X

Driving Sales Throughout the Whole Year

Locations

We are growing:

We have over 50 employees across the US including:

- Spokane, WA
- Salt Lake City, UT
- Phoenix, AZ
- Fort Collins, CO
- Missoula, MT
- Aguascalientes, Mexico

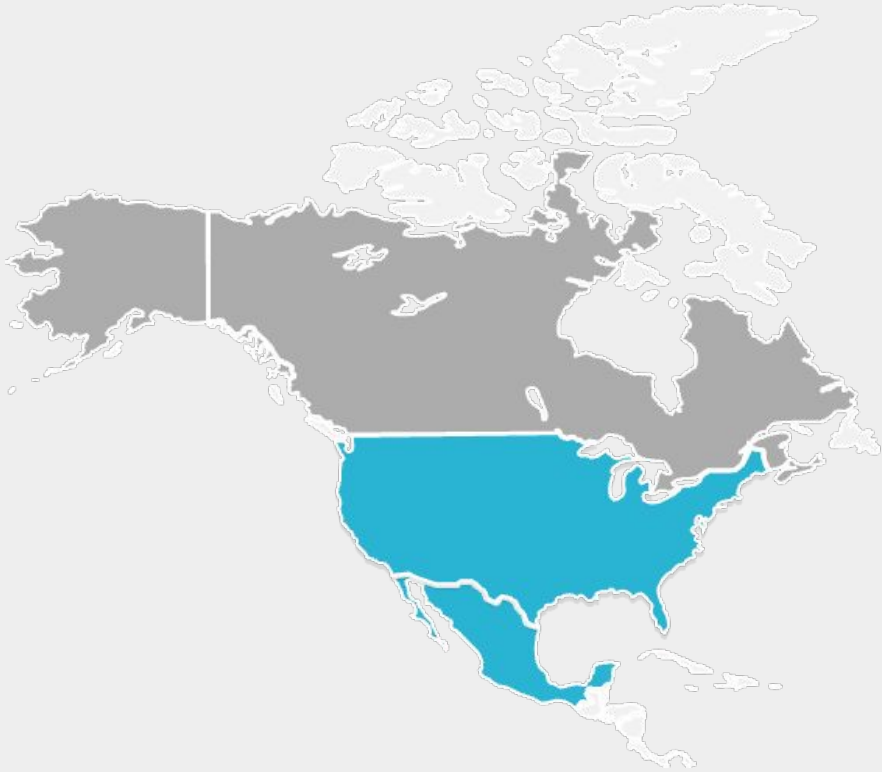
50

60%

Our Mix:

Our client portfolio includes 60% ecommerce and 40% lead generation, with a mixture of global and national brands.

40%



Last time we talked about knocking
Q4 out of the park.

Now in Chase Field, let's talk about
knocking it out of the park
for the rest of the year.

A lookback to our Q4

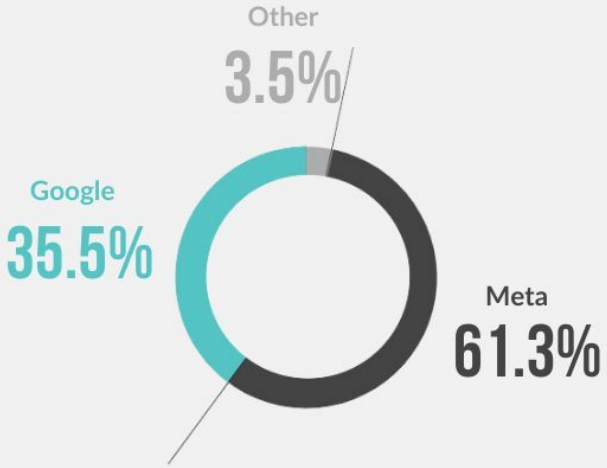
$316K
Total ad spend

→

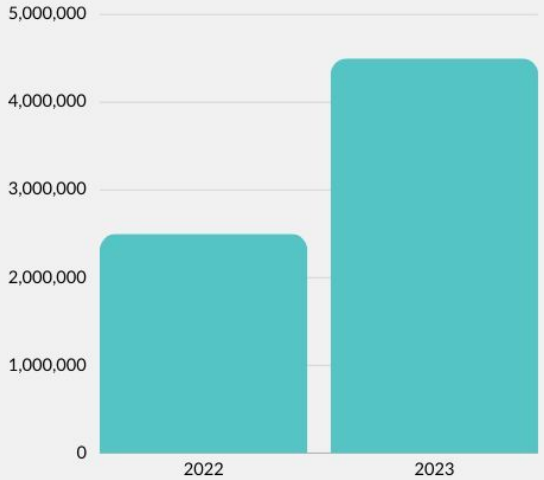
$4.5M
Total revenue

A lookback to our Q4

Where the dollars went



Revenue nearly doubled YOY



Continuous testing showed better performance in Facebook, contrasting last year's success in Google. All weekend, **we made real-time pivots** to drive the best results in the most lucrative channels.

