Back-to-School E-commerce Strategies

Back to **School**
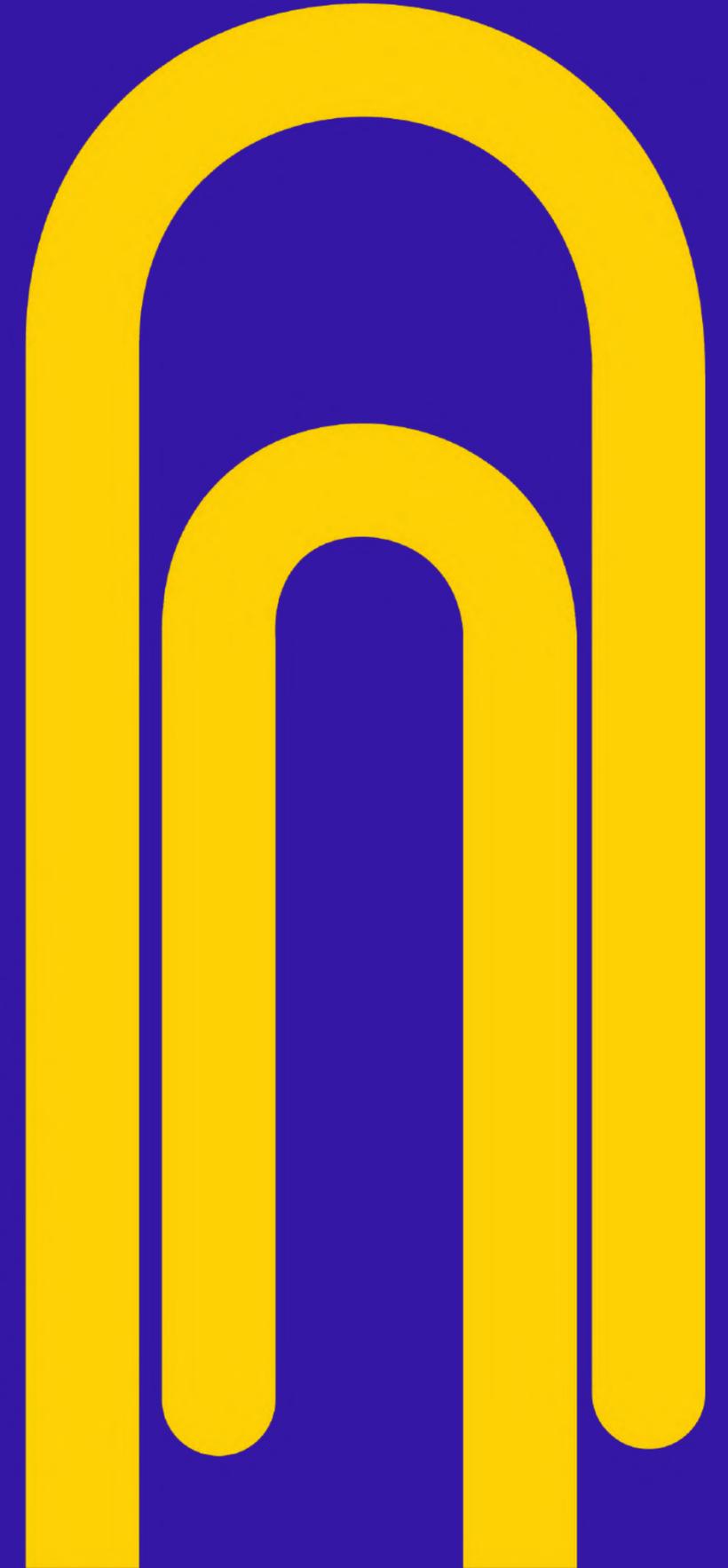
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Back-to-School Marketing for Ecommerce

Back-to-school shopping refers to the process of purchasing the necessary items before the start of a new academic year.

For the e-commerce sector, Back to School is one of the key shopping periods, offering numerous opportunities in terms of marketing strategies and campaign types. This shopping typically takes place in late summer or early fall. It's crucial for brands to launch their campaigns at the right time.

Additionally, marketing activities should be planned end-to-end to cater to different consumer types—those who spread out their purchases, do their research, or wait until the last minute.

While categories like stationery, clothing, and tech devices typically take the lead during the Back-to-school season, it's definitely possible to tailor marketing activities for a wide range of sectors and products by customizing your communication strategy according to your target audience.

Focusing on the specific needs and interests of your customers and developing creative approaches not only boosts sales but also enhances customer loyalty.

Irmak Aylin Kulaksız
Business Development Manager

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Today's Consumer Landscape

Financial

- Consumers are navigating a more uncertain economic period and are increasingly concerned about their spending.

- They are finding themselves needing to spend more on the same needs compared to last year.

- They are taking actions to prioritize their needs in their shopping.

- They may be inclined to shop early or make purchases outside of the typical season.

Behavioral

- Consumers' "search for value" in brands continues as they meet their needs.

- Loyalty to brands has become more fragile.

- While Gen Z, Gen Y, and Gen X exhibit different shopping behaviors, **Generation Alpha** is now also influencing the need for distinct approaches.

- Product quality, materials, discounts, shipping fees, fast delivery, and return processes continue to affect purchasing preferences.

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3 Key Strategies and Goals for Brands

- Data collection and from **all available channels** and **data unification** on a single platform for maximum benefit.

- Effective dynamic segmentation that integrates **customer data** and **behavioral data.**

- Data-driven, one-to-one, and real-time **personalization**.

- **Cookieless** personalization and personalization for **anonymous users.**

- Seamless planning of **omni-channel** communication.

- Optimization of processes through **automation.**

✓ Reduce CAC

✓ Turn traffic into conversion

✓ Increase AOV

✓ Convert single-category shopping to multi-category shopping

✓ Boost customer loyalty

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**4** Step-by-Step Strategies and Campaign Types

Personalize and optimize your homepage

- Customize your homepage theme for Back-to-School.

- Use banners for direct links to selected product categories on your homepage.

- Add a Back-to-School category to your homepage.

- Personalize your homepage for users interested in Back-to-School product categories.

- Feature products on your homepage to make it easier for users to purchase directly. Ensure that the layout remains balanced and visually appealing.

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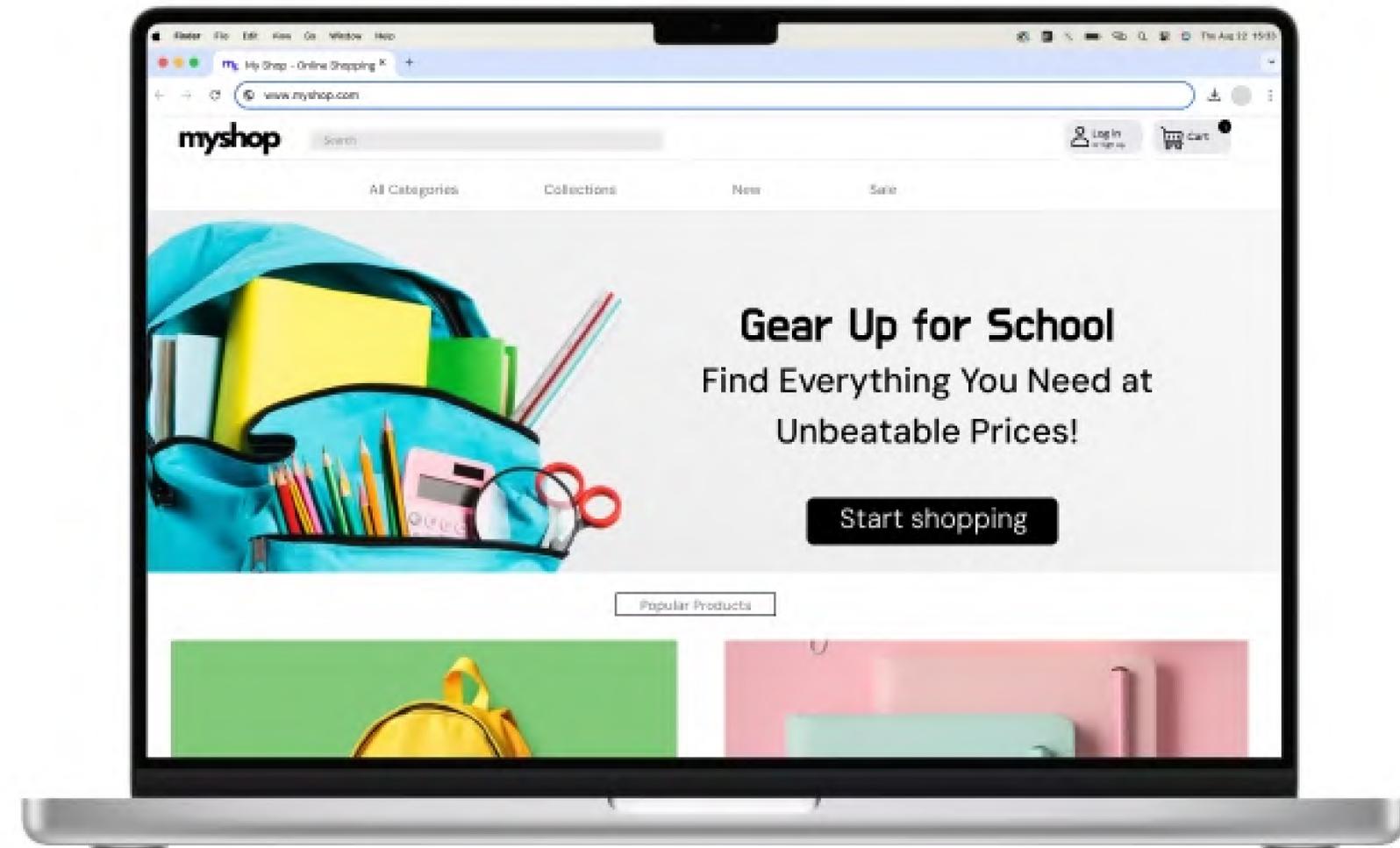
# Highlight Back-to-School categories and products using Stories

