



RESPOND → PLAN → RETURN STRONGER

Elevate Your Business for the Holiday Season

PRESENTED BY
Matthew Clyde
Founder + President, Ideas Collide





since **COVID-19: 100 Brands**

Micro-to-Macro Solutions | Fortune 100 – Start Up
Consulting on Social Media to Social Distancing to Social Justice



CUSTOM MARKETING | BRAND STORYTELLING | COMMUNITY CONNECTION



REAL POSITIVE



KEEPING REAL + POSITIVE





ARIZONA
SMALL
BUSINESS
BOOT CAMP &
COLLECTIVE

RESPOND → PLAN → RETURN STRONGER

HOW TO “HOLIDAY” MARKET DURING A GLOBAL PANDEMIC







YOU GOT THIS!



HOW
TO
“HOLIDAY”
MARKET
DURING
A GLOBAL
PANDEMIC

IDEAS  COLLIDE

1. STRENGTHS

STORY + MESSAGE

2. TRENDS

INSIGHTS + ACTION

3. OWN YOUR OWNED CHANNELS

PREP + PRACTICAL PLANS



ARIZONA
SMALL
BUSINESS
BOOT CAMP &
COLLECTIVE

RESPOND → PLAN → RETURN STRONGER



YOU GOT THIS!



CONFIDENCE



CONFIDENCE

Strengths

+ Experience



.COM
BUST

POST
9.11
FEAR

GREAT
RECESSION

**World always amid
disruption.**

**Draw on strength +
experience.**

STRENGTHS

Story

+ Message



1. STRENGTHS

STORY

+ MESSAGE

IDEAS  COLLIDE

RETURN STRONGER 

LEVERAGE THE POWER OF LOCAL



66%

of shoppers will shop more at local small businesses.

EVERYTHING IS STORY (Content)

In today's always on, virtual +
fragmented, disruptive marketing
environment **YOUR MESSAGE**
is key + paramount.



MESSAGE + STORY

SHAPES PERCEPTION

INSPIRES ENGAGEMENT + ACTION



MESSAGE + STORY

**SHAPES
PERCEPTION
INSPIRES
ENGAGEMENT
+ ACTION**



TITLE UPGRADE

CHIEF STORYTELLING OFFICER

Everyone plays this role
in the modern marketplace.

Brand / Service / Owner = Priority

Evangelize + Advocate

MRI SIMMONS CONSUMER MINDSET STUDY

PERSONALITY MINDSET

NERVOUS (My world is forever altered, and I feel uneasy; 41% of respondents)

ACCEPTING (I believe in fate, whatever is meant to be will be; 59% of respondents)

BEHAVIOR MINDSET

LIVE + LEARN (I will be a lot more cautious after COVID19 passes; 71% of respondents)

BOUNCE-BACK (I will go right back to living the way I did; 29% of respondents)

Connect to
the Mindset
of Your
Customer

WHAT
DO
THEY...

- **Care About**
- **Worry About**
- **Need Solutions For**

STRENGTHS + YOUR STORY

OTHER Key Questions

- What's your stand-out experience : unique, memorable: (service, product, organization goal)?
- Why? Passion? Purpose?
- What do people / customers come to you for the most?
- What strength do you need to level up?

STRENGTHS
+ STORY

**KNOW
SHARE
CONNECT**

IDEAS  COLLIDE

RETURN STRONGER 

STRENGTHS

Story

+ Message



STORY + CONTENT

**It's not just about
selling a product,
it's about telling a
narrative.**

STORY + CONTENT

SAME

DIFFERENT

STRENGTHS
+ STORY

OK, ALSO TO ...

