



How to make your ads stand out during the holidays.





Introduction.



The holiday season marks a big opportunity for small businesses, but, with almost every brand competing for the attention of holiday shoppers, cutting through the noise is no easy feat.

So how do you differentiate your holiday ads from your competitors? What makes an attention-grabbing ad? Starting your holiday campaigns early and employing multichannel approaches are crucial for effectively marketing during the holiday season.

In this eBook we cover the fundamentals of successful holiday and Christmas marketing ads: the current landscape at a glance; what makes a high-performing holiday ad; how to plan your holiday advertising strategy; and tips to make your ads stand out.

Successful ad campaigns blend humour, emotion and effective storytelling to resonate with viewers and encourage holiday spending.



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Holiday season spending and advertising by the numbers.



[According to a survey in 2023](#), the average Australian spends nearly \$1500 in the lead up to Christmas and the holiday season, adding up to approx. \$30 billion in total spending. The vast majority of this is spent in retail, eating out, food and wine and travel.

This makes the holiday season a critical time for businesses wanting to capitalise on the annual spending flurry and highlights the need for a marketing campaign that targets your customers at the right time and in the right places.



51%

[51% of Australians](#) plan to maintain their 2023 spending levels in 2024, while 26% intend to spend less.



17.08m

In 2024, [17.08 million Australian shoppers](#) used online shopping websites monthly.



28%

[November is the most critical month for sales](#) in Australia, accounting for 28%, closely followed by December (21%) and October (19%).



37%

[37% of Australians](#) prefer marketing content in video form during the holiday season, with a preference for [videos that are 1-5 minutes long](#) (30%).



The 5 elements of high-performing holiday ads.

For an ad to be effective it must command attention, be memorable and tap into a want or need of your target audience.

Innovative holiday marketing ideas that stand out and engage customers emotionally are crucial, especially when there are several businesses advertising relevant products or services. Making a unique, memorable impression is essential.

Whether you're a cafe owner, landscaper, florist, cleaner or anything in between, your ads should provide a compelling reason why someone should choose you over your competitors and take the next step. This comes down to five key elements:

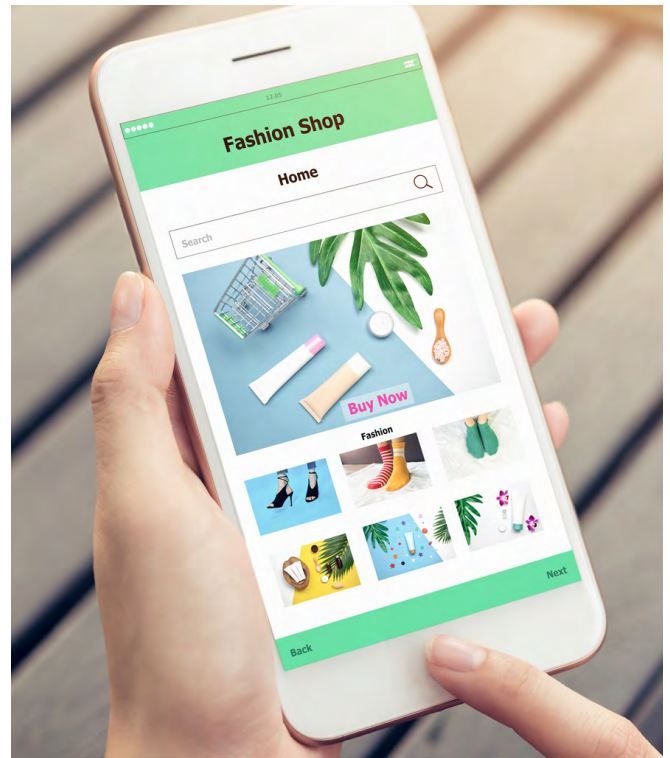


1. The offer.

It's likely there are multiple businesses in your area advertising similar products or services, so highlighting these alone isn't enough to create an engaging proposition. To capture attention and drive clicks on your ad, you'll need an engaging offer. Depending on your business, this could be:

- A flat percentage discount
- A 'spend \$X get X% off' deal
- A 2-for-1 offer or package deal
- A free gift or bonus with purchase
- Limited-edition holiday products or services
- Same-day service or delivery
- An extended warranty

Offering a risk-free guarantee, such as a money-back promise, helps to build trust and encourage potential customers to make a purchase by minimising their fears of financial loss. This strategy, known as risk reversal, is crucial in alleviating customer anxiety about purchasing.



