



2022 Holiday Marketing eCommerce Checklist:

Expert Advice for Google, Meta,
and TikTok Ad Campaigns



Introduction

Black Friday and the holiday season can cause a lot of stress in marketing departments, but with a clear strategy and proper planning it gets a lot more relaxed! We're here to help you get ready with expert tactics for the major advertising platforms.

We'll provide actionable tips and a summary checklist for Meta, Google, and TikTok ads. Before we get to that, we want to provide you with a calendar overview for the important dates that are coming up this holiday season.

November 1st: Recommended day to set up ads and get them approved

November 24th: Thanksgiving Day

November 25th: Black Friday

November 28th: Cyber Monday

December 18th: First day of Hanukkah

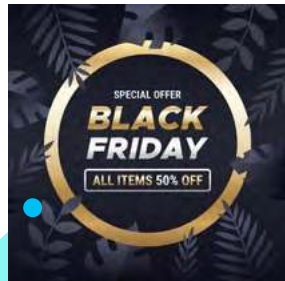
December 22nd: Standard Holiday Shipping Cutoff

December 25th: Christmas

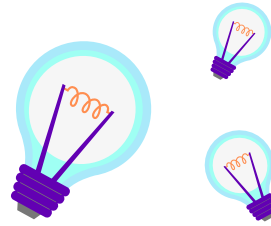
December 26th: Last day of Hanukkah/Boxing Day

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Prepare your inventory, creative, and strategy



Now that you know the timeline you need to aim for, you need to make sure you have the foundation laid before you start your cross-channel ads.

First things first, you need to be sure you have your inventory ready to go. 2022 has been a tough one for fulfillment with many supply chain issues carrying over from last year. Before launching a huge campaign, you need to be able to guarantee that the orders will be met on time. Be sure you know the guaranteed delivery dates from your shipping provider as well. You can then communicate this across your site and ads to ensure people order on time.

Next, you need to have all your creative assets ready well in advance. Videos especially can take more time than you may think to produce, so ensure your creative team or agency has ample time to work on your assets. This is a busy time across the industry, so you want to be sure to err on the side of too early rather than scrambling at the end.

And last, but certainly not least, you need to develop a strategy. We definitely highly recommend going with a full funnel marketing strategy where you nurture your customers through the stages of the purchase journey. We won't go into the details of that here, but Optily's CEO, Brendan Hughes, has written a book on the topic that will guide you through this in detail.

Before you launch your multi-channel campaigns, make sure you:

- Prepare your inventory and know your shipping cutoff dates
- Have your assets ready to go well before you plan to launch (aim for Halloween)
- Develop a strategy for all the channels first



ACCELERATE ECOMMERCE
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Expert tip:

"Plan in advance. You can start communicating your future deals for BF/CM in October. Launch a video campaign on Google or Facebook, send an email to your customers, or start engaging with potential buyers on TikTok."

Fiorella Arana

ACCOUNT DIRECTOR AND TEAM LEAD AT OPTILY

Meta

Ads Strategies

Meta Ads, which include Facebook and Instagram ads, are likely going to be two of your main channels for brand awareness and building your retargeting audiences. You're going to be targeting people who maybe have never heard of your brand before and get them interested in your offering. Here are three strategies to make the most of your Facebook and Instagram ads this holiday season.

Start early

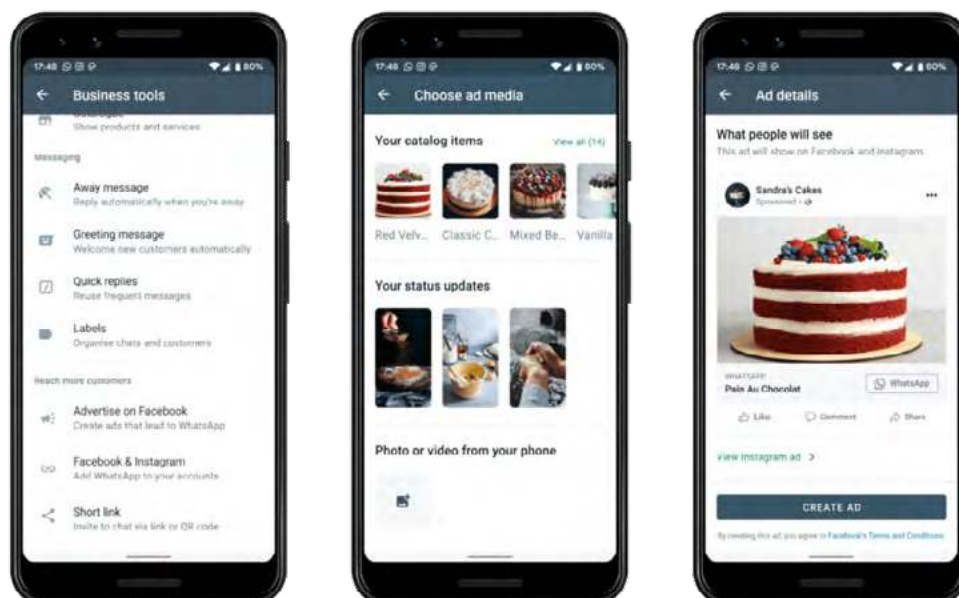
While we have already discussed making sure you have all your assets and strategy ready to go early, you'll want to launch your ads at least two weeks before Black Friday in order to have a remarketing audience built up. Chances are much higher of getting a conversion during this busy period if you're targeting people who have already previously seen your ads, engaged, or even clicked through to your site.