Our Q4 strategy

PHASE 01 The Early Birds

PHASE 02 The Loyalists

PHASE 03 Black Friday

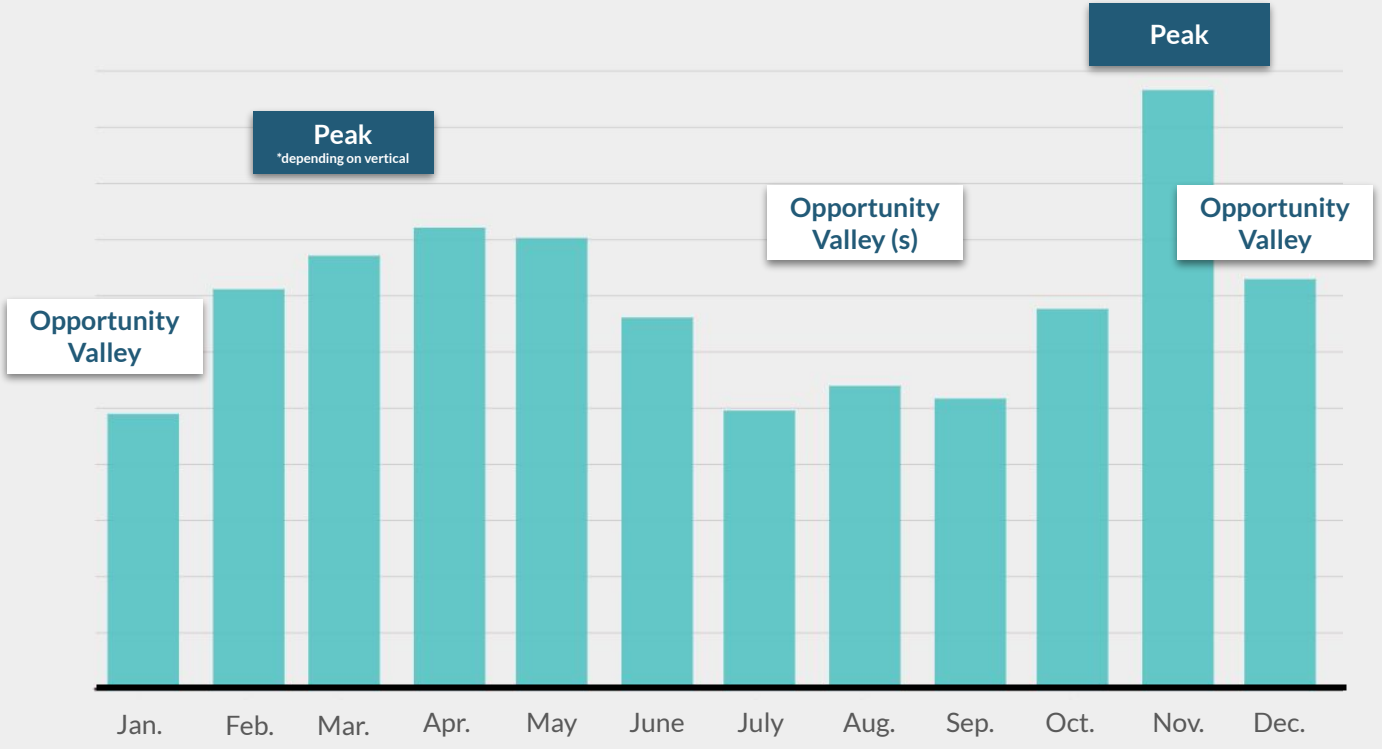
PHASE 04 Cyber Monday

PHASE 05 Opportunity Valley

PHASE 06 Q5-January

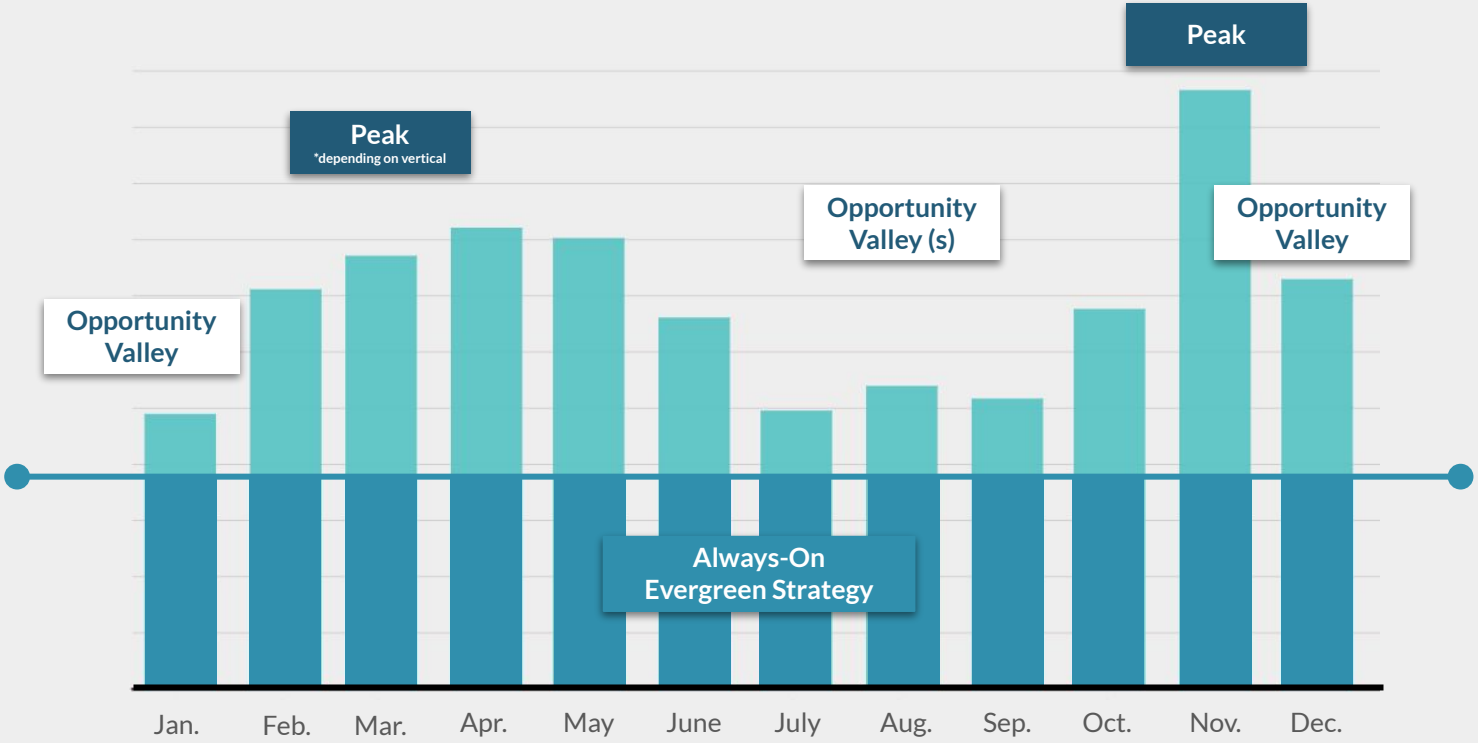
So what other opportunity valleys are there?

