

xeno

How To Win At Diwali

CAMPAIGN PLAYBOOK FOR RETAIL BRANDS



Foreword

Hola fellow marketers,

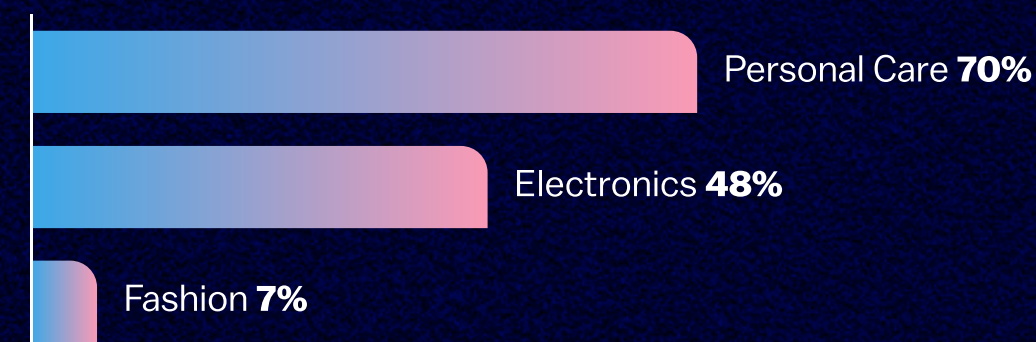
As the Diwali season approaches, there's a certain magic in the air that's hard to describe. Families come closer, Homes light up with joy, and Hearts are filled with warmth. And for retailers like you, it's an opportunity to be a part of something truly special.

It's your chance to make this season unforgettable & drive sales like never before. In this guide, we're keeping it simple and relatable. No fancy jargon, just practical tips to help you shine this Diwali.

We hope that this guide serves as a valuable resource for you as you plan your Diwali Campaigns. Let's make this a Diwali to remember.

Best,

A Look Back At 2022 Diwali



E-Commerce Sales' Jump 28% Year-On Year (inc. in volume)



Geographical Breakup (inc. in volume)

30% Higher revenue than last year was generated during the Diwali season, crossing 1.50 lakh crores in the country.

17% YoY increase in online sales was observed in 2022 as compared to the previous year 2021

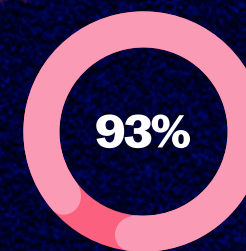
46% Increase in expenditure on necessities like **personal care and home products** has been observed for families.



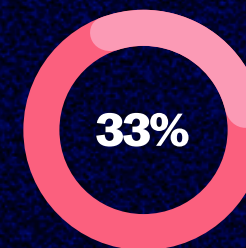
₹5,000 was the average spent by online shoppers during the Diwali season, compared to Rs. 3,500 in 2021

90% of Indian festive buyers in 2022 experimented with a new brand

30% of the growth in e-commerce sales during the Diwali season came from tier 2 & 3 cities



93% of Diwali Shoppers are likely to try a new brand in the festive season

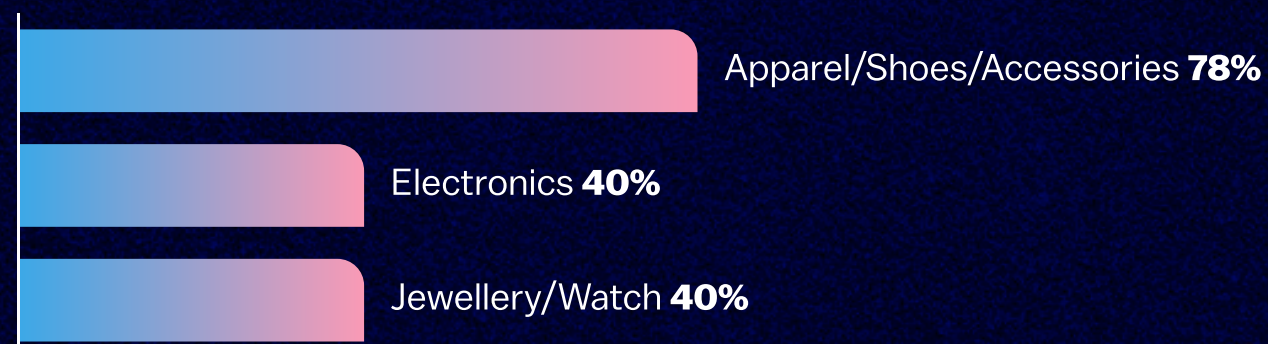


Indians typically plan their Diwali purchases well in advance, with **33% preparing just one week** ahead and **31% making their plans two to three weeks prior.**

How Customer Trends Have Changed Over Diwali



72% of Urban Indians feel that festive occasion sales offer better value than shopping normally!



Top 3 Purchasing Categories Indians Plan To Shop This Diwali



60% of Urban Indians plan to shop for Diwali via both physical and online stores

Strategies To Light Your Diwali Campaign This Season

To win big at the most prominent and celebrated festival of India, there are a few questions that you need to answer before you get started with your Diwali campaign planning:

- ❓ What customers to target?
- ❓ What products to promote?
- ❓ What channels to use?
- ❓ What is your communication strategy?

