. However, only 2.17% of eCommerce site visits convert into purchases. That means there's a lot of room to optimize your site and outstrip your competitors by offering an online shopping experience unlike any other this holiday season.

Sixty-one percent of online retail traffic comes from mobile. It's more important than ever to focus on strengthening your mCommerce presence to capture your audience's attention where your competition is lagging behind. Wherever your customers shop — whether they're on Instagram, Google, or Amazon — make sure that every part of their digital experience guides them to buy as seamlessly as possible.
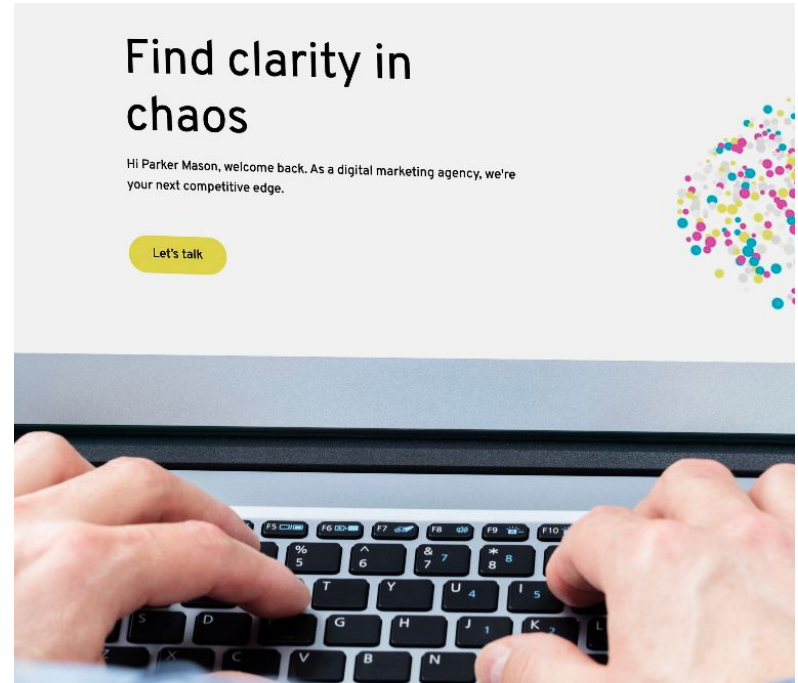
ECOMMERCE EXPERIENCE

Exceed customer expectations with website performance that's out of this world

Create personalized content as early as possible

Start creating supportive content — including beautiful, user-friendly landing pages — at least 45 days before you launch your holiday sales. It'll help you get **50% engagement** from search engine traffic. The content you create should be highly personalized. Return to your customer data and segmentation to determine what type of content you should be creating. Brands that focus heavily on their digital presence — namely eCommerce brands that leverage first-party data to inform decision making — drive **25% of their revenue through personalization**.

Quick Tip

Test out dynamic website pages and page elements to further personalize the customer journey for each shopper. You can set up unique features like custom recommendations based on customers' previous browsing behavior. You can also change messaging and design in real time to test out what visitors are responding to, faster.

Find clarity in chaos

Hi Parker Mason, welcome back. As a digital marketing agency, we're your next competitive edge.

Let's talk

Optimize checkout to increase revenue

Seventeen percent of shoppers abandon their purchases because their checkout experience was too complicated. Streamline checkout while building in personalized recommendations that enable you to seamlessly cross-sell and upsell during the process.

Here are a few ways you can optimize your checkout experience before holiday traffic comes knocking:

1. **Enable guest checkout** to make the process faster for those who don't want to create an account (**24% of shoppers abandon carts for this reason**).

2. Make it easy to choose between **multiple payment and shipping options** so customers can select what works for them.

3. Ensure that **checkout is just as seamless on mobile**, with text and buttons that are responsive to different screen sizes.

4. Ask for the **minimum amount of information** to reduce the steps shoppers have to take to convert.

5. **Use psychology** to entice people to buy (e.g. "Buy this before it runs out").

Enhance site speed and security

Google found that **conversions fall by 20%** for each second it takes a website to load on mobile. Additionally, **79% of users** won't come back once they've had a slow experience on a webpage. Site speed also affects a post's position on the Facebook newsfeed. Make sure that your site is running smoothly and **get ahead of potential outages** due to increases in traffic.

