

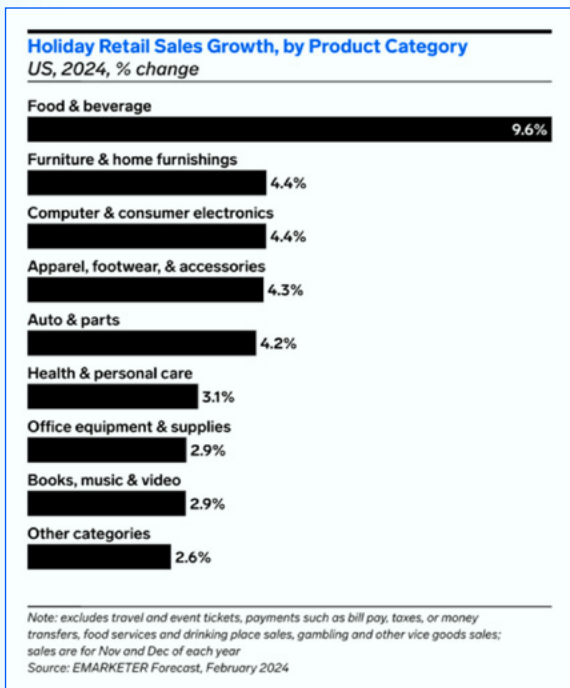
2024 HOLIDAY MARKETING PLAYBOOK

A Multi-Channel Guide

In retail, there are three pivotal periods each year: pre-holiday, holiday, and post-holiday. The holiday season is crucial for attracting new customers, re-engaging existing ones, and generating significant revenue. With the 2024 holiday season bringing unique challenges like a presidential election, five fewer shopping days, and shifts towards online and mobile sales, planning ahead and being adaptable is more important than ever.

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Adapting to Evolving e-Commerce Trends

To properly prepare for the holiday season, it's crucial to stay ahead of emerging trends and consumer behaviors. In recent years, we've seen a significant increase in U.S. retail e-commerce sales, with nearly [20% of sales now taking place online](#). This year, though, the spotlight is on mobile commerce (mCommerce). Adobe predicts that mobile shopping will make up [53% of all e-commerce sales](#) during the holidays. To capitalize on this trend, retailers must enhance their mobile platforms, ensuring they provide seamless, convenient shopping experiences. These optimization includes improving site speed, ensuring easy navigation, and providing secure and quick checkout processes.

THE PRESIDENTIAL ELECTION'S IMPACT

on Holiday Marketing

The Presidential Election, which is set to take place on November 5th, 2024, occurs just 25 days before Black Friday. Because of the proximity of these two events, holiday marketing will be affected.

↘ INCREASED ADVERTISING COSTS

During election cycles, political campaigns invest heavily in advertising, which significantly drives up the cost of ad space across various platforms, including Connected TV (CTV), Linear TV, and social media. Swing states such as Arizona, Georgia, Michigan, Nevada, North Carolina, Pennsylvania, and Wisconsin will experience even more intense competition for ad space. In order to stand out, brands should consider reallocating some of their advertising budget to less traditional channels that may experience less political ad saturation – such as podcasts, secondary social platforms, or digital out-of-home advertising (DOOH) – for the beginning of their Holiday marketing campaigns.

↘ DIVIDED CONSUMER ATTENTION

With the increase of political advertisements, consumer attention is more divided than usual, as holiday ads compete with political campaigns for visibility. In order to capture consumer interest during this time, brands should focus on producing engaging content that provides clear value to their target audience

↘ INFLUENCE ON CONSUMER SPENDING

Presidential elections often lead to economic uncertainty, which can cause consumers to become more conservative with their spending. To address this, brands should emphasize value and reliability in their marketing messages to reassure consumers. Also, providing flexible payment options like “buy now, pay later” can make purchases more appealing for budget-conscious shoppers.

