Top 6 Campaigns to Extend Holiday Success Into the New Year

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Introduction

The holidays bring a wave of consumers looking for the perfect gifts for the people in their lives. However, the true measure of holiday success isn't about creating a one-hit wonder of sales. It's about building strong, high-value relationships that keep customers around long after the season has ended.

Once you've successfully driven strong holiday performance, it's time to stabilize those gains by executing on a thoughtful post-holiday strategy. After all, holding onto new customers who made that essential first purchase and deepening the relationship with existing ones needs to be front of mind. Executed thoughtfully, these campaigns can play a key role in extending the success of your campaign beyond the holiday period.

In this piece, we'll take a look at six smart post-holiday campaigns that can help you assess the impact of your holiday program, drive additional sales, and build customer loyalty that lasts.
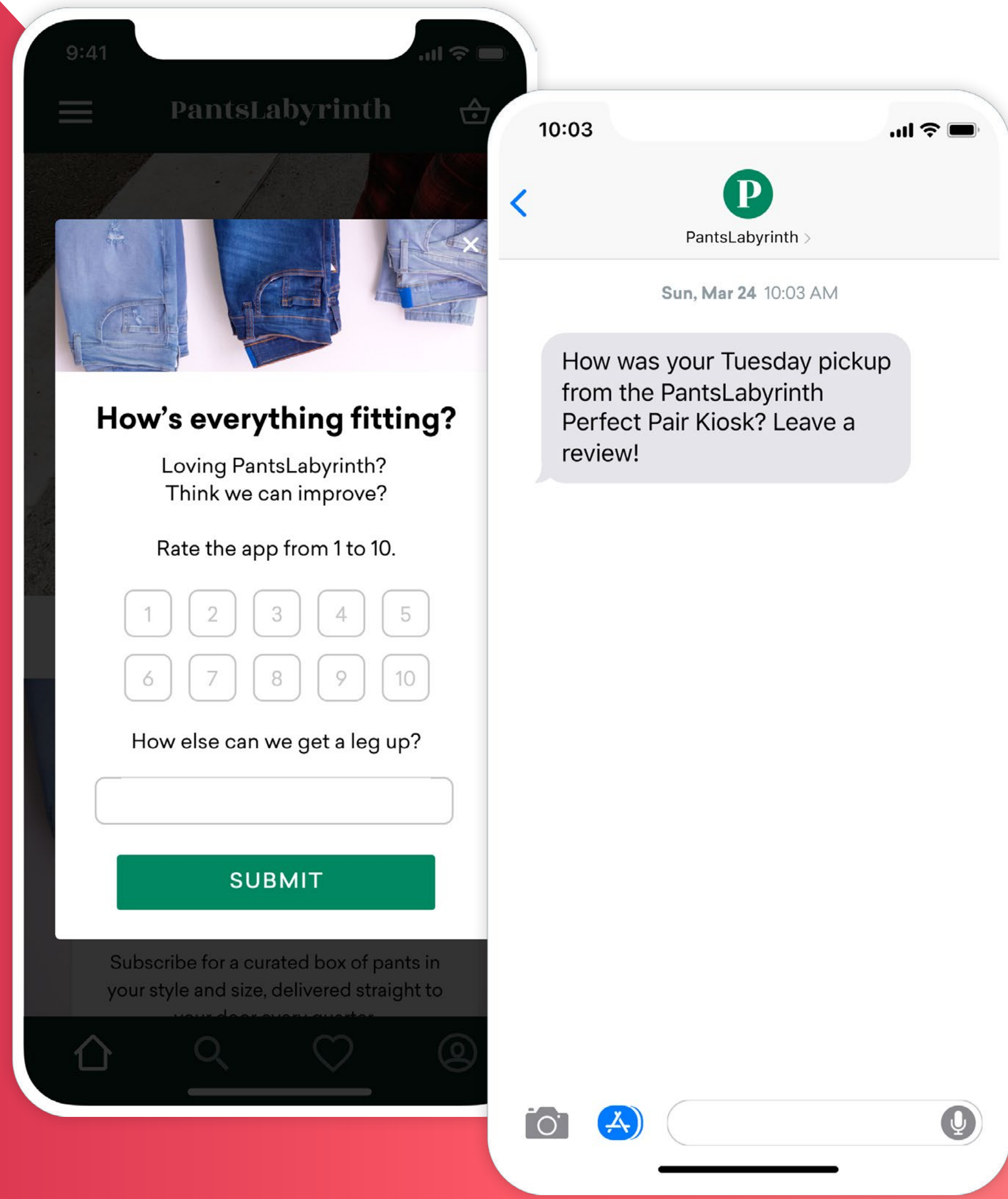
# Improve First-Time Buyer Personalization With Survey Data

