

2018

Holiday Guide

facebook





Opening a perfect gift during the holidays is truly priceless.

Some of us are lucky enough to have a friend with the magic touch that helps us find gifts for our loved ones. What if this was the year that you as a retailer could be that friend, helping shoppers pick the perfect gifts? Holidays are a great time to introduce your brand to new shoppers and attract new buyers in volume. It's also an opportunity to increase engagement with your existing customers and boost their lifetime value.

People are spending on average over 3 hours a day on their phones¹ and mobile is the ideal way to reach them throughout their shopping journey, with relevant products and compelling offers.

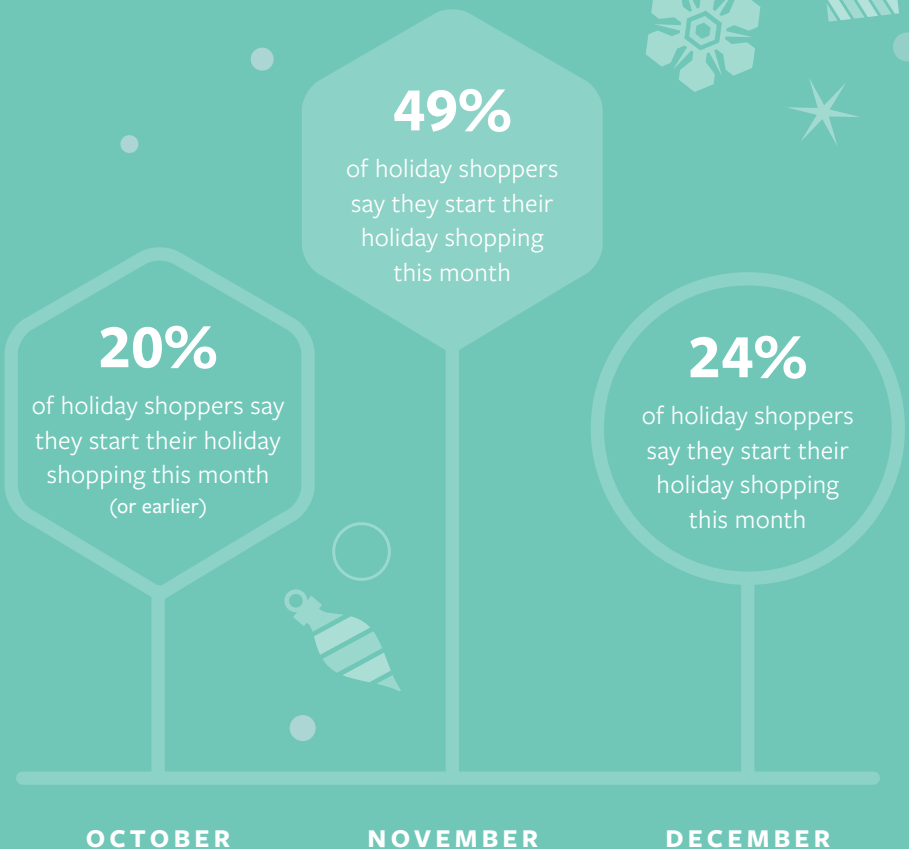
We've created this tactical holiday marketing guide to help make you the hero this holiday season.



KEY INDUSTRY TRENDS

To get ready for the holidays, keep these key trends in mind that major retailers are gearing up for:

When it comes to holiday sales, all of Q4 matters²



52% of mobile-first
holiday shoppers

26% of US holiday
shoppers

said they planned to use their
smartphone more for shopping
research in 2017 vs 2016.

**Holiday shopping
research on mobile
is on the rise²**



Mobile is a key part of the consumer journey²



56%

of US shoppers say they use smartphones when shopping in-store during the holiday season



48%

of holiday shoppers agree their mobile device allows them to make more informed purchase decisions during the holidays



43%

say they use mobile for holiday shopping because it's more convenient than going to a store



