

TRIBE 

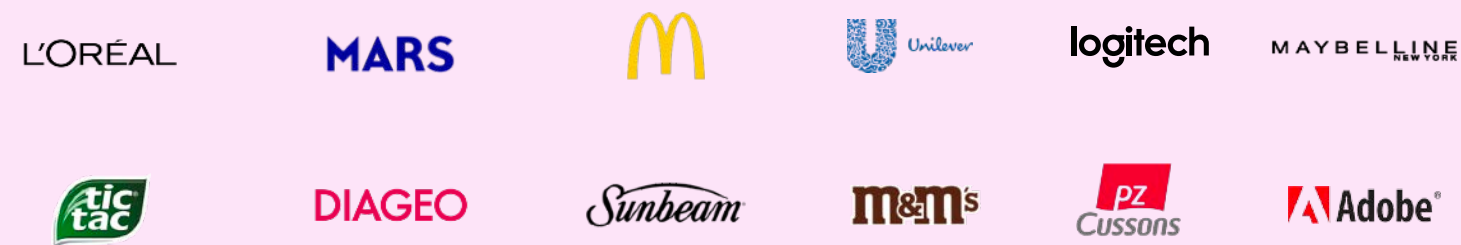
# Unwrap the Magic of Holiday Marketing with Creators



TRIBE WAS FOUNDED IN

# 2015

THE WORLD'S LEADING BRANDS & AGENCIES



ACROSS



# 80,000+

TALENTED AND DIVERSE CREATORS

# 1.5 Million

PIECES OF CONTENT GENERATED



## About TRIBE

You've seen the power of community in executing elite influencer strategies. No longer optional tactics; these are strategies marketers need to drive awareness, engagement and sales.

Yet building a creator community is hard. Sourcing, managing and paying creators is like herding cats. Whilst measuring their performance is complex and ever-changing.

TRIBE delivers solutions that connect you with creators ready to become your community. Powered by technology and an expert team, it's never been easier to execute creator strategies to rival the world's most innovative brands.

# Our mission: to unlock the world's creativity.

Because we believe the world's advertising should be generated by the very consumers it's designed to engage.

While this has been our belief for a long time, it's only recently that Creator Marketing has evolved into a vital part of modern-day marketing.

With Halloween, Thanksgiving, Black Friday/Cyber Monday, Christmas and New Year all falling in quick succession, it's called the silly season for a reason. There's an increased need for high-performance content to stand out from competitors and drive sales - making our mission, and talented content creators, even more powerful.

Keep reading to discover why, alongside tips for optimising your Christmas Creator Marketing campaigns, and some elite creative strategies from brands nailing theirs with TRIBE.



Despite the global impact of the rising cost-of-living, Christmas spending is still set to increase this year.

