

Leveraging Paid Media for Black Friday & the Holidays

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anicca

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I'm Holly, Head of Paid Media Operations

- Graduated in 2014 from Sheffield Hallam Uni
- Been with Anicca 6.5 years
- Specialise in paid media, with a particular focus in paid search



Experience

Our Pedigree

We have vast experience of working with companies that manufacture or build their own products.

Our deep understanding and sharp focus on these specific industries is what sets us apart from the competition, giving you comfort in knowing we are a true extension of your business.

This is also why our internationally renowned clients stay with us year after year.

- Construction Industry
- Global Distribution Network
- Logistics & Supply Chain
- Manufacturing & Supply Chain
- Medical, Health & Scientific



PALLEX

wattbike

CHARLES BENTLEY
EST. 1860



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Agenda

- Black Friday and 2020 trends
- Looking ahead to 2021
- How you can leverage the key themes
- Tactics you can deploy through paid media



Black Friday is just around the corner on **November 26th**, and festive shopping is underway, but it isn't too late to get involved

Looking Back At 2020

Earlier & Longer

The holiday shopping period was extended in 2020. Sales grew 19% YoY in the 3 weeks before the event

Financial Security

Customers were less financially secure because of the pandemic.

They looked for buy now, pay later deals and free shipping was key

Fatigue

Customers became more fatigued with the sheer volume of deals available

Digital

For the first time Black Friday and Cyber Monday went fully digital in the UK with lockdown in full swing

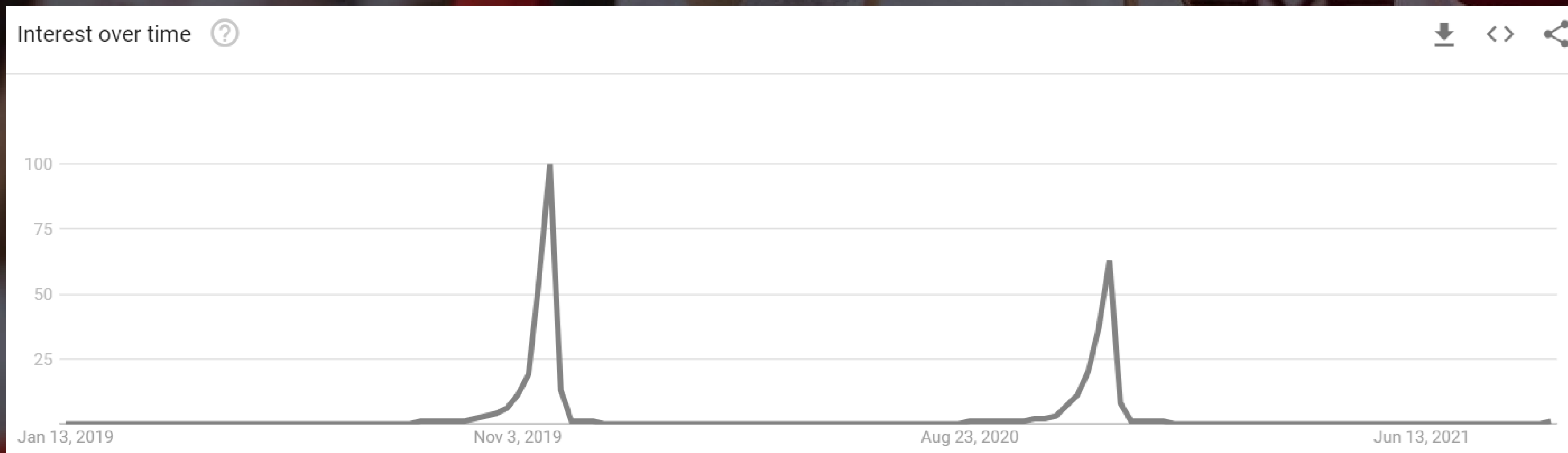
Online searches in Q4 grew at a rate of 3x higher than 2019

**Source: Google Retail Marketing Guide, 2021*

Black Friday - 2020 vs 2019

Searches for Black Friday decreased in 2020, but we can see where searches trickled in earlier

You can already see where 2021 is beginning to kick in

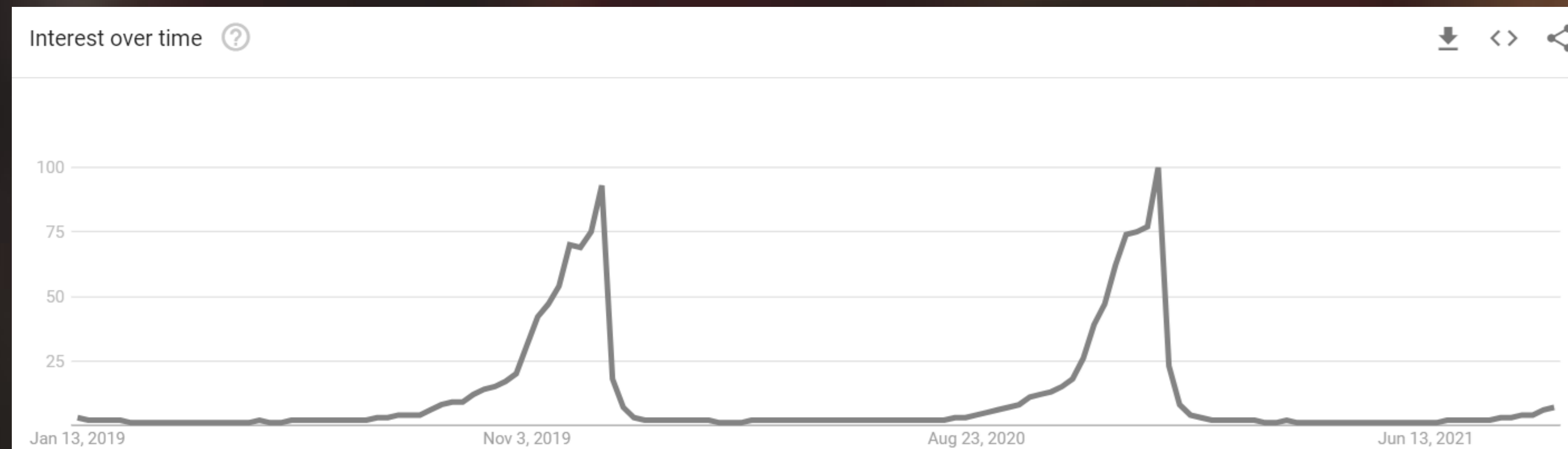


*Source: Google Trends

Christmas – 2020 vs 2019

Christmas related searches on the other hand peaked higher and for longer in 2020.

