2017 WYNG GUIDE TO HOLIDAY CAMPAIGNS
Gift Yourself With Some Holiday Marketing Inspiration

As Mariah Carey’s “All I Want for Christmas Is You,” once again prepares to dominate the radio for another year, marketers are preparing for another holiday season. One that is sure to be exciting, stressful, chaotic, but promising.

The 2017 holiday season is shaping up to promise more mobile and online shopping and enhanced in-store experiences that merge both digital and live activations. Deloitte expects retail holiday sales to top $1 trillion between the months of November and January this year. So, consumers will be shopping! And they’ll be doing it online and via their mobiles.

With digital and mobile playing a key role this holiday shopping season, we’ve put together our 2017 Holiday Guide to equip you and your teams with campaign ideas, examples and best practices to help you connect with your customers and stand out for the all the right reasons this holiday season.

25%
Increase in mobile sales for Q4 2017

18%
Increase in online sales for Q4 2017
Deck Out Your Marketing to Increase Engagement and Sharing

From promotions to Facebook Chatbots, we've been working hard all year long to gift our customers with the most innovative library of interactive social and digital experiences to engage consumers and increase conversions this holiday season.

With that in mind, we've put together a quick checklist to help you get started on planning a holiday shopping campaign that will guarantee success!

- Create a special promotion or discount. This holiday season, consumers will be on the lookout for free shipping deals.
- Consider a Facebook Chatbot to offer personalized promotions and product recommendations.
- Integrate your in-store and online marketing activities to create an omnichannel experience for consumers.
- Update your branding to get into the holiday spirit. Changes to your social media profiles or website can capture attention.
- Promote loyal customers and fans via photo and video UGC.
- Identify your desired Pixels (Facebook, Google, Adobe) to create audiences and enable retargeting.
- Build and integrate your CRM with your campaign.
- Ensure tracking and metrics are enabled for your campaigns so you can measure campaign success and strengths.
- Consider multiple campaign types to increase engagement and sharing.
- Towards the end of the month, think about transitioning successful campaigns into the new year.
The Four Stages of the Holiday Shopping Season

How to structure your campaigns in 2017

No matter how far ahead marketers start planning, the holiday marketing blitz can still feel like it crept up out of nowhere. Fluctuating demands and an increased understanding of online purchasing behaviors have led to a change in how brands and retailers plan holiday campaigns.

1. BLACK FRIDAY & CYBER MONDAY
   Nov 13 - Nov 28

2. THE HOLIDAYS ARE COMING
   Nov 29 - Dec 24

3. CHRISTMAS & BOXING DAY
   Dec 25 - Dec 26

4. NEW YEAR’S EVE & BEYOND
   Dec 27 - Jan 6
BLACK FRIDAY & CYBER MONDAY

Black Friday has remained that special day where consumers fight off their Thanksgiving food comas for a few hours to brave the crowds and grab great holiday shopping deals. However, this year, an increase in e-commerce and mobile sales, will tee marketers up for a great opportunity to launch online promotions, fan fave and discount campaigns to drive sales and social engagement.
SIGN UP

Run a quick and easy cross-device giveaway to build your CRM database and drop in a retargeting pixel in the lead up to Black Friday and Cyber Monday to offer personalized new promotions and discounts.

PRO TIP

Start your campaign the Wednesday before Thanksgiving and end your campaign on Black Friday or Cyber Monday - instead of earlier - to ensure your email gets opened and your best deals get seen.
CAMPAIGN USE CASE #2

FAN FAVES

Let your audience choose their Black Friday or Cyber Monday deals by voting. Encourage consumers to vote on their favorite product, design, or selection to drive participation and engagement.

PRO TIP

Create a Bracket to run a series of face-offs to increase long-term engagement and participation and extend the reach of your holiday shopping promotions.

CELEBRATE THE
2017 EMMY AWARDS
WITH L'OREAL PARIS

PICK YOUR FAVOURITE KIT,
AND YOU CAN WIN IT!

10 KITS ARE UP FOR GRABS. SELECT THE ONE YOU WISH TO WIN!

Winter is Coming (Skincare Essentials)  Red is the New Black (Red Carpet Must-Haves)  The Handmade's (Pony)tail (Haircare & Hair Styling Game)

First Name *
DEALS

Provide your customers with relevant deals to drive purchases. This campaign use case makes it quick and easy to release offers and track success.

PRO TIP

Combine a Deals campaign with a Refer-A-Friend component to increase social sharing and leverage your consumers to help drive conversions. More than ever, consumers are turning to their friends and family for trustworthy recommendations.
COUPON UNLOCK

Distribute coupons and build out your CRM profiles by encouraging consumers to fill out a form to reveal a special deal to drive in-store or online purchases with custom messaging.

