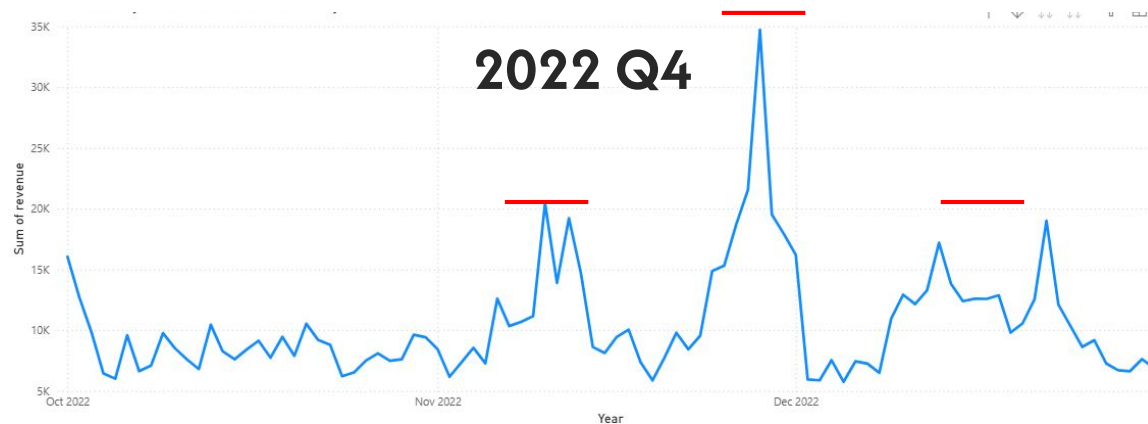# Q4 Marketing Strategy:
Where to Invest for Maximum Impact