With Stories, you can provide your users with direct access to desired categories and products. You can use the Stories module on your homepage or category pages.
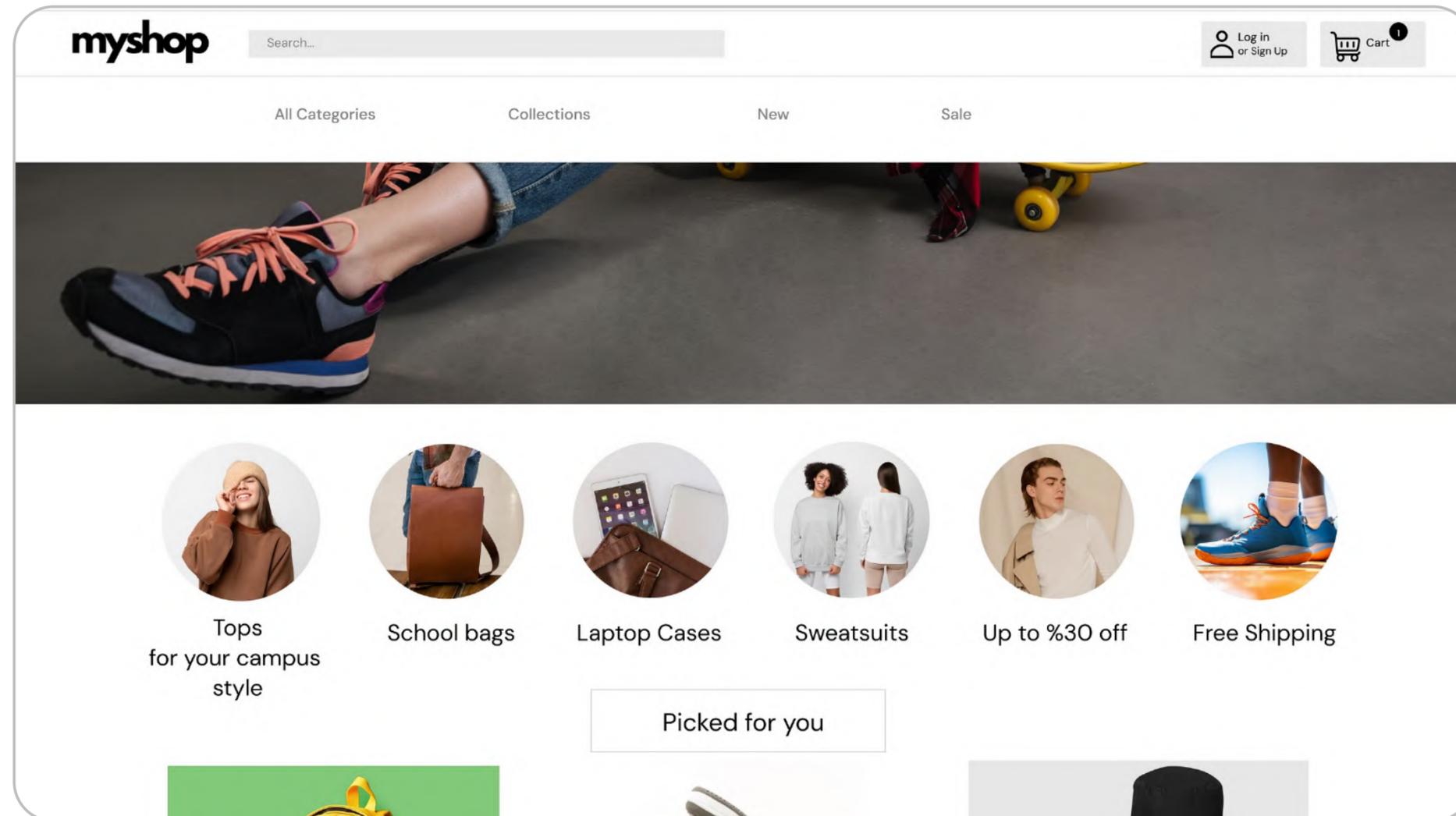
Tips | Relevancy

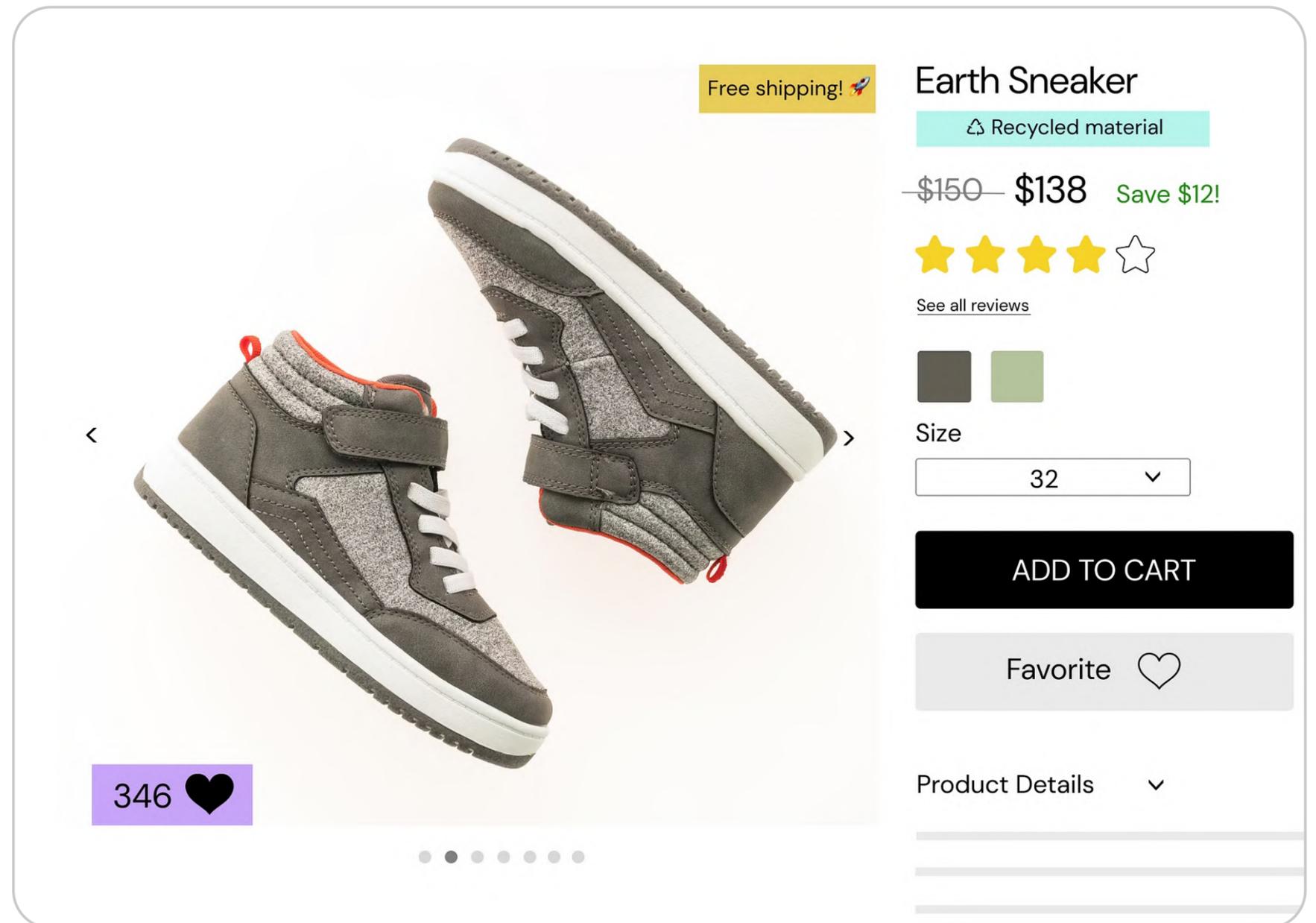- Using the PersonaClick Stories module, you can effortlessly create stories from the dashboard and include links to specific products and pages.