**FLIP
THE
NARRATIVE**

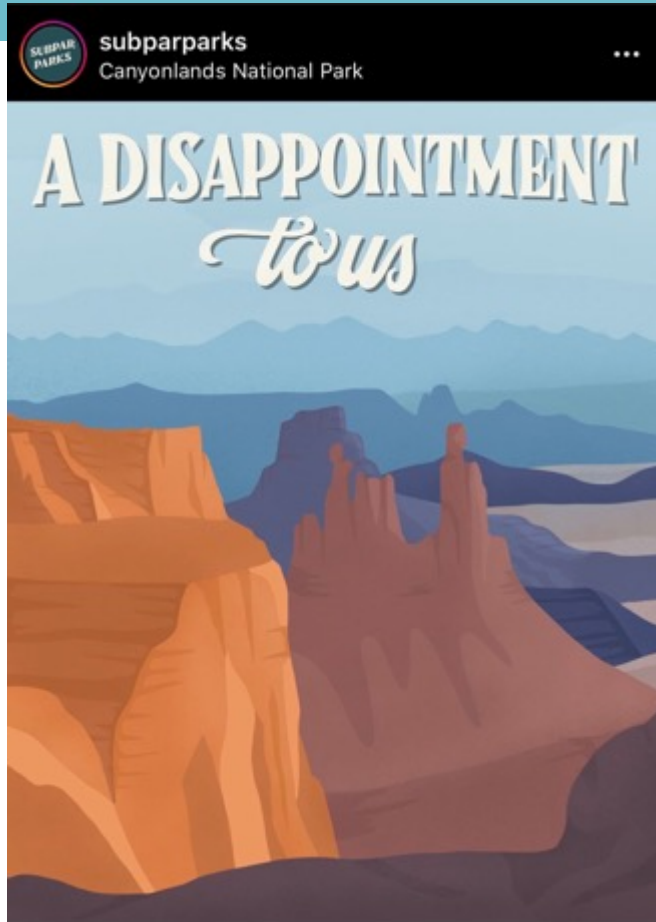
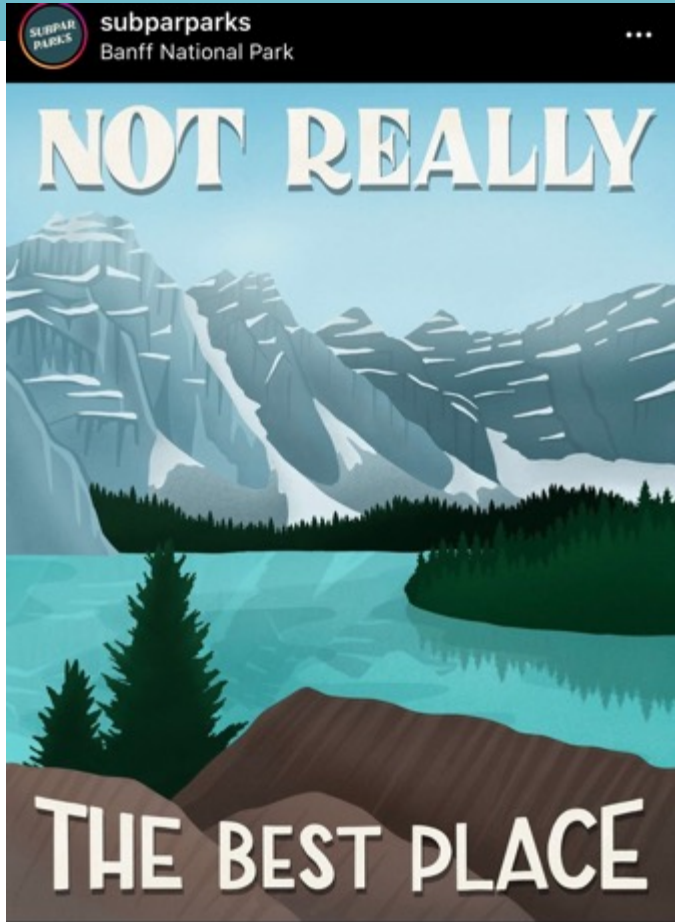
CREATE MORE INTEREST, FLIP THE NARRATIVE



ambersharedesign.com

RETURN STRONGER 

CREATE MORE INTEREST, FLIP THE NARRATIVE



CREATE MORE INTEREST, FLIP THE NARRATIVE

OK IF YOU LIKE
cactus

A HOLE.
A VERY, VERY LARGE HOLE.