- Blog post images need to be **under 70kb** for optimal mobile performance
- All content should be **accelerated mobile page (AMP) optimized**
- **Get a content delivery network** (CDN) so that your website stays online regardless of traffic volume
- Ensure that your server can **handle the expected traffic**
- **Perform load and crash tests** well before holiday shoppers start flooding your site

Security is equally important during the holidays. You want to safely collect as much customer data and process as many transactions as you can. It's important to **protect your eCommerce site** (and your customers) from potential cyberattacks.

Let your customers know that you have their security in mind, too.

1 Include data security copy and be transparent about how you use customer data wherever you can

2 Offer multiple payment options and use proven checkout and payment processing software

MCOMMERCE

Focus on **innovating in mCommerce** to get ahead of your competitors

mCommerce, or mobile commerce, is quickly closing in on desktop as a primary channel for shoppers. Desktop's **average conversion rate is 3.9%** while mobile's is just slightly behind at 3.4%. That gap is projected to **close rapidly** over the next few years. Now is the time to make a move on mCommerce and entice customers to your mCommerce-optimized website or app.

There are still some barriers to widespread mCommerce adoption. **Sixty-seven percent of smartphone shoppers** report that links are too small to click. That might be why 54% of mobile conversions happen on shopping apps, which are designed for the mobile shopping experience — Amazon being the most popular option. Solving these problems for customers before your competition does can set you apart.

mCommerce sales in 2021 reached

$359.32 billion

Weave mCommerce strategy into your holiday marketing by:

- Focusing on **optimizing the customer journey for mobile**, from website to checkout to marketing emails

- Integrating your store with **mobile payment options** like Apple Pay

- Leverage **social commerce** via Instagram and Facebook Shops

Level up your Amazon strategy to **reach new audiences** and increase brand awareness

This year's Amazon Prime Day was the platform's most successful to date, with **over $3 billion in profits**. This achievement points towards a similarly impressive holiday season. If you have an Amazon storefront, consider that customers are looking for the same types of discounts that they found on Amazon Prime Day — especially during Black Friday and the rest of the Cyber 5.

You can use Amazon to augment your brand's eCommerce site or drive sales for specific products exclusively on Amazon. Dig into your customer data to determine where shoppers are looking for products in your category. Are they leveraging Google Shopping, your Facebook Shop, or Amazon to search for what they need?

Our top tips for getting the most out of Amazon this season are:

1. Run sales on **high-inventory products** to reduce the risk of selling out.

2. Ensure that **enough inventory** is shipped to Amazon ahead of time.

3. **Increase your PPC budget** ahead of the Cyber 5 to drive more traffic to Amazon.

4. Optimize top of funnel campaigns with **broader keywords** to net shoppers looking for similar items.

How COBS Bread reached both B2B & B2C audiences with an enhanced website experience

National bakery chain, COBS Bread, was looking to build a marketing strategy that would help them increase revenue and attract new franchisees. The brand wanted support to create a digital customer journey that seamlessly connected with their in-store experience — and catered to both consumers and business owners.

COBS worked with Major Tom to develop an intertwined B2B and B2C strategy to maximize their return on investment. To meet the challenges of attracting different audiences, they rolled out a unique mobile-first website design that drives consumer demand while simultaneously generating leads for their business's franchise side.

Combined with a detailed digital strategy that included display, video, social, and paid search campaigns, the COBS website experience resulted in:

- **A 10% increase in promotional product sales**
- **An 11% growth in franchise applications**
- **A 40% decrease in cost-per-franchise-lead**

Thanks to the improvements made to the customer journey, the brand has seen a **32% increase in website traffic** overall.

Earn loyal customers with stronger email marketing
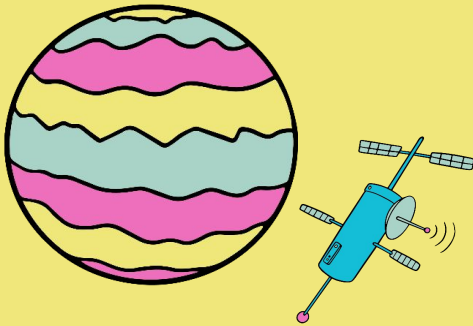
You already know that email marketing has an ROI of **$36 for every $1 spent**. The holidays are a great time to improve that number. Fifty-nine percent of consumers say that email influences their purchase decisions, while **over 50%** buy from marketing emails at least once a month. When it comes to leveraging your customer research, marketers have seen an incredible **760% increase** in revenue from email campaigns that are successfully segmented.

