

A MARKETING MASTER GUIDE FOR THE HOLIDAY SEASON

Everything Marketers and Business Owners
Need to Know to Run Successful Holiday
Marketing Campaigns

TABLE OF CONTENTS

03 **Creating Fresh Content for the Holidays**
Ideas & Inspiration for Your Marketing Campaigns

07 **Crush Your Holiday Marketing Goals**
Top Digital Marketing Tips & Strategies

23 **Your Holiday Marketing Calendar**
Plan Your Holiday Promotions to Perfection

30 **Holiday Video Templates**
Kick-Start Your Promotions

CREATING FRESH CONTENT FOR THE HOLIDAYS OF CONTENTS

Ideas & Inspiration for Your Marketing Campaigns

The holiday season is one of the most exciting times of the year. Not just for consumers, but also for marketers and business owners. It's an amazing chance to connect with customers—both new and old—and share in the joy and celebration of the season. But, it can also seem a bit overwhelming.

Where do you start? What kind of content do you need? What are some fun ideas that will engage people and also help you grow your business?

As a helpful resource, [Promo](#), the #1 video creation platform for businesses, and [Outbrain](#), the leading native advertising network, have put together loads of ideas as well as helpful strategies and tips for running successful campaigns.





**HERE ARE SOME CONTENT
THEMES AND IDEAS TO GET
THE CREATIVE JUICES FLOWING**

123

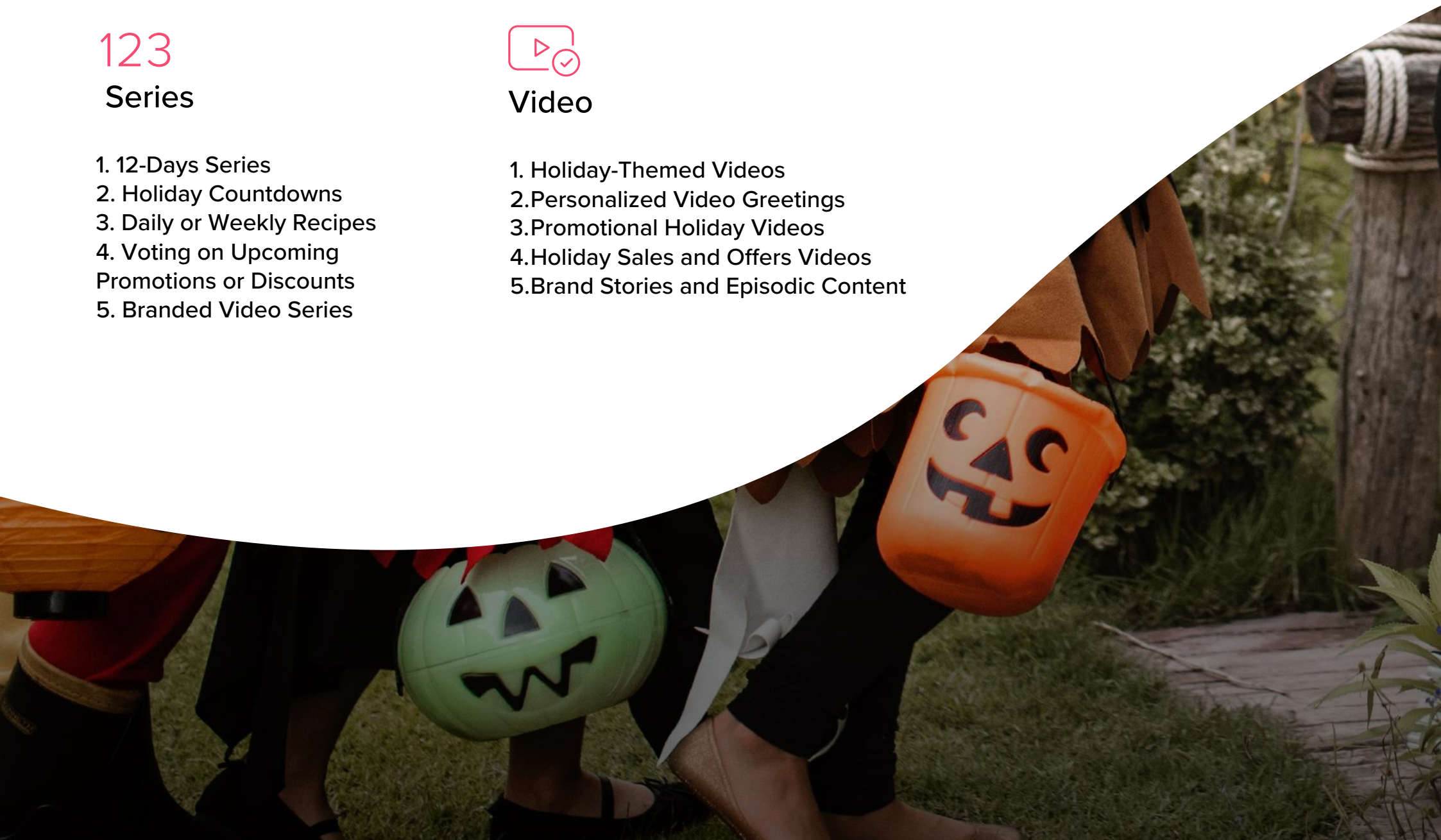
Series

1. 12-Days Series
2. Holiday Countdowns
3. Daily or Weekly Recipes
4. Voting on Upcoming Promotions or Discounts
5. Branded Video Series



Video

1. Holiday-Themed Videos
2. Personalized Video Greetings
3. Promotional Holiday Videos
4. Holiday Sales and Offers Videos
5. Brand Stories and Episodic Content





Giveaways

1. Offer Special Promotions
2. Viral Sweepstakes
3. Give a Gift, Get a Gift Promotions
4. Gifts for X Number of Followers/Fans
5. Community Secret Santa or White Elephant Gifts



