

ASSEMBLY

Influencer Marketing: Holiday Trend Report

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BY ASSEMBLY SOCIAL

Content

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The Scoop

What You Need to Know



The Scoop

Top-performing content on social **entertains, educates, or inspires**. This is especially true during the holidays when the social landscape becomes even more inundated with content from brands and influencers, family and friends. To break through the holiday noise, brands must find creative ways to catch attention, and with their strong storytelling skills, influencers are one resource we can tap to help do just that.

So, how exactly do you stand out in a crowded social space during the busiest shopping time of the year? Influencer content must be **authentic, feel native to the platform, tell a story, add value, and address convenience**. Remember: be bold and have fun but stay on brand. This is a great time to test out new content formats and activate trends in real time to catch attention.

As you plan your holiday campaigns, consider ways to leverage influencers for content and visibility to ensure you hit consumers with the right message at the right time and stand out from the crowd. **More on that inside →**

The Latest

5 Trends to Help You Stand Out



Now Trending

Come Along With Me

‘Come Along With Me’ videos enhance authenticity and connection.

Maximize Partnership Mileage

Ensure partnerships are set up for promotion across channels.

#TrendCatcher

Dedicate an influencer partner to monitor trends and explosive moments to create content accordingly.

On the Green Screen

This highly shoppable content is great for driving interest during the holidays.

In-store Season

Consider ways to feature stores as consumers seek experiences & connections.

Day In The Life

‘Come Along With Me’ videos enhance authenticity and connection.

- + 'Get Ready With Me' (GRWM) style content transforms into 'Come Along With Me' as influencers dive deeper into aspects of their daily lives, bringing the audience along for typical activities or special moments in their lives. Here, the promotion of the product seems more subtle and genuine as it is incorporated naturally in the story being told.

What This Means For Brands >>

- + Think of activities and experiences your customers are participating in during this time and how your brand might fit into those moments.
- + Use influencers to leverage these storytelling moments to make the content feel more authentic and relatable.

Holiday Specific Ideas >>

- + Come Along with Me to...make Christmas cookies (example), shop for presents, decorate for my holiday party, cook for Yom Kippur, etc.
- + A Day in the Life of...a Mom of 4 Getting Ready for Holidays (example).
- + Come Along with Me to...surprise my mom with XYZ (product being promoted)
- + Come With Me to Get...(service being promoted, like a facial).
- + Come with me to shop! —in-store (example), or digital with green screen.



Maximize Partnership Mileage

Ensure partnerships are set up for promotion across channels.

- + The holidays are a chaotic, busy time and influencer partnerships are often more expensive in this peak season. This is why it is vital to negotiate in a way that enables your brand to maximize partnerships across channels, AKA get more bang for your buck!

Things to Consider >>

Ensure teams are keeping other channels in mind when creating briefs – how can this content be trimmed, edited, or repurposed for another channel?

- + Make sure partnerships are negotiated for organic *and* paid usage rights (budgets permitting), so you have full ability to leverage across all channels.

Ways To Leverage Influencer Content >>

- + Use Influencer IG/FB stories as Idea Pins (or vice versa)
- + Create a Pinterest shop list inspired by influencer content
- + Leverage Instagram images on Facebook page
- + Edit Reels for TikTok using a trending sound or audio
- + Share Reels/TikToks to Pinterest
- + Utilize Meta Partnership Ads
- + Repurpose influencer content into brand ads



#TrendCatcher

Dedicate an influencer partner to monitor trends and explosive moments and create content accordingly.

- + The holidays are a great time to activate trends, but it can be hard to keep up and get content out quickly. Having an influencer partner on standby, who is ready to tap into trends quickly, better enables you to jump on these explosive moments.

Tips >>

- + Be proactively reactive! Negotiate reactionary content with influencers ahead of the holiday season so that you're primed to tap into any viral trends that may emerge.
- + Let creators create! This is the time to give trend-focused partners more freedom to speak to a trend in an authentic, engaging way.
- + Consider tapping into past influencer partners (especially if you don't have a dedicated trend catcher) to activate trends in real-time as they are already familiar with your brand's content expectations.



On The Green Screen

This highly shoppable content is great for driving interest during the holidays.



[@prestonkonrad](#)

- + During the holidays, people are primed and ready to shop, so they welcome content that is more product or shopping-focused. This makes it a great time to test into popular green screen style videos.

Tip >>

- + This style of content originated on TikTok and has recently exploded on Instagram. When exploring these partnerships, focus your efforts on finding a creator who is skilled at voiceovers and green screen style videos.

