



BLACK FRIDAY

Maximize Your Next 100 Days!



WHY THE NEXT 100 DAYS ARE SO CRITICAL



50%

of U.S shoppers say they will start holiday shopping earlier to avoid an item being out of stock and potential shipping delays.



With inflation and looming fears about recession, this year the online landscape will be more fierce. Getting ahead of the competition is imperative within the next 100 days.



ARE YOU

READY?





TRENDS & SOLUTIONS

Google predicts that there will be an increase of early-bird shoppers.

- 1** Prepare Early: Decide now how you will employ a holiday omni-channel strategy.
- 2** Utilize promotional offers to drive demand at “off-peak” times.
- 3** Convenience is key. Meet shoppers at where and how they shop.

E-Commerce shoppers will not only be looking for value, but also ease.

Source: Google





GET READY NOW!

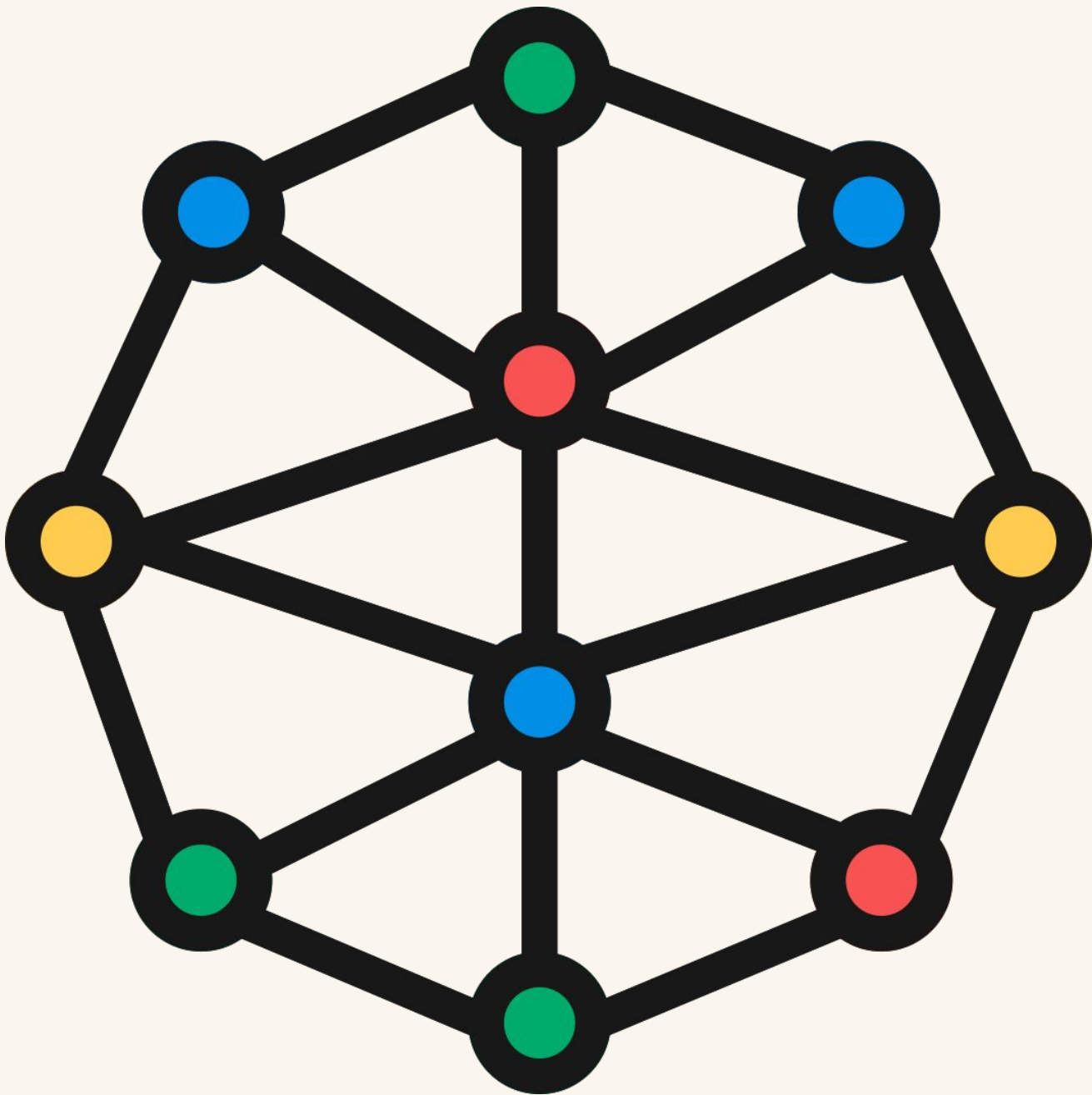
Get Free
Strategy
Session

Get Free
Digital
Audit





PROVEN HOLIDAY MEDIA STRATEGIES 2022



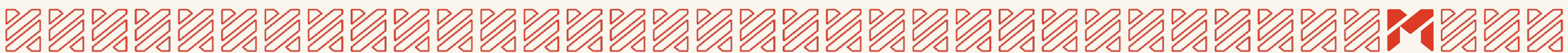
The volatility of consumer behavior requires an adaptive marketing strategy to ensure that your brand remains afloat.



Be the answer when they search and browse

1

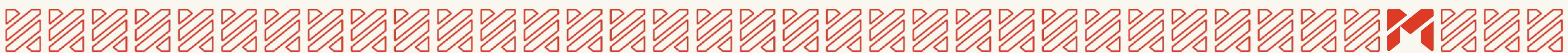
Employ a robust search strategy with responsive search ads, image extensions, and conquest competitor key terms.



Your store as a fulfillment center

2

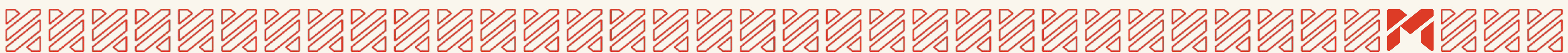
We predict that sites offering store pickup will see a 90% increase in digital sales over the previous holiday season.