2. The copy.



This is where you really have an opportunity to sell yourself – but keep it punchy. Your ad text should be short and to-the-point. Include a hook that compels your reader to find out more.

For example, if you're a hairstylist advertising a salon offer for the new year, your headline might be something like: '2025: The year of no bad hair days.'

Try to avoid clichés and overused phrases like 'Save money' or 'Click here'. Get creative. Think about how you can convey your message in a unique and memorable way.



The 5 elements of high-performing holiday ads.



3. The look.

Visual creative includes imagery, videos, your logo and any other visual elements which make up your ad.

Successful creative communicates the spirit of your brand in a split second and stops your audience from scrolling past your ad.

Keep these tips in mind:

- Highlight your key offer with a button, banner, feature typography or contrasting colours
- Include your logo
- Use eye-catching colours and imagery, but keep it consistent with your branding
- Use the [recommended format and aspect ratio for ads, images and videos](#)
- Add movement with gifs or video



The 5 elements of high-performing holiday ads.



4. The call to action.

Your call to action (CTA) is a short snippet of copy that directs your reader to take an action, such as click on a link, call a phone number or sign up to something. Keep your CTA short, concise, specific and action oriented.

For example:

Get your offer >

Claim your deal >

Learn more >

Find out how >

Get a quote >

Book online >



5. The targeting.

You can have the most compelling ad in the world, but if your potential customers aren't seeing it, it's not going to achieve the results you want.

Targeting is one of the most important aspects of a festive season marketing campaign because it ensures [your ads are reaching the right people](#).

Targeting options differ slightly depending on the advertising channel you're using, but some of the general types to be aware of include:

- **Demographic targeting:** This includes details such as age range, gender, location, job/industry and marital status.
- **Interest targeting:** This involves targeting a specific interest, such as fitness and health.
- **Keyword targeting:** When you [target certain keywords](#), your ads show up when people search for those keywords or on pages that relate to those keywords, depending on your ad type.
- **Placement targeting:** You can choose to target people based on the sites they visit.
- **Retargeting:** You can also [target custom audiences](#) based on who has already visited your website.



Planning your holiday marketing campaigns strategy.

Whether you're running a Christmas campaign, capitalising on the Black Friday and Cyber Monday sales, or ramping up your online ads for any other peak holiday period, holiday marketing campaigns play a critical role during the festive season to engage shoppers and boost sales.

[Good planning is essential](#) to creating targeted and effective advertising. Here's how to get started:



Define your goals.

Be clear on what you want to achieve from your holiday advertising and how you'll measure success. For example, you might set a goal to:

- Improve sales by X% year on year
- Increase quote enquiries by X%
- Increase traffic to your website by X%
- Increase subscriptions by X%
- Grow your customer base by X%



Pinpoint your customer persona.

Think about the types of customers you already have and build a general picture of their traits and profile. These characteristics include:

- Age range
- Gender
- Location
- Job
- Hobbies/interests
- Marital status



Once you've defined a persona for your typical customer, it's time to get inside their head and consider their habits and motivations. Ask yourself the following questions:

- What platforms or channels does my customer use?
- What motivates my customer to make a purchase? (For example, price, speed, quality etc.)
- What would stop my customer from making a purchase?
- What problems does my customer need solved?
- What questions does my customer need answered?
- What does my customer want to know about my business?

Define your customer persona or personas early on and it will be much easier to choose your ad channels, target your audience and create a relevant offer, ad copy and visual creative.