Ways To Implement Content >>

- + What I Ordered vs. What I Got: [example](#)
- + Gift Guides and Curated Wishlist: [example](#)
- + Highlight specific products and sales: [example](#)
- + Site Tours & Shopping Guides: [example](#), [example](#)
- + This season's clothing trends: [example](#)



[@shoppedbyashley](#)



In-Store Season

Consider ways to feature stores as consumers seek experiences & connections.

 **shoppedbyashley** 6d
Shop with me for a coastal grandmillennial style home refresh at Ballard Designs! #ad

When I say coastal grandmillennial, think light and airy, classic and timeless, shades of blue and green with scallop details and wicker and rattan textures.

What's great about shopping in the store at Ballard is that they have a design center with over 500 fabric & wallpaper samples and they offer one on one design advice.

Stay tuned for part 2 to see what pieces I picked out and how I style them in my home! #ballarddesigns

- + While e-commerce continues to be critically important during the holidays, people do still enjoy the in-store experience. Shoppers often crave the connectivity an in-store experience provides, with the number of consumers who plan to shop in-store increasing from 39% to 43%* over the last two years.

What This Means For Brands >>

- + Leverage influencer partners to give your store some love, help drive foot traffic, or amplify any in-store happenings like events, new store openings, etc.
- + Over 50% of consumers prefer to shop in-store to experience the product before buying* so, create content that brings buzz to in-store demos and events highlighting your products.

*Source: Statista.com



Additional Considerations



Start early! When planning influencer outreach, keep in mind that some influencers take "digital detoxes" during holidays to recharge and avoid burnout.



When planning your budget, consider that influencers charge a premium during this time due to the high demand for partnerships.



Collaborate with influencers to offer exclusive discounts, promotions, or early bird access deals to build excitement and create a sense of urgency.



Feed the algorithm's ego! Utilize in-app features like trending sound, text, closed captions, Q&A boxes, or by replying to comments on posts.



Use the collaboration feature on Instagram for extended reach – this way the post lives on both the influencer and your brand's feed!



If your brand donates during the holidays, consider using influencers to drive donations and amplify your mission.

Future Ready

Holiday Planning



Key Considerations For Holiday Planning

October	November	December
<i>Global Diversity Month</i>	<i>Diwali (10)</i>	<i>National Cookie Day (4)</i>
<i>Cybersecurity Awareness Month</i>	<i>World Kindness Day (13)</i>	<i>Hanukkah (7-15)</i>
<i>Breast Cancer Awareness</i>	<i>Thanksgiving (23)</i>	<i>12 Days of Christmas Countdown</i>
<i>National Book Month</i>	<i>Black Friday (24)</i>	<i>Christmas Eve (24)</i>
<i>World Teacher's Day (5)</i>	<i>Green Friday (24)</i>	<i>Christmas (25)</i>
<i>Indigenous People's Day (9)</i>	<i>Small Biz Saturday (25)</i>	<i>Kwanzaa (26)</i>
<i>Yom Kippur (24)</i>	<i>Cyber Monday (27)</i>	<i>New Year's Eve (31)</i>
<i>Halloween (31)</i>	<i>Giving Tuesday (28)</i>	



Content Calendar

October

This is the time to create excitement around your brand! Start tapping into influencers for holiday teaser content and exclusive deals to create a sense of urgency and encourage early shopping.

November

Embrace the spirit! Increase the use of holiday-themed content by tapping into things people do during the holidays (holiday hosting, decorating, shopping, living) and utilize influencers to create wish lists and gift guides to inspire the audience and pique interest in your brand's offerings. Address Cyber Month/Week deals.

December

The holiday countdown begins! This is when you want to tap into influencers to speak to procrastinated shoppers, offering last-minute gift ideas or timely promotions and flash sales to drive conversions. Here is when you want to speak to shipping cut-offs to ensure customers can receive their orders on time.

Post Holiday

Use influencers to share their post-shopping experience with your brand/product through reviews or hauls. Here you can also incentivize shoppers to start the year with your brand with sales and promotions.



Holiday Planning Reminders

- 1** Audit partner mix and ensure diversity across influencer tiers; consider testing **ultra-nano influencers** (<5k followers) to drive high-quality video content (often at a smaller fee) for brand use (paid/organic) throughout the holidays.
- 2** Look for opportunities to **align influencer partnerships with upcoming brand happenings** (events, store openings, etc.) to drive meaningful storytelling. Be sure influencer partners have an on-the-ground contact to ensure a smooth and positive experience.
- 3** If you are testing or using influencer content in paid social, **ensure content goes live by November** so you can leverage it for peak shopping season.
- 4** Strong briefs are key, but so is balance! Be sure to **give clear direction on content expectations and campaign details, while also giving** your partners the **creative freedom** to put use a personal touch.
- 5** While product-focused and shopping content is welcomed more by consumers during this time, content **must still feel authentic** to your brand and focus on storytelling to avoid feeling too promotional.





Thank You.

