BFCM SERIES #3

Making your marketing channels work for you:

Data-driven strategies for customer acquisition

→ October 22
→ 4 PM ET

LAURA BROOKS
VP of Client Success, Glew.io

JULIE MORRISON
VP of Sales, Glew.io

Glew.

OVERVIEW

- **What's different** about customer acquisition during BFCM this year
- **How to keep** your channels and campaigns profitable
- **Optimizing timing** for launch, time of day, day of week and more
- **Customer segmentation** for successful holiday email marketing
- **How to identify** the best products to lead with
- **Monitoring performance** so you’re ready to pivot in real-time
- **Our favorite customer acquisition hacks**, including customer tags and creating lookalike audiences

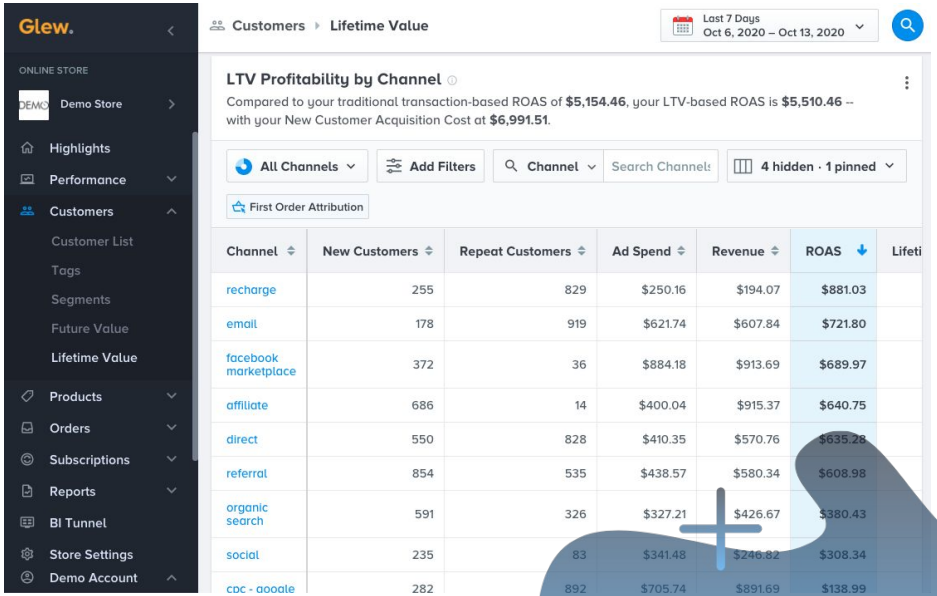
Facebook advertising costs are 50% higher during cyber week, and competition is likely to be higher across all paid channels.

Source: Human Agency

CHANNEL + CAMPAIGN PROFITABILITY

Takeaways:

- Have a Plan - do a quick audit on best performing campaigns (i.e.: highest AOV, Conv %) as well as highest LTV
- Be ready to adjust your budgets and strategy as needed. Closely monitor ad spend and ROAS across paid channels.
- If CPMs are climbing too high, double down on your high-performing, lower-cost channels (content, email, referral/affiliates)



