How to **Maximize the Impact of Your Ad Campaigns** this Shopping Season

Tips on how to sleigh this holiday season

For retailers, e-commerce and brick-and-mortar alike, the holiday shopping season represents the busiest season of the year. While the year end is when people are most in the mood for shopping, there is also fierce competition among retailers trying to grab as large a slice of the holiday shopping pie as possible.

We've put together this guide to help you stand out from the crowd by not only relying on strong creative and ad optimization, but by making your ads work harder for you through **harnessing the user-generated content on your ads** to build social proof, protect and optimize ad spend, and ultimately, increase sales. Read on for tips on how to sleigh this holiday season!

Facebook, the Primary Channel for Holiday Ad Campaigns

The holiday season sees the biggest ad budgets of the year and Facebook is the primary channel chosen by advertisers for their holiday digital marketing campaigns. According to bigcommerce.com, the top three channels brands say are the most effective for holiday promotion marketing and advertising:
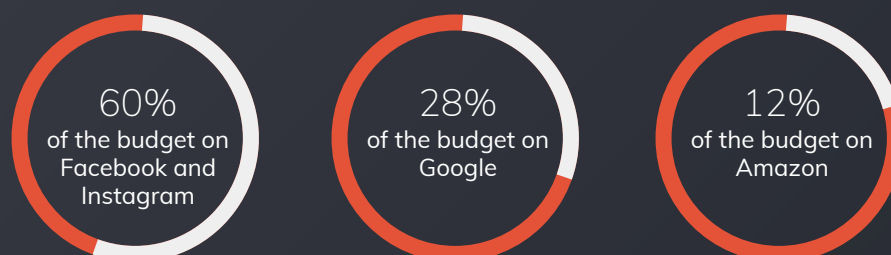
Facebook		**51.61%**
Email Campaigns		**51.20%**
Instagram		**29.32%**
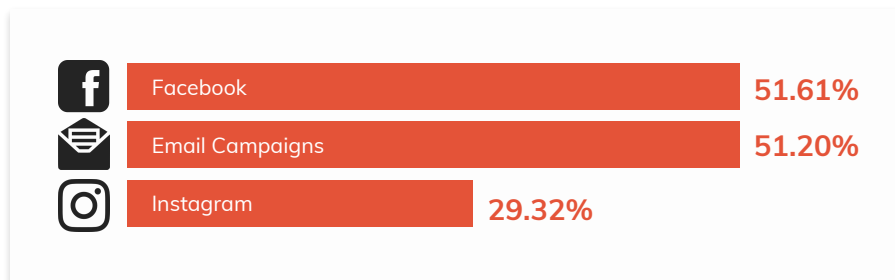
Results brands achieve during the holiday season:

↑50%
Ad impressions

2x
Click-through rates

↑60%
Conversion rates

Source: Kissmetrics

How much goes into social media advertising?

Businesses reported that two-thirds of their ad spending will go to digital channels, divided as follows:

60%
of the budget on Facebook and Instagram

28%
of the budget on Google

12%
of the budget on Amazon

|Top 4 Challenges When Advertising at Scale on Facebook

Managing engagement on ads, especially on DPAs

For dynamic product ads, Facebook creates a unique post for each variation of the ad creative shown to the target audience. When there are thousands of different variations at once, it is impossible to keep track of engagement on these ads natively. Many tools on the market can pull in organic engagement but have limited abilities when it comes to DPAs.

Responding to comments demonstrating purchase intent

When customers ask about the color, a product or for the nearest store location in the comments of Facebook ads, they are demonstrating clear purchase intent. Yet too often, these comments are ignored by brands who focus their customer engagement efforts on organic while comments build up on paid posts.

Ensuring 24/7 protection as comment volumes scale

Many major brands still practice hiring six people at a time on shift just to moderate social media comments around the clock, but volumes tend to peak during the holiday period and hiring more headcount is a costly endeavour. A single social media crisis could jeopardize millions of dollars in ad spread across multiple platforms.

Mitigating crisis to ensure continued ad performance throughout campaigns

Before a campaign launches, significant budget is invested into creative development and media buys. Yet these efforts can go to waste during the course of the campaign if these ads are hijacked by visible harmful comments that are not caught in time. Be it technical issues, pricing discrepancies, or creatives that does not resonate well with the audience (such as H&M's "Coolest Monkey in the Jungle" ad or Pepsi's Kendall Jenner ad), issues can quickly go viral before you have a chance to catch and correct it.

