



# *Holiday Campaign*

## — ANALYSIS —

3 Things Marketers Need to Know This Holiday Season



# Deep Dive

## INTO HOLIDAY MARKETING

Holiday is generally considered the battlefield for business to consumer (B2C) brands, but beneath the surface of deals and product-focused news there is a current of opportunity for business to business (B2B) marketers.

To uncover trends in this year's holiday marketing landscape – specifically how B2B and B2C companies increase awareness during this time of year – we conducted a study of holiday-related press releases, media coverage, and social media conversations on Twitter and Instagram from November 1 to November 10.

Not only do the results reveal a thriving conversation outside of consumer topics, but they also provide valuable insights into marketing strategy for brands looking to break through the noise this holiday season.





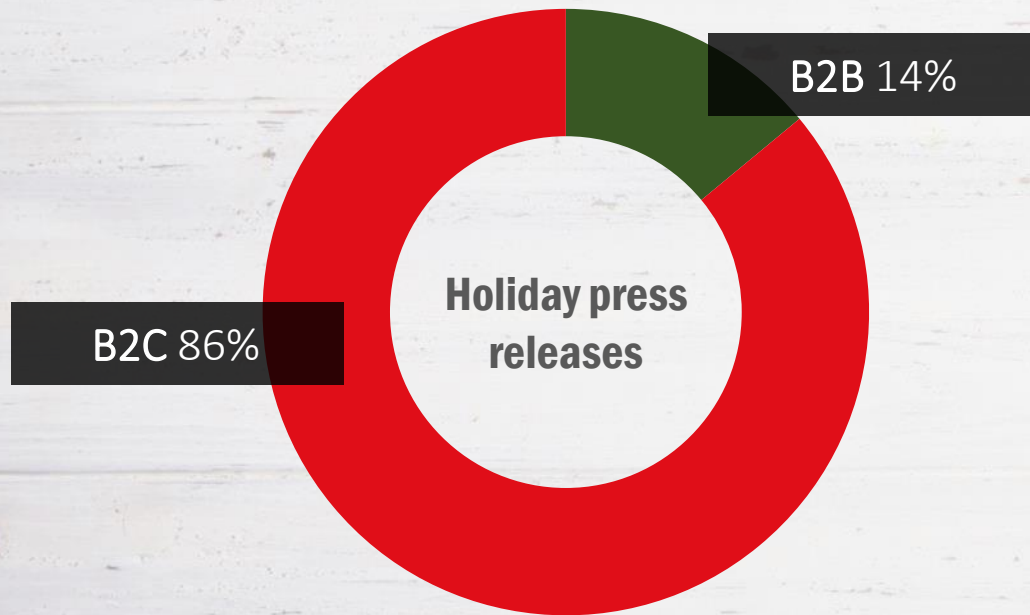


# *Media Landscape*

## ANALYSIS

# HOLIDAY IS NOT JUST FOR B2C MARKETERS

Come one, come all.....



*About 15% of the holiday press releases were published from B2B companies.*

## Holiday press releases by industry

- 1 Retail
- 2 Travel & Tourism
- 3 Food & Beverage
- 4 Nonprofit
- 5 Retail (Restaurants)
- 6 eCommerce
- 7 Financial
- 8 Technology
- 9 Services
- 10 Clothing/accessories

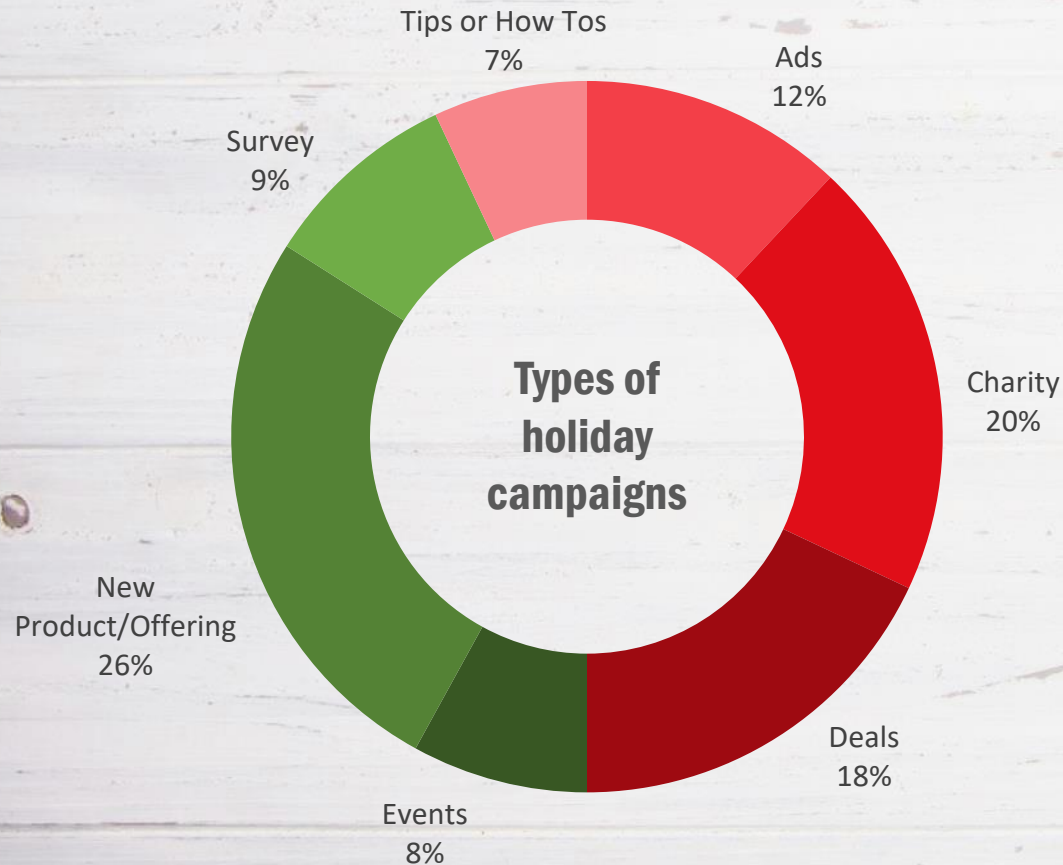
*Looking at industry breakdown, it is unsurprising that retail, travel and tourism, and food and beverage appear to be the top industries that launch the most holiday campaigns. Outside of this trend, however, our analysis reveals B2B segments like non-consumer tech and services are carving out a notable portion of the holiday conversation, too.*



