Preparing for Q4 success now.

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What to expect from this presentation:

📖 A playbook for preparing for Q4 now.
⚙️ Practical, proven advice.
💌 GIFS.
💃 Sass.
No-one knows how Q4 2023 is going to pan out.
The “lipstick” index.

“As many consumers economize and make trade-offs to navigate inflation, they also spend to treat themselves.”

Clothes.
FIGURE 1

Splurging on things to “treat yourself” is globally pervasive, despite current economic concerns

Percentage of global survey respondents who made at least one purchase to treat themselves in the past month

US$32
Global median spend

42%
think they can afford to spend on joy

77%
of global consumers bought something to treat themselves, even though only

Income

50%
72%
77%
81%
100%

Low
Medium
High

Generation

50%
70%
74%
81%
85%
100%

Baby Boomers
Gen X
Millennials
Gen Z

Account Admin.
Let’s avoid...
“YOU ARE RESPONSIBLE FOR MAINTAINING THE SECURITY OF YOUR ADVERTISING ACCOUNT, AND YOU UNDERSTAND THAT YOU WILL BE CHARGED FOR ANY ORDERS PLACED ON OR THROUGH YOUR ADVERTISING ACCOUNT.”
Check your ‘Business Settings’ before you wreck yourself!

- Two factor authentication.
- Trusted emails only.
- More than one administrator.
- Removing access.
Feed the Meta beast.
Meta Pixel implementation and tracking isn’t a one time thing.
Get Conversions API set up.

Pro tip: You can request technical support for this from Meta directly.
“The Conversions API is designed to create a connection between an advertiser’s marketing data from an advertiser’s server, website platform, mobile app, or CRM to Meta systems that optimize ad targeting, decrease cost per result and measure outcomes.”
Pro tip: You can implement this easily yourself through Shopify, BigCommerce etc.
Want to start testing new campaign types?
Start now!
“Advantage+ shopping campaigns is part of Meta's Advantage+ products, which leverage machine learning to help you reach valuable audiences with less set up time and greater efficiency.”
Top Tips for Advantage+ Shopping Campaigns

✅ Segment existing customers vs new customers.

✅ Allocate between of your budget 5-10% to existing customers.

✅ Upload at least 20 different creatives (you can upload up to 150 per ASC).

✅ To start testing spend 7-8 x your typical CPA per day.

✅ Give it time (at least a couple of weeks).
Use every promotion as an opportunity to learn.
OUT: Tests for tests sake.

IN: Tests that have meaningful impact on creative decisions.
Promotional Testing Prompts

- Test ad concepts against each other rather than specific products.
- % off vs strike through pricing.
- Timeframes for retargeting audiences.
- Bigger picture; do you have an understanding of why and where people are dropping off?
Accept the shorter life span of your audiences.
Out with the old, in with the new.

Don’t pay the price for inaction.
Audience testing timeframes.

_have a bank of audiences ready to test._

_swap out audiences every 3-4 weeks._

_resurrecting audiences that had strong performance in Q4._
Out of the box audience testing.

💡 Utilise Google Analytics Audience Categories.

💡 Expand your audiences to outside of your typical audience persona.
Pro tip: Brainstorm with people outside of ‘the bubble’
Real life example.

British Makeup Brand

💖 Cult classic ‘chick flicks’.
Build your first party data by offering something worthwhile.
Testing Value Propositions

🚀 New Product and Collection Launch Access

🏆 Seasonal Competitions

🤔 Key USPs of signing up for the newsletter
Things to consider when building your first party data:
People are lazy, don’t make them do stuff.

USE IN PLATFORM LEAD FORMS
The number of leads doesn’t matter if they aren’t converting.
% Leads from Mailing List vs Competition

Mailing List: 25.0%

Competition: 75.0%
Cost Per Lead - Mailing List vs Competition

Mailing List

Competition
Generally you will see a lower number of purchases through competitions but...
...competition leads are more likely to purchase in heavy sale periods (hi say to Q4).
Have a clear plan for how to approach comments ...

✍️ need something good from 2022 -worst year ever - had a gallstone block my gallbladder-had a drain in 10 weeks in that time the drain blocked & a CT scan also showed a lump in my breast -had to wait for gallbladder drain to come out for mammogram & lump was breast cancer so just finished radiotherapy & now waiting for gallbladder removal -oh & we had a flood in our hall & my daughter had a garage fire that caused dreadful smoke damage to most belongings-a nice win of anything would be lovely xx
Make sure you are targeting your first party data!
So to sum it up ...
• Get your Business Manager secure!
• Feed the beast (Meta Pixel and Conversions API).
• Start testing now (Advantage+ Shopping Campaigns).
• Use every promotion as an opportunity to learn.
• Continually test Top Funnel audiences.
• Build your own first party data (and utilise it).
You’ve got this!
Thanks so much & come say hi!
Thanks for your time!

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