42%

say they care about ordering online and picking up in-store

26%

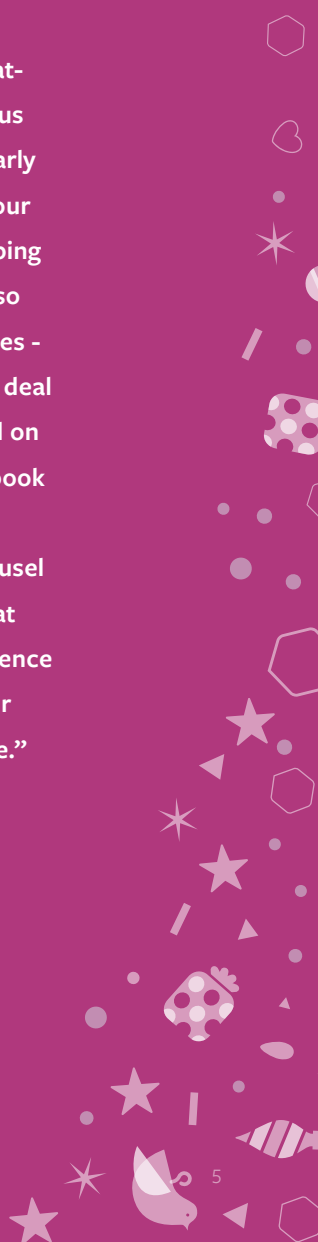
of holiday shoppers said they planned to use their smartphone more for shopping research in 2017 vs 2016



“The phenomenon of ‘phone-in-hand-at-all-times’ is underscoring the need for us to be cross-channel marketers, particularly during the holidays. Our guests are in our Ulta Beauty stores simultaneously shopping in the physical space while they are also shopping virtually on their mobile phones - searching reviews, scanning for the best deal and looking for gift ideas curated based on their needs. Our partnership with Facebook give our guests a constant shopping companion. Solutions like Curated Carousel and Collection gift guides give us great options to personalize a seamless experience for them whether they complete their journey with us on ulta.com or in-store.”

Shelley Haus

SVP Brand Marketing
at Ulta Beauty



Among those who
say they develop new
shopping behaviors
during the holidays...



27%

say they are shifting
their shopping to
mobile devices



52%

say they are
finding new ways
to save money

**Shoppers establish
new shopping
behaviors during
the holidays³**



39%

are identifying new
stores or online
services to buy from



49%

say they are finding new
ways to save time

Holiday campaign calendar

Here's a calendar for the rest of the year to help you keep key dates in mind, take field notes and mark your holiday campaign flight dates.

PHASE 1 Planning

Start planning for the holidays

PHASE 2 Build momentum

Kick off branding and acquisition campaigns

PHASE 3 Maximize sales

Kick off sales campaigns

PHASE 4 Post holiday sales

Gear up your cross-sell and up-sell campaigns



July

S	M	T	W	Th	F	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Key insights and actions:

It's time to start holiday planning!
Go through the pre-holiday checklist.

August

S	M	T	W	Th	F	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Key insights and actions:

Back to school shopping begins. Kick off
your branding and acquisition campaigns.

September

S	M	T	W	Th	F	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Key insights and actions:

Holiday shopping research ramps up.

October

S	M	T	W	Th	F	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Key insights and actions:

Beginning of Q4.
Holiday shopping starts.

November

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

28	29	30	31	01	02	03
04	05	06	07	08	09	10
11  Singles Day	12	13	14	15	16	17
18	19	20	21	22	23  Black Friday	24  Small Business Saturday
25	26  Cyber Monday	27	28	29	30	01

Notes:

Key insights and actions:

Teaser Holiday deals and gift catalogs kick off: Launch sales and catalog promotion campaigns.

Early-mid Nov

Holiday preparations begin. (Holiday menu, shopping, decorations)

NOVEMBER 1

Holiday shopping ramps up

49% of holiday shoppers say they start their shopping in November.²

December

PHASE 3 MAXIMIZE SALES

PHASE 4 POST HOLIDAY SALES

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	30	01
02	03	04	05	06	07	08
09	10  Green Monday	11	12	13	14	15
16	17  Free Shipping Day*	18	19	20	21	22  Super Saturday
23	24  Christmas Eve	25  Christmas	26  Boxing Day	27	28	29
30	31	01	02	03	04	05

Notes:

Key insights and actions:

Dec 26-31 + first two weeks of January

Gear up your cross-sell and up-sell campaigns
(Gift-card redemption & post-holiday sales start)

*Occurs mid-December, exact date may change.



Planning

Pre-holiday checklist

Before back-to-school shopping, start setting your holiday campaigns up for success with this pre-holiday checklist:

PHASE

1



Optimize for mobile:

With mobile holiday research and shopping on the rise, ensure that your marketing, measurement and shopping experiences are optimized for mobile.



