YOUR Q4 GAME PLAN...

THE PROVEN STRATEGY TO 5X YOUR SALES!

KWMARKETINGUK.CO.UK

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HELLO!

I'M KATE, FOUNDER OF KW MARKETING.

We're on a mission to become the **UK's #1 Food & Drink Digital Marketing Agency**, supporting ambitious brands like yours to grow quickly, authentically, and profitably. We know this industry inside out, and **our data-led strategies are proven to boost sales and build a loyal customer base**.

I know how overwhelming Q4 can feel – the pressure to show up everywhere, do everything, and somehow still drive sales. **That's exactly why we're here today,** to cut through the noise and show you what *actually* works.

By the end of this session, you'll have a **clear**, **focused Q4 game plan** – no panic-discounting, no last-minute chaos. Just **smart, strategic moves** to help your brand finish the year strong!

poppycooks
Jane's Patisserie
RYDERS BAKERY
PIPERS FARM
kolamba
POPCORN KITCHEN
BodyMe
the old ware house
BARBUOY COCKTAILS
MILES
DEVON DISTILLERY
CORNISH CHEESE Co


Q4 IS MAKE OR BREAK...
DON'T LEAVE IT TO CHANCE!
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30-50% OF ANNUAL SALES HAPPEN IN Q4.

BUT, ONLY IF YOU PLAN FOR THEM!

SOURCE: SHOPIFY


LET'S
DIG IN!
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1.

THE Q4 LANDSCAPE

HERE'S WHAT TO EXPECT IN 2025!

Q4 IS CHANGING FAST!

HERE'S WHAT YOU'RE UP AGAINST...

Early shopping, higher ad costs, more noise, and the competition for attention.

- **40% OF SHOPPERS START GIFT-BUYING BEFORE NOVEMBER:** If you're not visible early, you risk your customers having already spent their money elsewhere.
- **META AD COSTS ARE UP 18% YOY:** You are paying more to reach the same people. Your creatives need to convert FAST!
- **EMAIL OPEN RATES ARE DOWN 13%:** Your emails are competing with 10X more brands, only the best get clicked.
- **CONSUMER ATTENTION IS FRACTURED:** People are scrolling fast, shopping in short bursts, and only engaging with what feels relevant. This is NOT the time to be reactive, it's the time to be READY!

SOURCE:
GOOGLE/IPSOS HOLIDAY SHOPPING STUDY, 2023
TRIPLE WHALE, Q1 2024 BENCHMARK REPORT
KLAVIYO EMAIL BENCHMARK REPORT, 2024

ACTION:

START NOW!

Q4 PREP BEGINS NOW.

MAP OUT YOUR CUT-OFF DATES.
CHOOSE ONE PRODUCT TO FOCUS YOUR KEY GIFTING CAMPAIGN AROUND.
CREATE ONE PAID AD & ONE EMAIL THAT MATCHES.

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2.

LET'S CUT THE CHAOS.

MOST BRANDS ARE WASTING TIME, MONEY OR ENERGY SOMEWHERE...

COMMON MISTAKES

EVEN THE SMARTEST BRANDS CAN TRIP UP...

- **SCRAMBLING TO POST LAST MINUTE:** No strategy = no results. You're reactive, not *revenue* and *strategy* driven!!
- **DISCOUNTING IN A PANIC:** You slash prices because nothing is working but it's harming profit and brand value.
- **UNALIGNED CHANNELS:** Email talks about one thing, Instagram another, and ads are targeting random people.
- **CONTENT WITH NO CONVERSION GOAL:** You're shouting into the void with no link, no CTA, no structure.
- **NO BLACK FRIDAY BUILD-UP:** It's more than just a *day*. Leaving it to just the Friday to show up when competitors have warmed their audiences up for weeks.

ACTION:

WRITE DOWN ONE MISTAKE THAT YOU'VE MADE & SET A PLAN FOR HOW YOU'LL AVOID IT THIS YEAR!

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REMEMBER:

BRANDS THAT START Q4 PLANNING NOW SEE 30% HIGHER CONVERSION RATES!

