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BRAND PREPARATION TIPS TO MAXIMISE Q4 SUCCESS



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As we approach the Q4 shopping season, the stakes for brands have never been higher. In 2023, online shoppers spent a staggering \$12.4 billion on Cyber Monday alone, marking a 9.6% year-on-year increase. This surge in spending highlights the golden opportunity that awaits during the end-of-year commerce period, where well-executed marketing strategies can make all the difference.

With total holiday spending reaching \$222 billion between November and December last year, capturing consumer attention is crucial. Brands must leverage every tool at their disposal to stand out, drive sales, and secure a significant share of this lucrative market. In this guide, we share a few key tips to consider when planning your 2024 Q4 campaigns, ensuring your brand is well-positioned for success.



SELL ON SOCIAL

If you're reading this report, you're heading into Q4 with a core goal in mind of selling, selling, selling. The end-of-year commerce period is highly competitive and requires brands to go all out with innovative strategies in order to capture consumer attention and land front and centre of your consumer audience.

Social commerce has grown rapidly in the UK, up **26.6% YoY**, it's an industry expected to reach **\$31.27 billion by the end of 2024**. Thanks to its seamless integration of shopping and social experiences, it offers a very powerful and attractive opportunity for brands to stand out to consumers and maximise sales.

IN Q4, CONSUMERS ARE PRIMED TO SPEND, ON THE HUNT FOR GIFTS, DEALS AND SEASONAL PRODUCTS. SOCIAL COMMERCE SIMPLIFIES THE BUYING PROCESS ENABLING THEM TO MAKE PURCHASES SEAMLESSLY WITHOUT EVER LEAVING THE PLATFORM. SOCIAL COMMERCE CAPTURES BURNING INTENT AT THE MOMENT OF DISCOVERY, MAKING PURCHASING EASIER AND FAR MORE LIKELY.



Leveraging an influencer-led social commerce approach amplifies this effect. Influencers, particularly nano and micros with strong followings, have cultivated trust and engagement with their audiences. By strategically partnering with these influencers, brands can leverage their authenticity to showcase products in relatable ways. This powerful combination not only amplifies visibility but also drives immediate action, as consumers can seamlessly transition from engaging content to purchasing within a matter of seconds.

This streamlined shopping experience fosters a more direct connection between your brand and your target audience, driving conversions and maximising ROI.

Taking a multi-platform approach, including platforms like Pinterest, TikTok, and Instagram, allows your brand to cast a wider net, with tailored content that plays to the strengths of each platform and the influencers who know how to leverage their features and algorithms. Whether it's product discovery, viral trends, or visual inspiration, social commerce across multiple channels ensures that your brand is front and centre throughout the holiday shopping season.





PLAN FOR PAID AMPLIFICATION

Organic influencer marketing alone is a powerful tool for Q4 success, but by leveraging paid amplification, you can unlock a partnership that extends the reach of your campaign and ensures results. By planning ahead and securing paid rights to use influencer content in your brand's social media ads, you can significantly enhance visibility and drive sales.

We like to call them the power couple of digital marketing.



Consider this: while influencer marketing's organic edge is highly effective, with businesses earning more than **\$5 for every \$1 spent**, there's potential to go further. Adding

paid social behind influencer content allows you to target specific audience segments with precision, maximising engagement and ensuring your message resonates with a broader audience.

Paid social amplification also offers the advantage of detailed analytics, enabling you to monitor metrics like reach, engagement, and click-through rates. This data-driven approach ensures you can optimise campaigns for the highest return on ad spend (ROAS). As Stevie Johnson, Managing Director at Disrupt, notes,



STEVIE JOHNSON

MANAGING DIRECTOR

"Adding paid spend behind influencer content allows you to get incredibly granular with targeting, often resulting in performance that is 2-3 times better than branded content."

By combining the authenticity of influencer content with the precision of paid social, you not only increase brand visibility but also leverage the trust and connection influencers have established with their audiences. This approach makes your Q4 campaigns more effective and your marketing money more impactful.

DIVERSIFY FOR MULTI-CULTURAL CELEBRATIONS

The Q4 commerce period often focuses on Western holidays like Christmas and New Year’s and offers a unique opportunity for brands to connect with a global audience. However, it’s key to remember that within your target audience, there may be different cultures that celebrate holidays differently, for example,

HANUKKAH, DIWALI,
LUNAR NEW YEAR,
& KWANZAA

Hanukkah, Diwali, Lunar New Year, and Kwanzaa are just a few of the important celebrations that also occur during this period.

A one-size-fits-all approach can inadvertently alienate potential consumers if you’re running campaigns in a market rich with diverse cultures. By acknowledging and incorporating these cultural differences into your campaigns, you not only show respect for different cultures but can avoid the pitfalls of exclusion and maximise campaign reach and engagement with a wider audience.