The peaks & valleys

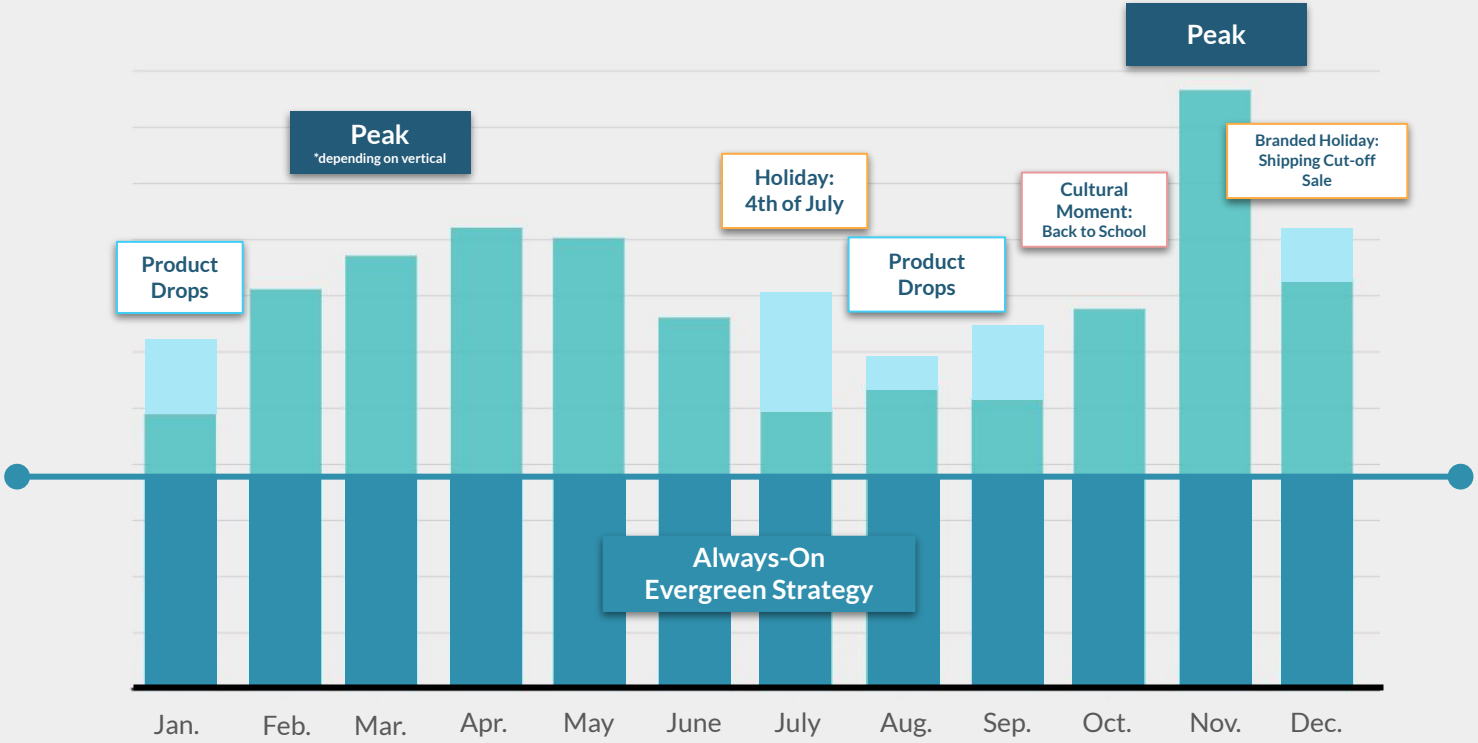


Note: This graph also aligns with CPM trends

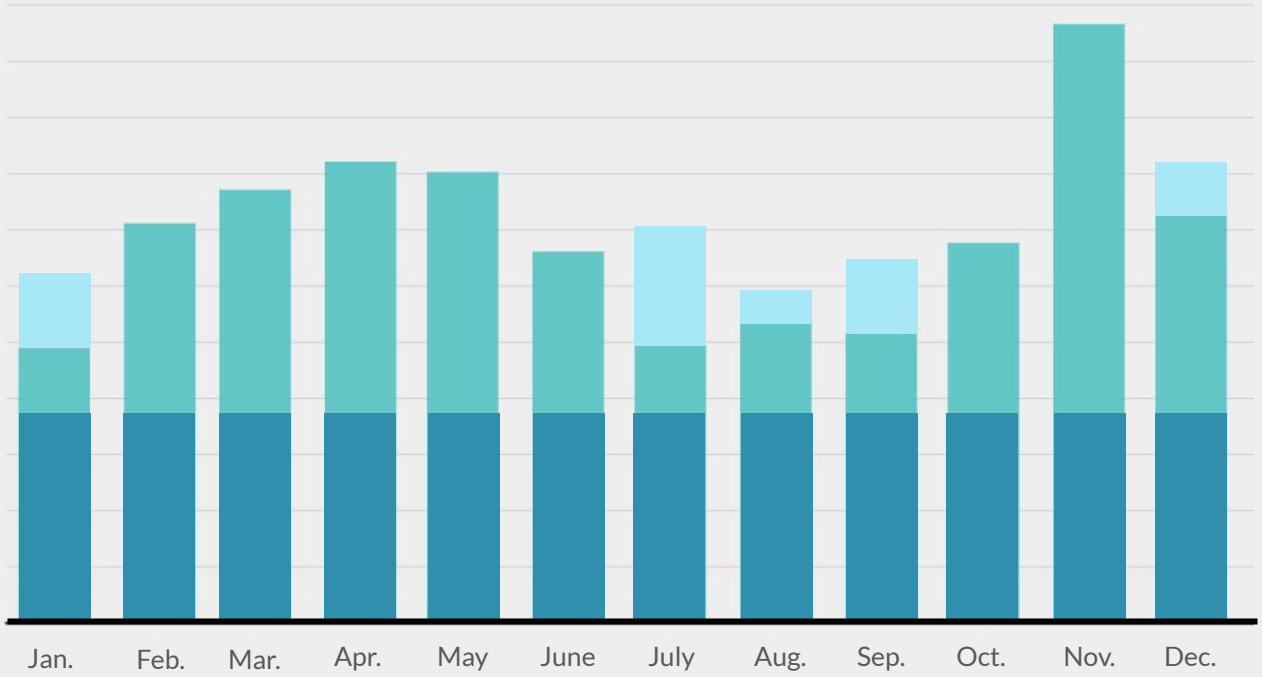
The role of “always-on”



Adding in more peaks



The result: better, more stabilized revenue



5 strategies to boost sales within the valleys.

1. Capitalize on existing holiday demand.
2. Highlight product drops.
3. Tap into cultural events.
4. Create your own branded holiday.
5. Nurture always-on campaigns.

1. Capitalize on existing demand

Align promotions with gift or sales-oriented holidays to remain competitive and capitalize on existing purchase intent.

Don't overlook smaller holidays that uniquely align with your brand. In addition to providing top-line growth opportunities, ad auctions are generally less competitive, which allows for greater efficiency.

