

7 Best Tips For Christmas Campaigns

leadfamily



Your hosts



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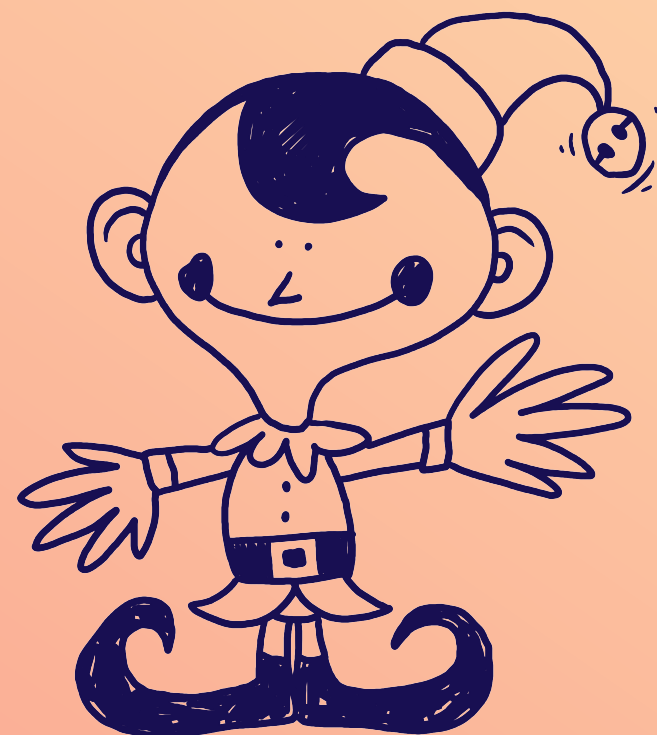
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Agenda

1. 7 best tips for Christmas campaigns
2. A sneak peek of Leadfamily's 2021 campaign
3. Q&A



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7 Tips

1. **What's your pre-launch campaign?** Have a plan for how you'll introduce this year's games and campaign.
2. **What's your post-launch campaign?** Make sure to create a nurturing flow to engage your audience post-campaign. We recommend starting in early January.
3. **What's your purpose?** Define what the point of the campaign is and what your KPIs are. This will help create the pre- and post-launch communication.