THE CHALLENGES

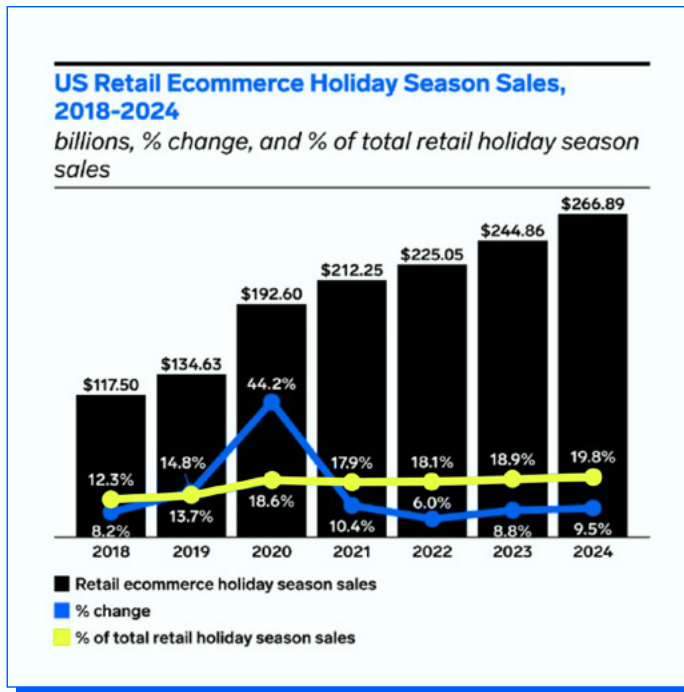
of a Shortened Holiday Shopping Season

The 2024 holiday shopping season is set to have five fewer shopping days than in previous years. This year, Thanksgiving lands on November 28th, the latest possible date it can occur, setting Black Friday on November 29th.

With a shortened holiday period, brands face a tighter timeframe to engage, peak, and convert consumer interest. During this compressed period, competition for consumer attention is expected to be more intense than ever. To differentiate themselves, brands will need to utilize innovative strategies like personalized shopping experiences or strategic partnerships to capture and keep consumer interest.

Due to the condensed holiday season, brands may also need to adapt their sales strategies. This could involve implementing deeper discounts, more frequent flash sales, or introducing “early bird” promotions ahead of Thanksgiving to encourage purchases. Additionally, extending return policies after the holidays may reassure customers, encouraging them to shop confidently despite the shorter timeline.





PLANNING A MULTI-CHANNEL STRATEGY

for the 2024 Holiday Season

By understanding the external factors impacting the 2024 holiday season, brands can better tailor their strategies across channels. Consumers today engage with brands on multiple platforms, making it crucial to deliver a cohesive and consistent message across all touchpoints. By ensuring that each channel complements the others, brands can enhance engagement, increase conversions, and provide a seamless brand experience.

Starting your holiday promotions in October is crucial for a successful campaign. It allows you to identify key dates, organize promotional events, and address critical deadlines such as shipping cut-offs, content creation, and ad launches. This helps create a comprehensive workback schedule for all marketing channels and ensures your efforts are synchronized.

Below is what should be considered for all channels:

↳ SHIPPING CUT-OFF DATES

Clearly defining and communicating the final days customers can place orders to ensure delivery by a specific date is crucial for managing customer expectations. Important shipping deadlines to note are:

- **Standard Shipping:** The last day customers can choose standard shipping to ensure delivery by the holiday.
- **Two-Day Shipping:** The final customers can select two-day shipping for delivery before the holiday.
- **Next-Day Shipping:** The absolute deadline for next-day shipping orders to arrive in time for the holiday.

We suggest shifting your focus to gift cards after the final shipping cut-offs to capture last-minute shoppers, offering them a convenient and stress-free gifting option.

ADVERTISING BUDGET

Allocate additional funds specifically for holiday ad campaigns to accommodate for the increased costs and competition during this peak season.. By budgeting and planning early, your brand can secure premium ad placements before your competitors, ensuring maximum visibility during the crucial shopping periods.