STRENGTHS
+ STORY

**WHAT NARRATIVE
CAN
YOU
FLIP
TO MAKE YOUR
SERVICE MORE
UNIQUE?**

KNOWING STRENGTHS

Opens Paths to Pivot...



PIVOT WITH
INTENTION



KNOW YOUR STRENGTHS + PIVOT WITH INTENTION



DANZEISEN DAIRY

— *delivered farm fresh.* —

KNOW YOUR STRENGTHS + PIVOT WITH INTENTION



HOME DELIVERY NOW AVAILABLE!

TRENDS

INSIGHTS INTO ACTIONS



2. TRENDS

INSIGHTS + ACTON

IDEAS  COLLIDE

RETURN STRONGER 

**“We’ve seen two years’
worth of digital
transformation in two
months.”**

**Satya Nadella,
CEO Microsoft**

**Economic +
health
concerns will
expedite the
rise of sales +
eCommerce**



Economic + health concerns will expedite the rise of sales + eCommerce

Individuals + families will be more sensitive to price, shortages and avoiding crowds.

Service Providers
Retailers
Organizations

Launch, message + focus on holiday NOW

One-third of shoppers said that all their holiday purchases are being driven specifically by promotions**

** <https://support.google.com/google-ads/answer/6167153?hl=en>

One-third of shoppers said that all their holiday purchases are being driven specifically by promotions**

Don't wait for Black Friday + Cyber Monday singular events – **LEAPFROG NOW**

- Your Holiday Message
- Your Convivence + Safety Approaches
- Your Offers, Deals, Gift with Purchase

** <https://support.google.com/google-ads/answer/6167153?hl=en>

Black Friday
lines won't
disappear,
expect long
queues of cars
eagerly waiting
for buy-online-
pickup-curbside
purchases to be
placed in their
vehicle...

** <https://support.google.com/google-ads/answer/6167153?hl=en>

One-third of shoppers said that all their holiday purchases are being driven specifically by promotions**

"If retailers want to capitalize on 2020's seasonal spike, they need to review their systems now."

Get your "online house" and buying capability in order NOW so customers can work/find/connection with you with ease.

64% of holiday shoppers say they explore new products more in the holiday season.

<https://support.google.com/google-ads/answer/6167153?hl=en>

64% of holiday shoppers say they explore new products more in the holiday season*

- Advertise through paid **social ads** and paid **search** campaigns
- **Plan + use enticing imagery; add copy that emphasizes the uniqueness or urgency of the offer**
- Consider ways of grouping your products or services into “**holiday gift sets**” – **even for services in the new year**
- Ensure your website is ready

** <https://support.google.com/google-ads/answer/6167153?hl=en>

CURRENT TRENDS TO OBSERVE + PLAN FOR...

- ✓ Proactive + Health-Mind Wellness
 - ✓ Health Management
 - ✓ Back Yard Retreat
 - ✓ Family/Friend Connection
 - ✓ Simplification of Life
 - ✓ Inspiration for Future
 - ✓ Clean + Secure
 - ✓ In Home Clubs + Activities
- ✓ Contactless, Digital Connection
- ✓ Pantry Restock + Preparation
- ✓ Halloween Quarantine
- ✓ Confined Spaces + Living
- ✓ Guidance in Unknowns
- ✓ New Age of Contracts
- ✓ Ease – Convenience Mode

TAKE HOLIDAY MARKETING ACTION NOW





Home

Shop Local

Search products...



Shop by Category



Cards & Stationery (3)



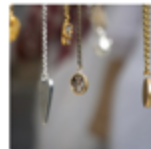
Clothing (19)



Crafts (4)



Home Office (12)



Jewelry (2)



Kids (1)



Pets (1)



Womens (10)



Art & Decor (14)

VENDOR REGISTRATION

STORE MANAGER



Home

Shop Local

Search products...