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Place Back-to-School campaign banners on category pages
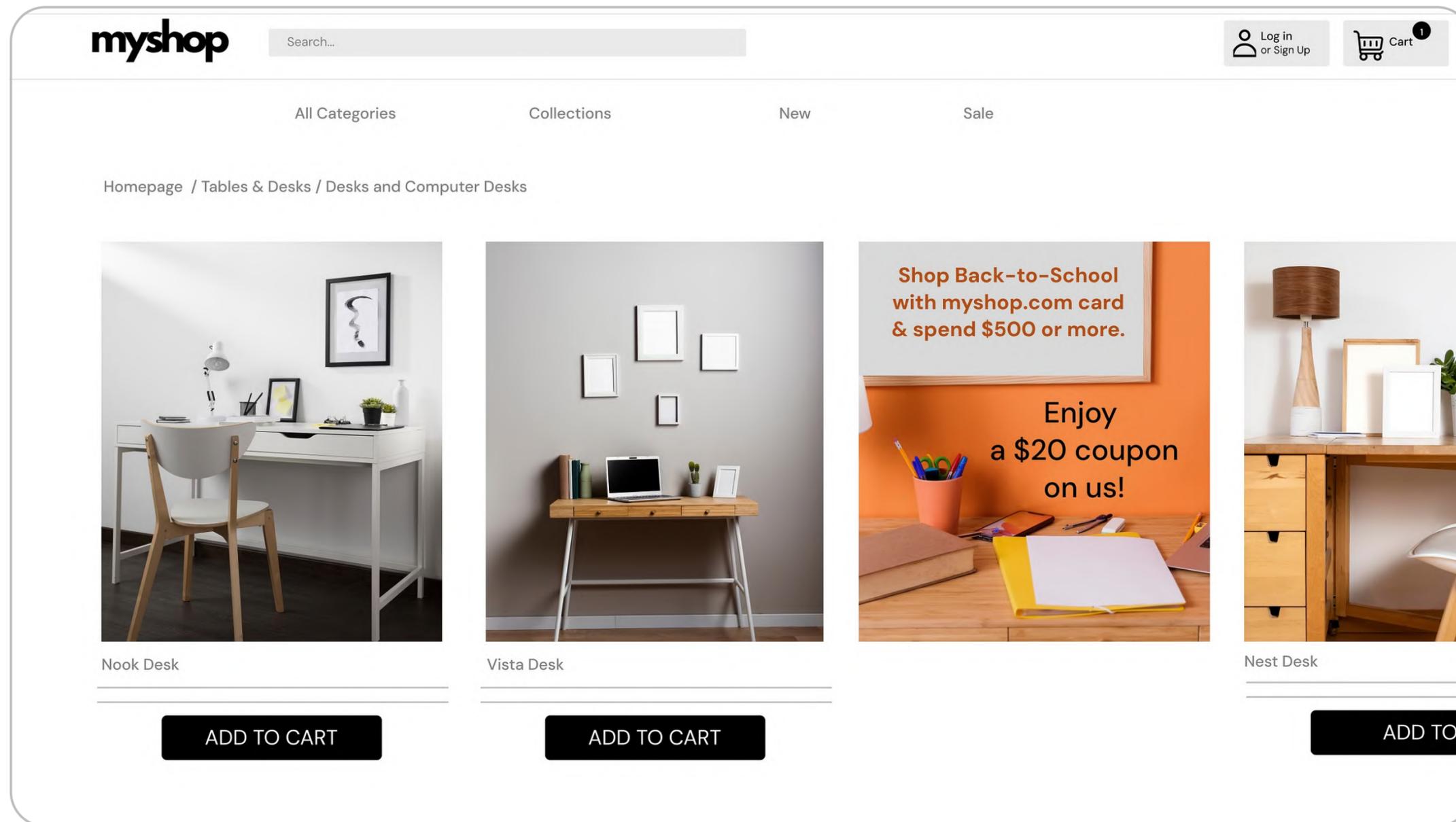
Use on-site marketing strategies on product pages

- **Highlight the product's key features**: Recycled materials, 100% cotton, vegan, etc.

- Emphasize products with **free or fast shipping.**

- Add **social proof**: Display user ratings and reviews. Also, include prompts for actions such as those who viewed, added to cart, or favorited the product in the last 24 hours.

- **Make savings visible** for discounted products.

Free shipping! 🚀

Earth Sneaker

♻ Recycled material

~~$150~~ $138 Save $12!

★★★★☆

See all reviews

Size

32

ADD TO CART

Favorite ♡

Product Details ⌄

346 🖤

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Gamification to engage with your customers and collect emails

You can use gamification campaigns like Wheel of Fortune or Scratch-and-win.

✅ Increase the number of registered users

✅ Raise Average Order Value

✅ Extend the duration of visits

✅ Offer value

%20 off
%15 off
%20 off
%30 off
%15 off
%20 off

Catch
the **instant savings**
for your
back-to-school
shopping!

Email

☐ Consent checkbox

Spin it!
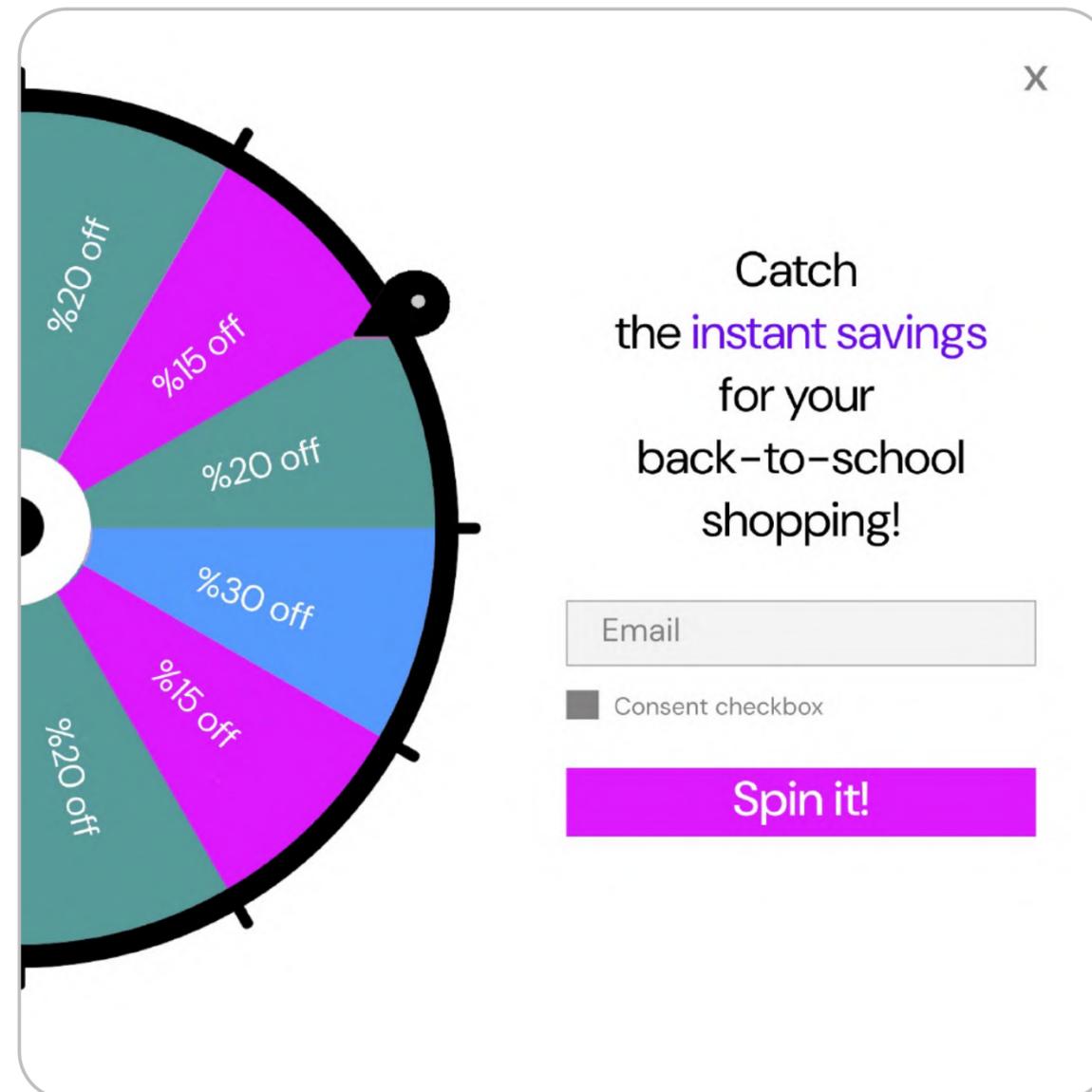
⧖ Tips | Relevancy

- PersonaClick Gamification campaigns allow you to collect emails and phone numbers.

- You can create segments from users who participate in these campaigns, allowing you to target them for future campaigns and conduct personalized communication efforts.

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Define your segments to communicate and personalize for the right audience

Creating static and dynamic segments based on customer and behavioral data is one of the key actions to take during specific shopping periods like Back-to-School. Communicating with the right audiences for your products and campaigns positively impacts both customer loyalty and conversion rates.

Static Segment Types
You Can Use and Diversify

- Segments by age groups
- Parents (those who have shopped in children's categories)

Dynamic Segment Types
You Can Use and Diversify

- Users who shopped in certain categories or added products to their cart during the same period last year. (You can further customize this to include users who made a purchase last year but haven't made another purchase since.)
- Users who shop during special periods like Back-to-School or Black Friday.
- Users who added products from specific categories to their cart in the last month but didn't complete the purchase.
- Users who favorited products from specific categories in the last two months.
- Users who viewed products from specific categories in the last 24 hours.