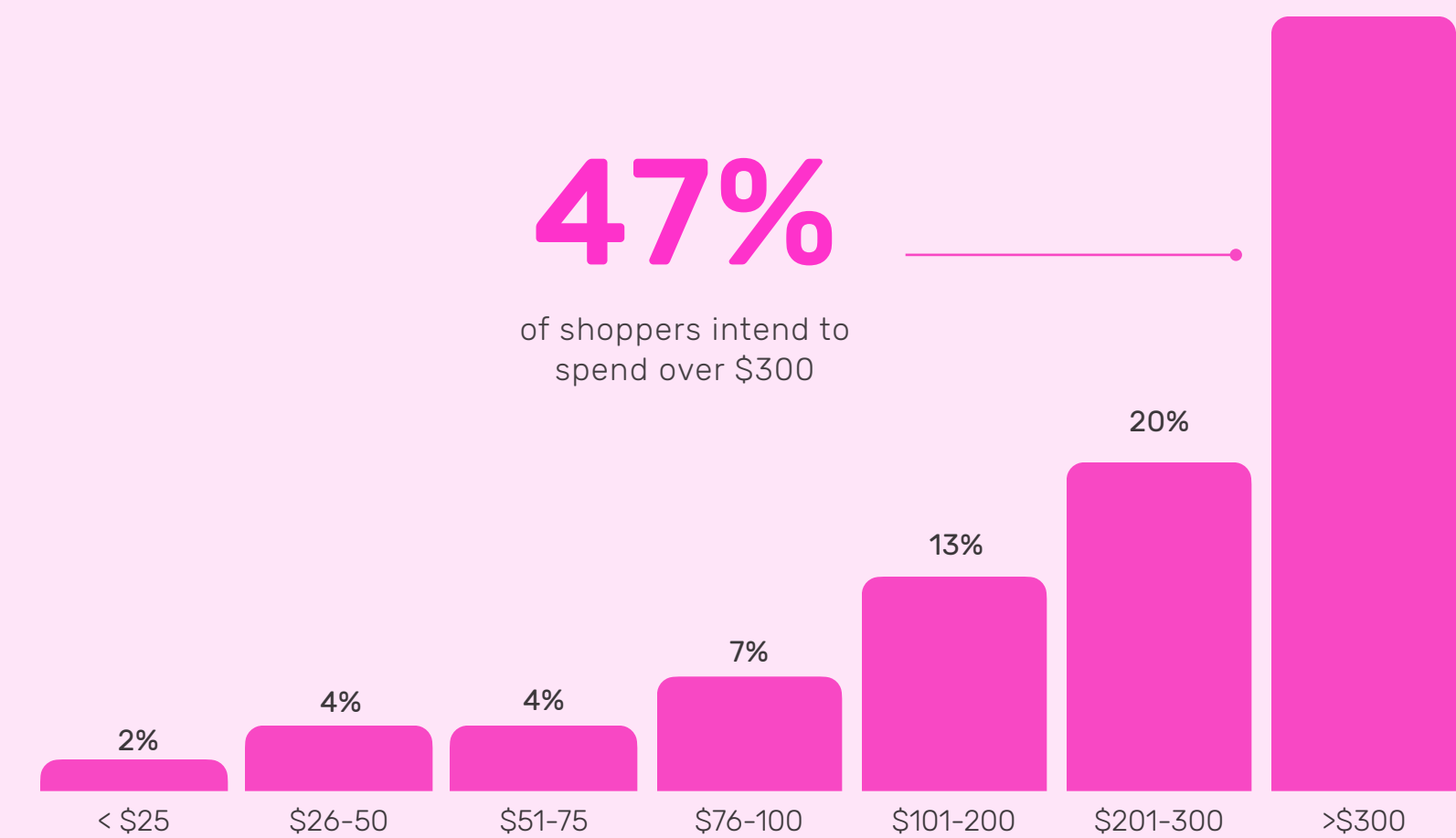
For brands - the competition to get in front of customers is at its peak around Christmas, but so too are the opportunities to drive sales.

According to [Numerator](#), 67% of consumers plan to spend (USD)\$200+ on Christmas, with 47% intending to spend over \$300.

Higher than any other holiday, the majority of that spending occurs between the end of November and Christmas Day and goes towards gifts and food over any other category.

The most effective strategies take a multi-channel approach, and Creator Marketing has never been a more valuable channel for reaching and converting customers over the holiday season.

2023 INTENDED CHRISTMAS SPEND (IN USD)



MOST POPULAR PURCHASED CATEGORIES FOR CHRISTMAS 2023



# Creators are the secret to **ho-ho-hot holiday\*** marketing!

For Christmas, consumers **spend more with online retailers**, and about **64% of them** discover holiday offers via digital ads, and **73% of purchases** are made on mobile during Black Friday. Your customers aren't requesting Christmas gifts from atop Santa's lap anymore, they're turning to social media for inspiration and gift ideas.

Yes, they'll be looking at your brand's ads, but on social, **63% of consumers trust recommendations from creators** more than they trust brand messages. This isn't just because they're more relatable, there are LOADS of benefits to collaborating with creators, keep reading to discover just a few.