Implement the toolkit:

Add the Facebook pixel to your website and the Facebook SDK to your app to help close the online to offline gap with Offline Conversions. These tools will enable you to measure, target and optimize your campaigns based on data from your website, app and stores.

Tip: Ensure that all events that mean the most to your business are tagged. Some examples are wish list creation and product category page views.



Understand your audiences:

Use **Facebook IQ** and **Audience Insights** to dive deeper into the demographics, location, interests and purchase patterns of your current and potential customers.

Learn more here: facebook.com/iq



Check your creative formats:

Placement optimization allows you to get the optimal value out of the Facebook Platform by placing your ads across Facebook, Instagram, Audience Network and Messenger. Make sure you visit our Ads Guide facebook.com/business/ads-guide to ensure that you have creative formats for all placements. Get inspired by best in class creative, explore formats, and mock-up and share ad concepts: facebook.com/ads/creativehub



Plan your media to meet business objectives:

Leverage **Campaign Planner** to create, compare and share media plans for reach and frequency campaigns. [Learn more here: facebook.com/ads/planner](https://facebook.com/ads/planner)



Set up for measurement:

When planning any successful marketing campaign, consider your key metrics for success. Check out Facebook measurement tools to measure what matters to your business this holiday season: facebook.com/business/measurement



Explore Facebook Marketing Partners:

They can be an extra set of hands to help you with anything from adding scale to reaching new audiences to buying media more efficiently. [Learn more here: facebookmarketingpartners.com](https://facebookmarketingpartners.com)



Establish your presence on Messenger:

Messenger can be a great way to connect with holiday shoppers to help them find their perfect gifts. To get ready, find a platform development provider who will help you message at scale with holiday shoppers using automation, live chat or a hybrid approach.

[Learn more at fb.me/development-providers](https://fb.me/development-providers)

TIP: Content consumption on mobile is frequent and fast - consider telling your brand story in 15 seconds or less in feed to match people's behavior.

Build Momentum

Take advantage of the less promotional summer months to build momentum before the holidays. With back-to-school shopping in full swing, the end of summer can be a great time to grow your customer base by introducing your brand and products to new shoppers. This can help you increase audiences you can remarket to during peak holiday shopping months.

PHASE

2

Introduce your brand to holiday shoppers

Pre-holiday brand awareness campaign plan

Campaign name:

Goal:

Create product awareness by introducing your brand to holiday shoppers

Objective:

- ☐ Brand Awareness
- ☐ Reach
- ☐ Video views

Ad format:

- ☐ Video ads
- ☐ Instagram Stories
- ☐ Collection
(Facebook, Instagram feed only)
- ☐ In-stream
(Audience Network)
- ☐ Carousel

Placements:

- ☐ Facebook Feed
- ☐ Facebook Marketplace
- ☐ Instagram Feed
- ☐ Instagram Stories
- ☐ Messenger
- ☐ Audience Network
- ☐ In-stream video

Target audience:

Reach your largest addressable audience

Optimization goal:

- ☐ Ad recall
- ☐ Video views
- ☐ Reach

Measurement plan:

Brand lift, estimated ad recall lift, cross-platform brand lift, ads reporting, split testing

Campaign launch date:

Aug
2018

Campaign end date:

Oct
2018

Estimated budget:

Buying type:

- ☐ Reach and Frequency
- ☐ TRP

Acquire holiday shoppers online

Back-to-school demand generation campaign plan

Campaign name:

Goal:

Grow your customer base for the holidays by taking advantage of the back-to-school shopping season

Objective:

- ☐ Traffic
- ☐ Messages

Ad format:

- ☐ Video ads
- ☐ Instagram Stories
- ☐ Collection
(Facebook, Instagram feed only)
- ☐ Carousel

Placements:

- ☐ Facebook Feed
- ☐ Facebook Marketplace
- ☐ Instagram Feed
- ☐ Instagram Stories
- ☐ Messenger
- ☐ Audience Network

Target audience:

Target based on demographics, interests and behaviors, or use lookalike audiences

Optimization goal:

- ☐ Landing page views
- ☐ Conversions
- ☐ Message replies

Measurement plan:

Cost per visit, cost per engagement

Campaign launch date:

Aug
2018

Campaign end date:

Oct
2018

Estimated budget:

End-to-end solution:

Use click-to-Messenger ads to give your business a fast and convenient way to answer questions, drive transactions and offer support as you're leading into the holidays.



