

Christmas

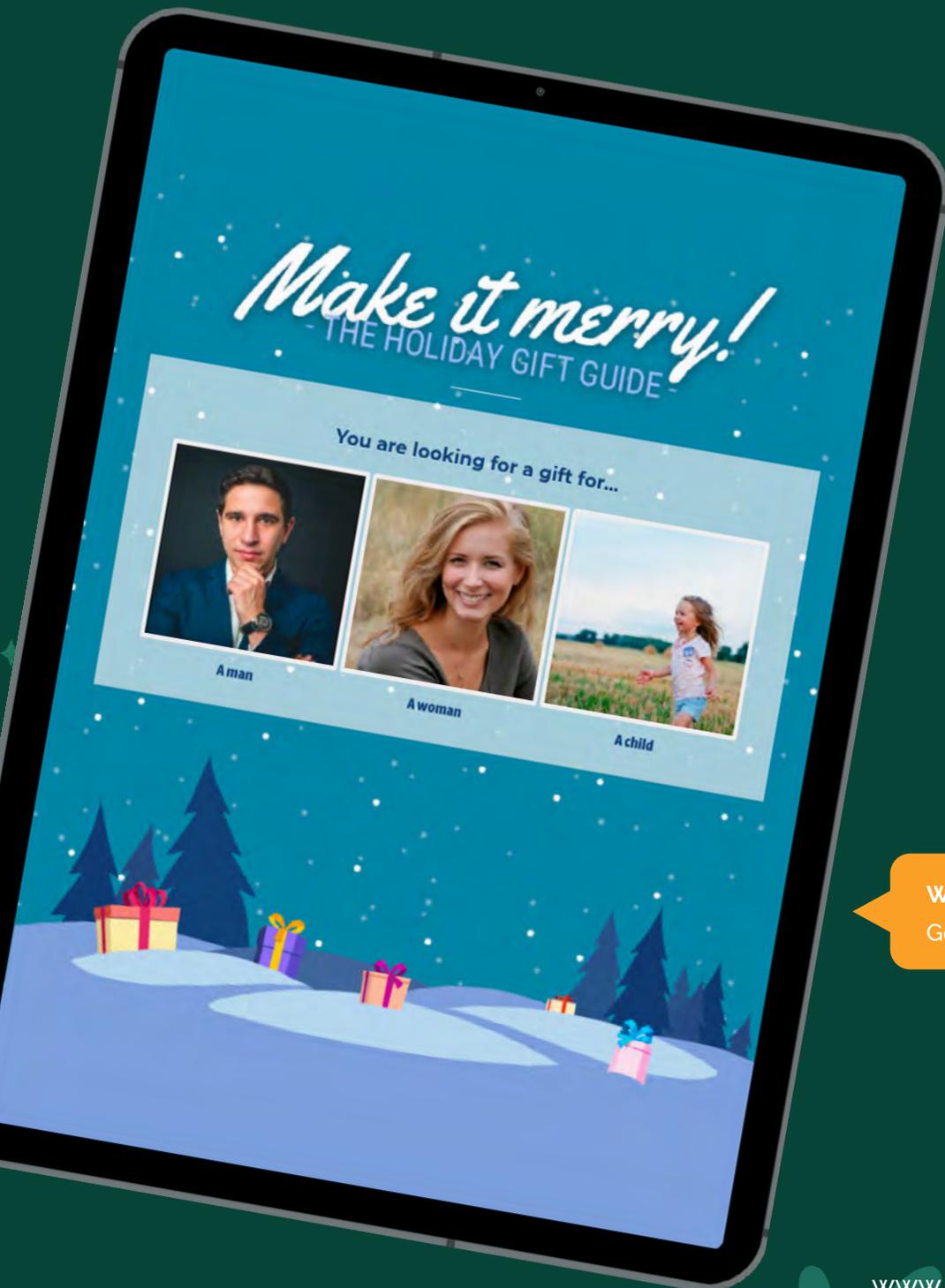




14 Christmas marketing ideas to try this year

Christmas is coming! Are you ready?

After **Black Friday and Cyber Monday**, most (if not all) brands will be busy preparing their Christmas marketing campaigns. What about you? Are you ready to tackle this season with engaging marketing campaigns for your digital audiences? In this ebook, get inspired by 14 interactive campaign ideas you can easily create and adapt to your brand.



Offer Christmas gift suggestions

A **gift guide** is a great way to showcase your products while helping your users to choose the gift they should give their loved ones. Ask your users a few questions about the personality and interests of the gift recipient, then display gift ideas based on those answers, easy! Discover how the sporting goods retailer **Decathlon used the gift guide format to increase its conversion rate.**

WANT TO SEE HOW IT LOOKS LIKE?

