

# eCommerce For The Holidays

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.



# Who is This For?



# Why Holiday Campaigns Matter

The holiday season is the most lucrative period for retail, with sales often representing up to 30% of annual revenue. Many e-commerce sites report **their highest traffic** volumes during the holiday season.

Missing out on maximizing the holiday season can have a significant impact on yearly figures.

# Unlock the Holiday Potential for Your Business



LIMITED TIME SALE

# BLACK Friday

3 DAYS IN STORE & ONLINE  
NOV 24TH - NOV 27TH

OUTLET SALE UP TO 60 OFF

WWW.REALLYGREATSITE.COM



THESE PAW-SOME DEALS WON'T LAST!

# CYBER MONDAY

VISIT [REALLYGREATSITE.COM](http://REALLYGREATSITE.COM) TODAY!

**SALE**



WE HAVE UNBELIEVABLE DEALS JUST FOR YOU!

# Happy Hanukkah Sale



CHRISTMAS SALE

UP TO 50% ★



African Culture Preservation Org

# KWANZAA SALE

December 29, 4PM

Buy tickets at [www.reallygreatsite.com](http://www.reallygreatsite.com)

# Consumer Behavior Shifts

Consumers are more open to purchasing, often seeking gifts for others and deals for themselves.

This openness means that even visitors who aren't regular customers have a better chance of converting during the holidays.

A significant portion of holiday shoppers will try new stores or brands during the holidays, especially if enticed by deals or unique products.

This is a chance not just for a one-time sale but for acquiring lifelong customers. A single positive shopping experience can lead to multiple sales as satisfied customers share their finds with friends and family

# Plan Your Calendar

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# Recognize Key Shopping Dates

**Green Monday:** Often the second Monday of December and is one of the biggest online shopping days.

**Free Shipping Day:** December 14, where e-commerce stores offer free shipping.

**Small Business Saturday:** The Saturday after Thanksgiving, to celebrate the impact of small business on our communities.

These lesser-known dates can be advantageous. Not every competitor will capitalize on them, creating an opportunity for unique promotions.





# Shipping Deadlines

Every major shipping carrier has cutoff dates for holiday deliveries.

Consider your **processing times** and provide **clear** last-order dates for holiday delivery.

Proper communication around shipping ensures customer satisfaction and reduces potential shipping-related complaints.

# Post Holiday Sales

When: Days immediately following Christmas and leading up to New Year.

Nature of Sales: Overstock clearance, end-of-year sales, and New Year-themed promotions.

Implication: Many consumers hunt for post-holiday deals, especially those spending **gift cards** or making exchanges. It's an opportunity to keep the momentum going.

# Returns and Exchanges

Typically, the first week of January sees a spike in returns.

Ensure easy return policies and clear guidelines to manage post-holiday returns efficiently.

A smooth return experience can help retain customers and build trust.



# Inventory

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# Data-Driven Decisions

Use sales data from previous years to forecast the potential demand for products.

Identify which items gained popularity towards the end of the year.

Take time to understand past patterns, to make informed decisions about which products to stock up on.

# Diversify Inventory

**Trending Products:** What's hot right now?

**Core Products:** Ensure ample stock for bestsellers and signature items.

**Seasonal Specials:** Introduce holiday-themed products or bundles.

**Order Bumps:** Stock smaller, affordable items that can be easily added to a cart for last-minute gifting or to qualify for free shipping.

Offering a range of products caters to diverse shopper needs, increasing the chance of multiple purchases or upsells

# Inventory Management

Implement software that tracks stock levels, provides insights, and predicts demand.

Ensure your inventory system is integrated with your e-commerce platform for real-time updates.

Leveraging technology minimizes human error, provides real-time data, and aids in making informed decisions.

# Website Readiness

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# Responsive Design

People are increasingly transitioning to shopping on their phones. People are busy and do shopping in between tasks.

Ensure your site looks and works well on smartphones, tablets, and desktops.