When it comes to launching your remarketing ads, timing is also key here. Because of the high volume of ads going through the system, you'll want to get your ads in and approved several days before you plan to launch them.

Use lookalike audiences

While not as powerful as they once were [before iOS 14.5](#), lookalike audiences are still a great tool to use in the Meta ecosystem. Your existing customers will be able to point you to similar users across the platform so you can hone your targeting.

You'll need to upload a list of your existing customers' emails to use as your base. They recommend anywhere from 1,000 to 5,000 people. Facebook will then find other users on their platforms that match the interests of your base audience.



Meta

Ads Strategies continued

Prioritize your creative and copy

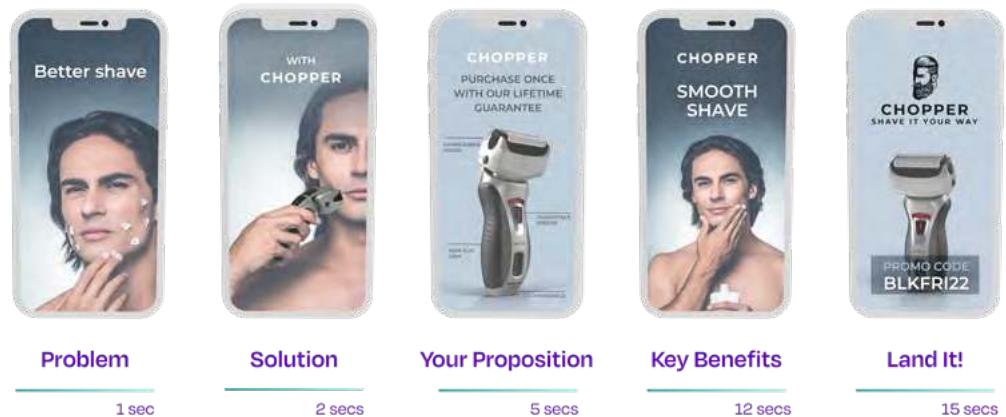
On Facebook and Instagram you'll really need to stand out. By paying particular attention to the creative and copy you use, you'll be able to make the most impact on your audience. While video is still king, don't forget about the value of high-quality photos for carousels or collections. Make sure to highlight any sales or offers in the creative as well. A sticker in the corner of your images or a popup discount in your video is great to supplement the copy.

When it comes to copy for your ad, less is more. Be very conscious of the character limits for each field so that your copy isn't cut off. For your descriptions, especially pay attention to this as you don't want to be relying on people clicking the "View More" button to expand your ad.

For Facebook and Instagram, make sure to:

- Give yourself plenty of time to build up a remarketing audience and get ads approved
- Use lookalike audiences to target people similar to your existing customers
- Make your videos, photos, and copy stand out among the noise

15-second video example structure



Expert tip:

"The holiday season is a time of huge potential for eCommerce with 66% of mega sales day shoppers globally discovering new products on Meta platforms. For success driven campaigns this holiday season, make sure to align your business outcomes and how you plan to measure their success, evaluate past successful campaigns, and build creative that influences people to purchase!"

Eppie McDonnell
ACCOUNT MANAGER AT OPTILY



Ads Strategies

Search and Shopping ads are a great way to hone in on your bottom of funnel customers. These are people who are actively searching for a product to buy for the upcoming holiday season. You're not reaching out to them, they're reaching out to you with their search intent. The following three tactics are going to help you make the most of this opportunity.

Find the right keywords

Search is all about keywords and the competition is fierce when it comes to the holiday season. With a high demand in pay-per-click (PPC) ads comes a higher price tag than during the rest of the year. This makes it even more important to develop a good keyword strategy.

We suggest taking a page out of the SEO handbook and target longer tail keywords. Rather than bidding on "christmas sweater" you might want to consider more specific keywords to your offering, such as "sci fi christmas sweater" or "star trek christmas knit."

If you're having a blowout sale for Black Friday, include keywords like "Black Friday" or "sale" alongside your brand name using a broad match modifier.

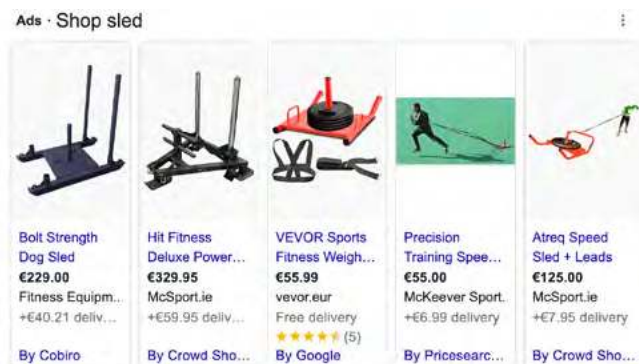
If you've run Black Friday and holiday campaigns in previous years, a good place to see which keywords to start with is past performance. Of course, you'll also want to keep up with more recent trends and supplement this with current research with tools like Google Keyword Planner, Google Trends, or Semrush.