CROSS-CHANNEL INTEGRATION

- **Amazon:** Ensure your Amazon strategy is integrated with all other channels to create a unified approach. Use Amazon ads, product listings, and promotions in conjunction with your SEO, email, social media, and influencer efforts. This cross-channel strategy will help maximize visibility, drive traffic from multiple sources, and increase conversions both on and off Amazon.
- **Email Marketing:** Leverage email marketing to promote deals and content that connect to your main sales platforms and other digital touchpoints. Segment your audience to provide tailored offers that match their interests and behaviors, boosting engagement through SEO-optimized content and influencer collaborations.
- **SEO:** Optimize your website, Amazon listings, and social content for SEO to boost organic traffic. Ensure your SEO strategy works across all platforms, increasing visibility in search engines and supporting both organic and paid marketing initiatives.
- **Influencer Marketing:** Partner with influencers to broaden your reach and increase traffic to your sales channels. Encourage influencers to produce content that highlights your brand's unique offerings, which can motivate their followers to explore your products across various platforms, increasing engagement across multiple channels.
- **Affiliate Marketing:** Collaborate with affiliates to drive traffic across your website, Amazon storefront, and all other relevant online presences. Align these efforts with your broader marketing campaigns to ensure a consistent message and seamless user experience across all touchpoints.

Channel Level Execution Plans



EMAIL

According to a recent [PYMNTS.com report](#), 83% of consumers are interested in receiving tailored promotional offers, yet only 44% find these offers genuinely relevant. This gap presents a significant opportunity for retailers to gain a deeper understanding of customer preferences and refine their targeting strategies. Brands should respond by developing email campaigns that reach their audience and authentically connect with their specific needs.

TIMING AND PREPARATION

- **Add Early Lower Banners to Emails:** Start incorporating personalized lower banners into your email campaigns starting in November. Use these banners to display targeted product recommendations, exclusive holiday deals, or personalized seasonal greetings based on the recipient's browsing and purchase history. Incorporating these customized elements can boost engagement and significantly increase conversion rates as the holiday season approaches.

- **Plan Contingency and Backup Emails:** These backup emails should include more aggressive discounts, flash sales, or time-sensitive offers to reengage and drive urgency among your audience. By planning these contingency strategies in advance, you ensure that you're prepared to pivot quickly, maximizing your chances of meeting (or exceeding!) your holiday sales goals, even if the original campaign underperforms.

✎ EMAIL CREATIVE & PERSONALIZATION

- **Utilize Product Recommendations:** Introduce static product recommendations in your emails to showcase similar items, best sellers, or products that pair well together. This strategy not only personalizes the shopping experience but also promotes upselling and boosts average order values (AOV) by highlighting complementary products.
- **Prioritize Forward-Focused Emails:** These emails proactively address what customers will need before they start searching. By anticipating upcoming trends, seasonal events, and future needs, forward-focused emails prepare your audience in advance. This proactive approach not only makes your messages more relevant but also boosts conversion rates (CvR) and strengthens customer loyalty during key periods like the holiday season.

- **Expand Gifting Messaging with Personalized Wishlists and Gift Guides:** Elevate your gifting strategy by:
 - Highlighting best sellers, trending items, and options for self-gifting.
 - Organizing your email campaigns by recipient (like gifts for him or her), price, or type of gift to simplify shopping
 - Highlighting wishlist features and gift guides for personalized recommendations

This approach not only simplifies the shopping experience but also boosts customer engagement and increases the likelihood of purchases.

- **Implement Smart Offers:** Keep your customers engaged and protect your margins with smart offers — personalized or dynamic promotions crafted based on individual customer behavior, preferences, and past interactions. Collaborate with your Promotions Team and Marketing Agency (and the help of AI!), to identify behavioral patterns and make necessary adjustments.