TIP: Make your Instagram posts shoppable: Use Shopping on Instagram business.instagram.com/a/shopping-on-instagram to tag your posts with pricing and product details so that shoppers can easily go from love to buy.



LEGO created a seamless, personalized gift buying experience in Messenger with click-to-Messenger ads.

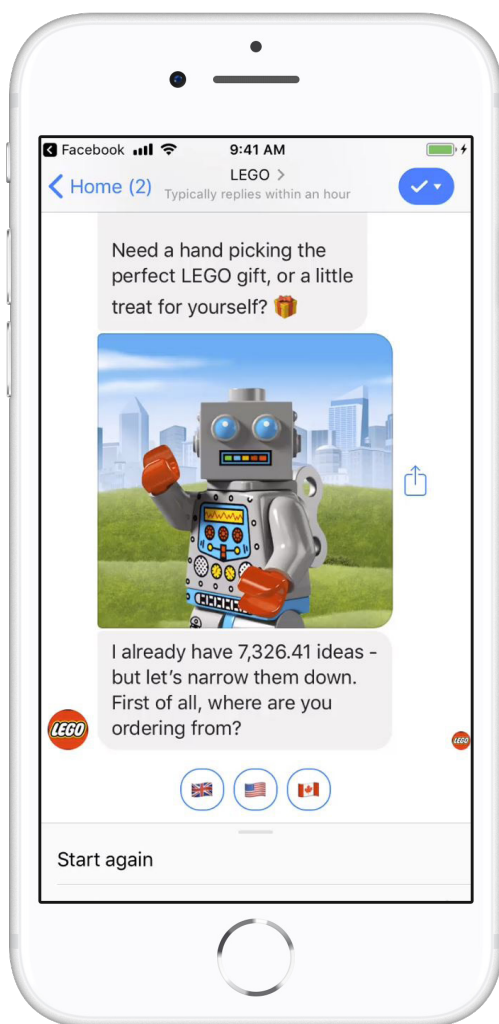
3.4x

increased return
on ad spend

71%

lowered cost per
purchase

Source: Facebook Success
Stories, EMEA, February 2018



Acquire store visitors

Back-to-school store visits campaign plan

Campaign name:

Goal:

Encourage visits to your stores as people ramp
up their holiday research

Objective:

☐ Store visits

Ad format:

- ☐ Video ads
- ☐ Collection
- ☐ Carousel

Placements:

☐ Facebook

Target audience:

Location targeting (people near your stores)

Optimization goal:

☐ Store visits reach

Measurement plan:

Facebook ads reporting, store visits lift, conversions lift (offline)


**Campaign
launch date:**

Aug
2018

**Campaign
end date:**

Oct
2018

Estimated budget:



TIP: Add a store locator card and relevant call to actions such as **Get Directions**, **Call Now** and **Send Message** to make it easy for people to find your nearest stores.

Run your store visits campaign on a schedule based on the time of day your store is open and on the shoppers' time zone.

Maximize Sales

Remember that conversions happen on Facebook year-round but may accelerate in Q4. Since holidays are a major focus for retailers, this is a highly promotional period on Facebook. To help maximize holiday sales and make the most of your holiday marketing budget, consider switching your focus to sales campaigns at the beginning of Q4.

PHASE

3

Drive online holiday sales

Holiday online sales campaign plan

Campaign name:

Goal:

Generate sales among high intent
holiday shoppers

Objective:

- ☐ Conversions
- ☐ Catalog Sales

Ad format:

- ☐ Video ads
- ☐ Collection
(Facebook, Instagram feed only)
- ☐ Carousel

Placements:

- ☐ Facebook Feed
- ☐ Facebook Marketplace
- ☐ Instagram Feed
- ☐ Messenger
- ☐ Audience Network

Target audience:

Custom Audiences (people who have taken action on
your site or app), broad audience targeting

Optimization goal:

- ☐ Conversion optimization
- ☐ Value optimization

Measurement plan:

Facebook ads reporting, conversion lift

**Campaign
launch date:**

Oct
2018

**Campaign
end date:**

Dec
2018 24

Estimated budget:

End-to-end solution:

use dynamic ads to promote relevant items from your holiday catalog by either
retargeting your recent website visitors or reaching new shoppers with broad audience
targeting.