A seamless mobile experience can capture more sales, as many shoppers browse and buy on-the-go.

# Website Speed



Slow-loading sites can deter potential buyers, with every second of delay impacting conversion rates.

Compress images, utilize CDNs, and streamline code.

Faster load times improve user experience and can boost SEO rankings, driving more organic traffic.

# Simplify Your Checkout

The fewer clicks between a user and a purchase, the better. Reduce your **FRICTION**.

**Guest Checkout:** Not everyone wants to create an account; offer a guest checkout option.

**Payment Options:** Integrate multiple payment methods, including credit cards, digital wallets, and buy-now-pay-later options.

Simplifying the checkout process **reduces** cart abandonment rates.

# Secure Your Site

**SSL Certificate:** Ensure your site is secure, displaying the padlock symbol in the browser.

**Trust Badges:** Display security and payment badges to reassure customers.



Building trust can lead to higher conversion rates as customers feel more comfortable making a purchase.

# Holiday Themes

Update banners, hero images, and CTAs with holiday themes.

Special Deals Section: Create a dedicated section or page for holiday promotions.

Themed elements can get shoppers in the festive spirit, encouraging more holiday purchases.



# Banners and Header Images



A festive banner with a dark red background. The top left corner features a close-up of a Christmas tree branch with green needles, red and silver ornaments, and warm white lights. The text is centered and reads: "SPECIAL OFFER" in small white caps, "Christmas Sale!" in a large, elegant white script font, and "UP TO 50% OFF" in a bold white sans-serif font. Below this is a line of small white text: "Lorem Ipsum is simply dummy text of the printing and typesetting industry." At the bottom center, there is a white "SHOP NOW" button with a thin underline, and the website address "www.reallygreatsite.com" in a smaller white font. The bottom left corner shows a gold star, a red ornament, and a white gift box with a red and white striped ribbon.

SPECIAL OFFER  
*Christmas Sale!*  
UP TO 50% OFF

Lorem Ipsum is simply dummy text of the printing and typesetting industry.

[SHOP NOW](#)

www.reallygreatsite.com



A banner with a green background decorated with white snowflakes. On the left, a man with glasses and a friendly expression is pointing upwards with both hands. In the top right corner, the text "MAKE THIS" is written in large, bold, white sans-serif font on an orange rectangular background. Below it, the text "Download the Holiday Baking Guide!" is written in white sans-serif font. Underneath is a white email input field with the placeholder text "Enter your email" and a small "Email" label above it. At the bottom right, a white button with an orange border contains the text "GIVE ME THE FREE GUIDE!". A green Christmas ornament is visible in the bottom right corner.

**MAKE THIS**

Download the Holiday Baking Guide!

Email  
Enter your email

**GIVE ME THE FREE GUIDE!**



A banner with a dark teal background. The text "THE WINTER SUPER SALE" is written in large, gold, serif font, centered in the upper half. Below it, in a smaller white sans-serif font, is the text "UP TO 80% OFF FROM DEC. 15 TO JAN. 15 ACROSS ALL ANISSA & TAM CO. STORES!". On the right side, there is a circular inset image with a gold border showing a woman and a young child sitting on the floor, looking at a tablet together. The woman is smiling and pointing at the screen. The child is also smiling. The background of the inset image is a warm, indoor setting. There are gold starburst graphics on the teal background, one near the top right and one near the bottom right.

THE WINTER  
SUPER SALE

UP TO 80% OFF FROM DEC. 15 TO JAN. 15  
ACROSS ALL ANISSA & TAM CO. STORES!

Offers

A dark blue, solid-colored shape that starts as a thin line at the bottom left and expands diagonally upwards to the right, filling the bottom right portion of the page.