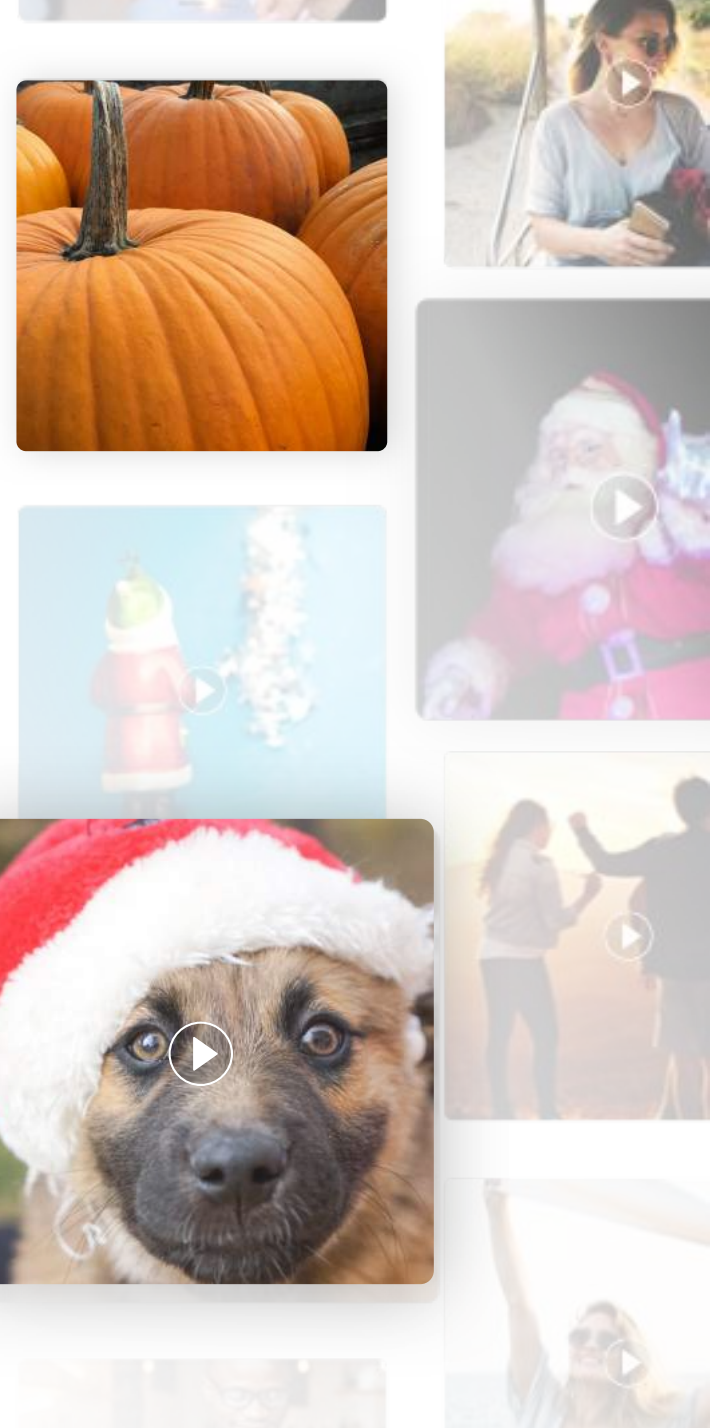
Contests

1. Favorite Holiday Memories
2. Branded Holiday Photo Contest
3. Photo/Video Caption Contest
4. Submit Your Holiday Story Contest
5. Charitable Partner Contest



Behind the Scenes

1. Holiday Party Photos/Videos
2. Holiday Memories from Staff
3. Personalized Messages from Team Members
4. Company Holiday Cards or Videos
5. Day of Giving / Volunteer Stories





CRUSH YOUR HOLIDAY MARKETING GOALS

Top Digital Marketing Tips & Strategies

Now that the creative ideas are flowing, let's dig into specific strategies and tips for making your holiday campaigns a smashing success.

We'll cover some trends, best practices, and strategy ideas that you can adapt to take your holiday marketing to the next level.

A Sony camera with a large lens is mounted on a tripod. In the background, a person with long blonde hair is visible, slightly out of focus. The entire image has a dark, semi-transparent overlay.

USE VIDEO TO MAXIMIZE YOUR REACH, ENGAGEMENT, AND RESULTS

THE NUMBER ONE TIP FOR THIS HOLIDAY SEASON: USE VIDEO!

If you haven't already started integrating video into your content marketing strategy, now is the time. Native social platforms like Facebook, Instagram, and Twitter, and native open web platforms, such as Outbrain, have all embraced video content and it now receives more reach, engagement, and conversions than other types of content.

Facebook users watch a combined total of over 8 billion videos every day and social video is specifically proven to drive response and conversions.