\*Sorry not sorry for the Christmas puns

# 70%

of customers purchase via online retailers

# 64%

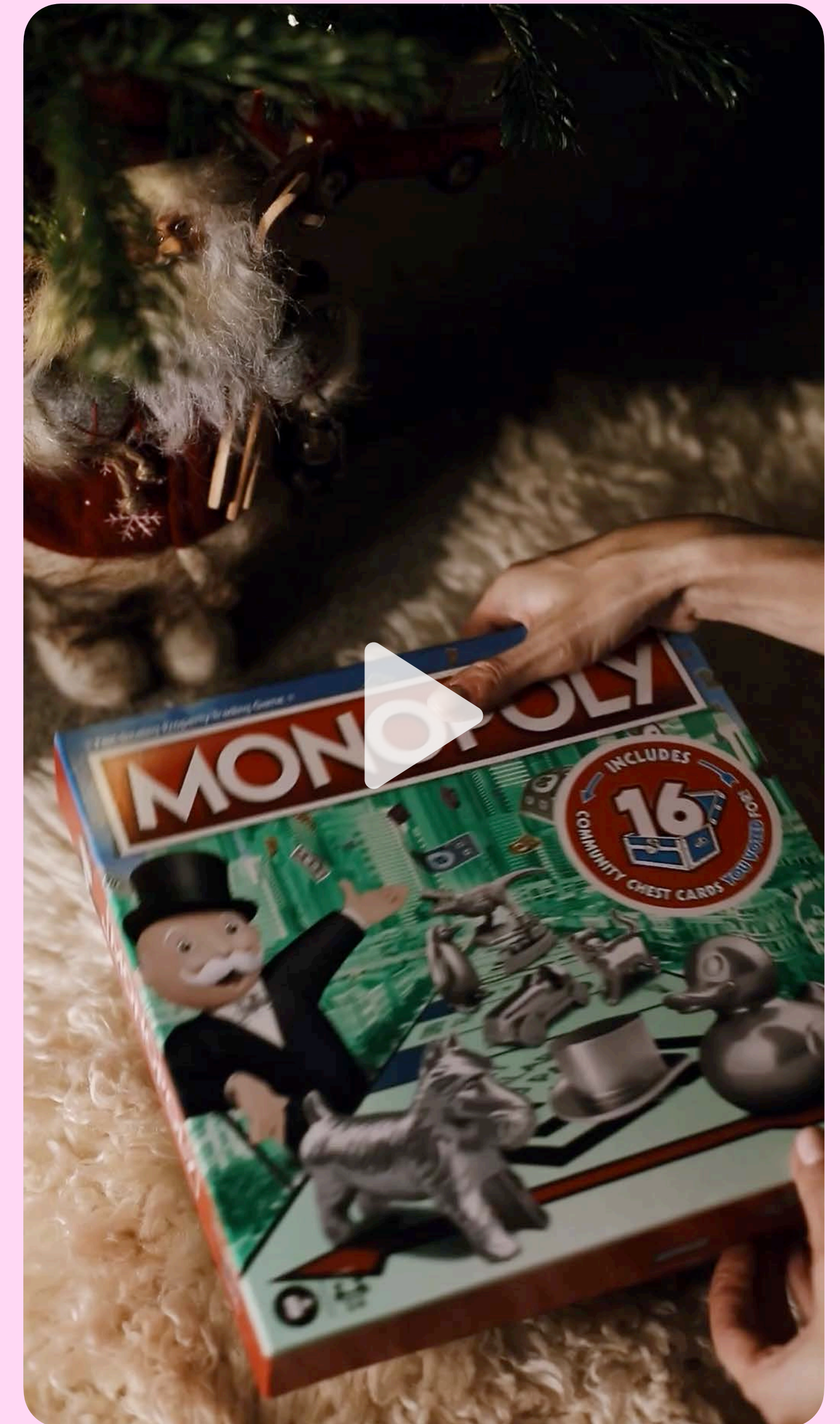
of purchases are attributed to paid social ads

# 73%

of purchases during BFCM are made on mobile

# 63%

of consumers trust recommendations from creators



[CLICK TO PLAY](#)



@duygutugok for BigDug

[CLICK TO PLAY](#)

## Benefits of creators during the holiday season

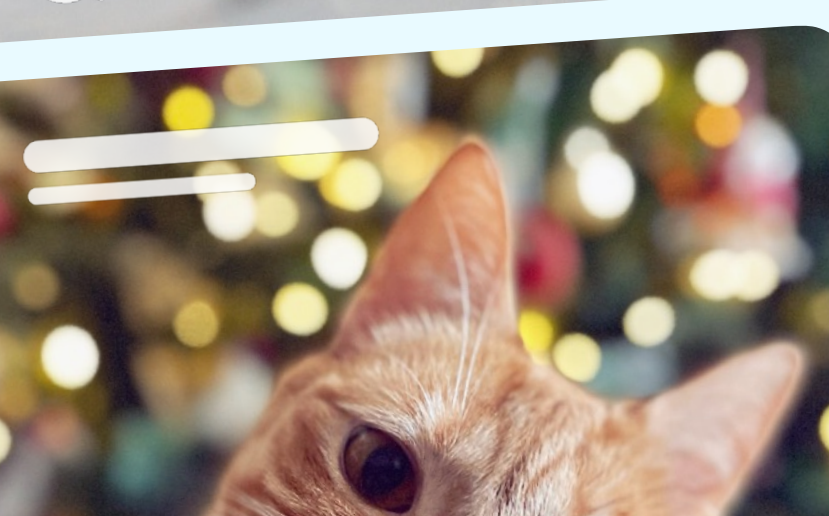
In addition to already being in the same ecosystem as your customers (social media), creators achieve:

**Organic reach.** By partnering with the right creators you're reaching potential customers within their engaged and diverse audiences, and beyond.

**Creativity.** There are only so many creative ideas your team can think of. By tapping into creators you're working with multiple voices who can bring your products to life via their unique voice and perspective.

**Format.** At their core, creators are storytellers making them experts in crafting short-form video - the **undisputed preferred format** on social media.

**Performance.** The **evolution of Creator Marketing** has changed the game. It's no longer an organic channel for brand awareness and reach alone, marketers now have the tools to easily supercharge their paid media with a volume of high-performing content performance marketers can only dream of.



# Tips for running elite Holiday Marketing campaigns

Actionable tips from Meta, TikTok and TRIBE to increase the performance of your strategy.



## 1. TikTok Shop

TikTok reports **69% of users** spend even more time on the app during the holiday season.

We're all guilty of scrolling, but with increased time travelling to visit family & friends, or heading to social events it isn't surprising we'll be doing so even more over the holidays.

TikTok also reports users are 1.4 MORE likely to buy a product during this time making **TikTok Shop** their #1 tool for marketers over the holiday season.

TikTok Shop is designed to help marketers maximise sales, and combined with engaging, higher-performing creator content you're in an incredible position to have new customers adding to cart.

[LEARN MORE ABOUT TIKTOK SHOP >](#)

## 2. Social SEO

**15% of all product discoveries** begin on TikTok and the holiday season is an ideal time to introduce your brand to new customers.

TikTok is a search engine, especially for Gen Z. When working with creators, ensure they're adding keywords to their captions and voiceovers and go a step further by adding trending hashtags like **#BFCM** **#BlackFriday** **#TikTokMadeMeGiftIt** **#GiftIdeas** and **#HolidayHaul**.

## 3. Creative Variety

**63% of TikTok users** say they would purchase from a brand after two exposures to branded content.

TikTok is all about creative variety. Creators are key to unlocking a volume of different creative ideas that appeal to diverse audiences. Plus, micro-creators are a budget-friendly way to do so at scale while avoiding creative fatigue.





## 1. Lean into Reels

1.6x more people want short-form video that is authentic vs beautifully produced when scrolling Instagram.

We know short-form video is the highest-performing format across all channels, and Creator Marketing is no exception. Creators are the perfect way to tap into that unfiltered style with Reels that bring your product to life in ways static imagery can't.

Reels aren't just the most viewed format, they're the most shared. 93% of people surveyed by Meta reported they have shared Reels with family and friends creating a golden opportunity for your BFCM creator content to be shared to an even wider audience.

[WHY REELS SHOULD BE PART OF YOUR MARKETING STRATEGY >](#)

## 2. Diversify

Like TikTok, Meta are big believers in variety and diversity, as we all are.

As marketers you know different people have very different reasons for purchasing the same product so it's vital to have diverse creative that meets those reasons.

Working with a community of creators generates variety that can appeal to those many reasons while remaining aligned with your overall messaging, including any restrictions or USPs you want to focus on.

Your message, creatively communicated by a volume of unique voices.





# 1. Emotive Storytelling

At their core, creators are storytellers. It's not enough for brands to say 'Buy Me', you also need a community to be your voice saying 'Here's why I bought them, and why you should too'

People celebrate Christmas in many different ways, but arguably the most common themes are love, togetherness, generosity and the overall magic of the holidays.

Emotive storytelling is always powerful, but even more so now - just think of the anticipation we feel for brands like [John Lewis to release their iconic Christmas advert](#).

[John Lewis](#), and brands like [Coca-Cola](#), [Aldi](#), and [Air Canada](#) all warm our hearts and emotionally connect us with their brand. A very different approach to the focus on product benefits and discounts, storytelling is memorable, shareable and relatable.