With morale after almost 12 months in the pandemic at an all time low in the in the age of the digital era and many were using ecommerce for the first time



*Source: Google Retail Marketing Guide, 2021

Digital Trends

1. YouTube and Facebook are huge for video content, with the platforms reaching 95% of UK internet users
2. Tik Tok has grown its UK users almost fourfold from 3.2 million to 11.5 million as of September 2020
3. More than a third of time spent online in 2020 was on either Facebook or Google
4. Smartphones continue to dominate and are the most used device to access the internet, with 85% of people 16+ using one to go online, vs 74% for desktop devices
5. 85% of users are now using the internet to shop online

**Source: Online Nation 2021 report / Ofcom Adults Media Use and attitudes report 2021*



Looking Ahead to 2021



2021 Key Trends

#1 – Growth of Digital

There is an expected 11.6% growth in digital across EMEA during the seasonal retail peak

#2 Smarter shopping

Whilst consumers benefit this year from increased financial security their behaviour has also shifted to use more terms like ‘best’ ‘affordable and ‘sales’

#3 – Support local

Consumers have become more eager to buy from smaller, local businesses than the big retail giants like Amazon

#4 - Earlier & longer

There has become a blurred line between Black Friday, Cyber Monday and Christmas shopping deals. Interest in deals and gifts lasts throughout the holiday season

#5 – More research moments

Consumers are starting their planning earlier and earlier each year, with 68% indicating they had starting planning by the end of the summer (Microsoft, 2021)

How you can optimise your digital activity to the key themes this festive season



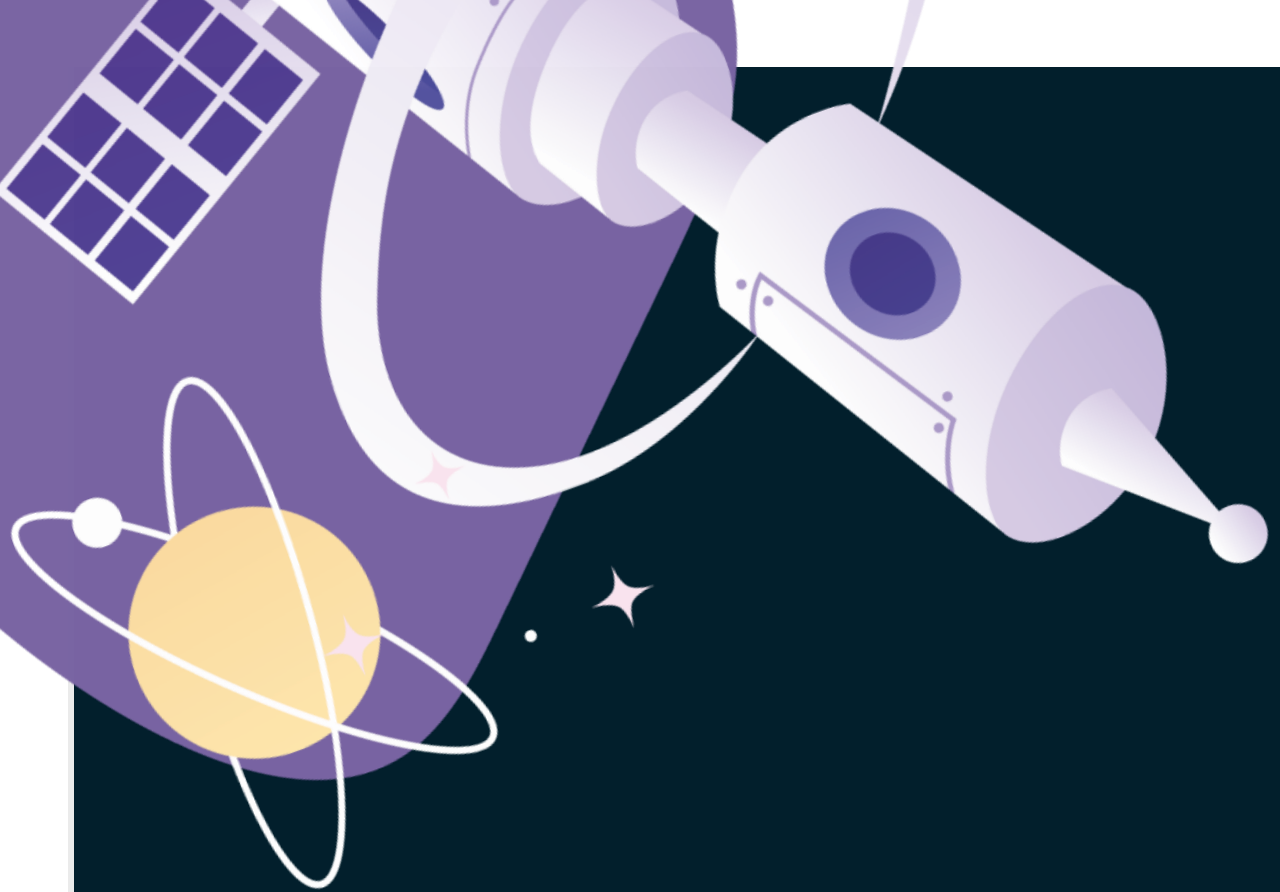
#1 Growth of Digital

Smooth Out Onsite Frictions

Make sure your navigation is clear, your site loads quickly and the checkout process is simple

Also consider if your server is ready for any peaks in demand

a **0.1 second** decrease in page load time can **boost your conversion rate** by **8%**



#2 Shopping Smarter

Make Reviews a Priority

Before expanding your digital presence you should ensure you are collecting customer reviews.

Reviews will help to strengthen buyer confidence. These can be onsite or third party through platforms like Tik Tok