Go on our blog and try now our live Christmas gift guide.



Create an Advent calendar

You can't think about Christmas marketing campaigns without thinking about **Advent calendars**. It's a classic. Behind each box of your calendar, you choose the content you want to hide (a promotion, a sample, a unique code, a video, a game, a contest, etc.) and you offer a new surprise every day to your visitors. If you need some inspiration, discover here **10 original Advent calendar ideas** that you can launch for your brand.

IN A HURRY? YOU'VE TWO OPTIONS:

- Choose one of our new **Advent calendar templates** and create your own in just a few clicks;
- Contact our **Studio team** to start your Advent calendar: give your briefing, let our team design it from A to Z and get your calendar ready to be published online in 15 days.



15
days





Do a 2020 retrospective

The Christmas and New Year period is ideal to look back through the past year. Run some **polls** and ask for your audience's opinions and preferences: the song of the year, the celebrity of the year, the best or the worst of 2020, etc. Illustrate your questions with images, videos or GIFs and display graphs with the most popular entries.



Boost your Christmas sales

Do you want your website to look a little more festive? Use **pop-ups** to promote attractive Christmas offers and special discounts! Pop-ups help eCommerce to increase their sales and improve their conversion rates.

1

Imagine your special Christmas offer,

2

Create your customised pop-up,

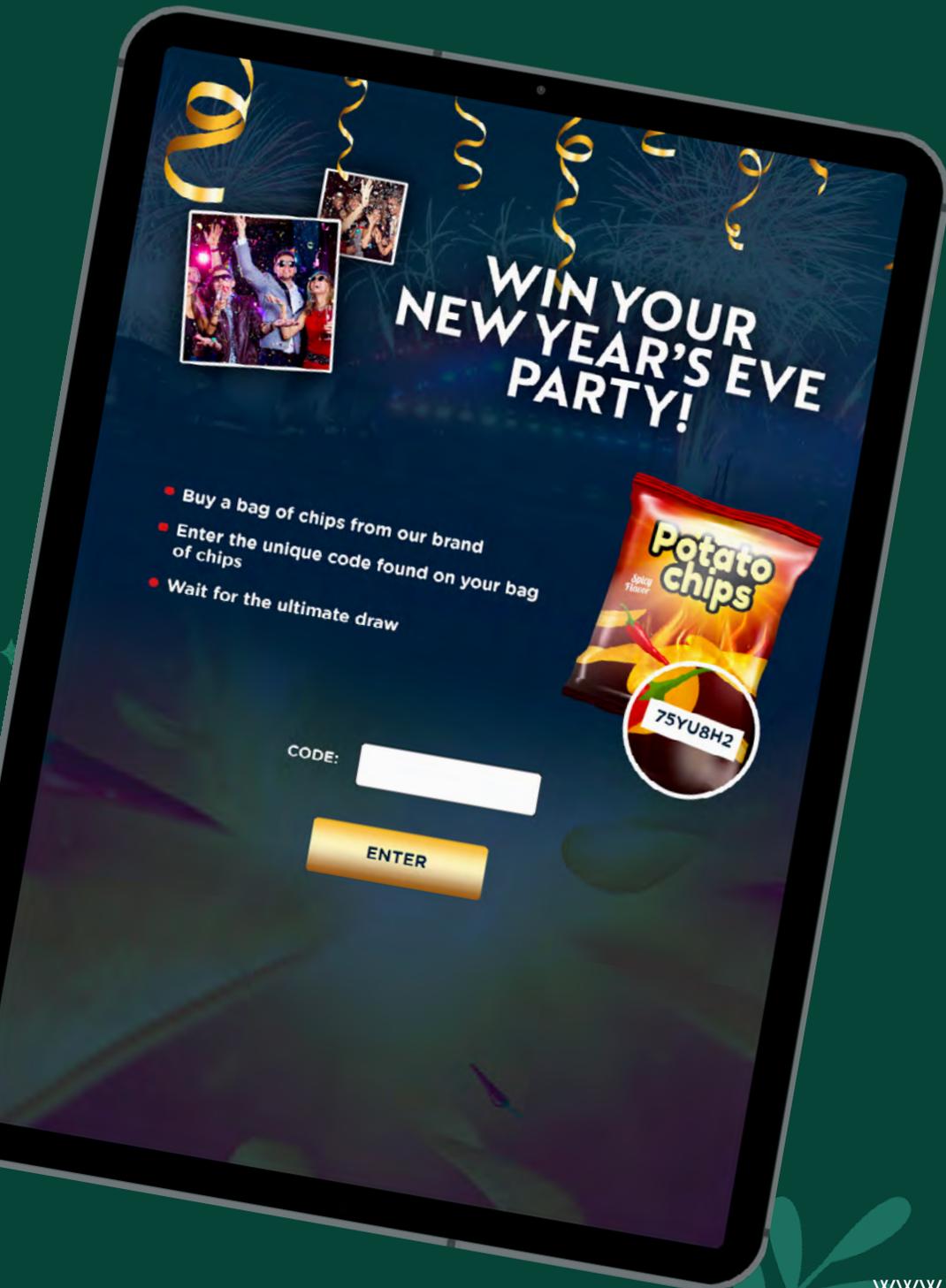
3

Choose the appropriate CTA and the content behind the pop-up (discount coupons, game, contest, etc.),

4

Display it on the right page.





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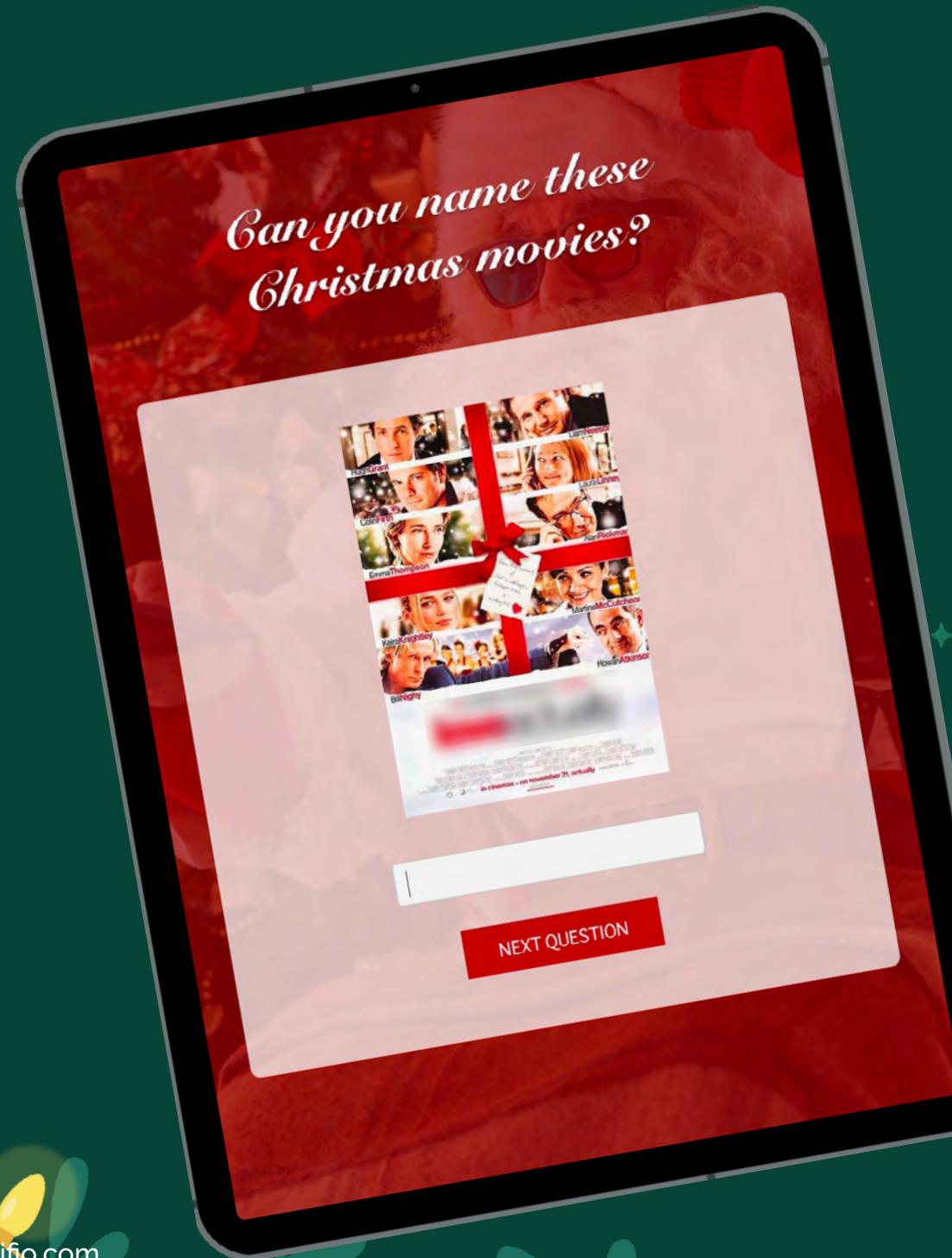
Tie the physical and digital worlds