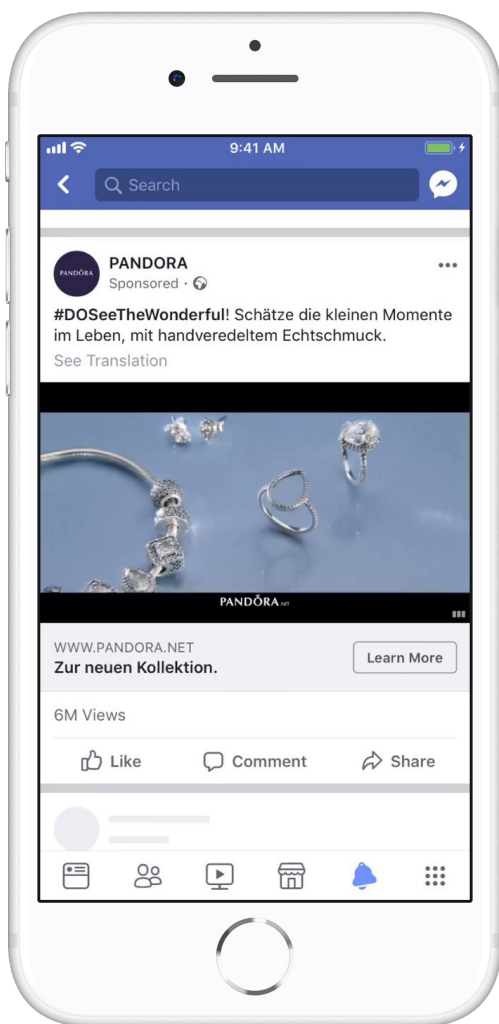
TIP: Create holiday-themed ads and highlight limited-time offers to create urgency to buy. Set your budget to account for anticipated conversion rates during the peak shopping days.



Pandora, the Danish jewelry company, used Facebook's automatic placement options to create a glittering Christmas video ad series

+60%
lift in online sales

Source: Facebook Success
Stories, EMEA, December 2017



Generate store sales

Store sales campaign plan

Campaign name:

Goal:

_____ Retarget to your store purchasers at the height
_____ of the holiday season

Objective:

- ☐ Reach
- ☐ Conversions
- ☐ Store visits

Ad format:

- ☐ Video ads
- ☐ Collection
(Facebook, Instagram feed only)
- ☐ Carousel

Placements:

- ☐ Facebook
- ☐ Instagram
- ☐ Messenger
- ☐ Audience Network

Target audience:

_____ Use offline conversions to remarket to your
_____ in-store purchasers

Optimization goal:

- ☐ Store sales optimization

Measurement plan:

_____ Facebook ads reporting, store visits lift, conversions lift (offline /online)

**Campaign
launch date:**

Oct
2018
.....

**Campaign
end date:**

Dec
2018
..... 24

Estimated budget:



TIP: Bring your holiday catalog to life on mobile. Target shoppers who receive your holiday catalog by connecting your CRM data to Facebook. Use the collection ad format with Tabs for Canvas so that you can introduce your holiday catalog to mobile shoppers.

