

## HTTPOOL'S FESTIVE DIGITAL MARKETING INSIGHTS - THE GIFT THAT KEEPS ON GIVING

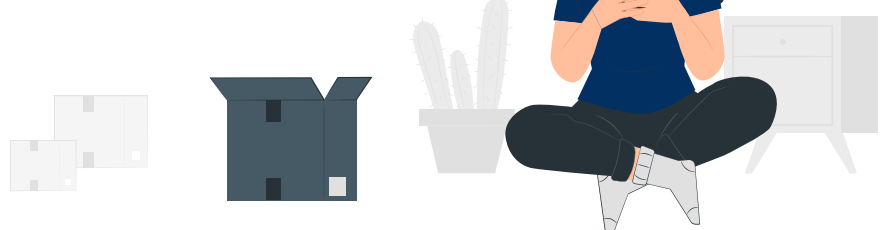
With the holidays just around the corner, businesses everywhere are refining their marketing strategies to ensure maximum exposure and customer attraction this season. But as a result of COVID-19 many brands' preparation has gone awry, with the pandemic significantly impacting customer behaviour, from in-store footfall to online shopping habits.

Even though the economy is finally seeing some normality, most people are still preferring to shop online in fear of a third pandemic wave.

In which case, digital marketing has really hit the nail on the head, having the highest impact with consumers. But if digitalisation is not your area of expertise, have no fear, Httpool is here. This paper explores some of the most effective digital marketing techniques for gaining traction and dominance throughout the festive period.

### Start planning now to make the most out of these key shopping moments

Peaks	Dates	Where
10/10	10th October	APAC
11/11	11th November	APAC
Black Friday	26th November	APAC
Cyber Monday	29th November	APAC
12/12	12th December	APAC
Victory Day Sale	16th December	Bangladesh
New Years Sale	December	APAC



## Understanding the Festive Market

The Festive season is fundamental for businesses, India and the world over. It's a time for people to come together, celebrate and take a step away from ordinary life. Especially in the time of online media, celebrations have risen above societies and lines, with brands everywhere participating in worldwide discussions, securing them a spot at the table.

Being a showstopper this season has significance in many areas of business including building customer relationships, data evaluation and of course, sales. After all, the more noticeable and memorable your brand is, the better the scope.

2020 saw brands confronted with a situation and struggle never seen before. Advertising during a pandemic was definitely not without its difficulties, but be that as it may, the climate in 2021 is certainly more hopeful. Crowds today are excited to move forward and ready to devour content, seeing them through to the other side of the pandemic.



*Digital channels will be crucial for the journey: ~80% of consumer journeys will be 'digitally' influenced, and 77% of pandemic journeys will involve amazon.in (Source MMA, GroupM and Amazon Advertising, Festive Playbook, 2021)*

However different as the nations in APAC may be, everybody agrees that the year's end is an ideal opportunity to assemble with loved ones, anticipate the year to come and shop your heart out. And with APAC customers cell phone utilisation at an all time high, digitalisation is make or break for your brand this season.