The tips below will help you answer all of these questions to plan your campaign strategically using **The Right Segmentation & The Right Messaging**.

Get Your Segmentation Right ✓

Segmenting customers is far more than just putting people into different clusters. Customer segmentation allows you to learn about your customers on a deeper level. To get started divide your customers for your Diwali campaigns into 2 broad levels:

👤 Customers Who Are Probably Buyers

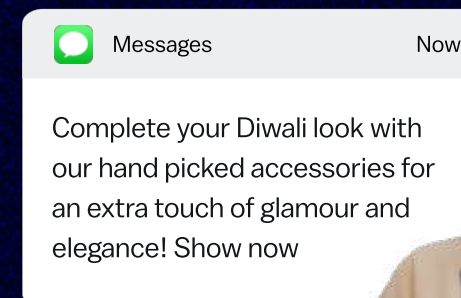


These are customers who have a high tendency to buy on festivals or events such as Christmas, New Year, Diwali, etc.

Further divide this customer segment into different categories such as active customers, dormant customers & lapsed customers. Now since you already know these customers are most likely to shop during this season, alter your communication for each segment type to get the maximum results. For example:

Your communication for active buyers should be to cross-sell your products based on their personas.

Use Discounts & Promotions to lure your dormant customers keeping your communication around how much you missed their presence during this special festival.



👤 Customers Who Are Least Bothered About Special Events

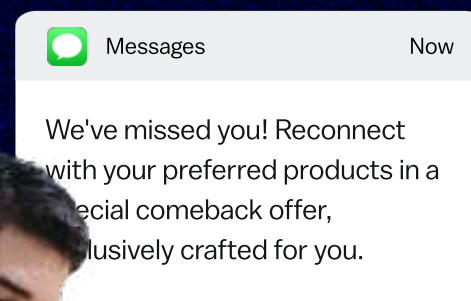
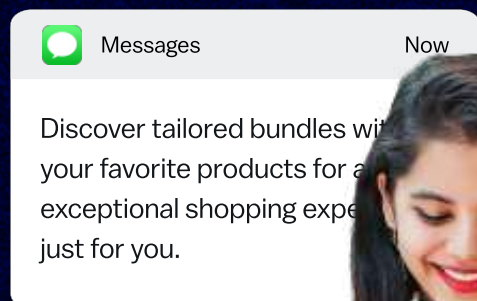


This is the remaining set of your customers who may or may not respond to your campaigns during special events.

Segment this customer base into At-risk customers, Loyal customers, and High-value customers & further divide them based on their Average Transaction Value. Alter your communications differently for each of these customer types, for example:

Target your high-value customers with the maximum ticket size by creating product bundles of your high-value products.

At-risk customers are usually the ones who are in your top 20% for total spending, but their last order was between 30-365 days ago. Target this segment with a win-back campaign promoting their favorite products based on their ATV.



Get Your Communication Right ✓

The second most important thing after analyzing your customer base & creating different segments is to identify the products and the messaging that they are most likely to react to. Here are a few examples to help you get started:

🗨️ Profitably Reactivate Your Dormant Customers With A Personalized Approach

Any business typically has 20-60% of customers becoming inactive in any given year but that doesn't mean they are gone forever. Cultivate a marketing campaign that targets their interests. With existing customers, you have the benefit of knowing their purchase history and habits. Remind them how much they liked a certain product by sending them a message with a discount for that product. Make sure you are very clear to the inactive customers that you are eagerly waiting for them to buy again.

🗨️ Cross-Sell And Upsell Intelligently

Cross-selling is another great way to encourage people to buy more from your brand. You showcase to your customers a variety of products that complement what they have bought from you or what they are looking for. Here's how:

For example, if a customer buys cushion covers, the related products could be sofa covers, table mats, rugs, etc.

You can additionally display these complementary items at the time of checkout or on the product page itself.

☰ Target Your Loyal Customers With Special Discounts

Customers today expect instant gratification, they want their favorite brands to make them feel special. Making your customers feel special is one of the best type of marketing a brand can pull off, which is especially crucial during Diwali.

Surprise your loyal customers with exclusive discounts, gifts, and extraordinary experiences:

Offer complimentary gifts with their purchases.

Provide exclusive discounts solely for loyal Diwali customers.

Grant early access to new collections and sales, giving them a head start on the Diwali shopping frenzy.



Campaign Ideas To Light Up Your Diwali Campaigns This Year

Here are a few campaign ideas that could help your brand shine brighter this festive season:

Use Contests And Promotions

Gamified challenges and contests that are designed around the theme of the festival are great ways to attract your customers to shop. The contests could be online or offline and can offer fixed-time deals, gifts, bonuses, etc. Consider creating a loyalty program that rewards frequent shoppers with exclusive contest entries or additional chances to win.



Region-Focused Marketing Campaigns

In a country as diverse as India, it is important to understand that one size will not fit all. Therefore, customize your campaigns based on geographic & demographics metrics like location, and language, etc., to lure in your customers to shop during the festive season.