The most effective way to approach this is by diversifying the cultural elements within your marketing materials. Perhaps you create a campaign that incorporates a multicultural narrative, target granular messaging to different areas or demographics, produce content by working with influencers with different cultural backgrounds or even offer products that cater to the specific tastes and traditions of different cultural groups.

It’s also important to consider timing; understanding when specific communities are most likely to engage with your brand, whether due to religious observances, social customs, or other factors, can significantly enhance the impact of your campaigns.



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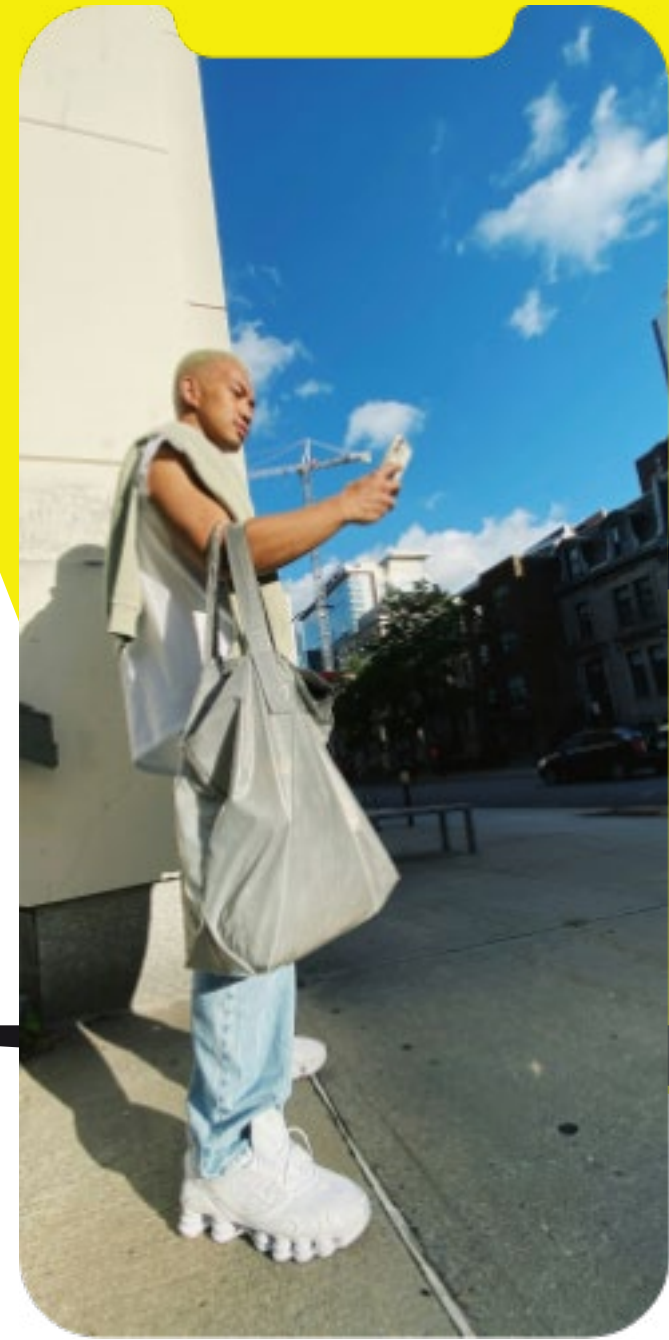


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LEVERAGE CONSUMER POWER WITH UGC

Encouraging user-generated content off the back of your influencer campaigns can extend the lifecycle of your brand's campaign capital and further increase the chance of sales. An influencer-led approach is an incredibly strong way to drive awareness and performance for your brand, but leveraging UGC elevates this, adding authenticity and broadening your reach.



By leveraging the influence of tastemakers and inspiring consumers to share their experiences, you can create a ripple effect, generating a wave of content that showcases your brand in real-life scenarios with real-life consumers. This authentic content resonates with potential buyers, building trust and driving them to make purchases. In fact, **73% of shoppers say that UGC increases their overall purchasing confidence**, making it a crucial element in guiding consumer decisions this Q4.

To keep the momentum going, actively encourage and promote UGC throughout your campaign. Highlighting customer content on your brand's channels not only builds community but also fuels continued interest and excitement around your products. This strategy gives longevity to your campaign and increases the chances of sales as more consumers are exposed to and influenced by the experiences of their peers.

START NOW

The Q4 commerce period is a highly competitive time which requires a lot of preparation and execution in order to stand out. To secure your brand’s position and maximise the potential of your influencer marketing campaigns, you need to start now.

Building strong relationships with influencers takes time, as can the process of content creation and approval. By starting early, you increase your chances of collaborating with the influencers who most align with your brand’s values and target audience. It also allows for flexibility in making necessary adjustments to content, ensuring what’s delivered resonates effectively with potential consumers.

