



2017

The Facebook Holiday Guide

**Holiday shopping trends and easy steps
to get ready for the holidays.**

49%

**OF GLOBAL SURVEYED SHOPPERS
SAY FACEBOOK IS INFLUENTIAL IN
THEIR HOLIDAY SHOPPING.¹**

During the holiday season, people
turn to their News Feed for gift ideas.



**This is an opportunity to promote your
business on Facebook and grow sales
during the holiday season.**

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Holiday Trends 2017: Insights to Success

**Discover key moments to reach
shoppers and grow holiday sales.**

October



Time spent on Facebook starts accelerating in early October, reaching a peak around New Year's Eve.²



TIP: Refresh your ads creative during the holiday season. When your audience sees your ad multiple times, your desired results become more expensive to achieve.



47% of consumers start thinking about holiday gifts before November.³



TIP: Start reaching your audience in October with gift ideas.

November

Singles' Day on November 11 has become the world's biggest shopping day.⁴



TIP: This is a great time to offer deals for consumers to treat themselves and their friends to something special.

Black Friday is now celebrated by 1 in 3 people in the world, up from 1 in 4 last year.⁵



TIP: Promote special deals and discounts for Black Friday and start running your ads earlier that week.



December

An average of 62% of surveyed people report doing most of their holiday shopping in December. Among these people, 1 in 4 make their purchases between December 11–20.⁶



TIP: Allocate more budget during that time period. Create a sense of urgency in your messaging for last-minute shoppers.



65% of shoppers plan to keep shopping after Christmas.³



TIP: Don't spend all your budget for promotions before Christmas Day. Allocate some budget for the weeks after Christmas.



January

46% of global surveyed shoppers say they shop in January to take advantage of additional holiday sales.¹



TIP: Use special offers and make sure you highlight your new product lines for the new year.

37% of surveyed mobile-first shoppers find themselves making impulse purchases on their mobile phones and returning them later.¹



TIP: People keep shopping even when making returns, so don't stop promoting your products and services after the holiday season.





Holiday Trends 2017: Mobile Insights

Discover the power of mobile to reach holiday shoppers on the go and off the clock.

Mobile

In the 2016 holiday season, mobile conversions surpassed desktop globally for the first time ever, with 53% of conversions happening through a mobile device.⁷



TIP: Make sure your ad looks good on a mobile device.



Nearly 40% of surveyed global shoppers agree that, when it comes to Holiday shopping, their mobile device allows them to make a more informed purchase decision.⁸



TIP: Use a call-to-action button that encourages people to make a purchase, such as Shop Now or Book Now.





Holiday Campaign Checklist

Build a strong foundation and make sure you address the basics before you start creating ads.

OBJECTIVE—

Match your business goal with your Facebook Ad objective.

☐ **Find the Ad Objective that better matches your business goal. For example:**

Get more likes, comments, and shares.

Get more video views.

Get more people in-store.

Drive more visitors to your website.

Get more people to take valuable actions on your website.



TARGETING—

Reach the right people.

☐ **Learn more about your audience with Audience Insights.**

☐ **Determine who you want to reach during the holidays. For example:**

Reach people who don't know your business yet by creating a Lookalike Audience.

Reach people who haven't made purchases yet by installing the Facebook pixel and creating a Custom Audience from your website.

Reach current customers by creating a Custom Audience from your customer data.

☐ **Create a Split Test to test the same ad on different audiences to see which audience performs better.**



CREATIVE—

Grab people's attention.

- ☐ Find holiday-specific imagery and videos and include holiday symbols.
- ☐ Write copy that delivers your message, is emotionally relevant, and gets people to take action.
- ☐ Create different messaging and ad creative for different audiences. For example, use a fresh, energetic voice instead of generic business language when you speak to millennials.
- ☐ Determine what resonates best with your audience by testing different images, videos or text and seeing which performs best.



MEASUREMENT—

Consider key metrics for success.

- ☐ Determine which metrics are important to you, based on your business goals. For example, if your objective is to get more website traffic, your key metric should be website clicks.
- ☐ Learn on which device people are viewing your website, what pages they're looking at, and what actions they're taking by implementing the Facebook pixel.



SOURCES

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1. *Facebook 2016 Holiday Study* by Ipsos Marketing (Facebook-commissioned online study of 20,824 people ages 18+ across 17 markets: AU, AR, BR, CA, DE, ES, FR, GB, HK, IT, JP, KR, MX, PH, PL, TH, and US), January 2017.
 2. Facebook data, 7-day average October 1–January 15, 2016 (accessed April 2016). All US consumers aged 18+.
 3. National Retail Federation Survey, January 2016.
 4. Date is pulled based on reported peak days for retailers. Depending on your business' calendar, your peak days may vary.
 5. Facebook and Instagram data, across managed accounts only, from Nov 1–Dec 1, 2016 (Holiday season 2016). Analysis of conversion pixel and app events data for ads that were shown to people ages 18+ on Facebook. The gaming vertical is excluded from this analysis. Countries included: AR, AU, BR, CA, DE, ES, FR, GB, HK, IT, JP, KR, MX, PH, PL, TH and the US.
 6. *Facebook Holiday Study* by Ipsos Marketing (Facebook-commissioned online study of 21,511 people ages 18+ across 17 markets: AU, AR, BR, CA, DE, ES, FR, GB, HK, IT, JP, KR, MX, PH, TH, US, and ZA), January 2016.
 7. Facebook and Instagram data, across managed accounts only, from Nov 1–Dec 31, 2016 (Holiday season 2016) and Nov 1–Dec 31, 2015 (Holiday season 2015). Analysis of conversion pixel and app events data for ads that were shown to people ages 18+ on Facebook. The gaming vertical is excluded from this analysis. Countries included: AU, DE, ES, FR, GB, HK, IT, JP, KR, PH, PL, TH, and the US.
 8. *Facebook 2016 Holiday Study* by Ipsos Marketing (Facebook-commissioned online study of 20,824 people ages 18+ across 17 markets (AU, AR, BR, CA, DE, ES, FR, GB, HK, IT, JP, KR, MX, PH, PL, TH and the US)), Jan 2017.

