

# The Bambuser Guide to Q3 & Q4 Success



# Your content calendar

The most important season in retail is right around the corner, and with this comprehensive content calendar from Bambuser covering the second half of 2023, you are primed for Live Shopping success. We have gathered monthly content ideas as well as industry specific suggestions for you to implement easily.

## July, August and September

July and August tend to be slow months in digital content, as people are enjoying their time off in the physical world. In September, things really start to change as we return to our schools and jobs with renewed energy.

Spend the slower months planning for the holiday season to ensure your Live Shopping events are as engaging and relevant as possible. Use September to accentuate new beginnings - a tip here is to draw inspiration from your January content, as there are many overlaps between the consumers' mindsets after the summer and winter vacations, both prompting a want for change. What worked well for you in January? Capitalize on those same mechanics in late August and September.

### IMPORTANT EVENTS

**Independence Day (US)**  
July 4<sup>th</sup>

**International Beer Day**  
August 5<sup>th</sup>

**Book Lovers Day**  
August 9<sup>th</sup>

**Rosh Hashanah**  
September 15<sup>th</sup> – 17<sup>th</sup>

### Summer specials

Focus on your seasonal assortment, or contextualize your classics to fit with an OOO theme during July. Summer styles and looks, vacation or travel-themed Live Shoppings or suggestions for experiences at home with friends and family work especially well during this time.

### Back to school and work

As we return after a long holiday, we tend to bring new energy and a want for change with us. Tap into this trend by creating "Back to ..." -content. Give suggestions on how to upgrade your wardrobe for work, create easy makeup-looks for busy mornings, meal prep for the week or maybe a fun way to engage children in packing their lunch boxes?

Content that helps your audience with their new routines and resolutions will perform particularly well. Draw inspiration from your January content: was there a certain format or type of video that resonated especially well with your audience? Go ahead and tweak that slightly to suit this season, and see magic happen on screen.

### Fall trends

September is a key month in retail, as it usually sets the tone for what trends we will see throughout the fall and winter. Inspire your audience by updating them on your seasonal assortment and forecast which trends will be most prevalent for the coming A/W season. This type of content works well within any industry, as you can focus on either trends or new product launches - or both.

# October

October is the month things start gearing up for the holidays and many shoppers will begin their shopping here, gathering inspiration and sourcing the best deals. Therefore, October is when you should start posting your holiday content.

We suggest you focus on creating content with a longer life span. What do we mean with this? Think about creating content that is relevant all throughout the holiday period and both accommodates the early shoppers as well as the last-minute purchases.

Bambuser data shows that 70% of our clients' results come on-demand - for both views and revenue. People are most likely to watch your content after it has been live, so make it worth their while by focusing more on guidance instead of deals in your October content. This way, you can easily repurpose or push the content when you have sales going on later in November and December.

## IMPORTANT EVENTS

**Breast Cancer Awareness Month**  
October 1<sup>st</sup> - 31<sup>st</sup>

**World Vegetarian Day**  
October 1<sup>st</sup>

**International Coffee Day**  
October 1<sup>st</sup>

**Canadian Thanksgiving**  
October 10<sup>th</sup>

**Diwali**  
October 24<sup>th</sup>

**Halloween**  
October 31<sup>st</sup>

## Gift guides

Gift guides are a holiday classic and an exceptional way of covering all your product verticals. Gift guides can be split up by many categories, the most common being:

### By recipient

Think "for him", "for her", for children, parents, friends - whatever target group is applicable to your business

### By price range

This is super helpful for those working with a budget and makes it easier to find the relevant content. If you are a multi-brand retailer, this is a great way of showcasing the same product types in different price ranges without having a cheaper option compete with a more expensive one

### By type

This categorization is especially helpful for brands with a narrower assortment or a one-brand store. Here, the gift guides will be tailored to your core-customers such as "the mom", "the sporty type" or "the busy one"

Make sure to structure your gift guides and clearly state who a given item is intended for. The idea is to simplify the decision making process for the customer, and you do this by structuring your content. Don't crowd your gift guides with products, as this makes purchasing decisions harder due to overwhelm. Keep each gift guide within the realm of 15 SKUs and you'll be good. You can always create more guides for different target groups!

## Product launches

The holiday season usually brings with it a host of new product launches that loyal customers swoon over. Take advantage of this by allocating extra screen time to your new kids on the block. Dedicate full Live Shopping events to product launches - deep diving into features, fits and usage to make hype surge.

This will make first movers convert here and now, and the rest of your loyal customer base will put your new launch on their wish list - so make sure to also include all your new launches in the gift guides you post.