[CLICK TO PLAY](#)



## 2. Leverage your existing creator community

Been working with creators throughout the year? Great!

You'll already know who your top performers are. Long-term partnerships with creators (who already know your brand and are proven to perform) will get your campaign to market faster. Plus, their content will resonate more as it's not the first time their audiences will see your brand.

With TRIBE, you can identify these creators instantly, add them to a **Brand-Fans group** and exclusively invite them to your Christmas or Holiday campaigns.

The screenshot shows the TRIBE dashboard interface. On the left is a navigation sidebar with sections: CAMPAIGNS (All, Active, Expired, Paused, Scheduled, In Review, Draft, Completed), CONTENT LIBRARY (Discover, License requests, Licensed), and BRAND-FANS (All Creators, Brand-Fans 100, Groups 1). The main content area is titled 'All Brand-Fans (100)' and contains a message: 'All Creators you've added to a group will appear here. Remember: you can add Creators to multiple groups!'. Below this is a table of creators with columns for profile picture, name, location, age, followers, engagement, reach, impact, and collaborations. Each row has a plus icon for adding to a group.

Profile	Name	Location	Age	Followers	Avg. Eng %	Avg. Reach %	Avg. Imp.	Collabs
	Cristina Samohvalov	Chicago, United States	Female • 24 yo	35.2k	3.1%	5.92%	2,077.08	0
	Sadie Georgia Bass	Los Angeles, United States	Female • 26 yo	45.7k	5.14%	48.18%	69,816.5	0
	Raquel Mendes	New York, United States	Female • 30 yo	43k	2.42%	29.69%	4,246.83	0
	Diana Curmei	Chicago, United States	Female • 30 yo	26.5k	2.31%	14.74%	18,988.33	0
	Aimée Fox	Austin, United States	Female • 28 yo	25.7k	1.88%	15.49%	810.5	0
	Farah Raja	New York, United States	Female • 25 yo	49.5k	4.71%	81.37%	74,041.42	0
	Nadia Abdullah	Portland, United States	Female • 27 yo	38.2k	8.08%	31.26%	39,730.42	0



### 3. Deck your feed with beautiful content

Give your Social Media manager the gift of ready-to-post content.

When you run an Influencer Marketing campaign on TRIBE, you can repost the stunning content from your paid partnerships with creators onto your brand's feed. It's a super quick and easy way to decorate your own feed with dynamic Christmas content that's been crafted for your brand, that your team doesn't have to create themselves.





