

**Get ready  
for the holidays  
with Growth Gurus**



That most wonderful time of the year for shoppers is fast approaching, so getting your strategy underway now is crucial to maximizing your store's potential come to Christmas and Boxing Day. With the knock-on effect of the pandemics causing issues with global supply chains, early preparation will be the key to your holiday success.

This year, consumers will be looking for discounted prices, free shipping and will be paying closer attention to the promotions they receive from online retailers, but most importantly, they're looking to shop early for certainty that their gifts are going to arrive in time for the holidays. On average, businesses will need to increase their communications with consumers by 25% this quarter to stay ahead of the curve.



**32%**

increase in online shopping during the holiday season in 2020, a number that is expected to rise again this year.

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**82.5%**

of consumers say they intend to increase their online shopping in 2021

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**68%**

of consumers pay closer attention to emails from companies during the December holiday period

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**85%**

of consumers prioritize free shipping over fast shipping during the holidays

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At the Growth Gurus, we are experts in navigating the holiday season with proven strategies for success. All of our packages are grounded in data, and tailored to your business goals. Our team offer:

- Analysis of your business data & customer pain points
- Premium UX & conversion optimization
- Advanced email, SMS & social media strategy
- Customer Segmentation
- Core metrics reporting with analysis
- A/B testing
- Quality assurance

# See Growth Gurus packages:



## Enterprise

Series of 5 Emails starting 15 December and Ending 26th December

- ✓ Holiday Themed promotional website announcement banner
- ✓ Christmas lead up themed Emails (4 Email Series)
- ✓ Boxing Day email theme (1 email)

Starting from

**\$2500**

## Add-Ons

Social Ads / Designs	SMS Campaigns
Landing Page/s	Viral Sweep
Competitions / Lead Generation	

## Premium

Series of 7 Emails starting 15 December and Ending 31st December 2021

- ✓ Extended strategy and planning session to brainstorm promotional offers and execution plan
- ✓ Pre Christmas announcement banner
- ✓ Christmas Announcement banner
- ✓ Customised abandoned cart email flow, design, copy and automation optimised for the Christmas period
- ✓ Christmas lead up emails (4 emails)
- ✓ Boxing day sale email (1 email)
- ✓ NYE themed promotional website banner
- ✓ NYE themed emails (2 email series)

Starting from

**\$3500**

From management to tech support, your team will be under the pump this quarter. Let us ease the load, with a team of highly skilled e-commerce Gurus to lead the charge on your holiday marketing strategy.

**MY Creative BOX**

Coming Straight from The North Pole

**Christmas Boxes NOW AVAILABLE!**

Hey Mumma, it's Leanne.

The most wonderful time of the year just got even better with the launch of our limited edition Christmas Creative Box! Our Christmas Creative Box is Australia's highest rated kids activity box and it's My Creative Box's biggest launch of the year!

With three custom box themes all designed for different ages and a wide range of activities developed by early development experts and educators, Christmas has never been so creative!

**Fun for the Whole Family**

Our Christmas Creative Boxes are designed for all ages to explore, learn and create. Although there are some independent activities included to keep your little one engaged and learning this holiday season, they are also designed to bring a whole family through various experiences in a box.

Want a better idea of what you can expect?

Check out what Aussie mumma Leanne has to say about her little one's favourite Christmas Box!

**Festive Fun for All Ages**

This year, My Creative Box has three different Christmas-themed boxes for your little creative to explore, learn and create this holiday season! These boxes are all designed by professionals and include a variety of activities suited for specific age ranges.

**Christmas Themed Boxes**

**SHOP NOW**

**ZODIAC PRODUCTS**

Keep your pool sparkling this 2020!

Zodiac OT3 Robotic Pool Cleaner  
Zodiac Long Life Algaecide II  
Zodiac UV Blockout 3kg Pool Chlorine Stabiliser

**BUY NOW** **BUY NOW** **BUY NOW**

**Time to Pre-Order Presents!**

Our Creative Christmas Boxes are out, and if you haven't secured your Christmas Creative Box this year by placing your pre-order today!