50%+

of users surveyed use Google Search to **research in store purchases**

#tiktokmademebuyit has over 3 billion views



#3 Support Local

Showcase Your Company Values

Give customers a reason to shop with you, but make sure its authentic

From sustainability and environmental issues, to local initiatives

600%+

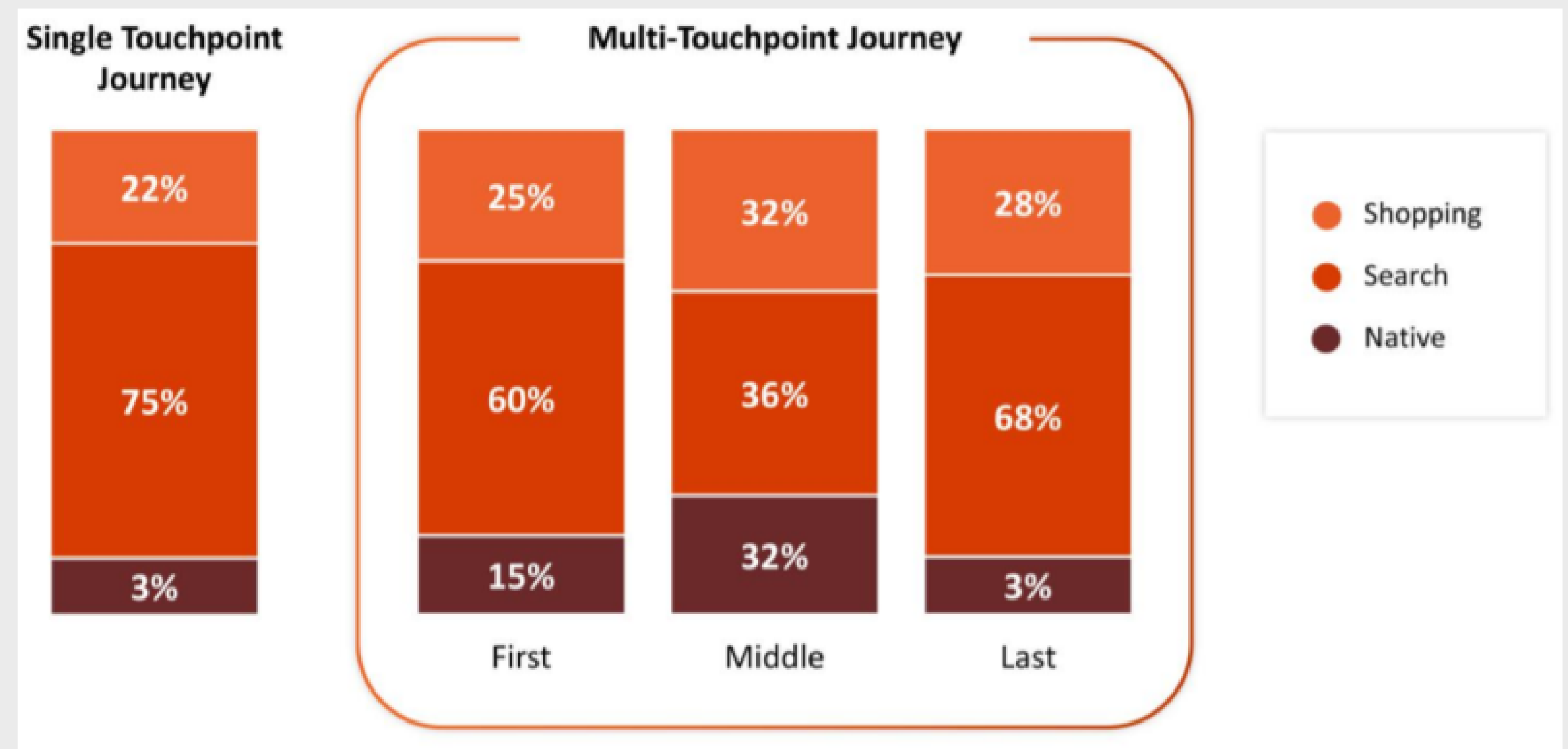
Increase in searches for '**ethical online shopping**'

#4 Earlier & Longer

Utilise Cross Channel

Take advantage of lengthening consumer demand by

- Inspiring users through brand awareness
- Engaging users during the research phase
- Converting users when they are ready to buy



