

# 6 Campaign optimizations to take advantage of

FOR SEASONAL MARKETING SUCCESS

Seasonal marketing is one of the best growth marketing opportunities for any brand, category, service or product. You can bank on increasing your sales - if you execute it correctly.



## 01| Target Broad

- Take advantage of the upcoming holidays to reach NEW customers
- Don't assume you know your 'perfect customer'. Keep your initial audience targeting broad



## 02| Lean into the TOFU

- Drive conversions by playing to their actions
- Don't rush them into the purchase, more-so nurture them where they are
- Optimize your campaign toward the higher funnel events



## 03| Keep creative fresh

- Brands that refresh creative at least 1x per week for the duration of the campaign see better performance
- Avoiding banner blindness
- Break their daily routine with new, vibrant and attention-grabbing imagery



## 04| Empower your LP

- Draw your visitors attention to the right things
- Explore decorative buttons, additional banners or more
- Personalize you landing pages to play to the seasonality
- Remember your brand identity



## 05| Challenge your customer

- Adding in a gamification element to your campaign can provide an experience break that will stand out
- Experiences like challenges increase user engagement, potentially leading to more sales or conversions.



## 06| Make your CTA count

- The CTA is equally important as the campaign itself
- Draft a list of creative, fun and effective CTAs
- Think of creative CTAs based on your campaign.

This can be one of the most opportune times to connect with your audience, fostering a dessert, emotional connection between them and your brand. Choosing rich, appropriate tactics will build trust and credibility with customers, as they benefit from well-designed campaigns. A win-win for everyone!