Shop Local

Support your community, buy awesome products from local companies

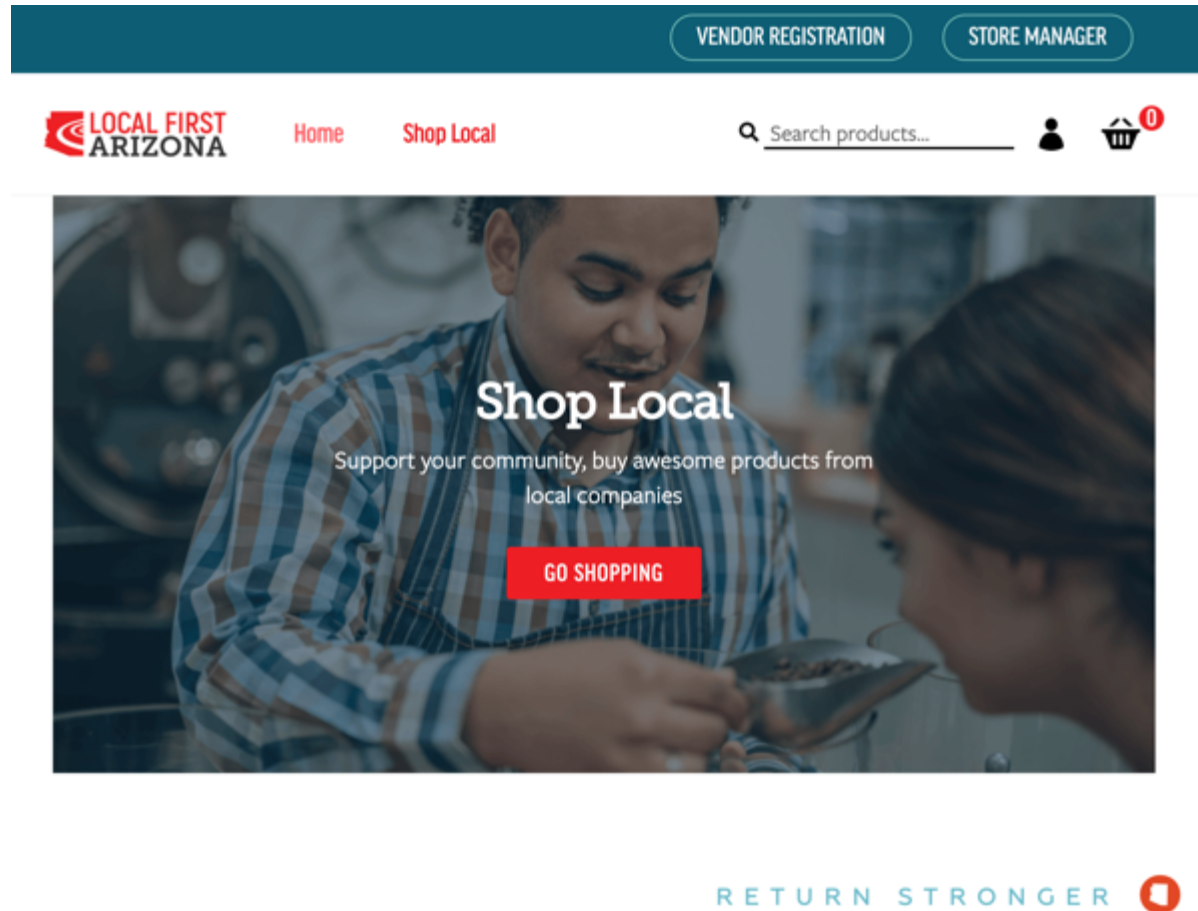
GO SHOPPING

IDEAS  COLLIDE

RETURN STRONGER



- One stop shop to buy local from small businesses across Arizona
- All in one easy-to-navigate website purchase
- LFAZ: 400,000+ subscribers and driving online shoppers to support small businesses
- Businesses can sign up at shop.localfirstaz.com



TAKE HOLIDAY MARKETING ACTION NOW



SEARCH RESULTS

Ensure You Are Using the Information Searchers Need

Kidstop Toys & Books



Website

Directions

Save

Call

4.9 ★★★★★ 59 Google reviews

Toy store in Scottsdale, Arizona

Store for all-ages children's books & toys, including dollhouses, building sets & scooters.