In a study conducted by Promo in 2018, 58% of consumers said they react to videos that they watch online. But, more importantly, 60% said they visit a publisher's social page after watching a video and 70% said they visit the publisher's website.

Outbrain recently launched a click-to-watch video solution that allows consumers to opt-in to the brand experience, and strengthens native video opportunities for marketers. In recent video campaigns promoted on the Outbrain network, completion rates were double those of YouTube, and triple those of Facebook!

% Viewers Who Complete 100% of the Video

48% 

24% 

16% 

VIDEOS DRIVE ACTION



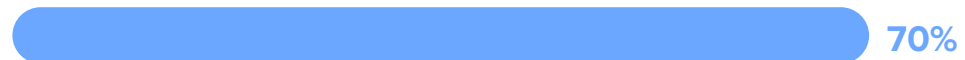
If nothing else, this is the year to invest in video for your holiday campaigns. It can radically change the effectiveness of your marketing, drive more sales, and help grow your business like never before.



React to Videos They Watch Online



Visit the Publisher's Social Page "Sometimes" or "Very Often" After Watching a Video



Visit the Publisher's Website "Sometimes" or "Very Often" After Watching a Video



INVEST IN PAID PROMOTION TO TARGET AND IMPROVE CAMPAIGNS

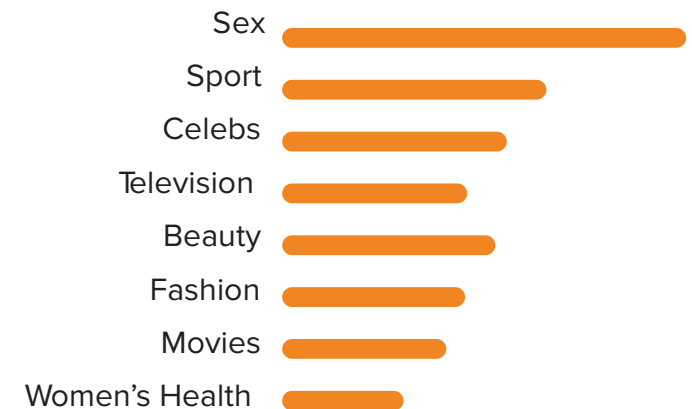
Paid promotion gives you a way to reach a new, larger audience. You can expand beyond your organic reach to target broad consumer segments that match the demographics or interests of your best current customers.