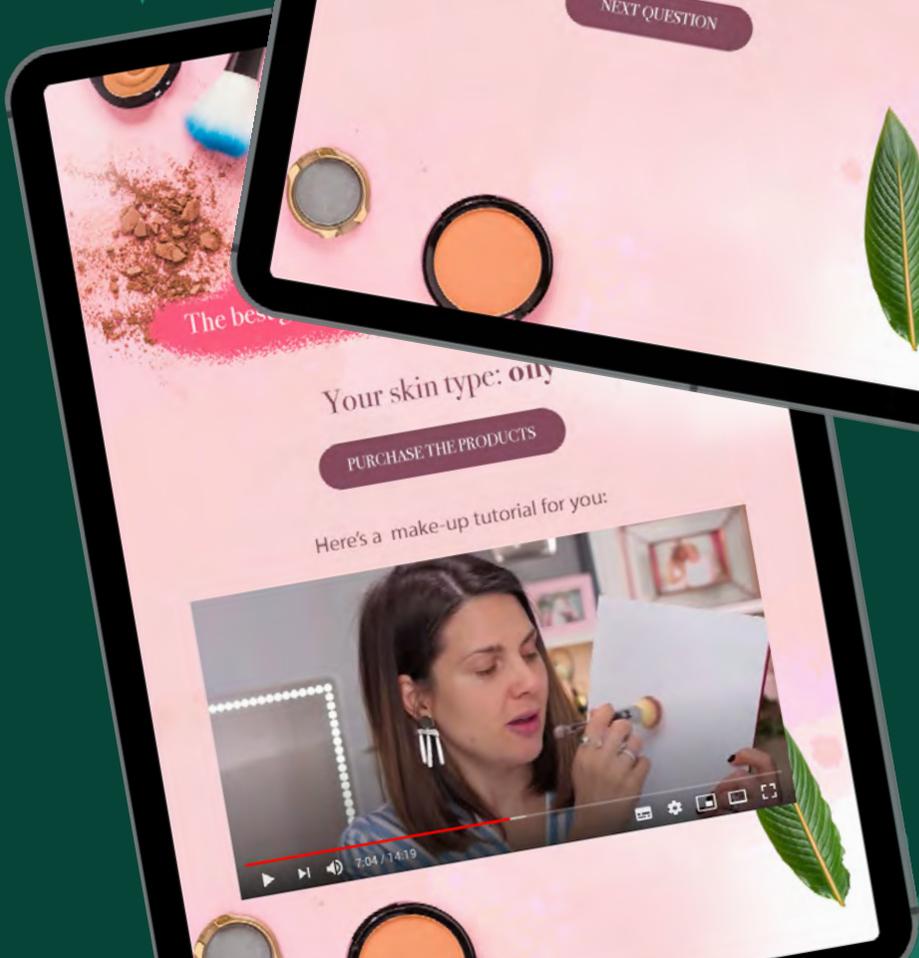
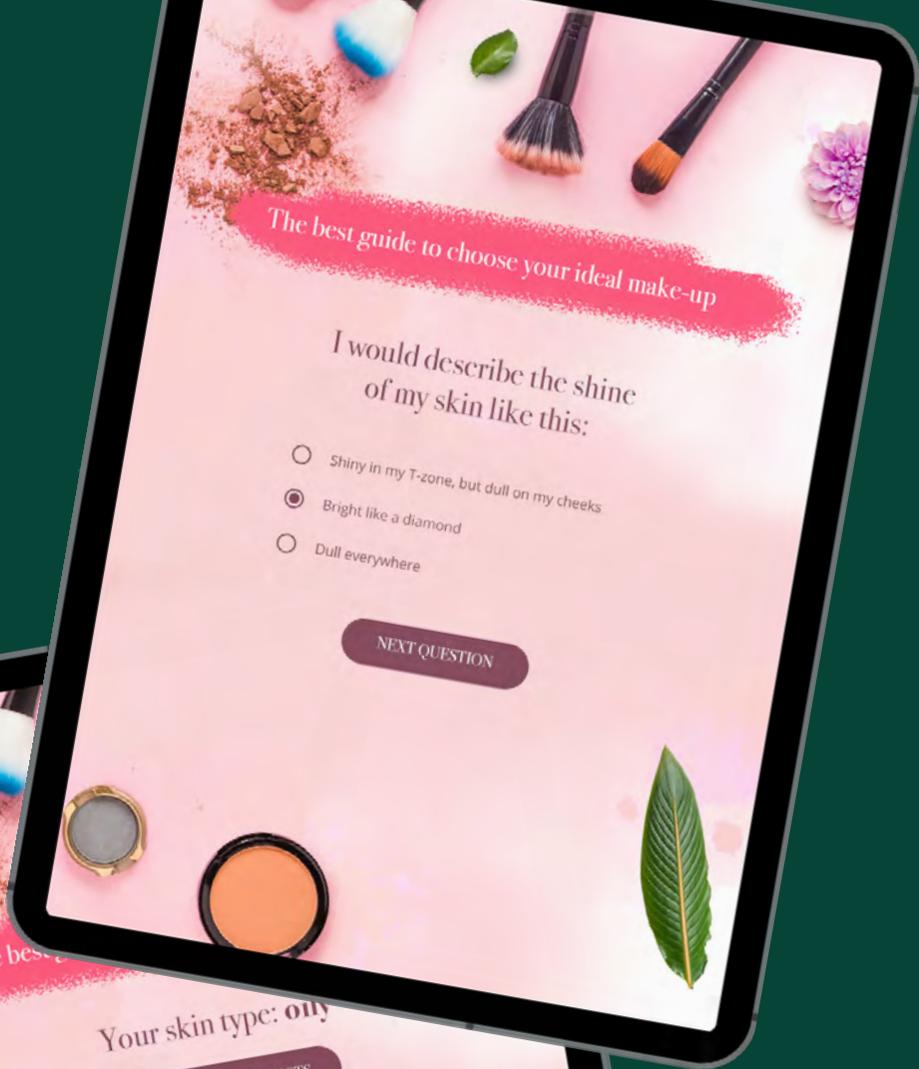
Like **Nutella**, **Dr. Oetker** or **Nestlé**, use **unique codes** to bring traffic on your digital channels. Distribute unique codes in-store (e.g. on your products) that will give access to an exclusive online contest. Offering deals for your online store can be a powerful weapon to attract and convert new online customers for Christmas.



