
2022 Holiday Marketing Best Practices

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It might be a warm summer, but we're preparing for a hot holiday season.

Last year's U.S. holiday sales demonstrated historic consumer spending confidence, with retail sales generating more than \$1.22 trillion (eMarketer: Dec. 2021). But while 2022 brings uncertainty on many fronts, brands must prepare for another seasonal surge to meet the evolving consumer demand. We're sharing a few best practices marketers can use to navigate the holiday period and ensure their brands are top of mind for the largest shopping season of the year. >>>



#1

Advertise Early and Consistently

With nearly 60% of shoppers beginning their holiday shopping before mid November (eMarketer: Dec. 2021), brands must start planning now for their holiday campaigns and preparing for another early shopping season. This includes ensuring tight integration between national brand marketing and commerce-driving initiatives, instilling consistency in messaging across mediums and initiating holiday marketing campaigns near the start of November to capitalize on the early shopping season.



National brand marketing campaigns provide wide reaching opportunities to tell brand stories, generate positive consumer sentiment and purchase consideration. Though “last mile” marketing can mean the difference between generating a sale or any angry customer. As in-store shopping resurges, it’s critical to effectively reach shoppers through in-store merchandising and displays to communicate unique selling points and ensure product assortment and availability on shelves.

And with 2021 holiday e-commerce sales surpassing \$200 billion for the first time (eMarketer: Dec. 2021), brands must be digitally “retailer ready” to ensure they are discoverable and provide seamless commerce experiences to time-strapped shoppers. This includes refreshing eContent and digital storefronts as well as deploying strategic retail media to win the last three clicks while shoppers are building baskets.

#2

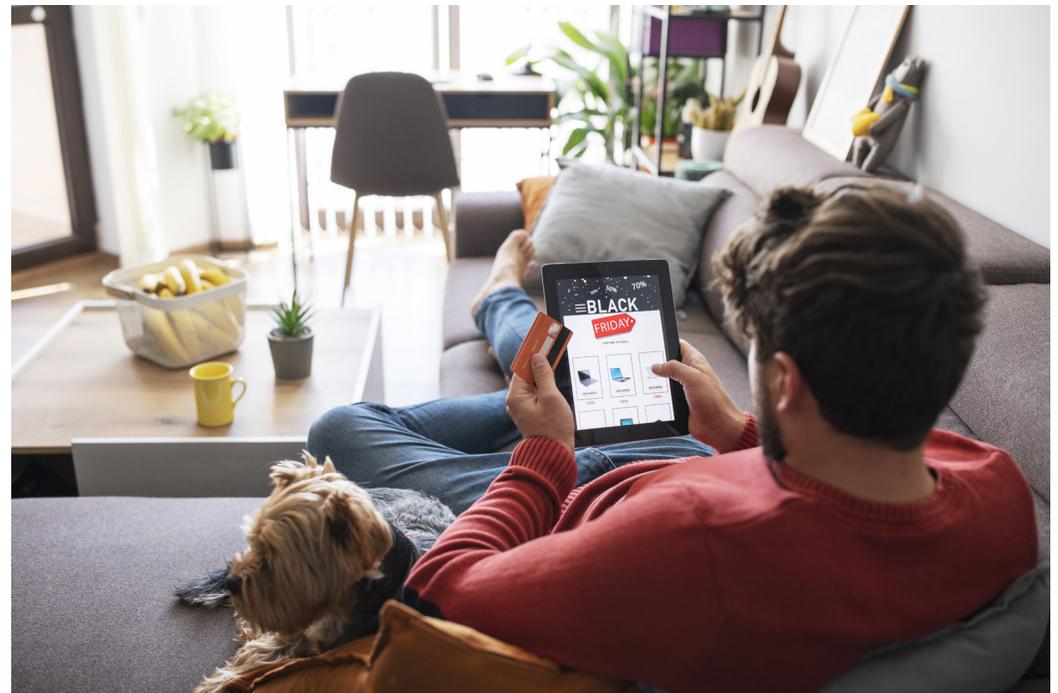
Market Across the Path to Purchase

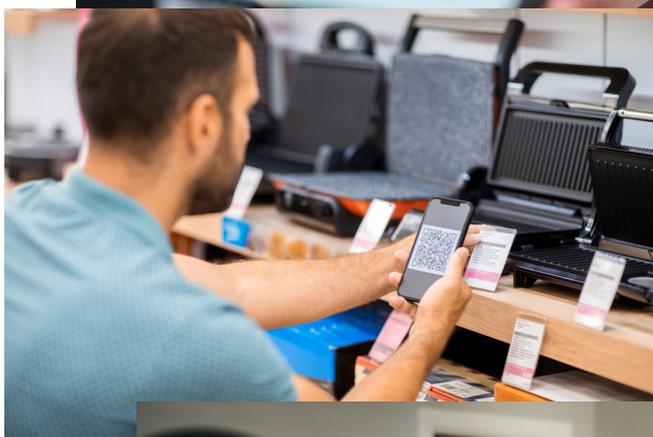
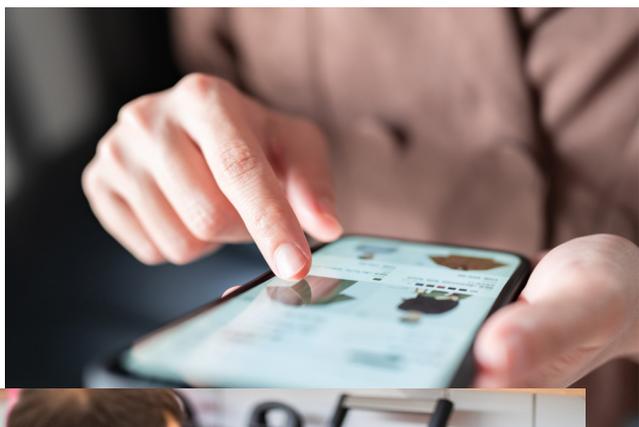
#3

Utilize Mega Sale Days

“Mega Sale Days” are redefining the shopping season. Around the world, “Mega Sale Days” (MSDs) like Black Friday, Prime Day and others are happening from July to December, causing shoppers’ anticipation to stretch beyond the timeframe of the traditional holiday season. Shoppers are looking for bigger ticket items on Black Friday, with longer planning across online and offline. On Black Friday, people surveyed are more likely to report shopping for functional reasons, including low prices and discounts. Almost one in two holiday shoppers buy something during a MSD event.

Marketer opportunity: Having a strong MSD marketing strategy has never been more important. Marketers must be prepared to maximize opportunity during peak sales moments throughout the second half of the year—and reach unexpected audiences wherever they are, which may be across borders.





#4

Create Friction-Free, Personalized Experiences

Consumers have less patience than ever before for a friction-filled (or outright broken) shopping experience. Brands should consider this truth as they develop their holiday marketing strategies and overall plans. Are you asking consumers to take too many actions to participate in a holiday sweepstakes? Or driving to a retailer that has product distribution issues? These fatal mistakes can cause a poor shopper experience at best and a lost customer at worst.

And shoppers are eager for more personalized and simplified experiences catered towards their needs. This includes sending the right, unique messaging to different audience segments, building digital experiences that help facilitate the shopping process (like augmented reality) and reaching them where they find inspiration (like shoppable social influencer content).

»» With these best practices in mind, marketers who prepare now will be well-positioned to win the holiday season. And that's something worth celebrating. ●

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