12 WAYS

TO WIN THIS HOLIDAY SEASON WITH INFLUENCER MARKETING

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'Tis the Season

It's no surprise that people shop more during the holiday season than at any other time of the year. According to Emarketer, the holidays can account for 30% of annual retail sales.

Thanks to the pandemic, people are discovering and purchasing on social media more than ever.

- Did you know that there was a 47% increase in ecommerce sales during the 2020 holiday season? (AdWeek)
- Many of those transactions happened on smartphones.

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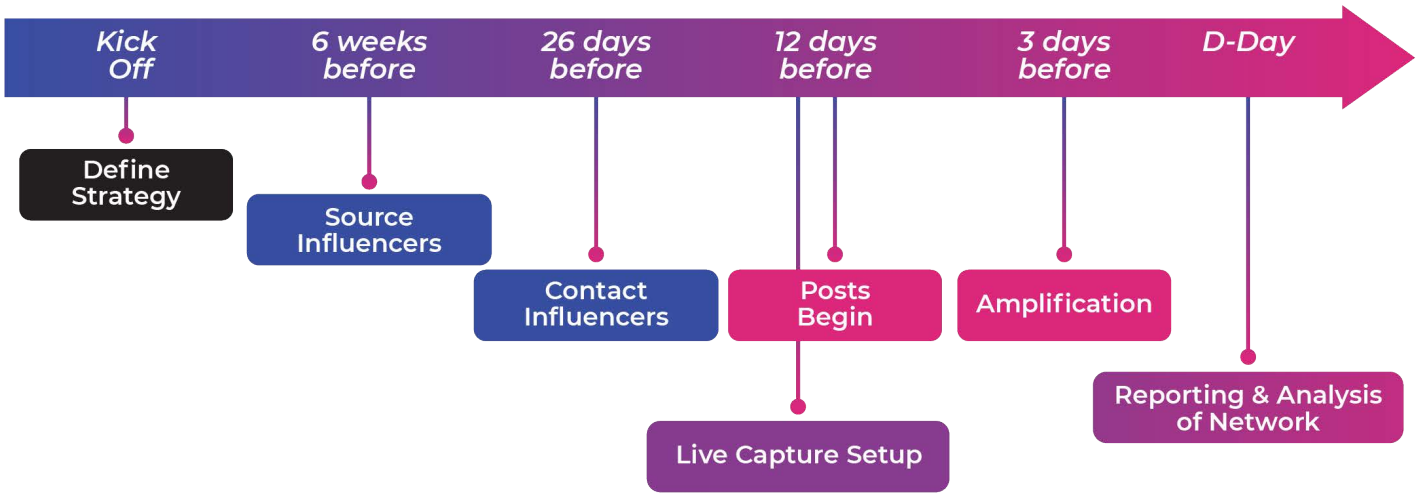
1. Plan in Advance

According to holiday shopping statistics from 2020, 38% of US consumers planned to start stocking gifts in October, and another 23% before Thanksgiving. Only 22% said they'd wait until Thanksgiving to start their holiday shopping. (Statista)

If consumers are shopping as early as October, marketers must be planning months out. It might seem early to be talking about the winter holiday season, but influencers are booked months ahead of time. That's why there's no such thing as too soon when planning your influencer marketing campaign. Reach out ASAP!

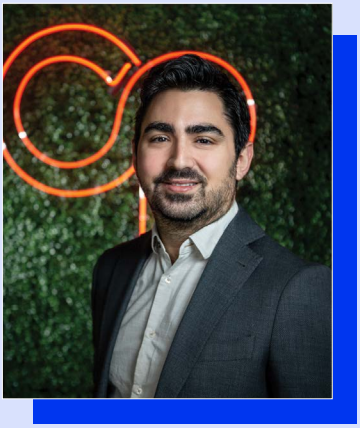


Holiday Hint

To avoid having reshoots when they aren't in town, over-communicate the deadlines and event dates in case influencers decide to travel over the holidays.

Holiday Hint

It's vital to plan and strategize well ahead of time, but DO NOT execute too far out because the creator might not have available decorations, and the final visuals might not match the season.



> ***Plan early***. It's definitely not too late. Don't be turned off by jumping at the last minute. It's possible, but definitely the sooner you can move, the better. And now is a great time to move quickly for the holidays and tee that up.