Make your quiz more interactive and fun to complete

Have you already tried our **instant answer check** feature? Use it to engage your audience during the festive period! With the instant answer check, you can create interactive quiz questions that evaluate the answers instantly, making it easy to provide participants with the opportunity to “redo” the question. In this example, participants have to guess the name of famous Christmas movies.





Give personalised recommendations

If you're an online retailer, you're likely recommending products on your product pages. But that assumes that potential buyers are already on those pages, ready to buy. And that's not always the case. To overcome this, try to create **personality tests** to recommend products based on participants' answers and profiles. Imagine a personality test to help your users find the ideal make-up or perfume made for them and offer discount coupons to enable them to purchase the product online.

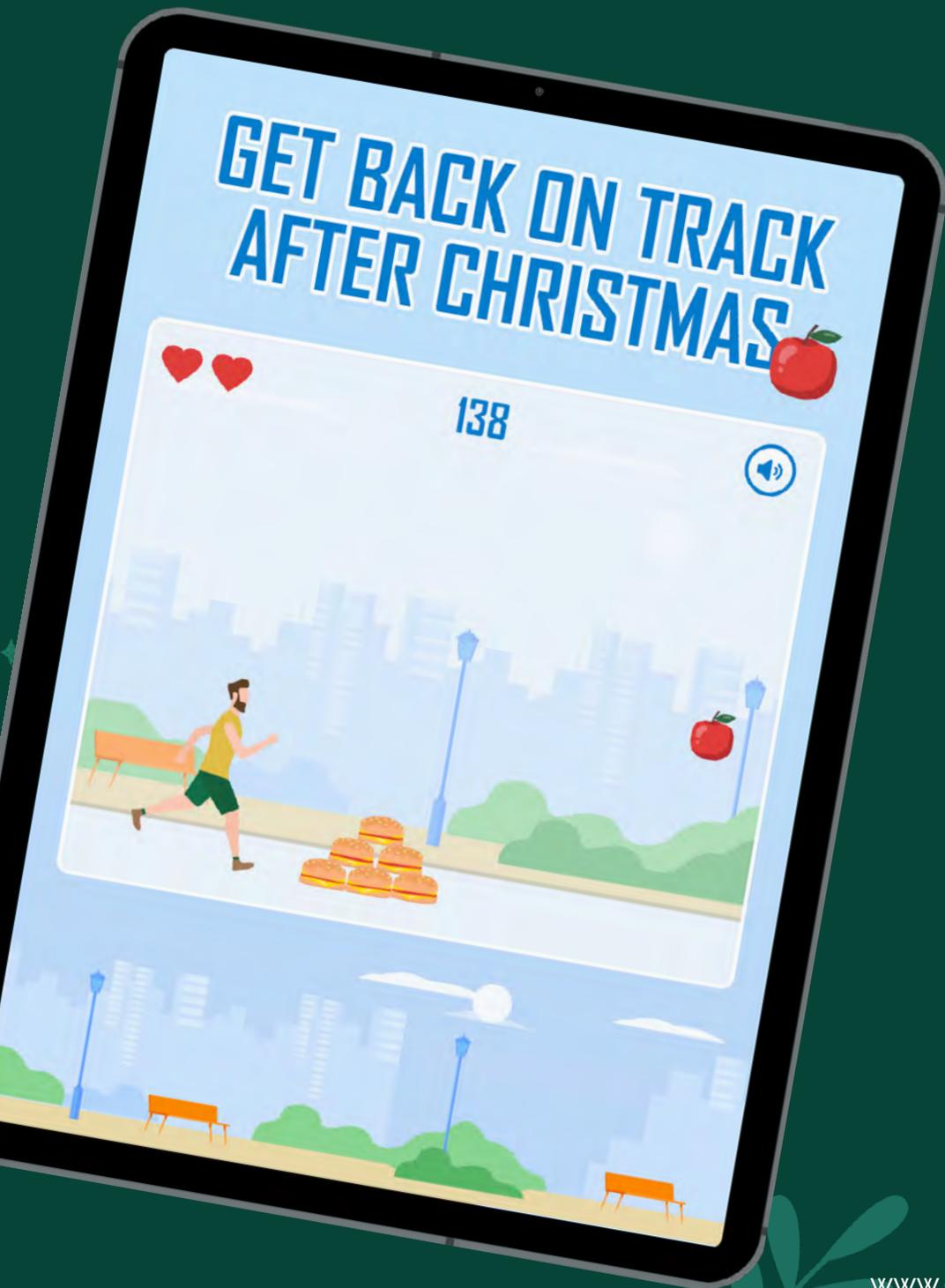


Launch an instant win campaign

Instant win formats are great because you immediately know if you have won or lost. Moreover, generally speaking, these formats are higher converters. In the example, we've imagined a **shell game** with Christmas balls as containers. Participants need to find behind which Christmas ball is the gift hidden to win it. Each time they play, the prize is placed behind another container so it can go on forever!

