

BETTER BE READY,

THE HOLIDAYS ARE HERE ALREADY



A MARKETER'S GUIDE TO AN EARLY SHOPPING SEASON

This year, we're fast forwarding to the holidays. Swap your pumpkin spice latte for some hot chocolate, because stores are releasing holiday deals earlier than ever, and consumers are responding. The brands that get moving quickly with their holiday plans are those that will succeed. In fact, we recommend striving to appeal to shoppers before they've even eaten Thanksgiving dinner.

'TIS THE SEASON TO SHOP - 2021 -

Economic uncertainty looms, and the pandemic continues to impact the nation, but despite it all, shoppers are ready to spend this holiday season. Stores are open, stay at home orders lifted, and consumers are feeling the need to splurge.

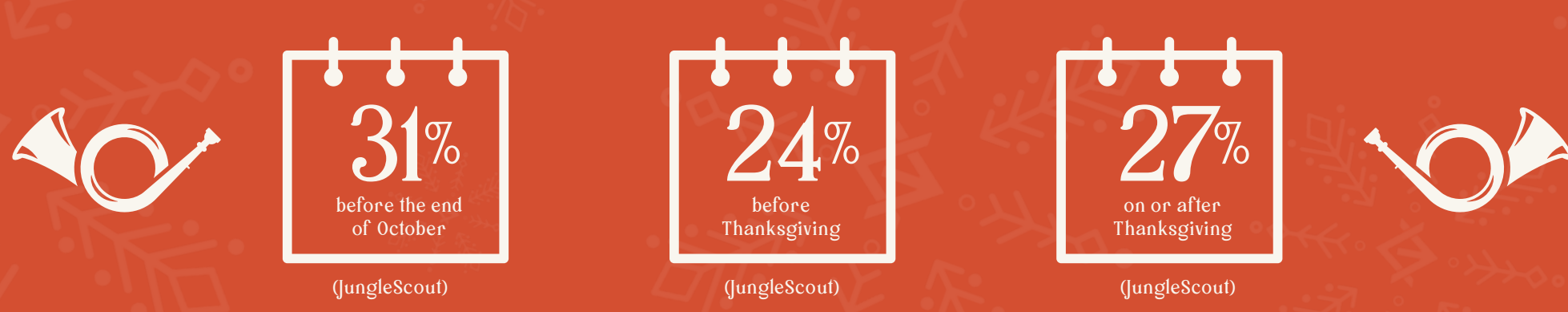


APPLE PICKING, PUMPKIN PATCHES AND DECKING THE HALLS?

Typically the gateway to the holiday shopping season are the days after Thanksgiving, but this year, shoppers are embracing the early bird gets the worm mantra. Perhaps bolstered by last year's shipping delays and the unknown of ongoing supply chain issues, some consumers are already shopping.



WHEN WILL CONSUMERS START SHOPPING?



COUCH COMMERCE AND CONVENIENCE IS HERE TO STAY

Coronavirus changed consumer behavior drastically last year, and many of those changes are here to stay. Brands who want to succeed this year have no choice but to embrace e-commerce, mobile shopping, and buy online, in-store pickup this year.

SINCE THE START OF COVID, CONSUMERS HAVE REPORTED A NUMBER OF CHANGES IN THEIR SHOPPING BEHAVIOR:



CONSUMERS WILL DO 51% OF THEIR HOLIDAY SHOPPING ONLINE AND 49% IN STORES (RetailMeNot)



It's another unprecedented holiday shopping season, and the old rules and timelines no longer apply. If you haven't already started your holiday marketing plans, you're behind. But it's not too late to catch up.

Keep in mind, this is a general guideline, but this year any marketers' plan should be: the sooner, the better. Expect delays with platform updates, slow support response times, and much more.

CHECK OUT

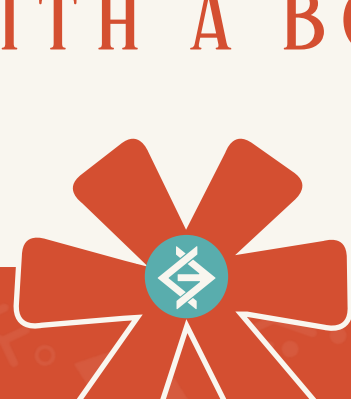
OUR TIPS

BELOW

- OCT 29** Have a finalized plan of promotions, priority ASINs, campaign types, and budgets. Ensure you're syncing search and programmatic/DSP efforts.
- NOV 1** Begin ongoing maintenance and monitoring of priority listings. Focus on products with heavy promotions and advertising as well as general top sellers.
- NOV 12** Have content and imagery on key ASINs updated with seasonal keywords and images.
- NOV 12** Update your Amazon Store to prioritize products on promotion, best sellers and/or seasonal items. Consider utilizing the deals widget to populate featured deals and implementing a deals button on the homepage.
- NOV 12** Have advertising and DSP campaign tests completed to allow learnings and go-forward strategies to be implemented ASAP.
- NOV 12** Confirm ASINs you'll be advertising are eligible and have no roadblocks in place.
- NOV 19** Complete an audit to ensure the backend of priority products are technically sound, and make adjustments as necessary.
- NOV 19** Resolve any current item suppressions or potential suppressible ASINs.
- THRU DEC** Begin ongoing maintenance and monitoring of priority listings. Focus on products with heavy promotions and advertising as well as general top sellers.

WRAPPING IT UP

— WITH A BOW —



The holiday shopping season is normally a marathon for marketers, but this year, it's a sprint.

Brands need to stay aware of trends, adjust quickly, and get started earlier than ever.

CODE3 WISHES YOU A HAPPY, HEALTHY, AND SAFE HOLIDAY SEASON!



Code3 is a performance-driven digital marketing agency operating at the intersection of media, creative, and commerce. We exist to accelerate growth for our clients across the most powerful platforms to drive results at scale.

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