Once the holiday period is over, some brands struggle to make meaningful improvements to the customer experience because they don't have the data they need on their new users' likes and dislikes, hindering the success of subsequent campaigns.

To avoid this outcome, consider promoting feedback surveys in your cross-channel messaging flow at key engagement months—think just after onboarding, or once they've made their first purchase. By capturing details about what your customers love about your brand and what they'd like to see improved, you can support more effective targeting and personalization. It can also help you iterate on your customer engagement program as a whole.

Holding Onto Users Who Are Drifting Away

It's important to keep a careful eye on the customers you gained during a given holiday period since it's normal for many to take a step back when the season has concluded. To help address this consider creating segments of lapsing users based on their engagement data and reach out to them via social or owned channels with tailored content, supporting more frequent—and deeper—engagement.

By providing users who are drifting away with concrete reasons to come back, you can more effectively sustain growth and see stronger revenue over time. Consider customizing messages with information about each users' historical activity and purchases, and add deep links to the relevant app or web page—something that's **21% more effective** at driving conversions within 72 hours.
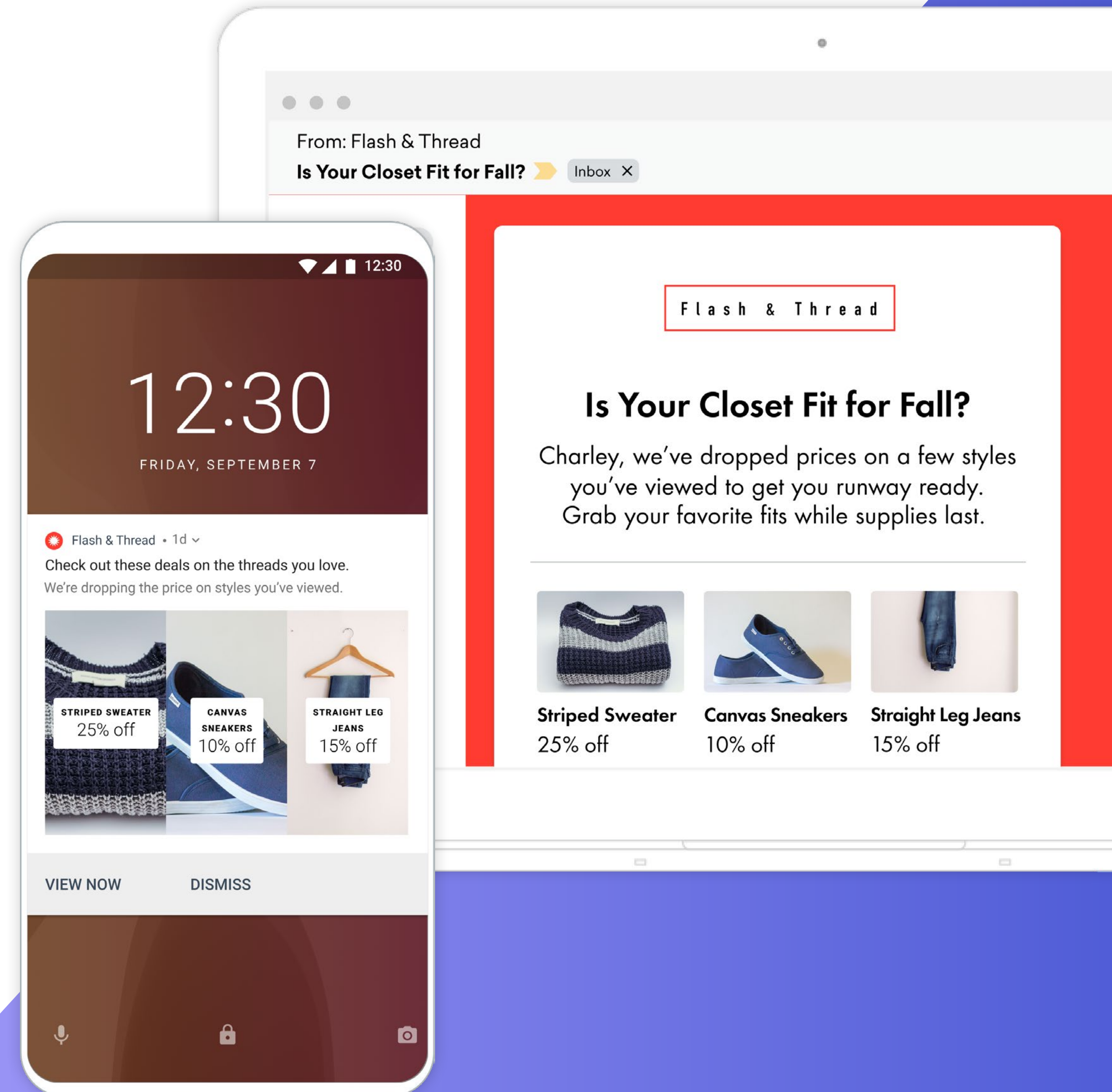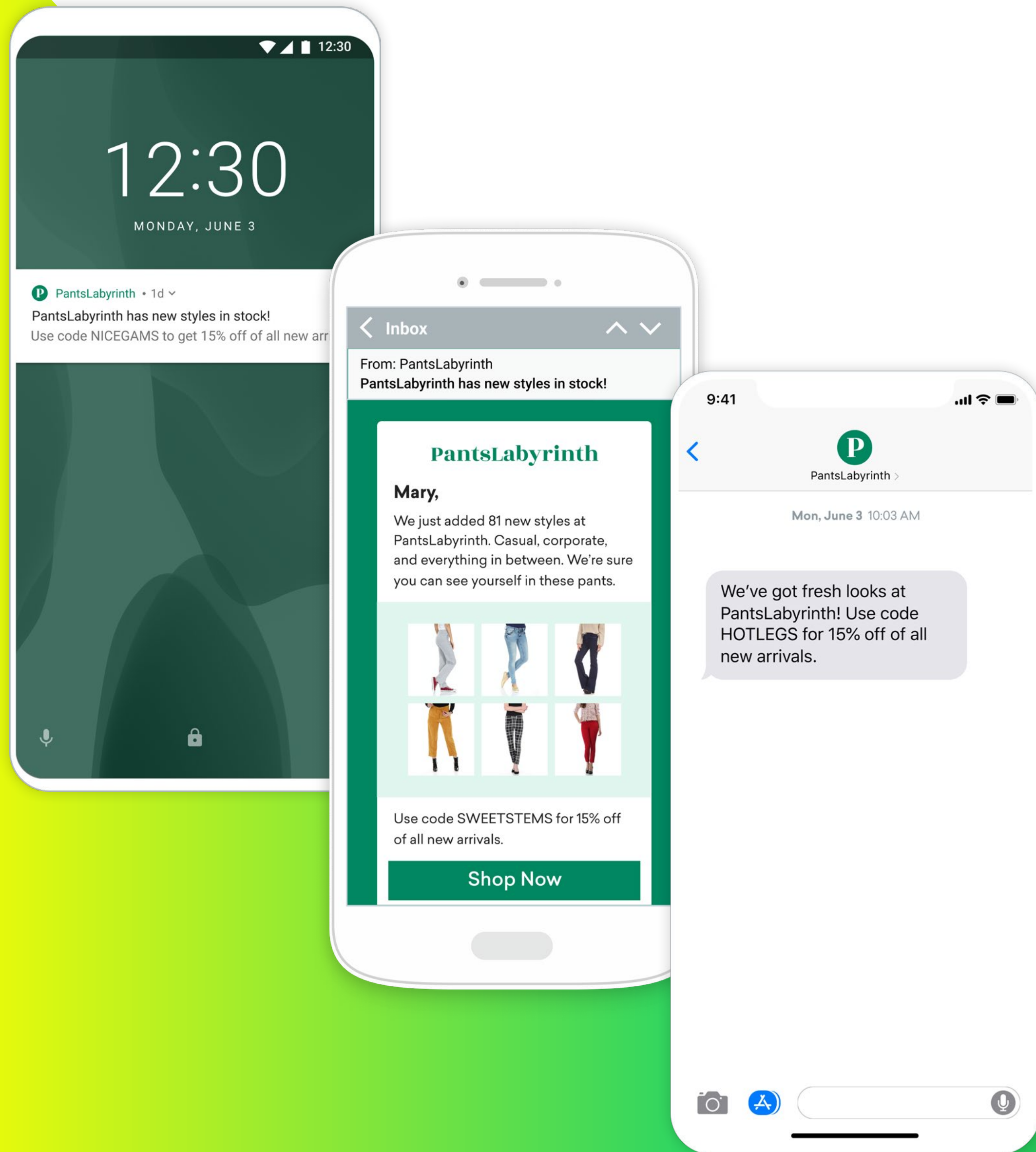
Bringing Back Customers Who Have Dropped Away