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Use your segments in Ads targeting

By adding users with email or phone number data to your Meta Ads and Google Ads campaigns, you can create more precisely targeted ads. Leveraging dynamic segments based on behavioral data will further enhance your campaign results.

- ✅ Accurately target users based on their current shopping behaviors and interests,

- ✅ Reach users with a high purchase intent,

- ✅ And optimize your ad budgets.

New dynamic segment

* Segment name

test

Description

test

Purpose

For bulk email campaign

For bulk email campaign

For bulk web push campaign

For bulk mobile push campaign

For bulk SMS campaign

For bulk Telegram campaign

For bulk Whatsapp campaign

⋨ Tips | Discovery

- You can export the Dynamic Segments you create in PersonaClick.

- When creating a Dynamic Segment, the selection made in the Purpose section will include only users who have data (such as email addresses or phone numbers) and permission for that specific communication channel.

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Convert anonymous, unregistered users into customers

During this period, users tend to research to find the most suitable products for their needs. That's why overall traffic from users who haven't registered before may increase.

You can provide personalized product recommendations for your anonymous users based on the items they browse from their very first click.

For anonymous users browsing your Back-to-School categories:

✅ Offer a coupon code through a pop-up

✅ Encourage them to leave their email by offering a deal

✅ Use gamification to offer a discount, encouraging both registration and purchases.

⋉Tips | Leverage

PersonaClick creates a user profile for every device that visits your website. When an anonymous user registers, data merging takes place, and all previously recorded data is consolidated under that user. For example, if a user has been browsing your site for six months without registering and then creates an account, the data from previous months won't be lost. This allows you to provide the most accurate personalization based on their full behavior and matched devices.
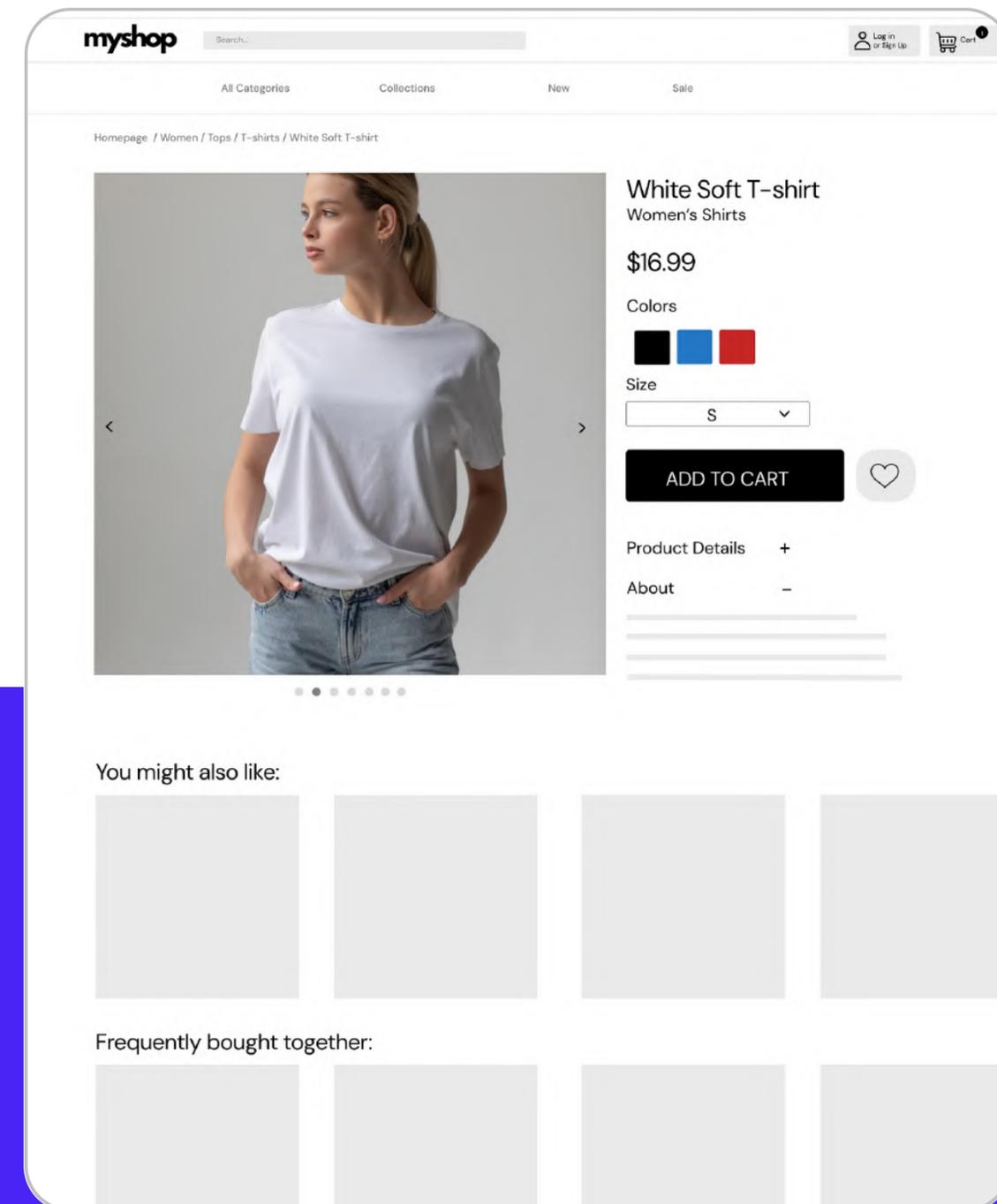
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6.1 Add product recommendation widgets tailored to different page types

You can create different product recommendation widget setups for various page types such as Product Detail Pages (PDP), Category Pages, Cart Pages, Search Results Pages, and 404 Error Pages.

✅ Offer a personalized experience

✅ Boost your conversion rates

✅ Increase product and category visibility

✅ Increase average order value

- Popular Products
- Best Sellers
- Complete the Look
- New Collections

- You Might Also Like
- Previously Viewed
- Added to Your Favorites
- Frequently Bought Together

- Alternative Products
- Customers Who Viewed This Product
- Also Viewed
- Related Categories

myshop

Homepage / Women / Tops / T-shirts / White Soft T-shirt

White Soft T-shirt
Women's Shirts

$16.99

Colors

Size
S

ADD TO CART

Product Details +
About −

You might also like:

Frequently bought together:

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Bundles for Back-to-School products

You can use Frequently Bought Together widgets on product pages.

Offer discounts and free shipping options for customers who purchase products together.

Bundle Up and Save Big This School Season!

Laptop

$1330

$1064   − 20%

+

Laptop Çantası

$49.99

$39.99   − 20%

+

Bluetooth Mouse

$85

$72.25   − 15%

=

$1454.99

$1176.24

ADD TO CART ALL

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Upsell widgets for Back-to-School products

For successful upsell campaigns:

- Define your campaign target audience by creating segments based on behavioral data (such as past purchases, cart values, engagement with upsell campaigns, satisfaction, etc.).

- Display cross-sell campaigns to users who are not part of your upsell segments.

- Showcase the benefits of your upsell products visually and creatively to facilitate easier decision-making for users.

Added to cart!

Hardcover Blank Notebook Red
$7.99

You have **1** product in your cart.
Total amount: **$7.99**

VIEW CART

X

Keep your favorite notebook with you all semester—grab the 4-pack now!

4-Pack of Blank Notebooks
$26

Save $8

ADD TO CART

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Present checkout page offers

Offering checkout page deals to customers who add products to their cart can enhance purchase appeal.

- You can personalize the products featured in these checkout page deals based on the segments you define.

- In addition to using categories and products you want to boost sales for, you can also select from products and categories the user has previously viewed or favorited based on behavioral data.

Recommend products that help customers reach the minimum spend for free shipping at checkout

Encourage users who are about to complete their purchase by adding products to their cart to qualify for free shipping.

✅ You can increase the average order value.

✅ You can select the products and categories you recommend based on the rules you define.

Condition
Current cost of items in the cart

Yes

Action
Add more to your cart to reach $75 and enjoy free shipping!