Create holiday-themed ad copy

While you might be selling the same products as you do year round, during this time of year you'll want to revamp your evergreen campaigns.

For Black Friday and Cyber Monday, be sure to mention these terms in your ad copy. This will let customers know right away that you have some good sales going on. Make sure to not forget about Black Friday ad extensions which can improve your ad ranking and click throughs.

You can also consider adding in a countdown to your ads, which creates a sense of urgency for your limited-time offers and doorbusters. These countdowns also come in handy just ahead of the Christmas shipping cutoff date too.





Ads Strategies continued

Use Smart Bidding

The entire holiday season goes by in a flash, but especially Black Friday/Cyber Monday weekend. Since traffic and competition is so high during this period, we suggest you use Google's Smart Bidding Strategies. Google's algorithms will be able to adjust quickly to these fluctuations and ensure your ads are served up to your target audience much more efficiently than a human can.

That being said, Smart Bidding relies on past data. So if you're thinking of just switching it on ahead of Black Friday, that wouldn't be a great move. The earlier you start running Smart Bidding, the better the algorithm will learn through its testing period before it gets down to the busy season.

For Google Ads, make sure you:

- Develop a good keyword strategy for the season, using longer keywords and phrases
- Create ad copy specific to your sales, promotions, or the holiday season
- Use Smart Bidding, but only if you've given it enough time to learn ahead of peak season



Expert tip:

"This year, test Google's Performance Max campaign. Get your creatives and ad copy ready to experience the benefits of automation. Ideally, you will add short videos to this new campaign type and you will launch it 2 to 4 weeks in advance to give the algorithm time to learn."

Fiorella Arana

ACCOUNT DIRECTOR AND TEAM LEAD AT OPTILY

TikTok

Ads Strategies

The new kid on the block (and likely in your marketing mix) is TikTok. While skewing a bit younger in demographics than the other platforms, its growing popularity is expanding into the older generations too. Here are three ways you can be successful with TikTok ads this holiday season.

Keep your content fresh and organic

TikTok is a very dynamic platform with a constant stream of new content. This means your ads need to be refreshed too. Depending on the length of your campaign, you'll want several variations of ads to be running so they don't seem stale.

In addition to having different ads, you'll want to stay on top of TikTok trends. When developing your short ads, take a look at the formats of content that are popular now. By replicating the organic TikTok style, your ads will not stand out as ads and will be much better received by your audience.

Deploy UGC

User-generated content (UGC) is a big one for TikTok ads. If you can convince your audience to post more content using your hashtag the algorithm will reward you. By having a giveaway or something to incentivize posts, you'll be able to gain a lot of exposure from other people's videos that relate to your brand or products.

As well as just getting more eyeballs on the content you're driving, UGC will also build trust in your brand. After all, online word of mouth is considered much more trustworthy than a simple ad.

Influencer marketing definitely comes into play here as well. If you get a big name on TikTok to record a video for you and promote your brand, you'll get a lot more reach than just on your own.



TikTok

Ads Strategies continued

Integrate your Shopify store

The thing with TikTok is people really like staying on it. By not integrating with TikTok's shopping features, you're asking users to leave the platform to shop. This makes it really easy for them to ignore your big promotions, no matter how great your ads and offers are.

If you set up the new Shopify in-app shopping feature, people can buy products they see in videos straight from the app. Less friction means more sales in eCommerce, after all.

For TikTok ads, ensure that you:

- Prioritize fresh content that follows the current trends on the platform
- Leverage UGC to get the word out and make your offer interactive
- Link your Shopify store for seamless shopping through TikTok



Image Source: [TikTok Business Help Centre](#)



Expert tip:

"Get ahead of the holiday season by creating content in line with the holiday theme. Make your ads fun, entertaining, and inspirational and encourage users to express themselves. Use the TikTok Creative Center to see the latest trends of the top performing ads in your industry and get inspiration out of those ads."

Jeff Maala

CAMPAIGN MANAGER AT OPTILY

Let's recap the takeaways from each

Preparing

- Prepare your inventory and know your shipping cutoff dates
- Have your assets ready to go well before you plan to launch (aim for Halloween)
- Develop a strategy for all the channels first

Meta

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- Use lookalike audiences to target people similar to your existing customers
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Google

- Develop a good keyword strategy for the season, using longer keywords and phrases
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TikTok

- Prioritize fresh content that follows the current trends on the platform
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Need help with your marketing funnel or managing ads?

Optily's experts can help you with a range of services from one-time audits of your marketing strategy to ongoing support with your cross-channel ad optimization.

If you're interested in learning more, book a call today to discuss your unique situation.

[Book a Call](#)