PRO TIP

Plan ahead! You can integrate your website and CRM/ESP systems to make code generation, redemption, and usage tracking simple and efficient.

Weekly Coupons

Fill out the form below to claim your coupon

First Name *

Last Name *

Email *

Phone

Zipcode *

Birthday
Month ▼ Day ▼ Year ▼

✔ Please email me about future promotions
THE HOLIDAYS ARE COMING

Mobile and online shopping are going to have their biggest year yet this holiday season and marketers will have to be prepared to offer omnichannel experiences that span in-store, online and mobile. Campaigns that recognize these trends stand to be the most successful and Wyng is perfectly poised to help build, launch and manage digital campaigns that will transcend physical and digital spaces this holiday season.
CAMPAIN USE CASE #5

COUNTDOWN CALENDAR
Reminiscent of an advent calendar, invite consumers to countdown to the holidays with special deals, new product launches or exclusive content to drive repeat traffic and engagement.

PRO TIP
Add social components to your countdown calendar and reward consumers that share the campaign with another chance to win a prize.

Reach out to our Pro Serve team for tips on designing your calendars in a festive fashion.
CAMPAIGN USE CASE #6

UGC GALLERY
Display customer content on your website or in-store in a dynamic, responsive grid. UGC is a great tool to drive online or in-store social interaction and build brand affinity.

PRO TIP
Use in-store signage and transactional emails to ask consumers to share their purchases or holiday moods. Then take their content, and make it shoppable with conversion units.

Prime Surprise Sweeps
Treat Yourself Sweepstakes
Enter for your chance to win a trip for 2 to California

Life is sweet. Show us how you treat yourself.
Share your favorite way to treat yourself and we'll share ours—the ultimate sweet retreat to California! We're treating one randomly selected grand prize winner (and a guest) to three nights at a luxurious hotel, roundtrip airfare, dining and spa giftcards, and more in either Napa or Santa Barbara - you choose!
Additionally, five randomly selected lucky entries will win a full year of Prime Surprise Sweets.

HOW TO ENTER

1. Snap a selfie or have a friend take a pic of you treating yourself to one of your favorite things.
2. Share it on Twitter or Instagram with #PrimeSurpriseSweets #TreatYourselfSweepstakes, tagging @PrimeSurprisesweets. Entries can also be uploaded below or mailed in.
3. By Nov. 28, find out if you won a luxurious California vacation or Prime Surprise Sweets for a year.
4. Keep on treating yourself. You deserve it!
CAMPAIGN USE CASE #7

BILINGUAL SWEEPSTAKES

From Chanukah to Christmas to Kwanza, the December holidays are truly global. Give consumers the opportunity to sign up for a chance to win prizes or discounts and display your campaign in two or more different languages.

PRO TIP

Wyng offers turnkey text customization and translation features in our Drag & Drop Builder enabling marketers to launch multilingual campaigns in over 6,000 different languages.
CAMPAIGN USE CASE #8

ECARD CREATOR
This holiday season put a digital spin on the classic paper greeting card by letting consumers create and personalize eCards to drive engagement and social sharing.

PRO TIP
Spent the time working on a great design and infusing a little humor into your eCards and your audience will be sure to share your branded images with friends and family.

We believe in sweet gestures.
Send a note of appreciation with your favorite CakeCorner treat to someone who deserves a "sweet" gesture.

Choose your favorite CakeCorner treat and send an eCard to someone you appreciate.

GET STARTED

Wyng
CHRISTMAS & BOXING DAY

Christmas Day is one of the busiest mobile shopping days of the year. Once the gift-giving has wrapped up, consumers will be turning to their mobile devices to use gift cards and look for the perfect gifts they missed out on this year. Retailers and brands that take a mobile-first approach to their campaigns and digital experiences will be the big winners. Help entertain your fans with compelling quizzes and offer social shopping experiences using Chatbots or shoppable feeds.
CAMPAIGN USE CASE #9

SHOPPABLE INSTAGRAM

Make your brand’s Instagram content shoppable by creating a gallery designed to seamlessly drive consumers from your Instagram feed to products on your website.

PRO TIP

Deliver an easy mobile shopping experience for your consumer and drive them to your shoppable gallery by including the link in your Instagram bio and cross-promoting your Instagram on other social channels.
FACEBOOK CHATBOT

Chatbots provide brands with an invaluable method for interfacing with numerous consumers, instantly and naturally. Use a Chatbot to suggest new products, deals, and purchasing options.

PRO TIP

Facebook Messenger Bots provide a clear, AI driven, conversational entry point for users to easily engage and interact, allowing brands to achieve higher organic reach, post engagement, and form completion.
CAMPAIGN USE CASE #11

QUIZ

Invite consumers to take quizzes to gain a deeper understanding of their shopping desires and to continue to engage with your audience. Run personality, diagnostic, or poll quizzes to promote deals and products.