No

Action

Algorithm
Products, usually purchased with the same shopping cart

Filter
Show only products that fill up the user's cart to s specified value: **75**
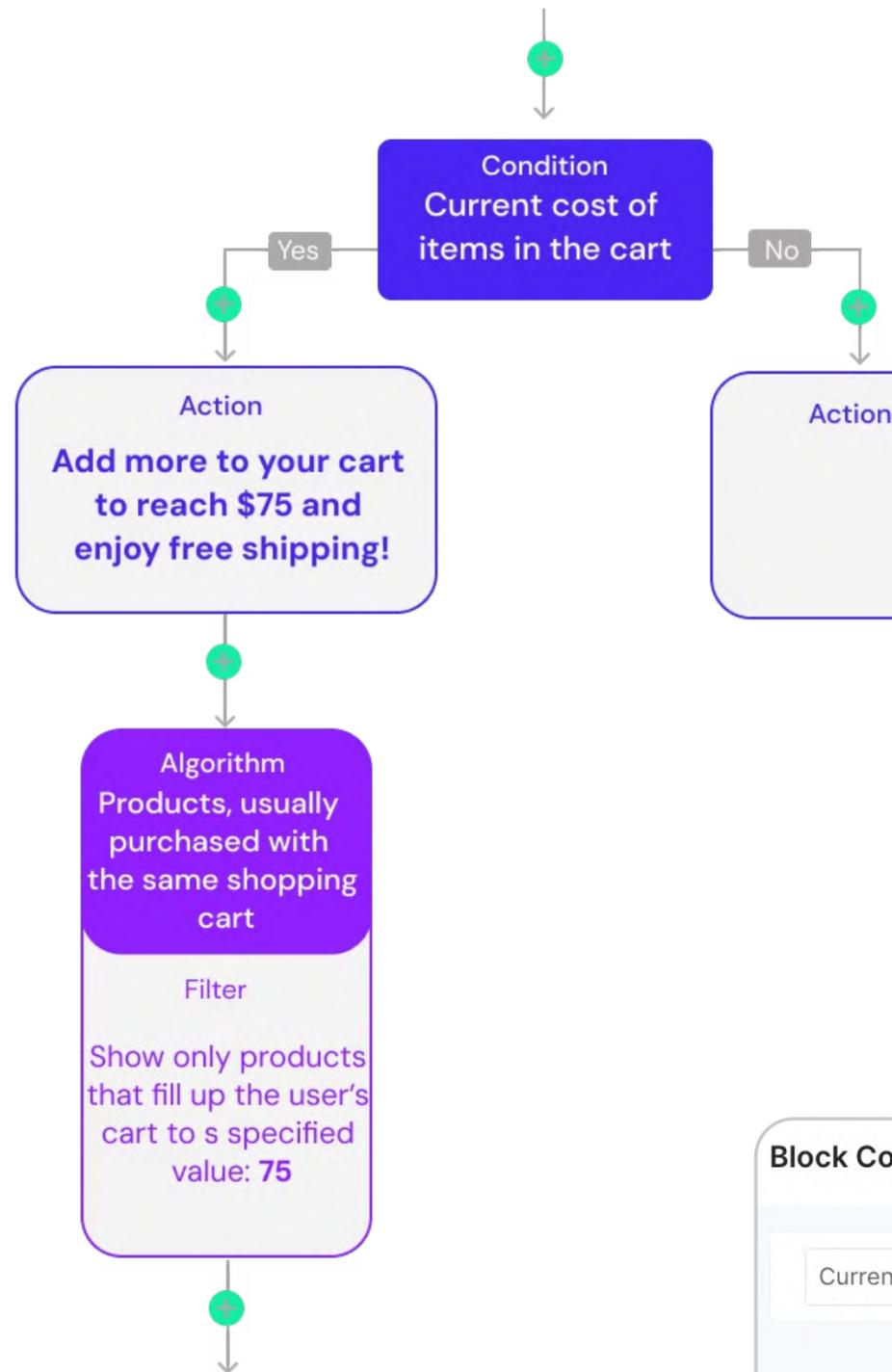
⇗ Tips | Relevancy

- Enter the threshold for free shipping and use a widget to display only the products that help customers reach that limit.

- You can decide which products to show, and also use product categories or the user's behavioral data to make your selections.

Block Condition ✕

| Current cost of items in the cart ▼ | Less than ▼ | 500 | AND | OR |

Cancel   OK

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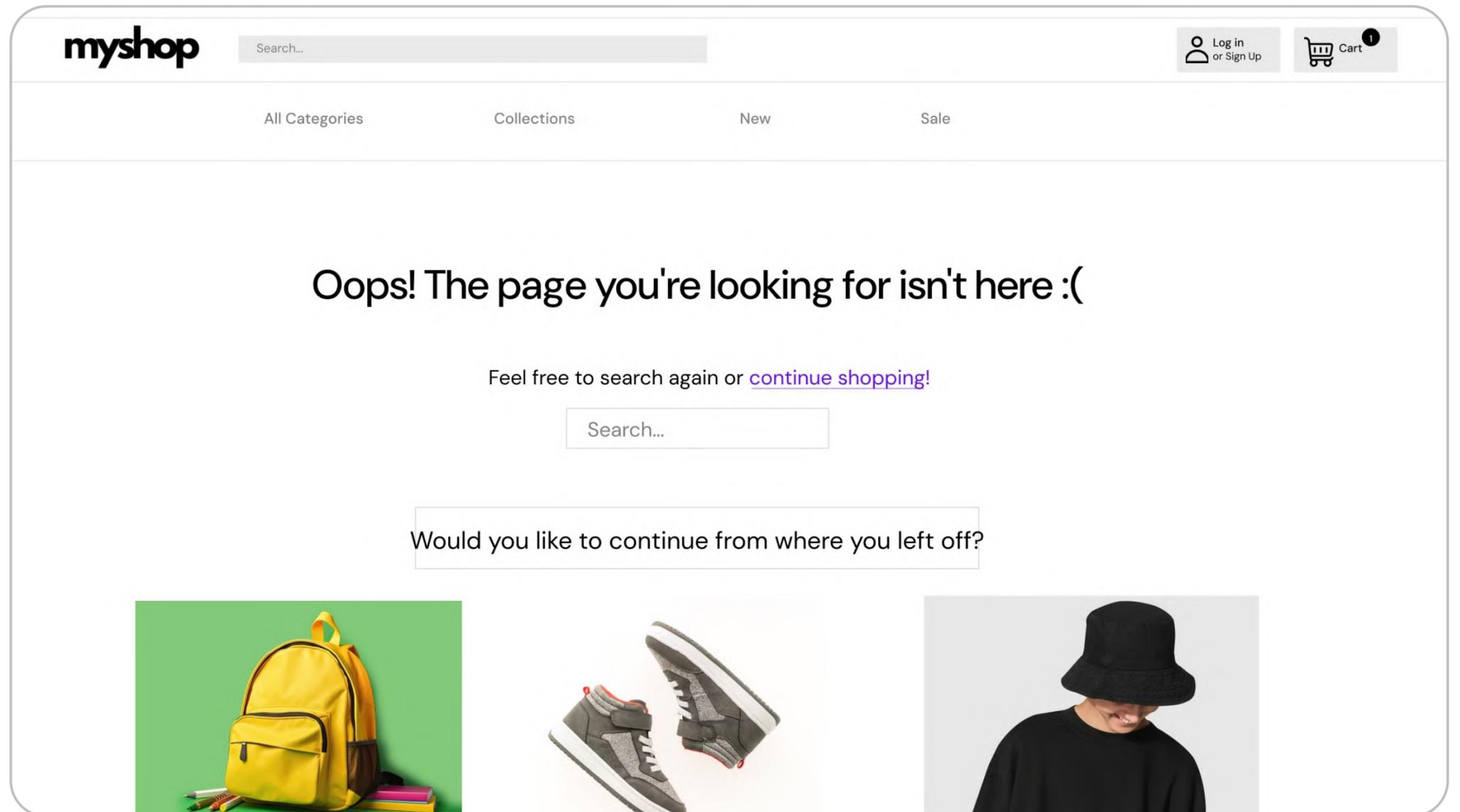# Tailor your product recommendations to align with the Back-to-School theme

You can customize your brand's products to fit the Back-to-School theme. Enhance your creative efforts by incorporating them into product recommendations, email campaigns, push notifications, and other marketing strategies to make the most of the Back-to-School season.

- Pet Products: Campaigns highlighting pets' needs with a tagline such as, "For your pets, you're their world—home and school in one!"

- Noise-Canceling Headphones: With the kids at school, take advantage of the calm and focus on your work with noise-canceling headphones that block out distractions.

- Blenders and Juicers: Help families recharge with energy before school starts

- Robot Vacuum: Keep the house clean while the kids are at school with the help of a robot vacuum.

- Blackout Curtains: Ensure your child gets a restful sleep during the school year with blackout curtains designed for a healthy sleep environment.

- Safety Outlets: Keep safety a top priority with child-proof electrical outlets—essential for a secure home during the school season.

- Refrigerators: Transform your fridge into a showcase for your child's artwork this school year.

- Explore campaigns tailored for parents, featuring healthy snacks or essential cleaning supplies to keep your home in top shape during the school year.

Optimize 404 and No Results Pages

Make sure your 404 error and No Results pages are optimized to provide helpful alternatives and maintain user interest.

- Display popular products to keep users engaged.
- Showcase recently viewed products personalized to their interests.
- Highlight categories or products you want to direct them towards.
- Add a search box to help them find what they're looking for.
- Use the page to collect emails and offer discounts to those who sign up.

✅ Lower bounce rates and continue to guide users through their purchasing journey.

myshop

Search...

Log in or Sign Up

Cart

All Categories   Collections   New   Sale

Oops! The page you're looking for isn't here :(

Feel free to search again or continue shopping!

Search...

Would you like to continue from where you left off?

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Customize and personalize the search box for the Back-to-School season.

Users who first interact with the search box on your website are often those who have a clear idea of the product they want, are eager to find it quickly, and have a high purchase intent. Providing a good search experience can shorten their journey to the checkout.