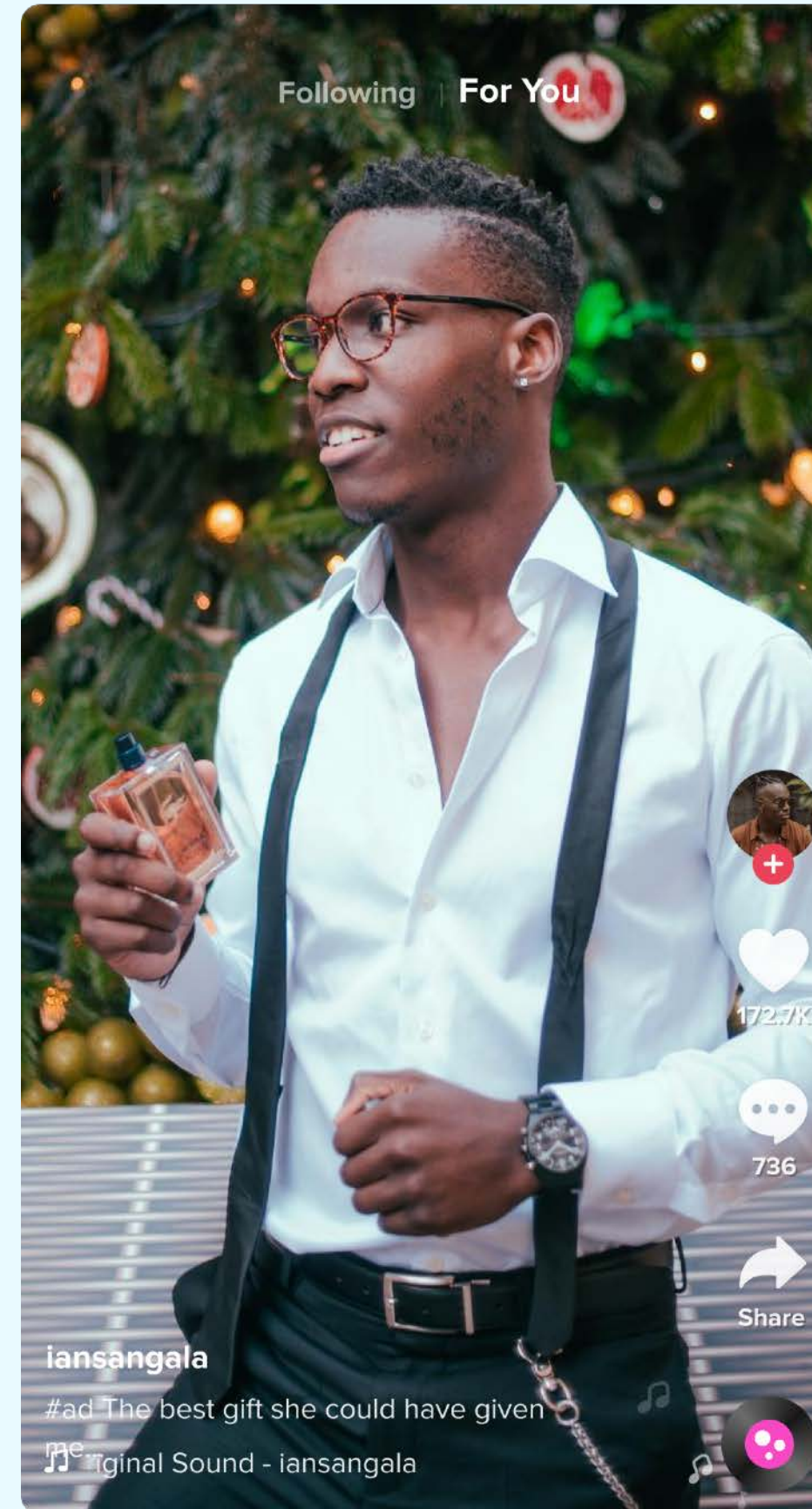
## 4. Sprinkle content across your channels

Repurposing content is the name of the game. Even John Lewis takes their iconic TV advert into their social, in-store and eComm channels.

If an organic creator post performs well, it's unlikely it's just the creator's audience it resonated with. The brands nailing their Creator Marketing strategies follow this formula:

- ✓ Build a large community of smaller creators to shoot and post content
- ✓ Discover their top organic performers
- ✓ Boost that content in paid as **Creator Ads**
- ✓ Amplify highest performing paid content with more media spend - now with unwavering confidence.

Or, you can simply license the rights to the content to fuel your own ads. But why stop there? Licensing content gives you a goldmine of content to fuel your EDMs, print catalogues, OOH or website.