Paid promotion allows you to segment and precisely target the people you want to reach. This can help you drive more conversions and revenue.

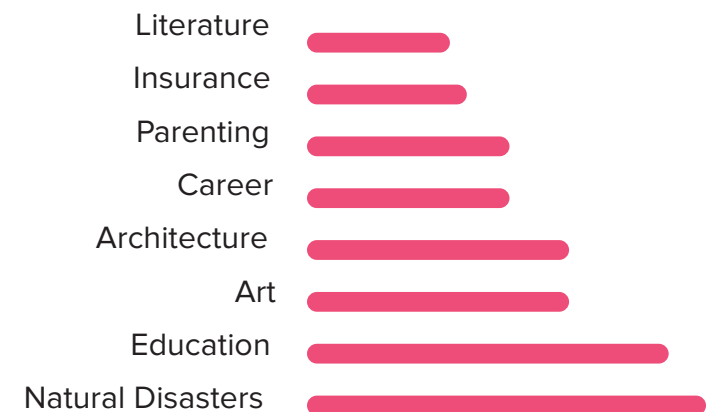
In addition, [advanced targeting](#) tools allow you to target your best audience via their true interests—not just what they share in public on their social accounts.

Best of all, paid promotion doesn't involve a lot of moving pieces. Even an entry-level marketer can quickly [learn the basics of running a paid campaign](#) and then test and optimize the campaign over time.

What People Read



VS What People Share





HOW TO MAKE IT WORK

- Develop goals for your campaign, messaging, and an offer
- Create branded content assets, including video ([Try Promo for free](#))
- Identify the target audience (demographics, interests, etc.)
- Use [Outbrain](#), [Facebook](#), Twitter, or other platforms to launch your campaigns
- Measure results
- Optimize!

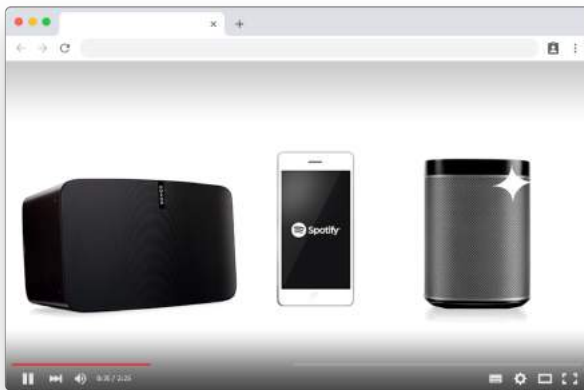
Of course, as you get more sophisticated, there are many more steps that go into optimizing and improving your campaigns over time. But getting started is relatively easy and only takes a few hours of work to set up.



CREATE PARTNERSHIPS AND SPECIAL OFFERS

Another popular strategy is to create partnerships with other companies so you can cross-promote each other's content to help grow both your audiences. You can, also, offer an exclusive deal, discount, or product to followers of another page or company.

Many brands have partnered up to share the holiday joy.



[One great video campaign](#) was Sonos and Spotify's recent Playlist Potluck campaign, where they revealed a new feature that lets potluck attendees contribute to the soundtrack for the evening.

Part holiday cheer, part product placement—this was a great collaboration.

HOW TO MAKE IT WORK

- Develop goals for your campaign, messaging, and offer
- Define the target audience you want to reach
- Identify potential (non-competitive) companies or pages that reach audiences you'd like to reach
- Contact company marketers or the page owners to discuss a partnership opportunity.
- Establish an agreement that includes cross-promotion of content or special offers
- Set a schedule and timeline
- Create your content assets
- Pass along any needed content or links to partners ahead of the scheduled posting times
- Share/post partner content

Two carved jack-o'-lanterns are positioned on a dark wooden surface. The jack-o'-lantern on the left has a wide, toothy grin and triangular eyes. The one on the right has a similar but slightly different expression. The background is dark and out of focus. Overlaid on the image is the text 'RUN A CONTEST OR GIVEAWAY TO BOOST REACH & ENGAGEMENT' in white, bold, sans-serif font. A short red horizontal line is centered below the text.