SOURCE: SHOPIFY

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3.

WHAT TO DO... YOUR Q4 GAMEPLAN.

REAL STRATEGIES THAT DRIVE REAL RESULTS!

Q4 PLAN TO DRIVE SALES

ONE CAMPAIGN. MULTI-CHANNEL. REVENUE FOCUSED!

- **WHAT TO SEND:** Emails, paid ads, and organic content should echo the same campaign idea. Customers need to see the message multiple times, as thats how recall and buying happens.

- **WHEN TO SEND IT:** Think in phases, not structured dates.
  1. Build interest (teasers, signups)
  2. Launch the campaign
  3. Push traffic (ads, emails)
  4. Urgency ramp-up (deadlines, countdowns)

- **WHAT TO SKIP:** Anything that DOESN'T drive:
  5. Understanding
  6. Sales
  7. Lead generation
  8. Repeat purchases

If a post doesn't move the needle, rework it or cut it.

ACTION:

BEFORE YOU PLAN...

REVIEW!

WHAT WORKED LAST YEAR?
WHAT DIDN'T WORK LAST YEAR?
WHERE DID YOUR SALES ACTUALLY COME FROM?

NO POINT BUILDING A SHINY NEW PLAN ON LAST YEAR'S MISTAKES!

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CONTENT THAT CONVERTS!

EVERY POST, EVERY EMAIL, EVERY AD = PART OF YOUR SALES MACHINE.

- **BUYERS NOT BROWSERS:** Repetition, education and strong calls to action help move people from interest to action. Every message should nudge them one step closer.
- **REPEAT THE CTA:** Familiarity builds trust. If they've seen the offer once, great. If they've seen it 3 times... WIN! Repeating your CTA across channels and formats isn't annoying, it's smart!
- **CONVERSION JOURNEY:** One post doesn't make a sale. But five posts that build trust, answer questions, show value and create urgency? That does!

ACTION:

CHOOSE 1 EMAIL, 1 AD, & 1 POST YOU'LL ALIGN THIS MONTH.

MAKE SURE ALL 3 SHARE THE SAME CORE MESSAGE OR OFFER.
REPEAT YOUR CTA IN ALL 3 PLACES... CONSISTENCY BUILDS CONVERSIONS!
NOT SURE WHAT TO SAY? START WITH YOUR BESTSELLERS.

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WHAT TO CREATE

STRATEGIC CONTENT FOR EVERY STAGE OF THE JOURNEY.

- **EMAIL:**
  1. Gift guides
  2. Delivery / cut-off reminders
  3. VIP early access

- **ORGANIC SOCIAL MEDIA:**
  4. Product USP's
  5. Behind-the-scenes content
  6. FAQ's, reviews, stock updates

- **PAID ADS:**
  7. Retargeting with social proof- UGC/ reviews
  8. Countdown timers & urgency messaging
  9. Product-in-use demos or seasonal tie-ins

If your content doesn't answer: ***"Why should I buy this now?"*** It's not doing it's job!

ACTION:

CHOOSE ONE HERO PRODUCT TO FOCUS YOUR Q4 CONTENT AROUND.

DRAFT AN EMAIL HIGHLIGHTING THAT PRODUCT AS A GIFT IDEA.
PLAN 3 SOCIAL POSTS: 1 VALUE-LED, 1 BEHIND-THE-SCENES, 1 URGENCY-DRIVEN.
LAUNCH ONE AD TO DRIVE TRAFFIC TO THE PRODUCT PAGE.

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REMEMBER:

EMAIL DRIVES 20-30% OF TOTAL REVENUE FOR MOST FOOD & DRINK BRANDS IN Q4.

SOURCE: KLAVIYO BENCHMARKS REPORT

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4.

PROOF IT WORKS.

REAL BRANDS... REAL RESULTS!

CASE STUDY:

WITH POPCORN KITCHEN

- **CHALLENGES:**
  Subscribed audience growth not keeping pace with brand growth.
  Cut through the Q4 inbox white noise.