Prioritize personalization and localization

3

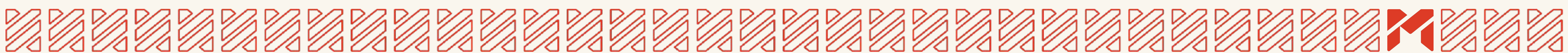
We predict that up to 15% of mobile orders will be through social channels.



Embrace a First-Party Data Strategy

4

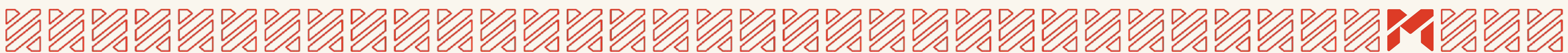
Brands that leverage first-party data achieve up to a 3x revenue lift and 1.5x increase in cost savings.



Staying ahead of the Competition

5

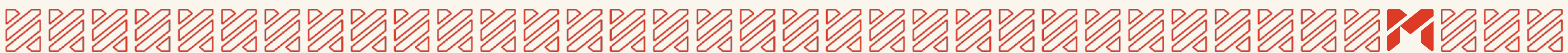
Focus on converting your current customer base into brand loyalists that are unaffected by the increasing competitor presence.



Maintaining a favorable CPA Despite Rising Ad Costs

6

Invest in brand-building tactics—this will place your brand in consumer mindshare so that it is sought for when consumers are finally ready to convert.



Communicate Distinctive and Relevant Brand Values



Analyze your customer journey and set up relevant messaging and offers that address each stage of their journey.





YOUR CHECKLIST

FOR HOLIDAY SUCCESS

- Ensure strategic planning of media budgets
- Conduct a comprehensive media mix analysis
- Conduct a thorough website audit (desktop and mobile)
- Think Mobile first in all strategic planning
- Analyze the competition and create conquest strategies
- Determine key audiences for each campaign
- Success measures and KPIs determined
- Social Media strategy and plans have been devised
- Email optimization and planning

ARE YOU READY FOR THE HOLIDAY SEASON?