Eric Dahan, Open Influence CEO

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2. TAKE A CROSS-PLATFORM APPROACH

A cross-platform digital strategy is a must. Follow the cookie crumbs of the consumer...they lead to multiple platforms.

In 2021, the average 18 to 34-year-old has ***8.4 profiles*** on social media.

Due to this multi-social media use, the customer journey to purchase is fragmented.

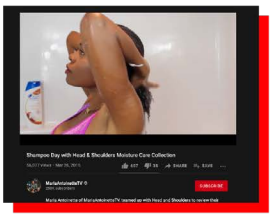
Holiday Hint

Use new platform ecommerce features to help put the star on top of your holiday marketing campaign and presents under your consumers' tree.

1 Discovers a new product on TikTok

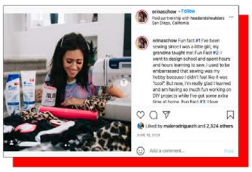
2 Reads a blog about the product and how it works

3 See a trusted person using the product on Youtube

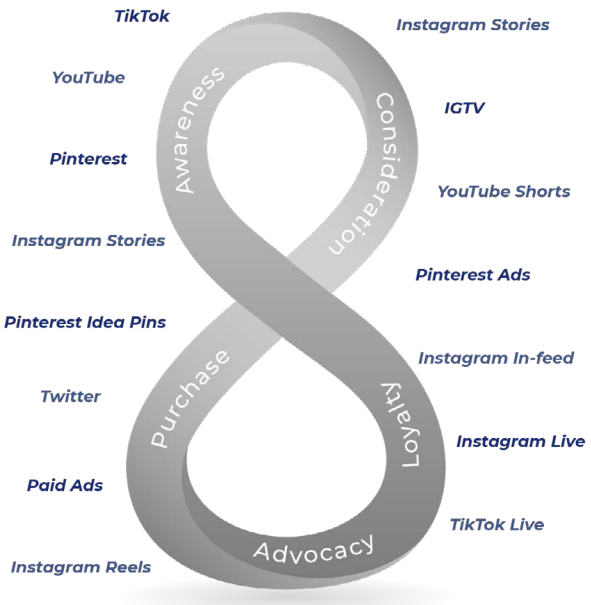


4 Buys the product on amazon

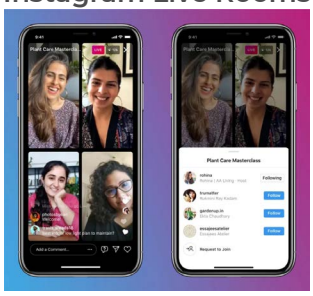
5 Shares an Instagram post of the product



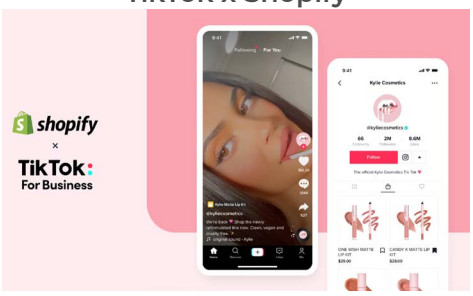
Different platforms are essential for different parts of the customer journey.



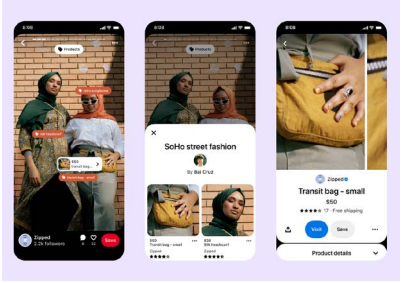
Instagram Live Rooms



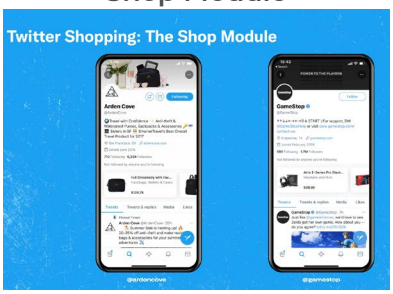
TikTok x Shopify



Pinterest Shoppable Idea Pins



Twitter's Profile Shop Module



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3. BOOST YOUR CREATIVE POTENTIAL

There is an over-saturation of content during the holiday time. It's a busy world, and you're trying to break through. You won't get noticed by doing the traditional influencer campaign, instead think about holiday traditions- but celebrate them in a non-traditional way. In the social space, there are no limits to creativity! Adopt diverse platform features to elevate your brand storytelling.

