Holiday Program Content Recommendations

Reasoning for Recommendations

Goal: Make smart strategic changes where appropriate.
Not looking to blow it up and rework the entire program.

- Data shows some content isn’t trending well in terms of views
- Alignment to industry calendar
- Flexibility to capitalize on opportunities (new trends, newsworthy items, etc.)
- SEO alignment
- Lots of data and guidance, but needs more fun
- Earlier Creative Team direction/theme

Pillars and Derivatives

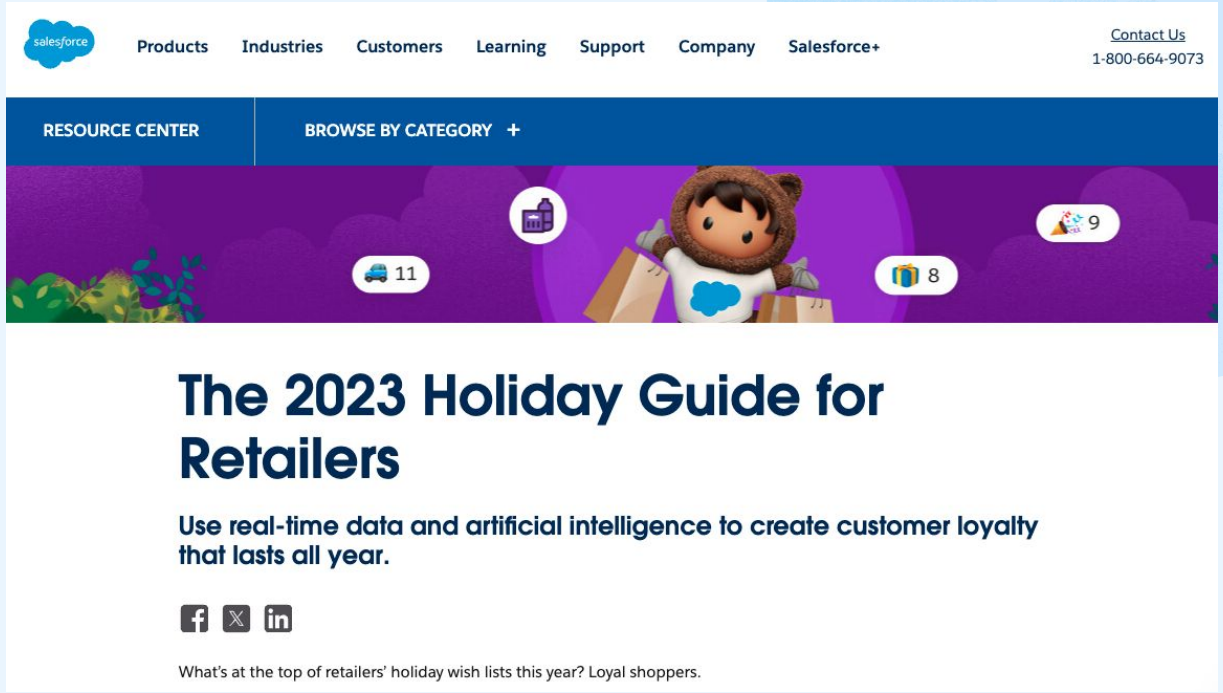
Pillar Asset: Holiday Planning Guide

FY25 Recommendation:
With views, CTA clicks, and form fills greatly decreasing in FY24, we're recommending a fuller update (to last two years):

- Chaptered to long-form article
- Theme/tone change - The Retail Holiday Planning Guide to Creating Life-Long Holiday Memories for Shoppers
  - Focus on Data and AI to personalize all the aspects of holiday shopping
- Re-evaluate results in FY26

Derivatives:

- **Blogs**
  - **May:** Customer (TBD) POV on their holiday planning journey
  - **June:** Holiday Predictions Blog
  - **August:** How to Infuse AI into your Holiday Promotion Planning
  - **Sept:** Take the Next Step with E-commerce for the Holidays
  - **Oct:** Use AI to Make Last Minute Cyber Week Planning Changes



Other Channels:

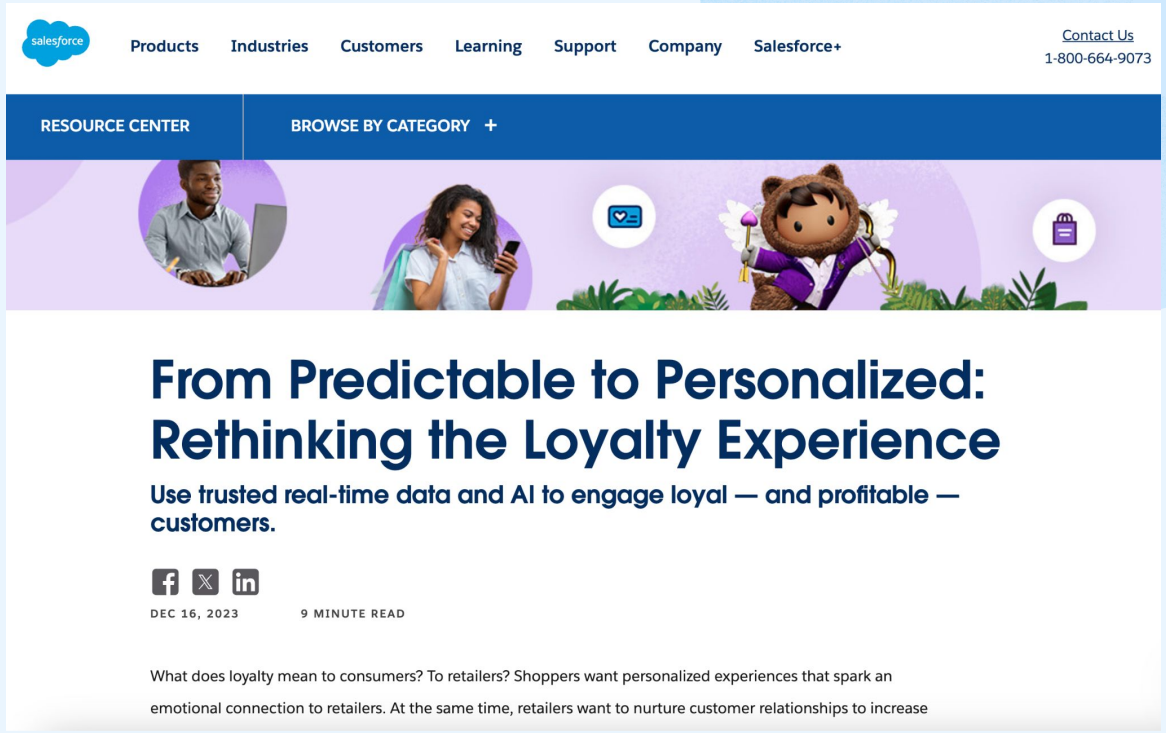
- **Social**
  - LinkedIn Newsletter Topics:
    - Holiday Predictions
    - Retail Media - Take advantage of holidays
  - Organic/Paid posts
  - Opportunities for Video?
- **Webinars**
  - Holiday Predictions
  - How Retailers Are Using AI for Holiday Planning
  - Retail Media Opportunities

Pillar Asset: Loyalty Guide

FY25 Recommendation:
No data yet from FY24 update, but recommend light updates only in FY25.

Derivatives:

- **Blogs**
  - 5 Predictions for Retail in 2023: See What's In Store
  - How to Use your Holiday Data to maximize the whole year (New)
  - Stop Looking for New Customers – Your Existing Ones Are a Gold Mine (Q1 Update)
  - Cyber Week Won the 2023 Holiday Season – Driven by AI and Value Shoppers (All Wrapped Up)
- **Social**
  - LinkedIn Newsletter
  - Organic/Paid posts
- **Webinars**
  - Your App Is Your New Loyalty Card