WHAT NOW?



WHY MAX CONNECT





WE ARE A

DIGITAL POWERHOUSE

We drive the bottom line by helping your customers progress through every stage of their journey to purchase.

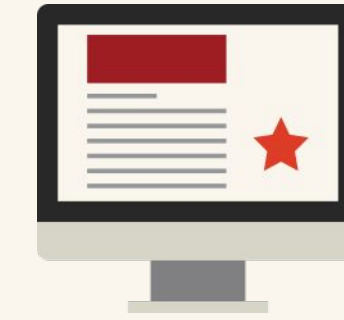
ABOUT US

Partner with an agency that demonstrates **leadership in brand and digital strategy**, new media, and audience development to drive new customers and sales.



WHAT WE DO

- We do **everything in-house** using our full-time, expert staff. Our agency is structured with 4 departments:
- **Digital & Traditional Media**
- **Strategy & Account Management**
- **Marketing Automation**
- **Creative**



Omnichannel Approach



High-Converting Audiences



Multivariate Testing



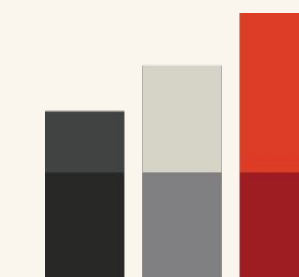
Dynamic Re-Targeting



Exclusive Industry Insights



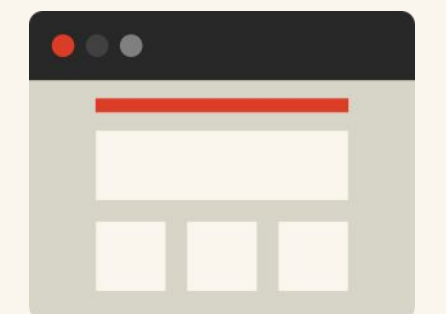
Campaign Optimization



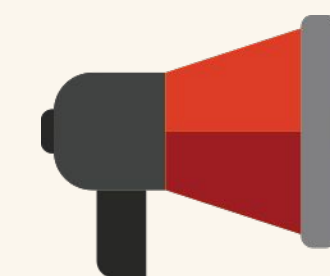
Strategy



Creative



Web Development



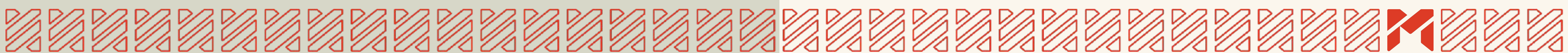
Email Marketing



Search Engine Optimization



Account Management

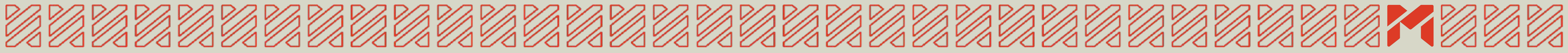




BOUTIQUE DIGITAL POWERHOUSE

As a **2022 Google Premier Partner**, we receive exclusive support from Google to ensure that your campaigns **maximize every marketing dollar.**

We combine extensive **real-time consumer data** sets with personalized and dynamic ads executed by digital experts—enabling our clients to achieve exceptional digital performance that exceeds industry standards.



MORE THAN JUST **INSIGHTS**.
INSIGHTS WITH ACTION.



kudos


CREATED BY  MAXCONNECT










WHY: Kudos was built with the goal of giving you better customer insights, and an easier and more effective way to analyze your digital marketing.

