



Ecommerce
Marketing
Strategy Q4



The most profitable ecommerce season is here. Excited? You should be!

Q4 gets bigger and better each year. Amazon's net sales hit a whopping \$125 billion in 2020's Q4, and UK online retail sales reached £3.2 billion in November 2020 alone. 💰

But with so many brands eager to make their presence known, the high stakes of the holiday season can make Q4 marketing intimidating. You know you'll need to level up your marketing to stand out and make more sales. But how?

Don't worry. We've got a plan. In this guide, we'll share the tips, tricks, and tools you need to craft a winning Q4 marketing strategy, so you can come out on top.



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We know how important Q4 is to your business.

Discover how SellersFunding
can help you win this quarter.



How to budget for Q4 marketing without overspending

If you've ever gone over budget in a marketing campaign, you're not alone.

It's easy for costs to snowball when you've got multiple marketing initiatives on the go, plus a growing store to run. Luckily, you can ensure your store sticks to its budget, while still launching memorable campaigns, with the help of a few simple measures.

How to budget for Q4 marketing without overspending

- **Set clear marketing goals** 

To kickstart your Q4 marketing the right way, map out clear, time-bound goals.

Defined goals act as a guiding light for your marketing, highlighting what you want to achieve and by when. Once you have set goals, you'll have a clearer understanding of which marketing avenues will suit your targets so you can start to realistically pin down your costs.

- **Research marketing trends for your niche then set your budget**

To set the right budget, it's important to find out what “realistic” actually looks like for the channels you use.

Take a good look at prices for each channel, and average them to gain a rough estimate of what you can expect to pay. Add a buffer to accommodate for any price fluctuations (more on this a bit later).

- **Scope out your competitors' marketing strategies for pricing clues**

Your competition can offer useful guidance on the best marketing platforms and tactics in your niche.

Take a look at what the competition did last year, then think about how you can use these marketing channels and tactics in a way that's even better.. From there, try to get an idea of how much 'better' will cost. Now you can create campaigns that really stand out, without blowing a hole through your budget.

How To Budget For Q4 Marketing Without Overspending

- **Add a buffer for Q4 ad price surges**

Advertising costs, especially for PPC, have traditionally spiked in Q4.

But honestly, as prices have been rising month-on-month in recent years. Make sure you accommodate price surges into your ad budget. The best buffer size will vary from business to business, but to set a good buffer for your store, look at how much costs have risen percentage-wise in last year's final quarter and throughout the year so far. Average your results to get an estimate for the cash amount needed to your Q4 goals.

- **Use safety caps**

This next tip may seem simple, but it's super effective.

Use the campaign budget cap features provided in your pay-per-click ads manager to control spending and track every campaign's spend at least twice a week. These caps will protect you if an ad malfunctions, or you make a mistake when setting up your ads.

You can apply a similar approach to content marketing services by requesting that your agency alert you if you are close to exceeding your retainer limit or project scope. Then you can decide on the next best steps.

Finally, don't be afraid to put your own safety caps in place. If you notice a campaign isn't performing, cut your losses and end it. You'll free up more budget for further experiments to find your winning campaigns.



3 Must-know Marketing Metrics To Track Your Profitability

Likes and shares are great, but making money from your marketing initiative is the ultimate goal.

To track the profitability of your marketing campaigns, there are three key metrics to check in on weekly:

1 Advertising Cost of Sale (ACoS)

Your ACoS tells you how much cash you've spent for every dollar made from ads. When it comes to defining a good ACoS, the lower the better as it'll make your campaigns even more profitable. The formula for Calculating your ACoS is:

TOTAL SALES / TOTAL AD SPEND

In action, the ACoS formula could look like this:

- Total sales: **\$24000**
- Total spend: **\$5000**
- $\$24,000 / \$5000 = \mathbf{\$4.8 \text{ ACoS}}$

2 Costper Click (CPC)

CPC relates to how much you get charged each time a person clicks on your ad.

Generally, you want to optimise your ads for low CPCs as it'll help you preserve your ad budget and reach more people for less. The formula to work out your CPC is:

ADS SPEND / CLICKS GENERATED BY THE AD

The CPC formula can look like this in play:

- Ad spend: **\$7,000**
- Clicks: **94,000**
- $\$7000 / 94,000 = \mathbf{0.07 \text{ CPC}}$

3 Return over Ad Spent (RoAS)

RoAS confirms the amount of revenue generated for each dollar spent on advertising. The higher your RoAS the better, as it shows you're getting the most bang for your marketing buck. The formula for RoAS is:

REVENUE FROM ADS / TOTAL AD SPEND

The RoAS formula can pan out like this:

- Revenue: **\$43,000**
- Ad spend: **\$6,000**
- $\$43,000 / \$6,000 = \mathbf{\$7.16}$



Get Your Ecommerce Marketing Strategy Q4 Ready: **The Channel Type Edition**

Now that you've got a clear idea of how to stay on budget, it's time to craft a marketing strategy so good customers will keep coming back for more.