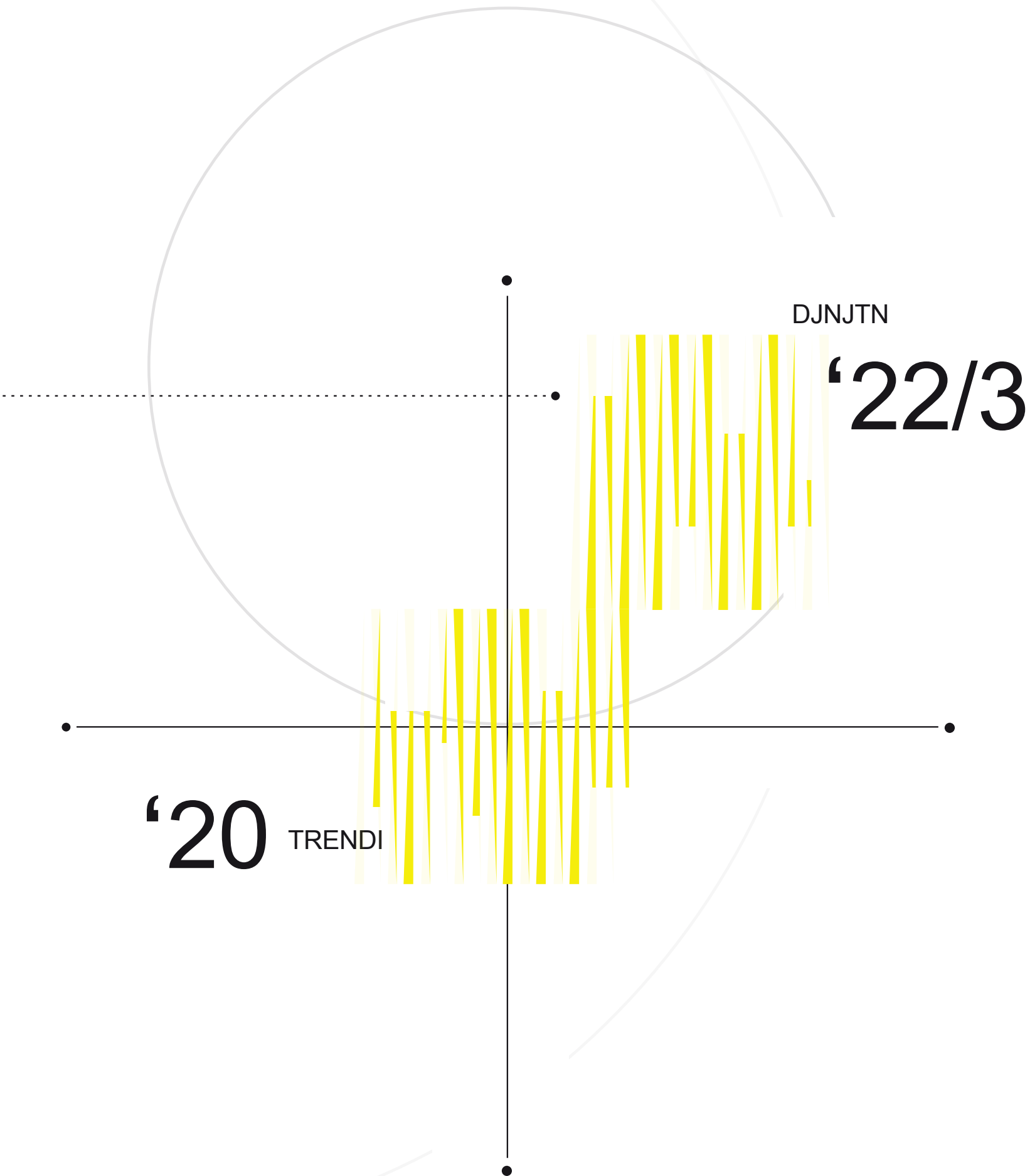
In today’s fast-paced digital world, capturing consumer attention is paramount. By launching your influencer marketing campaigns ahead of the competition, you can position your brand as a frontrunner in the minds of consumers as they begin their holiday shopping journey. This early visibility can significantly impact purchase decisions and drive sales during the peak shopping season.



By prioritising early planning and execution, you set the stage for a successful Q4 campaign that delivers **exceptional results**.

LET’S GET DISRUPTIVE

Don’t wait—start preparing for Q4 now. We’re here to help you turn your holiday season strategy into success. Whether you need support with the strategies outlined in this guide or have unique challenges to tackle, our team is ready to assist. Ready to take the next step? Get in touch and send us a brief today.



GET IN TOUCH

SEND US A BRIEF TODAY

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