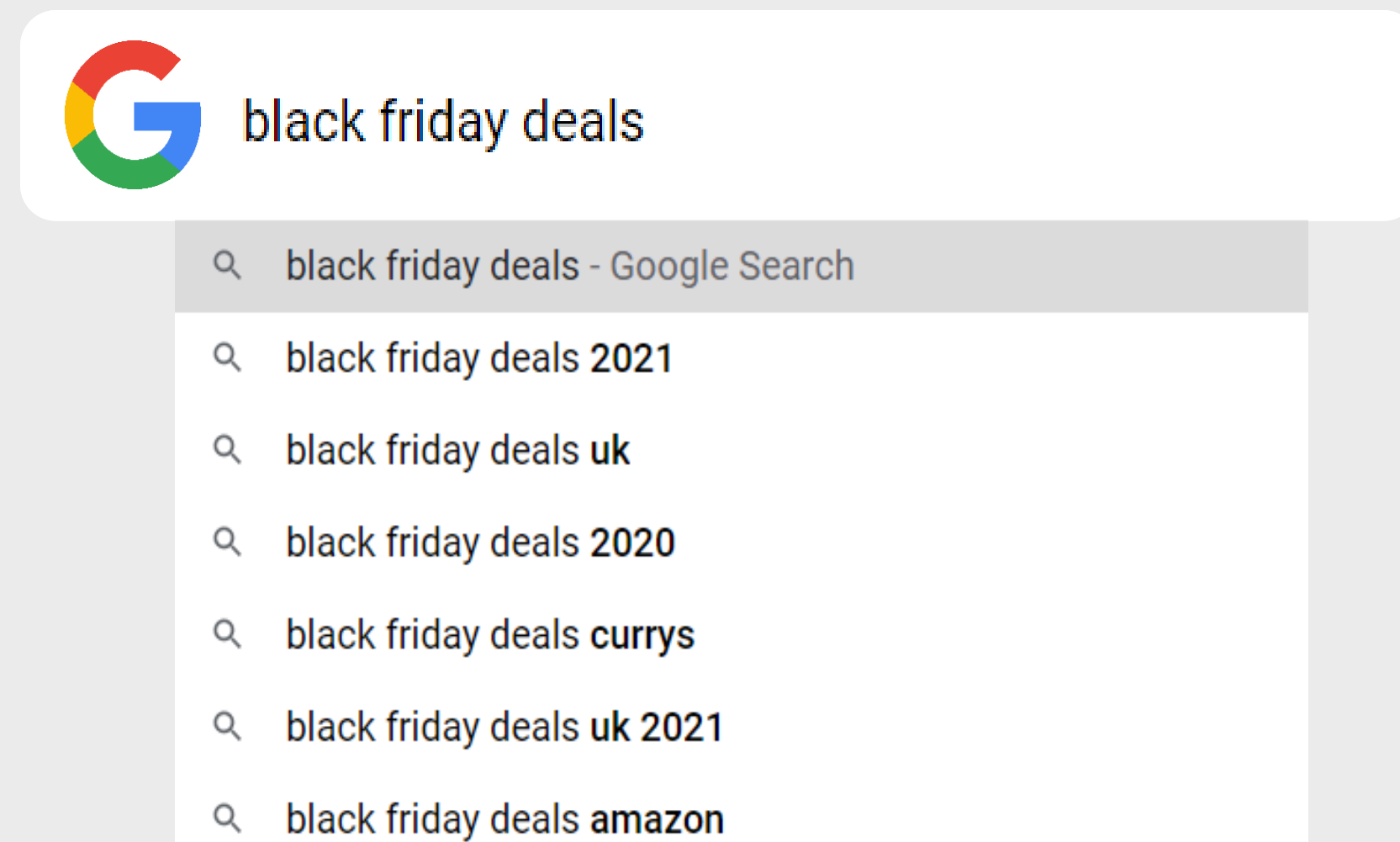


#5 More Research Moments

Engage Customers at the Point of Research

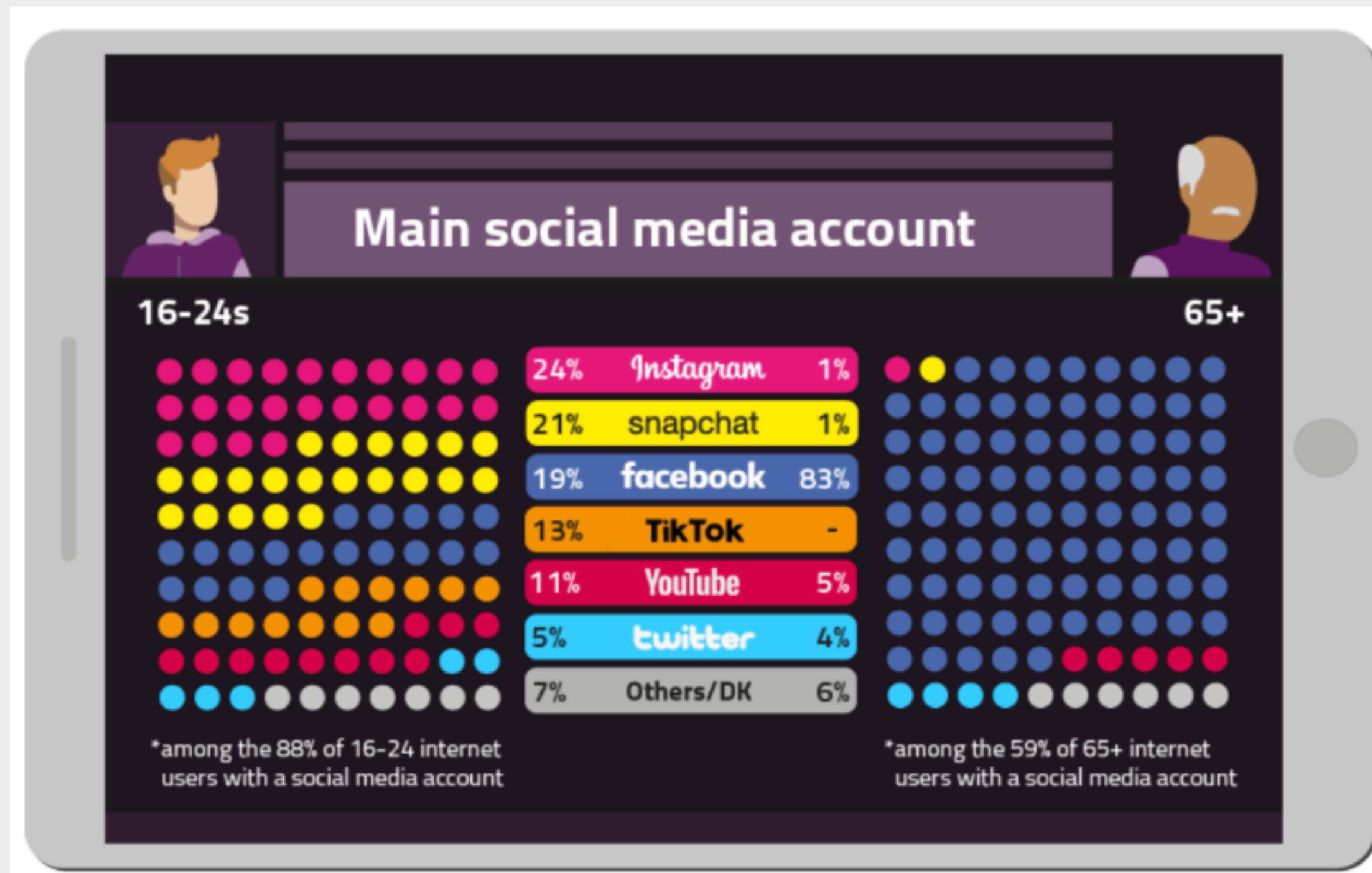
Whilst search remains the most prominent channel in the path from research to conversion, businesses who adopt a multi channel approach will receive the most coverage

Be there at each step of the funnel



Tactics **You Can Deploy** Through Paid Media

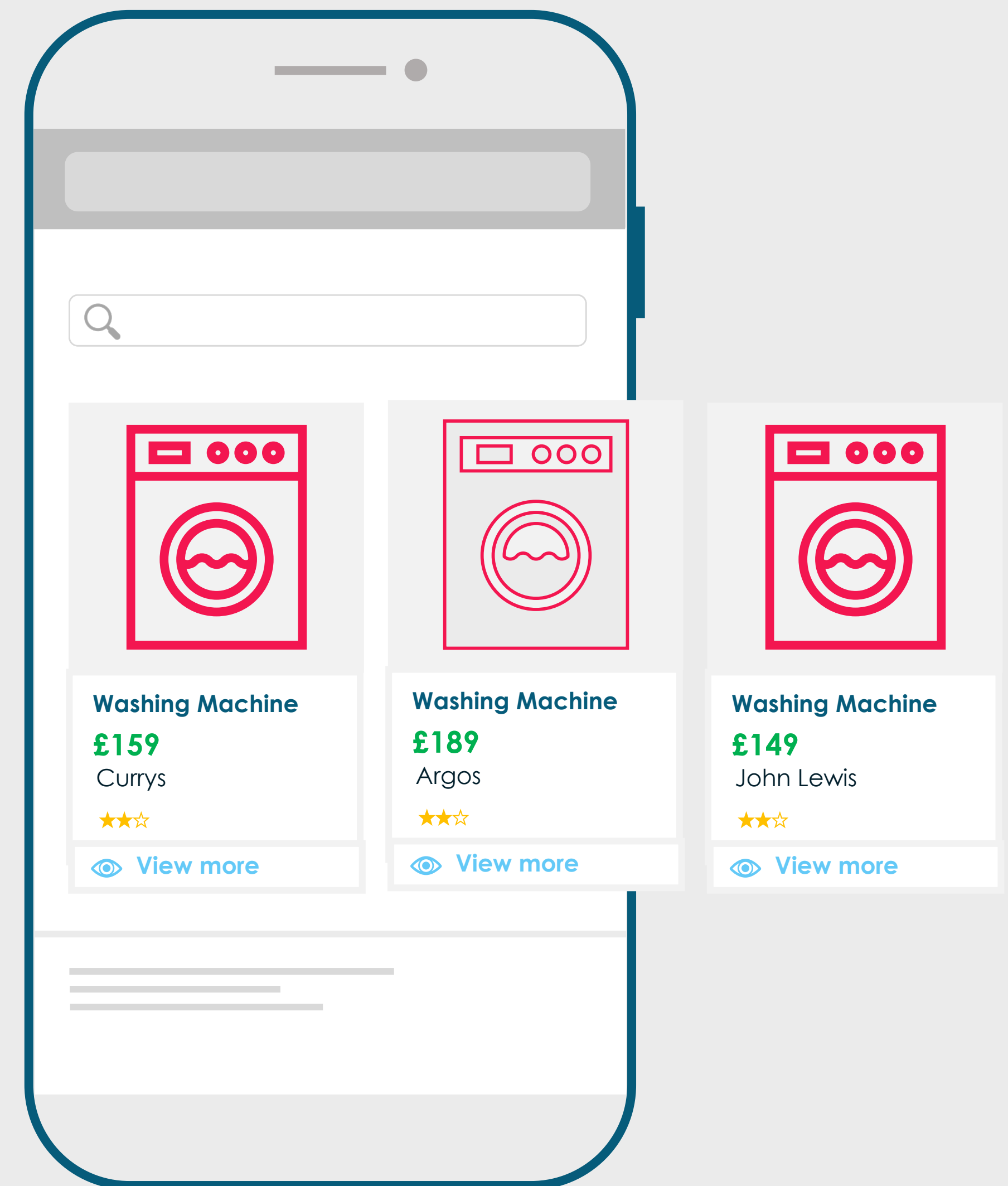
Identifying the Right Platforms



Showcase Your Products with Shopping Ads

Whether Facebook, Google or Pinterest shoppable ad formats allow you to **showcase your products in a convenient and actionable format**