PAID PARTNERSHIP





3 brands bringing joy to **Christmas campaigns** on TRIBE



## The art of giving

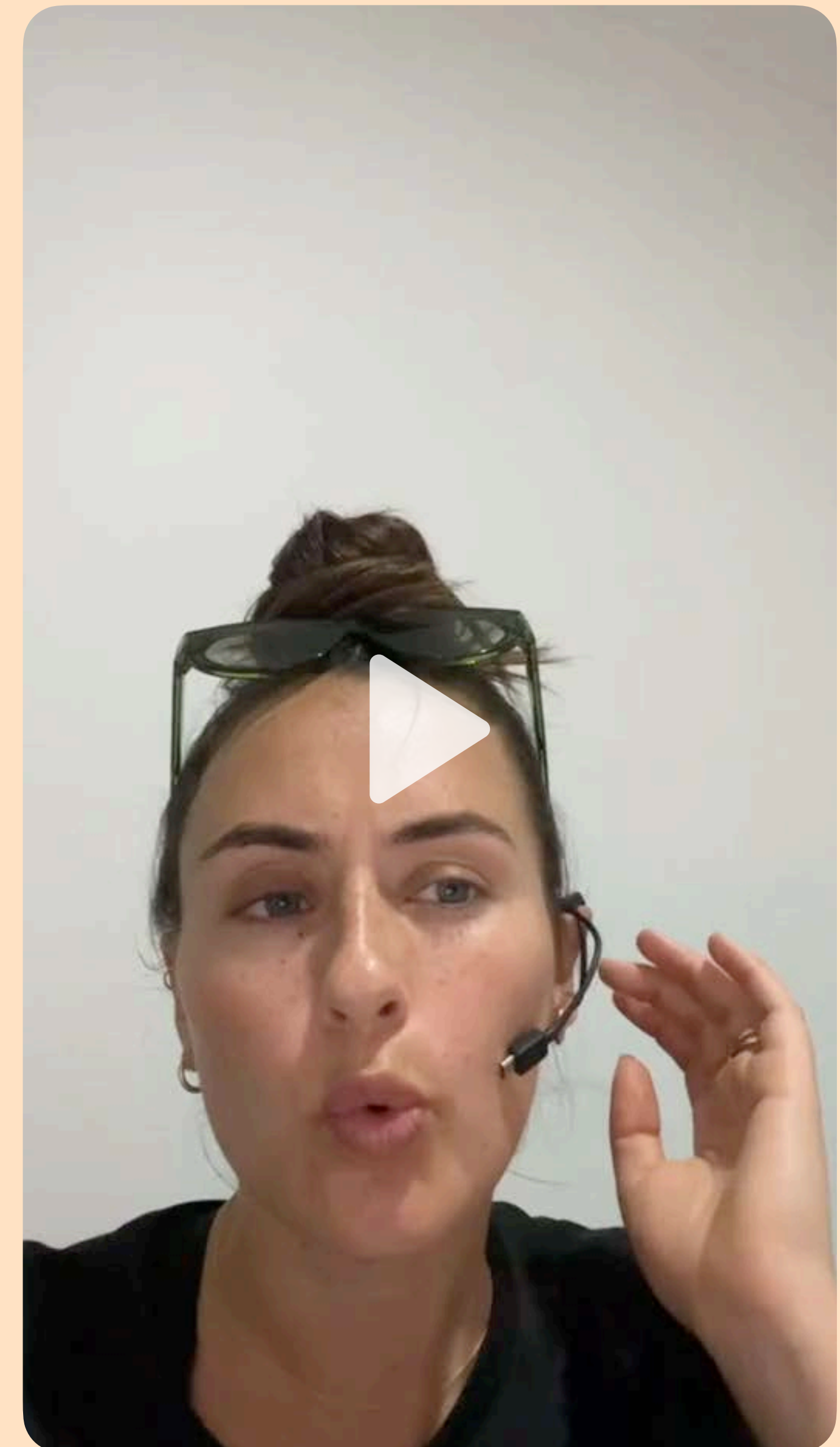
If power tool brand, Ryobi needed one thing for Christmas. Creative ideas.

Who better to deliver than those who think creatively for a living? With the goal of amplifying their overall Christmas campaign of 'gift-giving to loved ones', Ryobi briefed TRIBE's creator community to shoot Reels and TikToks that told the stories of:

- ✓ Why a Ryobi product is the perfect gift?
- ✓ What Christmas-themed DIY project can you tackle with a Ryobi tool?
- ✓ What Christmas gift can you make with a Ryobi tool?

Cleverly working with both Instagram and TikTok creators, Ryobi not only published 9 short-form videos they were able to amplify that content by boosting it as Creator Ads to increase reach, awareness and conversions.

Check out one of those boosted videos from hilarious TikTokker, [@the\\_gretaway](#) that organically racked up over 360k alone.



@thegretaway for Ryobi

CLICK TO PLAY



## The Christmas aesthetic

In the lead-up to Christmas, Fage had two objectives.

- ✓ Generate a volume of on-brand, Christmas-themed content to fuel their Instagram throughout December.
- ✓ Reach a large audience of people looking for products to buy for their Christmas feasts.

Partnering with TRIBE, their Christmas brief went live in late November, with final content being published to Instagram from Dec 2nd until the 22nd. Their brief called for creators to shoot Reels and Feed posts that placed Fage in festive scenes capturing that magic of Christmas. With a stunning mix of delicious foodie content and kids & adults indulging in a treat, the highly aesthetic performed above benchmarks.

35 posts were published to a combined audience of over 1.1M, with an average reach % of 19%, and an avg. engagement rate of over 30%. Fage not only reposted their fave content to their own Instagram, **they amplified the top performers** to fuel their paid social ads - driving further performance.