**Marketers should examine advanced promoting patterns during the current year.**

### 1.Keep content interesting

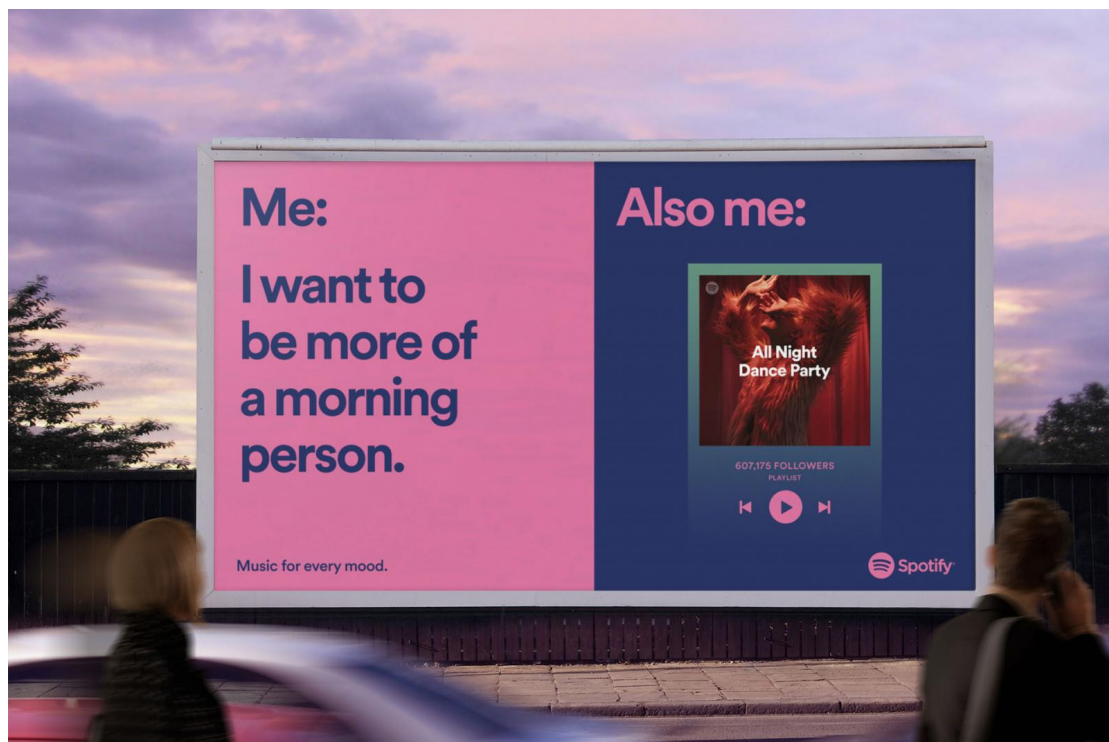
Intelligent and interactive substance is always a crowd pleaser when it comes to content. At this time of year, consumers are looking to participate in the festivities through web-based media intelligence. So, eye catching and attention grabbing content is where you should be investing this season. Think competitions and giveaways, the possibilities are endless. These strategies are rich in benefits with intelligent content proven to drive website traffic and build brand awareness. With intelligent content enabling advertisers to improve communication and boost sales, it should be a big focus in your strategy.



Social media is already jam-packed with intelligent features with businesses able to like, share, retweet and send direct messages to users - and that's only the tip of the iceberg! When it comes to social commitment and investigating KPIs (Key Performance Indicators), perhaps the most significant driver is the content's quality and circumstance. This is why you have a committed area where the entirety of your past and future content lives to measure which posts are resonating most with your audience. The key to creating memorable and exciting content is understanding the style, brand and voice that carries the most impact with your users.

“Interactive content just happens to be the new and improved way to interact with customers. It's about establishing a two-way conversation. Prospects and customers decide what content to consume, how and when they want to.” --Lee Odden, CEO TopRank Marketing.

Spotify, one of the world's largest music streaming services, took a creative approach by offering a quiz to users throughout the day. This functioned as a 'Mood Quiz', matching users with a playlist based on their current mood - simple but genius. This strategy was extremely effective as it provided personalised results based on a user's mood at that specific moment in time. This worked in real-time, providing an instant playlist link to listeners. And for Spotify, this was especially impactful as it perfectly aligned with their company tagline, “Music for every mood”, inspiring new ways to get creative when promoting your brand and products.



## 2: Influencer Marketing

With short-form media on the rise, it's no secret our attention spans have shrunk so, it's vital for advertisers to embrace fast growing formats such as Instagram Stories and Interactive Ads to communicate intriguing messages. Brands should use influencers as authentic voices in marketing messages such as new product releases, brand building, and purchase conversion this season. For this strategy, Facebook and Instagram have become the go-to platform for influencer and brand collaboration due to their natural and casual nature.

With the persistent socioeconomic divide, marketers must use new technologies like Augmented Reality to creatively bring the in-store experience to life and aid consumers in purchasing decisions.

## Marketers and creative teams require new innovative strategies.

The rise of mobile users provides new opportunities for marketers and creative teams to bring storytelling to life, making it more engaging and interactive for the audience, enabling marketers to make greater use of mobile marketing. To attract new customers, communicate strong brand stories, engage customers on the platforms where they spend the most time, drive commerce, and create brand experiences, mobile is the way forward. Consumers' preferred gadgets and platforms for accessing content are evolving and as a result, the way we tell the stories must also change!



### Leveraging Facebook for crafting Influencer Marketing Strategies By Aatsi Desai Jasani Facebook Creative Agency Partner Lead, Httpool APAC

*The festive season is here, and this is when people create joyful moments with friends and family, and positive indulgence can be anticipated. The pandemic has resulted in a massive digital acceleration and shoppers are more likely to be high spenders online. It's also a time for people to explore new products, and for brands this is the opportunity to spark connections and help drive discovery. Creators are a natural vehicle for driving word of mouth discovery, creators bring an authentic voice to a brand story and they are even more influential when they demonstrate a unique perspective, style or approach in their storytelling.*