In the search box, you can:

- Highlight desired categories
- Start showing results instantly without text input
- Prioritize specific brands, products, or discounted items in instant results
- Add popular searches
- Include banners
- Personalize the entire search experience

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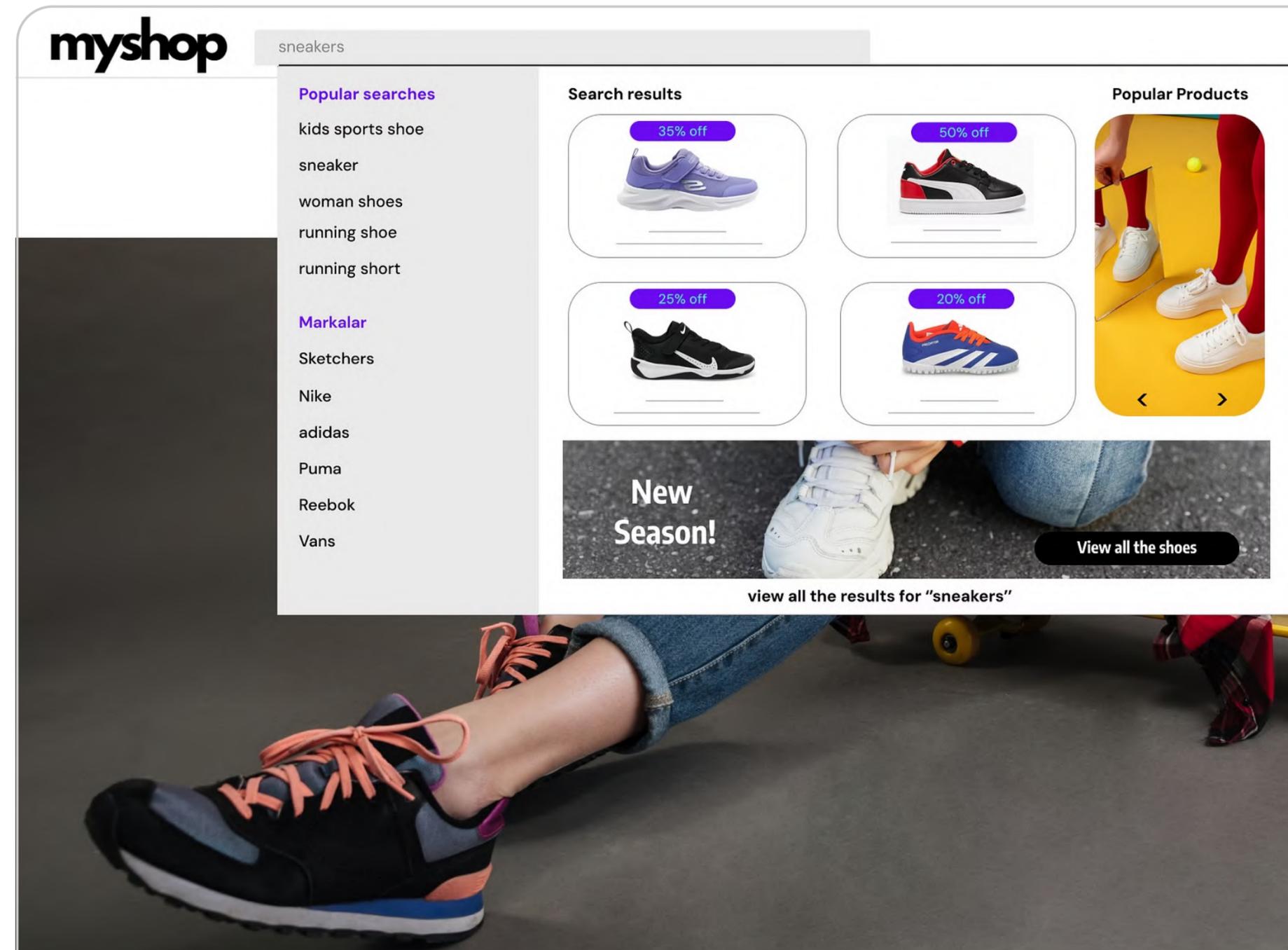
Optimize search queries for spelling mistakes and similar expressions

The search box on your website is one of the most valuable action areas for conversions.

It's crucial to optimize your products and categories for spelling errors, different name variations, and queries that return no results.
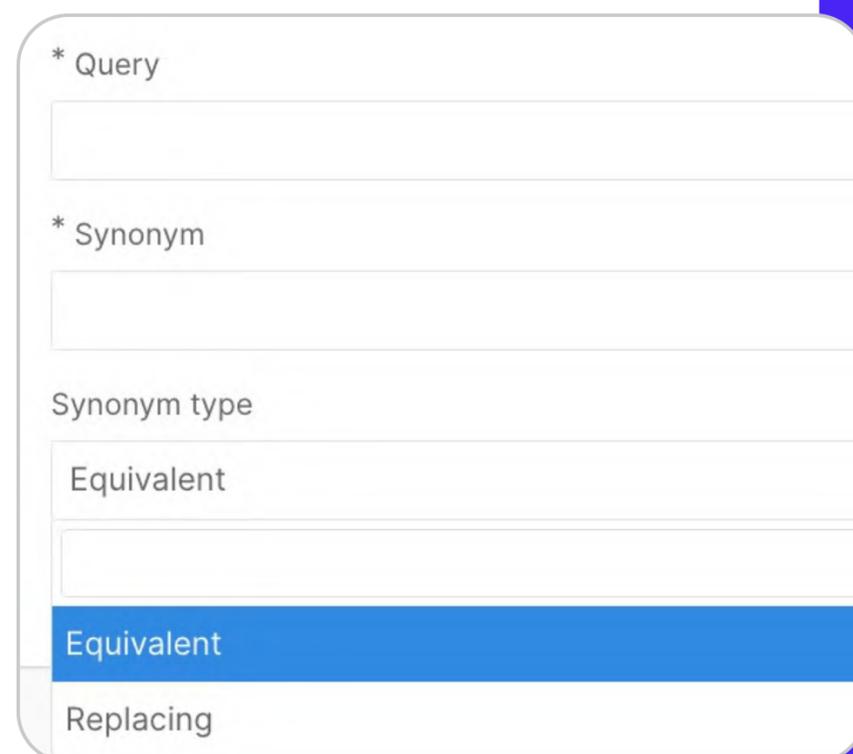
ꝶTips | Relevancy

- PersonaClick Personalized Search enables you to display accurate results even with misspellings of up to 2 letters in the search bar.
- You can also monitor popular searches and add synonyms for common misspellings or alternative terms for the same product through the panel.
- Additionally, you can provide direct links to specific pages for searches related to returns, categories, and more.
- This ensures users always reach the correct results.

* Query

* Synonym

Synonym type

Equivalent

Equivalent

Replacing

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Email & Web/Mobile and App Push & SMS

Effective campaign communication through channels like email, web/mobile push notifications, app push notifications, and SMS is crucial for driving customer engagement.

- For the back-to-school season, be sure to integrate channel communication into your campaign strategy.

- In addition to bulk sending, plan targeted communications based on your static and dynamic segments to show the right products to the right audience.
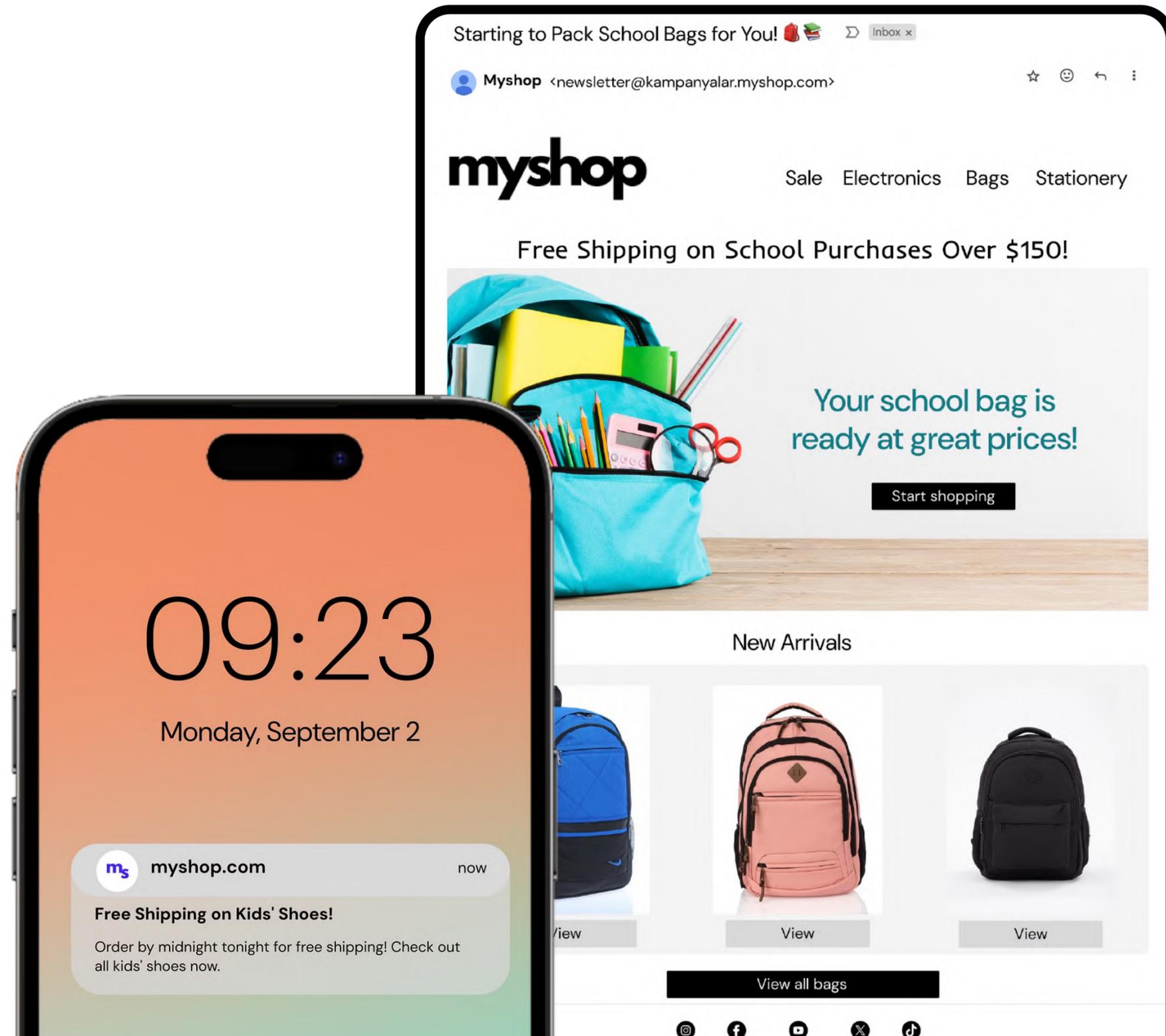
Create a detailed seasonal flow for your communication campaigns