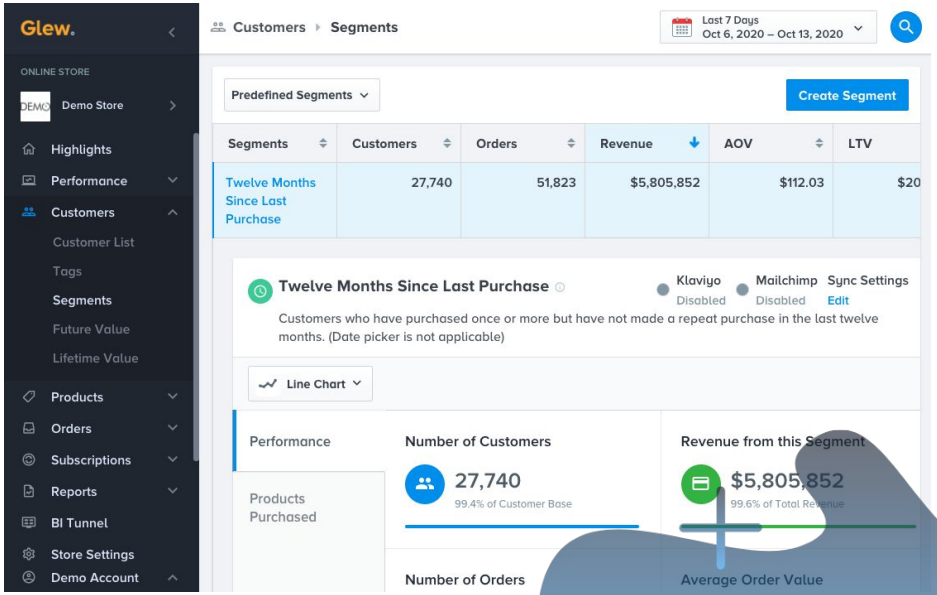
Email will be the highest- converting channel - but with more than 100 million emails sent on Black Friday, you need to stand out.

Source: Human Agency

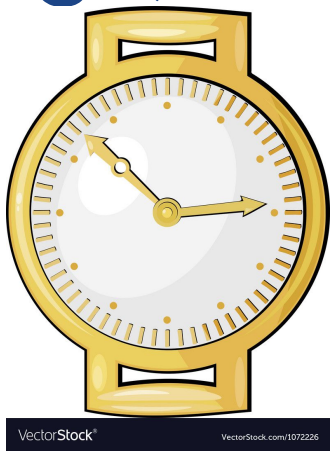
WIN EMAIL WITH CUSTOMER SEGMENTATION

Takeaways

- Use customer segmentation to target + personalize your emails - VIPs, holiday shoppers, never purchased, X months since last purchase, AOV = $X
- Promote exclusive offers early to beat the rush and stand out in crowded inboxes
- Sync valuable segments automatically with Mailchimp + Klaviyo



BFCM shoppers who buy for the first time from a retailer make their first visit, on average, 41 days prior.

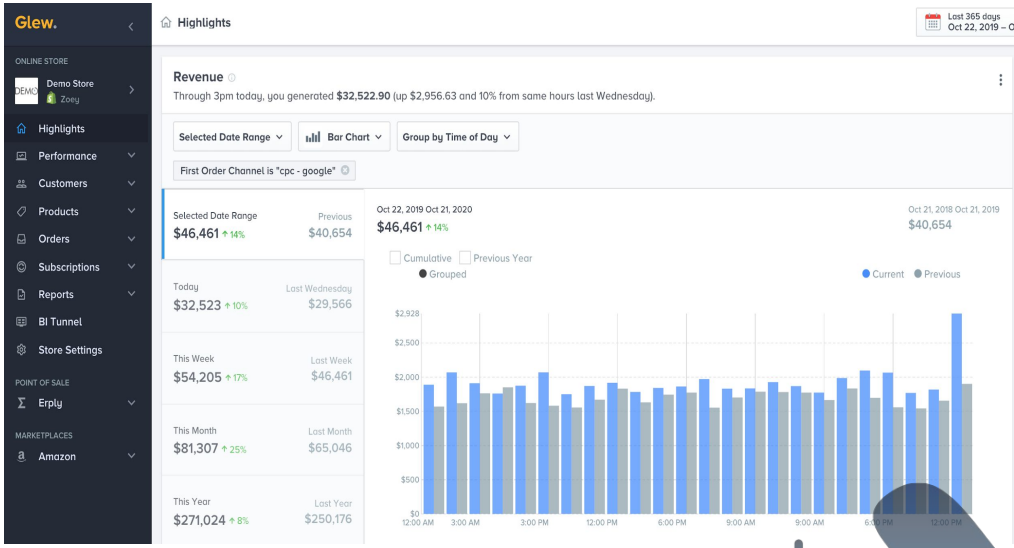


Source: Criteo

OPTIMIZING CAMPAIGN TIMING

Takeaways:

- Launch campaigns early and consider your sales cycle
- Use historical data to time your campaigns
- Maximize efforts by identifying your most profitable times of day and days of week by channel (i.e.: cpc-google might be Mondays at 3 pm whereas Bing is Sundays at 8 am)



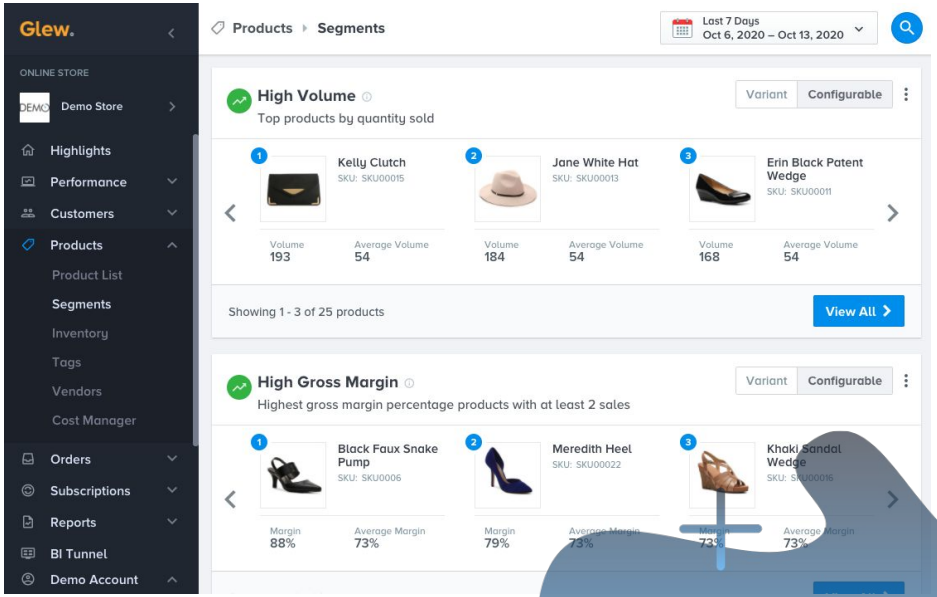
This year, shoppers are prioritizing both quality and price, with a 60% increase in searches for “best affordable.”

Source: Google data

LEADING WITH THE RIGHT PRODUCTS

Takeaways

- Look at what people tend to buy from you during the holidays
- Identify your best products for acquisition, retention, upselling and bundling
- Find your top-selling products by channel



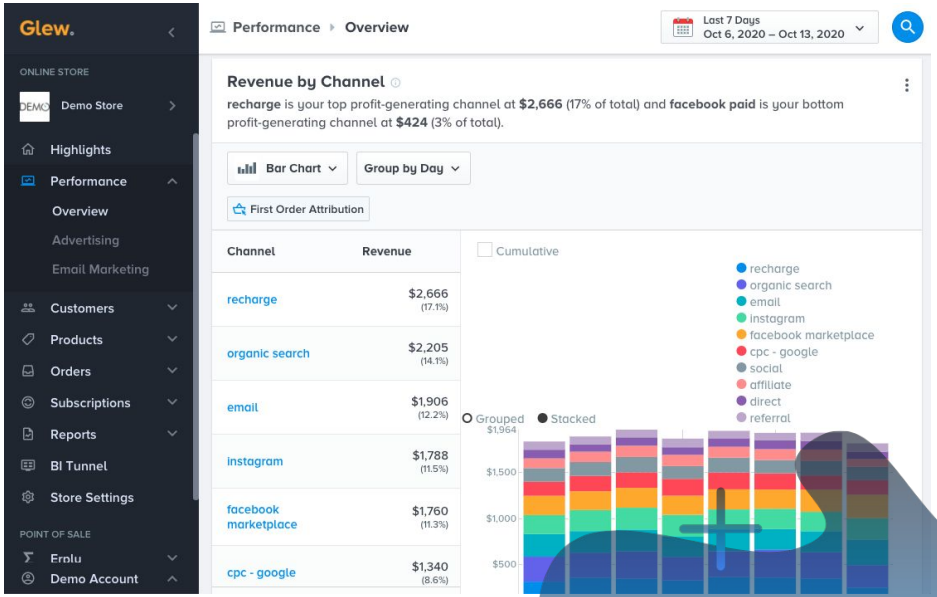
This holiday season is full of unknowns - agencies are recommending their clients reserve up to 10% of budget for unforeseen events.

