

4 Ways to Sleigh Holiday Influencer Marketing

Each year we embrace the spirit of the holidays, but 2020 will truly be a unique year. We anticipate more online shopping and fewer gatherings, but that doesn't mean that the holidays can't still bring the same amount of joy as years past!

To get ahead of the holidays this year, we compiled 4 unique ways you can leverage influencers this holiday season.

#1

Get Listed in Gift Guides

Have influencers do the work for you! Shoppers already depend on Gift Guides to know what types of products to get their loved ones, and now influencers are getting in the mix.

Collaborate with influencers to ensure your brand is authentically featured as one of their Top 10 must-haves!



Social Media Drives Holiday Purchases!
(Source: Facebook)

55% Facebook are influenced on Facebook
39% Instagram are influenced on Instagram

Ideal Timeframe:
December

Ideal products:
All products! It's just ensuring your product gets listed in the right gift guide

Treat Yourself: Reaching to Self Gifter

78% plan to shop for themselves based on a survey by Deloitte

#2

2020: this year calls for some self-love! It's been a long year, and when building your shopping list, brands can remind consumers to not forget about themselves. With deals, free shipping, why not "add 2 to cart?" One for me, one for you! Work with an influencer who talks about their favorite products during the holiday season.

TO ME FROM ME



Ideal Timeframe:
November - mid-December

Ideal products:
Beauty, apparel, consumer electronics

#3

Giving Back to the Community

This year it's important to not only think about shopping for friends and loved ones, but to also give back to those in need.

For your holiday campaign, you can partner with a non-profit that matches with your company's mission and encourage influencers to not only talk about your products, but the charity! And Instagram has features in place to easily spread the word.



Ideal Timeframe:
November to December

Ideal products:
Any! Only requirement is to give back to the charity of your choice

Last Day for Shipping Countdowns!

#4

With more online shopping than ever before, you can run a campaign to remind people when the last shipping day is to ensure the gift arrives in time for Christmas. As the holiday gets closer, an influencer can remind people to add to their gift lists and their online baskets.

Fact: 50% of holiday shoppers wait until the last month and 40% wait until the final week if they finish at all... so you're not alone



Ideal Timeframe:
Final week before holidays

Ideal products:
Retailers can promote themselves and all of their products

Founded in 2012, Linqia knows influencer marketing because we helped define it. As your strategic partner, we leverage our expertise and AI to identify high-quality influencers to create impactful creative we then qualify for use in paid, earned and owned channels. Backed by the most comprehensive third-party measurement suite in the industry, Linqia also measures the true business impact that goes beyond engagement to measure brand perception, store visits or product sales.