



The 12 Days of **MULTI- CHANNEL HOLIDAY MARKETING**

Tips to unlock the merry potential
of your holiday campaign.

INDEX

OVERVIEW	3	>
DAY 1—EMAIL	4	>
DAY 2—GIFTS	6	>
DAY 3—DIRECT MAIL	8	>
DAY 4—EVENTS	10	>
DAY 5—SOCIAL	12	>
DAY 6—BLOG	14	>
DAY 7—EBOOKS	16	>
DAY 8—INFOGRAPHICS	18	>
DAY 9—MOBILE	20	>
DAY 10—PAID SEARCH	22	>
DAY 11—LANDING PAGES	24	>
DAY 12—VIDEO	26	>
CONCLUSION	28	>

The Holidays are Here...

...EVEN IF THE SNOW HASN'T YET HIT THE GROUND

If you're reading this any time between August and November, one thing is true. It's time to start thinking about your holiday marketing. And, if it's already December... it's crunch time. The sooner you start planning, the more strategic you can be about capitalizing on your chance to make a final brand impression before heading into a new year.

Whether you're thanking your customers for another great year, executing a final sales push before the close of business on December 31, recapping 365 days of company progress, or laying the groundwork for success in the coming year, the time between All Hallows Eve and January 1 provides the perfect window for such messaging.

These days, your customers expect more than a generic card carrying the season's greetings. As with all things Modern Marketing, your holiday campaign should run across as many touchpoints as make sense for your brand and customer. It's the only way to ensure your holiday wishes meet your audience where they're at, optimizing your brand equity every step of the way.

True to this omnichannel approach, there's a variety of ways we help our clients formulate and disseminate their holiday marketing. This holiday-themed ebook is a gift filled with 12 days—well, chapters—of tactics designed to get you started on your own holiday marketing strategy. By the end of day 12, you'll be an expert on working seasonal messaging into your marketing, so you can start building brand equity and driving sales into the new year.



2

3

4

5

6

7

8

9

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On the first day

OF HOLIDAY MARKETING, THE OLIVES GIVE TO YOU...

Email

Email isn't exactly a well-kept secret in holiday marketing. A recent study¹ showed email volume increases by 46 percent in the fourth quarter. Despite the spike in communications, customers are still listening, and may be listening even more intently. The same study showed an increase in open rates with these holiday/winter themed emails. That doesn't mean you can slap a snowflake on your template and call it good enough.

CONTENT

Your holiday emails should stand out amongst the increased inbox volume while still supporting your overarching holiday campaign goals. The email should contain content your readers care about presented in a way that hooks their attention from the moment they read the subject line.

If you're offering special holiday pricing, lead with that. If you're simply sending happy holiday wishes, make sure they're intriguing enough to draw the reader in, or, better yet, pass along to others. Try turning the message into a narrative that reveals a glimpse into your brand's personality. (We did this for ourselves last year, and it was a big hit.)

FESTIVE TOUCHES

Playful animations and designs that reflect a new facet of your identity are another way to invite readers into your email content. While this is your chance to have a little fun, make sure you don't stray too far outside your brand guidelines. Your



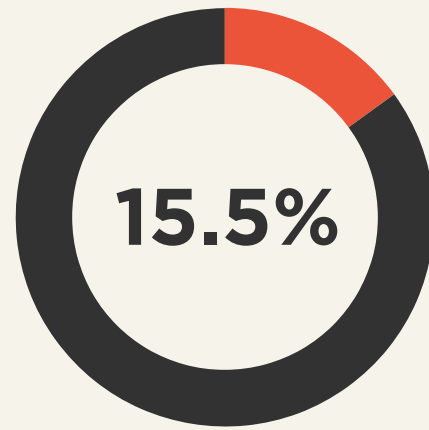
readers need to make the connection to your brand if the email is going to build any equity for your organization.

CROSS PROMOTION

You can also use email to promote and share some of the other holiday marketing tactics we'll cover later. Infographics, mobile games, contests, ebooks, and videos are all great devices to get audiences excited about what you have to say in your holiday emails.

CALL TO ACTION

Whatever format you choose to augment your message, make sure to incorporate a clear call to action for your readers. The action may be as simple as sharing the email via social channels with a unique hashtag. If your product buying cycle allows, encourage readers to buy now to take advantage of your holiday promotion. For longer buyer journeys, encourage readers to visit a themed landing page with a form designed to increase leads your sales team can follow up on in the new year.



