



More Holiday Success Strategies



Good, bad or ugly, the holiday season is upon us. Many retail analysts, consumers and retailers think shopping will start earlier – and for many well-organized shoppers, it has. A better forecast for the season is it will encompass a much greater period of time, although the peak of shopping/spending will still occur from mid-November to just before Christmas.

Despite Media Group Online's in-depth coverage of the season and, especially what to expect this year, there are many more strategies to share with your prospects and clients than what we can include in our reports.

Jack Kleinhenz, chief economist for the National Retail Federation (NRF) offers a few very practical ideas to help retailers maximize holiday sales as well as shoppers' health and safety.

- **An easy-to-navigate store** – It's common for stores to pack the entry area with loss leaders and advertised specials, which has proven to be a winning strategy. With the pandemic on everyone's mind, however, recommend local advertisers create a holiday store layout easy for customers to shop, checkout and leave, and to minimize crowding.
- **Hire holiday help staff** – Most stores need extra help during the holidays, but this year some of them should be dedicated to guiding people quickly to the items on their gift lists. Whether stores have a robust or minimal BOPIS and delivery service, another group of holiday help's sole focus should be fulfilling and delivering curbside pickup orders just as quickly.
- **Promote more practical, at-home gifts** – People are likely to be remaining at home this year, neither traveling as much nor hosting large gatherings. Although many gift lists will include luxury and discretionary items, retailers will want to dedicate a larger portion of their promotions for merchandise to make home life more bearable, even enjoyable.

Consumers' increasing attraction to companies and products with strong ethical and environmentally-conscious principles is another strategy for retailers, especially during the holidays. Use social media to communicate transparency in terms of what materials are used in the products offered and under what conditions workers make them.

2020 holiday shopping will be the same and different, which requires retailers to be clever and thoughtful and offer the right mix of the traditional and new.

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Be the Video-Ad Expert You Are



You may not have the technical chops of a video producer, director and editor, but you are the video advertising expert in your market; it's what you do.

Sharing your expertise starts with knowing what works and doesn't work in video ads. You can save your prospects and clients valuable time and money by explaining the results of analysis from VidMob, a video advertising company, of e-commerce video ads during the 2018 and 2019 holiday seasons.

VidMob found a 10- to 15-second video ad is optimum, generating a purchase rate 19% more than all video ads, 184% more than one- to five-second presentations and 12% more than those of 16 seconds or more. Of course, 10- to 15-second TV commercials have been a go-to solution for local advertisers with limited budgets for decades.

Many analysts and pundits claim the days of the written word have ended and the age of all-videos all the time has started. The VidMob study, however, found video ads with some text at the beginning resulted in a 46% increase in online purchases, compared to those with no text.

Another text advantage in video ads is the use of "shop" in the call to action, generating a 500% increase in the purchase rate when compared to the use of "get" and "find." Plus, "get started" is one of the worst examples of bad writing.

Although VidMob findings are from the 2018 and 2019 holiday seasons (and this year's is likely to be somewhat to significantly different), Q2 2020 research from Brightcove, a global video technology platform, supports those conclusions. It found an 114% increase in views of retail videos during Q2 2020 globally, compared to Q1. In North America, the increase was 110%.

By device, viewing time on connected TVs increased 1,060%, smartphones 178%, tablets 105% and the venerable desktop computer and laptop 139%.

With these critical details about the creation of video ads for social media and TV, you can help your prospects and clients add this important tool to their holiday marketing/advertising toolbelt and reap the rewards.

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Newest and Future Special Reports



TV: The Best Seat for Live Sports
(September 2020)



Restaurants: Ready to Rebuild from Ruin
(October 2020)



TV and the Competition (November 2020)
Note: The annual Calendar of Events Special Report will be available during December, because of a production delay of the source material.

It's a Sprint to the Finish Line

Restaurants Special Report – Yes, restaurants, especially locally, are suffering greatly, but the latest Special Report reveals strategies you can share to help them recover.

Maximize Co-op Dollar Use – With exclusive access to the Localogy Co-op Connect database, look for the co-op programs to boost local advertisers' holiday sales.

Positive Retail Sectors – With a boom in home sales, study the Furniture, Bedding & Mattresses and Appliances Profilers to help these retailers' maximize their opportunities.



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