Source: Digiday

GATHERING THE DATA TO PIVOT

Takeaways

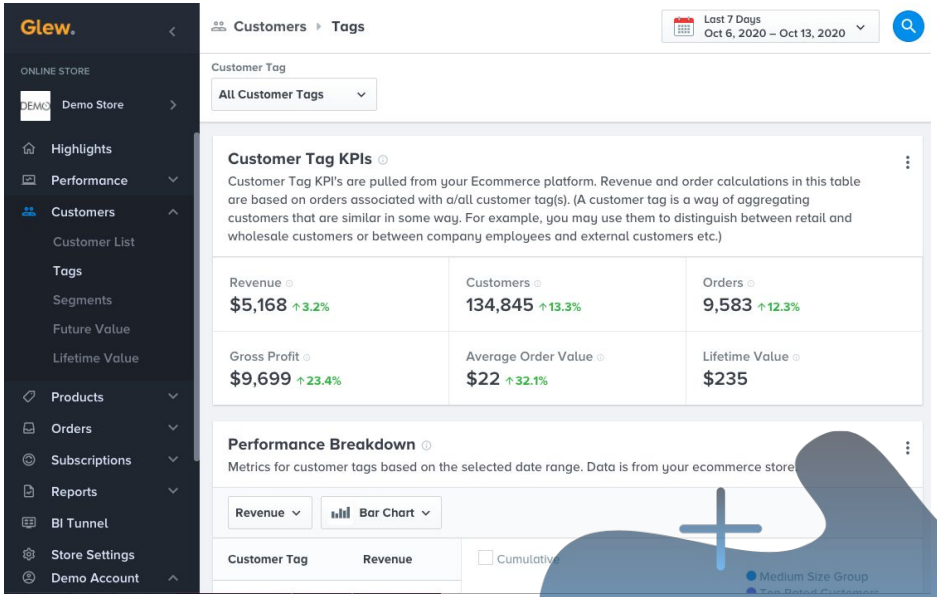
- Create a flexible plan - Recommended BFCM checklist (source Shopify.com)
- Daily and weekly automated reports for channel performance
- Revenue and profit by channel
- New customers by channel
- Ad spend and ROAS by channel
- Goal: Be able to identify opportunities and pivot quickly



TOP HOLIDAY SEASON HACKS

Our favorite acquisition hacks:

- Customer tags to solve complex reporting questions
- Customer segments as lookalike audiences in Facebook
- Diversify & consider different ad channels (i.e.: Pinterest, Youtube, Bing, NextDoor, Verizon Media)
- User Generated Content - blogs, social posts
- Research the top 3 competitors in your space. Are you set up for success?
    - 10 tips on how to research your competition



QUESTIONS?

Current Glew user?	Interested in Glew?
support@glew.io	laura.brooks@glew.io julie.morrison@glew.io go.glew.io/free-trial go.glew.io/schedule-a-demo
BFCM 2020 guide: https://go.glew.io/hubfs/Content/BFCM_Guide_2020.pdf	
Coming up: • **November 5:** BFCM and beyond: Using data to turn holiday shoppers into longtime customers 🤝	