A PLAYBOOK BY XENO

xeno

March Marketing For Retailers: A How-To Guide

STRATEGIES THAT CAN LEAD TO A
45% BOOST IN REPEAT SALES 🚀

Foreword

Hola fellow marketers,

As the cold winter days give way to warmer temperatures and brighter skies, it's clear that spring is just around the corner and the month of March is about to start.

In this guide, we have compiled a **range of marketing strategies specifically tailored for retailers**, taking into account the transition from winter to spring and the upcoming festivities of Holi. Our goal is to provide you with practical and actionable tips that will help you drive results and reach your retention goals.

We hope that this guide serves as a valuable resource for you as you plan your March Marketing Efforts. Whether you're a seasoned retailer or just starting out, there's something for everyone here. So, let's get started and make this March a month to remember!

Best,

Xeno Team

How To Holi-Fy Your Marketing This March

With Holi around the corner, as a retailer, you have the chance to add some festive flair to your marketing and drive repeat sales. More importantly for, for brands in the **QSR (F&B) and Beauty (Skin Care) Segment,** Holi provides a great platform to stand out.

So, grab your brush, and let's start spreading the color of sales success with proven strategies to win this Holi-season:

🍽️🥗 How QSR Brands Can Make a Big Impact this Holi

Food & drinks are an integral part of every Holi celebration; giving a perfect opportunity for brands in this space to make some noise & engage with their customers.

💄🪞 How Beauty & Skin Care Brands Can Make a Big Impact this Holi

Consumers' love for Holi & their Skin, both go hand-in-hand. Customers are looking to pamper their skin & protect it from all the chemicals now more than ever.

How QSR Brands Can Make A Big Impact This Holi

Food and drinks are an integral part of every Holi celebration; giving a perfect opportunity for brands in this space to make some noise & engage with their customers. Here's how:

What Customers To Target?

HIGH ATV BUYERS

HIGH SPENDERS

Customers have the tendency to shop more during festivities, therefore targeting **high-value buyers can lead to more business.**

DORMANT BUYERS

CUSTOMERS WHO HAVEN'T DINED IN FOR OVER 1 YEAR

As customer behaviour shows, it's **fairly easy to win back dormant customers during festivals** than any other time.

FESTIVE BUYERS

EXPERIMENTERS

These are the one's who are extremely gravitated to shop during festivals. Brands can identify such segments easily by **leveraging their purchase history to run campaigns.**

Strategies To Focus On

1. ATV-BASED PERSONALISATION

Divide your customers between low-ATV, medium ATV & high-ATV buyers and lure each one of them with campaigns personalized to their persona.

For example, *high ATV buyers may receive exclusive offers, or early access to new products, while low ATV buyers may receive special promotions or discounts.*

2. OPPORTUNITY FOR YOUR BRAND TO MOVE INTO DELIVERY

People are busy celebrating Holi and may not have the time to go out and buy food and drinks. Make sure to center all your marketing communications around at-home delivery & not dine-in.

Use geographical targeting to identify customers near each of your outlet & give them a hassle-free way to order.

For example; *Offering Holi-themed or Limited products that can only be available on delivery options at certain places.*

Hey Rashi!

Celebrate Holi with special Khas Gujiya, order from our **Connaught Place Restaurant** to get your hands on limited offer.

Hey Pooja!

Celebrate Holi with special Khas Gujiya, Rasmalai, Besan Ladoo and multiple Holi Themed Sweets. Order from your nearest **Nehru Place Restaurant**

3. PRODUCT-BASED PERSONALIZATION

Customize the shopping experience for customers based on their specific product preferences and purchase history. For each product preference group, develop personalized strategies that are relevant to their specific interests.

For example; *A customers who prefer healthy food options may receive promotions and offers for healthy products, while customers who prefer indulgent products may receive promotions for indulgent items.*

Hey Navya!

Celebrate Holi with Chole Bhature from your favourite Restaurant, dine in now!

Hey Mayank!

Celebrate Holi withPepperoni Pizza from your favourite Restaurant, dine in now!

Hey Mehar!

Celebrate Holi with Fettuccine Alfredo from your favourite Restaurant, dine in now!