## Halloween specials

Continuing to gain popularity worldwide, this festival is a great opportunity to create fun and possibly viral content. This holiday can easily be turned into Live Shopping content across industries. Halloween makeup tutorials, costume ideas, DIY décor projects, spooky recipes, the best scary video games... The list goes on! As an added bonus it's perfect for breaking up the stream of Christmas related content you might otherwise be publishing.

## October content ideas by industry

In addition to the above ideas, we've come up with a few specific industry content suggestions you can easily fit in your October content plan.

### Beauty

#### Halloween makeup tutorials

A fun way to showcase artistry and products that might not be on rotation as often in your Live Shopping shows. Teach your customers to create spooky, pretty or other Halloween-themed looks bursting with creativity.

#### Fall/winter trends and news

Livestream about the hottest new products on your shelves and share the must-know trends in beauty right now.

#### Gift guides - en masse

Gift guides are such a perfect fit for the beauty industry. Make sure to cover all your target groups cf. the general section above.

### Fashion and apparel

#### Halloween costume ideas

If your assortment lends itself to it, create a show or two with costume ideas for Halloween. You might not even sell costumes in the classic sense, but are there any ways to use your products creatively to dress up? The premise of the show could be a "challenge" where the hosts put together a few looks taking turns to show them. End the show by having the audience vote for the best idea using Bambuser's poll feature.

#### Trend/styling guides

Deep dive into this season's biggest trends and give outfit inspiration in a gift guide-esque series. This is a more native way of suggesting gift ideas rather than just talking through products. Leave your audience inspired and ready to shop through titles such as "How to style fall's most popular trends" or "Three new ways to style knee-high boots".

### Home and decor

#### DIY Halloween projects

This one needs no explanation when you are in the decor, home and hobby industry, but DIY projects are always fun. How about guiding your audience in "Pumpkin Carving 101", "How to create a scary Halloween mask/pretty fairy wings/insert costume of choice"?

#### Party decoration

Show your audience how to use your products to set up for the perfect Halloween party. Whether it's decorating the house, setting a spooky table or organizing candy in creative ways, there is plenty to do with this idea!

### Consumer electronics

#### Unboxings and product launches

Allocate extra time to product launches and unboxings to drive hype. Remember the Christmas hook - actively suggest the audience add the item to their Christmas wish list this year or buy it as a gift for a loved one.

#### The creepiest video games - not for the faint of heart

Excuse the semi-dramatic title - we think it works. If you are in the video gaming industry, this is a perfect time to shine a spotlight on the creepiest games out there. Or how about a guide to setting up the perfect gaming station for immersing yourself in spooky games?

#### How to set up for horror movie-night

Guide to the perfect setup for horror movie-night. Screens, speakers, the movies themselves - this idea is applicable to many different products within consumer electronics. As a bonus, have your hosts share their favorite horror movies or even the movie-moment that has scared them the most.

### Food and beverage

#### Celebrate food "holidays"

October is full of "food holidays" such as "International Coffee Day" and "World Vegetarian Day" - why not extrapolate on these happenings with new recipes for food and drinks - or even new cooking techniques. Maybe a three-course meal with coffee as a main ingredient showcasing your kitchenware? Or drinks inspired by gorgeous herbs and plants for World Vegetarian Day?

#### Spooky recipes

This one is very similar to the above idea, but of course Halloween-themed. Come up with "spooky" recipes for food and drinks. "Blood Martinis" or "Worm Pie", anyone?

# November

It's here: the biggest shopping month of the year thanks to Black Friday, Cyber Monday and the newcomer Singles Day. This month is noisy and the battle for eyeballs fierce. Consumers will expect exceptional deals - and we're here to make sure you give them exactly what they want.

Your content this month should have a strong product focus instead of the more native livestreams you did in October. The content's life span will be relatively short, meaning live views and viewership the next few days after go-live is of utmost importance, as many of the deals promoted will also be short lived.

Here are two types of streams we strongly recommend you put on your schedule, based on top performing clients' results in 2021-2022.

## IMPORTANT EVENTS

**November - Men's Health Awareness Month**  
November 1<sup>st</sup> - 30<sup>th</sup>

**World Vegan Day**  
November 1<sup>st</sup>

**Singles Day**  
November 11<sup>th</sup>

**Thanksgiving**  
November 24<sup>th</sup>

**Black Friday**  
November 25<sup>th</sup>

**Cyber Monday**  
November 28<sup>th</sup>

## Daily streams

We suggest you stream daily leading up to Black Friday, as "Black Week" is very much a thing. Daily streaming allows you to curate the content a little more than the broader special- or marathon streams on the shopping days themselves. Dive into any product category you have on promotion at any given time - such as footwear, speakers or skincare, or even go by brand.