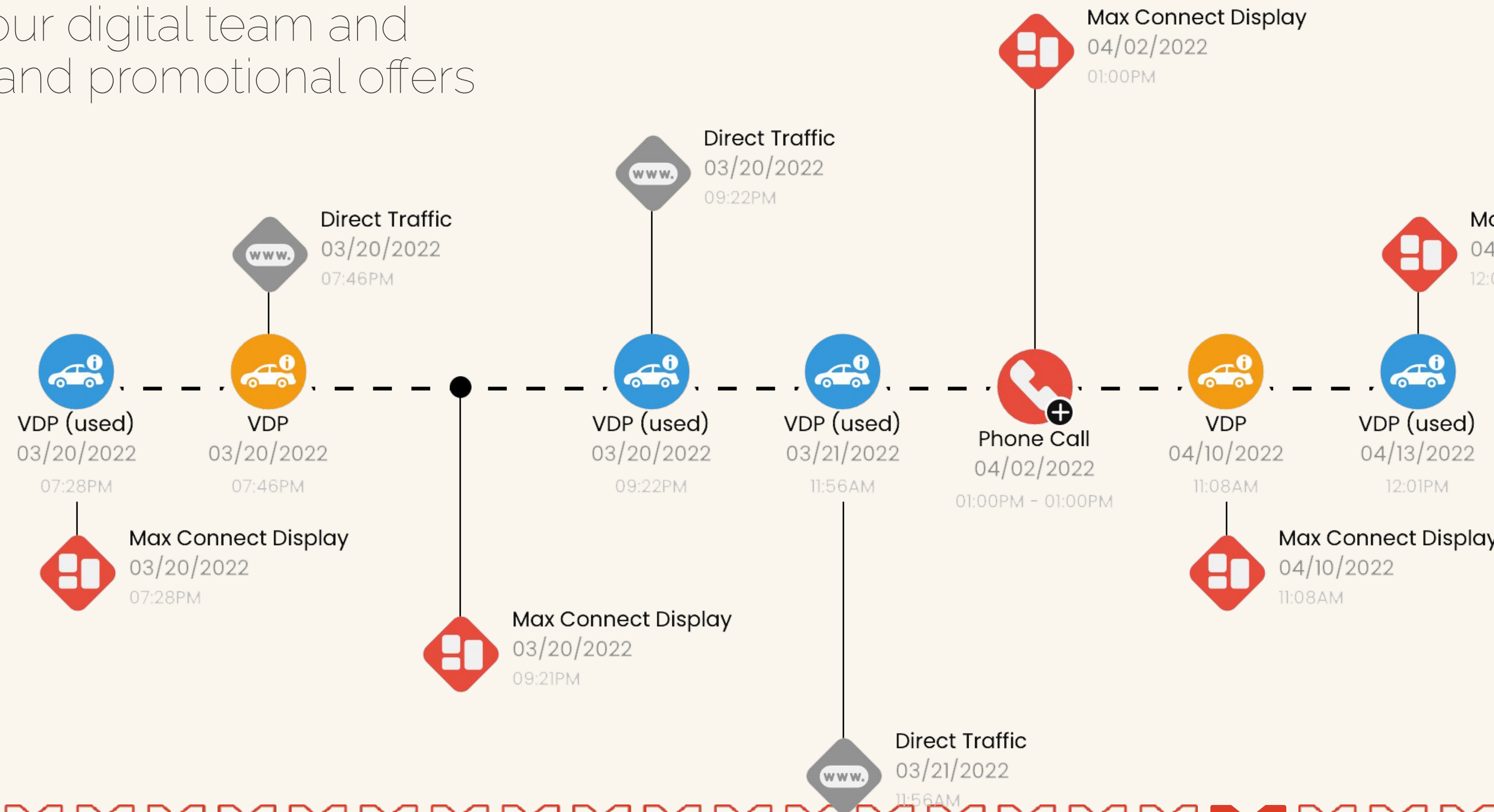
Kudos can **intelligently surface insights** around your ideal customer profile and the best channel mix based on customer interactions with your website. This allows our digital team and clients to know in real-time which creative and promotional offers are driving business outcomes.