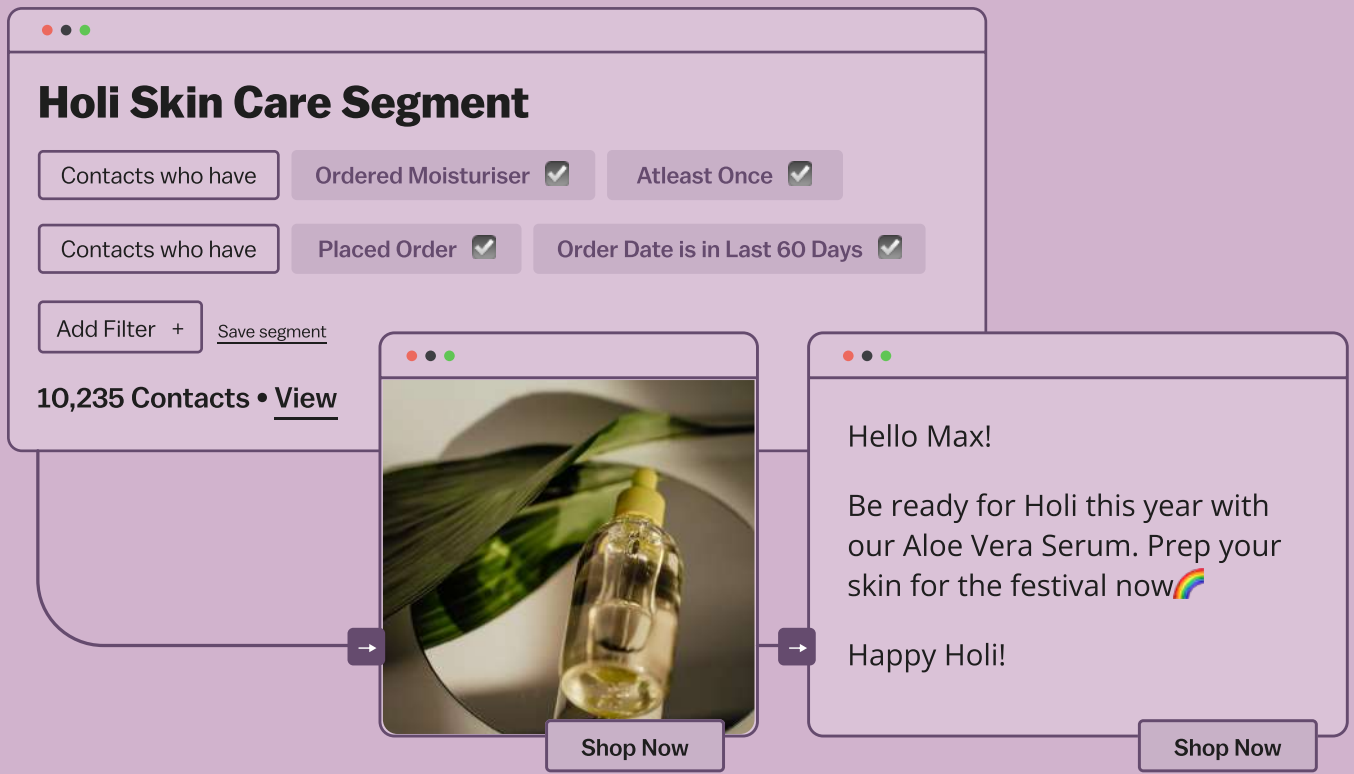
How Beauty & Skin Care Brands Can Make A Big Impact This Holi

Consumers' love for Holi & their Skin, both go hand-in-hand. Customers are looking to pamper their skin & protect it from all the chemicals now more than ever. Thus providing Beaty & Skin Care brands to place their bets & take advantage of the same. Here's how:

Pre-Holi Replenishment Campaigns

Remind your customers to stock up on all pre-Holi essentials and re-order before they run out:

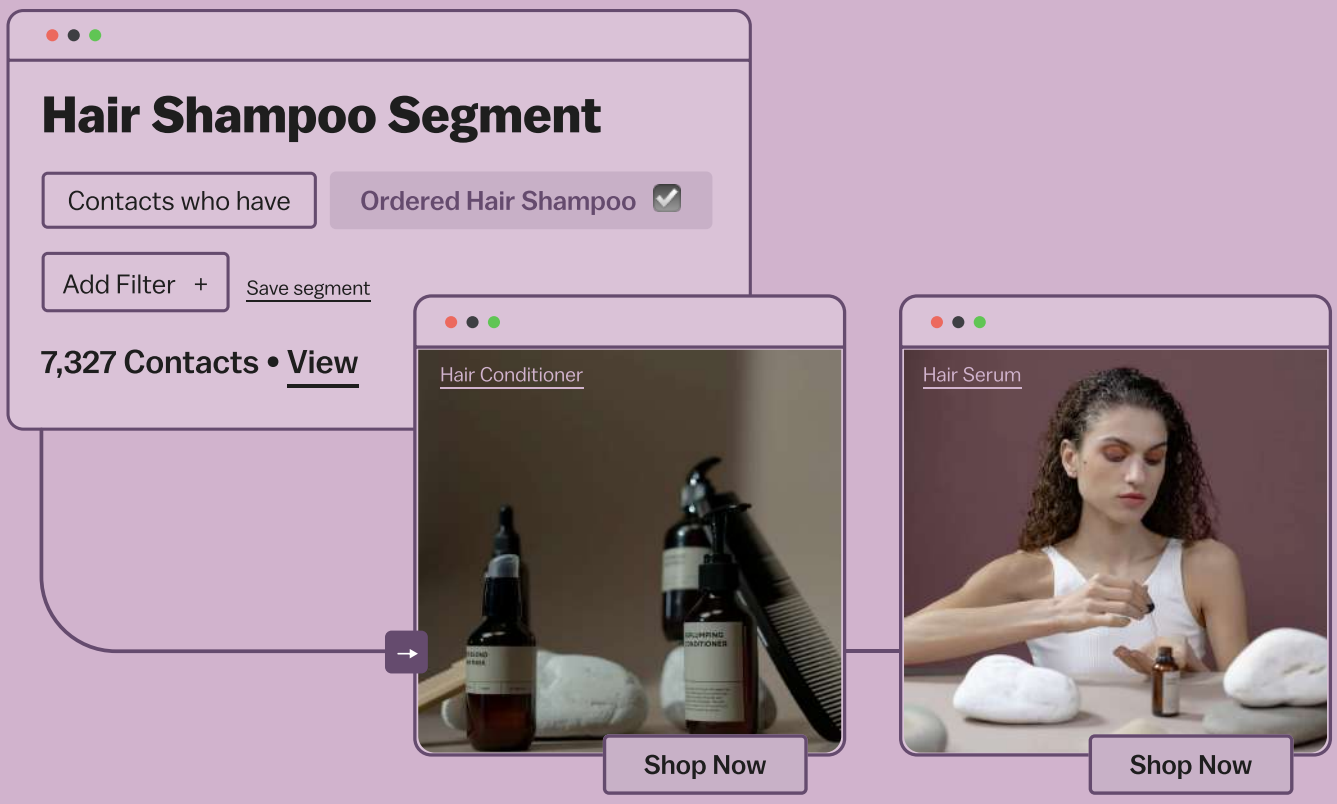
- Market all the products that your customers might need to restock; like sunscreen, skin-hydration products, festive-themed products, etc
- Target customers with recency of around 50-60 days



Next Sell Recommendation

Analyse the buying behavior of customers to predict their next purchase & run personalized campaigns using factors such as purchase history, product popularity, and customer preferences.

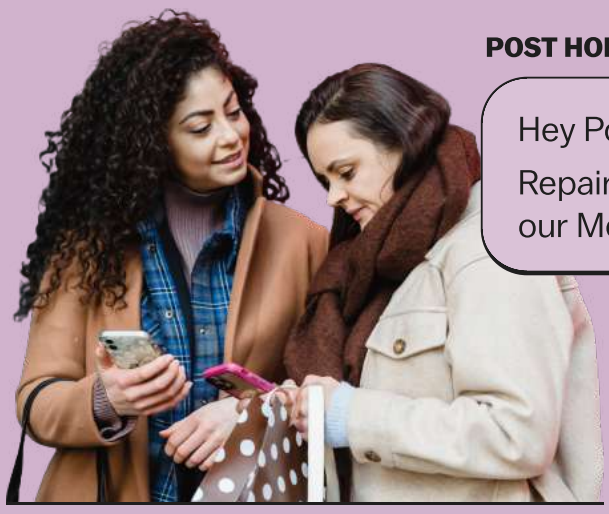
For Example; *If a customer has purchased a moisturizer, the next-best recommendation could be a complementary product such as a face serum or eye cream.*