## Special or Marathon streams

Our top performing clients all do special streams on big shopping days, and they are usually long format. It could either be a few hours or even a marathon stream stretching across the whole day, so make sure you are in on the celebration as well! These streams can be a culmination of your Black Week promotions or stand-alone events.

Long-form streams are especially fun, as they usually have a more spontaneous nature and allow you to showcase a wide variety of products and focus on priority-areas within your assortment.

Ask the audience to actively participate in the streams by suggesting which products you showcase next - that is how the most successful streams are done in China - or set a schedule telling your viewers what they can expect when, so the right target audience tunes in at the right time.



## Extra tips for success

Instead of industry-specific content ideas for November, we've decided to share our top tips to ensure the success of your Black Friday and Cyber Monday Live Shopping shows.

### A Live Shopping event for each campaign

Chances are you've planned several campaigns throughout November. Make sure to support them with a Live Shopping event for each - even if they are not tied to Singles Day, Black Friday or Cyber Monday. Actually, this is a great rule of thumb to employ the rest of the year also.

### The Power of Titles

As the fight for our attention is at its highest around Black Friday, make sure to give your Live Shopping shows really catchy titles to make them stand out. Don't be afraid of using words such as "Don't miss out", "Surprise", "Exclusive" or "Wildest" to amplify your message.

### Create urgency

Since the content you create for these big shopping days is quite short-lived, it's important to get the audience to convert then and there. Make sure to brief your hosts on continuously encouraging the audience to shop, underline that your offers are limited time only and maybe even hint at certain goods selling out quickly, if you are in that situation.

### In-stream discounts

To give your audience an extra incentive to tune in - and stay - at your Live Shopping events, consider handing out in-stream discounts that can't be found elsewhere in the form of discount codes. It's also a great tool to use when advertising your shows - teasing for exclusive deals.

You can even take it a step further and involve your audience in which offer to unlock using Bambuser's polls feature. Ask your audience which of three options they would prefer, and activate the one with the most votes. It's both super entertaining and will drive a lot of engagement.

### Surprises and gimmicks

Long live streams can easily become monotonous, and what better way to combat this than with surprises and gimmicks? Surprise discounts, surprise guests, early access to a product - the sky really is the limit here, but think of how you can constantly keep your audience on their toes and eager to see what's next.

### Set dressing

Special events require special backgrounds. Jazz up your environment with festive decorations and an array of the products you'll be showing in-stream.





# December

And finally we're at the month everything has led up to: December. Ready to end the year with a bang and hopefully close with great results. As many consumers will have already completed their holiday shopping, December's content should focus more on the self as well as the last minute shoppers, of course.

We again turn our attention to more native, aspirational content, as we try to find products that will fit our personal tastes and wants. This is also the perfect time to get more personal with your customers through sharing your favorite holiday traditions - and ask them to share theirs in return.

Here are our suggestions for your content calendar for December - across all industries:

## IMPORTANT EVENTS

### **Hanukkah**

December 18<sup>th</sup> - 26<sup>th</sup>

### **Winter Solstice**

December 21<sup>st</sup>

### **Christmas**

December 24<sup>th</sup> - 26<sup>th</sup>

### **New Year's**

December 31<sup>st</sup>

## Last minute gift guides

For all those who still have a bit of Christmas shopping to do for their loved ones, it's crucial to curate your selection to help them make the decision. Again, if you service a lot of different customers, you can divide your guides into segments such as price range, type ("the sporty one", "the busy parent") or relation ("for him", "for her" etc.).

The last minute guides should cover regular Christmas presents as well as smaller gifts and stocking stuffers, as these tend to be forgotten until the last minute.

## Adopt a Christmas schedule

The concept of a Christmas or Advent calendar is held dear in many countries. Why not model your Live Shopping content after this? Publish your content daily or weekly in a manner that emulates Christmas and Advent calendars. Maybe you even tie the different episodes together with an overarching theme or format for an entertaining and cohesive experience throughout December, giving your audience something to look forward to.

## Themed, native content for personal purchases

After all the shopping for others, it's finally time to turn our attention to ourselves. We need an outfit for Christmas and New Year's, maybe a new lipstick - or perhaps some of our Christmas decorations need replacing.

Make sure to cover all Christmas and New Year's related needs with themed native and inspirational Live Shopping events in December.

## December content ideas by industry

Let's look at some content ideas by industry to succeed in the last month of Q4.

