

Holiday 2023

A TRENDS REPORT FOR RATEPAYERS

A Word From Us

Even though summer endures, for those of us in place management, it's time to get your chill on. What we mean by that, is it's time to **finalize your plans for Holiday 2023!** The last few years have been rocky for retailers, and many businesses rely on that once-annual boost in revenue and receipts to propel their companies' P&L into profitability for the year to come. Missteps are not an option, and not knowing is inexcusable in the age of information. That's why Bright Brothers Strategy Group once again compiled a Trends Report to aid and assist your local community into what will hopefully be one of the best holiday seasons financially in recent memory.

We've developed this Trends Report specifically with your ratepayers, merchants and constituents in mind. We proffer up three core trends to capitalize on within this document, and all are fairly straightforward and easy to implement. **Please share this document with your stakeholders.**

if you have questions, feel free to give us a shout. This free resource is our way of giving back to the communities you serve, and our wishes for a profitable, happy and healthy new year for all in the UPMO industry.

With a little early holiday cheer,

Your Bright Brothers Team



Holiday Trend N° 1 PERSONALIZATION

Personalized gifts are going to rule Holiday 2023. Now that AI is broadly accessible, we'll see personalization everywhere; holiday cards, art of your favorite people and places, customized keepsakes, products featuring your favorite peeps and pets in the most peculiar of places — on apparel, housewares, gear, jewelry, outdoor products, office items, large prints, custom ornaments and more. Anything that could be monogrammed will be able to be personalized with custom art that anyone can make.

Your merchants should prepare now to compete with online dropshippers. People will need to order these gifts early, so put the idea in their heads now.

One way that local small businesses can compete with dropshippers is **ratings and reputation**. So make sure they're all [actively managing and responding to ratings and reviews](#), and soliciting positive feedback and posting that prominently to help tip the scales of competitive shoppers while they're in decision-making mode.

Why are reviews important? According to the Forbes article above, **“...a staggering 98% of consumers read online reviews for local businesses,”** — need we say more?

Holiday Trend N° 2 OMNICHANNEL

People are splitting their online time across more devices, websites, apps and platforms than before. **Social media is more important than ever for sales**, but Facebook and Instagram alone won't be enough. **Merchants need to get into [YouTube](#), [Reels](#), or [TikTok](#) content — or at bare minimum, invest in ads** on more channels than before. As we've mentioned before, for younger demographics (Millennials and Gen Z) a significant share of search is shifting from traditional spaces like search engines to socially influenced search and purchasing on platforms like TikTok and Instagram (as both of those apps pivot to embedded ecom platforms).

Instead of going deep into one or two channels, most **merchants should go all-in on keeping current customers and reaching them in as many ways as possible**. Not sure where your business should be active? Check out this [small business social media resource from Buffer](#).

Need some help with ad planning for small businesses? All the major players have published Holiday 2023 Ad Guides including:

- [Google](#)
- [Meta](#)
- [Pinterest](#)
- and [TikTok](#)

PRO TIP!

If this will be your first time advertising on new channels, **test ad formats now!** Don't wait until the holidays are upon us.

Holiday Trend N° 3 ONLINE SHOPPING



Make it easy,
simple and
frictionless.

While this is not new, it's impactful! **Half of online holiday shopping is done on mobile** so be certain to offer multiple payment options like **Apple Pay, Google, and Paypal**. Sites that require manual input of shipping and billing info, often suffer from abandoned carts and lost revenues.

People are more price-conscious than ever about shipping costs, so consider baking the cost into the item price so you can afford to offer free shipping.

Many people like reserving items online and picking them up in the store, so encourage them to do so — **it's a chance to upsell!**

And don't forget to have **digital gift certificates** for last-minute shoppers!

Not sure where to start? Check out these small business resources for:

- Accepting [Apple Pay](#)
- Integrating [Google Pay](#)
- [PayPal](#) for Small Business



The background features a collection of gift boxes and bags in various colors and patterns, including polka dots and stripes, all rendered in a dark, muted color palette. The items are scattered across the frame, creating a festive and celebratory atmosphere. A thin, light-colored diagonal line is visible in the lower-left corner.

In Sum

In Sum HOLIDAY 2023

After the past few tumultuous years, with the pandemic accelerating pre-existing seismic shifts in retail — your downtown merchants need every bit of help they can get to **make Holiday 2023 bang up jolly and successful.**

And while each business is unique and should have their own business- and marketing-plans, **the recommendations within this Trends Report are broadly applicable**, but not a substitute for the myriad actions, campaigns and off and online presence they need to effectively manage 24/7.

From stellar in-person experiences to seamless online shopping to frictionless payment and sales, your ratepayers are under immense pressure to juggle and effectively master the intricacies of modern restaurant, retail and hospitality. AI will undoubtedly up the ante for years to come and with the incessant, breakneck pace of technological developments — **staying one step ahead of the competition and constantly bringing your A-game** can make incremental impacts and qualified revenue for your merchants.