Post-Holi Strategies

1. Execute Rejuvenation Campaigns

Offer special deals and discounts on products that are designed to repair and rejuvenate skin after the Holi festivities, such as face masks, serums, and moisturizers.



POST HOLI HAIR SEGMENT

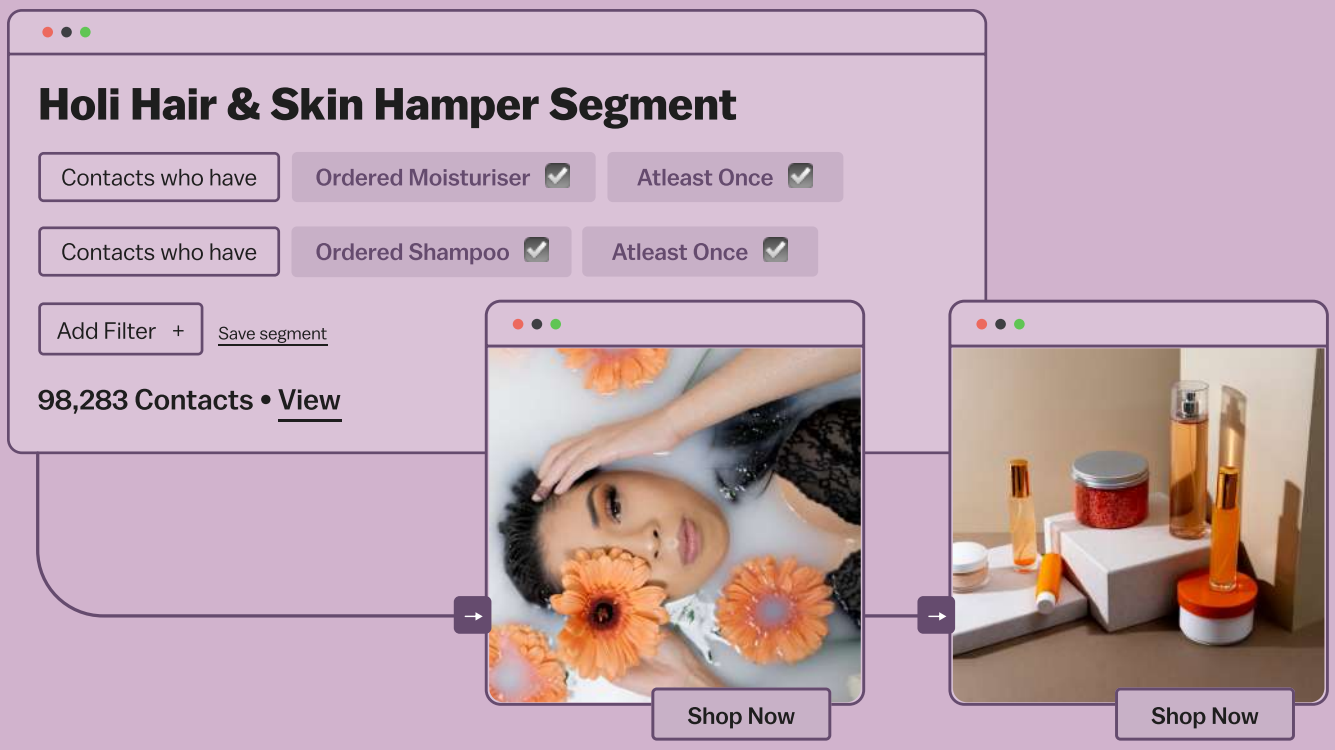
Hey Pooja!
Repair your hair after Holi with our Moisturiser, show now!

