How to remarket your strategies this holiday season?

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Holidays means party time for the credit cards. During this season, people go insane and keep on looking for best and cost-effective deals. The marketers allure the customers through their new & attractive offers. It is also the time when your CPCs go up, but your click-through-rates and cost- per-action begin to go down. During this festive season, you also wish to break free from tried & tested marketing tools and PPC services like SEO, SMM that you have been applying all through the years or for many years. Thus, if you think that this is the right time to give a facelift to your marketing tools then letâ€™s have a look at below-mentioned methods that will help you set up and execute your new holiday remarketing campaigns.

Collect as much cookies as you can

As you know that segmenting your remarketing campaigns help your ads reflect the behavior of your visitors on your website. Though this strategy is workable all through the year, you can also add it during the holiday season. We shop for others, not for us. Here, interests change similar to the lights of Christmas tree burnout. So, if you want to increase your shopper list size then:

â€¢ Donâ€™t segment too heavily otherwise a consumer will be locked into a certain set of ads.

â€¢ Put everyone (like the ones who did shopping, abandoned their carts, or checked out.

â€¢ Create new lists to forget how your current lists were affected after the holidays.

â€¢ Donâ€™t segment your visitors overly, or let your remarketing cookies expire

â€¢ Create new lists especially for the holidays with long cookie durations

â€¢ Try to increase your current cookies length.

Create ads before holiday deadlines arrive

Considering your limitations and offers, make a list of holiday segmentations. For each & every time frame, think of your benefits and offers for that timeframe. Such as:

â€¢ The day before the holiday â€“ forgot to order something? Buy a digital gift-card.

â€¢ One week before the holiday â€“ last chance to order for Christmas Eve delivery

â€¢ From Cyber Monday for two weeks â€“ typical discounts for the holidays

â€¢ Two weeks before the Holidays â€“ Free shipping until December 24th

â€¢ Black Friday / Cyber Monday â€“ deep discounts

â€¢ Post-holiday â€“ After Holiday Sales Special Etc.

Besides, you can also look through marketing efforts, earlier holiday offers, offline material and write business driven points.

Submit your all ads now

As soon as the timeframes are created, start writing ads for each timeframe. Thereafter, pause the ads and submit them. All these ads must be approved by Google after submission. Donâ€™t get your ads approved at the very last moment. For each timeframe, mark dates in your calendar and when the marked date arrives, stop one and start next. If you arenâ€™t interested in pausing and unpausing ads, create a different campaign for each timeframe by using the feature of campaign start & end date.

Lift up your frequency caps

Last but not the least, lift up your frequency caps! Donâ€™t let your customers creep out. Customers get acclimatized to the onslaught of ads as soon as Christmas comes. As their credit cards always keep lying beside their keyboards, do ensure that your ads ought to be there when next time they start typing those numbers into someoneâ€™s shopping cart.

Conclusion

So, segmentation in your marketing campaigns always plays a very essential role. But rather than segmenting your remarketing ads according to site activity; it is better if you segment your ads as per the associated stress levels that the fast-coming holiday brings.

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