ID: ...01.1641501341
Duration: **23 days**

Conversions:

- 
- 
- 
- 
- 

WEBSITE PHONE CALLS 04/13/2022





kudos

CREATED BY  MAXCONNECT

REAL-TIME INSIGHTS

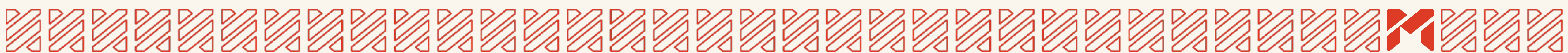
Kudos anonymously tracks and maps the customer journey, providing live updates on their conversion events. After logging into the platform, clients can see panels of these anonymized customers who have visited their site. Information such as conversion events, total time spent on the website, and touchpoints are all recorded and easily viewable within a customer profile.



DISCOVER BEHAVIOR PATTERNS



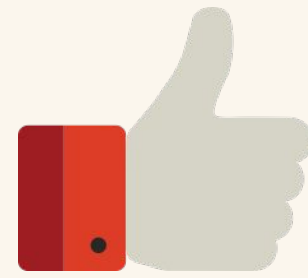
Kudos then analyzes thousands of customer journeys finding patterns on digital platforms, length of journey, average number of touchpoints per conversion and key geographies all aimed at improving your marketing.



MARKETING CHANNEL FOCUS



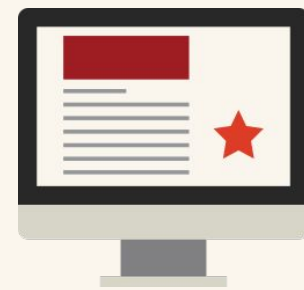
Search



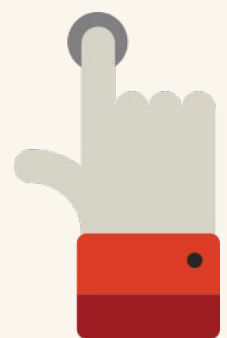
Social



Video



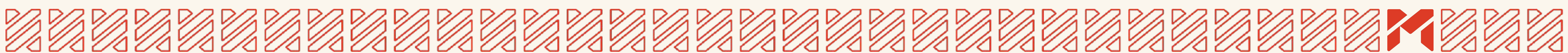
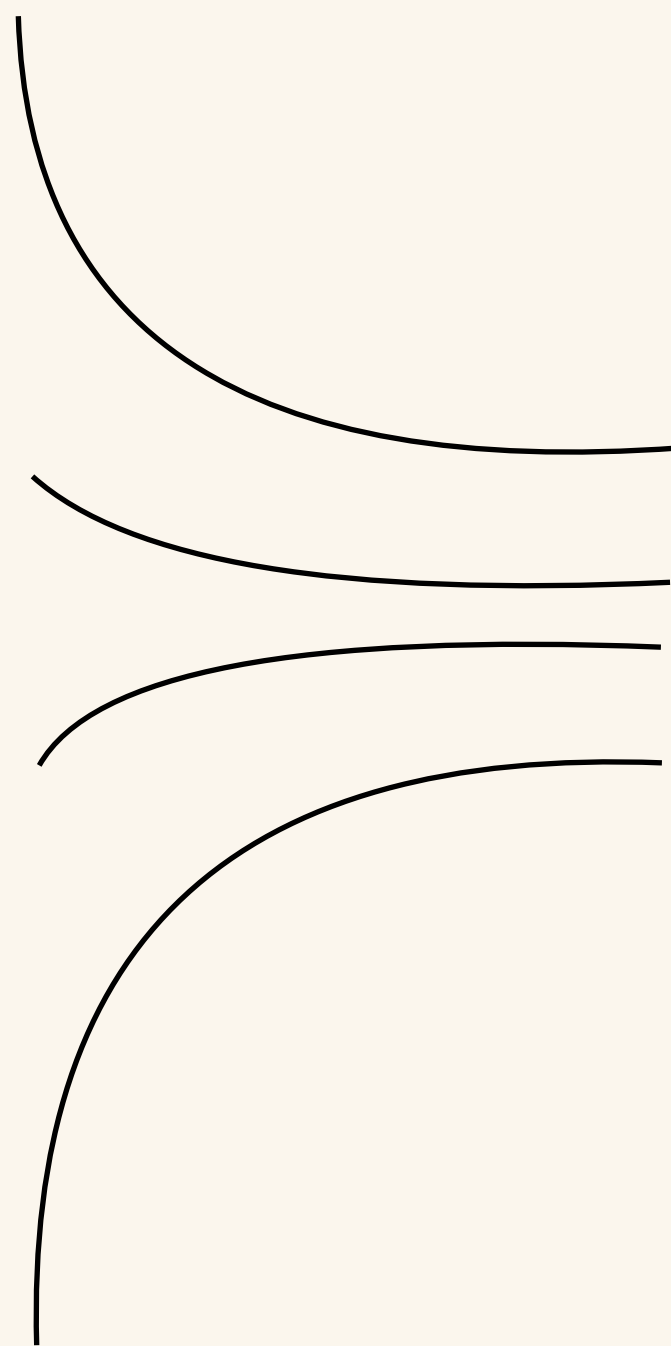
Display