WHEN DEPLOYED AT THE RIGHT TIME, HOLIDAY-RELATED EMAILS GENERATE AN OPEN RATE OF 15.5%, UP FROM 14.2% FOR ALL OTHER EMAILS.¹

The Jingle

There are so many emails headed to the inboxes of your customers, you need to get creative about making yours stand out. Use your holiday email as an intriguing, festive way to promote your brand and connect with your audience.



¹Roesler, Peter. "Why Email Marketing Is More Effective During the Holidays." Web blog post. *Inc.* July 17, 2015.



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On the second day

OF HOLIDAY MARKETING, THE OLIVES GIVE TO YOU...

Gifts

Nothing says holiday like gift giving, but it can be an expensive endeavor, which means you have to make it count. A great holiday gift reflects both your brand and the recipient. Yes, in theory, a gift should be about the recipient, but in this case, it's a marketing investment. And, your efforts should yield a return for your brand equity.

Everyone loves a big tin of cheesy caramel popcorn or a gift basket stuffed with goodies, but, unless you manufacture that popcorn or bake those butter cookies, the gift doesn't say much about your organization. On the flip side, a branded tshirts might literally have your brand all over it, but if it's not something the giftee wants or needs, it's going to get thrown in a drawer or the trash and forgotten.

THE BALANCE

A well-done holiday gift balances your brand ego with the giftee's id. A calendar may keep your brand in front of your customer in the year to come, but it should be attractive enough that they'll enjoy looking at it for 365 days. A cash rebate may allow the recipient to pick out exactly what they want, but it doesn't necessarily keep your brand top of mind as they spend it, unless it's very special company bucks for your product.

BRANDED GIFTS

It is possible to give a gift that leans more heavily toward your brand or the giftee, if done well. The Olive storybook we created a few years ago essentially served as a brochure, but the execution was so ingenious that our clients



happily displayed them in their offices. A similar example would be a wrapping paper set that subtly incorporates your brand into an intricate pattern your clients would be thrilled to wrap around their own gifts.

WRAP IT UP

If the gift itself doesn't meet both requirements, the way you package it can make all the difference. Include a personalized note that ties the gift theme back to your brand and holiday campaign. Gift an app or an ebook through an email that aligns with holiday email best practices. This route comes with the added bonus of saving on shipping costs.



"A well-done holiday gift balances your brand ego with the giftee's id."

The Jingle

The magic ingredient in holiday gifting is balance. Give something that represents your brand and your customers, but doesn't dip into the overly promotional realm. Even the most subtle touches can deliver major brand impact. Don't forget to keep packaging in mind when creating the perfect balance.





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On the third day

OF HOLIDAY MARKETING, THE OLIVES GIVE TO YOU...

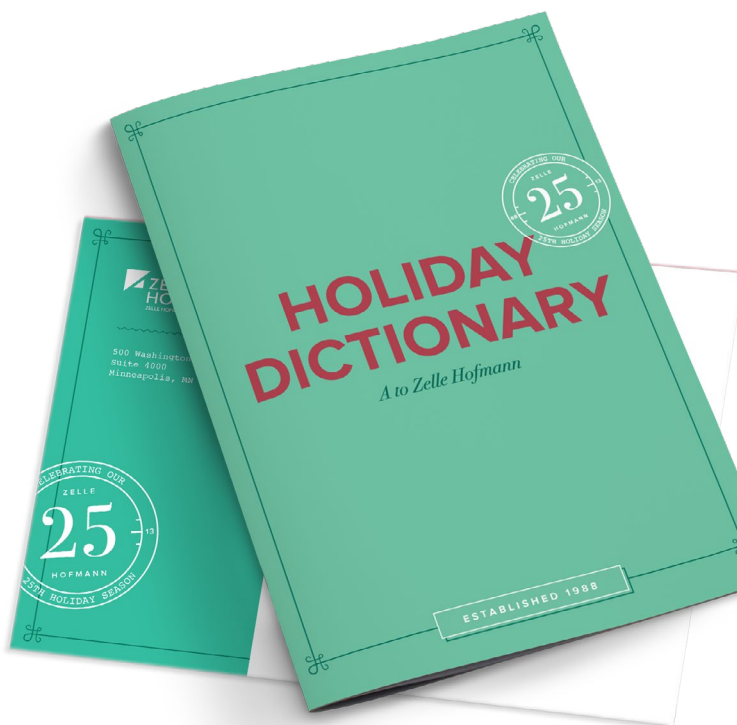
Direct Mail

The holiday card is a tried and true classic. And with email inboxes flooded, traditional mail has started to make a comeback². But not without taking a few cues from its digital brother. The holidays are a great time to stretch your creative muscle with unique pieces that engage the recipient while building brand equity.