# Positioning Matters

Flash Sales

Insiders Look

Buy One Get One

Early Bird Discount

Member Discounts

Limited Stock Offers

Tiered Discounts- buy more, save more

Spin the Wheel

Gift card with purchase



# Check Out the Competition

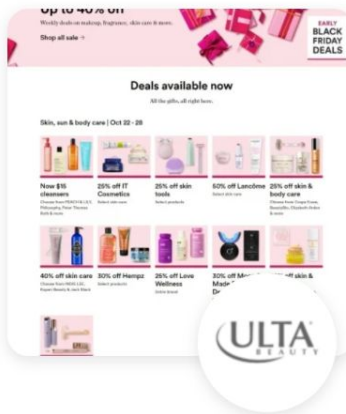


**Our Top Toys List is here!**  
Find their next fave thing & the hottest holiday picks.

**TOP TOY**

**Walmart**

This advertisement features a grid of various toys including a blue toy car, a pink dollhouse, a Hello Kitty plush, a stuffed dog, and a toy truck. A circular Walmart logo is positioned at the bottom right of the grid.



**Up to 40% off**  
Weekly deals on makeup, fragrances, skin care & more.

**EARLY BLACK FRIDAY DEALS**  
Shop all sale!

**Deals available now**  
All the gifts, all right here.

**Skin, hair & body care | Oct 22 - 28**

<b>New \$10</b> Beauty Bar Soap 2.5 oz. (1.5 oz. each) \$1.99	<b>25% off FT Cosmetics</b> Foundation, Concealer, Blush, Lipstick \$1.99	<b>25% off skin tools</b> Beauty tools \$1.99	<b>50% off Lancôme</b> Beauty tools \$1.99	<b>25% off skin &amp; body care</b> Beauty tools \$1.99
<b>40% off skin care</b> Beauty tools \$1.99	<b>30% off Huggies</b> Beauty tools \$1.99	<b>25% off L'Oréal</b> Beauty tools \$1.99	<b>30% off M</b> Beauty tools \$1.99	<b>25% off skin &amp; body care</b> Beauty tools \$1.99

**ULTA BEAUTY**

This advertisement displays a grid of various beauty products including lotions, creams, and makeup items. A circular Ulta Beauty logo is positioned at the bottom right of the grid.



**FRIDAY** *days* **OCTOBER 27 - 29**

**BUY ONE GET ONE FREE**  
Winged Slingers Socks  
Clearance from an assortment.  
\$7.99

**Men's & Women's Heavy Sport Sweater Lounge Pants**  
Men's: \$19.99  
Women's: \$19.99  
Reg. \$12.99

**20V ATOMIC COMPACT DRILL/DRIVER IMPACT DRIVER KIT**  
\$99.99  
YOUR CHOICE  
PLUS BUY ONE OF THESE AND RECEIVE A BATTERY

**Men's & Women's Heavy Sport Sweater Lounge Pants**  
Men's: \$19.99  
Women's: \$19.99  
Reg. \$12.99

**F&H Outfitters Mesh Camp Chairs**  
\$14.99  
Reg. \$29.99

**69.99** ~~150~~ **399.99** ~~599~~  
\$100 off with Code: 100

**Farm & Home SUPPLY**

This advertisement features various home goods including clothing, camping chairs, and power tools. A circular Farm & Home Supply logo is positioned at the bottom right of the grid.



**FAMILY DOLLAR**  
Helping you do more.

**More Joy This Holiday!**

**FAMILY DOLLAR**

This advertisement shows a family of four decorating a Christmas tree in a living room. A circular Family Dollar logo is positioned at the bottom right of the image.



**FAMILY DOLLAR**  
Helping you do more.

**More to Share**

**Hundreds of Toys '15 & under**

**FAMILY DOLLAR**

This advertisement features a collection of toys including dolls, stuffed animals, and action figures. A circular Family Dollar logo is positioned at the bottom right of the grid.