✓ In-store shopping · ✓ In-store pickup

Located in: [Agua Caliente](#)

Address: 6990 E Shea Blvd #103, Scottsdale, AZ 85254

Hours: **Open** · Closes 6PM ▾

Updated by business 2 weeks ago

Phone: (480) 609-9012

** <https://support.google.com/google-ads/answer/6167153?hl=en>

SEARCH RESULTS

Ensure You Are Using the Information Searchers Need

My Three Girls Bakery



Website

Directions

Save

Call

4.4 ★★★★★ 36 Google reviews

Bakery

✗ Dine-in · ✓ Takeout · ✓ No-contact delivery

Ad · Free Delivery on 1st Order

My Three Girls Bakery - Phoenix, AZ - Delivered by Grubhub

[Order Now](#) · [grubhub.com](#)

GRUBHUB

Address: 4801 E Indian School Rd #4, Phoenix, AZ 85018

Hours: **Closed** · Opens 8AM Tue ▾

Menu: [my3girlsbakery.com](#)

Order: [postmates.com](#), [grubhub.com](#), [doordash.com](#), [ubereats.com](#), [seamless.com](#)

Phone: (602) 509-0307

** <https://support.google.com/google-ads/answer/6167153?hl=en>

SEARCH RESULTS

Ensure You Are Using the Information Searchers Need

Phoenix Dishwasher Repair Service



Directions

Save

Call

5.0 ★★★★★ 6 Google reviews

Appliance repair service in Phoenix, Arizona

Address: 2999 N 44th St #6610, Phoenix, AZ 85018

Hours: Open 24 hours ▾

Updated by business 2 weeks ago

Phone: (602) 781-5711

[Suggest an edit](#) · [Own this business?](#)

Add missing information

[Add website](#)

Questions & answers

[Be the first to ask a question](#)

[Ask a question](#)

** <https://support.google.com/google-ads/answer/6167153?hl=en>

TAKE HOLIDAY MARKETING ACTION NOW



People care
about the
actions
business
take: 82% of
shoppers
agree that
brands should
give back



** <https://support.google.com/google-ads/answer/6167153?hl=en>

People care
about the
actions
business
take: 82% of
shoppers
agree that
brands should
give back



- How is your brand / service giving back?
- How does this relate back to your strengths and your message?
- Are there other **local – non-profits** or **underserved communities** you can partner or co-market together to drive a special campaign or awareness day to your services and their cause....

OWN YOUR OWNED CHANNELS



3. OWN YOUR OWNED CHANNELS

PRACTICAL
PLANS

IDEAS  COLLIDE

RETURN STRONGER 

**KEEP
IT SIMPLE**
(EVEN IN THE HOLIDAYS)



OWN YOUR OWNED CHANNELS



E-Mail
Chat Bot



Blogs
Vlogs
LinkedIn



Virtual or In
Store /
Person
Contact



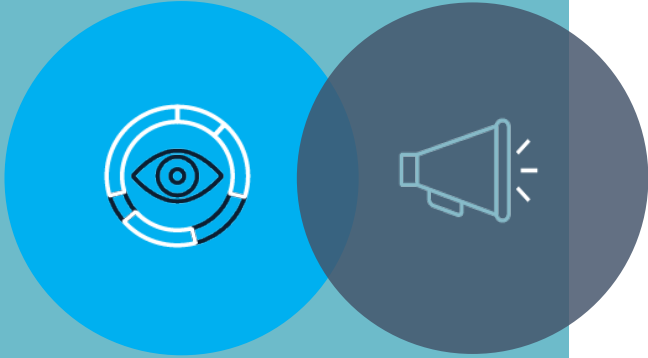
Website
Video



Social
Media

+ Micro
Content

OWN YOUR OWNED CHANNELS



Virtual or In
Store /
Person
Contact

Website

- Optimize your store layout
- Make visits easy
- Dedicated service assistances
- Special appointment hours
- Phone appointment consults