- 2023 Q4 drives 47% of annual revenue - Industry standard is 30-40%

- Highest growth potential:
  - Shoes
  - Coats
  - Jumpers
  - Sweatshirts

- Grow email list by **15th November** to maximise 3 peak windows in Q4

Prism

3 Revenue Spikes Every Q4

2022 Q4

2023 Q4

Prism

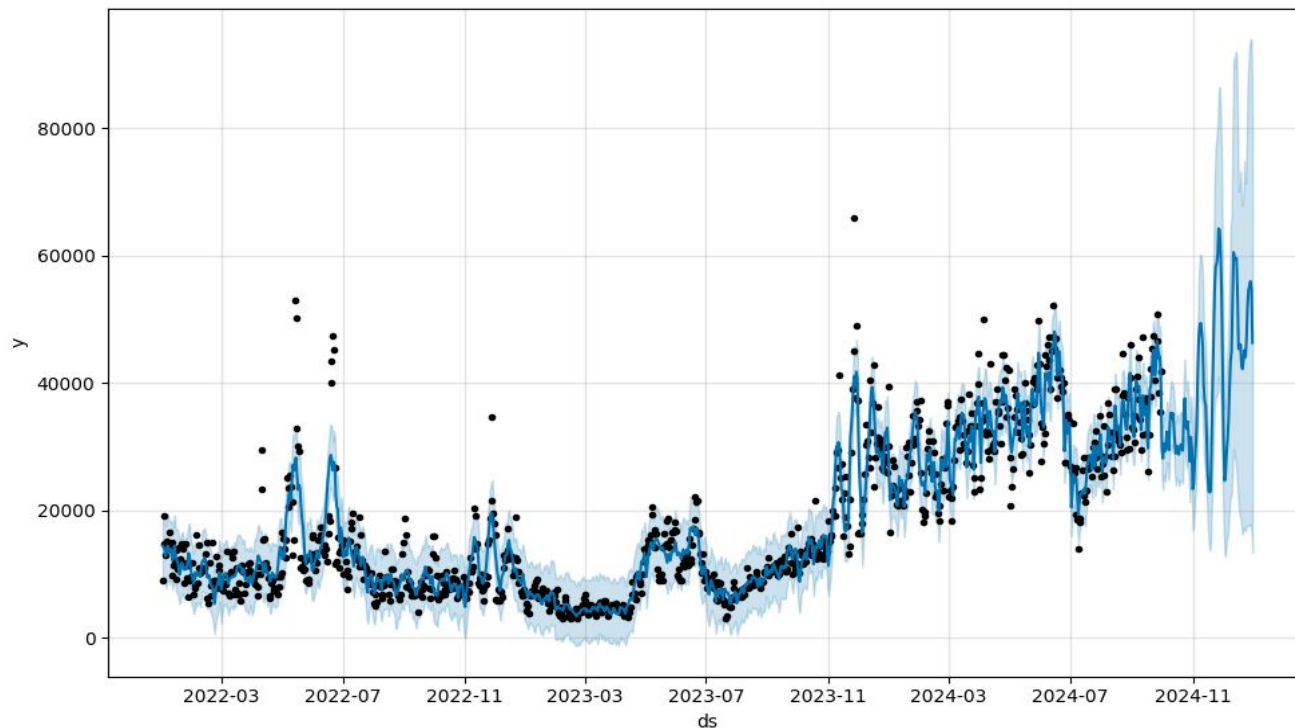Timing: Three Critical Windows

Wave 1 : Pre-Black Friday

Wave 2: Black Friday

Wave 3: Pre-Christmas Panic

Q4 90% Growth Expected

Prism

Timing: Three Critical Windows
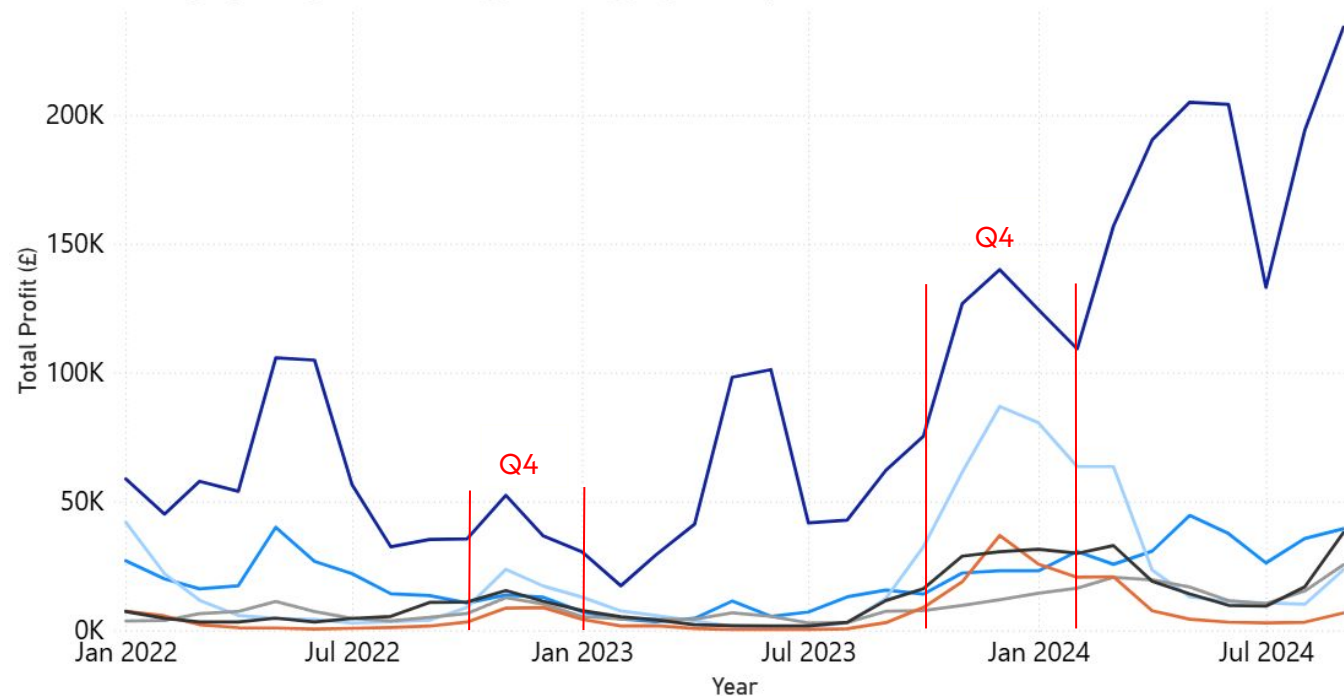
Wave 1 : Pre-Black Friday