OK's most successful campaign of 2020

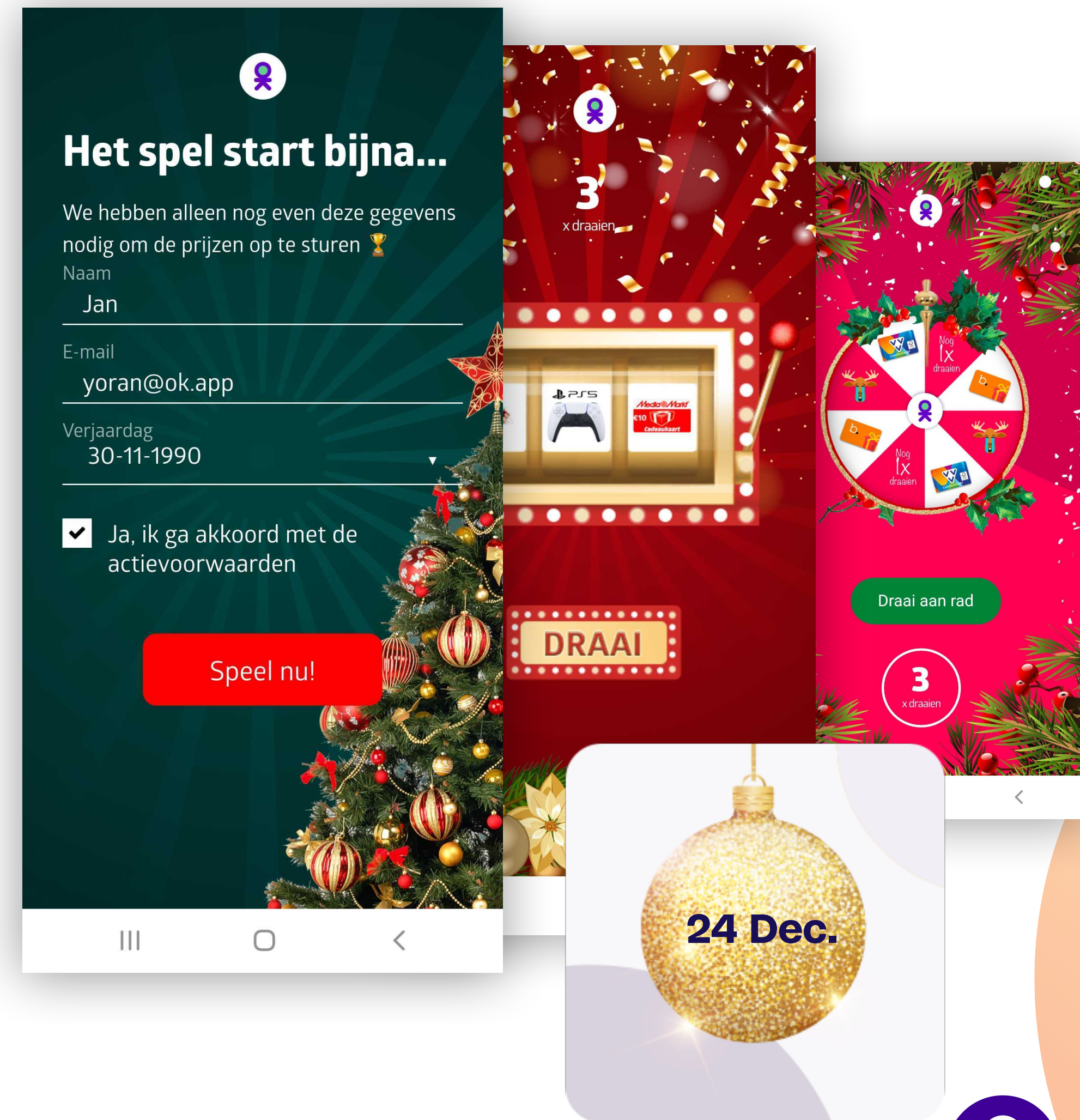
Purpose

Increase of app usage, stimulation of time spend in the app, gather zero-party data.
Created a daily Advent Calendar to accomplish this.

Results

Most opened content of the year

- 25,000 registrations
- 815 played hours

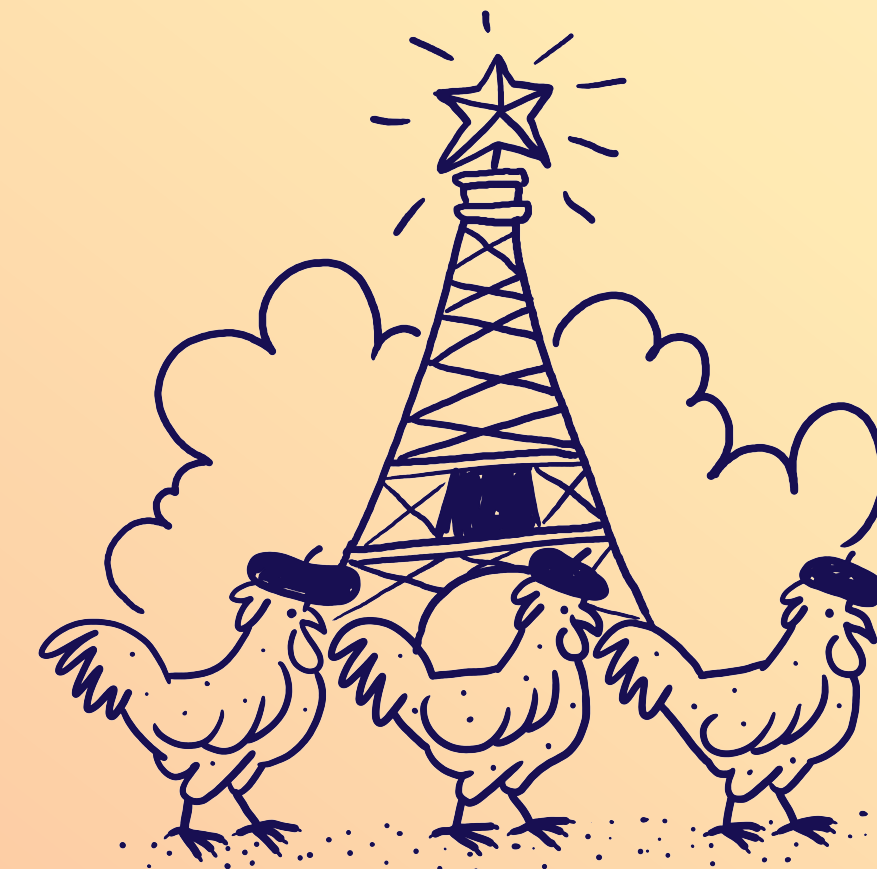


7 Tips

4. **Reduce, reuse, recycle.** Have you made game campaigns with a structure you can reuse? Some customers reuse the same game, others localize it, and some repeat the same 4-5 games over two weeks. Get creative!

5. **Pick a theme.** It's often easier to create a larger number of games if you have a theme. Some customers create a theme for the campaign, we picked a well-known song, and others use what their brand is known for.