PRO TIP

Quizzes continue to be a favorite for fans of all ages. Make sure your quiz is prominent on your site to increase time spent on the page and clicks.
INSTANT WIN
Give something back to your fans during the holidays with an Instant Win campaign. Let users find out if they’ve won instantly with unique codes or predetermined winner numbers.

PRO TIP
Drive sales by rewarding fans with an instant discount code and see that conversion and click-through rates soar on the busiest mobile shopping days of 2017.
NEW YEAR'S EVE & BEYOND

The lead up to New Year's Eve and January brings a boom in gift card sales and exchanges. It also drives a swell in web and social traffic as people go online to share their memories of Christmas.

New Year’s Eve is the perfect time to build on existing consumer relationships and leverage increased traffic and social activity to highlight your fans.
CO-CREATED VIDEO

Encourage consumers to create and share videos with a branded filter to drive viewership as they share their mobile-ready, short-form videos with their friends and followers on NYE.

PRO TIP

Add festive, branded filters and watch social engagements with your brand soar. Ensure your brand’s message is pulled through by getting colleagues from around your company to contribute and pre-populate the feed.
CAMPAIGN USE CASE #14

BOOMERANG GALLERY

Take advantage of the GIF and Boomerang craze and display Instagram Boomerangs and photos on your website to increase time spent and engagement through interactivity.

PRO TIP

Add a unique hashtag to easily collect NYE or holiday memories that your fans are sharing online. Consider adding a promotional element to encourage participation and sharing.
CAMPAIGN USE CASE #15

PLAYLIST PROMO WITH SPOTIFY

Inspire consumers to submit their favorite songs to be featured on your branded Spotify playlist.

PRO TIP

Ask your audience to create their perfect NYE hit list with a mix of old and new songs to ring in the New Year. Consumers can listen to music as they explore the campaign's collaborative album art gallery.

Share your dream setlist from The Accidentals and enter to win a chance to meet them on tour and play your set! Plus win a signed vinyl Odyssey LP!

5 runners up will win a signed vinyl Odyssey LP.

Listen to The Accidentals’ latest release Odyssey on Spotify, and follow the steps below to enter.

Step 1
Follow The Accidentals on Spotify.

Step 2
Create your dream The Accidentals setlist on Spotify consisting of 15 original tracks and 4 cover tunes.

Step 3
Share your playlist with us.
HASHTAG UNLOCK

Encourage consumers to post content using a hashtag to unlock exclusive coupons, content and offers, increase traffic and boost engagement.

PRO TIP

Activate your audience to drive brand exposure by offering extra deals or content if the goals are met.
Customizing the Holidays

Gift wrap your campaigns and add that extra sparkle with a custom campaign. Wyng has an expansive selection of out-of-the-box use cases to ensure campaign success this Christmas, but with the help of our Professional Services team, we can create something truly special for your brand.

Here are some recent examples of custom campaigns that we have designed.
Today’s marketers recognize that to build and nurture their online and mobile audiences to drive purchase intent, they need to be engaging them through immersive digital experiences that reflect and enhance what consumers are already doing online.

To help, we created the Wyng Digital Campaign Platform, where anyone can quickly launch custom promotions, quizzes, UGC, meme generators, co-created video and much more using the most innovative library of interactive digital experiences to engage their consumers across all channels and in more than 6,000 different languages.

With Wyng you can leverage our Drag & Drop Builder to equip your entire team or enterprise with the ability to create, customize, preview, publish, and even copy and reuse, campaigns and promotions in the Wyng Platform.

No special training, no custom coding, all you need is an internet connection and great idea to launch, customize, and begin seeing results with Wyng.
About Wyng

Wyng builds technology that powers compelling digital campaigns and promotions for agencies and brands.

Our culture is rooted in technology and marketing, spanning diverse disciplines and decades of experience across mar-tech, adtech, CX, UX, data, and core mobile and web technologies.

In 2011, Wyng powered the first ever hashtag campaign in connection with a Super Bowl ad, and continues to evolve its platform to align with shifts in consumer behavior. We believe great products are defined by intelligent architecture and a passion for innovation. Wyng is headquartered in New York City’s NoMad neighborhood.

To learn more, visit wyng.com
About Wyng

202,000
Campaigns

For over six years, Wyng has powered the digital campaigns of leading brands and agencies worldwide.

470
Million Visitors

Wyng operates across social channels, on websites and microsites, and in-store.

250
Million Participants

Whether capturing sign ups, driving referrals or collecting user generated content, Wyng facilitates meaningful consumer participation.

Get started with a free Wyng account today!