Alliant and Zelle Hofmann accomplished this with playful pieces that still established each brand as serious players in their respective industries. They simply looked to the season to inspire a fresh way of presenting their expertise. Aside from infusing cheerful seasonal elements into your pieces, a few best practices borrowed from digital can set your campaign up for success that extends into the new year.

GET PERSONAL

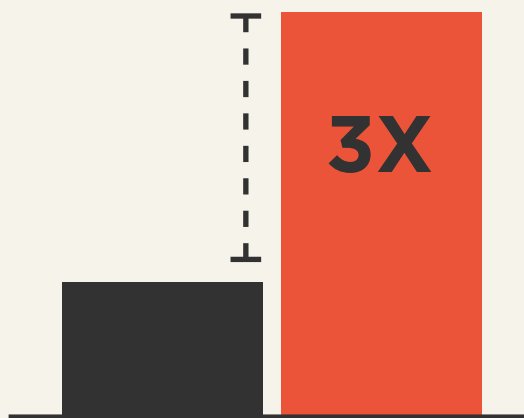
Personalized and targeted messages yield a higher response rate than generic, catch-all content. Three times higher², in fact. Now, in some cases your holiday mailer may be nothing more than a means of sending along warm wishes, but if your end goal is to garner a response, there are a few steps you should take. Try segmenting your lists and use what you know about each segment to target the messaging. If you're running a special holiday promotion, tailor the offer to the different segments. Go a step further and include content personalized to each individual. The more focused you can make your messaging, the higher your response rates.



GO DIGITAL

Don't expect a single piece to carry your entire campaign. Tying your holiday mailer to digital efforts ensures you hit your audience across a variety of touchpoints. This adds another dimension that will further engage your audience. You could drive recipients to a landing page to pick up a digital gift or take advantage of a special offer.

A digital tie-in can also help you track the success of the mailer itself. Include a URL unique to the mailer or even the individual, so you can determine who took action. To that end, make sure you include clear, compelling calls to action. Yes, that means multiple CTAs, in multiple places. Recipients tend to scan content, so you should make it clear what action you want them to take throughout the piece. It doesn't matter how holly, jolly your mailer is if recipients don't know what to do with it.



PERSONALIZED AND TARGETED MESSAGES YIELD A RESPONSE RATE THAT'S 3X HIGHER THAN GENERIC, CATCH-ALL CONTENT.²

The Jingle

Direct mail is a classic way to send holiday greetings. It's also a means to send creative, personal, targeted messages designed to engage audiences. Include a URL to tie your direct mail to your digital efforts and don't be afraid to include multiple CTAs.



²"Direct Mail Makes a Comeback, Becomes More Like Digital - Partner Voices." *Target Marketing*. June 2, 2015.



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On the fourth day

OF HOLIDAY MARKETING, THE OLIVES GIVE TO YOU...

Events

Traditionally, we associate holiday events with awkward mingling, stale eggnog, and white elephant gift exchanges, but it is possible to pull off a seasonal event that completely avoids these pitfalls. Even if you know how to throw a great party, holiday event marketing requires a special kind of flair. There are a few ways you can achieve this flair with both online and in-person events.

ROOTED IN TRADITION

If you're throwing the traditional soiree, leverage some key marketing tactics to make the event work for you. Make sure you know what the purpose of the event is and what you want to have accomplished as the confetti settles.

Your goal may just be to get more face time with your clients or to generate excitement around your brand. Make sure your (e or snail mail) invite supports your event goals and gets people excited about attending. Leverage day-of elements to keep momentum going. Branded party favors, signage, and event hashtags are a great way to get more marketing mileage out of your celebration.

TAKE IT ONLINE

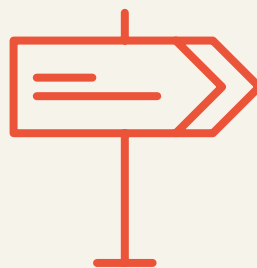
Take your event online to expand your reach and maximize your budget. Holiday-themed offers are a great example of a digital event. You can extend the campaign by offering different limited-time offers from one week to the next.



These offers might include special discounts, a holiday gift with purchase, or a seasonal sweepstakes. You could also make an event of your expertise as it relates to the upcoming season. [American Express](#) has done a wonderful job of this with their Small Business Saturday microsite.