STRATEGY:

- Collaborate with a complementary brand to grow audience in advance of Q4 peak.
  Think as a consumer and send genuinely helpful, value-adding emails.

- **Q4 RESULTS:**
  289% REVENUE GROWTH
  93% OF CUSTOMERS WERE NEW CUSTOMERS
  554% EMAIL LIST GROWTH

GIFT GUIDE WITH A PROMO

SAVE 20% ON ORDERS OVER £40!

Hey Laura, here at Popcorn Kitchen, we've got gifting made easy! From popcorn lovers to chocaholics, there's something for everyone.

Save 20% and enjoy FREE DELIVERY when you spend over £40! Spread #PurePopcornHappiness this season and make gift-giving oh so simple.

Shop Now

For Family Friends: A Giant Bottle

Weighing in at 550g and over half a metre tall, there's plenty of popcorn to go round in our Giant Bottle. Available in multiple flavours it's a guaranteed crowd-pleaser. Kids will love repurposing it as a money box when the popcorn has gone!

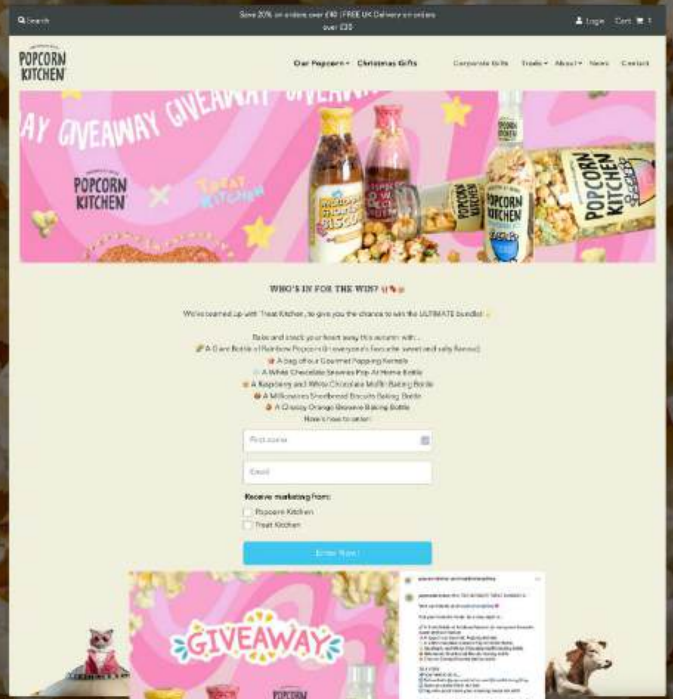
Shop Now

For Hard To Buy For Teenagers: The Yard

Keep them guessing when they see this yard-long box wrapped under the tree! This has a real wow factor and includes 3 of our most popular, hand-popped recipes.

Shop Now

DATA CAPTURE
SOCIAL & EMAIL GIVEAWAY



BUNDLED PRODUCTS TO INCREASE AOV

DOUBLE THE JOY!

ONE FOR THEM, ONE FOR YOU!

Our Twin Packs are selling like... freshly popped popcorn!

With Christmas around the corner, our new Twin Packs make it easy to double the popcorn fun, tick off your gift list and treat yourself along the way.

Save up to £10 on our Twin Packs!

Shop Now

NEW TWIN PACKS

Chocolate Sprouts & Gold Coins Pop At Home

Our festive themed Pop At Home Kits provide all you need to make the most

Rocky Road & Rainbow Chocolate Pop At Home

These bestselling Pop At Home Popcorn Kits make the perfect stocking fillers or

ACTION:

COLLABORATE & CAPTURE!

THINK: WHO DO YOU ALREADY KNOW?

REACH OUT TO BRANDS THAT ALIGN WITH YOURS...
WITH A WIN-WIN IDEA: A COLLABORATIVE GIVEAWAY THAT DRIVES EMAIL SIGN-UPS, NOT JUST LIKES.