Find behind which
Christmas ball
is your gift hidden





Motivate your audience after Christmas

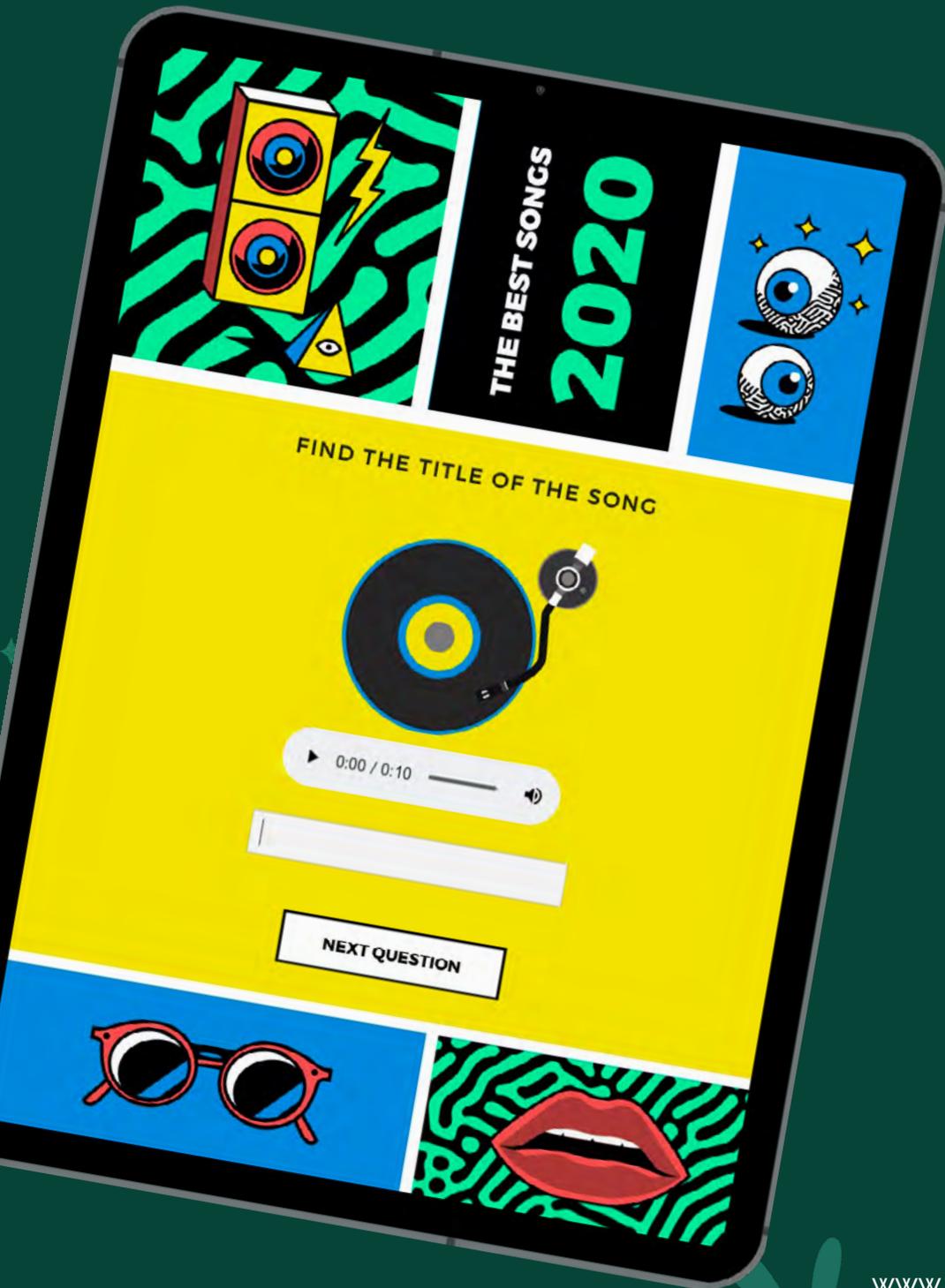
Christmas has become synonymous with families coming together, where food and drink are consumed in large amounts. Imagine a campaign to help users to get back on track after Christmas! For that, you can use our brand new game, **the runner**, to encourage your audience to stay in shape, take fresh air, do sports, etc. Challenge them to run as long as possible and to get the best score to win a special after-Christmas prize.



Celebrate the ugly Christmas sweater day

Ugly Christmas sweater day is celebrated on the third Friday of December. This year, it falls on Friday, December 18th. Take the opportunity to launch a **photo contest** with your community or a **memory!** Challenge participants to find all matching pairs of cards in the lowest time and fewest clicks possible and offer the ugliest Christmas sweater to the winner.