Strategy for holidays:
Fill the funnel, rinse, repeat

1 Reach New Audiences

Start generating demand before the holiday.

Cast a wide but meaningful net.

Leverage Meta & Tiktok to effectively identify new customers.

2 Lean Into Retargeting

Lean into social retargeting and SEM to seamlessly convert recent site visitors.

Focus on everyday value messaging (shipping, returns, financing).

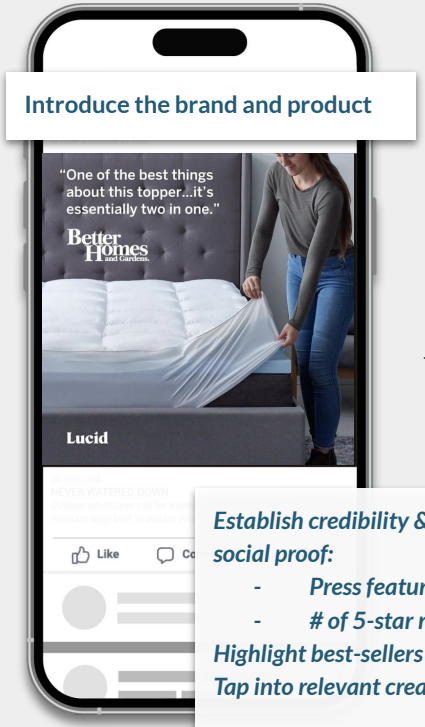
3 Amplify Efforts With Promotions

Amplify performance via sitewide discounts or curated promotions.

Leverage automated ad solutions to reduce design strain.

Creating the funnel

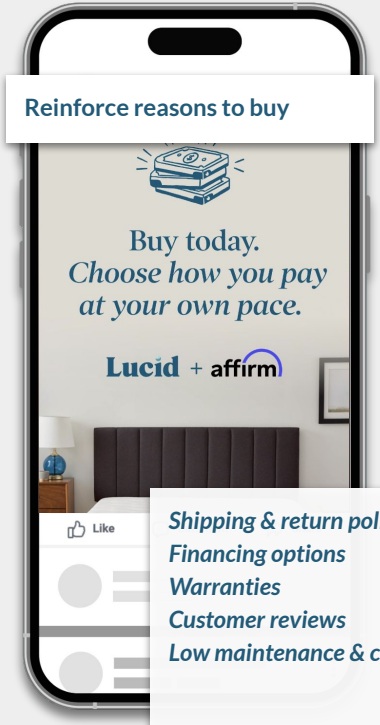
Introduce the brand and product



Establish credibility & leverage social proof:
- *Press features*
- *# of 5-star ratings*

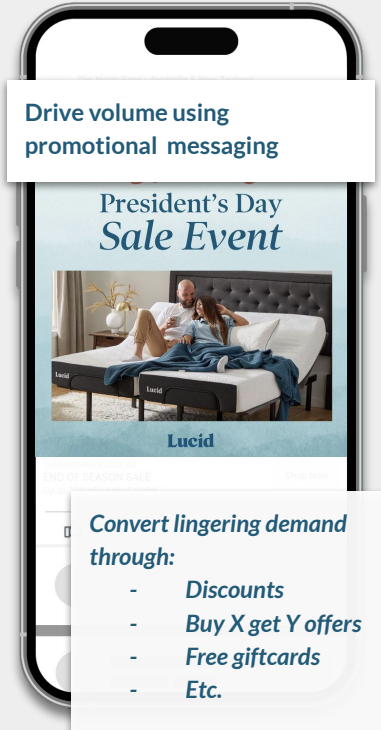
Highlight best-sellers
Tap into relevant creators

Reinforce reasons to buy



Shipping & return policies
Financing options
Warranties
Customer reviews
Low maintenance & care

Drive volume using promotional messaging



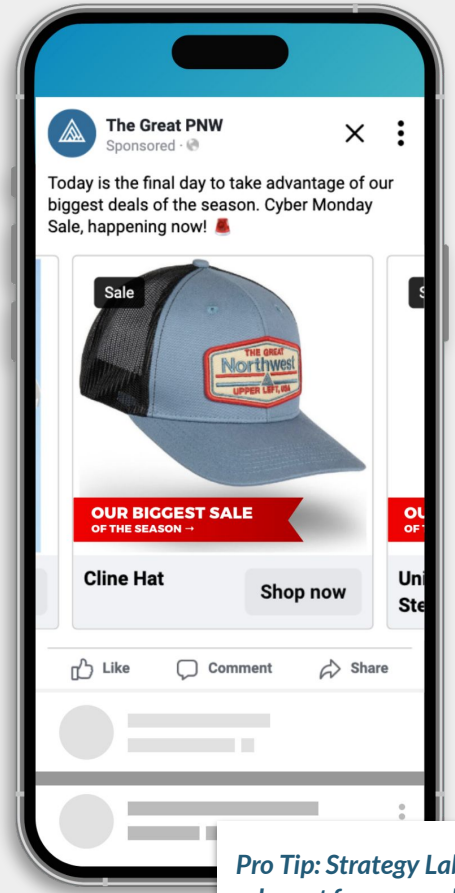
Convert lingering demand through:
- *Discounts*
- *Buy X get Y offers*
- *Free giftcards*
- *Etc.*

Dynamic ad frames

Frame overlays enhance your catalog ads by:

- Adding visual callouts to dynamic elements, while retaining the personalization catalog ads naturally have.

- Serving as a quick and easy way to tap into seasonal moments without straining your design team.

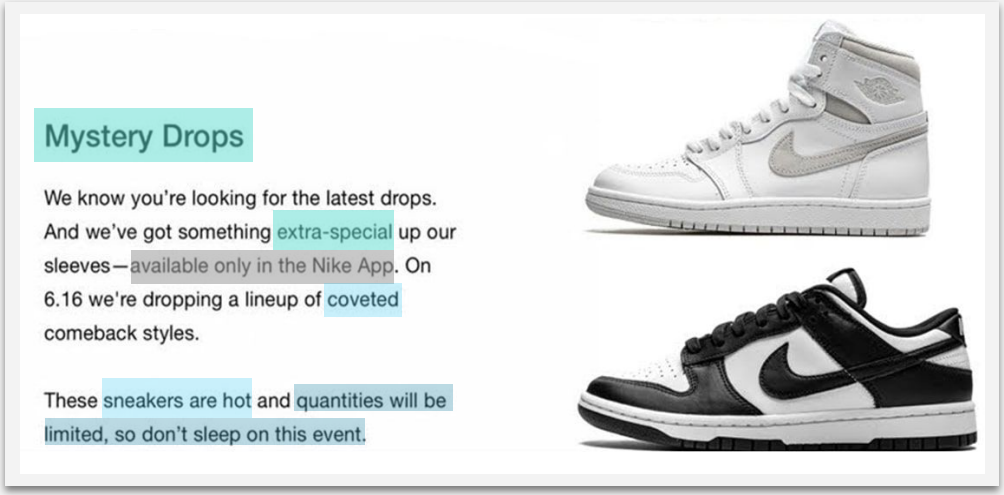


Pro Tip: Strategy Labs clients who had ads with relevant frame overlays saw on average a 70% increase in CTR compared to similar ads.