ONE PRIZE. TWO BRANDS. DOUBLE THE AUDIENCE. ZERO AD SPEND.

MORE REACH. BETTER DATA. BIGGER LIST = BIGGER Q4.

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CASE STUDY:

WITH THE CORNISH CHEESE CO.

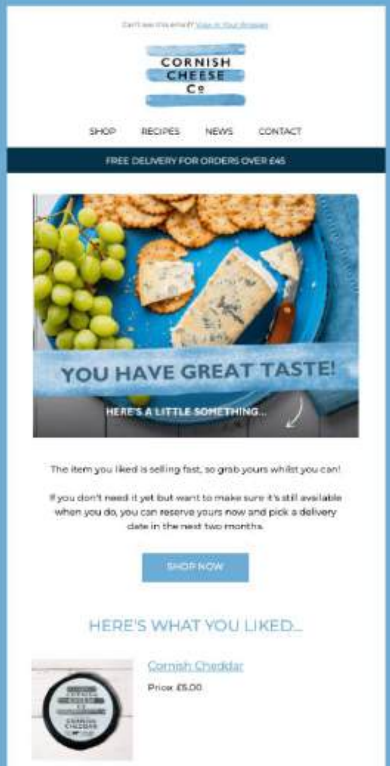
- **CHALLENGE:**
  Email marketing lacked consistency and a conversion strategy.
  Flows not optimised.
  No consistent social presence.
  Loss of profit.

- **STRATEGY:**
  Revamp current flows & add extras (Browse Abandonment Flow, Anniversary Flow, etc.).
  Optimise cross-channel strategy with the aim of D2C growth.

- **Q4 RESULTS:**
  52% REVENUE GROWTH
  46.18% EMAIL REVENUE GROWTH
  10X ROAS ON META
  743% INCREASE IN TIKTOK FOLLOWERS

2024 Q4 RESULTS

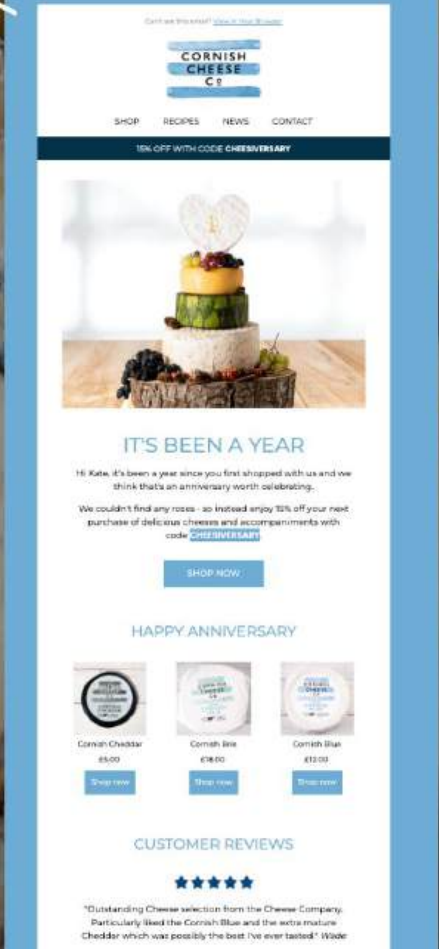
BROWSE ABANDONMENT FLOW



Received:
75% Open Rate
20% Click Rate

ANNIVERSARY FLOW

Received:
65% Open Rate
15% Click Rate



ACTION:

REVIEW YOUR EMAIL FLOWS!

ABANDONED CART.
BROWSE ABANDONMENT.
WELCOME FLOW.
POST-PURCHASE.

THE FLOWS THAT DO THE HEAVY LIFTING WHEN THINGS GET BUSY.
START NOW, TEST, TWEAK, AND WATCH THEM PERFORM WHEN THE PRESSURE'S ON.

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WE'VE TALKED ABOUT...

