

## What should an Advertiser do for the Holiday Season?

### Are you an Advertiser? – You are right here!

As an Advertiser, you have many possibilities to promote your products with the help of Affiliate Marketing. But which ones are best suited? Here you will find effective solutions.

#### **Promote your best products**

Do you know which products generate the highest conversions for you? Very good! - If not, you should carry out an analysis now at the latest. Because if you manage to present customers with what they are looking for during the Christmas season, you will have achieved your goal.

During the Holiday Season, an endless number of brands offer attractive promotions to their customers. So take your chance and focus on the products your customers already love or are trending.

#### **Create eye-catching marketing activities**

In the Holiday Season, consumers receive many offers. That makes it even more important for you to catch the attention of your target group immediately. In milliseconds, it must be recognisable which product is being advertised and they must want to learn more about it through the "Call to Action" (CTA).

#### **The following points should be noted to attract attention:**

- ✓ big before small
- ✓ Z-reading order
- ✓ people before things
- ✓ colour before black and white
- ✓ pictures before text

## Don't forget Influencers and Bloggers

It's not only voucher sites that are great for presenting your offers. Influencers and Bloggers are also unique advertising intermediaries.

People use social media every day. Therefore, you should use this channel to generate leads and increase your sales. After all, the Influencer promotes your product from the consumer's perspective and appears trustworthy to their followers. The right choice is important because the brand is embodied here and should also perceive as such. In addition, the right Influencer is the only way to reach the appropriate target group. Because what is the point of advertising if no potential customer sees it?

[Our metapic team will be happy to support you with your campaign >>](#)

With Bloggers, the same applies as with Influencers, except that the gift ideas, discounts, offers, reviews, tests, etc. can be found on the internet. But don't underestimate the potential despite today's social media time! Because people are not only looking for information on social media. So use the reach and empathy of the Blogger to rock the Holiday Season!

## Individual Help

Our experts can give you even more options that are specifically adapted to your market. Get advice now and promote your products even more effectively during the Holiday Season! [Get in touch with us >>](#)