Planning your holiday marketing campaigns strategy.



From there, think about how you can go above and beyond to lead the charge. This could be by making a more compelling offer, using more engaging creative and copy, advertising on more relevant channels or any combination of these factors.



Create a sense of urgency and scarcity.

Creating a sense of urgency and scarcity is a powerful way to drive sales and engagement during the holiday season.

By limiting the availability of products or offering limited-time discounts, you can tap into the fear of missing out (FOMO) that many customers experience. This tactic can be effectively implemented through various marketing channels, such as email, social media and paid advertising.

For instance, you can use countdown timers in your emails or on your website to create a sense of urgency. Highlight phrases like 'Only a few left!' or 'Offer ends in 24 hours!' to push customers towards making a quick decision. Exclusive deals for loyal customers can also foster a sense of scarcity and reward your most dedicated patrons.

By creating a sense of urgency and scarcity, you encourage customers to act swiftly, boosting your holiday sales and engagement.



Analyse your competitors.

To outperform your competitors, you first need to understand their approach. Take a look at the holiday ads of your key competitors, or other small businesses with comparable products or services.

Consider the best holiday marketing campaigns that showcase effective holiday ads resonating emotionally with audiences, highlighting the importance of nostalgia and family connections.

What platforms or channels do they use? What offers do they make? How have people engaged with their ads? What do they do well and what can they improve on?



Capture the holiday spirit.



Capturing the holiday spirit is essential for businesses to connect with their customers and create a memorable brand experience.

The holiday season is a time of joy, togetherness and celebration, and your [marketing should reflect these sentiments](#). By incorporating holiday-themed elements and imagery, you can create a festive atmosphere that resonates with your target audience.

Consider creating holiday-themed ads that evoke the warmth and joy of the season. Offer special holiday promotions that align with the festive spirit, such as 'Buy One, Get One Free' deals or limited-edition holiday products. Hosting holiday events, whether virtual or in-person, can also engage your customers and spread holiday cheer.

By capturing the holiday spirit in your marketing efforts, you can create a positive brand image and build lasting customer loyalty.



Capture the holiday spirit.



Incorporate holiday-themed elements and imagery.

Incorporating holiday-themed elements and imagery is a great way to create a festive atmosphere and capture the holiday spirit. Use various marketing channels, such as social media, email and paid advertising, to infuse your content with holiday cheer.

For example, update your social media profiles with holiday-themed graphics and cover photos. Create engaging ads featuring holiday imagery, such as snowflakes, Christmas trees, or festive lights. Videos and gifs with holiday themes can also capture attention and convey the joy of the season.

By incorporating holiday-themed elements and imagery, you create a memorable brand experience that connects with your customers on an emotional level, enhancing your holiday marketing campaign.