2. Highlight product drops:
Tap into brand loyalists

Generate loyalty with invite-only access:

1. **Scarcity**: Fosters brand affinity and rewards dedicated customers.
2. **Intrigue**: Enhances customer experience with personalized sales
3. **Demand:** Time these releases with intentionality. When could your brand use the seasonal boost?
4. **Exclusivity**: Adds value for newsletter subscribers with exclusive offers.

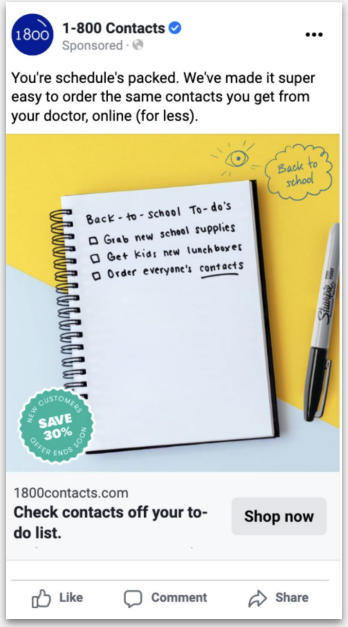


3. Tap into cultural moments:
Find what resonates with your brand

Identify the moments

Research industry and cultural trends to find moments that resonate with your brand.

Examples: World Series, March Madness, Masters, Back to School, Tax Returns, Elections Season, etc.