✎ AUDIENCE SEGMENTATION & SEND OPTIMIZATION

- **Optimize Email Scheduling for Peak Engagement:** Increase the volume of your PM email sends, which generally see higher engagement than AM sends. Analyze last year's data to refine your PM send strategy, scheduling emails to align with audience preferences and improve overall campaign performance.
- **Leverage ESP Predictive Segmentation Tools:** Take advantage of your Email Service Provider's (ESP) predictive segmentation features. These tools analyze customer behaviors and preferences to fine-tune how your audience is segmented, ensuring that each person receives offers tailored to their interests and past purchases. By making your emails more relevant to each recipient, you can achieve higher open rates and improve CVR.
- **Implement Purchase Suppression:** During the peak holiday season, suppress email sends to customers who have made a purchase within the last 3-5 days. This ensures that recent buyers aren't overwhelmed with redundant offers, helping maintain a positive customer experience and ensuring your messaging remains relevant and timely.
- **Reactivation Campaign Before the Holidays:** Launch a reactivation campaign to re-engage dormant subscribers before the holiday season. Focus on major shopping events like Black Friday and Cyber Monday, offering tailored incentives to draw past customers back. Use personalized offers to reignite their interest and boost engagement.

- **Reimagine First-Time Buyer Triggers:** Develop new strategies for first-time buyer triggers specifically tailored for the holiday season. First-time buyer triggers are strategies or actions designed to engage and convert new customers. This could involve creating special welcome offers, holiday-themed discounts, or exclusive first-time buyer promotions to make a strong impression and encourage repeat business.
- **Create Universal Hold-Out Groups:** Establish hold-out groups to measure the incrementality of your campaigns. Hold-out groups are a subset of your audience that is deliberately excluded from receiving certain promotional emails or marketing messages, allowing you to assess the impact of your email marketing efforts and refine your strategies based on performance data.

📄 PROMOTION SUPPORT

- **Manage Competing Offers:** Disable email flows with overlapping or conflicting promotions to prevent customer confusion and ensure a clear message. However, keep abandonment flows active to re-engage shoppers who left items in their cart, maximizing the opportunity to recover lost sales.

Preparing early for the holiday season with *proactive messaging, strategic segmentation, and relevant content* ensures that your emails are engaging and impactful. With a robust email marketing strategy in place, you'll be well-prepared to meet your holiday sales goals and deliver a seamless experience to your customers.

Our expert Lifecycle Team is offering a free email or SMS audit to ensure your brand effectively nurtures customers acquired during the holiday season. Send an email to hello@within.co with the subject line "Free Lifecycle Audit" to request yours.

Channel:



SEO

As the holiday season approaches, optimizing your SEO strategy becomes crucial for capturing the increased search activity and driving traffic to your site. This execution plan outlines key steps to ensure your holiday content is well-prepared and effectively promoted.

📄 TIMING AND PREPARATION

- **Create Holiday Specific Content:** For optimal search engine visibility, start creating holiday-specific content well in advance. Aim to have important pieces such as gift guides, holiday sales announcements, and promotional pages published 60 days before Black Friday (September 29). This early publishing schedule allows search engines ample time to crawl and index your content, enhancing its visibility in search results. To further expedite the indexing process, submit your content through Google Search Console.

▾ CONTENT DEVELOPMENT

- **Conduct Keyword Research:** Perform comprehensive keyword research to identify trending in holiday searches. Use tools like [SEMRush](#) and Google's Keyword Planner to discover popular keywords and phrases, such as "best holiday deals" or "Christmas gifts for mom." Supplement your findings with [Answer the Public](#) to uncover specific questions people are asking around these keywords. This strategy will not only inform your content creation but also ensure you target the most relevant terms.
- **Create Event-Specific Content:** Identify all upcoming sales and holiday events and develop content to answer common customer questions related to them. For example, write posts like "Best Black Friday Deals" or "Ultimate Holiday Gift Guides" to attract shoppers looking for specific advice. This strategy ensures your content is directly answering search queries while engaging users with valuable information.
- **Cross-Post and Promote Themed Content:** Develop holiday-themed content that includes product showcases and relevant interlinks within each piece. Promote this content across various social media platforms and enhance visibility through targeted paid campaigns. Sharing links across different channels not only drives more traffic to your website but also increases the exposure of your holiday offerings.

▾ PROMOTION SUPPORT

- **Collaboration with Off-Site Publishers:** Partner with off-site publishers to distribute information about your holiday sales and events. Building relationships with key media outlets and industry influencers can significantly enhance the reach and impact of your holiday content, drawing more attention to your seasonal promotions.
- **Press Releases for Campaigns & Partnerships:** Utilize press releases to announce significant holiday sales, special events, and exciting partnerships. These releases not only increase visibility but also generate valuable backlinks, boosting your SEO efforts and helping your holiday deals gain traction in search engine results.