# Facebook Ads

✔ Active


Started running on Oct 24, 2023

Platforms    

This ad has multiple versions 



See ad details

 **Nextnecklace.com**  
Sponsored

2023 Black Friday pre-sale starts now 

Learn more: <https://bit.ly/2YvuCi5>

Any order enjoy 10% off & more promotions

 Free shipping & Easy return 



NEXTNECKLACE.COM  
Halo Pear Cut Pendant Necklace  
Nextnecklace

Shop Now

✔ Active


Started running on Oct 24, 2023

Platforms    

This ad has multiple versions 



See ad details

 **Nextnecklace.com**  
Sponsored

2023 Black Friday pre-sale starts now 

Learn more: <https://bit.ly/2YvuCi5>

Any order enjoy 10% off & more promotions

 Free shipping & Easy return 



NEXTNECKLACE.COM  
Halo Pear Cut Pendant Necklace  
Nextnecklace

Shop Now

✔ Active

Started running on Oct 21, 2023

Platforms    

This ad has multiple versions 



See ad details

 **Italo Jewelry**  
Sponsored

Black Friday Pre-sale, The Gift that Wrapped up in Love 

Any order 10% off & more promotions enjoy now

Shop Now: <http://italojewelry.io/Cwo>

 Free shipping & Easy return 



ITALOJEWELRY.COM  
Two Tone Interwine Titanium Steel Couple Rings  
Italojewelry

Shop Now

Source: [Facebook Ads Library](#)

Marketing

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# Email Marketing

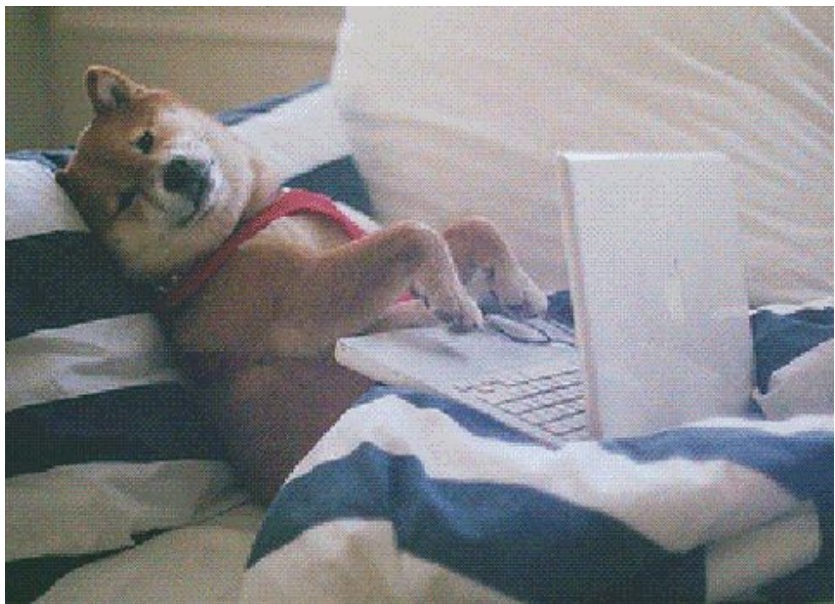
These are your 'hottest' audiences.

Tailor messages based on past purchase history, browsing behavior, and user preferences.

Sequence of emails leading up to major sale days, creating anticipation.

Personalization: Use the recipient's name, suggest products based on browsing history.

Well-crafted emails can result in higher open rates, click-throughs, and conversions.