What's more in Google you can also benefit from free listings when you submit your shopping feed



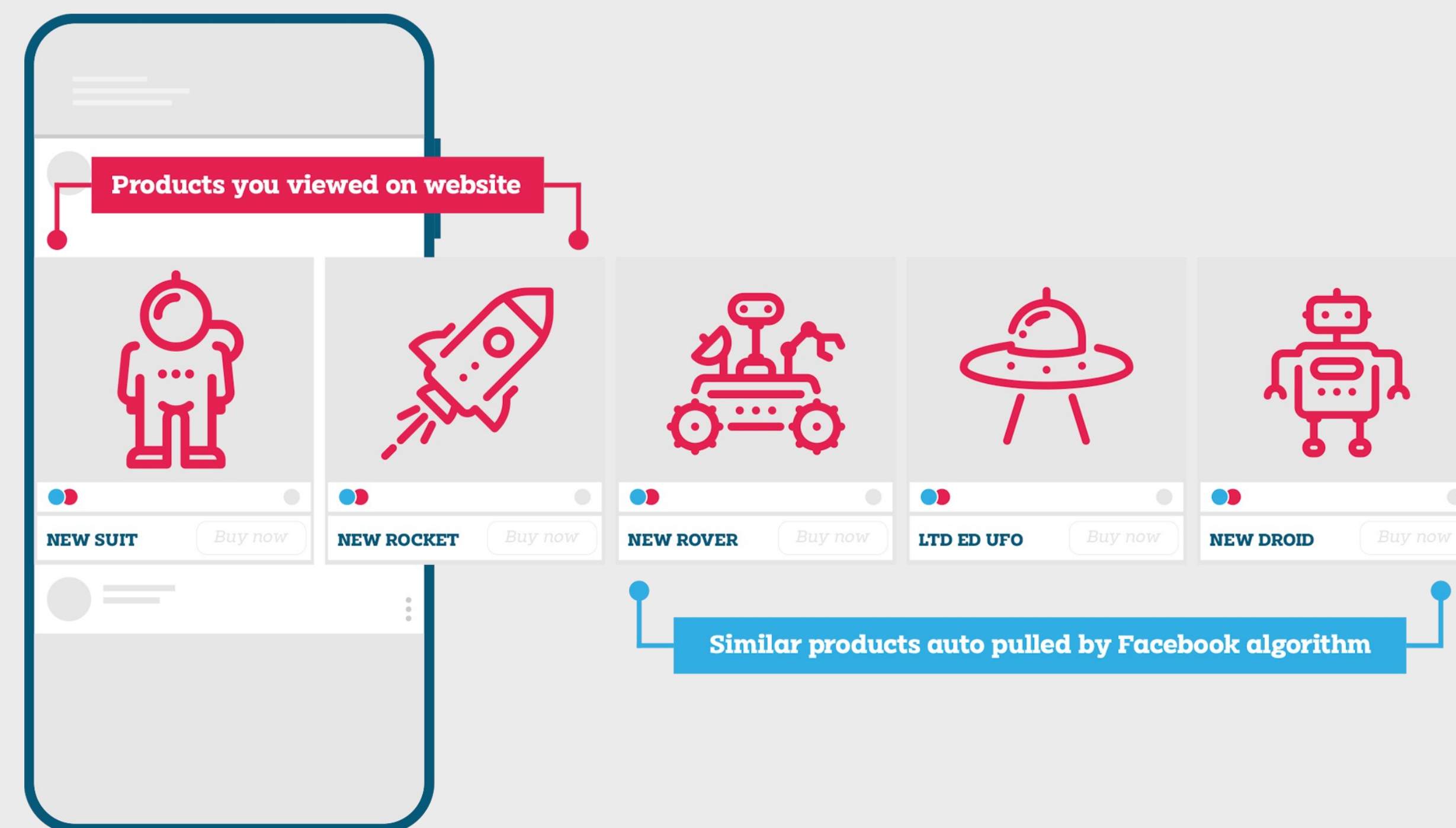
Utilise Smart & Dynamic Features

From responsive search ads to smart bidding, they **allow your campaigns to react quicker** to signals and changes in performance than you can do so manually

With responsive ads you can **address the immediate needs** of the consumers

Catalog ads are also a great way to deliver dynamic ad content to past website customers and reduce complete cart abandonment

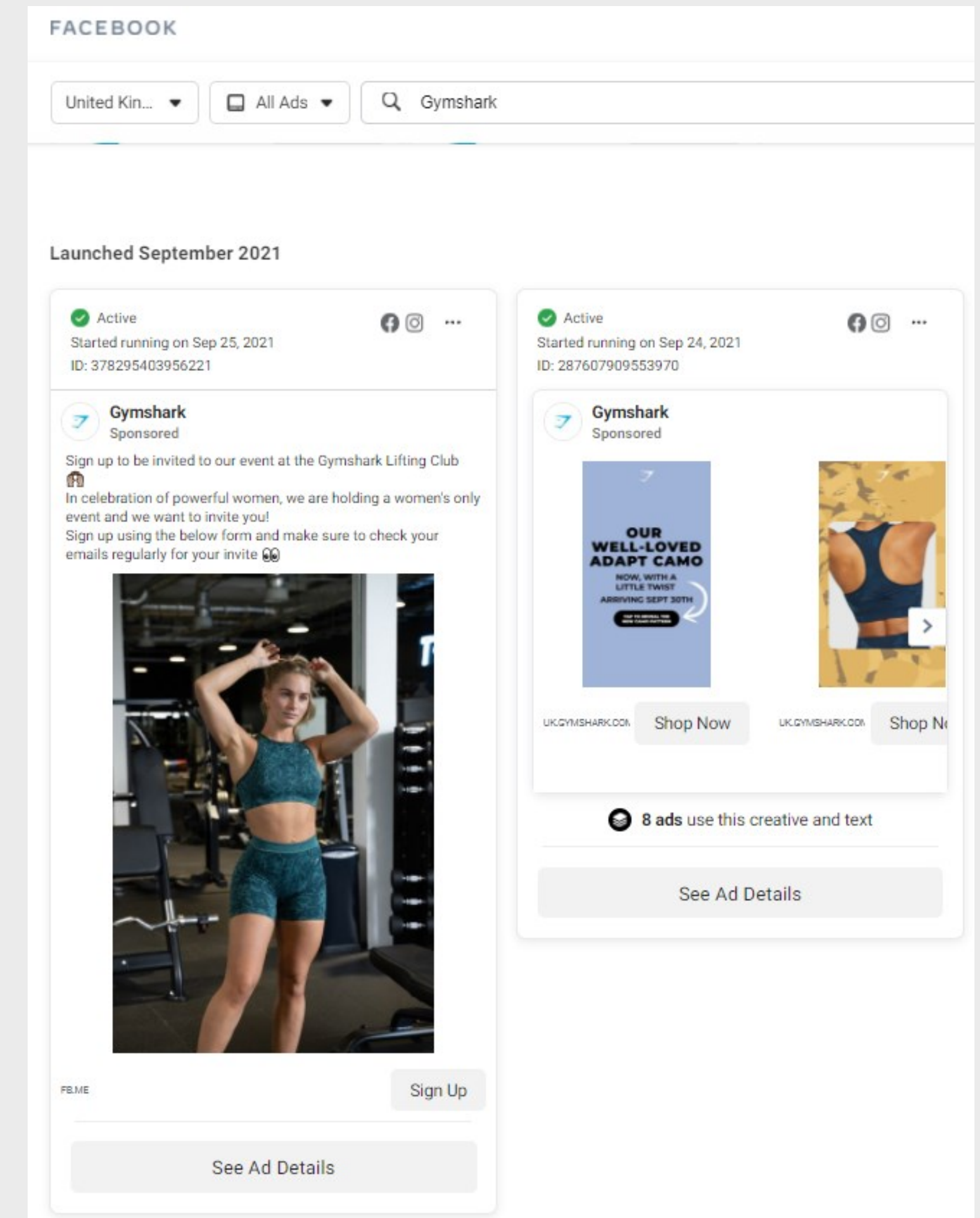
Smart shopping campaigns in Google see a 30% uplift to standard campaigns on average