FOR A CAUSE

Cause marketing is also very popular around the holidays. Partnering with a charity in the weeks leading up to the holidays can create a sense of occasion, endears your brand to customers, and piques media interest. You could donate a portion of your proceeds to the Salvation Army or run a matching gift challenge with your local Make-A-Wish foundation. However you choose to integrate charity into your holiday marketing, following [cause marketing best practices](#) will ensure it's beneficial to both your brand and the charity of your choice.



"Branded party favors, signage, and event hashtags are a great way to get more marketing mileage out of your celebration."

The Jingle

Holiday events, whether they're online or in person should include some purposeful planning and goal setting. Make sure every element of your traditional or digital event drives toward your goals. Branded party favors, holiday-themed offers, and charity donations, are all festive ways to add flair to your events.





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On the fifth day

OF HOLIDAY MARKETING, THE OLIVES GIVE TO YOU...

Social

You've spent a great deal of time and budget building up a social following over the past year, and the holidays are the perfect time to start reaping the benefits of that following. We already mentioned that you can use a special event hashtag to extend the reach of your seasonal celebrations, but there are a few other tactics you can use to take your holiday marketing to social. Many of which can be executed by repurposing other aspects of your holiday campaign.

Even the Grinchiest of us has to admit that the holidays lend a bit of magic to our daily grind. This magic primes audiences to connect with brands on a more human level. Use this time to introduce your customers to the faces behind the brand. Post images of your holiday celebrations and share your charitable efforts of the season. Encourage your audience to return the favor, so you can get to know more about them as well.

GET PROMOTIONAL

You can also extend your holiday promotion offering to the social audience you've worked so hard to build. This works especially well for time-sensitive offers as you can easily start a social countdown with a series of posts that create a sense of urgency and excitement. Make sure you're interspersing these promotional posts with value-added content as well to prevent brand fatigue.



SPREAD THE JOY

Though you started your social efforts as a way to promote your brand, we know the best way to do this is to put your audience first, so use this time to bring them a bit of holiday cheer. Share the spirited holiday greetings you developed in other areas of your campaign via social. Link to a fun landing page with a playlist full of carols parodying your industry. Share the holiday video you shot to announce your season's greeting. Give away the years worth of branded desktop designs you created for your clients as a digital gift.

HINTS OF WHIMSY

You can also incorporate subtle hints of holiday to bring a little whimsy to your identity. Holiday hashtags are a favorite among social audiences and small, seasonal tweaks to your social images are a quick and simple way to have a little fun with the season.



"Even the Grinchiest of us has to admit that the holidays lend a bit of magic to our daily grind."

The Jingle

The holidays are the perfect time to connect with your audiences through social media. Share your holiday celebrations or charitable efforts. Promote your brand or simply spread holiday cheer. By encouraging your audience to do the same, you can connect on a deeper level than you have before.





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On the sixth day

OF HOLIDAY MARKETING, THE OLIVES GIVE TO YOU...

Blog

In the same way you can capitalize on the social following you've cultivated over the past year, your blog provides a platform to distribute your holiday campaign to a warm audience.

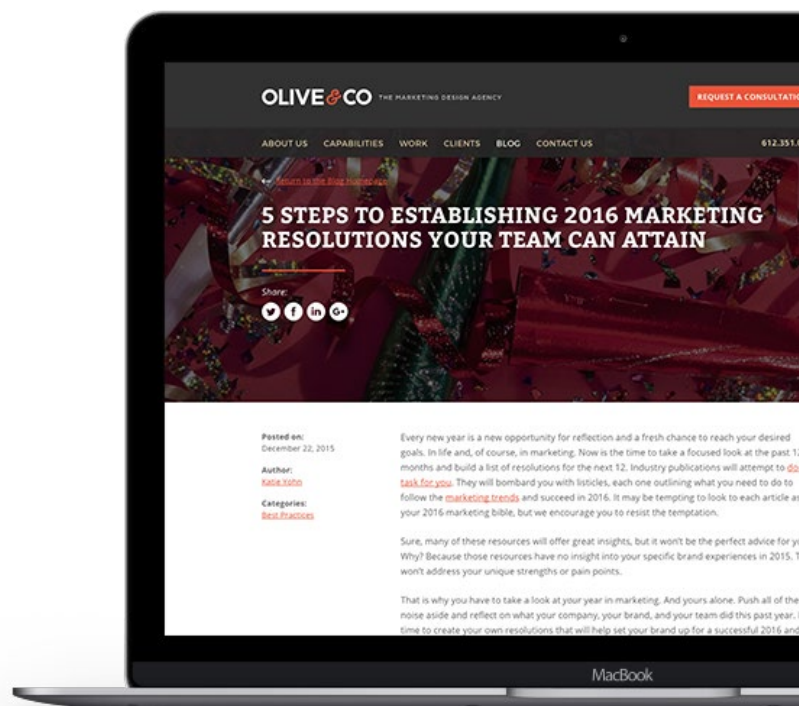
INFUSE SOME CHEER

You can use your blog to announce your charity partnership or sweepstakes. It's also the perfect place to host digital gifts or coupon codes for holiday promotions. Mix it up with a holiday treasure hunt. Hide promotional codes or sweepstakes entries within your content. This makes it more fun for your readers while driving them deeper into your content.