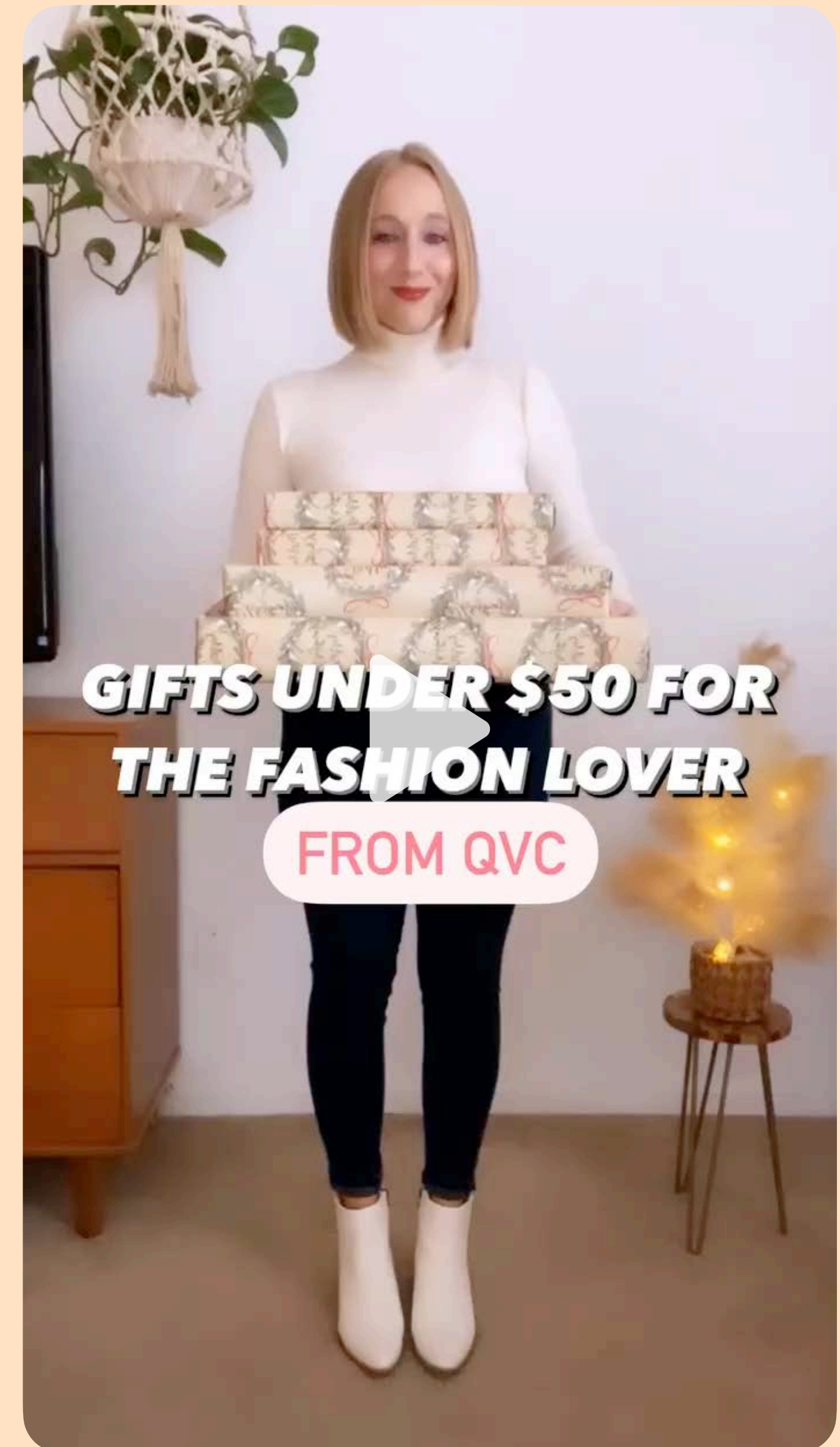


## Multi-collab partnerships

For QVC, authenticity was key so, who better to turn to than creators who genuinely love their brand?

QVC's goal was to partner with a smaller number of creators to shoot and publish multiple Reels, all showcasing their fave products from their 'Christmas Gift Guide'.

Wanting the content to be true to the creator, all 3 were able to select the products they loved the most before shooting Reels showcasing them. The best-performing content racked up almost 6k engagements and overwhelmingly positive sentiment from the audience. So positive, QVC licensed 4 videos to amplify in their paid advertising.



@thriftyblondeblog for QVC

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TRIBE 

Ready to add some  
magic to your holiday  
marketing?

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