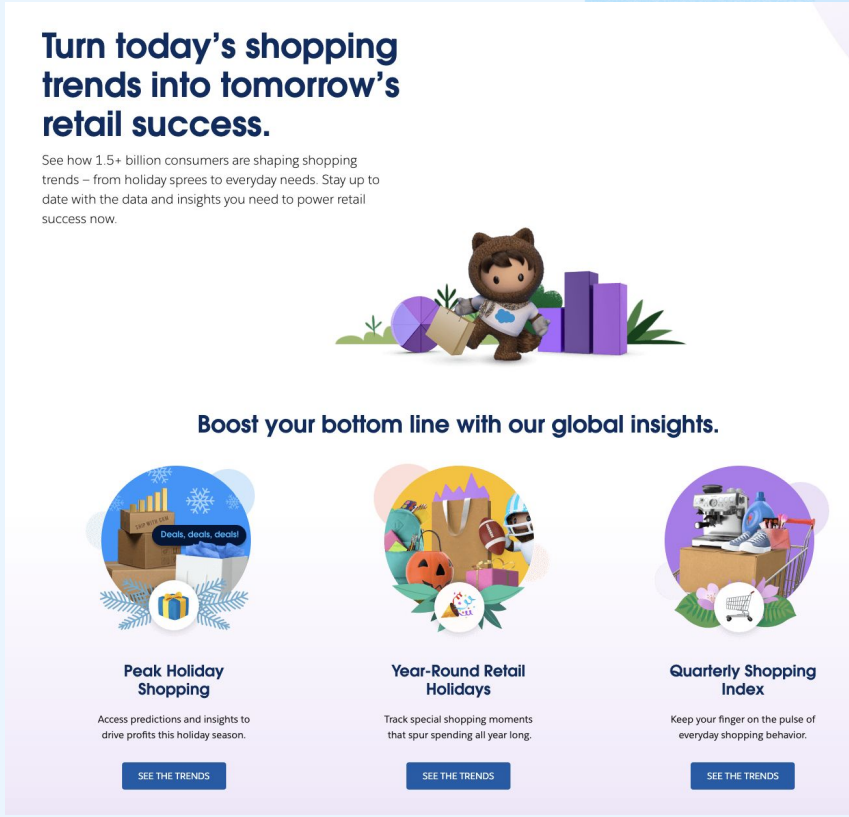


Pillar Asset: Shopping Insights HQ

FY25 Recommendation:
With limited bandwidth to cover everything (quarterly updates and year-round holiday opportunities, especially), need flexibility to cover the most impactful story at the time.

Derivatives:

- **Blogs (All optional and a max of 4)**
  - **Shopping Index:**
    - Stop Looking for New Customers – Your Existing Ones Are a Gold Mine (Q1)
    - Our Latest Retail Data Shows Shoppers Are Holding Out for Discounts (Q2)
    - Our Data Shows Shoppers Are Playing a Waiting Game (Q3)
    - Cyber Week Won the 2023 Holiday Season – Driven by AI and Value Shoppers (All Wrapped Up)
  - **Year-Round Holidays:**
    - How to Take Advantage of Amazon Prime Day
    - Back to School angle
    - Are You Missing a Major Revenue Opportunity with Halloween?
  -



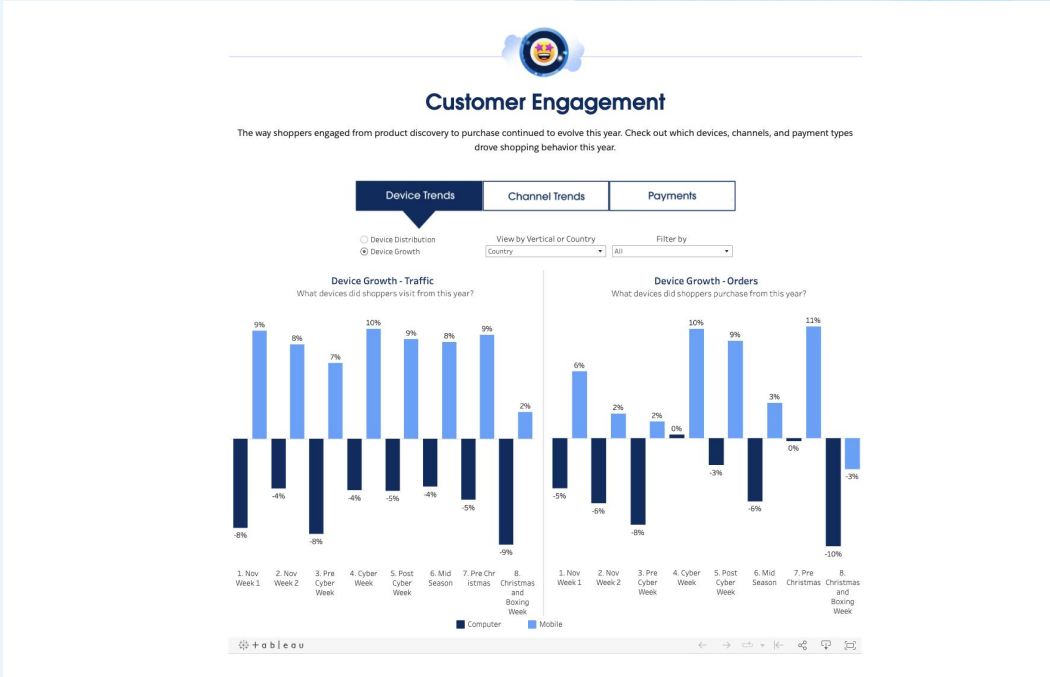
- **Social**
  - LinkedIn Newsletter
  - Organic/Paid posts
- **Webinars**
  - Is It Time to Rethink your Approach to the Amazon Prime Day Opportunities?