*So what should be the right approach? Start with the right objective - whether it's driving your product sales, refreshing your brand or making your brand more relatable. Next, you need to engage with a creator whose personality aligns with what your brand stands for and can amplify the message or bring their style and perspective to the content. Once you have briefed the creator, make sure you give them the right stage to express authentically. The video format gives them ample space to engage effectively - ranging from short bursts of entertainment in the form of stories and reels or deeper, longer interactions like LIVE and IGTV. When creating live experiences with creators, consider demoing best sellers and creating a sense of urgency by launching flash sales. Take this up a notch by transforming live content into short videos and using collection ads for retargeting the viewers.*

*Empower your creator by putting them in the spotlight and letting them express their authentic self. They can do more than just introduce the product - the story being told is equally essential. People are drawn to creators because they are perceived to be more relatable. You can consider the creator showcasing the use of the product or even giving people a glimpse into their life. In addition, Facebook's branded content tool allows advertisers to turn creator posts into ads, combining creator authenticity with Facebook's powerful targeting and optimisation capabilities to reach people beyond the creator's followers.*

*Creators bring new meaning to your brand or product, but only when you give them the freedom to do so.*



Being aware of current and forthcoming Influencer Marketing trends can help you design an effective strategy, reaching out to relevant audiences and generating ROI for your company. The beauty of influencer marketing is that the return on investment (ROI) can be calculated and tracked to determine the effectiveness of any influencer-driven campaign so you know exactly how much bang you're getting for your buck.



### 3: User-Generated Content

Going decades back, 'word of mouth' used to be the best-trusted source when it came to purchase decisions. And in a way it still is, but the context in which we see 'word of mouth' has completely changed. Thanks to the internet, we are more connected than ever before with positive or negative opinions online reaching people all around the world. 'Word of mouth' is contagious, and a positive 'word of mouth' helps increase sales revenue if appropriately amplified. Unlike earlier, the modern "word of mouth" is measurable & trackable if done digitally.

While UGC may be used effectively across the consumer journey, the product page is one of the places where it has the most significant influence. [Dune London](#) noticed this after featuring shoppable Instagram photographs of real consumers wearing and adoring their items to their website. They discovered that sales increased by 82% when customers interacted with UGC.



UGC gives customers a more authentic purchase experience but, you're still a marketer at the end of the day. Content that criticises or attacks your brand should be considered but not disseminated widely. Keep a close eye on your submissions and employ only the highest quality pieces of user-generated content in your marketing initiatives.

User-Generated Content (UGC) is the most curiously genuine way in which a brand can gain traction on social media platforms. It's as organic as it comes and shows how your brand is perceived in the eyes of your customers, utilising this way of marketing has compounding benefits. But what is user-generated content? Let's find out.

Formats such as Instagram Stories and Interactive Ads to communicate intriguing messages. Brands should use influencers as authentic voices in marketing messages such as new product releases, brand building, and purchase conversion this season. For this strategy, Facebook and Instagram have become the go-to platform for influencer and brand collaboration due to their natural and casual nature.

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#### **What is UGC?**

When a piece of unsponsored content is created and shared by a user on their social channels, it falls under the umbrella of user-generated content. If a customer is satisfied with your product and shares this online via a tweet, instagram post or a review, you have built yourself a loyal fan. But, it doesn't stop there, by strategically utilising UGC content, you could convert this one loyal customer into thousands - the possibilities are endless.

What are some types of UGC?

- Social Media Photos
- Unboxing videos
- Blog Posts
- Customer Reviews

#### **Why UGC?**

The modern marketing world has realised the true value of UGC. Product reviews are driving sales and influencing consumers online, with 79% of people revealing user-generated content highly impacts their purchasing decisions.



### It helps build trust and authenticity for the brand

As per reports, customers are 2.4 times more likely to believe user-generated content over celebrity endorsements. These are real people and their content appears more genuine and authentic, helping brands to gain trust with significantly less expenditure. 'Word-of-mouth' is still considered amongst the topmost means of selling products, and according to statistics, 70% of people buy products online based on reviews and opinions.



### It helps create a sense of community

When a brand involves its followers while making decisions, they feel a sense of belonging, investment and are willing to contribute. For instance, the CEO of Airbnb, Brian Chesky, tweeted asking his followers about the brand's new launch. The tweet went completely viral with people all around the world commenting their suggestions and ideas. This simple idea worked wonders for the brand which went on to launch based on customer feedback.

For image sharing, Twitter is a fantastic medium. It operates similarly to Instagram in that the visuals speak for themselves. Consider using this medium to establish a live Twitter feed for real-time coverage and to retweet UGC. Using Twitter in this manner also allows you to make use of relevant hashtags.