Your digital storefronts will also see an increased volume of visitors this holiday season. Capturing customers' emails while site traffic is high means you'll have a full bucket of leads to re-engage when the new year rolls around. You should also test and iterate on your email marketing strategy throughout the holidays. Doing so can help you meet your marketing goals and land more sales while locking in customers for the long run.

Enhance your email capture journeys ASAP to **drive more engagement**

Shoppers spent

$33.9 billion online

from Thanksgiving to Cyber Monday in 2021.

Email marketing is the most effective tool for turning visitors into customers. So in the run-up to this year's Cyber 5, you'll want to double down on collecting customer emails. In 2021, **88 million people shopped online during Black Friday**. **Shoppers spent $33.9 billion online** from Thanksgiving to Cyber Monday in 2021.

As people start their holiday shopping at the beginning of November, be sure to take advantage of the uptick in traffic with enhanced user journeys on your website, social media pages, and even in-store. They should entice shoppers to provide their contact info.

BLACK FRIDAY SALE
BLACK FRIDAY SALE
BLACK FRIDAY SALE
BLACK FRIDAY SALE

UP TO
20%
OFF EVERYTHING*

* EXCLUDING THE MOVIE NIGHT COLLECTION

Go beyond the signup form and level up your email capture journeys by:

1 **Using data to uncover where customers are most likely to offer their personal information.**
Track which pages on your site lead to the most signups and track what types of signup forms convert the best (e.g. loyalty program offers vs. exit intent popups). Twenty-eight percent of consumers say they subscribe to branded emails because they want to be notified about sales, promo codes, or coupons. Dig into your data to figure out why *your* customers sign up for emails, and capitalize on it.

2 **Systematically testing a variety of email capture journeys based on customer behavior and segmentation.**
For example, check out your website analytics to figure out how long users spend on a given page — and set popups to trigger within that time frame. Use your customer segments to offer signup opportunities that are tailored to each segment's specific behaviors.

3 **Experiment with new tactics.**
Try out gamified signup elements on your site like a wheel of fortune. Encourage signups by offering early bird deals or notifications about the Cyber 5 sales that are coming up. If a product is out of stock, take that opportunity to ask customers to sign up to be alerted when the item is available again.

4 **Ask more than once.**
If visitors decline to provide their email on your site, trigger a softer CTA. Ensure there are other avenues for signup that might capture them elsewhere.

Quick Tip

Pair your email marketing with SMS marketing this season to drive conversion. Marketers have seen a 187% increase in revenue per recipient (RPR) after initiating SMS campaigns.

ENGAGE

Focus on segmentation & personalization to **increase conversion rates**

Once you've captured your leads, keep them engaged with personalization in every email. **Ninety-one percent of consumers** prefer to buy from brands that recognize, remember, and provide personalized offers and recommendations. Personalization can also deliver **five to eight times the ROI** and boost sales by 10% or more.

Names in subject lines are great, but busy customers are looking for the shortest path to the products they're looking for. Data helps you segment your customers more effectively and deliver the right recommendations to the right type of customer.

Here are some of the best ways to optimize your personalization tactics:

1 **Connect your email lists** with Google and Facebook using a tool like Klayvio. This lets you personalize messaging based on customer behavior across platforms.

2 **Set up rules in your CRM** that change up content based on customer information.

3 **Use smart content and smart CTAs** to offer the most relevant and valuable information to individual customers.

Boost personalization with eCommerce integrations

eCommerce integrations mean you can sell products directly from your email thread and easily personalize product offerings. With Shopify and WooCommerce integrations, you can instruct your email service provider (ESP) to log into your product database. ESPs such as Klaviyo offer AI automation to create personalized product lists in your email template. This feature auto-populates a grid of products that your customer is most likely to purchase based on their past buying behaviors.

Build creative (and effective) campaigns to **maximize click through rates**

While holiday emails can help you achieve some serious business goals, they can also be a ton of fun for customers. It's your chance to take the headache out of shopping and deliver a little extra holiday cheer. Get results by adding these types of emails to your flows this year:

1 **Don't forget about the follow-up.** As you optimize your email capture strategy, remember to send welcome and confirmation emails that deliver immediate value (e.g. provide a promo code) and set the stage for a great relationship.