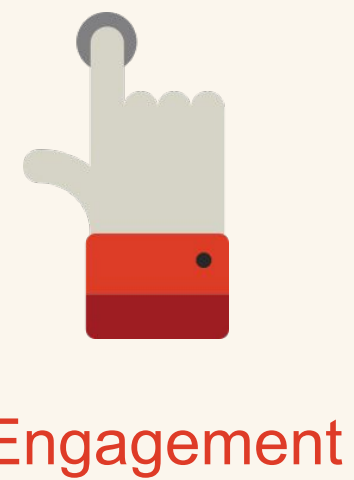
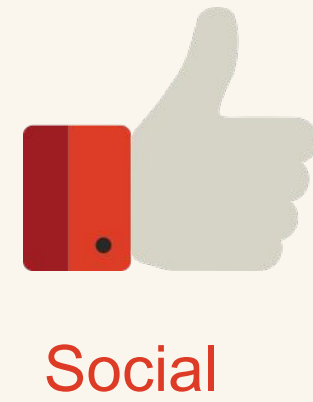
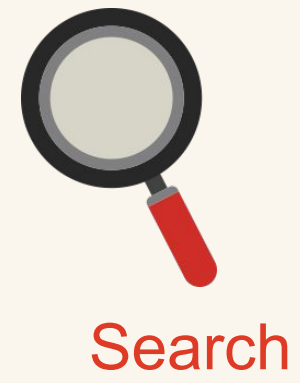
Engagement