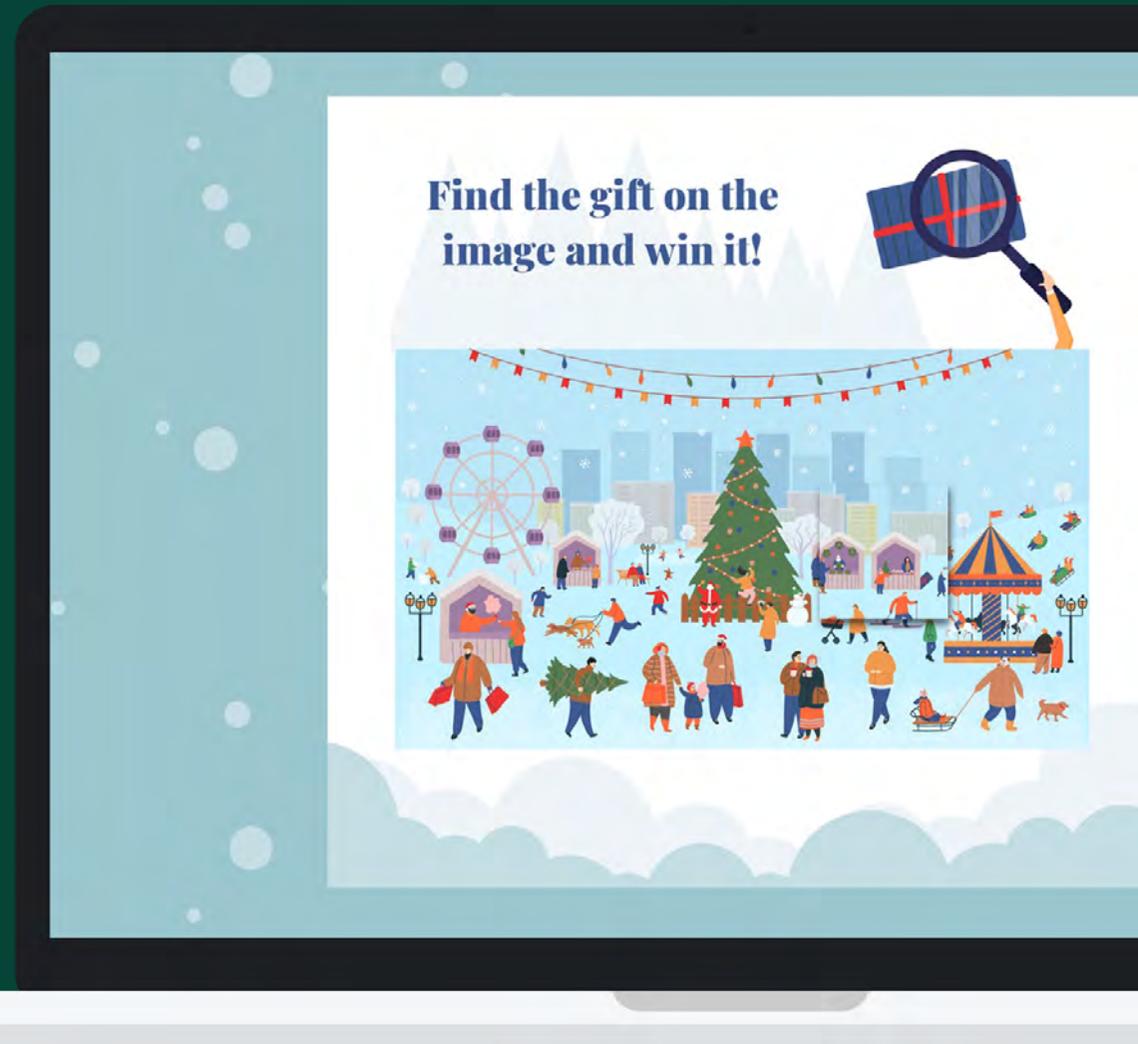
Organise a blind test

A bit like the end of the year polls, create a **blind test** with the best songs of 2020. Participants have to listen to pieces of music and find the artist or the name of the song, either among the given proposals or by typing the right answer. For more challenge, you can add a time limit.



Challenge your participants with a fun game

People love challenges and gifts (even more during Christmas). Create a campaign mixing both! Launch, for example, a “**hidden object**” game and challenge participants to find the Christmas gift that is hidden within the picture in the lowest time possible to win it — an easy and challenging campaign to set up.





Organise a virtual Christmas treasure hunt

That's precisely what the supermarket Lidl did thanks to a **"hidden object"** campaign published simultaneously on its website and Facebook page. Consumers were invited to find, as fast as possible, the forgotten items left by Santa Claus in Lidl's virtual store, to win tickets for The Santa Claus Show. Participants had to fill out a form with their contact details to validate their participation in which an opt-in to subscribe to Lidl's newsletter was proposed.



Spread love to your community

During the lockdown, the brand Cailler offered its audience the opportunity to send for free a greeting card with a chocolate bar to their loved ones. Participants just had to select the card they wanted and fill out a form with the contact details of the sender and recipient. As Christmas is the perfect time to send greeting cards, get inspired by Cailler's campaign to spread some love to your community.