▾ TECHNICAL HEALTH

It's crucial to regularly assess your site's technical health, especially during the holiday season when traffic spikes. Key areas to monitor include:

- **Page Load Speed:** Fast loading times are essential. Slow pages can increase bounce rates and negatively affect both user experience and search rankings. Use Google's Core Web Vitals as benchmarks for optimal performance.
- **Mobile Optimization:** As more shoppers use mobile devices, ensuring your site is fully optimized for mobile is vital. Responsive design, quick-loading pages, and easy navigation are key to enhancing user experience and boosting conversions.
- **Crawling and Indexability:** Effective crawling and indexability are crucial for successful SEO. Regularly address any technical SEO issues that hinder search engines from crawling and indexing your site, such as slow load times or incorrect structured data usage.
- **Structured Data:** Implement structured data to enrich your search listings with details like product ratings, prices, and availability, making your entries more attractive and likely to be clicked.
- **Broken Links & Errors:** Routinely check for and fix broken links, 404 errors, and other navigational issues to maintain your site's performance and safeguard your SEO rankings.

Implementing a comprehensive SEO plan allows you to capture the increased search traffic during the holiday season. From *early calendaring and content development to maintaining technical health*, each step ensures your site is optimized for visibility and engagement, improving your search rankings and driving traffic during this crucial time.

WITHIN's SEO experts can help your brand to attract shoppers exactly when they're ready to buy with a complimentary SEO audit. Send an email to hello@within.co with the subject line "Free SEO Audit" to request yours.

Channel:



Amazon continues to dominate the eCommerce landscape, particularly during the holiday season. This year, it's projected to capture [41.9% of all retail holiday eCommerce sales](#). To capitalize on Amazon's market position, brands should prioritize investing in Amazon advertising, optimizing their inventory, and developing strong promotional strategies to capture the holiday shopping surge.

▾ TIMING AND PREPARATION

- **Conduct Keyword Research:** Update your keyword strategy with holiday-specific terms. You can review trends from previous years to pinpoint high-performing keywords, and integrate them into your listings and ad campaigns to improve discoverability. During the holidays, gifting-related keywords have proven to be especially effective in attracting attention and boosting engagement.
- **Leverage Amazon's DSP:** Utilize Amazon's Demand-Side Platform (DSP) for remarketing campaigns targeting potential customers who have shown interest but have not yet made a purchase. This helps to recapture and convert high-intent shoppers. Consumers take longer to make their purchase decisions and may need multiple touch points to stay top of mind in order to make their purchase decisions.
- **Utilize Amazon Specific Promotions and Coupons:** Strategically plan your Amazon promotions to match shopping behaviors seen in previous holiday seasons. For instance, launch early deals to attract planners and create last-minute offers for procrastinators. Also, leverage Amazon's Lightning Deals or Deal of the Day to enhance the visibility of your promotions, ensuring they reach as many shoppers as possible.
- **Optimize the Mobile Shopping Experience:** With a significant portion of holiday shopping happening on mobile devices, ensure your Amazon listings are mobile-friendly. Use high-quality product images that load quickly and keep product descriptions brief and easily scannable. Streamline the mobile checkout process by integrating mobile-friendly payment options like Amazon Pay to facilitate quicker transactions.

INVENTORY PLANNING

- **Start Advance Stocking:** Begin securing and shipping your inventory to Amazon's fulfillment centers well in advance of the holiday rush. This proactive approach ensures your products are in place early, helping to avoid potential stockouts and shipping delays during the holiday rush, while circumventing the Amazon receiving bottleneck.
- **Monitor Amazon Receiving:** Keep a close watch on receiving and processing times at Amazon warehouses as any delays can impact the availability of your products for sale. Regular monitoring can help quickly identify and address any logistical issues, ensuring your inventory always meets customer demand.
- **Analyze Prime Day Inventory:** To ensure your inventory is fully prepared for the upcoming holiday season, start by analyzing the stockout issues you encountered during Prime Day. Identify which items sold out faster than anticipated, and determine if this was driven by promotional activities, seasonal trends, or other external factors. Use these insights to refine your holiday forecasting techniques.