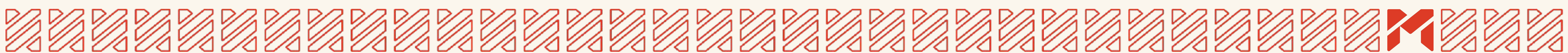
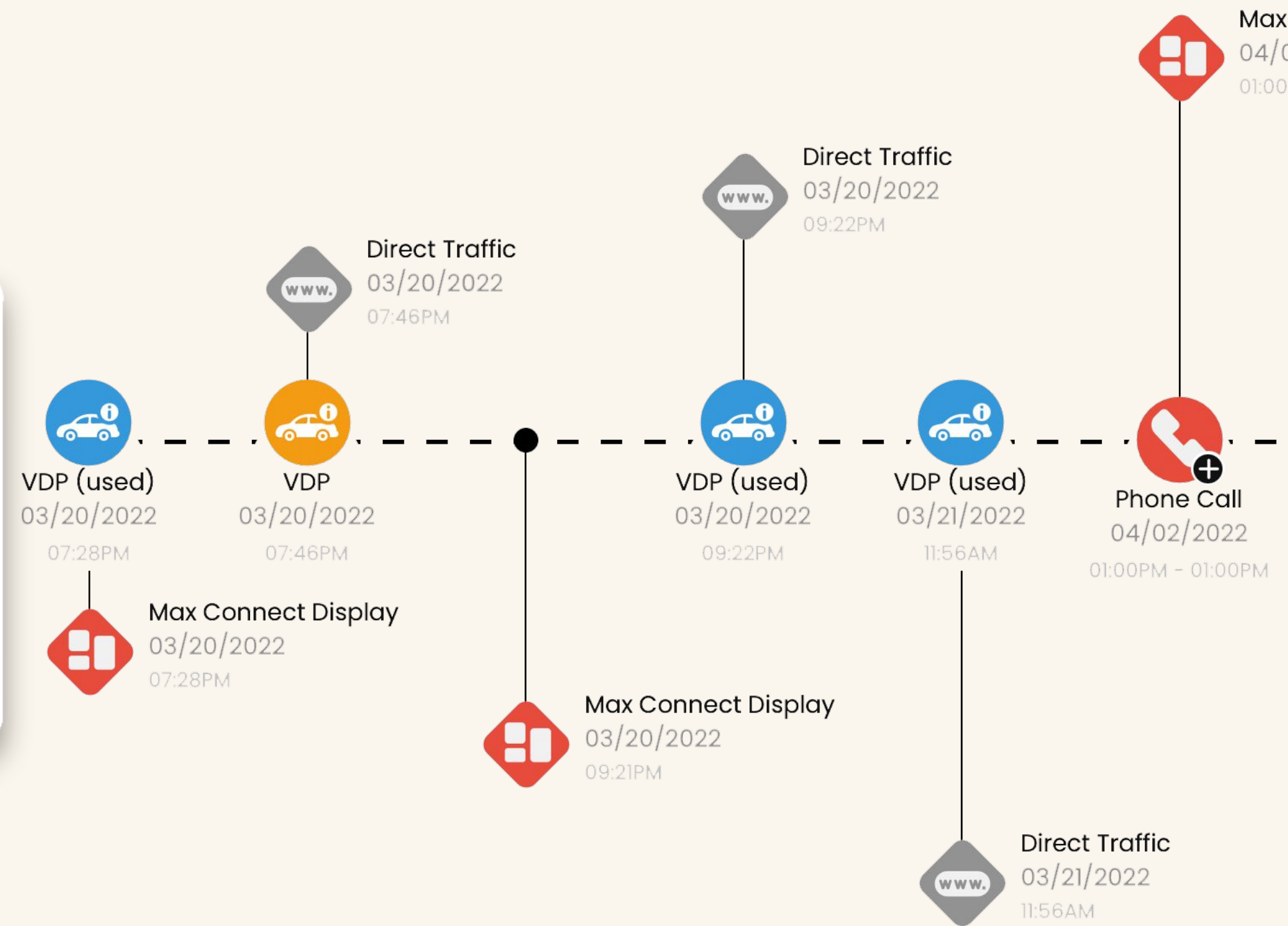
Creative Testing



CUSTOMER FOCUS




ID: ...01.1641501341
Duration: **23 days**



THIS PLATFORM WAS BUILT WITH THE
BUSINESS STAKEHOLDERS IN MIND, NOT
THE DIGITAL MARKETER.




kudos

CREATED BY  MAXCONNECT



Transactions	230	↑	255	(10.87%)
Add To Cart	8,650	↑	8,971	(3.71%)
Product Details	28,690	↑	30,260	(5.47%)