START GIFTING

If the content itself is a gift to your readers, make sure you're providing insights and information they find valuable. This is a common sense rule with all your content marketing efforts, but it can be easy to get swept away by the holiday magic and lose sight of your audience.

To avoid this candy-cane-coma-induced mistake, check in with your customers and industry trends before creating your seasonal editorial calendar. Social can provide a cross-section of topical conversations that are happening among your audience. You may even ask your followers what



they'd like to know more about during this time of year. Find out what challenges they're facing and create content that helps them navigate those challenges.

REFLECT AND PREDICT

It's also a great time to pen a retrospective on the year or a predictive post that offers a glimpse into the year to come. These pieces can give readers a glimpse into your brand, but make sure it's more than a brag book. Discuss lessons you've learned over the past year that apply to your readers. Or use your expertise to anticipate trends that may have an impact on them in the year to come.



"Your blog provides a platform to distribute your holiday campaign to a warm audience."

The Jingle

Blog audiences in a festive mood are often warm recipients to your holiday content or promotions. Be sure to make it fun for your audience and always keep them top of mind when creating your blog content and seasonal editorial calendar.





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On the seventh day

OF HOLIDAY MARKETING, THE OLIVES GIVE TO YOU...

Ebooks

Similar to a holiday blog, an ebook can make a gift of your expertise, helping your audience overcome hurdles they're facing as the holidays and new year approach. It could be a gift-giving guide, a year-end checklist as readers take inventory of their business, a step-by-step strategy guide for starting fresh on January 1. The possibilities are essentially as endless as your industry knowledge.

The gift of your expertise could also be used to make your customers look smart. Create a white label ebook with room for the recipient's own branding. It could be co-branded with your identity or you could allow your customer to hog the whole spotlight.

For instance, if you're a medical device company, you might develop a book about helping patients keep their new year's resolution of making healthier choices. You may then choose to allow medical providers to add their practice information to the piece before distributing it to patients. The providers will appreciate how good you made them look, and you'll both be positioned as experts.

GENERATE LEADS

Beyond showcasing your expertise, ebooks are a great way to generate leads your sales team can follow up on in the new year. Whether you decide to distribute the ebook under your own branding or in partnership with your customers, using a lead-gen form to gate the piece gives you the opportunity to collect more information from individuals in your audience. The ebook gift should be distributed as part of your



comprehensive holiday campaign. Promote it through your social channels or offer a preview on your blog or in an email. You could even mail a printed copy along with your holiday mailer and send recipients to a landing page to get a digital copy they can share with coworkers or their own customers.



"The possibilities are essentially as endless as your industry knowledge."

The Jingle

Ebooks, like the merry creation you're reading right now, are an opportunity to give a holiday gift filled with your expertise. Plus, when you opt to gate your ebook behind a lead-gen form, you can collect information on your audience. Don't forget to promote your gift through social media, your blog, direct mail, and/or an email.





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On the eighth day

OF HOLIDAY MARKETING, THE OLIVES GIVE TO YOU...

Infographics

The fanciful nature of the holiday season lends itself well to an infographic. Even better, the quick, digestible nature of infographics lends itself well to capturing the attention of an audience distracted by gift lists, 32-course meal recipes, and travel schedules dancing in their heads. The trick is finding the right hook to tie what your brand does into something your audience cares about during this glittering time of year.

DATA WITH CHEER

If you created a year-end ebook or penned a holiday blog post, you've already spent some time and energy bringing your voice and insights to currently hot topics among your client base. Now, all you have to do is formulate some infographic ideas that present what you've learned in a fun, visual way that fits neatly within the spirit of the season. There are a number of companies that have managed to do this with great success. [Statista](#), a statistics company, illustrated the hard numbers behind the holidays. [HR-firm Addeco](#) gave their audience a quick glimpse into holiday hiring trends. [A Minneapolis tax company](#) took a look at how the traditional Thanksgiving meal lines Uncle Sam's pockets. All of these examples blended their brand into seasonal topics and all were able to capitalize on one of the biggest benefits this marketing tool offers: the ease with which it can be distributed across all your channels and beyond. Each of the aforementioned infographics gained enough traction that



national media outlets took note.