pre-purchase

Back-to-School Period Announcement: A communication strategy designed to make your users aware of the season and their needs, capturing their interest.

Campaigns and Discounts: Craft communications focused on driving direct sales. These are crucial for announcing your campaigns, relevant categories, and products.

Personalized Recommendations: Even if some users show interest in your initial campaigns but do not make a purchase, you can offer personalized product recommendations based on their browsing history, viewed items, favorites, or products added to their cart but not purchased.

Last Chance Offers: As the campaign period nears its end, remind users of the opportunities they might miss. You can target users who have not yet made a purchase or create segments based on customer and behavioral data to reach those with a higher likelihood of purchase.

Final Reminder: Similar to last chance offers, send a final reminder to create a sense of urgency and leverage FOMO.

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Create a detailed seasonal flow for your communication campaigns

post-purchase

Post-Purchase Thank You and Coupons: Unlike transactional communications, use this opportunity to thank customers who have made a purchase during the back-to-school period and reached certain cart values. You can offer coupons for specific categories and durations. Encourage them to share their purchased products on social media as they use them during the school season.

Back-to-School: After the start of the school year, you can send communications wishing success for the new school term and share helpful blog posts or other content that you think will be useful.

Social Media Engagement: Use visuals of customers sharing their purchases on social media to boost engagement and interaction.

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Personalized product recommendations for bulk, transactional, and automated emails

You can continue offering Back-to-School promotions and personalized product recommendations through transactional and automated emails such as abandoned cart reminders.

- In your personalized product recommendations, target users who have interacted with your Back-to-School campaigns, viewed products or categories, added items to their favorites, but have not completed a purchase.
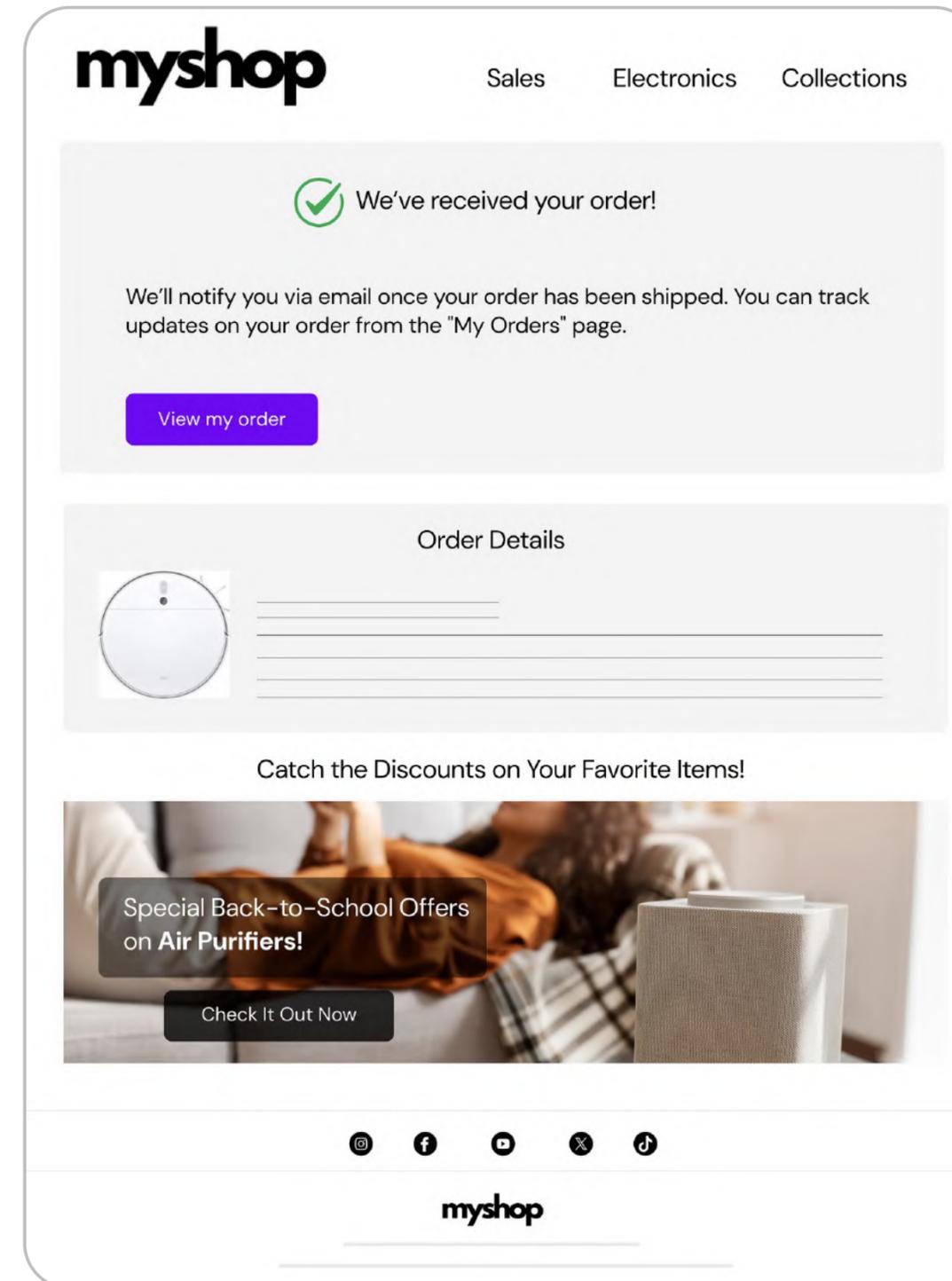
Automation

You can optimize user communications through automation based on behavioral data.

- Cart abandonment reminders
- Follow-ups for users who viewed product pages but did not complete a purchase
- Reminders for users who browsed category pages without making a purchase
- Promotional offers on products added to the wishlist
- Notifications for products that have been restocked
- Monthly user activity

You can automate communication strategies such as email, web/mobile push, app push, and SMS based on behavioral data and campaigns.