In closing, if your merchants haven't yet solidified their Holiday 2023 offerings, the time to sit down and do it is yesterday. We have **two final pro tips for your business community:**

1. Remember: holiday shopping starts in October!
2. Build your audience now!!

Please share this resource with your ratepayers and business community, and if you need help — do not hesitate to reach out.

Bright Brothers Strategy Group has provided district **educational sessions, capacity building and webinars** to UPMO and DMO organizations all around the country, and we're happy to provide customized teachings just for your constituents. Case in point, see the next page.

And with that, Happy Holidays to all!



Previously, I almost never had online bag sales. This past weekend one of my videos kind of took off, and I sold 30 bags in about 48hrs.

Case in Point STAKEHOLDER SUCCESS



Bright Brothers hosted a **merchant marketing session** for Downtown Norfolk Council's stakeholders that focused on **connecting with Gen Z**, as well as best practices for TikTok. Soon after, we received the following, lovely email full of thanks and praise from one of the district's small businesses:

*"I started my account a day or two after your workshop. I didn't link any accounts or use my contacts to find friends, so I started completely from scratch. About a month in, I started making bag sales online almost every day. Previously, I almost never had online bag sales. This past weekend one of my videos kind of took off, and **I sold 30 bags in about 48hrs.**"*

The video got over 100k views over the weekend and it seemed like everytime I refreshed my email, there was another order notification.

The craziest part is that **I've spent 11 years making photos and videos for Facebook, IG, and YouTube and never have come close** to getting any kind of traction like I've gotten with TikTok--literally in less than 3 months from opening my account.

Anyways, I just wanted to take a minute to tell you that I am singing your praises to people a couple times a day, and I have no idea how I'm going to fulfill all the orders."

That's a GOOD problem to have!

**Courtesy of Werther Leather Goods, Norfolk, VA*

Thank You

FOR READING OUR TRENDS REPORT!

GOT QUESTIONS? WANT TO LEARN MORE?

josh@bright-brothers.com 267.648.5798

david@bright-brothers.com 623.249.1098



Introductions

BRIGHT BROTHERS IS...

a **strategic consultancy** in Philadelphia and Phoenix that develops custom strategies and actionable plans for downtowns, place management districts and destination marketing organizations to meet the needs and wants of your constituents.

We are a **strategy group** at heart, with a **full-service agency** underpinning our success. A winning combination of 25 years in marketing, plus fresh and innovative insights; Bright Brothers brings you digital native dynamism with honed marketing acumen.

Josh Yeager
PARTNER

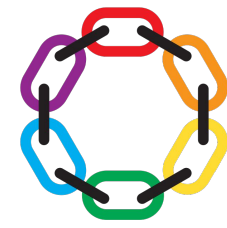


David Romako
PARTNER

Clients



Persona development and assets strategy
COLORADO



LEATHER & LGBTQ CULTURAL DISTRICT

Persona development and brand strategy
CALIFORNIA



Persona development, visual Identity, MarCom strategy & design
CALIFORNIA



Retainer consultants, persona development, analytics, SEO, social
VIRGINIA



DOWNTOWN TEMPE

Persona development and MarCom strategy & design
ARIZONA



Persona development and MarCom strategy
TEXAS



Award-winning marketing strategy & design
ARIZONA



Persona development, MarCom strategy, design
ARIZONA



Consultants analytics, SEO, social
ARIZONA



Persona development and strategic consulting
CALIFORNIA



Persona development and strategic consulting
MARYLAND



Creative design and MarCom
CALIFORNIA



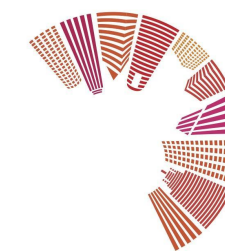
Persona development, asset strategy, social strategy
WASHINGTON, D.C.



Destination marketing social media management
ARIZONA



Persona development and strategic consulting
PENNSYLVANIA



DOWNTOWN DALLAS INC

Persona development and strategic consulting
TEXAS



Persona development and strategic consulting
CALIFORNIA



Digital consultation and best practices
CONNECTICUT

Image Attribution

UNSPLASH CREDITS

We'd like to thank the following creatives for their gorgeous, royalty-free photography, *grace* à the Unsplash community!

@notaphotographer

@arantxa_aniorte

@timbatec

@laurachouette

@freestocks

@amyshamblen





**“You and your team crushed it!
Going above and beyond to take care of their partners
and providing valuable resources is not just an option,
it's a standard. We're grateful to have the Bright
Brothers Strategy Group in our corner whenever we
need expertise and insight.”**

Jala Curtis

BUSINESS MARKETING & COMMUNICATIONS
PROGRAM SUPERVISOR
DOWNTOWN FORT COLLINS, CO