Social media platforms can be divided into two major categories, close friend and public Platforms. Close friend platforms like Facebook and Instagram are very “look at me”, they’re dominated by people showcasing their personal life, travel diaries, birthdays and everything in between. In comparison, Public platforms like Twitter are very “Look at this”. Although there are elements of personality on these platforms, most of the content is derived from users' opinions on world events, news and politics, making the discoverability of your opinion far more likely on public platforms. And that’s why Twitter has become one of the leading platforms globally for sharing “look at this” information. According to Trendkite Digital PR, over 45% of media articles featured citations from Twitter over the Christmas period and 57% during the Grammys.

So whatever is happening in the Twitter-sphere, there’s a high chance it will be picked up by the media. Which is why as a digital marketer you should consider Twitter as a main part of your content strategy.



*Leveraging Twitter for UGC marketing -  
A perspective by Devinder Sharma, Twitter Partner Director, Httpool Indonesia*

### *How can you utilise UGC?*

- **Encourage your audience to participate**

*Create campaigns, contests and hashtags that enable your brand followers to participate, helping to build interest while the customer engagement rate accelerates. #PutACanOnIt is a brilliant campaign example run by Red Bull on Twitter. A photographer tweeted a photo of a Red Bull with a Mini Cooper. The brand shared the post and asked people to share their creative versions of #PutACanOnIt, the campaign went viral and became one of the best examples of utilising UGC on Twitter.*



- **Collaborate with your audience**

*If a customer has tweeted about your brand, reshare it from your handle and engage in friendly conversations. Not only does it become a moment of delight for the customer, but it also fosters their loyalty to your brand. When other customers realise that your brand is resharing content created by customers online, they follow suit. As per reports, 51% of consumers are more likely to engage with your brand if you have engaged with their content. National Geographic, for example, has a program called “Your Shot”, where they encourage photographers to contribute photos with the chance of being featured in a collated story on their website.*

- **Seek permission and credit the creator**

*Using someone else’s content without permission isn’t fair, even if it is a primary picture. Contacting the creator and seeking permission to use their image, video or reshare their tweet is a best practice that every brand must follow. Not only does it show that you care about your followers, but it also helps you stay away from any copyright concerns.*

- **Create and be consistent with a specific Hashtags for UGC**

*While designing your content strategy, ensure you create a dedicated hashtag for all activities revolving around the UGC elements of your strategy. Not only is this easy to track, but it also builds a more robust brand recall.*

*With the constantly growing scope of virality on social media, the options of connecting with your users are becoming more comprehensive by the day. How any brand does it, it’s their prerogative, but setting specific user-generated goals is the future of effective marketing online.*



#### 4: Short-form Content

The world is becoming increasingly mobile. People are constantly using mobile devices to access the internet and it's expected long-form content may suffer as a result.

A 5,000 word blog can be read on a mobile phone with ease. However, due to the way people use their phones, it is not always perfect. People may read on their way to work, during their lunch break, or while sipping a cup of coffee. It's all too easy to put off reading a long post in favour of something you know you'll get through quickly.

There is more content to consume than ever before, and with new content being developed all the time, we have to be selective about what we read. So, in the fight for users' attention, short-form content is always more tempting. Short-form information is more likely to be shared, it stands out from long as it promises more value in less time, and in the modern world, this is exactly what users are searching for.