Many brands pull out all the stops when it comes to their holiday campaigns, then immediately take the new users they wowed with these exceptional experiences and put them back into messaging flows that don't stand out from the crowd. Generic marketing is a hard sell for consumers who saw you at your best, which can contribute to post-holiday customer attrition, reducing the potential impact of your customer engagement program.

Lure customers back in with re-engagement messages based on their past actions. Activate user data and personalize promos on both your owned and paid social channels to better convert them where they're active. After all, re-engaging lapsed users and bringing them back into the funnel is smarter and more cost effective than acquiring new users who you can't hold onto.

Getting Users Excited About New Offerings

Holidays have a natural high-interest hook to them, making it easier to engage customers and make them want to hear what you have to say. But to succeed in today's crowded competitive landscape, you need ways to boost excitement once things calm down.

To do that, consider using a cross-channel approach to highlight new products, features, and services and dramatize the value they can provide for your users. That cross-channel aspect is key: Using both in-product (e.g. in-app messages) and out-of-product (e.g. email) messaging boosts 30-day retention by 13%, giving you more chances to build excitement among those individuals. Another smart tactic? Consider triggering messages when a given user takes an action or views a product that suggests that your new offering would be a good fit for them. After all, the more features or services a customer uses, the harder it will be for them to leave your brand.
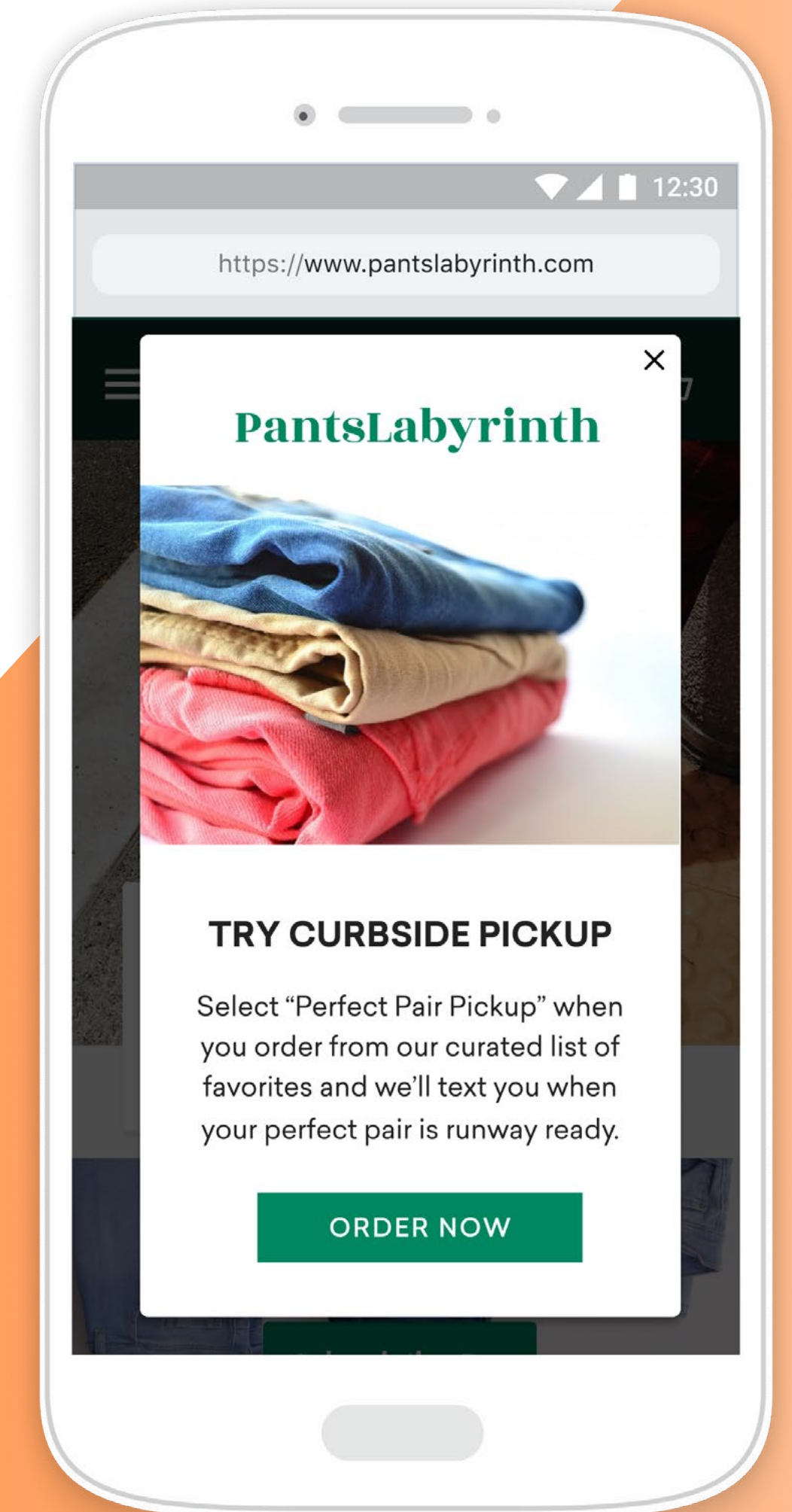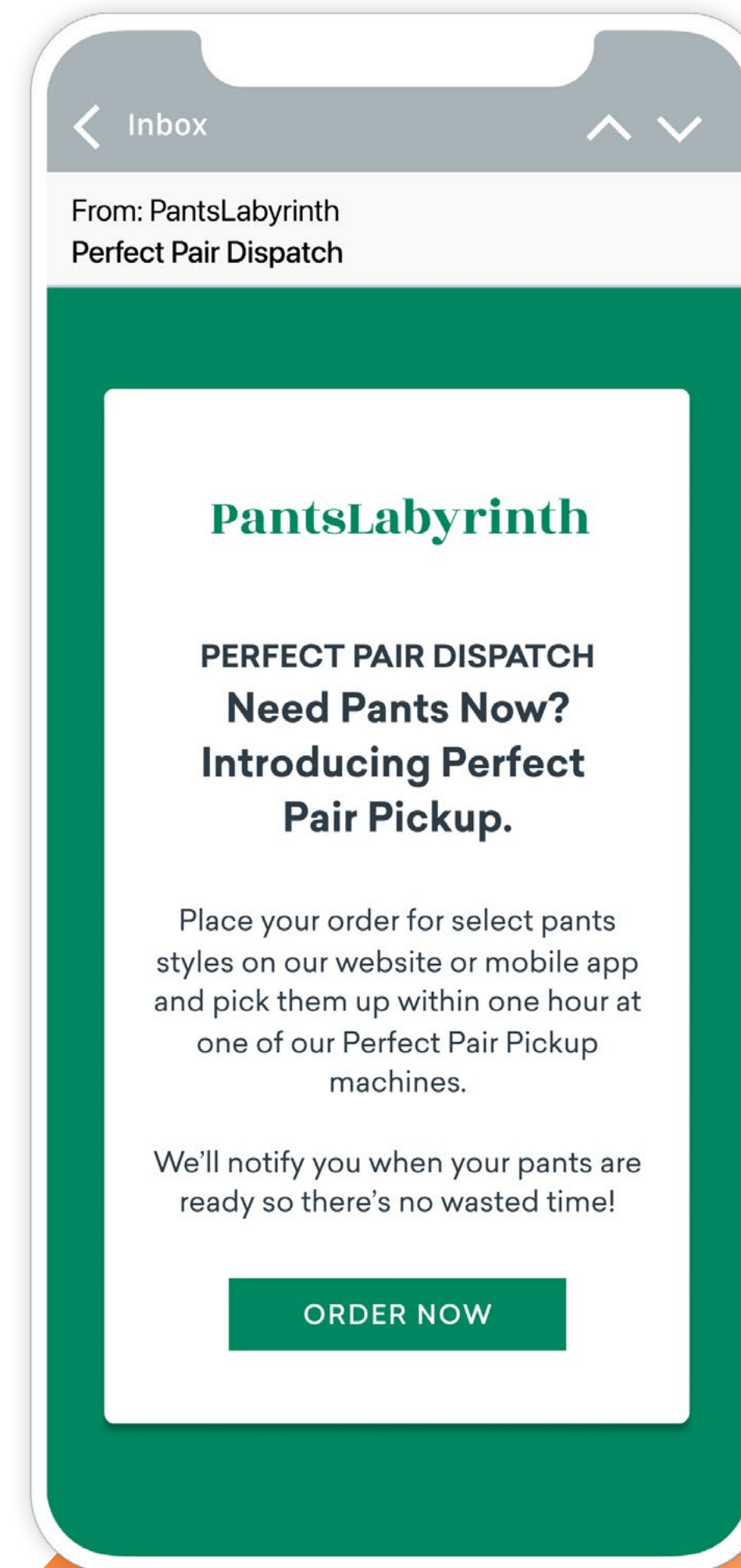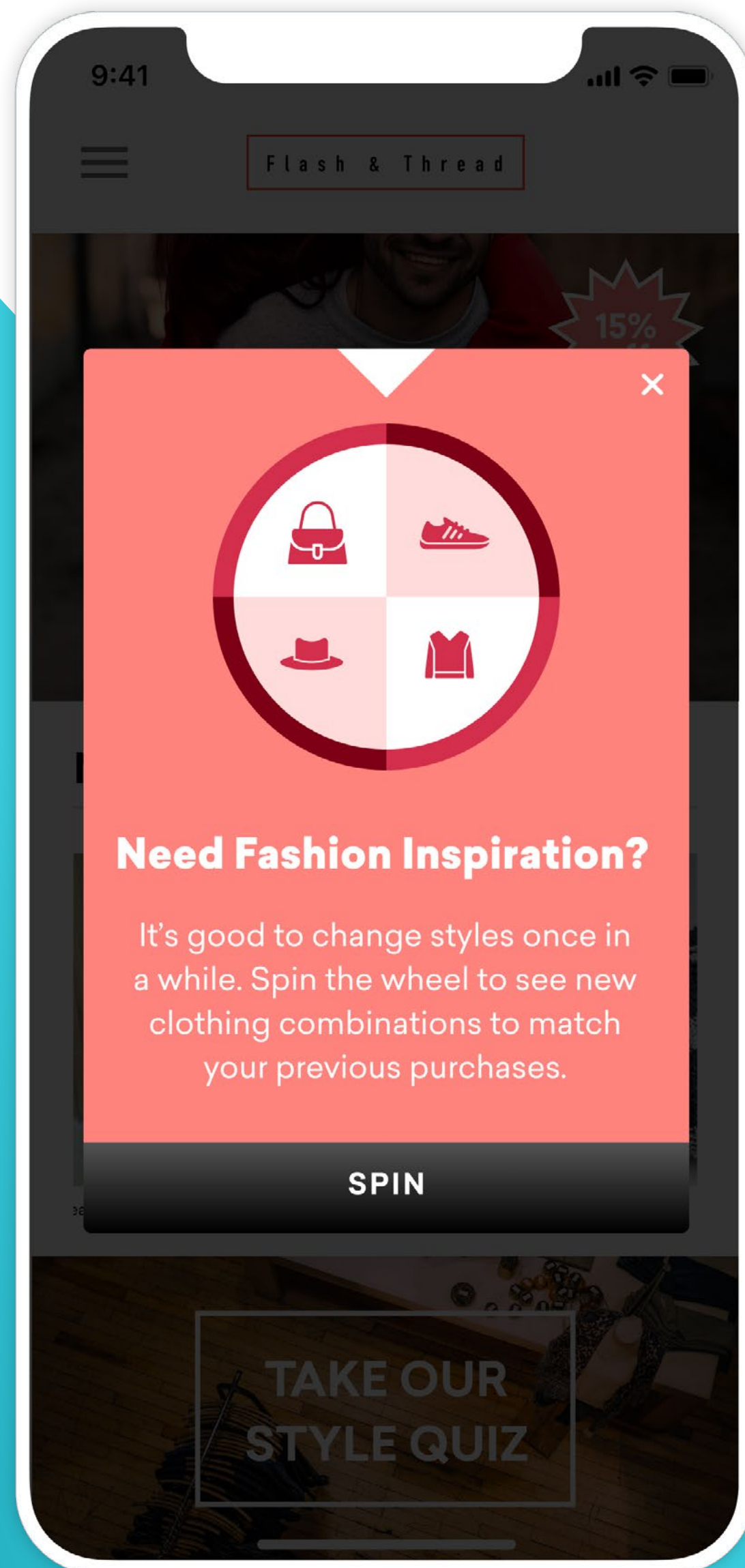
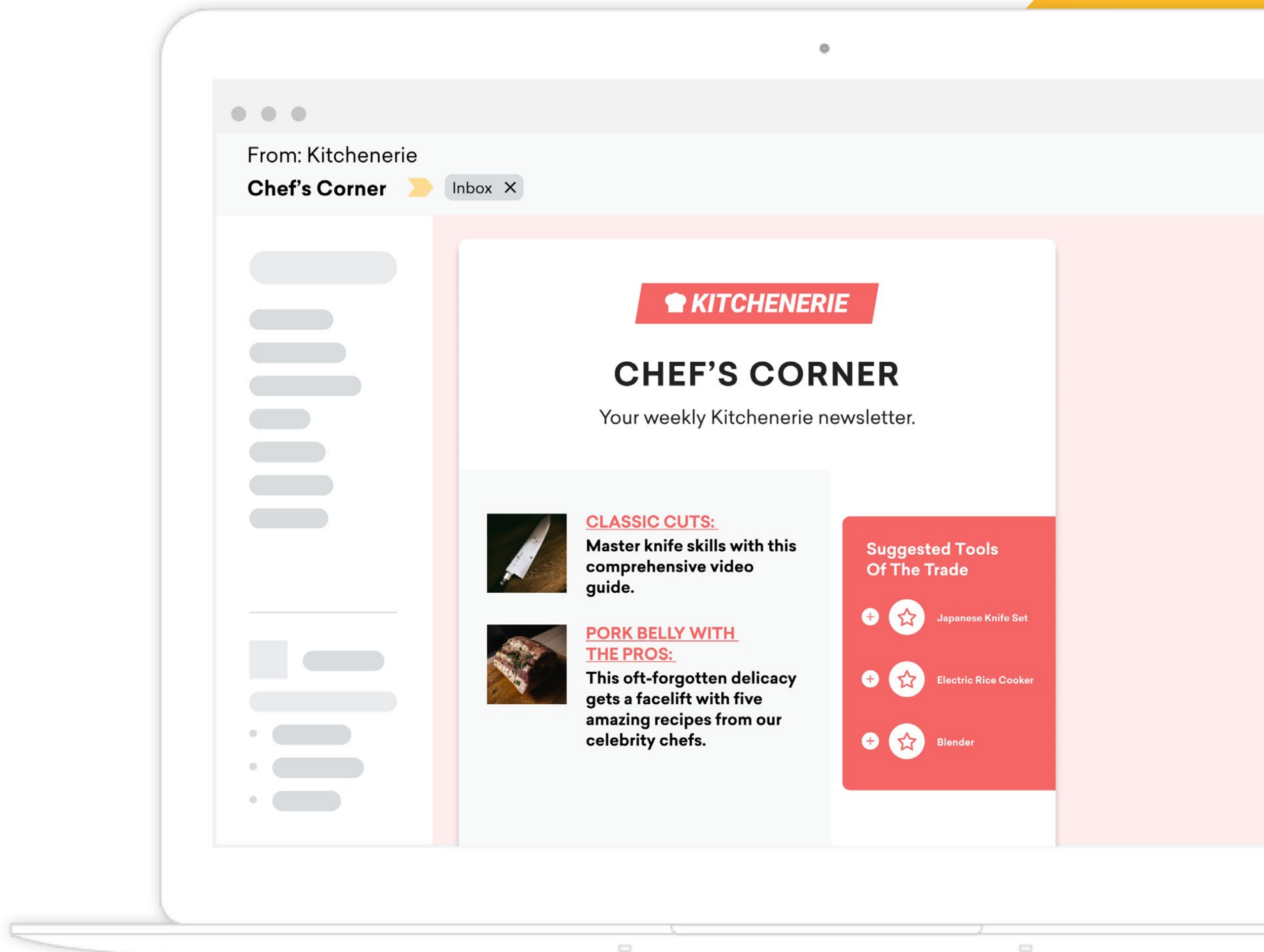# Gamification for Increased Customer Lifetime Value

