

# Ecommerce Seasonality

Promotional Partnership Value Throughout Peak Season & Beyond



Presented by:

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# What is Seasonality?

“A characteristic of a time series in which the data experiences regular and predictable changes which recur every calendar year.”

-Investopedia.com



# Why does it matter?

## **Seasonality Affects Buyer Behaviour.**

Seasonality inspires fresh promotional content & gives consumers a reason to buy MORE.



# **Variables in Buyer Behaviour**

**What** – products/services

**When** – holidays, events, seasons

**Where** – online vs. offline, types of sites used  
research, price compare and ultimately shop

**Why** – needs/wants, self vs. others

**Some businesses are more seasonal than others.**

**Seasonal products/services:**

Home & Garden, Travel, Holiday Gifts, Costumes,  
Themed Decor, Wedding Items, Tax Preparation, etc.

**“Typically” Non Seasonal products/services:**

Groceries, Banking/Finance, Restaurants, Books/DVDs,  
Personal Services

**But there is some overlap.**

**Almost any marketer can capitalize on seasonality.**

**It's all in *how* you structure your  
offers/promotions.**

# Holiday/Celebration Seasonality

US Black Friday, Canadian Boxing Day, Christmas, Halloween, New Year's, Valentine's Day, Mothers/Fathers Day, Easter, Canada Day/4<sup>th</sup> of July, Prom/Graduation



# Other Types of Seasonality

Climate related (Spring/Winter etc.)

Movember

Breast Cancer Awareness

Pride Parades/Celebrations

Black History Month

Back to School

SuperBowl/Playoffs/World Series/Olympics, etc.

Groundhog Day

Mardi Gras

Daytona 500/Molson Indie, etc.

Elections

Bosses Day/Secretaries Day, etc.

Pop Culture:

i.e. Movie Premieres/TV Season Premieres/Finales

**Get creative!**

# How can we capitalize on seasonality?

- Choose promotions that best fit your target audience, your product/service/industry or niche
  - Create a calendar & plan well ahead
- Look for patterns based on historical data if you have it
- Partner with people/entities that “make sense” for each forecasted period of lift
- Contact partners to ask about how you can leverage their offers for each seasonal period.

# What can Merchants Do?

- Create a campaign calendar at least 3-6 months out
- Include Affiliates in your promotions/offers early in the game so THEY can plan ahead
  - Create custom creative (Banners/links and more)
- Develop customized seasonal content your affiliates can use
- Educate your affiliate partners on your seasonal cycle and on your products/services/target market
- Create seasonal incentives/contests to motivate affiliates differently at different times of year – **keep it fresh!**

# What can Affiliates Do?

- Create a campaign calendar at least 3-6 months out
- Prospect feature partners early on, let them know you are interested in working with them on seasonality so **THEY** can plan ahead
- Develop custom seasonal content for your audience and plan to incorporate promotions relevant to each holiday/event
  - Keep your eyes peeled throughout the year for opportunities in media/current events
  - Don't be afraid to ask merchants for exclusive opportunities (i.e. Sponsorship of contests, custom creative, etc.)



**What are you doing to plan ahead for  
2012?**