BEST PRACTICES AND KEY TAKEAWAYS FROM PRIME DAY

Prime Day, Amazon's sales event, provides a snapshot of consumer spending habits. By analyzing what products sold well, how customers responded to promotions, and when they were most active, businesses can anticipate similar trends during the holiday season.

- **Analyze Customer Behavior & Ad Strategy:** Use insights from Prime Day customer behavior and ad tactics to shape your holiday campaigns. Analyze which ad elements — such as messaging, visuals, and offers — resonated most with your audience. Adapt these successful elements for the holiday season by incorporating festive themes and keywords. To further ensure your ads stand out, adjust your targeting strategies to focus on consumer segments that demonstrated high engagement during Prime Day.
- **Determine a Pricing Strategy:** Draw on the data and insights gained from Prime Day to understand which pricing strategies resonated most with your customers and apply these learnings to your holiday pricing. For instance, if time-limited discounts drove significant sales on Prime Day, consider similar flash sales or exclusive deals for Black Friday or Cyber Monday.
- **Implement Enhanced Brand Content (EBC):** Utilize EBC and [A+ Content](#) to enhance product pages and boost conversion rates. These tools allow sellers to create more engaging content on their product pages, which is essential for capturing customer interest and driving sales. By implementing layouts and content strategies that have proven to be successful during high-traffic events like Prime Day you can improve the customer shopping experience.

A well-executed Amazon strategy is essential for capitalizing on the holiday shopping surge. By leveraging *insights from previous events like Prime Day and adapting quickly to evolving market trends*, you can position your brand to thrive on Amazon during the holiday season.

Ensure your brand continues to grow on Amazon even after the holiday rush with a complimentary audit of your Amazon storefront. Email hello@within.co with the subject line "Free Amazon Audit" to request yours.



INFLUENCER

Every holiday season, brands face the challenge of standing out in a crowded space and engaging consumers. A well-structured influencer strategy is one pivotal way to reach that goal. Influencers have built-in audiences that trust their recommendations, often more than they trust traditional ads. By partnering with influencers, brands can tap into these ready-made audiences, increasing their reach and visibility while simultaneously increasing their credibility and building trust among potential customers.

∨ TIMING AND PREPARATION

- **Select Brand-Aligned Influencers:** As always, it's important to collaborate with influencers who truly reflect your brand's values and aesthetic. However, during the busy holiday season, it's crucial to select influencers who limit their collaborations. Partnering with influencers engaged in multiple campaigns can weaken the impact of your own. By focusing on both the reliability of influencers and the exclusivity of their partnerships, your content will stand out as genuine and impactful, ensuring it doesn't get lost in the flood of holiday advertisements.
- **Define KPIs:** Before creating your holiday influencer brief, it's important to define the campaign's key performance indicators (KPIs) and measurement metrics. When influencers understand how their success will be evaluated, they can tailor their content to meet those specific objectives. Your chosen KPIs should align with your broader holiday initiatives to ensure the influencer campaign supports and enhances your overall holiday marketing efforts. This alignment guarantees an integrated approach across all channels.
- **Establish a Workback Timeline:** Creating and adhering to a workback timeline is crucial for a well-executed and effective influencer campaign. This timeline should map out each phase of the process, from the initial concept to the live date of the content, pinpointing key milestones such as brief approval, content creation, and review periods.

∨ CONTENT PROMOTION

- **Secure Paid Usage Rights:** To maximize your content's impact, it's beneficial to obtain paid usage rights for all influencer content throughout the holiday season. This strategy allows you to repurpose the content across various channels, such as email, SMS, and social media. Leveraging the same content in multiple formats not only increases its visibility and reach but also boosts your return on investment (ROI).