Competitor Watch

Always make sure you are aware of what competitors are doing

- Utilise in platform tools such as Facebook Ads Library and Google Ads Auction Insights
- Review what ad messaging and creative competitors are using
- Get a competitor audit completed

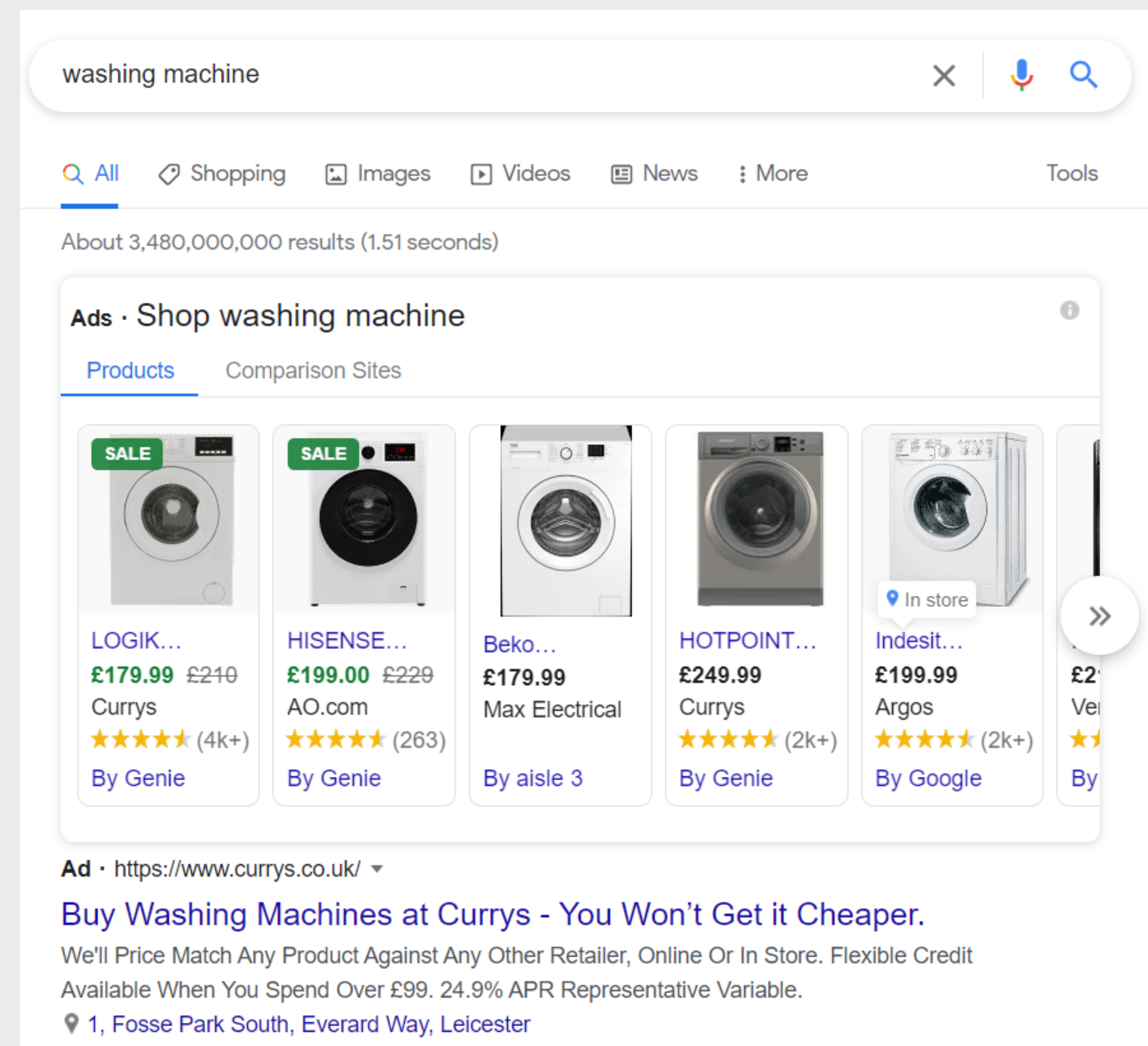


Showcase Financial Choices

Utilise callout and promotion extensions to promote free delivery options

Price extensions and the use of shopping formats where you are competitive on price

Use your ad copy across search and social to showcase your payment options



Reinforce the rewards

Customers want security in where they shop, they want to know they are getting the best value for their money

Utilise customer testimonials within your ad copy and creative

Ensure your product and seller reviews are pulling into Google

Location Matters

When it comes to ads across Google and Microsoft Ads you can utilise ad extensions to display your business location

Make it easy for potential customers to see your address and contact details

Google have seen a vast growth in 'near me' searches and this growth is expected to continue

Searches containing 'available near me' grew 100% over the past year according to Google