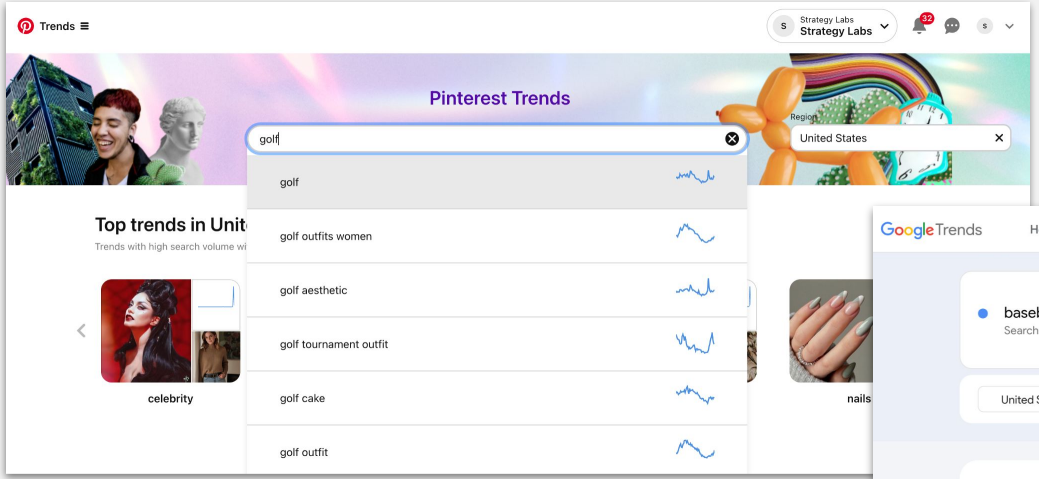


For Mom

For Young Adults

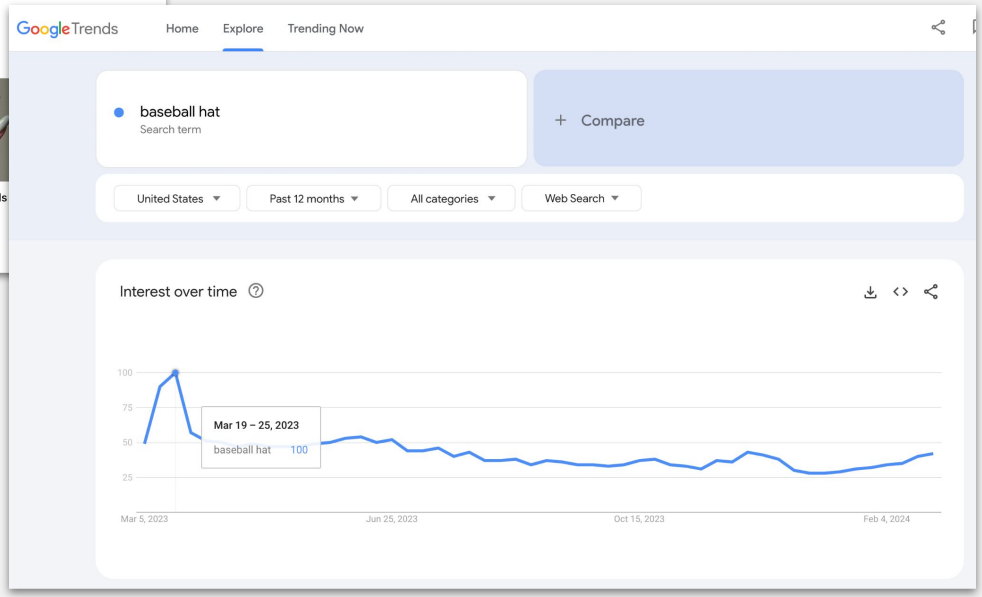
For Going to College

Finding cultural moments: Trends



Pinterest Trends

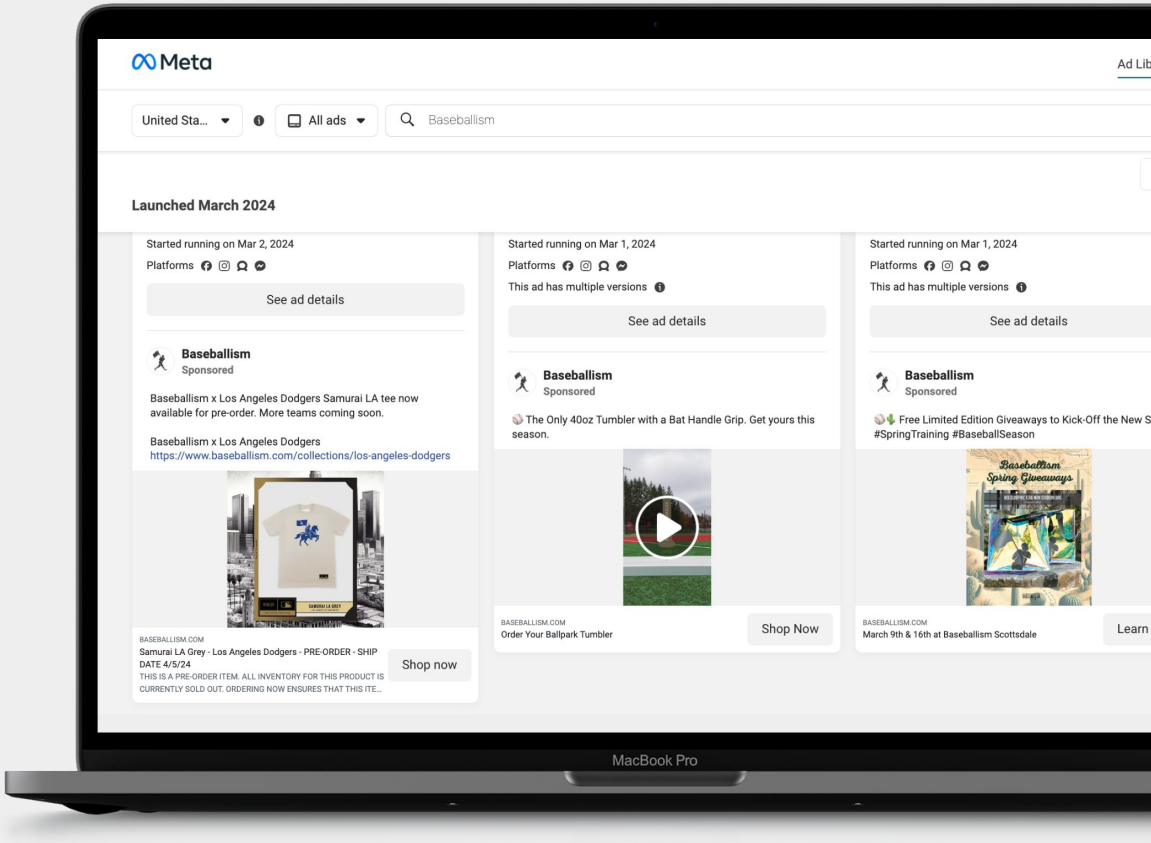
Google Trends



Finding cultural moments:
Meta Ad Library

Competitive Research Tools

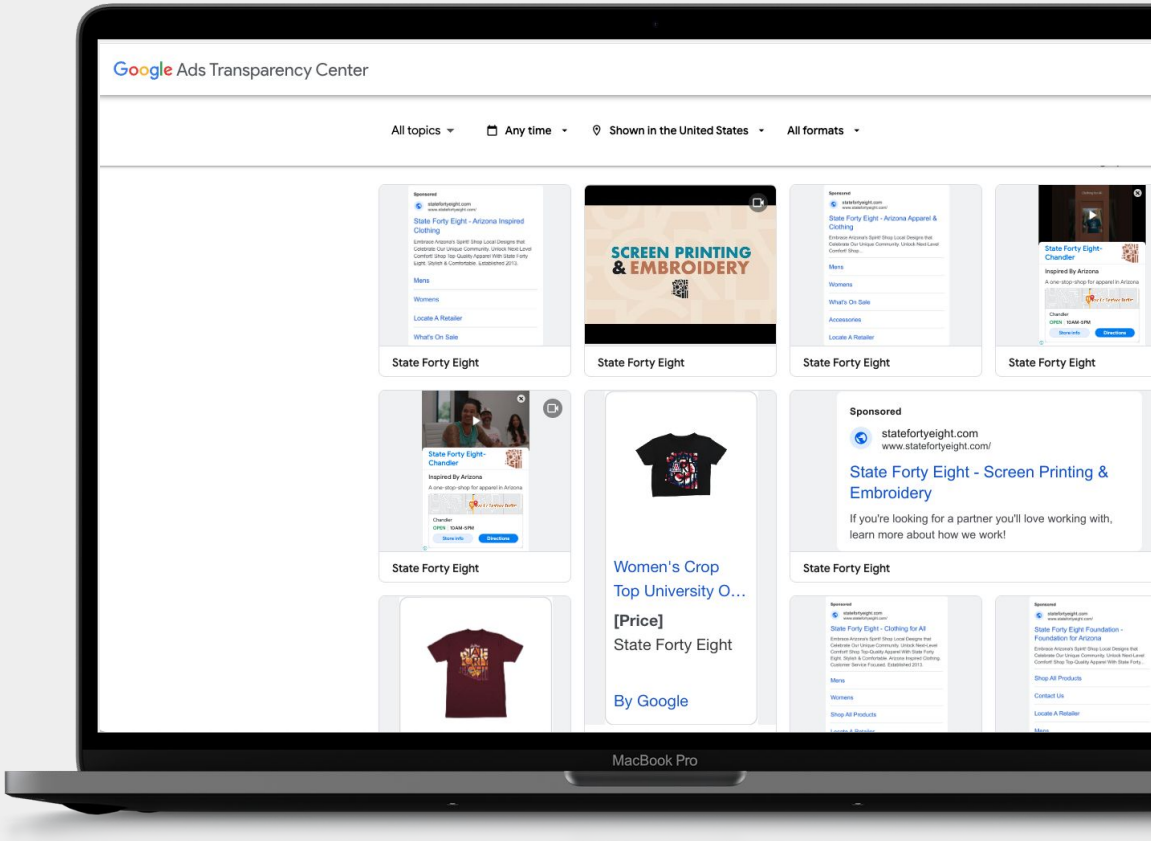
▸ Gain a competitive edge by benchmarking your own campaigns, identifying trends, and optimizing your ad strategies by seeing what your competition is focusing on.