6. **Consider broad uses.** Would your brand benefit from thinking outside of the box? For example, does it make sense to create an Advent Calendar that runs in December but is more in line with your unique offering?





wandel.nl Advent Calendar

Purpose

- 25 days of interactive content, backed up by retargeting ads, daily emails, etc
- Gather data
- Get newsletter opt-ins
- Create higher engagement level with the hikers

Results

- 15K newsletter opt-ins
- 9 = avg number of games played per visitor/profile

7 Tips

7. **Consider your prize strategy.** If you're interested in multiple visits, then it's a good idea to plan smaller prizes throughout your campaign then a grand prize at the end.



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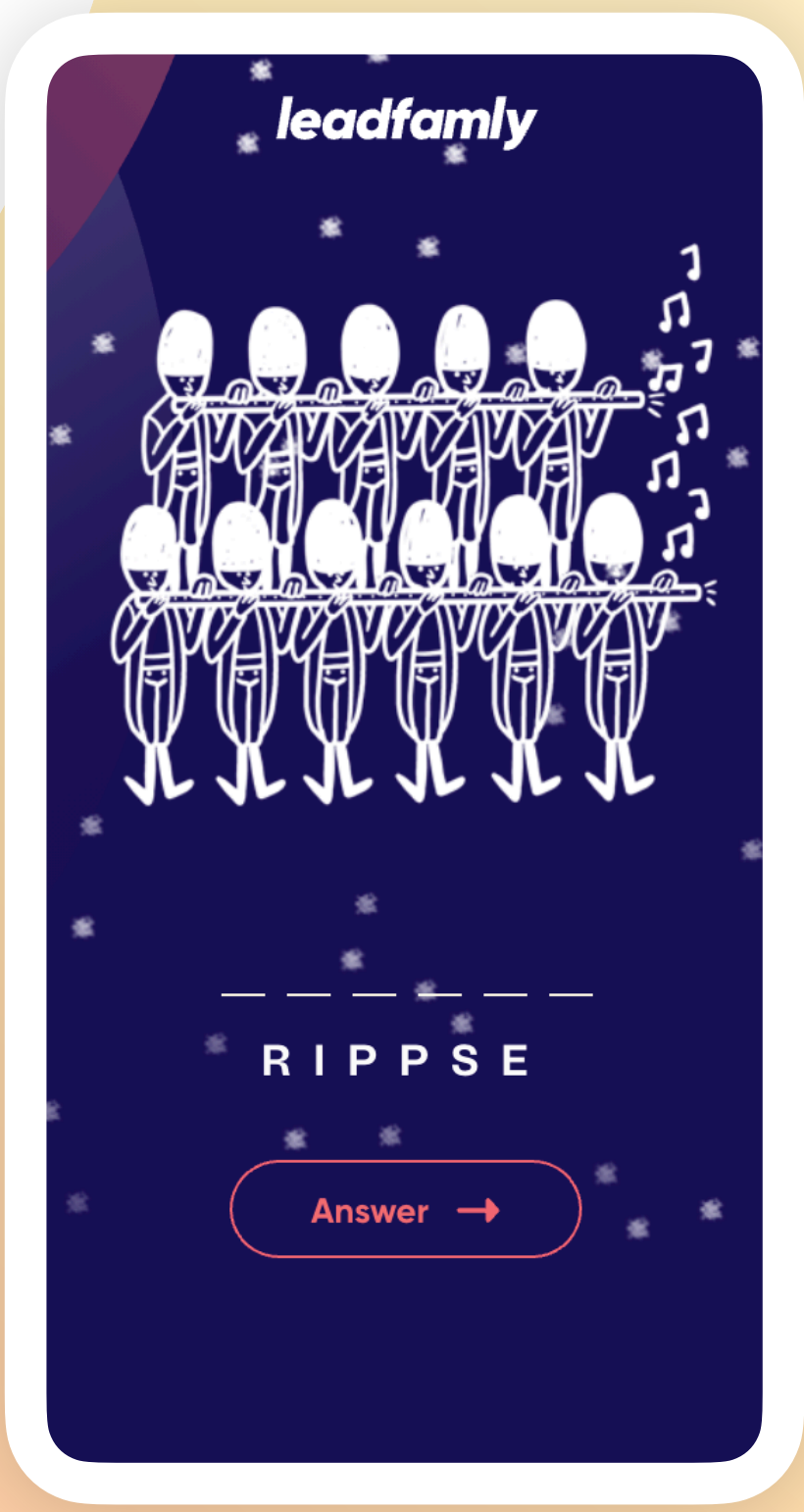
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How we are approaching our campaign

- Evolved Advent Games to 12 days
- Picked a theme
- Simplified where we could
- Prize strategy
- Sneak peek!

Sneak peek of this year's campaign



Q&A