You can also use "ad customisers" to tailor ads based on where a user is based

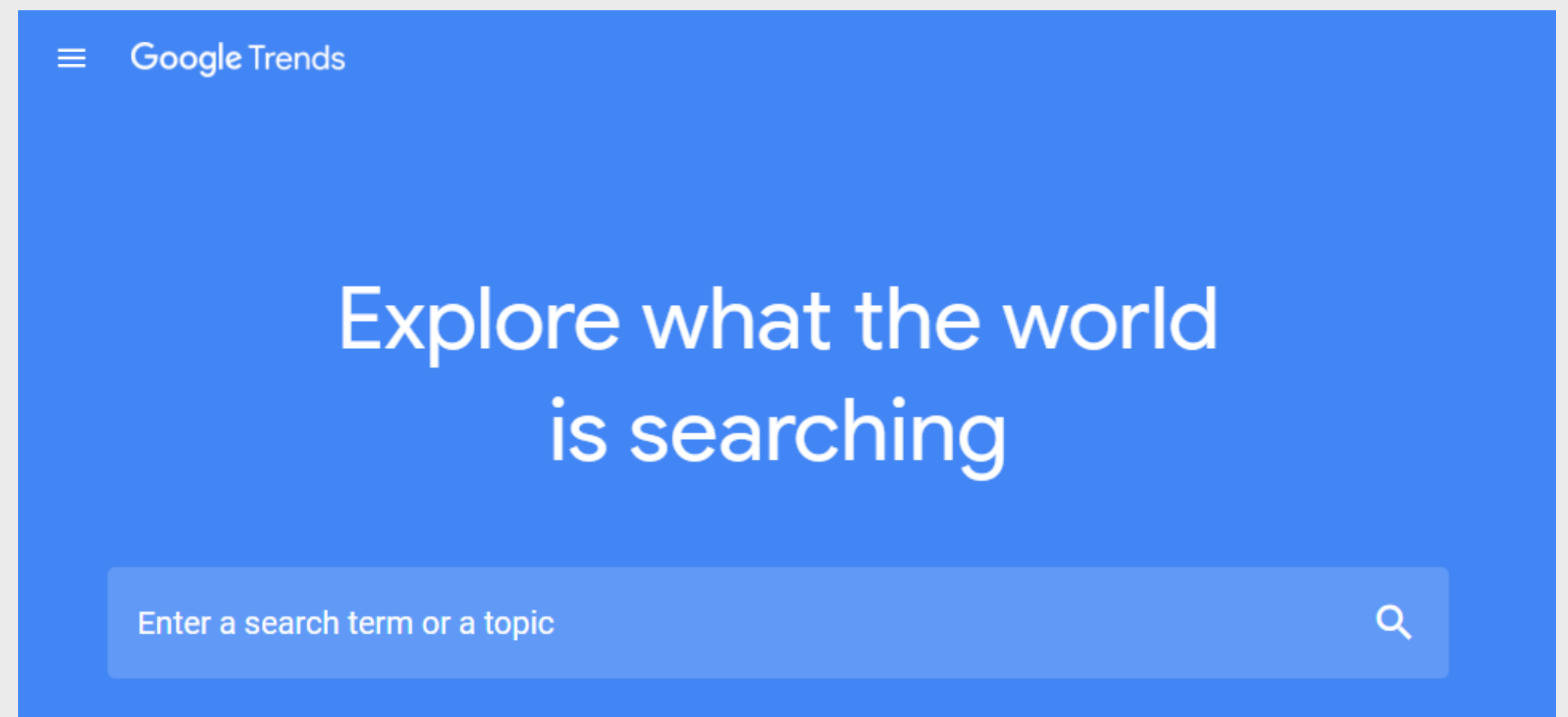


Add New, Relevant & Emerging Keywords

New trends pop up all the time

Make sure you are staying on top of search terms reports and keyword research to spot up and coming search trends around your products

You can use the same principal to find new audience segments that are relevant to your business



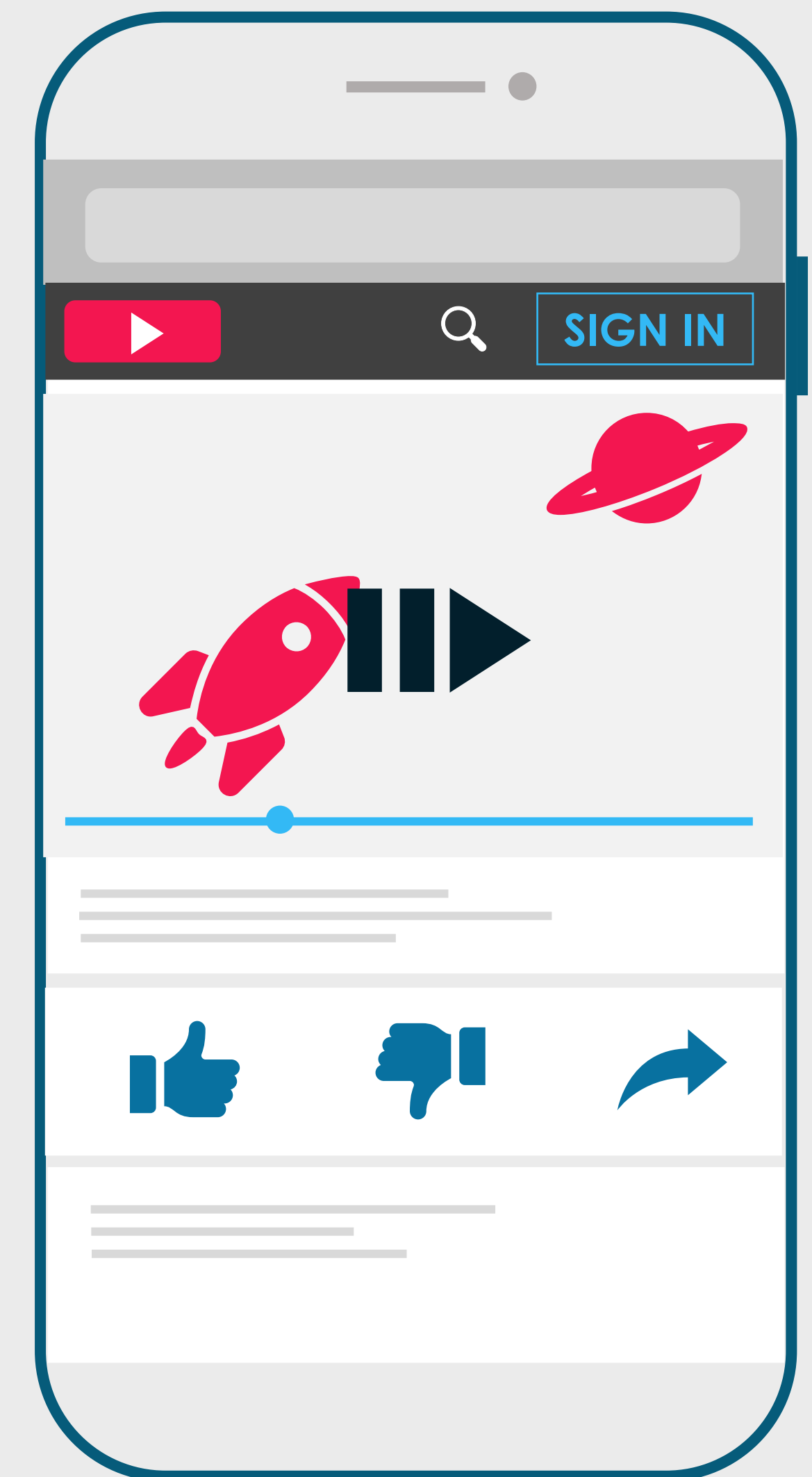
Inspire Action With Video

Video has become a mechanism for **learning, entertainment and inspiration**, and platforms such as YouTube, Facebook and Tik Tok allow you to capitalise on this

From scrolling through interesting topics on the discovery pages, to actively searching specific videos...