MAKE IT SHAREWORTHY

So what makes an infographic worth sharing? As with all valuable content, a share-worthy infographic lends practical value to the reader while engaging them in the content. Part of why infographics work so well is that they blend in-depth expertise with compelling visuals that make consuming the content entertaining. They are essentially the School House Rock of the content marketing realm.

BEGIN GIVING

Another way you can use infographics in your holiday marketing is as part of an egift. This tactic is similar to the gift of a brandable ebook. A brandable infographic makes a great present for industry partners who are looking to establish themselves as experts alongside your brand in the marketplace. In this instance, you'll not only build goodwill, but increase the distribution of your content as these partners share the infographic through their own channels.



"[Infographics] are essentially the School House Rock of the content marketing realm."

The Jingle

With the right infographic, you can capture the attention of your audience. An audience that is likely distracted by daydreams of a white Christmas. Fill it with data, make it worth sharing, make it visual, and make it fun.





On the ninth day

OF HOLIDAY MARKETING, THE OLIVES GIVE TO YOU...

Mobile

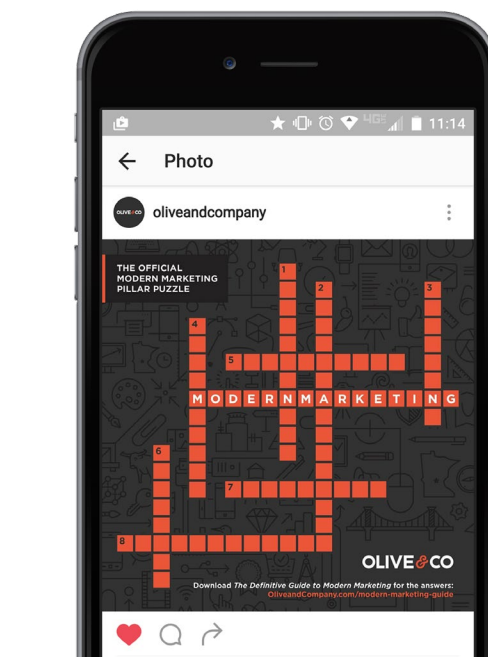
The busy holiday season impacts nearly every area of our lives, including mobile usage. We're bustling from event to event and traveling away from the PC comforts of our home and offices, but emails still need to be checked, television still needs to get watched³, and shopping still needs to get done. Just last year, 73 percent⁴ of consumers were using their mobile devices as part of their holiday shopping routine.

It's not just mobile shopping that's on the rise as the snowflakes fall, 89 percent⁵ of people use their phones in social settings (of which there's no shortage during the holidays). Even if you don't consider your product or service to be a hot commodity on gift lists this year, you can still take advantage of the increased mobile attention with a few strategies designed specifically for this on-the-go audience.

SEASONAL APPLICATIONS

Naturally, all your holiday marketing tactics, from emails to landing pages, should be optimized for mobile. But that's table stakes for the Modern Marketer. Really dive in by leveraging social ads or PPC campaigns targeting mobile devices to catch customers as they use their phone to avoid awkward party moments or shop via tablet between meetings.

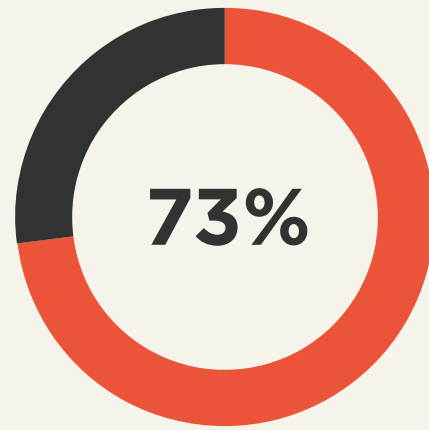
Take it to the next level with an application created just for the season. You could design a productivity app that makes life easier for your customers during this hectic time of year, a seasonal mobile wallpaper creator that carries your brand on each creation, or even a holiday



game that brings a little play to the downtime between blustery commutes to the post office.

A JOLLY INVESTMENT

Though some of these endeavors may require more of an investment on the front end, they tend to have some legs. Once your application is developed, you could give it to your entire audience as an egift. Or, take a note from some of the major holiday application players, and make it available the world over. NORAD has made a name for themselves well beyond their industry with their [jolly santa tracker](#). And, every year Office Max's [Elf Yourself](#) garners attention from every type of customer. Both of these leading applications are revived year after year, spreading a continued cheer return on the initial investment.