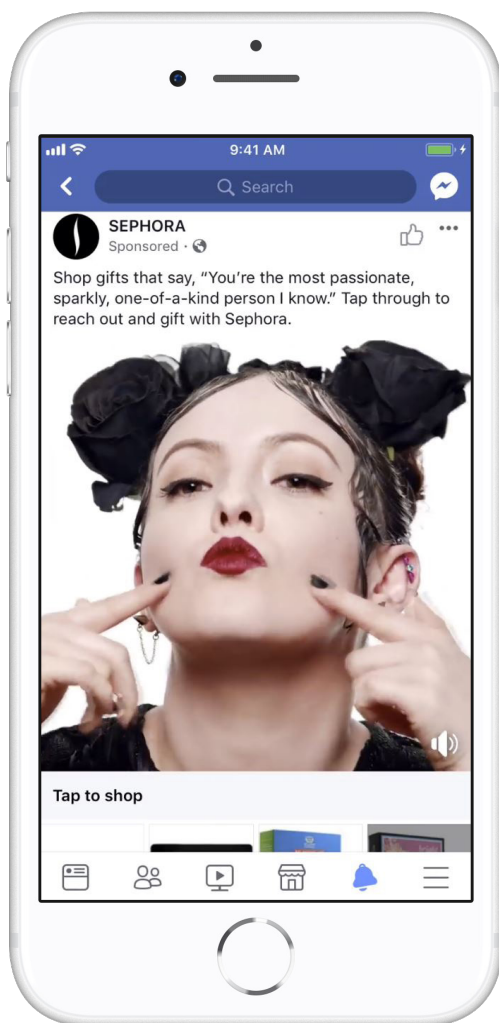
SEPHORA

Sephora extended the reach of its holiday catalog by using Tabs for Canvas with the collection ad format and saw:

32%

increase in ROAS

Source: Facebook Success Story, North America, 2018



Post Holiday Sales

While the holiday shopping frenzy may be over, your opportunities aren't. Sales pick up quickly during post holiday downtime, with gift cards to spend and New Years resolutions to follow. This gives you an opportunity to boost sales among your holiday customer base.

PHASE

4



Post holiday sales campaign plan

Campaign name:

Goal:

Introduce new products and end-of-year sales to shoppers

Objective:

- ☐ Conversions
- ☐ Catalog sales

Ad format:

- ☐ Video ads
- ☐ Instagram Stories
- ☐ Collection
(Facebook, Instagram feed only)
- ☐ Carousel

Placements:

- ☐ Facebook
- ☐ Instagram Feed
- ☐ Instagram Stories
- ☐ Messenger
- ☐ Audience Network

Target audience:

Custom Audiences (people who recently purchased from you online or in-store)

Optimization goal:

- ☐ Conversion optimization
- ☐ Value optimization

Measurement plan:

Facebook ads reporting, conversion lift

Campaign launch date:

Dec
2018

:

25

Campaign end date:

Jan
2019

:

Estimated budget:

My additional holiday campaigns...

Title:

Campaign name:

Goal:

Objective:

Ad format:

Placements:

- ☐ Video ads
- ☐ Collection
- ☐ Carousel
- ☐ Other

- ☐ Facebook
- ☐ Instagram Feed
- ☐ Instagram Stories
- ☐ Messenger
- ☐ Audience Network

Target audience:

Optimization goal:

Measurement plan:

Campaign launch date:

Campaign end date:

Estimated budget:

Title:

Campaign name:

Goal:

Objective:

Ad format:

- ☐ Video ads
- ☐ Collection
- ☐ Carousel
- ☐ Other

Placements:

- ☐ Facebook
- ☐ Instagram Feed
- ☐ Instagram Stories
- ☐ Messenger
- ☐ Audience Network

Target audience:

Optimization goal:

Measurement plan:

**Campaign
launch date:**

**Campaign
end date:**

Estimated budget:




Let's wrap it up.

Holidays are an incredible opportunity to connect with shoppers and rise to the top of their holiday wish lists. While the peak holiday season may be November through December, successful holiday campaigns start much earlier, and not just in terms of planning. Successful retailers start their tests in July and take advantage of the back-to-school season to kick off their holiday branding and customer acquisition campaigns.

As shoppers use their mobile phones to make their holiday shopping decisions, you have an incredible opportunity to give them inspiration, assist them with their research and help them complete their purchases online or in stores.

NOW FOR THE BIG FINISH!

We hope that you'll use this guide to spread holiday cheer among shoppers, and that shoppers will bring the holiday cheer to your business.





For additional resources visit
facebook.com/business/help/holiday

SOURCES

- 1) eMarketer, Average time spent per day with major media by us adults 2017, April 2017
- 2) Facebook IQ Source: “Facebook 2018 Holiday Study” by Ipsos Marketing (Facebook-commissioned online study of 1,801 respondents ages 18+ across the US, Jan 2018.
- 3) Facebook IQ Source: “Facebook 2017 Holiday Study” by Ipsos Marketing (Facebook-commissioned online study of 40,965 people ages 18+ across 27 markets: USA, Canada, Argentina, Brazil, Chile, Colombia, Mexico, Czech Republic, Denmark, France, Germany, Italy, Netherlands, Poland, Spain, Sweden, Turkey, UK, Russia, Australia, Hong Kong, India, Indonesia, Japan, Philippines, South Korea, Thailand), Jan 2018.