New Consideration Pillar Asset: How to Use Data to Empower Retailers to Drive Connected Experiences

FY25 Recommendation:
Replace the Forrester TEI Report with a deeper dive guide that helps retailers understand how data and the single view of the customer are the foundation to drive marketing strategy, service interactions, and commerce experiences.

It can be a bit more product-specific (can partner with Commerce Cloud, Tableau, etc.) to make an entertaining and informative how-to guide. It would hit on these areas (and others):

- Knowing your customer and what they're doing (including in-store)
- Collecting and personalizing in commerce
- Segmenting in Marketing Cloud
- Personalizing service experiences (tons of use cases, maybe not specific to Data Cloud but data in general)
- Driving customer loyalty



Derivatives:

- **Blog:** Use Your Holiday Data to Win Next Year's Budget Ask
- **Webinar:** How to Capture and Use Holiday Data like Salesforce

Additional Items

SEO: In addition to the MASH SEO initiative, we'll reach out to the SEO team for help with:

- Aligning our ungated holiday content assets with the right keyword strategy for better ranking
- Possibility for a program SEO brief/plan
- Setting up a dashboard to track progress

Note: *Any recommended SEO content could affect holiday projects... Priorities and focus to be determined by the team.*

Creative: Get the Creative Team collaboration and feedback on theme and design direction earlier in FY25

- Apply to all content as we're able to

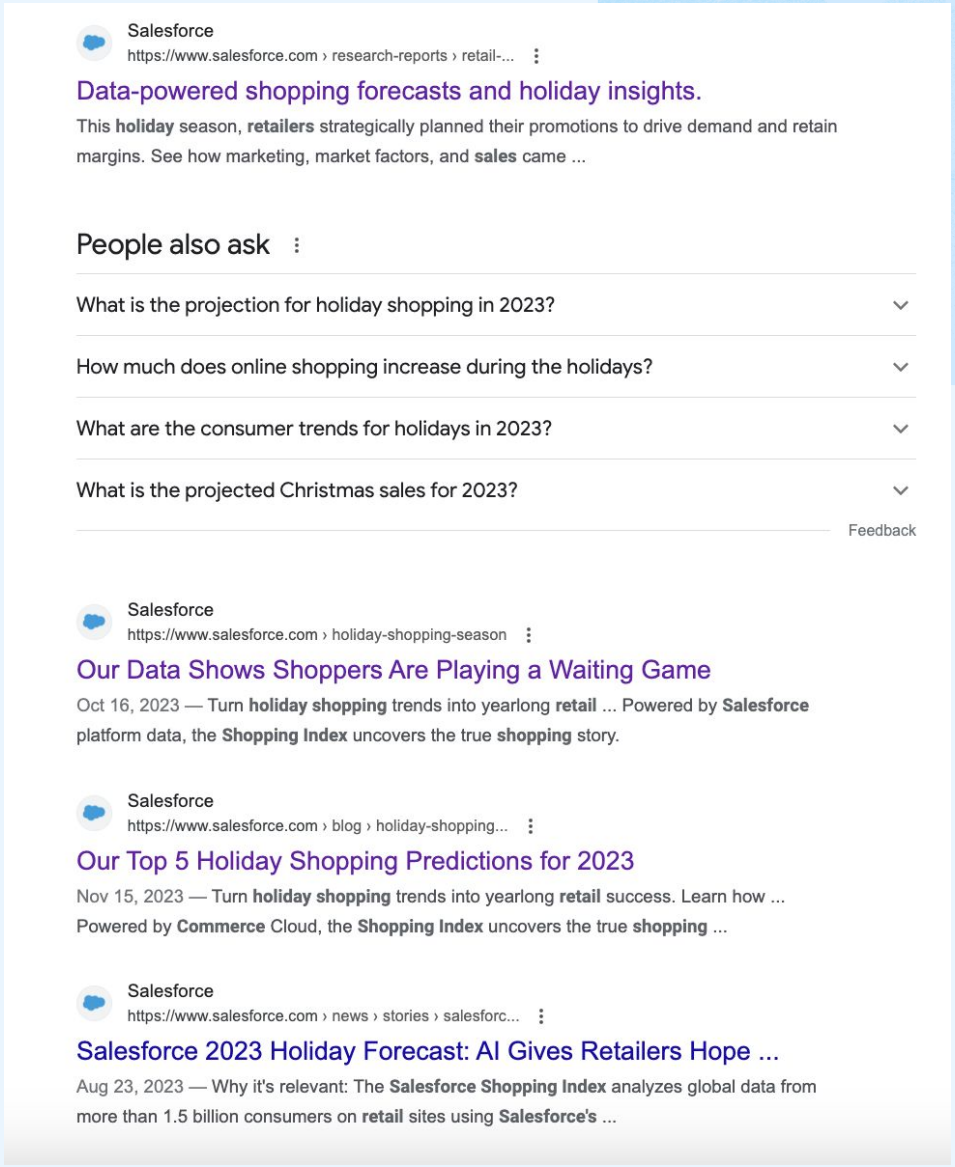
Third-Party Influencer: Explore the possibility of partnering with a third-party influencer:

- Full program partnership (not just single projects)
- Create their own content as well as promote ours

Web: Are we able to have bigger, more direct call outs to the Index hub and program?

- Splashier banner(s) on the Retail Industry Page
- Left Nav menu item

Events: How do we give holiday a bigger bang through our events and third party events - from booths to sessions?



Quarterly View

FY25 H1 Retail Content Deliverables

Timing	Q1	Q2
Anchors	Holiday	Holiday
Content Team Deliverables	**Anchor Content:** • [New Blog] Q1 Shopping Index Results • [New Blog] How AI Helps You Use your Holiday Data to Maximize your Whole Year • [Update Guide] Holiday Planning Guide (New tone/theme) **Other Deliverables:** • [New SEO Blog] Consumer Buying Trends • [New SEO Blog] Retail Trends • [Social] LinkedIn Newsletter (Monthly - 3)	**Anchor Content:** • [New Blog] Customer Narrative on Holiday Planning (actual customer POV) • [Update Blog] Holiday Predictions • [New Blog] Use AI to Optimize your Holiday Marketing and Promotion Strategy (for August publish) • [One of these Blogs] Q2 Shopping Index Results OR How to Take Advantage of Amazon Prime Day OR Back to School **Other Deliverables:** • [Update Blog for SEO] Retail Customer Service • [Social] LinkedIn Newsletter (Monthly - 3)
Content from Other Teams		
Other Content Priorities	• Content Cleanup: Redirect / retirement of older and low-performing assets • Retail section front reboot on 360 Blog (Q1)	• Content Cleanup: Redirect / retirement of older and low-performing assets • Regular maintenance of Retail section front on 360 Blog

FY25 H2 Retail Content Deliverables

Timing	Q3	Q4
Anchors	Holiday	Holiday
Content Team Deliverables	**Anchor Content:** • [New Guide] How to Set Up Your Retail Data Strategy (and Put it to Work for You) • [New Blog] Take the next E-commerce Step for Holiday Planning • [New Blog] Let AI Recommend Last Minute Cyber Week Planning Tweaks • [One of these Blogs]: Q3 Shopping Index Results **OR** Are You Missing a Major Revenue Opportunity with Halloween? **Other Deliverables:** • [Social] LinkedIn Newsletter (Monthly - 3)	**Anchor Content:** • [Update Guide] Loyalty Guide • [New Blog] All Wrapped Up • [Update Blog] Retail Predictions • [New Blog] Use Your Holiday Data to Win Next Year's Budget Ask **Other Deliverables:** • [Social] LinkedIn Newsletter (Monthly - 3)
Content from Other Teams		
Other Content Priorities	• Content Cleanup: Redirect / retirement of older and low-performing assets • Retail section front reboot on 360 Blog (Q1)	• Content Cleanup: Redirect / retirement of older and low-performing assets • Regular maintenance of Retail section front on 360 Blog

Thank you