

Holiday Shopping Season

2024 Peak Season Content and Social Media Package

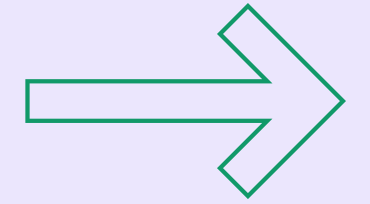


A photograph of three people, a man and two women, smiling and holding several shopping bags. The man on the left is wearing a blue plaid shirt. The woman in the center has curly hair and is wearing a red turtleneck sweater. The woman on the right has long brown hair and is wearing a red and white striped cardigan. They are all holding multiple shopping bags in various colors like red, brown, and white. The background is a plain light gray wall with soft shadows. A large green circular graphic is on the right side of the image.

Overview

The winter holidays are make or break for many brands. ESW set out to provide resources and showcase the benefits of working with us.

Pre-Peak Shopping Season



Ultimate guide to
Black Friday and
Cyber Monday

How to make the
most of the holiday
shopping season



Ebook

Ultimate guide to
Black Friday and
Cyber Monday

2024 Ho-ho-holiday
Shopper Survey Results



The holiday shopping season is crucial for brands and retailers. For as critical as this time is, so much of your success depends on factors that are out of your control. Chief among these factors is customer behavior.

We recently surveyed more than 1,000 adult shoppers in the United States to get a pulse on their attitudes and anticipated holiday activities. Here's what we found.

Shoppers will spend more and shop longer

The big picture 📊

Infographic

Results of holiday
shopper survey



LinkedIn

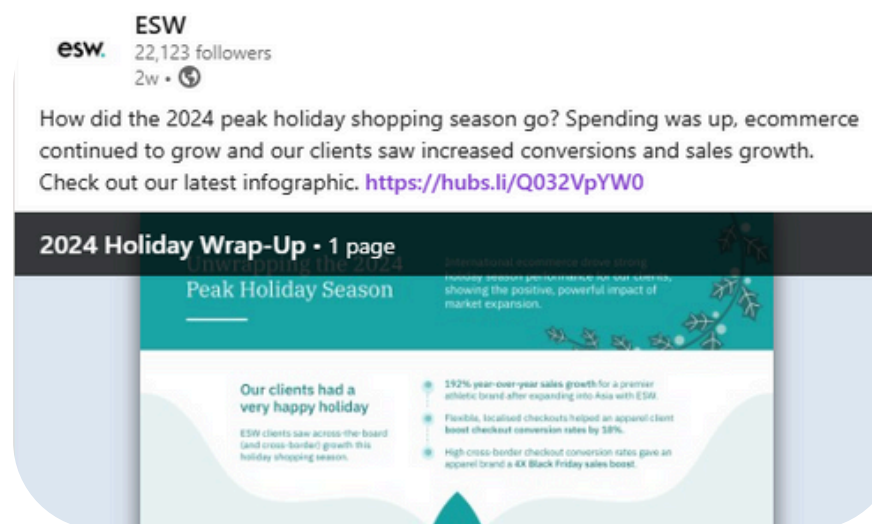
Survey results
LinkedIn promotion
and carousel

Post-Peak Wrap up



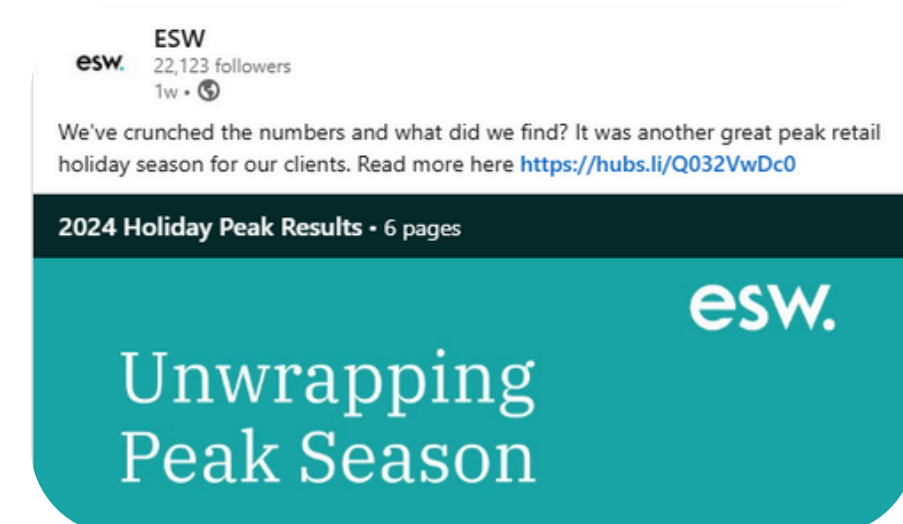
Infographic

Recapping the holiday shopping season including client success



LinkedIn Promotion

Published infographic on LinkedIn



LinkedIn Carousel

Season results promotion and carousel