Finding cultural moments:
Transparency Center

Competitive Research Tools

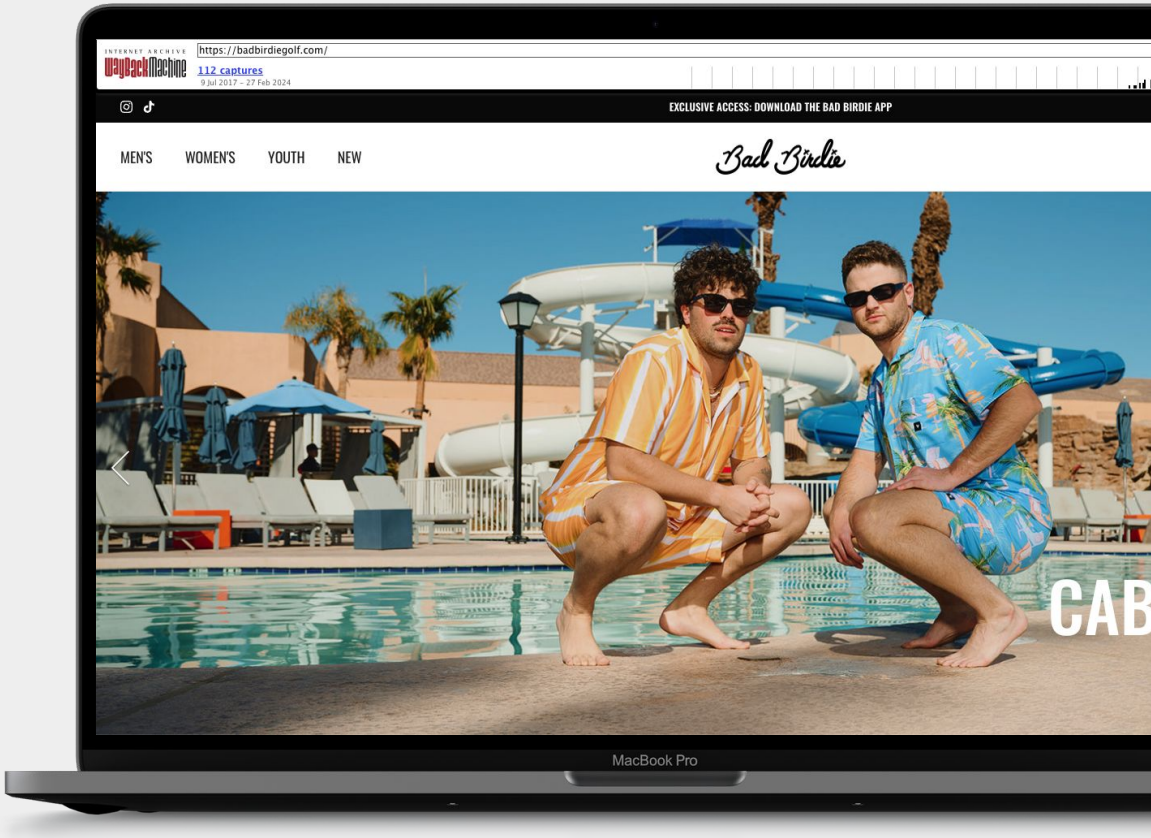
▸ Gain a competitive edge by benchmarking your own campaigns, identifying trends, and optimizing your ad strategies by seeing what your competition is focusing on.



Finding cultural moments:
Wayback Machine

Competitive Research Tools

▸ Gain a competitive edge by benchmarking your own campaigns, identifying trends, and optimizing your ad strategies by seeing what your competition is focusing on.



4. Create your own branded holiday, or ride the wave of other's.

Amazon has created a manufactured holiday with its **Amazon Prime Day** that continues to break records. The sales event accomplishes two things:

1. **Drives sales growth during a historically slow time**
2. **Increases adoption of their loyalty program, *Amazon Prime***

Launch a corresponding promotion during Amazon Prime Day and tap into deal-seekers in the market. Or, mobilize your brand loyalists and create your own event throughout the year.

$12.9BB

Estimated global sales for Amazon during their July '23 Prime Day

6.1%

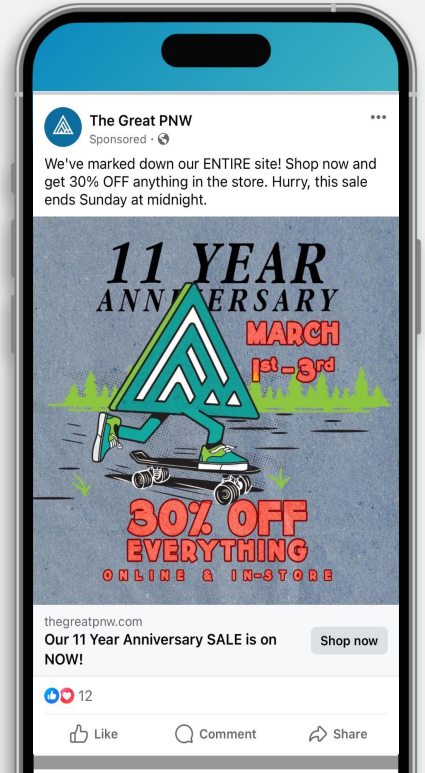
U.S. ecommerce sales growth during the same period

42%

Average increase in two-day traffic to top four Amazon competitors

Source.