73 % OF CONSUMERS USE THEIR MOBILE DEVICES AS PART OF THEIR HOLIDAY SHOPPING ROUTINE.⁴

The Jingle

Whether they're shopping or being social, people are on their phones during the most wonderful time of the year. To meet them where they're at, be sure to optimize your holiday campaign elements for mobile.



³Curtis, Sophie."The end of Christmas television? Brits to watch 15 hours of TV on a mobile device this Xmas." *The Telegraph*. December 11, 2014.

⁴Callard, Abby."Three-quarters of consumers will use their mobile devices for holiday shopping." *Internet Retailer*. November 5, 2014.

⁵"89% of Cell Owners Used Their Phones During Their Most Recent Social Activity with Others." *Pew Research Center*. August 25, 2015.



On the tenth day

OF HOLIDAY MARKETING, THE OLIVES GIVE TO YOU...

Paid Search

Paid search may not immediately come to mind when considering your marketing strategy for the holiday, but the fact is, it should. As carols fill the air and the new year looms, we start to see a change in search behavior and smart brands are adjusting their paid search campaigns accordingly. Even brands that aren't directly impacted by the surge in holiday gift buying should assess their programs during the weeks leading into this, the most festive time of year.

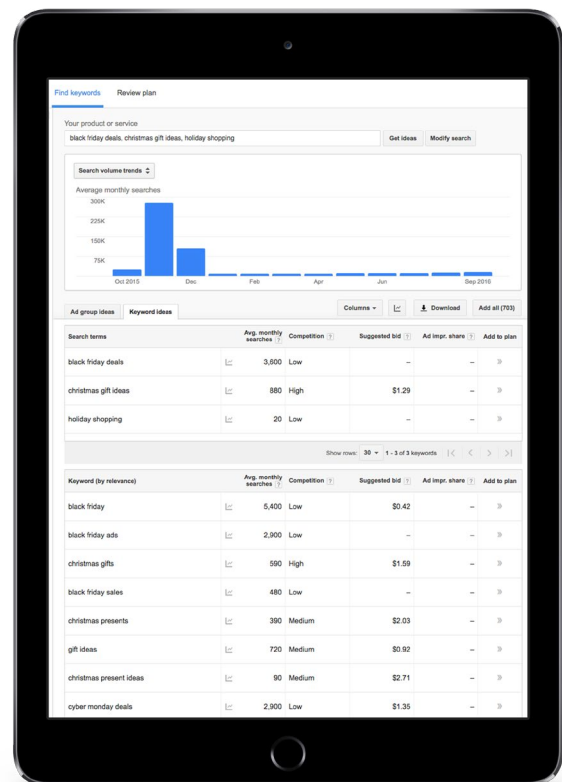
TARGET PERSONAS

Pay attention to how your target personas are searching in quarter four. Your customer may not be skimming Google results for Black Friday deals, but other factors could impact how they're using search engines.

Maybe they're taking a look at their year-end performance and want a solution to optimize operations in the new year. Or maybe they have budget they have to spend before December 31, and you happen to offer the solution they've been waiting to pull the trigger on.

KEYWORDS AND BUDGETS

Whatever it is your brand offers, chances are your audience can be reached through timely search terms. Conduct keyword research to discover long-tail keywords associated with these seasonal concerns. You can start by taking a look back at your ad performance during last



year's holiday campaign and continue to refine and test keywords as you progress through the current campaign.

Along the same vein, you'll want to make sure your budget accounts for any increased search volume. Retail brands may choose to increase spend limits on Black Friday or Cyber Monday to account for the spike in search activity. Pay attention to patterns around days and times your customers are searching throughout the season and adjust your budget accordingly.

HEADLINES AND AD COPY

This testing and refinement process goes beyond keywords and budgets. Tweak headlines and ad copy as you go as well. It's the best way to optimize the performance of each campaign. Speaking of the ad content, make sure it reflects any holiday promotions you're running. This both ensures you give search audiences a compelling reason to click as well as consistency across all your brand's holiday touchpoints.



"Your customer may not be skimming Google results for Black Friday deals, but other factors could impact how they're using search engines."

The Jingle

Paid search may not seem like the jolliest of holiday marketing tactics, but it sure is an important one. Because buyer habits change throughout the season, it's wise to adjust paid search campaigns to match. Research your personas and adjust key terms and search copy to spur their interest.





On the eleventh day

OF HOLIDAY MARKETING, THE OLIVES GIVE TO YOU...