RUN A CONTEST OR GIVEAWAY TO BOOST REACH & ENGAGEMENT

Many companies use viral sweepstakes or other formats to help drive engagement on holiday videos, encourage sharing, and send their campaign to the next level.

Holiday giveaways are, of course, in the spirit of the season. But they also can give your brand a big boost in awareness and goodwill.



HOW TO MAKE IT WORK

- Decide on your goals for the campaign and what you're going to offer
- Set up your giveaway mechanics and terms (entries, eligibility, etc.)
- Choose a hashtag for your contest
- Create content and videos that promote the giveaway or contest (Check out these [best practices for ad images and titles](#))
- Encourage people to share the contest, like, or comment to improve their odds of winning and generate extra exposure
- Choose a winner!



CURATE CONTENT THAT ENGAGES

Creating new content is a great approach. But, sometimes, you can simply curate content from other creators to boost engagement and visibility.

Many marketers curate content from other sources to share relevant links or videos with their customers and followers.

This strategy is extra simple to execute and only takes a few hours a week, if you do it right.

On social platforms, you get the added boost of visibility by being the messenger that shares great content with their audiences.



HOW TO MAKE IT WORK

- Identify interesting pages or companies that share fun and engaging content
- Browse their recent posts for content that your audience may like
- Share the content directly (don't download it or "borrow;" be sure to use the native share or retweet functionality to provide proper credit)
- Optional: Add your own thoughts along with the share, ask a question, or encourage people to like and comment!

A man and a woman are standing on a residential street. The man is dressed as Santa Claus, wearing a red hat with a white pom-pom, a white beard, and sunglasses. The woman is dressed as a snowman, wearing a white hooded coat, a headband with reindeer antlers, and sunglasses. Both are holding white signs that say "FREE HUGS" in black capital letters. The background shows a row of brick houses and parked cars. The entire image is overlaid with a dark grey semi-transparent filter.

INVOLVE USERS/CUSTOMERS TO TELL AUTHENTIC STORIES

Storytelling is the heart of all great marketing. And that's especially true during the holidays—after all, aren't we celebrating because of stories that have been passed down for centuries?

You can get in the holiday storytelling spirit by working with your current customers or clients to share their stories with your other customers or followers.

The awesome thing about highlighting your customers or clients is that you're able to give your company a human touch and feel.



HOW TO MAKE IT WORK

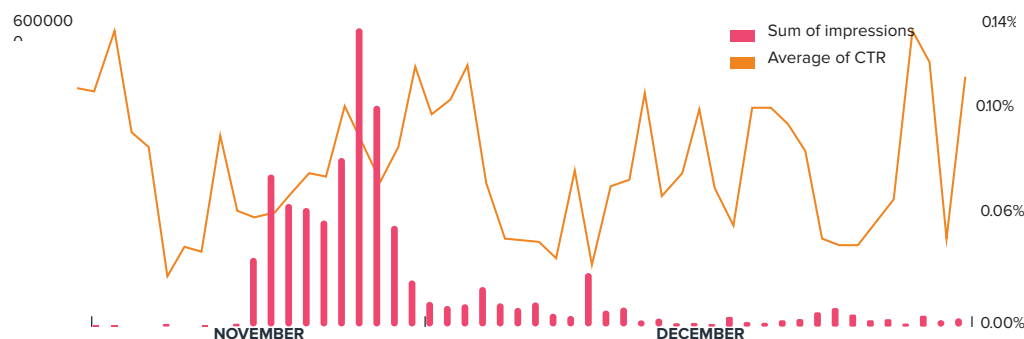
- Identify potential customers who may be willing to share their stories
- Reach out to those customers to ask if you're able to share their stories
- Ask any questions or gather information from the customer, as needed
- Create a blog post, article, or video content using the customer's story
- Don't forget to spice it up with videos, images, captions, and music
- Share the content on your favorite social media or native platform



SPACE YOUR PROMOTIONS

The holidays are not just about one day. It's actually an entire season, which runs from early October through to the end of the year. During this time, consumers are constantly browsing online for gifts, sales, and special discounts. The data shows that CTRs are consistently high throughout the entire period—so we recommend spacing your promotions over the holidays, not just before a specific day, like Black Friday or Christmas.