∨ BUDGETING

- **Budget for Paid Usage Rights:** During the holiday season, the demand for influencers significantly increases, leading to increased fees. Because of this, it's crucial to establish a budget that not only covers the cost of their content but also accounts for full usage rights and additional expenses related to content promotion, such as whitelisting and boosting posts.

We recommend setting aside 30–50% of your total marketing budget for media spend. This investment allows you to maximize the reach and impact of your influencer content across multiple platforms, increasing its visibility and engagement at a time when consumer attention is extremely competitive.



↳ CASE STUDY

WITHIN's Influencer team activated 14 macro-influencers for a holiday campaign with QVC+ and HSN+. Targeting adults aged 35 and older, the campaign aimed to boost awareness of their streaming platform and capture email leads.

[@ashley_iaconetti](#)

Content commitment:

- 1 IG Reel (30 seconds)
- 4 IG Story Frames driving followers to holiday promotion
- 30 days paid usage rights

Content performance:

- 22% lift in engagement metrics when comparing content created by influencers against standard creative
- 9% CTR for paid traffic campaigns
- 4.7% lead CVR for paid campaigns

Strategically investing in influencer partnerships allows brands to stand out during the competitive holiday season. By *selecting influencers who align with their values and by establishing clear goals with defined KPIs, brands can* connect meaningfully with consumers. This approach not only boosts visibility but also fosters genuine engagement, turning seasonal campaigns into opportunities for lasting consumer relationships.

WITHIN can help your brand partner with the right influencers to reach your target audience and maximize your holiday sales. Send an email to hello@within.co with the subject line "Free Influencer Audit" to request a free consultation and custom influencer brief!

Channel:



AFFILIATE

As the holiday season approaches, executing a well-prepared affiliate marketing strategy becomes more important than ever. With increased competition and demand across platforms, early and strategic planning of your campaigns is essential. By focusing on timely campaign launches, careful budget preparation, and utilizing data-driven insights, you can make the most of your affiliate efforts during this busy time.

↳ TIMING AND PREPARATION

- **Complete Onboarding Early to Avoid Q4 Freezes:** Many publishers implement onboarding freezes in the fourth quarter to stabilize their platforms ahead of the busy holiday season. If you plan to expand your brand's reach to new platforms or publishers during this time, it's essential to start and finish all necessary onboarding processes before these freezes begin.
- **Leverage Key Shopping Days:** Coordinate campaigns around key holiday shopping dates like Black Friday, Cyber Monday, and the final days before Christmas. Ensure affiliates are aware of your promotional calendar and have everything needed to promote your offers during these high-traffic periods. These peak shopping days see a surge in consumer activity, and well-timed affiliate promotions can maximize visibility and conversion rates when buyer intent is highest.
- **Secure Premium Ad Placements Early:** As the holiday season approaches, spots with top partners, especially those requiring specific dates, tend to sell out quickly. To secure the best publishers, review past performance data to identify which placements have yielded the highest ROI and prioritize these in your strategy. Act quickly to secure contracts and finalize bookings for these high-demand spots. Additionally, stay flexible and keep open lines of communication with partners to quickly capitalize on any last-minute opportunities.

↳ CONTENT STRATEGY

- **Develop Holiday-Specific Content:** Encourage affiliates to create holiday-themed content, such as gift guides, product reviews, and seasonal blog posts that feature your products. Supply them with ready-made creative assets (banners, videos, etc.) that are designed for the holiday season. As consumers search for holiday gift ideas and seasonal products, featuring your brand in tailored affiliate content can help capture this high-intent traffic.