Landing Pages

Many brands rely on a landing page to serve as the hub for an entire holiday marketing campaign. Direct mail, email, and paid search all drive to this central location. Essentially, it has the capacity to act as the payoff to all of your seasonal marketing efforts, so you have to make it count.

The key to this is making sure the page aligns with all of your other pieces. Promotions should be featured prominently and those seasonal elements you threaded throughout the aesthetic of your campaign should be present on the page as well. Consistency helps build brand equity from the first touchpoint of the season to the moment that crystal ball drops. Wells Fargo achieved this consistency by using a landing page to display their holiday greetings for email recipients who clicked on a CTA to open their card.

HOLIDAY OPTIMIZATION

Search efforts are another area that should remain consistent into your landing page. Just as you optimized your paid search campaign for seasonal terms, your landing page should follow suit. Make sure those holiday keywords make their way to your titles, headlines, and metadata. Not only will this ensure a cohesive experience for users who click on paid search ads, it will help your brand stand out in unpaid searches as well.

DESIGN TO CONVERT

Another aspect of an optimized holiday landing page is a clear path to conversion. Whether it's attending an online event, R.S.V.P.ing to your



live-action party, or downloading an egift, the intended action should be clear. Better yet, that action should be tied to a lead-gen form, giving your sales team the gift of delighted leads.

You may also want to consider a secondary action to drive users to additional relevant content. For instance, if a user downloaded an ebook, you can direct them to further thought leadership on your blog. If they've just accessed a promo code, consider showcasing popular products they can save on. The secondary action may also help spread the reach of your holiday campaign. Prompt users to share their experience via social media. This may not make sense in the case of a party invite, but coupon codes, infographics, videos, egifts, and online events are all popular and highly shareable.



"Many brands rely on a landing page to serve as the hub for an entire holiday marketing campaign."

The Jingle

The landing page is often the center, the Rockefeller Tree if you will, of all your holiday marketing. If you align it with your other collateral and optimize for your audience's holiday habits, your landing page can help you reap the rewards of your entire seasonal campaign.





On the twelfth day

OF HOLIDAY MARKETING, THE OLIVES GIVE TO YOU...

Video

The last stop on our tour of the marketing North Pole is the video. This is a tactic that really allows you to have a little fun with your brand and invite your audience to do the same. While you might choose to feature your services or products in some regard, holiday videos are no place for the hard sell especially for brands with a longer sales cycle.

MAKE IT ENTERTAINING

Videos that leave the salesy message behind can also serve in and of themselves as an entertaining gift for your audience. WestJet [created a video](#) that had very little to do with outlining the benefits of their brand and the results were viral. They managed to achieve great things for their brand simply because they connected with customers on a joyous and emotional level.

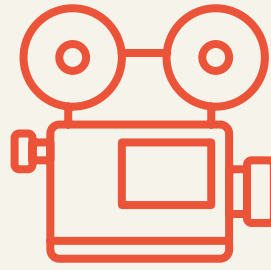
So how do you create this connection for your own brand? As in all things marketing, you'll have to consider your audience and what matters to them. But, with distracting carolers and celebrations in the background, you need to dig even deeper into the person behind the sale to capture their attention. Consider writing an industry parody performed to the tune of a widely popular song. Or make it a commentary on the persistent, light-hearted struggles of the holiday season. Your video should hook your audience immediately with familiar themes that draw viewers in and leave them wanting to pass it along.



MAKE IT SHAREABLE

Which brings us to our next point, you need get your video out there and make it easy to share. Embed it on your landing page and in emails, promote it through all your social channels. You may even consider ascribing a conversation starter and a hashtag like Target did with [#MyKindofHoliday](#).

Don't be afraid of bringing the wall down. Humanizing your brand can establish trust among your customers, so have fun with it and reveal the personality behind the logo. You might consider including your staff in the video and encouraging them to show a sillier side. This is especially effective if they aren't afraid to take one for the team and don a pair of bunny ears...



"This is a tactic that really allows you to have a little fun with your brand and invite your audience to do the same."

The Jingle

A fun and light holiday-themed video can build an emotional connection with your audience. For some tips on how to make that happen... we'll let this video speak for itself.

WATCH VIDEO >



Have a Happy

MODERN MARKETING HOLIDAY



This concludes our 12 days of tactical gifts. It should be enough to set you on the path toward a merrier season, even if you think it's too early to get started (it's not).



If there's anything we can do to make your festive strategy even easier, we'd love to partner with you this year. Contact us to learn more about how we can help.



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