In fact, while CTRs are high over the whole holiday season, they are particularly high on weekends. So, make sure to amplify your campaigns on weekends, in addition to weekdays, to hit people right before they start their weekend shopping.



HOW TO MAKE IT WORK

- Define the goals and KPIs for your holiday campaigns
- Choose the content you'd like to amplify
- Set up your audience targeting
- Check out the free holiday calendar below to plan your promotion schedule
- Start promoting!
- Measure your results
- Optimize!



YOUR HOLIDAY MARKETING CALENDAR

Plan Your Holiday Promotions to Perfection

With so much going on, it can be difficult to plan and track all of your holiday promotions.

We created a free, month-by-month calendar that will help you sort through the madness and put together an incredible holiday marketing plan.

For each holiday, we've outlined suggested dates and activities that you can do to promote upcoming specials, celebrate the holiday season, and build a relationship with your customers online.

Use this calendar as a starting point, and adjust it to meet the specific needs of your company, or align it with your existing promotional calendar.

October

● 10.31
Halloween

November

● 11.22
Thanksgiving

● 11.23
Black Friday

● 11.24
Small Business
Saturday

● 11.26
Cyber Monday

December

● 12.02-12.10
Hanukkah

● 12.06
St. Nicholas Day

● 12.10
Green Monday

● 12.22
Super Saturday

● 12.25
Christmas Day

● 12.31
New Year's Eve

January

● 01.01
New Year's Day

Download

GET A FREE
MARKETING CALENDAR



MON
01

TUE
02

WED
03

THUR
04

FRI
05

SAT
06

SUN
07

MON
08

TUE
09

WED
10

THUR
11

FRI
12

SAT
13

SUN
14

MON
15

Start Planning:
Halloween

TUE
16

WED
17

THUR
18

FRI
19

SAT
20

SUN
21

MON
22

**Social
Promotion:**
Halloween

Start Planning:
Black Friday,
Small Biz
Saturday,
Cyber Monday

TUE
23

Email:
Halloween

WED
24

THUR
25

FRI
26

SAT
27

SUN
28

MON
29

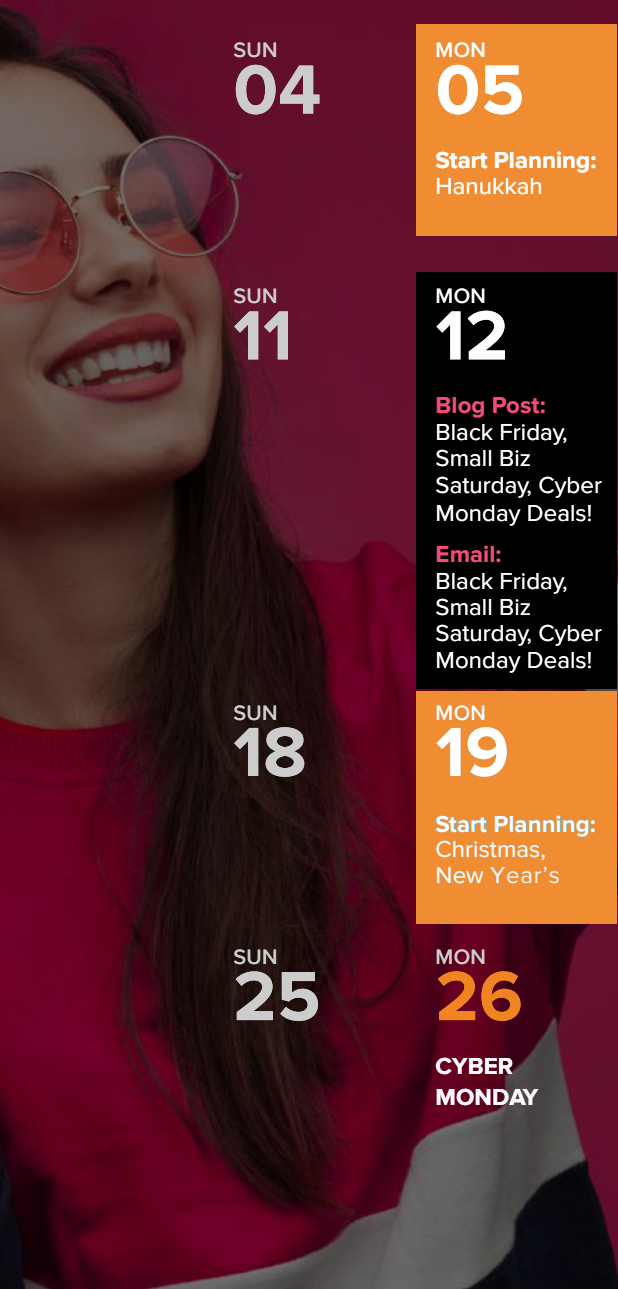
TUE
30

WED
31

Halloween

**OCT.
2018**





SUN
04

MON
05

Start Planning:
Hanukkah

TUE
06

WED
07

THUR
01

**Start your Black
Friday/Cyber
Monday native
ad campaign**

FRI
02

SAT
03

SUN
11

MON
12

Blog Post:
Black Friday,
Small Biz
Saturday, Cyber
Monday Deals!

Email:
Black Friday,
Small Biz
Saturday, Cyber
Monday Deals!

TUE
13

**Social
Promotion:**
Black Friday,
Small Biz
Saturday, Cyber
Monday Deals!

WED
14

THUR
15

FRI
16

SAT
17

**Catch the
weekend
traffic:** Boost
your native ads
campaigns.

SUN
18

MON