1.	2.	3.	4.	5.
WHY Q4 MATTERS MORE THAN EVER	WHAT'S CHANGED THIS YEAR	THE MISTAKES WE SEE TOO OFTEN	WHAT ACTUALLY WORKS	REAL EXAMPLES FROM REAL BRANDS

We are REALLY passionate about helping food & drink brands maximise Q4, not just with ideas, but with strategies that actually DRIVE SALES 🔥

YOUR NEXT STEP...

JOIN OUR Q4 GROWTH ROUNDTABLE IN LONDON!

This is a closed-door working session for ambitious food & drink brands ready to make Q4 count!

YOU'LL WALK AWAY WITH:

- Proven strategies to boost Q4 sales
- A pressure-tested campaign plan
- 3 clear actions you can implement immediately
- The confidence to stop second-guessing

REAL RESULTS:

We've helped brands generate £56K+ from email & 5x sales with smarter strategy.

11TH SEPTEMBER. LIMITED SEATS. £97 PER PERSON!

SCAN TO BOOK!

CAN'T MAKE LONDON? JOIN OUR CLUB!

YOUR ONLINE MEMBERSHIP FOR SCALING SMARTER!
(WITHOUT THE AGENCY PRICE TAG)

INSIDE THE FOOD MARKETING CLUB:

- MONTHLY MASTERCLASSES & TRAINING SESSIONS
- ACCESS TO RESOURCES, TEMPLATES & TOOLS
- SUPPORTIVE COMMUNITY OF FOOD & DRINK FOUNDERS
- BOOST SALES, GROW YOUR LIST & ATTRACT LOYAL CUSTOMERS

SPECIAL OFFER:

3 MONTH MEMBERSHIP FOR LESS THAN HALF PRICE!
£57 PER MONTH (*RRP £127 PER MONTH*)


Q&A

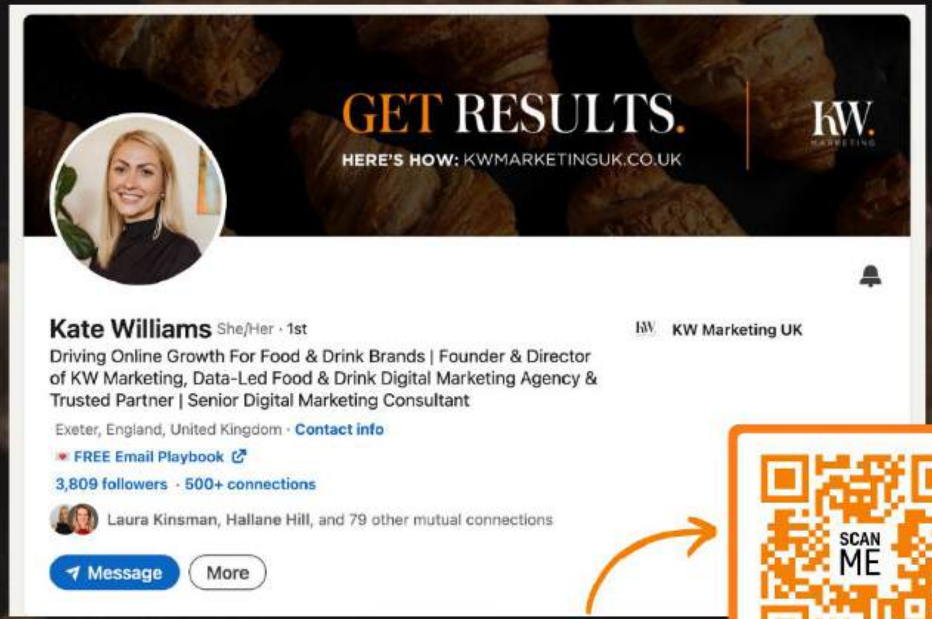
FUELLING FOODIES

THE FOOD MARKETING PODCAST

LISTEN NOW ACROSS ALL PODCAST STREAMING PLATFORMS

Spotify · APPLE PODCASTS · YouTube · Listen on amazon music · & MORE

THANK YOU!



FIND ME ON LINKEDIN!

SCAN ME

FIND US AT
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