- Gift guides
- Holiday shopping on Stories: THIS or THAT poll!
- Seasonal recipes
- Holiday outfits
- Demos/Tutorials
- DIY gifts
- Decorations
- Before/After videos
- Live unboxing/product reviews
- How-To content
- 12 Days of Giving

Example: 12 Days of Scratchers

With the help of Open Influence, CA Lottery recruited 12 DIY and lifestyle influencers for an extraordinary influencer marketing campaign that warmed the hearts of thousands last holiday season.

Results:

- 5,000 Instagram user saves
- Posts were viewed over half a million times
- With the help of paid social, 8 million people viewed these posts

4. THINK MULTICULTURALLY

Different cultures have different traditions and celebrations. Think of Dia de Los Muertos for Mexican culture or Hanukkah for the Jewish community. Traditional celebrations are woven tightly into our cultural identity. Brands can connect with their desired audience and be part of these celebrations where emotions run high.

The question is:
How can brands do it in a way that will resonate with their audience?

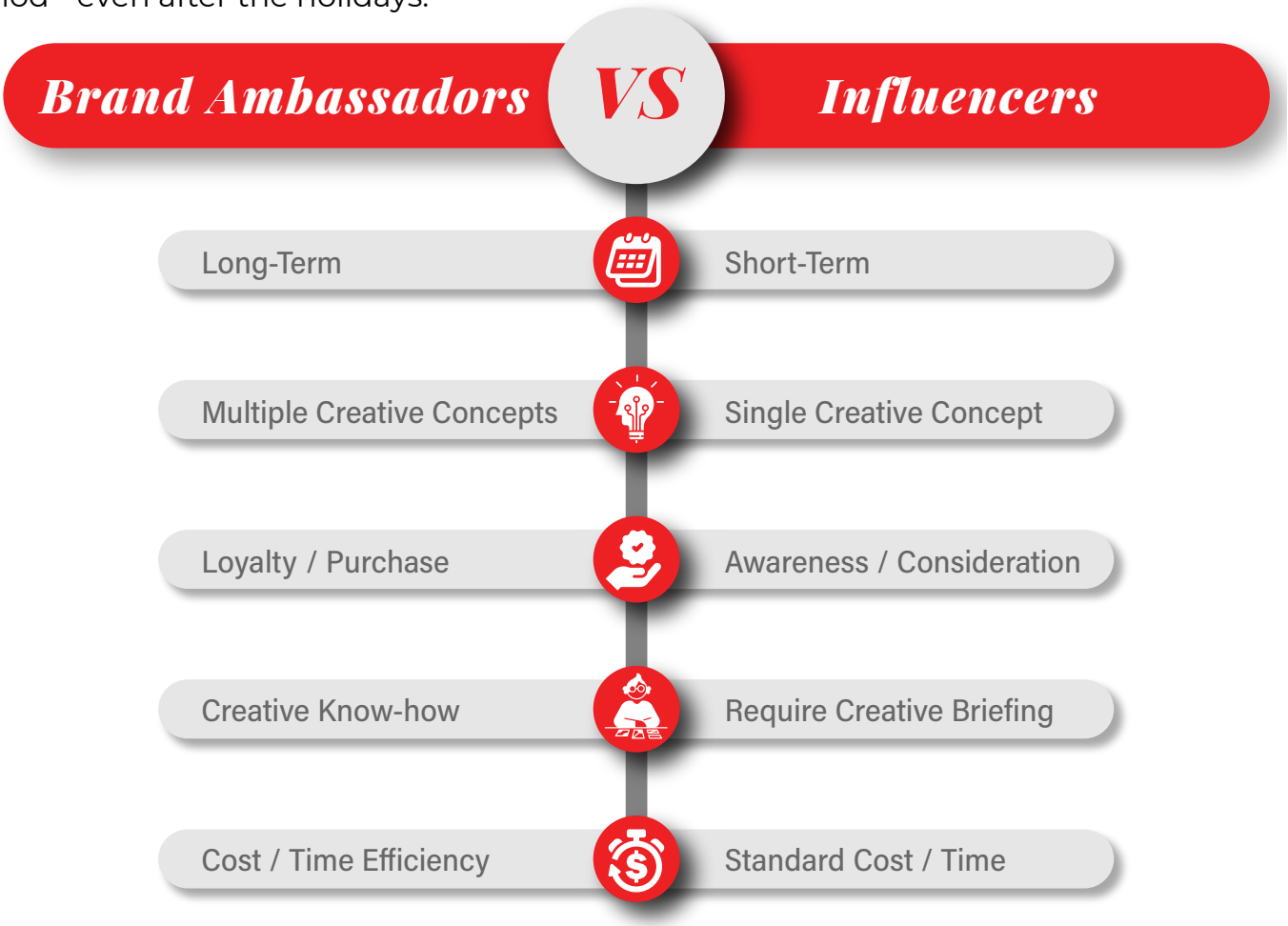
Holiday Hint

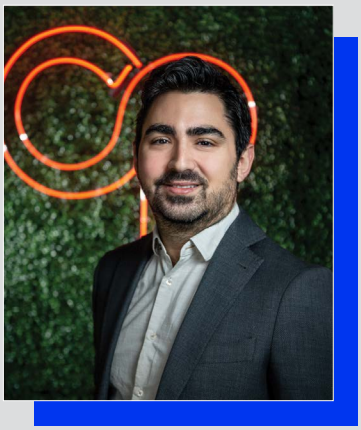
Social media is an inclusive and accessible environment. Consider partnering with creators from diverse backgrounds to join various celebrations and authentically connect with your desired audiences.

5. AIM FOR AMBASSADORS

With brand ambassadors, brands are able to plan far in advance, create an engaging narrative, and bring audiences on that journey. With a series of posts, there is more of a chance to connect with audiences in a more meaningful way throughout the holiday season.

While a one-time influencer may tap into a new and unique audience for your brand, an ambassador program can result in better ROI, as it builds loyalty for an extended period - even after the holidays.





> “There’s so much noise out there. There is more information being produced every day. There are more ads everywhere. So people have banner blindness, pop-up blockers, and ad-blockers. People want to connect with people. And that’s how you cut through the noise. It’s through actual human connection; it’s through social validation. During the holidays, this is the noisiest part of the year. Everyone is trying to sell you something, as a consumer, so if you want to cut through that noise, focus on building that connection.”