Wave 2: Black Friday

Wave 3: Pre-Christmas Panic

Year	Q4 Revenue	Growth
2022	£966,177	N/A
2023	£2,103,100	110%
2024	£3,995,890	90%

Top-Performing Product Categories

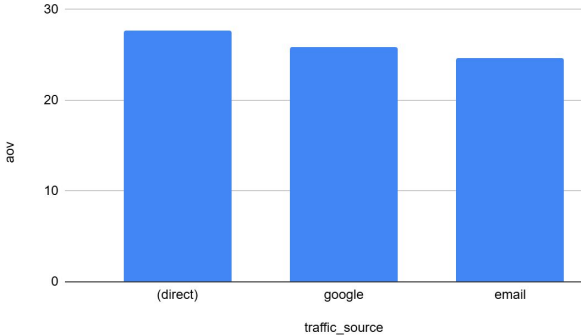item_sub_category ● Bags ● Coats ● Joggers & Leggings ● Jumpers ● Shoes ● Sweatshirts

- Consistent top performer
Shoes: 45% of Q4 2024 revenue

- Biggest Growth spikes:
Coats 24%
 Jumpers + Sweatshirts each ~9%

- Steady performers
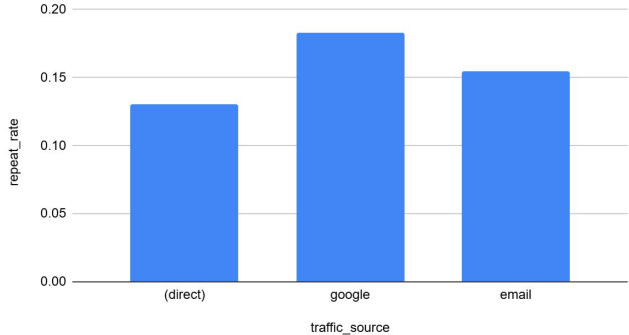 Bags 7%
Joggers + Leggings 6%
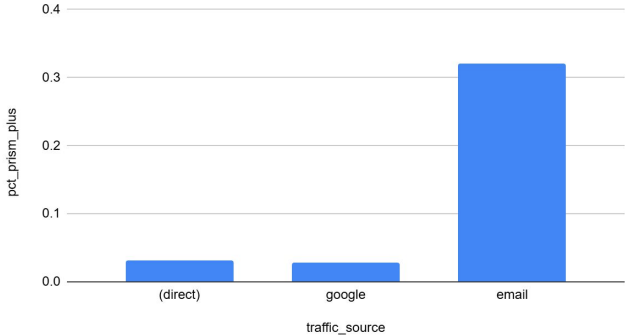
4

High Valued Email Customers

Average Order Value (£)

Repeat Purchase Rate

Prism Plus %

Email: Lower AOV and repeat purchase rate

Email: Lower AOV and repeat purchase rate
Highest Prism +

Three Critical Q4 Marketing Windows

Expectation: **Highest Q4 revenue uplift vs any other period**

Prioritise **Shoes**, **Coats**, **Jumpers**, **Sweatshirts**

Use **email for loyalty + repeat**, use **Direct/Google for high-value AOV**

Build list **before 15 Nov** to influence all waves

Expectation: **Highest Q4 revenue uplift vs any other period**

Strategy = **Right products × Right channels × Right timing**

Prism

THANK YOU

Any questions?