Hey Anjali!
Repair your skin after Holi with our Moisturiser, show now!

POST HOLI SKIN SEGMENT

2. Offer Holi Recovery Kits

Create a special kit that includes all the products customers need to repair and rejuvenate their skin after Holi. Offer this kit as a limited-time only offer, or as a gift with purchase.



The Mid-Season Sale Blueprint: Boosting Your Retail Business In Spring

Mid-season sales are the perfect opportunity for retailers to shake off the winter blues and drive customer engagement. But, with so many retailers vying for attention, how do you make your mid-season launch stand out? Here's how you can turn your mid-season sale into a spring fling:

Any Brand Typically Has 3 Types Of Customers

FULL PRICE BUYERS

HIGH SPENDERS

A shopper who doesn't wait for sales and happily forks over the full amount for an item.

DISCOUNT-SEEKERS

CUSTOMERS WHO SHOP ONLY WITH DISCOUNTS

The ones who are always on the lookout for discounts and only shop during high sale time.

REDEEMERS

UTILITY BUYERS

The ones who splurge on a must-have item at full price, but also enjoy taking advantage of sales and promotions to get a good deal.

Mid-Season Sales are the best time to reach out to Redeemers as they are the ones who have the maximum propensity to shop during this time and are seasonal buyers.

How to Identify Redeemers?

- **Purchase History:** Customers who frequently make purchases and take advantage of rewards or discounts
- **Shopping Behaviour:** Customers who have the likelihood to purchase during changing seasons; summer, spring, etc
- **Discount Persona:** Customers who consistently redeem their loyalty points or rewards for cash or discounts.

Mid-Season Sale Campaign Strategy Outline

A step-by-step strategy to perfect your mid-season sale

📊 **Analyze Data:** Analyze the data to identify patterns and trends in customer behavior, preferences, and buying habits.

👥 **Segment Customers:** Group your customers into segments based on their behaviors, preferences, and purchasing patterns.

💌 **Create Personalized Product Recommendations:** Use the insights gained from the customer data to create personalized product recommendations for each customer segment.

📲 **Run multi-channel personalized campaigns:** Use the above data to run product-level personalized marketing campaigns on their preferred channel of communication.

And that's it. Now grab a latte ☕ & observe your incremental revenue bloom.

Additional Tips To Maximize Your March Marketing Potential

Ladies First: Celebrate Women’s Day

Celebrate International Women’s Day (8th March) by offering exclusive discounts to your women customers or offer a free gift with purchase for customers who shop on International Women's Day.

Launch Your Spring-Summer Wear Collection

Customers who frequently make purchases and take advantage of rewards or discounts

Offer Complimentary Products

Offer product bundles or complimentary that include holi-themed products, such as special holi-colored clothing or accessories.

Targeting High-Value Buyers

Customers have the tendency to shop more during festivities, and target high-value buyers based on their ATV value to generate maximum revenue during this time.

Authors

Jitendranath Patri
EX-CMO FUTURE LIFESTYLE & FASHION

Prashant Kumar
LEAD CRM CONSULTANT, XENO

Anisha Arora
MARKETING STRATEGIST, XENO

Anjali Pandey
CONTENT WRITER, XENO

Maximize Your Business Performance With Xeno!

Xeno is an AI-powered CRM that enables large retailers & D2C brands to increase repeat sales by building an understanding of each individual customer & creating more relevant marketing campaigns across SMS, email, Whatsapp, Facebook & Instagram.

A PARTNERSHIP WITH XENO IS BUILT ON OUR 5 CORE PROMISES

Know **each customer better** than you've ever know them

Create relevant campaigns with 10x more ease with our **Pre-built AI Campaigns**

Increase **e-com conversions** using automated journeys

Make your loyalty program engagement first by running **multi-channel engagement journeys** designed to delight & convert customers.

Make decisions across the organisation driven by customer intelligence & **real-time reporting & analytics**

xeno

Get a CRM Consultation for free!

LALS GROUP · ILG International Luxury Group · Shoppers Stop (Start Something New) · Kiehl's Since 1851 · Levi's

kaya clinic · McDonald's · Taco Bell · Jack & Jones · Apparel Group · Rituals