#THANKMOO





E-Mail



Blogs
Vlogs
LinkedIn

THE DANZEISEN DAIRY

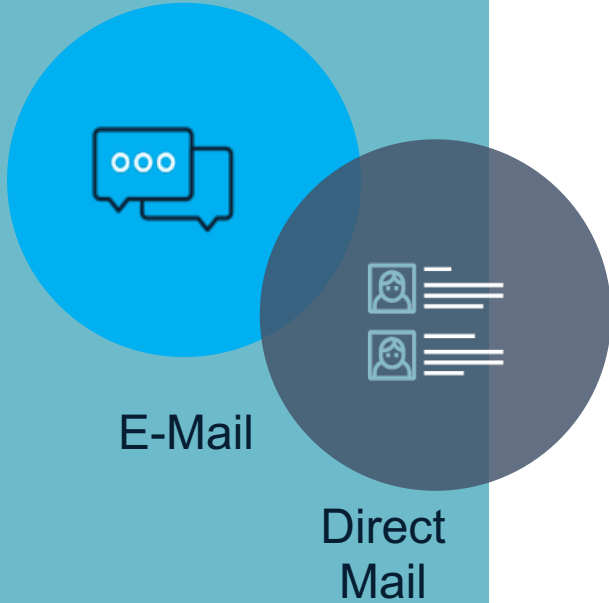
Moo's-letter

Discover what's happening
at your local Dairy

PHOENIX, ARIZONA



OWN YOUR OWNED CHANNELS



- Send postcards + e-mail updates now
- Start talking about holiday gifting ideas now
- Highlight special offers ahead of noise of national campaigns
- Counter program Amazon Prime Day
- Simple notes, reminders

OWN YOUR OWNED CHANNELS

1 CONTENT INVESTMENT
= 20+ PIECES OF CONTENT



The 7 Best Places to Stargaze in the U.S.



SERIES CONTENT LAYERS
PR
SALES
CUSTOMER SERVICE



BLOG SERIES
INFOGRAPHICS

VISUAL INSPIRATION POINTS



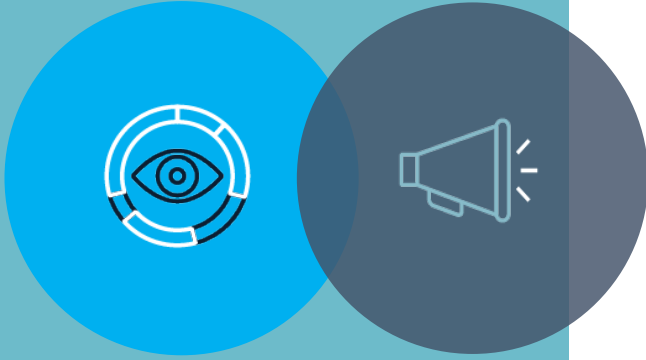
VIDEO – SHORT + LONG FORMAT
AUGMENT IN 3RD PARTY VIDEO TIE INS



CALL TO ACTIONS + HOW DOES AUDIENCE
MOVE THE STORY ALONG ...
SHARE
COMMENT
SIGN UP

RETURN STRONGER

OWN YOUR OWNED CHANNELS



Virtual or In
Store /
Person
Contact

Website

- Optimize your store layout
- Make visits easy
- Dedicated service assistances
- Special appointment hours
- Phone appointment consults
- Make clear your in-store policies and alternative options for those with restrictive health conditions (personal shopping delivery)

OWNED PARTNERSHIP



Virtual or In
Store /
Person
Contact



Website

IDEAS  COLLIDE

- Build a collaborative partner with another local brand / service on a campaign
- Service Level Businesses...
What Local Brands Could You Partner with?