(Location Specific Nando's campaign announcing the location of their new outlet opening to their customers in Dwarka)

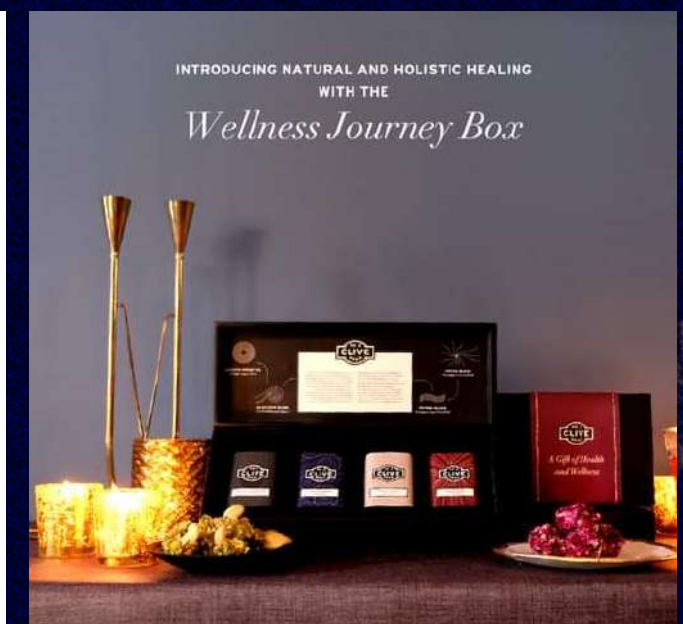
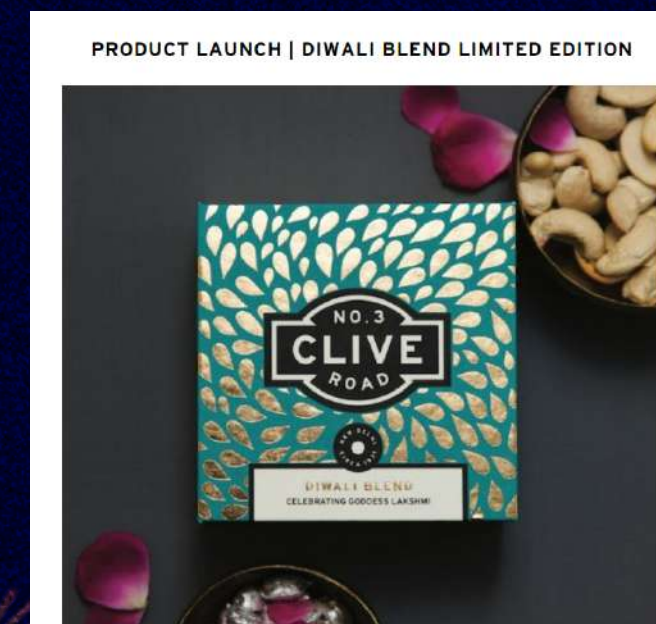
Offer Complimentary Gifts & Vouchers

Consumers love to receive free items or discounted products. Hence offering complimentary gifts (with terms and conditions applied) proves to be a cherry on the top for festive season sales.



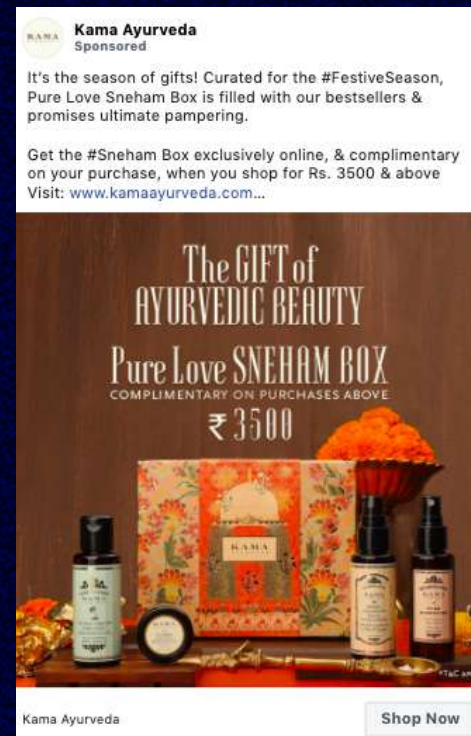
Launch New And Limited Product For Festival

When the entire quarter is considered an auspicious time to begin new things, what's better than launching products that are available only for festivals? It's a strategy that never goes out-of-form.



Offer Your Best-Selling Products In The Form Of A Bundle

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Maximize Your Business Performance With Xeno!

Xeno is an AI-powered CRM that enables retailers to increase repeat sales by building an understanding of each individual customer & creating more relevant conversations across channels



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 data driven decisions across the organisation using customer intelligence & real-time reporting & analytics

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Get a CRM Consultation for free!

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Every Step Of The Way!

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40% ▲

CONVERSIONS



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CONVERSIONS

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FOREVER NEW

68x ▲

ROI ON MARKETING SPENDS



16% ▲

REPEAT SALES



37% ▲

CONVERSIONS

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REPEAT SALES