Due to the large volume of orders, you can expect your box to be delivered mid-to-late November with the option to add any additional items with free shipping before your box ships!

**Big Christmas Restock!**

Make Christmas shopping easier this year with all our favourite box themes coming back in a new and exciting format for your little one. This year we have a brand new 12 Days of Christmas theme, a brand new 12 Days of Christmas theme, and a brand new 12 Days of Christmas theme. Members and other gift buyers can get all your Christmas shopping done for the time being with our 12k, all at once!

**PRE-ORDER NOW!**

**PRE-ORDER TODAY**

**POOLMAN**

**Tip of the Day:**

Sore head from NYE celebrations? Hanging by the pool will fix that! Order anything you need online and we'll ship it to your door. Less time worrying about the pool, more time recovering by it!

**Chill Out This New Year**

**On A Sunnyslife Luxe Lie-On Float Chill Ice Lolly!**

**Only \$69.95**

**SHOP NOW**

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**BUY NOW** **BUY NOW** **BUY NOW**

**afterpay** **zip**

**POOLMAN**

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**MY Creative BOX**

Stay Creative Year-Round!

**SHOP NOW**

Gift cards that give the gift of choice

The Next Steps...

Fantastic! Here's how it works - it's simple!

- 1 Purchase an e-Gift Card to the value of your choice.
- 2 Link Your e-Gift Card to your My Creative Box account.

Enter 2021 in a Creative Way

The Gift that Keeps on Giving

**Mini Explorers** \$19.95

**Little Learners** \$19.95

**Big Creatives** \$19.95

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**Little Learners** \$19.95

**Big Creatives** \$19.95

more new and restock themes dropping in late December.

**SHOP ALL BOXES**

**It Keeps Getting Better**

Now for a limited time, save offering an automatic discount on all gift card purchases!

**10% OFF** **20% OFF**

**GIFTO** **GIFTD**

**ORDER GIFT CARD**

**POOLMAN**

**12 DAYS OF CHRISTMAS**

12 DEALS FOR 12 DAYS

STARTS TOMORROW

**SHOP THE SALE**

**Shop Categories**

Pumps	Filters
Chlorinators	Toys
Cleaners	Lights
Maintenance	Covers

**SHOP THE SALE**

**afterpay** **zip**

**MR POOLMAN**

**CHRISTMAS SHIPPING**

Make sure you'll receive your goods by Christmas!

NSW, QLD, VIC	SA	WA, ACT, NT
STANDARD SHIPPING Order before 1pm 18	STANDARD SHIPPING Order before 1pm 17	STANDARD SHIPPING Order before 1pm 10
EXPRESS SHIPPING Order before 1pm 20	EXPRESS SHIPPING Order before 1pm 19	EXPRESS SHIPPING Order before 1pm 17