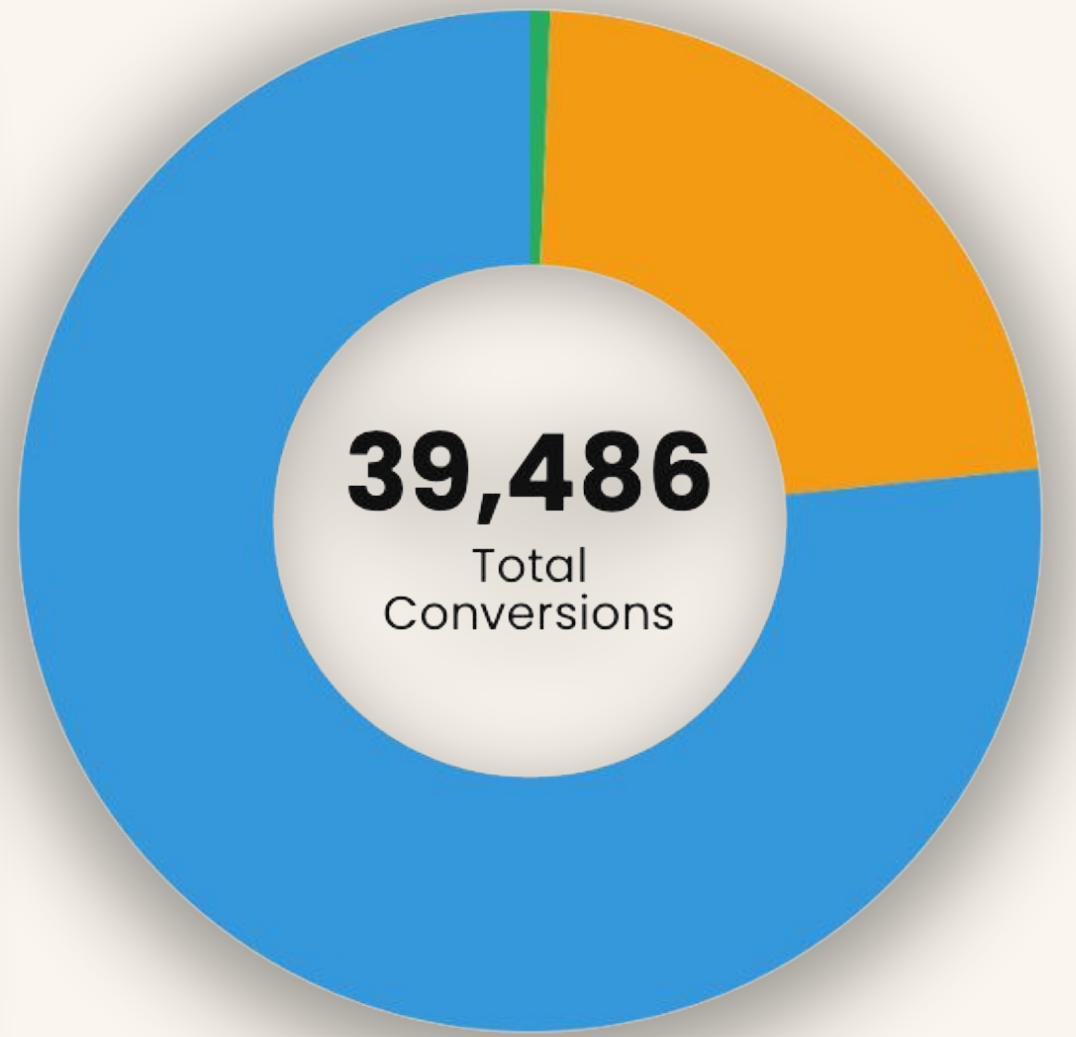


109
YOUR KUDOS SCORE

BENCHMARKS

100
MAX CONNECT

78
INDUSTRY

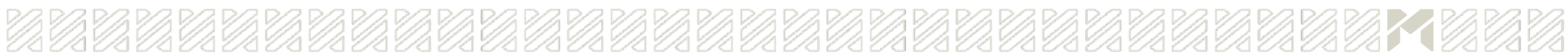


KUDOS SCORE

Utilizing our proprietary performance algorithm called the Kudos Score, our clients can **see** how their performance compares to their peers in real-time. Furthermore, our Kudos Score has predictive modeling built in to forecast campaign performance which allows our clients to adjust and improve the campaign before any additional marketing dollars are spent. Pretty cool, huh?



**The next 100 days are critical for rounding
off this years success. Take action now to
prepare.**



THANKS!

From the Max Connect Family