Eric Dahan, Open Influence CEO

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6. GIVE BACK

Holiday Hint

Have an influencer carry your charity mission to the masses - through their messaging or even in-action.

Can you think of a more perfect time to ask people to participate in a charity event or to give to a particular cause? People are eager to help those in need, especially around the holiday season.

According to Rakuten Advertising data, Americans are the most charitable, indicating that they will increase their spend on charity/gift by 19%, the highest of any country.

"Anything you can do that's charity focus or any brands' initiatives that are charity related. Maybe leverage any do-good initiatives that influencers are already doing on their own, I think is a great way to get yourself in there and stand out."

Diana Perlov
Open Influence Account Director

7. INVEST IN PAID SOCIAL

Organic content can get buried in the very busy, festive feed. Use the power of paid social to ensure maximum impact.

At Open Influence, after launching a paid social campaign, our team monitors performance meticulously each week by checking on each portion of the campaign: audiences within ad sets and influencer posts at the ad level. We make optimizations throughout the campaign that include, but are not limited to:

- Allocating budget towards targets or influencers that best achieve the campaign's primary objective/KPIs.
- Removing bottom-performing creative from the market.
- Recommending new segments to test.

For multi-platform campaigns, we also will provide recommendations based on performance across paid social channels.

"To cut through the holiday noise this season, you'll need more than a strong paid social strategy. Ensuring all apps and retail landing pages are working properly is key for paid social to amplify reach and drive revenue for your brand holistically. Creatively, focus efforts on promoting high-quality assets that complement users' mobile experiences in the platform, leveraging ad formats that will pave the way for the most seamless user buying experience."