SURVEY TOOLS

GOOGLE

SURVEY MONKEY

TYPEFORM

POLLDADDY

IDEAS  COLLIDE

Danzeisen Dairy Home Delivery Interest Form

* Required

1. Name *

Enter your answer

2. Email *

Enter your answer

3. Address (not required)

Enter your answer

4. City (not required)

Enter your answer



EGG-NOG SEASON ARRIVES SOON...



RETURN STRONGER 

CALENDAR TOOLS

CALENDLY

SET
MORE

GOOGLE

IDEAS  COLLIDE

Calendly helps you schedule meetings without the back-and-forth emails

 [Sign Up](#)

Get started for free. No credit card required.



OWNED CHANNELS THINK EDITORIAL



E-Mail



Blogs
Vlogs
LinkedIn



4



5



7



8



9



10

10. 14k Gold Diamond Earrings:
ZacChase

11. Rose Gold Luggage Set:
C.M. FAR

12. Leopard Print Puffer Jacket:
GAP

13. Rose Gold Sneakers: A.P.C.



12



OWNED CHANNELS 24/7 COMMUNICATION



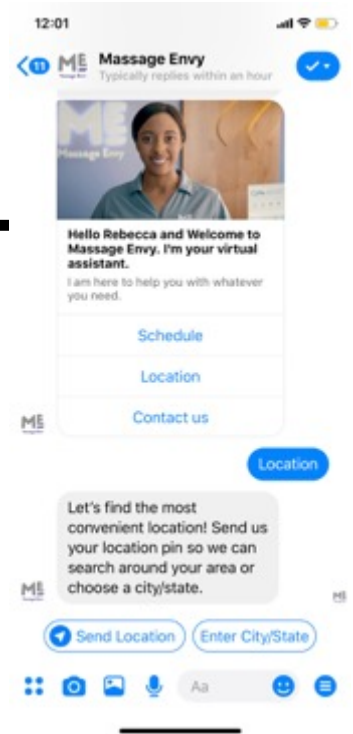
Bots



Conversational
Commerce

Get a free trial + conversation templates at **Botco.ai**

(no programming required)



Keep Your Contact Info
Clear + Direct + Respond!