19

Start Planning:
Christmas,
New Year's

TUE
20

WED
21

Email:
Black Friday,
Small Biz
Saturday, Cyber
Monday Deals!

THUR
22

THANKSGIVING

FRI
23

BLACK FRIDAY

SAT
24

SMALL
BUSINESS
SATURDAY

SUN
25

MON
26

**CYBER
MONDAY**

TUE
27

WED
28

WED
29

WED
30

Blog Post:
Hanukkah,
Christmas,
New Year's

Email:
Hanukkah
**Social
Promotion:**
Hanukkah

NOV.
2018



SAT
01

SUN
02

HANUKKAH
STARTS

MON
03

TUE
04

WED
05

THUR
06

ST.
NICHOL'S
DAY

FRI
07

SAT
08

Hot weekend
for native
ads Xmas
campaigns!

SUN
09

MON
10

HANUKKAH
ENDS

GREEN
MONDAY

TUE
11

Ongoing
Promotion

WED
12

THUR
13

FRI
14

SAT
15

Hot weekend
for native
ads Xmas
campaigns!

SUN
16

MON
17

TUE
18

WED
19

THUR
20

FRI
21

SAT
22

SUPER
SATURDAY

SUN
23

MON
24

CHRISTMAS
EVE

TUE
25

CHRISTMAS
DAY

WED
26

WED
27

Ongoing
Promotion

Social
Promotion:
New Year's

WED
28

WED
29

SUN
30

MON
31

NEW
YEAR'S
EVE

DEC.
2018

HOLIDAY VIDEO TEMPLATES

Kick-Start Your Promotions

Use these [holiday video templates](#) from Promo to get started.



REJOICE!

THE HOLIDAY SEASON IS UPON US



As the most important time of the year for many companies, the holiday season is cause for celebration. It's a chance to connect with customers, to share in tradition, and to make all-new memories.

It can be easy to get swept up in the flurry of dates and promotions. But don't forget to take some time to look around and to enjoy this wonderful time of year. As you gear up for the holiday season, just remember the reason for the season.

Happy holidays and merry marketing!

About Outbrain

Outbrain is the world's leading native advertising platform, guiding the digital discoveries of consumers around the globe. Genuinely connecting marketers, publishers, and the consumers in-between, Outbrain serves more than 308 billion recommendations, organically personalizing, and enhancing, the reader experience.

To learn more about Outbrain, visit <https://www.outbrain.com>.

About Promo

[Promo](#), by Slidely, is a ground breaking content creation platform for businesses and agencies. Promo allows businesses of all sizes to create video ads quickly, easily and affordably, that can compete with the big brands.

Promo, an official Facebook & Instagram Marketing Partner, offers access to over 13 million premium video clips and images, ready-made templates, pre-edited licensed music, and a user-friendly editor.

For more information, visit slide.ly/promo and follow Promo on [Twitter](#) and on [Facebook](#).