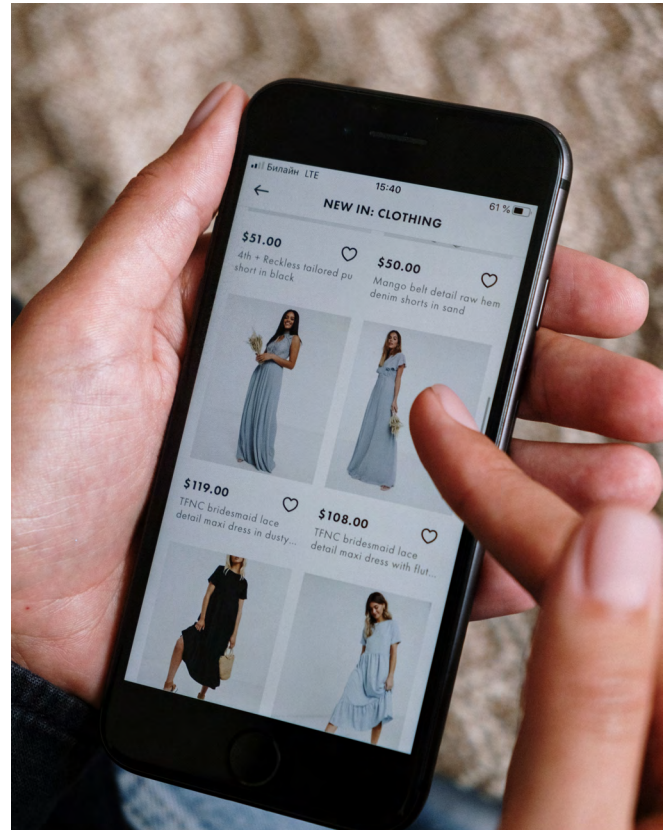


Multi-channel marketing strategies.

Multi-channel marketing strategies are essential for businesses to reach their target audience and maximise their marketing efforts during the holiday season.

By leveraging various marketing channels, such as email, social media, paid advertising and influencer marketing, you can create a cohesive brand message and reach your audience across multiple platforms.

For example, use email marketing to send personalised holiday greetings and promote special deals. Engage with your audience on social media by sharing holiday-themed content and running festive contests.



Use paid advertising to help you reach new customers, while influencer marketing can amplify your message through trusted voices.

By using multi-channel marketing strategies, you can increase your reach and engagement, driving sales and revenue during the holiday season.



Tips for making effective, attention-grabbing ads.



Once you've planned out your holiday advertising strategy, it's time to work on your ads.

Get started with these best-practice tips:



Address your audience directly.

Readers are more likely to be attracted to ads that address them personally. Use the active voice to make it clear you're speaking directly to your audience.

Passive voice: Joe's Mowing customers have healthy, green lawns year-round.

Active voice: Get your summer back. Let Joe's Mowing handle your weekly mowing, weeding and maintenance.



Include a clear 'What's In It For Me' (WIIFM).

The overarching goal is for your audience to notice your ad and say, 'That's what I need'. To achieve this, you need to provide a specific reason or benefit.

Depending on what and why you're advertising, your customers' WIIFM might be cost savings, exceptional service, speed of delivery, a product or service that solves a specific problem or a mix of these factors.



Tips for making effective, attention-grabbing ads.



Keep it short and sweet.

Most online users' attention span lasts less than 2.5 seconds, so you need to make an impression quickly. Keep your ad copy short and succinct and, if your ad contains a video or gif, make sure the most impactful elements are covered in the first few seconds.

Use social proof.

With more than two-thirds of Australian consumers reading [online reviews](#) before making a purchase, countless people rely on these reviews and testimonials to establish trust in new businesses, products or services. You can't afford to ignore the value of customer feedback.

Where ad space allows, include a glowing testimonial to bolster your credibility and provide social proof that your audience should take the next step. You can also validate your claims by adding relevant customer data – for example, 'See why XX number of customers have joined in the last week'.

Tap into emotions.

Studies have shown that emotionally driven advertising is more likely to be remembered and have a lasting impact. In fact, ads that evoke strong emotional responses can lead to a [23% increase in sales](#) compared to those with rational content.

Consider how you can use emotion to make your audience feel moved or connected to your brand and your ad. Emotionally driven holiday themes to consider include:

- Togetherness
- Time with family
- Giving back
- Relaxation and unwinding
- New beginnings
- Celebration

Test and learn.

Ultimately, designing the best attention grabbing ads for your business is a process of testing and learning. Understanding the overall client lifetime value (CLV) is crucial in making compelling offers to attract new customers.

While the best-practice tips above will help you start on the right foot, be prepared to try different approaches and fine-tune your approach over time.



Wrapping up.



Thoughtfully crafted, eye-catching advertising goes a long way in getting the best return on your holiday marketing spend – but it does take time and effort.

If you need a hand anywhere along the way, Yellow Pages has an award-winning suite of [digital marketing services](#) that get results for small businesses all over Australia.

From SEM to digital display and social ads, our team can help you grow your business through a clear, targeted advertising strategy.

Get in touch with [Yellow Pages today](#).