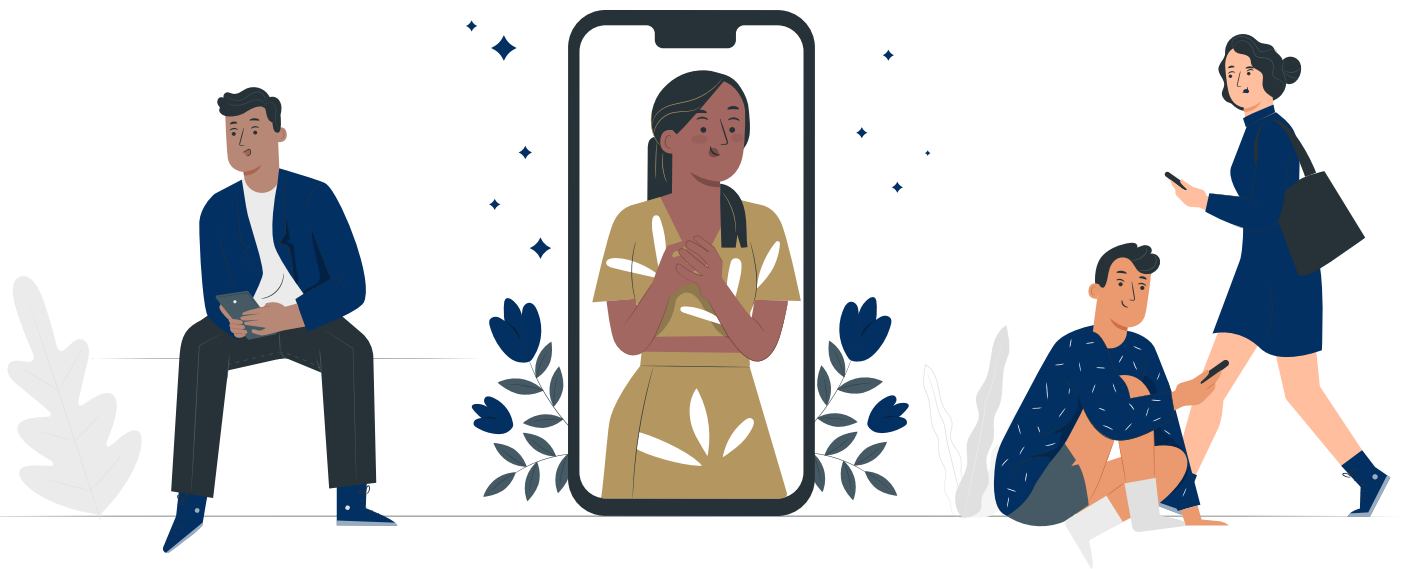
People enjoy sharing content with their friends and acquaintances that are useful to them. Even something as basic as a humorous photograph might garner a lot of attention. Readers will want to share short information that is interesting, valuable, and only takes a few minutes to read.

TikTok has taken the world by storm, causing substantial upheaval in the social media landscape. The app's brief digestible content has drawn in many users, with its 15 to 60 second style particularly appealing to people under the age of 40. TikTok is shaping the industry across the globe by enabling businesses of all sizes to build a native presence, reach a new audience and drive results through its creative ads solutions. A Marketing Science Global Authenticity Study, conducted by Nielsen in Southeast Asia in April 2021 for TikTok, revealed that 91% of its users found the content on TikTok to be unique or different from that of competitors.



**TikTok- What it means for marketers?  
A perspective by Hem Sopanha, Country Lead, Httpool Cambodia**

*TikTok is a platform centered around creativity and joy. This UGC platform allows its users to express themselves through innovative effects, tools, music choices and more. Because of its unique feel and unmatched personalisation algorithms, TikTok appeals to the individuality of its users with trend-setting user-generated content. It's a very welcoming place to be, especially for millennials. On TikTok people are free to express themselves and determine the way they would like to be interacted with, seen and respected online which creates a powerful opportunity for brands to appeal to their customers with a personalised experience. The trend they follow, the choice of song, and the kind of effect they select are all part of who they are. Brands can leverage this to personalise their experience with each individual user. And because TikTok is a UGC platform, there's that great advantage that brands may not need to run ads if they get creative with their content. As the saying goes, "Don't make ads. Make TikToks".*







The social media landscape has and always will be a competitive space, and the rise of TikTok has sparked inspiration for YouTube and Instagram. To ensure they stay on trend, the platforms have released their own new features, mirroring the TikTok style, Shorts and Reels.

AR effects, speed controls, and the opportunity to align multi-clip films for better transitions are just a few of the creative options available in Reels.



## 5: Video Marketing

Video is an invaluable tool when it comes to increasing your company's brand awareness, and it belongs at the very top of your marketing funnel. After all, what's better than a short and engaging video in a world where information comes at us faster than a Vin Diesel movie?

Incorporating video into your marketing strategy is a practical and straightforward approach, boosting conversion rates, improving SEO, and engaging mobile consumers. So, how can Brands ace video marketing this festive season?



**Pankaj Jain, Partner Director, Native, Httpool India & SEA.**

*"With digitalisation and consumption of online video content increasing, brands are now taking digital platforms as seriously as TVC. Even more so because of the precise targeting options that are available online. This brings us to the most important aspect, messaging. Creativity will drive the success of any video campaign, since rewatching is no longer a hurdle with increasing numbers of online users, and at the heart of creativity is a clever script and a clear message. Brands taking the D2C (direct to customer) route may find more conversations are generated around them compared to the rest. Some evolved metrics playing a more significant role are viewable completion rates and engagement rates", states Pankaj Jain, Partner Director, Native, Httpool India & SEA. It's no secret that digital marketing is redefining growth for brands across numerous sectors globally, and as the world adapts to the new normal it's vital for brands to incorporate digital strategies into their marketing plans.*