Of course, it's always wise to diversify your marketing channels to attract different people in your target market and ramp up your total site visits.

Let's explore some of the top marketing channels and how you can use them to get ahead in Q4:

Get Your Ecommerce Marketing Strategy Q4 Ready:

The Channel Type Edition

Search Engine Optimisation (SEO)

SEO is the process of improving your website's organic traffic using things like targeted keywords, useful content, and providing a crisp user experience. SEO can be extremely profitable in Q4 since it's essentially free. But just a heads up, it can take a lot of time and effort to get results.

Must-know SEO tips for Q4

- **Find and target long-tail keywords** related to the holiday season, these are often easier to rank for, so you can get traffic trickling in sooner.
- **It can take 3-6 months for your page to rank**, so start your holiday keyword optimisation and content early and be patient. Use tools like Moz and Yoast to track your SEO progress and make updates along the way to improve your rank position.
- **Build backlinks for your holiday content** to boost your traffic to those pages. For example, you could collaborate with other brands on holiday-related blog posts and link back to each other's sites.
- **Start a blog** on your website and post relevant holiday content in different formats like ebooks, blog posts, infographics, and checklists. Make content shareable to help raise awareness of your brand.

Get Your Ecommerce Marketing Strategy Q4 Ready: The Channel Type Edition

Social Media

Offering a space for people to connect, interact, and of course, shop — social media is one of the best places to meet your target customer in the holiday season. Here's how to make it a priority in the holiday season and beyond.

Top tips for social media marketing in Q4

- **Use influencer marketing** to shine the light on your holiday offers, products, and content. Be sure to always offer a way for shoppers to learn more about your brand, whether that's through the influencer bio link or putting your website in the caption.
- **Seek out holiday-themed user-generated content (UGC)** and use it in your campaigns. For example, say you have a bakeware brand. You could host hashtag competitions each month for the best Christmas pudding and have shoppers submit their photos with a dedicated hashtag to win a prize.
- **Turn your social media pages into helpful resources** with holiday-related tips on how to use your products.
- **Set aside at least one hour each day to engage** with shoppers. Ask questions and run polls to understand what they're looking for, then tweak your marketing to reflect their wants and needs.
- **Consider tying your marketing to a social media store** and have influencers front your holiday campaigns to drive more leads and sales.

Get Your Ecommerce Marketing Strategy Q4 Ready: **The Channel Type Edition**

Pay-per-click (PPC)

With PPC, you can make your campaigns as targeted or as broad as you'd like. For that reason, PPC can be a super useful revenue generation tool in Q4, when all kinds of shoppers are searching for goods.

Essential PPC tips for Q4

- **Find out where your target audience spends the most time** online then use ads to capture their attention. For example, if your target audience is Gen Zers you could look into Instagram, TikTok, and Snapchat ads.
- **Invest time and money to seed audiences before Q4.** Test the waters to find your ideal audiences before the final quarter arrives so you have the data needed to prepare eye-catching ads and offers your target shoppers will love.
- **Optimise your campaigns** throughout Q4, paying extra attention to things like customer engagement with your video and images, conversion rates, targeting, and timing. Also, split test ads to uncover more profitable customer segments and ad setups.



Build an ecommerce marketing strategy you can depend on this Q4

If you've been waiting for the chance to step up and show your target customers what your brand is made of, your opportunity has arrived. But winning in the Q4 holiday rush is going to require a strong commitment.

Research, preparation and experimentation (combined with some scroll-stopping content and razor-sharp ad targeting) will help you stay ahead of the game.

Keep optimising your marketing with the data you collect along the way and be prepared to cut losing campaigns. Before you know it, you'll be making your way into a super profitable new year!

If you're ready to dominate Q4, don't delay.

Learn how **SellersFunding** can help you improve cash flow, and explode your sales.



Working out your business' worth may seem like an intimidating and lengthy process. But it doesn't have to be.

Avoid overwhelm by breaking down your valuation, business optimisation, and selling processes into manageable weekly tasks, and don't be afraid to delegate to consultants and business analysts for extra breathing space.

Above all, enjoy the time you have left in the business as you make this huge transition. You'll have fond memories as well as a cushy bank account when the sale goes through. Good luck!



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