OWNED CHANNELS MOST IMPORTANT



E-Mail
Chat Bot



Blogs
Vlogs
LinkedIn



Virtual or In
Store /
Person
Contact

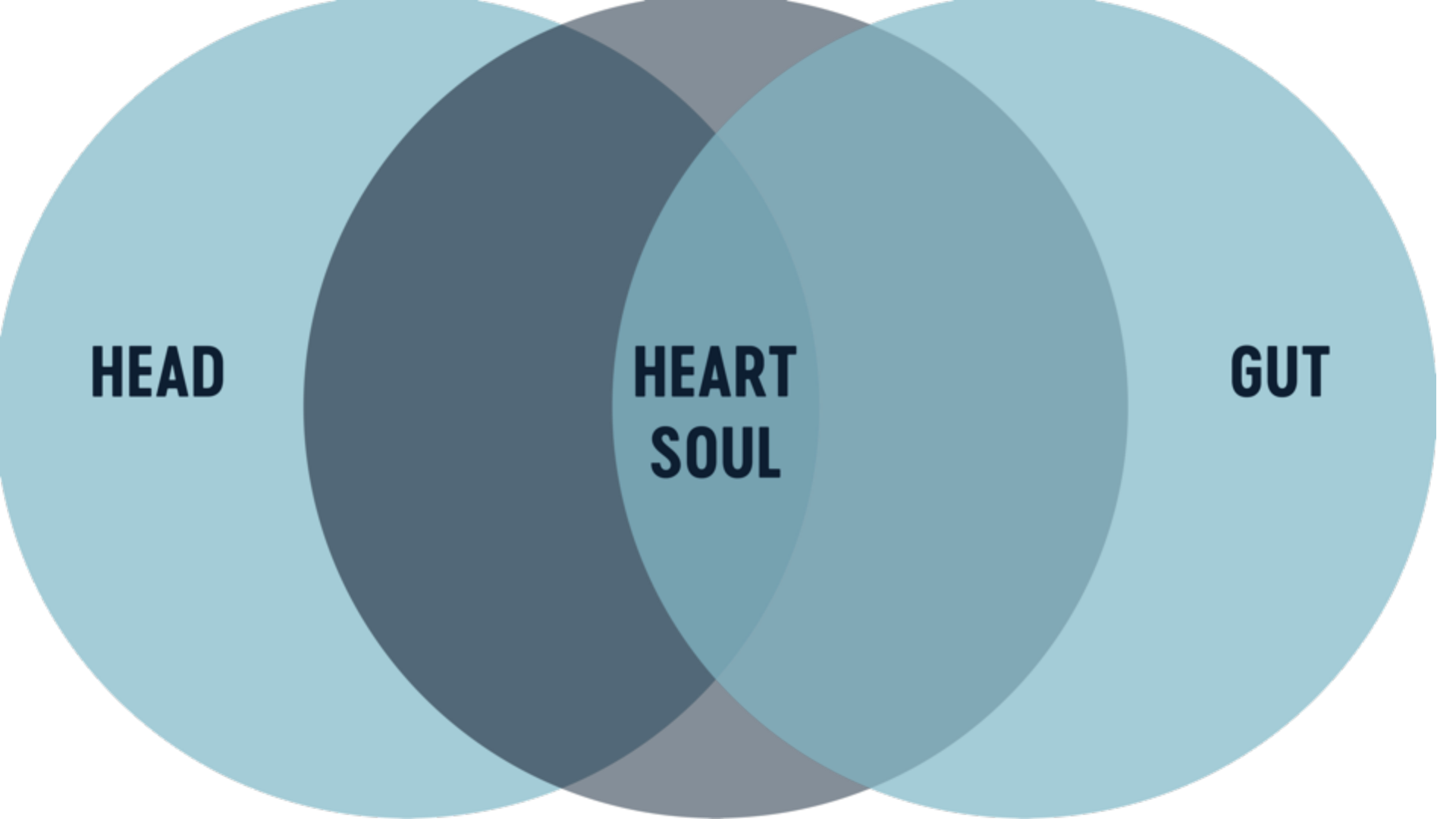


Website
Video



Social
Media

+ Micro
Content



HEAD

**HEART
SOUL**

GUT

IDEAS  COLLIDE

**STRENGTH
+ POWER
OF COMMUNITY**



**Digital Connection
is
Human Connection.**



RECAP

1. STRENGTHS

STORY + MESSAGE

2. TRENDS

INSIGHTS + ACTION

3. OWN YOUR OWNED CHANNELS

PREP + PRACTICAL PLANS



ARIZONA
SMALL
BUSINESS
BOOT CAMP &
COLLECTIVE

RESPOND → PLAN → RETURN STRONGER



YOU GOT THIS!



LONG TERM VIEW



“Potter isn’t selling, he’s **buying!** And why?
We’re panicking and he’s not.”

- George Bailey, *It's a Wonderful Life*

Don't panic.
Take the long view.

CONFIDENCE





ARIZONA
SMALL
BUSINESS
BOOT CAMP &
COLLECTIVE

RESPOND → PLAN → RETURN STRONGER

THANK YOU!

IDEAS  COLLIDE

Matthew Clyde
President + Founder
matt@ideascollide.com



PREP
NOW
FOR
HOLIDAY
PAID
CAMPAIGNS



PREPPING FOR PAID HOLIDAY CAMPAIGNS

Check List



Determine how much you are going to spend. Note that the average cost-per-click may increase during the holiday season due to increased number of advertisers



Do your research: understand who your audience is, what media types they are consuming most, and how best to convert them



Plan an enticing offer for your audiences



Chose your media mix and promotion strategy: paid and organic



Build your audiences: If running paid social, create audiences for website retargeting and email lists



Ensure your website has the right subpages/ landing pages for holiday, and that those pages are set up to track conversions