↳ BUDGET PREPARATION

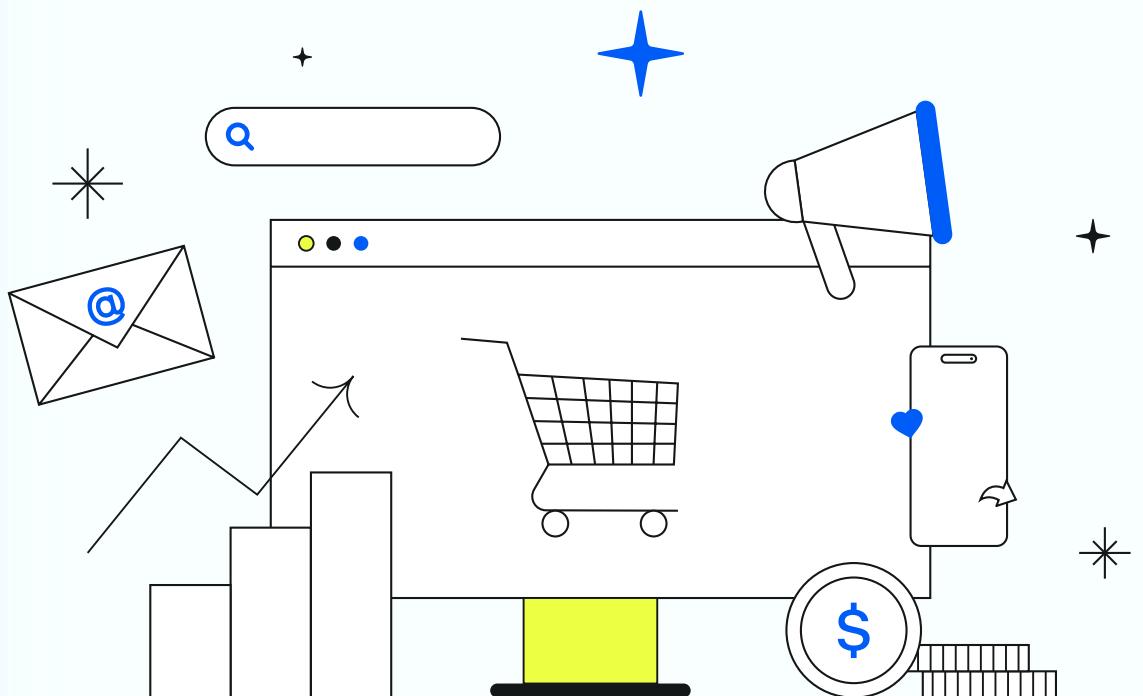
- **Allocate Budget in Preparation for Holiday Demand:** During the holiday season, advertising costs increase as demand peaks, making it the most competitive time for pricing. Nearly all affiliate platforms increase their rates to benefit from the surge in advertiser spending. Simultaneously, most brands allocate their largest advertising budgets for this period to compete effectively for market share.
- **Secure Quarterly Ad Placements:** When setting your holiday advertising budget, consider negotiating for quarterly placements in October rather than booking month-to-month. This approach typically yields more competitive pricing, as partners appreciate the stability of longer-term commitments and are often willing to provide discounts.
- **Automate Commission Rates:** During the holiday season, setting up automated commission rates is crucial for minimizing errors and streamlining campaign management. By proactively establishing optimized rates, you ensure uniform and accurate compensation for all affiliates across different platforms. This approach not only maintains fairness but also boosts affiliates' confidence knowing they will be compensated properly for their efforts.

↳ GENERAL BEST PRACTICES

- **Utilize FTMC:** During busy promotional periods when multiple brands run simultaneous promotions, leveraging tools like [FTMC](#) is invaluable. FTMC aggregates promotional ads and delivers them to top partners, ensuring your promotions are visible and well-coordinated across your affiliate network. This approach maximizes the impact of your promotional campaigns during high-traffic periods, making it easier to manage multiple offers simultaneously while also maintaining a cohesive marketing strategy.

Thoughtful and strategically executing your affiliate marketing strategy is crucial for standing out in the competitive holiday landscape. By *preparing campaigns early, leveraging data-driven insights, and securing optimal placements*, you can effectively reach, and convert, your target audience.

WITHIN's expert Affiliate Team can help your brand partner with the right affiliates to increase reach, traffic, and sales. For a free consultation of your affiliate marketing program, email hello@within.co with the subject line "Free Affiliate Audit."



To drive sales and maximize impact this holiday season, integrating all your marketing channels is key. A cohesive multichannel approach not only engages customers more effectively but also elevates the shopping experience. WITHIN can develop a strong, integrated strategy to ensure your brand stands out during the crowded holiday season. [Email us today to learn more.](#)