# CHARITY IS A CORPORATE PRIORITY

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Outside of product and service offerings during the holidays, charity is the second most popular campaign among both B2B and B2C marketers.



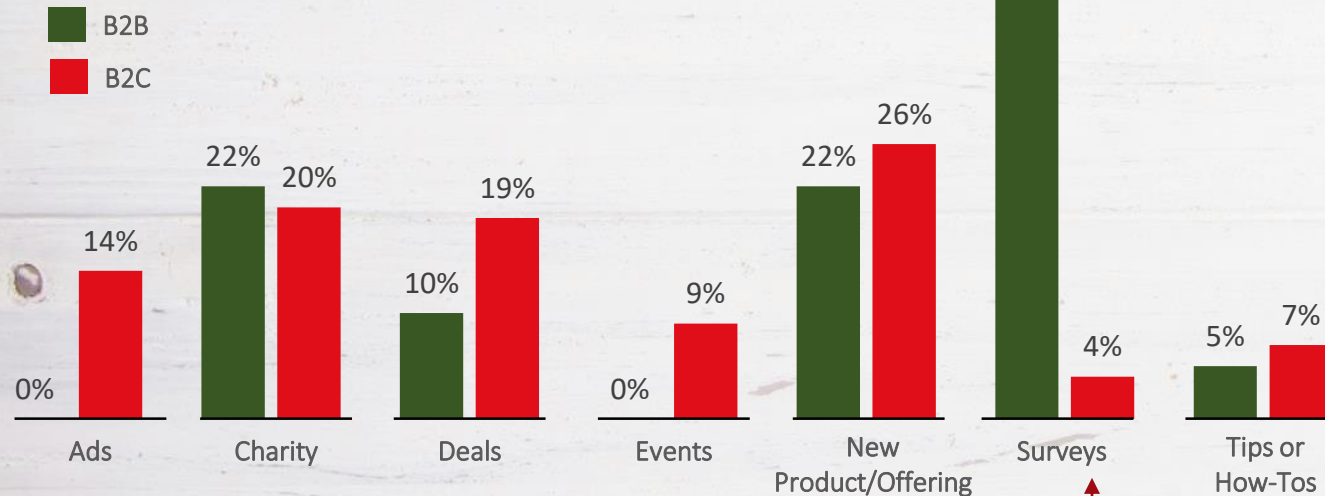
*Collaborating with causes and organizations brands believe in is an important, rewarding step. Such charitable initiatives not only support those in need, but the partnerships highlight company values and open doors to new holiday-focused conversations.*

# NO NEWS FOR THE HOLIDAY? CREATE SOME!

Get creative in order to harness the conversation.....

Not all companies have hot deals or new products to tout. Interestingly, for B2B brands, surveys are the most adopted media tactic to break through the noise during the holiday season.

Types of holiday campaigns



*To create a successful survey, keep in mind the importance of unexpected and meaningful data. Consumers and media alike have likely heard ad nauseum about the hottest tech this year, so enlighten them about something different. What motivates customers or clients? What concerns or factors are driving industry change? These are some of many questions that can be answered by taking the pulse of a brand's audience.*

In addition to deals, survey data is one of the most popular topics that media like to cover during the holiday season. About 3,000 stories to date are related survey data.

# WHEN IT COMES TO HOLIDAY DEALS....

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Social media is the gift that keeps giving

There are nearly 4 million posts on social media talking about holiday and shopping is one of the most popular topics.

## Top Twitter Hashtags

- 1 #Christmas
- 2 #Thanksgiving
- 3 #giveaway
- 4 #ad
- 5 #holiday

*Brands can get involved by incorporating trending hashtags in posts to further embed their content into the ongoing narrative. Amplification of deals and news over social media is a surefire way to increase impressions and expand reach.*

## Top Instagram Hashtags

- 1 #holiday
- 2 #christmas
- 3 #holidays
- 4 #travel
- 5 #thanksgiving





## NOW THAT YOU'VE CHECKED THIS LIST TWICE...

Though we are well into the holiday season, B2B and B2C marketers can still capitalize on this invaluable opportunity to get involved and reach key audiences. Given the consumer-focused nature of the time of year, however, B2B companies may need to think even more strategically to execute a successful campaign.

By taking a tailored approach – focusing on what unique perspectives and services a brand can offer – marketers are more likely to reap the benefits of holiday-focused campaigns. Just as consumer brands emphasize product and services, B2B companies can pave the way with insight, corporate leadership and a little creativity.

To learn more about Airfoil's approach to research and measurement and incorporating these important elements into your communications and marketing programs, [connect with us](#).





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