Client case study



149%

Increase in sales during the event

67%

Increase in site visits

4.2X

Increase in repeat purchasers

1.3X

Increase in first time purchasers

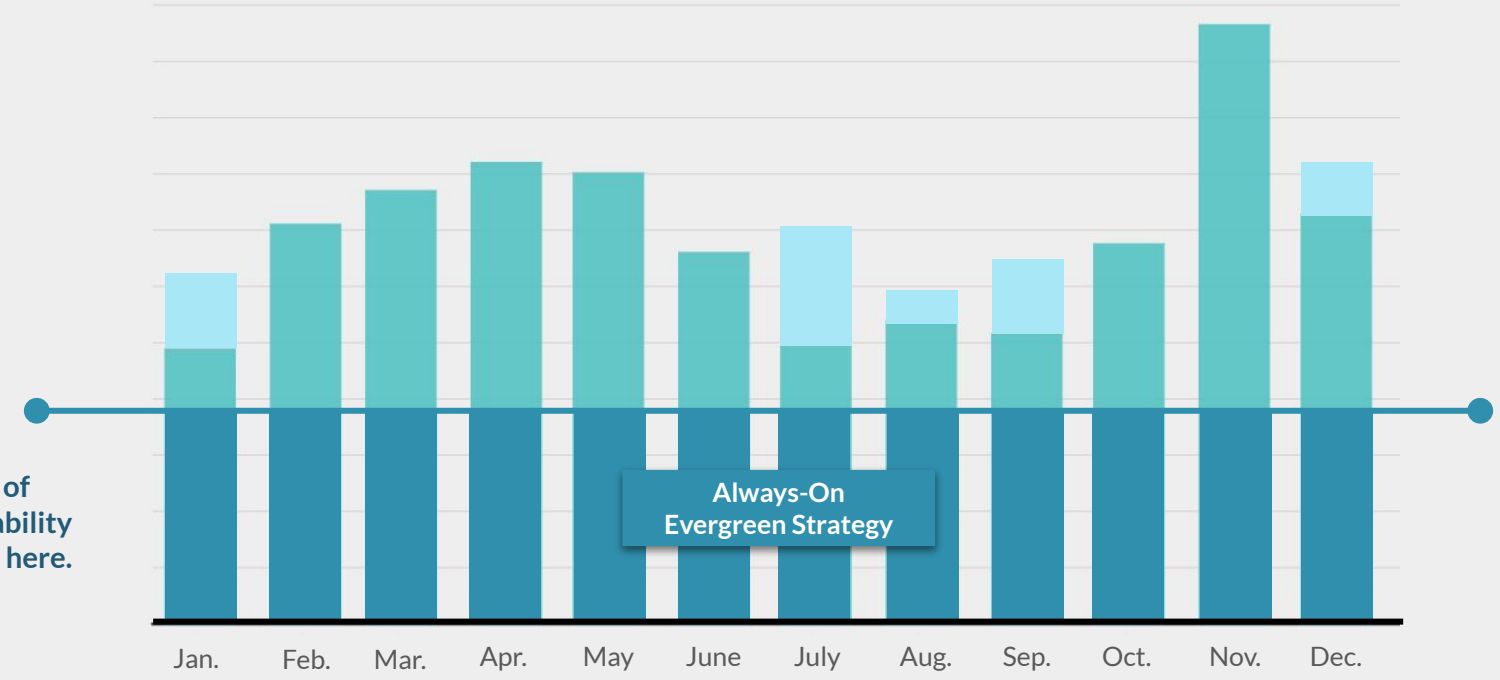
5 Tips to Create Your Own Branded Holiday

1. **Lean into first-party data** and consider targeting past purchasers not actively engaged with email.
2. Reach new customers and **build retargeting audiences** before the event using add-to-cart campaigns.
3. Don't overthink the creative–static assets and **dynamic overlays make for some of the most effective sale ads.**
4. For non-sitewide promotions, **consider creating a curated landing page.**
5. Compliment paid efforts and **reach brand loyalists using organic channels** like email and organic social.

**Compared to previous weekend.*

5. Nurture “always-on” campaigns

The foundation of your brand’s stability and success lies here.



Nurture “always-on” campaigns:
The unsexy everyday

1 Lean into automation
Meta Dynamic Ads, Google PMax

Highly scalable.

Personalized to each user.

Requires little maintenance.

Promotes account and performance stability.

2 Maintain clean data
Platform integrations

Audit your product catalogs.

Automate your CRM audiences.

Pass events through browser pixels *and* server-to-server integrations.

3 Templatize creative
“Bread-and-butter” strategies

Static ads for top-performing categories.

Bestseller “product features” that highlight items that are always in-stock.

Lightly animated brand gifs.

To recap…

1. Capitalize on existing holiday demand.
2. Highlight product drops.
3. Tap into cultural events.
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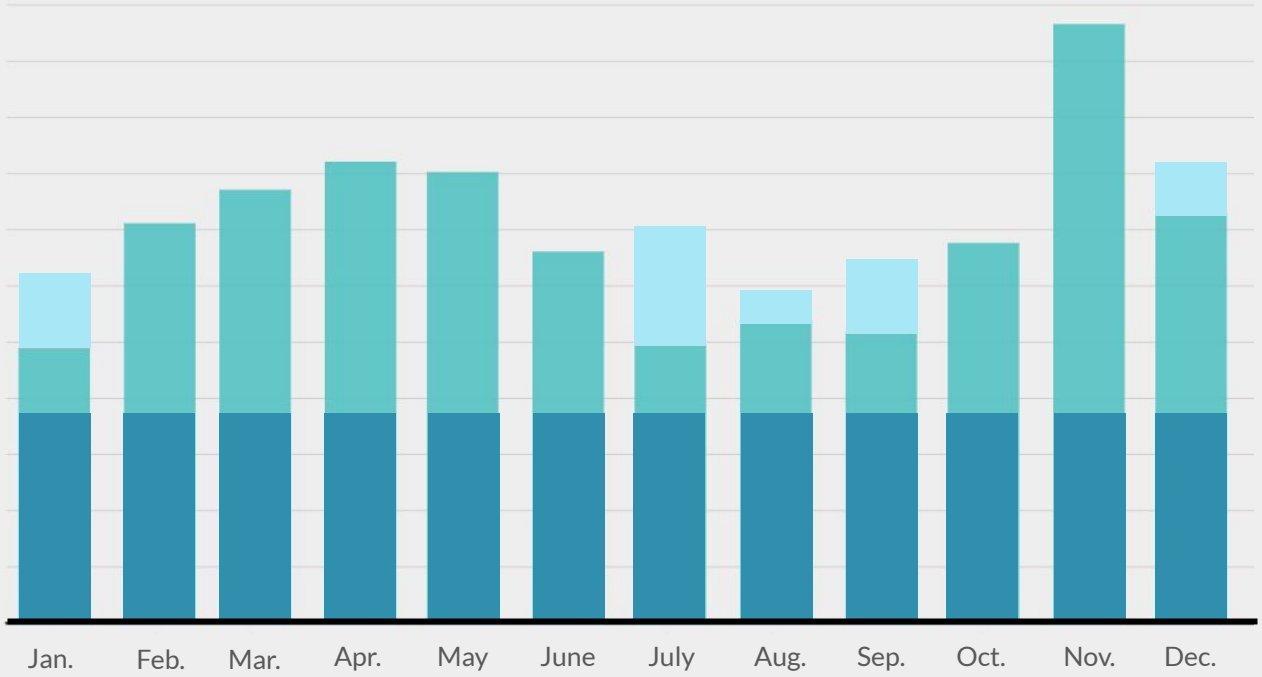
The result: better, more stabilized revenue



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Thank you!