Ash Balmaceda
Open Influence Senior Paid Social Manager

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8. PRESS RECORD - *EVOKE EMOTION WITH VIDEO*

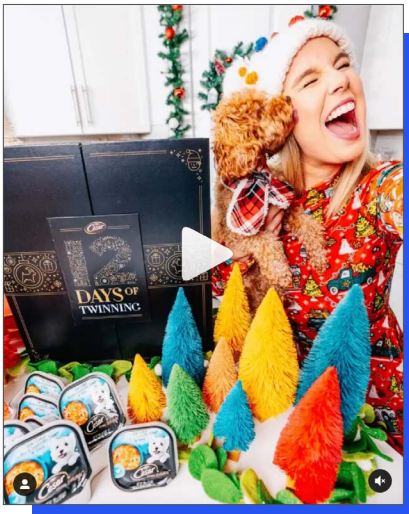


Photo Credit: @ohyeahem

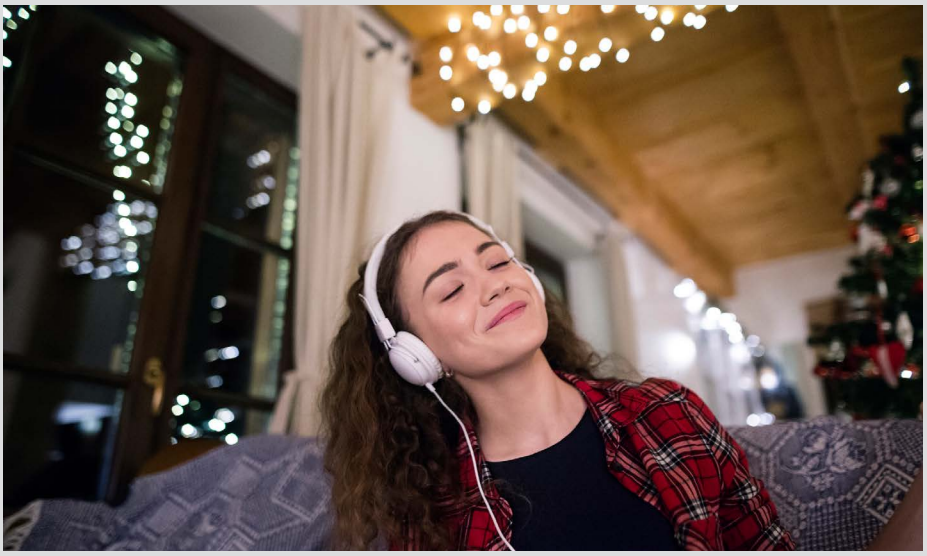
Video is the greatest present that a brand can give a consumer. Moving images with sight and sound makes a campaign dimensional. It's even better when the content features trusted influencers that evoke emotions.

A study by VidMob showed that video ads drove ***a 30% higher online*** purchase rate compared to static ads.

The same study found that 1 – 5 second video ads had a ***700% higher*** purchase rate than 16+ second videos. The shorter the ad, the better.

> *"Just having a still image and a nice value proposition is not enough."*
>
> **Eric Dahan**, Open Influence CEO

9. CREATE A SEASONAL SOUND



Holiday Hint

For custom-made audio that will transform your holiday campaign and maybe even go viral, work with Open Influence. We partner with a production company and can guarantee your brand a sound that nobody else has.

What are the holidays without music? Every year, those jiggles and carols play and take us back to a cozy place.

Studies reveal that we use the same parts of the brain to process music that we use for both emotion and memory. Emotion and memory are the key target areas you want to hit when marketing to consumers and are much easier to do around the holiday season.

Music is at the core of the experience on most social platforms. To not miss a beat, brands must join the holiday trends and make seasonal sound part of their branded content strategies. Influencers are the perfect instrument, along with the safe-to-use music selections on various platforms.

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10. SPREAD CHEER WITH UGC

Creators can capture connected moments of laughter and joy as their family, friends, and loved ones do what matters most this holiday season. Add a strategic call to action or prize, and followers will want to do and share the same.