New game available



The catcher

We have a Christmas gift for you! After the **runner**, we decided to add another addictive game in our catalogue: the **catcher**. How does it work? Participants have to catch the objects (balls, gifts, candies, etc.) falling from the sky by moving a basket and try to keep a maximum of them inside the basket.

TRY IT NOW!

What is Qualifo?

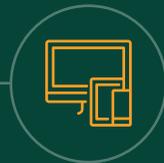
Qualifo is the leading SaaS in Europe for interactive marketing & data collection. It allows you to easily create and publish interactive content (quizzes, personality tests, polls, and 50+ other innovative formats) on all your digital channels, and to collect data on your audiences to better engage, qualify, segment and monetise them.

How does it work?



CREATE

Choose your interactive campaign and customise it without any extra development.



PUBLISH

Easily publish your campaign on your websites, mobile apps, social networks or on a dedicated minisite.



COLLECT DATA

Run GDPR-compliant data collection campaigns thanks to a set of dedicated features.



GET RESULTS

Visualise and extract profiles collected and campaigns statistics in real time.



SEGMENT & MONETISE

Connect the platform to your marketing & data tools (CRM, DMP, SSO, email, automation, Analytics, etc.).

Interested?

Book your demo with live custom examples

REQUEST A DEMO

Need more info?

CONTACT US