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**POOLMAN**

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12 DEALS FOR 12 DAYS

STARTS TOMORROW

**SHOP THE SALE**

**POOLMAN**

**12 DAYS OF CHRISTMAS**

12 DEALS FOR 12 DAYS

**20% OFF GIFT CARDS**

Use the code **GIFTIME**

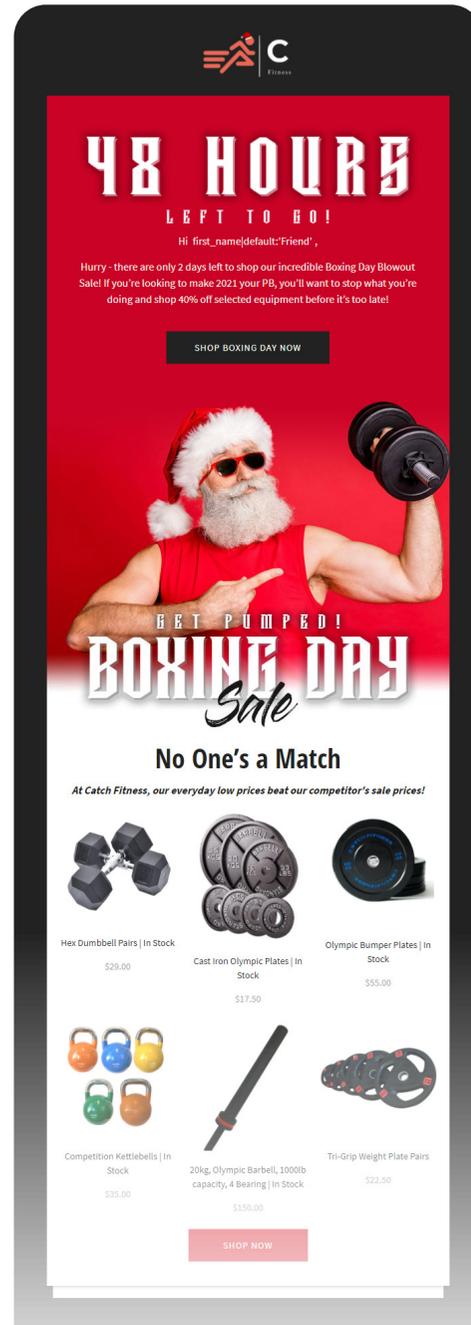
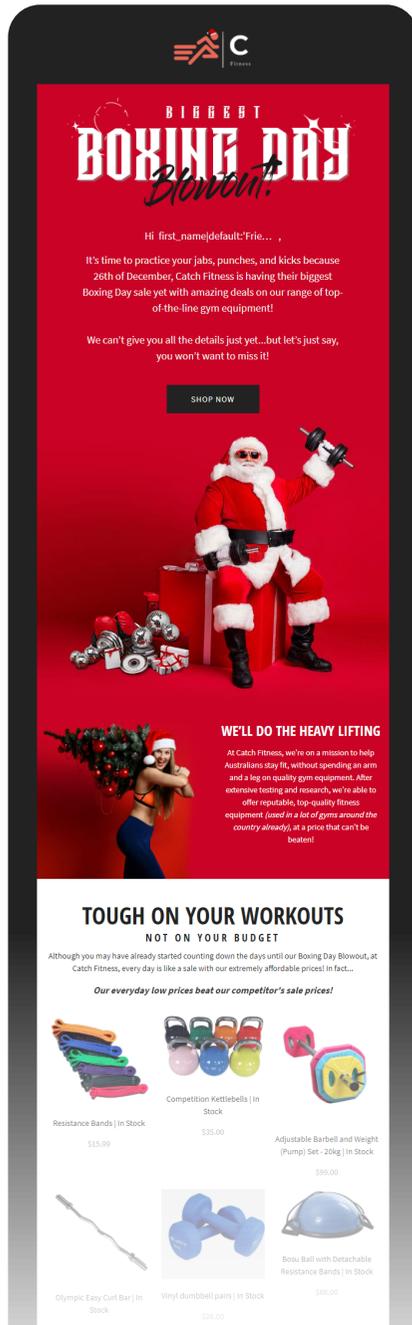
**SHOP GIFT CARDS**

Stuck for a prezzie?

Help them out this way by having the gift card sent to the recipient's email. Give your favourite gift guy or gal in your life the gift of their year with a Mr Pool Man gift card.



# Success story – Catch Fitness



Catch Fitness dedicated an amazing six campaigns in the holiday period, all of them focused on Boxing Day! These campaigns included email communications, website banners and social media promotions.

If you think that sounds excessive, just take a look at how well it worked.

With each campaign, Catch Fitness saw \$100K on two days, and \$400K over a five-day period. - just from their Boxing Day Blow Out alone.

Don't let an opportunity like this pass you by. Get in touch with a Guru today.

## GrowthGurus.

### Like our approach? Let's talk!

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