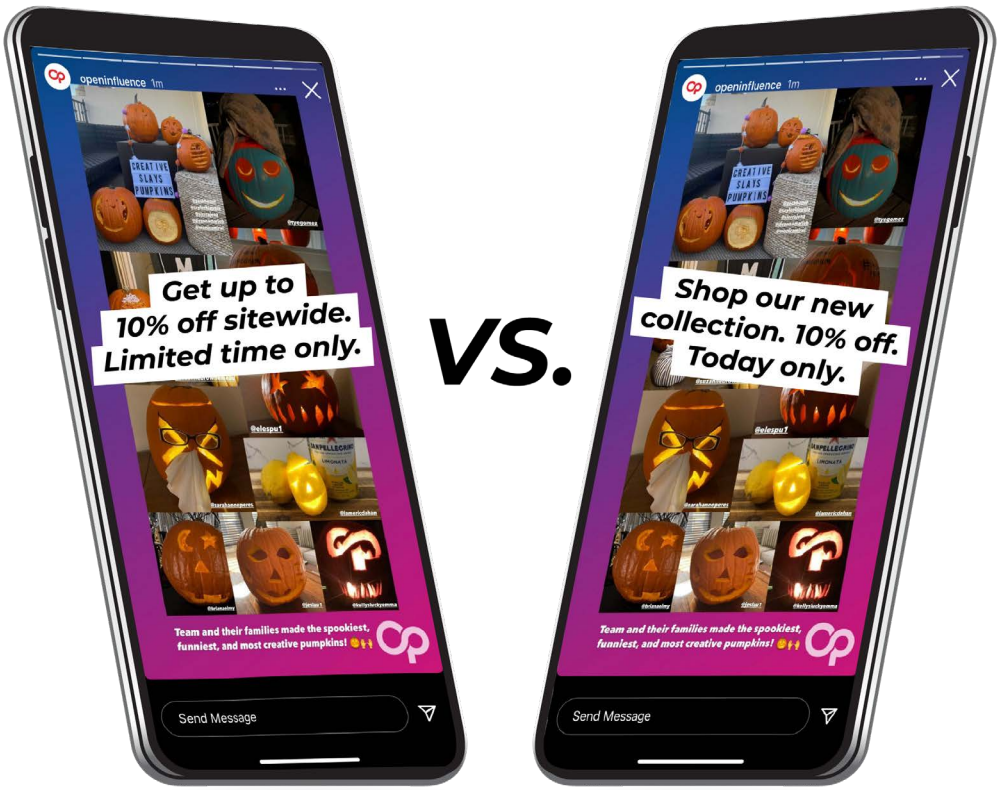
Holiday Hint

Use these ideas to get users to join viral movements:

- Contests
- Challenges
- Customized Brand Filters
- Hashtags

11. PICK AN EFFECTIVE CTA

Create a sense of urgency with your campaign's call to action.



The word "Get" has a ***53% higher average*** purchase rate than CTAs using "Shop."

The word "Limited" ***increased the purchase rate by 20%*** compared to "Now" in static ads. (VidMob)

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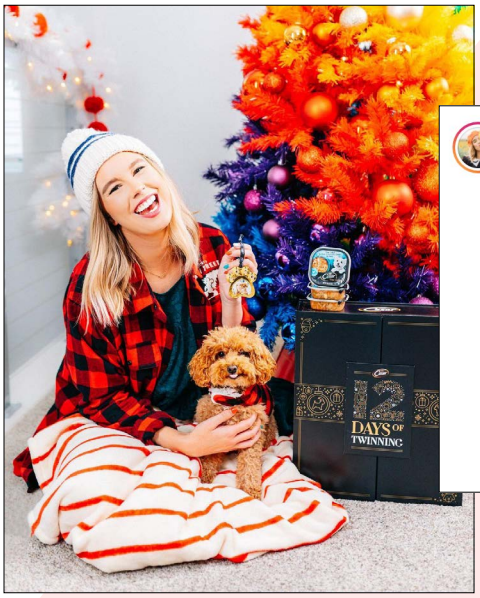
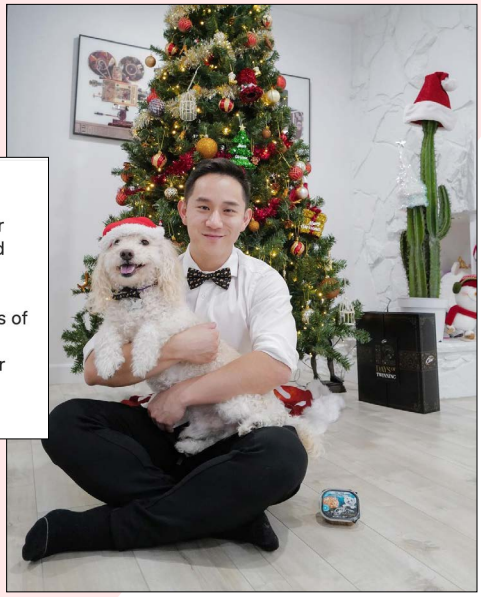
12. FUEL YOUR INSPIRATION