2 **Send delivery cutoff emails.** Remind shoppers that they only have x-days left to place their holiday orders so that they arrive in time for their celebrations. This creates a sense of urgency that drives conversion.

3 **Activate the abandoned cart.** Abandoned cart emails have a open rate of 45%, and 21% of them receive clicks. Half of users who click complete their purchases. Entice customers back with perks like discount codes, payment plans, and shipping options.

4 **Offer personalized gift guides.** With the customer data you have on hand, send out gift guides that help customers get ahead of their holiday shopping. An initial gift guide email can help you understand which customers are interested in certain products based on click-through data.

5 **Offer gift cards for last-minute shoppers.** Gift card sales spiked 114% between November and December 2021 compared to 2020. As you near key gifting holidays, be sure to include gift card promotional emails in your flows.

6 **Reconnect in the new year.** Get campaigns ready to re-engage customers who shopped over the holiday season. Offer products that can support their new year goals or items that complement purchases they made over the holidays.

CASE STUDY

How MadeGood's emails generated 26% of US revenue during Black Friday & Cyber Monday

MadeGood is an inclusive company that makes tasty, allergen-free, and organic snacks for the whole family. The brand wanted to establish consistent email campaigns that resonated with their customers online. They were looking to leverage email more effectively for important touchpoints like abandoned carts, new subscriptions, birthdays, and product reviews.

MadeGood brought in Major Tom to support the implementation of a series of dynamic, automatic flows triggered by site users' actions. We helped the brand enhance their newsletter campaigns, focusing on products-of-the-month, sales, and lifestyle content to engage their audience with added value and relevant calls-to-action. To optimize, we tested A/B variants of content and alternate strategies to improve open and click rates.

By focusing on improving their email marketing, MadeGood:

- **Drove 26% of Canadian revenue** from email campaigns in autumn.
- **Generated 19% of US eCommerce revenue** from emails in autumn (previously 6% before their partnership with Major Tom).
- **Generated 28% of US eCommerce revenue** from the Black Friday and Cyber Monday email strategy.

The holiday-ready checklist
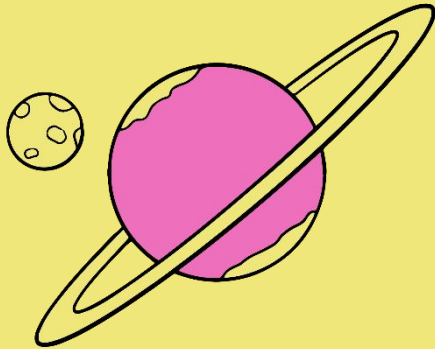
Now that you've gathered some inspiration for strategies to get your flywheel spinning this holiday season, it's time to put it all together and take action. Follow through and you'll have:

1 Detailed customer journey maps that can guide your future strategies.

2 Better results from your marketing dollars.

3 More actionable data than ever before.

The holiday-ready checklist

Prepare

- ☐ Understand customer value journeys
- ☐ Complete competitor research
- ☐ Set goals and break them down into KPIs
- ☐ Set up data collection and analysis processes
- ☐ Set up your audiences for ad targeting
- ☐ Optimize email and SMS signup
- ☐ Build a customer loyalty program
- ☐ Lock in promotions that will be on offer
- ☐ Initiate early promotion via email, social, ads, etc.
- ☐ Update your website

Launch

- ☐ QA for designs and copy
- ☐ Load products onto website
- ☐ Complete all relevant content
- ☐ Check SEO
- ☐ Optimize checkout
- ☐ Set up email campaigns
- ☐ Holiday-ify social pages
- ☐ Ensure tracking is set up on all channels

Optimize

- ☐ Measure performance
- ☐ Look for areas of opportunity
- ☐ Eliminate what's not working
- ☐ Double down on successful tactics

Maintain

- ☐ Set up post-holiday email flows, ads, and social
- ☐ Create post-holiday content
- ☐ Review holiday channel performance with team
- ☐ Use insights to inform your next steps

MAJOR TOM

Our team of experts is here to help you have your best holiday season yet

We know there are a lot of moving parts in a holiday marketing strategy. With proven experience helping retail brands drive ROAS and boost revenue, our team can help you craft a strategy that leads to results.
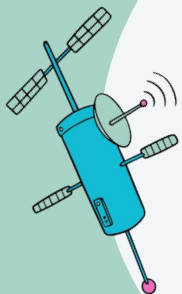
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