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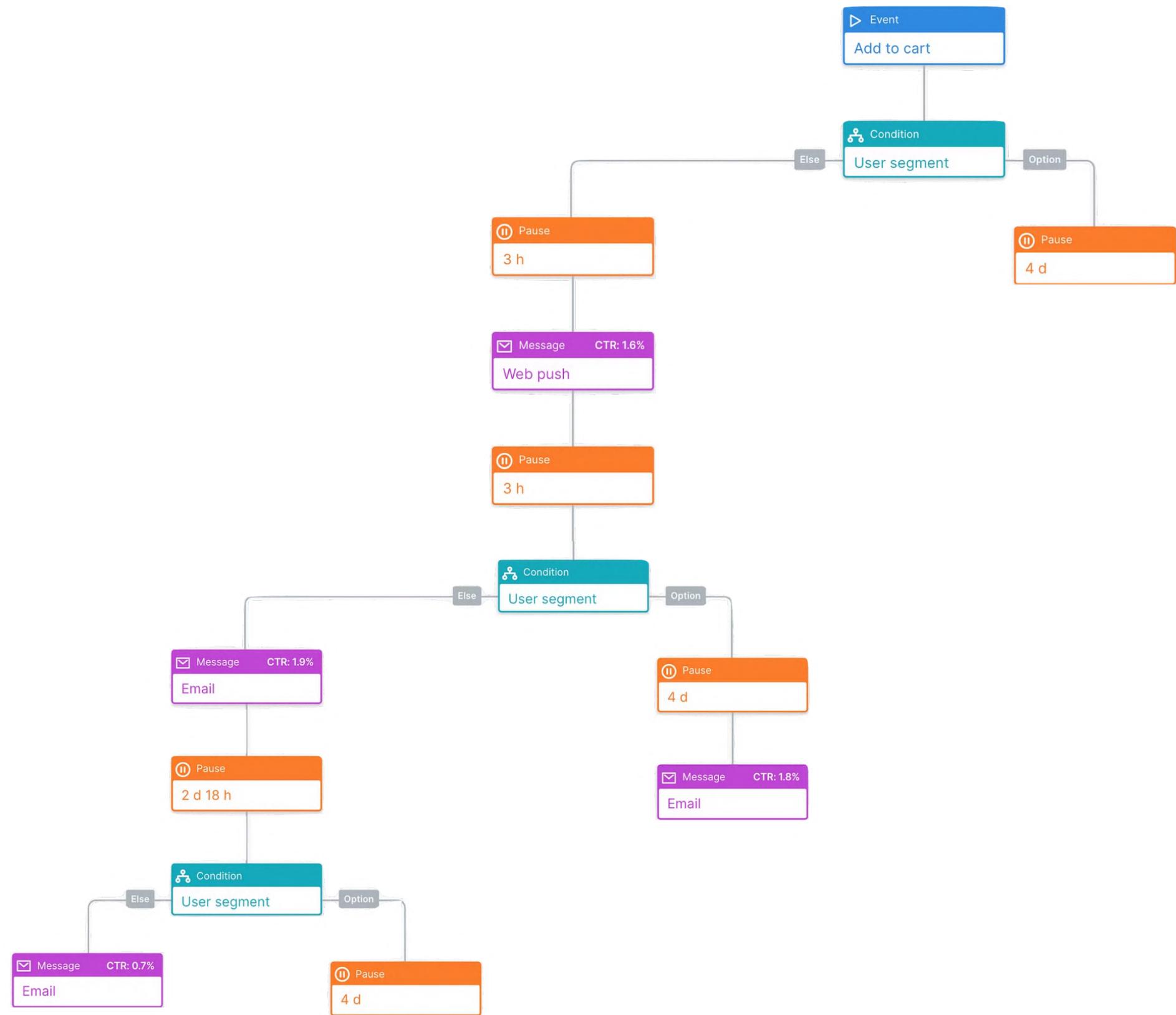
Personalize your approach in Web/Mobile and App Push notifications according to each segment

Engage users who have opted in for push notifications with personalized messages to encourage action.

In your direct push campaigns, it's crucial to not only deepen your segmentations but also tailor your messaging to connect with users and drive engagement.

Consider using specific segments such as:
- Parents
- College Students
- Deal Seekers
- Night Owls
- Personal Interests

m̲s̲ **myshop.com**

Same-day shipping! Finish your shopping today.

Order by 2 PM today for same-day shipping on your school essentials.

m̲s̲ **myshop.com**

No more 'what to wear' dilemma before class 😎

Discover the trendiest skirts for your campus outfits and elevate your style.

m̲s̲ **myshop.com**

Midnight Deal!

Tonight Only: Enjoy up to 30% off! Check it out before you sleep!

m̲s̲ **myshop.com**

Start the school year with a clear vision 👀

Find top-quality, stylish glasses at unbeatable prices. Get ahead today!

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5 Seasonal Campaigns

Discounts

During the back-to-school season, discount campaigns are crucial for capturing your target audience's interest and boosting sales.

- Welcome Discounts
- Category Discounts
- Product Discounts
- Brand Discounts
- Limited-Time Discounts
- 24-Hour Flash Sales
- Nighttime Discounts
- Cart Discounts
- Spend More, Save More Offers
- Loyalty Discounts
- Small Gifts with Purchase

"
One effective discount strategy is to run aggressive discount campaigns on strategic products. By offering a significant discount on a specific brand or model, you provide an attractive offer to users who are interested in that product, follow the brand, or are brand-loyal.

Combining product-specific discounts with a limited-time offer can create a sense of urgency, encouraging users to make a purchase quickly and not miss out on the opportunity.
"

Beyza Lafcı
Customer Experience Executive
PersonaClick

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Shipping Perks

Enhance Purchase Decisions with Shipping Options

- Support purchase decisions by offering fast or free shipping options.

- Create categories for products with same-day delivery or free shipping options.

- Add badges to products offering advantageous shipping deals.

- Make shipping promotions visible on your website with notification bars or pop-ups for orders exceeding a certain amount.

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Create Back-to-School Shopping Lists

You can create shopping lists that encompass your brand's back-to-school product categories.

Provide users with a comprehensive list of available products on your site, making them easily accessible.

- Share the shopping list by creating a dedicated landing page on your website.

- Send out emails featuring the categorized shopping lists.

- Highlight relevant categories in the search bar.

Back to school categories

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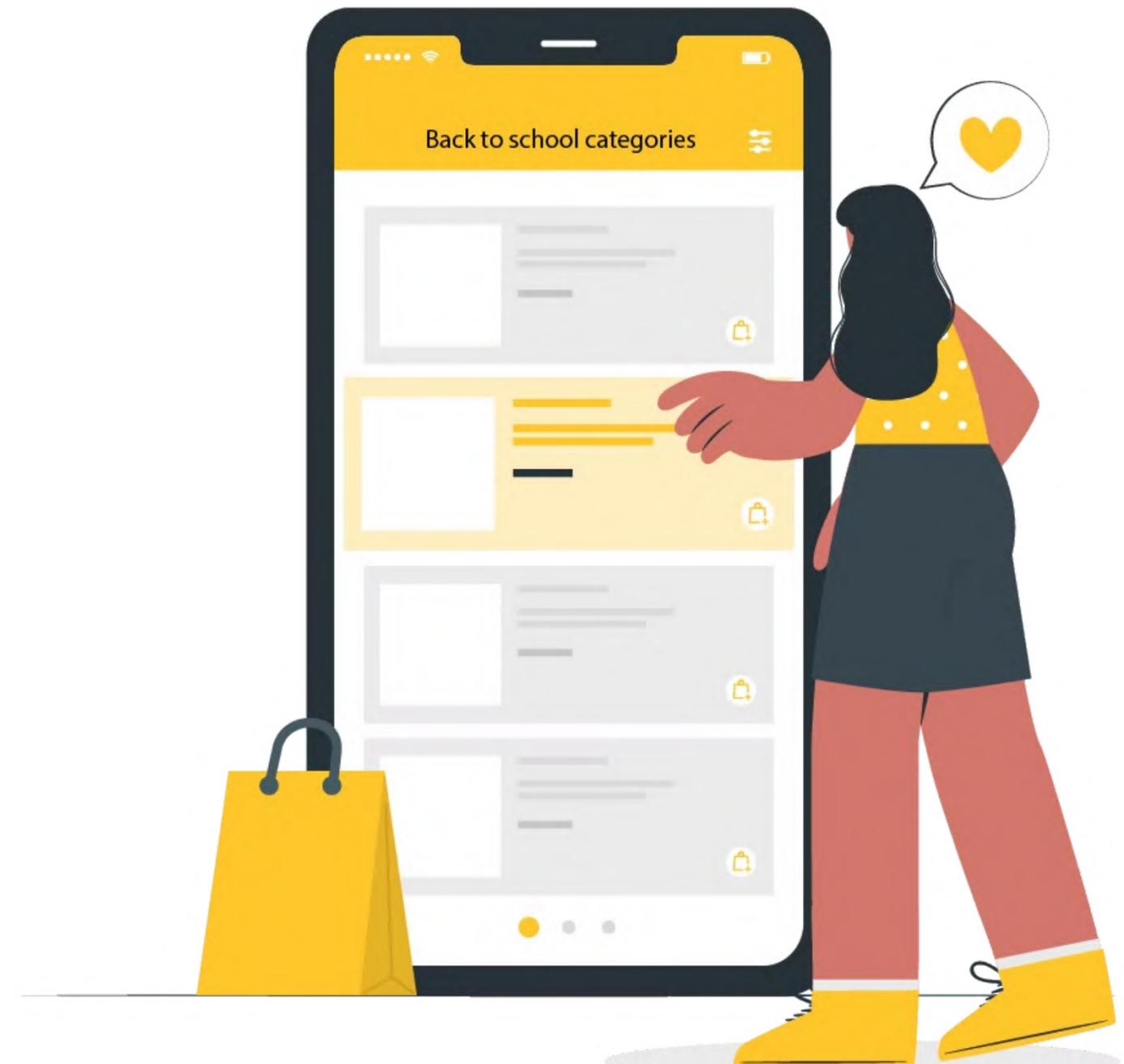
Special Campaigns for Teachers and Students

During the Back-to-School season, create special campaigns tailored for teachers and students who have clear shopping lists and want to take advantage of discounted prices.

- Run campaigns on higher-priced technology products targeting teachers and students.

- Create back-to-school bundles featuring specific products.

- Offer categories and bundles designed for gift-givers choosing items for teachers and students.

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Checklist

- ☑ Customize the theme, categories, and banners on your website, mobile, and app, and optimize your pages.

- ☑ Define and target your segments based on customer data and behavioral insights.

- ☑ Strategically plan your email and push campaigns to drive traffic.

- ☑ **Optimize Search, Product Recommendation, Stories, and On-site Marketing campaigns to convert incoming traffic.**

- ☑ Enhance conversion rates with automated workflows.

- ☑ Support your seasonal campaigns with discounts and shipping options tailored to your target audience.

- ☑ **Personalize the customer journey by tailoring communication and shopping experiences based on user insights.**

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One–click Personalization

Don't be afraid of change.
Be the #change.