### Beauty

#### Themed makeup tutorials

Makeup tutorials are a staple of beauty content and they are perfect for a Live Shopping event. Tutorials combine knowledge of products with technique and inspiration - a perfect trio to get your audience to convert. Focus on creating looks for the festive season with makeup specifically for Christmas and New Year's. You can even do several looks within each theme - for example an easy, natural look and a more glam makeup.

#### Holiday collections

Give your Holiday collections a little extra attention in this last sprint to make sure you don't have any stock left after Christmas. Dedicate a session or two to your limited edition products and showcase how to use them to boost inspiration - this is also a perfect last minute gift idea.

#### How to choose a fragrance for a loved one

This one goes out specifically to those who have fragrances as part of their assortment: Fragrance is a wildly popular gift item, but also notoriously difficult to purchase for others. Why not guide your audience to choose the right one, explaining about notes and what sentiments a given fragrance brings? This will help reassure the gift giver in his or her decision and is great content to boot.



### Fashion and apparel

#### Outfit inspiration and styling sessions

Time to pick that perfect outfit for December's festivities! Schedule styling sessions sharing new drops and on-trend ways to style outfits for Christmas, New Year's and other parties in December. Again, the possibilities are endless: create an event for each of your target groups to make sure everyone is included. The more nice your video is, the better it will resonate with your core audience.

#### How to style festive clothing after the festive season

We've all been there: went out to buy a glittery New Year's dress we ended up never wearing again. Considering the current economic climate and demand for sustainable fashion, consumers will happily absorb ideas on how to style their December purchases in the months to come. Can the glittery blazer be made office-appropriate? What about that men's shirt - or the cute outfits parents bought for their children? Share ideas on how to re-style for the rest of the winter to both display more of your assortment and sell out of your Holiday collections.



## Consumer electronics

### Top 10 most popular Christmas gifts

As a take on a “Last minute gift guide” why not share the most best selling products in your assortment this Christmas season? Consumer electronics is a field in which people want to be in the know and keep up with technology. This desire can easily be turned into content for the holiday season.

### Video games to keep you entertained through winter

Cold weather and short days call for indoor entertainment. Do you sell video games of any kind? Then why not create a comprehensive guide to the best ones to keep your customers entertained throughout the coming winter months? You can add a Christmas hook or go more “evergreen” by omitting the gifting message, thus being able to repurpose the content easily throughout January and February.

### How to throw a party with proper sound

Does your assortment include speakers - or any type of sound equipment? Guide your customers to throw a New Year's party with proper sound! What kind of setup do they need? What's the difference between speakers? As an added gimmick, you can even include a playlist or ask your hosts and audience to share their favorite party songs for extra engagement.

## Home and decor

### Decoration tutorials and inspiration

Decoration makes for fun, engaging and super inspiring content, so make sure to schedule a few Live Shopping events in your calendar with focus on this! You can dive into decorations of any kind: How to decorate a Christmas tree, set a beautiful table for the holidays or make your home super festive for New Year's. Whatever your assortment lends itself to!

### Get crafty

Personalized presents are always appreciated. Share with your audience how to wrap presents easily and beautifully. What color combinations look good? Can you add any extra effects to make the unwrapping-experience super special? Along the same lines you can share ideas and guidance on how to hand craft Christmas cards - a fun activity to do as a family.

### Children's guide to presents for parents

Hand-crafted items from children to parents can usually be found under the Christmas tree if you have little kids around. If your assortment includes toys and crafty items aimed at children, why not create a fun Live Shopping event for them to watch with their parents inspiring them how to create hand-made presents for their family members? Crafting is not only for adults!

## Food and beverage

### Traditional recipes

Cooking for many people - especially on holidays - can be stressful. We want to do our best, and many of us show love and appreciation through food. Make sure you plan a lot of Live Shopping events centered around the best recipes for both Christmas and New Year's.

Go traditional for Christmas and more experimental for New Year's and include starters, mains and desserts. You can even put a spin on your recipes, such as incorporating edible glitter for New Year's or sharing “The Chef's best tips to the perfect Christmas dinner” - or even how to repurpose leftovers into great meals following the holidays!

### Vegetarian and vegan options

As more and more people live a vegetarian and vegan lifestyle, demand for recipes catering to these diets is at an all-time high. Dedicate full shows to vegetarian and vegan holiday menus to make sure you cover all your bases - it will be highly appreciated by your audience!

### Festive New Year's drinks

New Year's means celebration, glitter - and drinks! Share your take on festive cocktails that can easily be recreated at home - and showcase your extensive glassware, shaker or utensil assortment along the way, of course.