Consumers are able to **shift from passive browsing to active purchase** when content inspires and engages them

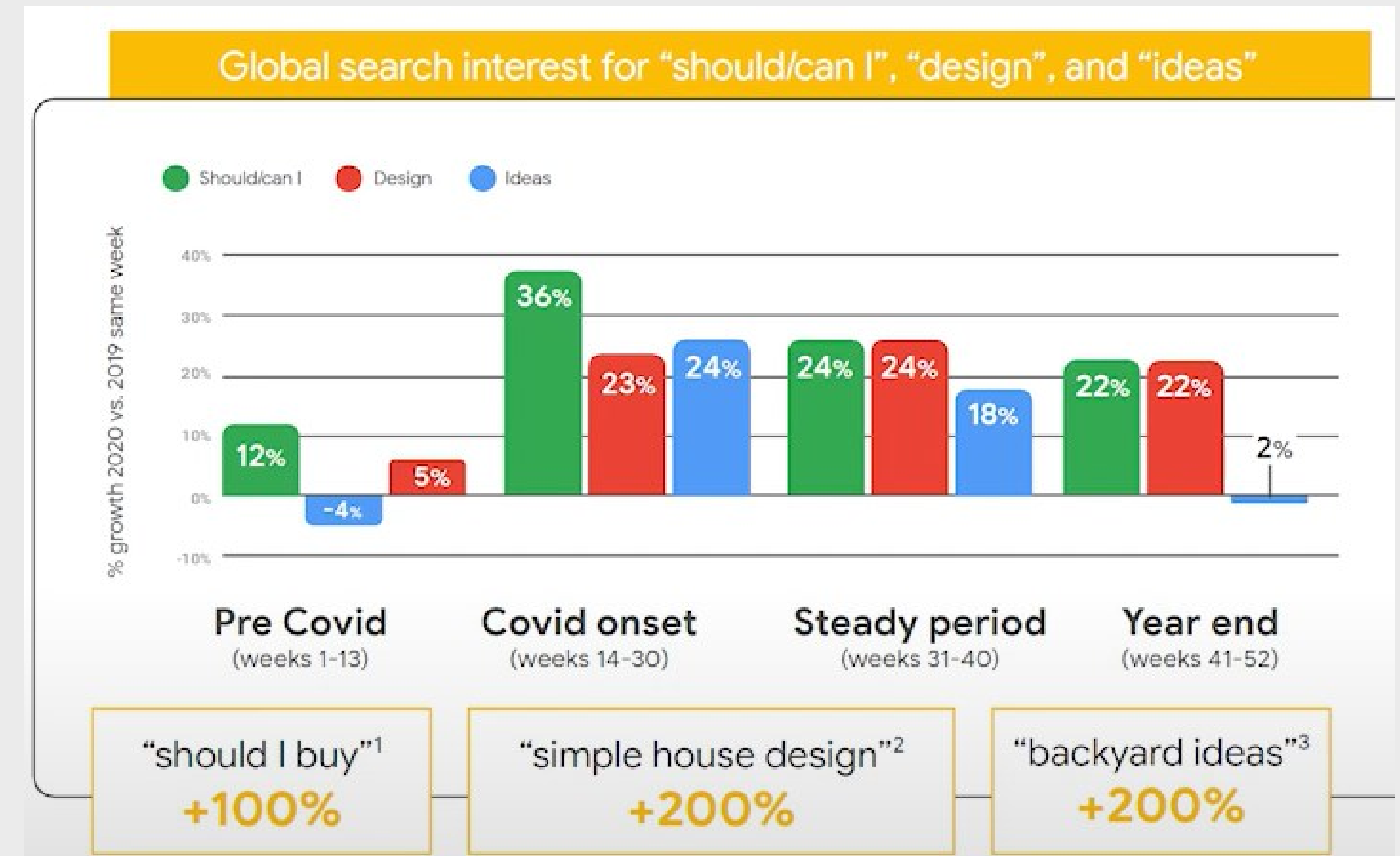
The growth of internet usage is evident amongst devices and YouTube is a great way to reach users at all touch points from mobile to smart TVs



“The average person in the UK spends **46 minutes viewing YouTube per day** and more than **20 million people** are now watching YouTube on their TV screens in the UK” – Comscore

Be There At Exploration

- There has been a noted increase in digital exploration, with search increase for ‘should I’ ‘design’ and ‘ideas’ keywords (google, 2021)
- Capitalise on this with aspirational and inspirational content across social platforms
- Create new keyword sets in Google Ads to target these top of funnel terms



Reach Users Unfamiliar With Your Brand

Connect with the right audiences who are looking for products just like yours using detailed targeting across search and social to inspire them before they have decided on a brand

Make use of non-brand keywords, interests, demographics and look-a-like audiences to find new prospects

Target specific people, who are in specific places, with specific interests at specific times

Demand More From Past Customers

You should also be looking to capitalise on your first party data, with data uploads/syncing into the platforms of your customer databases

Notify past customers of upcoming promotions, or remind they should buy from you again

Emphasise on

- Great customer service
- Reward
- Special offers

Level Up Your Ad Messaging

1. Focus on emotions – aspirations / pain points
2. Say more with less words – focus on short snappy taglines and headlines
3. Personalise ads for different audiences
4. Use financial/promotional incentives
5. Use active verbs
6. Always check on your competitors
7. Leverage your brand values
8. Test asking questions
9. Include trust signals
10. Test visuals – image vs video



Free Tools You Can Use

Google

- Performance planner
- Auction Insights
- Retail category reports
- Benchmark CPCs
- Growth reports in Merchant Centre (price competitiveness & best sellers)
- Google Trends
- [Topics.seomonitor.com](https://www.seomonitor.com)

Facebook

- Ads library



Overall, **be ready to drive sales**
during the holidays

Get in touch for more information
on how to **launch these features** in
your accounts

If you enjoyed the webinar **please**
do leave a review at either
Reviews.co.uk or Google

Thanks

Any questions?

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2nd Nov – MiniConference

At the Space Park Leicester + live-stream

- Collaboration between **Anicca, Space Park Leicester & Silverstone technology Cluster**
- Half-day **hybrid session** of in-person seminars and live-streamed webinars
- Aimed at **B2B and STEM businesses** (Science, engineering, manufacturing, medical, green tech & construction), but all businesses welcome

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Tuesday 2nd November

New frontiers in
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