Here are some examples that show influencers are great partners for the most wonderful time of the year.



ohyeahem I am 100% that dog mom that always wants to match my girl! 😍 #Sponsored// Thanks to @Cesarcuisine, we started opening our 12 Days of Twinning holiday gift box and it's so fun to feel like each day is Christmas morning! The box is filled with 12 days worth of matching gifts for both of us so we can twin together the whole month! 🥰

If you're twinning with your pup this holiday season you know I wanna see it!!! Use #12DaysofTwinning on your posts. ❤️



jasondchen Matching bowties w Achilles looking fly! Twinning w your doggo 🐶 is a great way to bond and celebrate together. 😊 I had a blast twinning today with my best friend thanks to the @cesarcuisine 12 days of twinning gift box and inspiration! Share how you're twinning with your pup this holiday with #12daysoftwinning! #ad

colormecourtney · Follow
GIANT · Deck The Dance Halls

colormecourtney ✨ #deckmyself day 6 + a DIY! To celebrate festive sweater season, #kellyandryan are hosting a *virtual* holiday sweater Christmas special tomorrow on @livekellyandryan. 🥰 They challenged me to express my-elf 😉 & create a holiday sweater - naturally, I really went to tinsel town with all of the trimmings ✨ More info (& #DIY sweater designs) on my stories!!! #AD #holidaysweater #dressoutsidethelines #colormecourtney #colorme

40w

7,873 likes

DECEMBER 17, 2020

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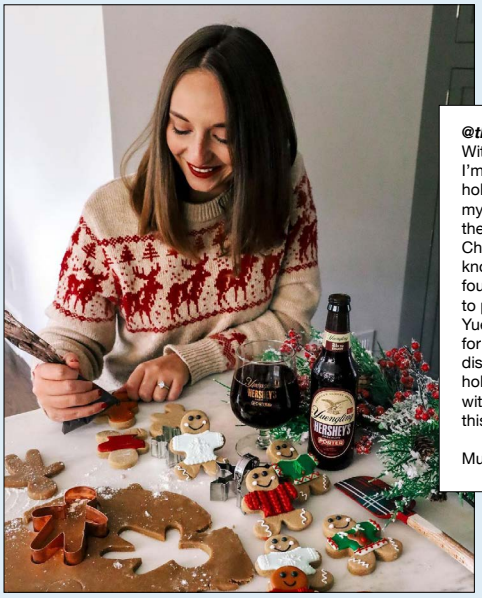
Do you have unwanted hair and hate shaving like I do? #AD I've found a solution with @braunbeautyus Silk-expert Pro 5 'Intense Pulsed Light' IPL hair removal device that permanently and visibly reduces hair growth. The light causes a 'damaging' effect on the root of the hair and therefore prohibits the root to produce new hair. You will see permanent hair reduction in just 4 weeks. The comfortable light-based device makes it so easy to use, that I tend to incorporate it into my evening routine or while I'm watching TV on the couch. It takes only 5 minutes to treat both legs. Time to treat yourself or your loved ones during this holiday season with @braunbeautyus Silk-expert pro 5 IPL hair removal device. More details through the link in my bio. #braunbeauty



@thecoastalconfidence
With holiday plans up in the air this year, one tradition I'm excited to carry on at home, is baking my favorite holiday cookies - gingerbread men. I turned on my favorite holiday playlist, got a little messy with the flour and enjoyed a bottle of Yuengling Hershey's Chocolate Porter while the frosting set. Did you know that both @yuenglingbeer and @hersheys were founded in PA? That's part of the reason they decided to pair up once again to bring back their truly unique Yuengling Hershey's Chocolate Porter just in time for the holidays. Head over to the link in my bio to discover where you can find @yuenglingbeer this holiday season and leave a comment down below with a holiday tradition you look forward to continuing this year!

Must be 21+ to enjoy #YuenglingXHersheys #AD

If you'd like to learn more, don't hesitate to contact Open Influence for the best holiday influencer marketing strategy... And it's never too early to say:

Happy Holidays!!!