

## Media pitfalls to avoid during the Double Discount shopping season

From the team at M&C Saatchi Performance

- Don't ignore the competition; understand exactly where they will focus, their messaging, branding, etc.
- Ensure your messages are clear, especially where promotions are complex.
- Don't duplicate offers designed for one category onto another. This feels like a force fit for other categories.
- Ensure the customer journey is simple, with clear UX; the more people have to click, the less they will convert.
- Be transparent; misleading promotions will be damaging to your brand
- Do not overlook a retail media strategy. This period is essential for gathering first-party customer data, which is increasingly critical to long-term success.
- Showcase relevant key visuals in promotional materials, good product shots, brand ambassadors, discounts, etc must be clear.
- Prepare clear and concise landing pages for promotions so that users can easily research. This builds trust in your brand and ensures that potential customers understand promotions.
- If this period is irrelevant to your brand - plan around these dates to avoid inflated metrics.
- Ensure all websites and campaigns are fully mobile optimised. Slow load times or non-responsive pages will lead to high bounce rates and lost sales.
- Manage inventory precisely to ensure you have enough stock to meet the increased demand during the double discount seasons. Running out of stock can frustrate customers and result in missed sales opportunities. Implement real-time inventory tracking and proactive restocking strategies.
- Ensure all marketing practices comply with local data privacy laws and regulations.
- Do not underestimate the importance of customer service. High traffic during discount periods can lead to increased customer queries and complaints. Ensure your customer service team is prepared to handle the surge efficiently to maintain customer satisfaction.



- Instead of solely relying on huge discounts, brands can differentiate themselves by offering unique value propositions. Examples include:

**Bundled Offers:** Combine popular products with new or less popular items.

**Exclusive Early Access:** Offer early access to sales for loyal customers or those who sign up for your newsletter.

**Limited-Time Offers:** Create a sense of urgency with flash sales or time-limited discounts.

**Value-Added Services:** Provide additional services such as free shipping, extended warranties, or complimentary gift wrapping.

- Choose the right channel mix and be aware of high competition and increased CPMs on platforms like Meta, Google, and TikTok. Consider diversifying your media spend through:

**Niche Platforms:** Explore advertising on niche platforms or local social media channels that might have less competition.

**Influencer Collaborations:** Partner with micro-influencers who have a loyal following and can provide authentic recommendations.

**Content Marketing:** Invest in content marketing, such as blog posts, videos, and infographics, to drive organic traffic.

**Programmatic Advertising:** Use programmatic advertising to target specific audiences across various websites and apps.

**DOWNLOAD OUR FREE PAPER, THE HARBOLNAS PHENOMENON. REACHING  
INDONESIAN SHOPPERS DURING THE DOUBLE DISCOUNT SEASON HERE**

Don't hesitate to [contact us](#) for more information about how to win during this highly competitive period and build your brand all year round.