Comment volume peaks during holiday months (Analysis made on over 800 Instagram ads)
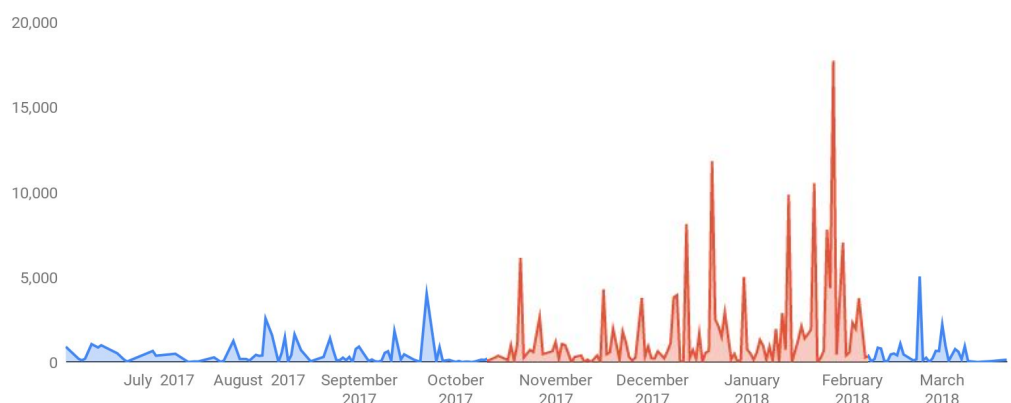
How can these challenges be addressed effectively? In the next page we look at some of the ways brands are managing them and the costs and benefits of each option.

Addressing the Challenges of Managing Engagement on Social

Mobile sales soared last holiday season — up 28% year-over-year to $35.9B. (Source)

	THIRD PARTY SOLUTIONS	
MANAGE IN-HOUSE WITH NATIVE TOOLS	**UTILIZE A SOCIAL MEDIA MANAGEMENT TOOL**	**UTILIZE AN AI + HUMAN POWERED SOLUTION**
Manageable on a small scale for organic posts and basic ad types - not suitable for dynamic ads Manual comment management through Ads Manager but does not provide comprehensive coverage for all ad types (Learn more) Quality of moderation and customer responses is heavily dependent on training of in-house team	Easier to scroll through and manage social media comments compared to native tools In-house team can manage Facebook and Instagram ad comments in one place Automated moderation rules can be set up, however, comments remain visible until a team member takes action Quality of moderation and customer responses is heavily dependent on training of in-house team	AI + human social media moderation on all ad types according to brand guidelines Harmful comments automatically hidden 24/7 and positive comments engaged with and liked pushing them to 'Top Comments' on Facebook Responses to customer queries issued 24/7 on your behalf and customer queries centralized Alerts 24/7 about sudden changes in sentiment or ad issues, allowing you to pause specific ads or campaigns and investigate further
Community manager: **Starting at $4,100/mo*** *Median salary according to PayScale	**Platform + community manager(s):** **Platform starting at $160/mo + community manager(s) starting at $4,100/month**** **Extra headcount needed to manage high peaks in engagement may lead to increasing costs	**Solution:** **Starting at $2,100/mo**
Suitable for **small brands** with very low ad budgets, running ads from one single Facebook page.	Suitable for local brands with **medium ad spend.** The tool's scalability will depend on your head count.	Suitable for **global brands** running campaigns at scale. No internal team is needed for managing the content.

How do you plan to keep your brand image secure and your customers satisfied, while increasing sales?

Talk to a consultant to learn how we can help you achieve your holiday campaign goals

Built for scale

BrandBastion provides automated global real-time support on social media 24/7. We help our clients manage the engagement they receive across their ads and accounts, hiding harmful comments, issuing alerts for comments that require attention and providing actionable insight on what's being said across accounts. The solution runs in 43 languages enabling brands to run ads at scale, whilst improving the conversations they have with their customers.

BrandBastion has main offices in Helsinki, Finland and Los Angeles, United States, and we work with top brands with global presence such as Netflix, MAC Cosmetics, and DealDash to help them manage engagement on large-scale advertising campaigns effectively.