While loyal users may already interact with your brand on a regular basis, first-time buyers acquired during the holidays may need more persuading. To drive stronger loyalty, you need more than generic notifications—you need compelling brand experiences.

Consider gamifying the customer experience by adding quizzes, competitive features, and other interactive elements to your customer engagement mix. This creative, interactive approach can be really impactful, especially if you use the data at your disposal to build personalized messaging campaigns designed to drive users to participate. Interactive games and features motivate users to take specific and repeated actions, supporting deeper engagement and a stronger connection with your brand.

Keeping Your Active Users Coming Back Consistently

Once the holiday hype wears off, it can be a struggle to get customers to return regularly to your app or website—and if you're not careful, that dynamic can drive down your retention rates overall. When done right, newsletter campaigns can fuel strong engagement rates and help to drive consistent revenue.

Consistent outreach through newsletters can bolster your customer relationships by providing users with relatable and actionable content. For example, you can make your newsletter even more successful by using deep links to send users right to the item or piece of content they're interested in—a move that's **4.6X more effective at driving traffic to your app or website** than newsletters that don't leverage this tool. A solid content strategy is essential here, as you want to capture eyeballs, but basing it on user data gives you significantly more leverage. On the whole, recurring campaigns, if personalized and valuable, can provide users a reason to engage more frequently while also driving conversions.

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Your weekly Kitchenerie newsletter.

CLASSIC CUTS:
Master knife skills with this comprehensive video guide.

PORK BELLY WITH THE PROS:
This oft-forgotten delicacy gets a facelift with five amazing recipes from our celebrity chefs.

Suggested Tools Of The Trade

+ ⭐ Japanese Knife Set

+ ⭐ Electric Rice Cooker

+ ⭐ Blender

Conclusion

Looking to set yourself up to see stronger results when the next holiday rolls around? Make sure you're able to optimize your marketing campaigns in real time and use predictive insights to find the right mix of creative, channels, and send times.

Want to take your holiday campaigns to the next level? Check out our guide "**Key Measurements for Customer Engagement**" for expert insights on what your brand needs to measure and analyze to drive business growth and bolster the impact of the messages you send.

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