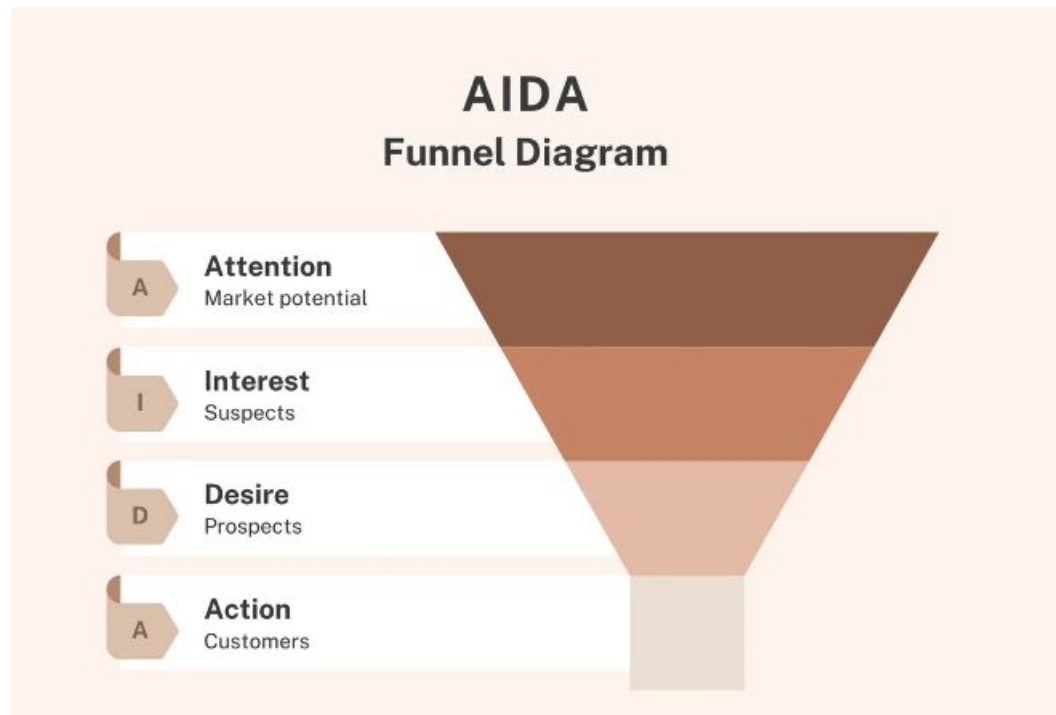
# Paid Ads

## Targeting:

COLD: Buyer demographics

WARM: Serve ads to users who've visited your site (or social media pages, or watched your videos) but haven't made a purchase.

HOT: People who have added to cart or spent a certain amount of time on your page(s)



# Holiday Themed Ads



# Social Media

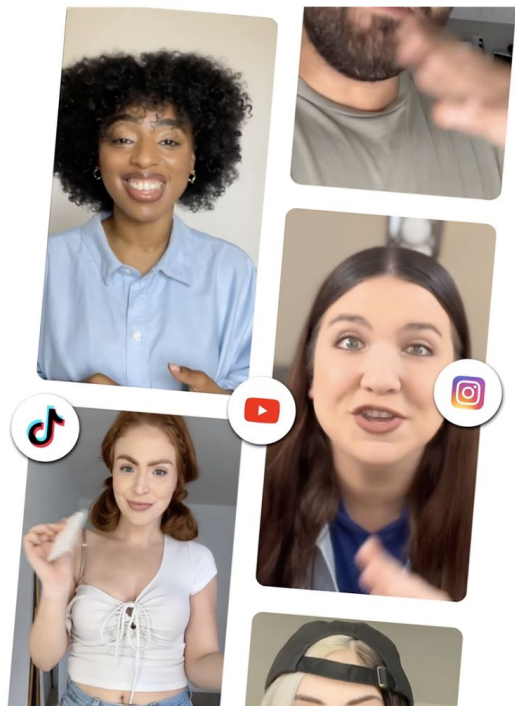
**Get Festive:** Share holiday-themed content, behind-the-scenes looks, or showcase popular products.

**Exclusives:** Announce limited-time offers exclusively on social platforms to engage followers.

**User-Generated Content:** Encourage customers to share their purchases or experiences using a branded hashtag.

Active social media presence can boost brand visibility, engage customers, and drive direct sales.

# User Generated Content



Woman using face roller

Add to Cart | \$19



Male doing jumping lunge outside

Add to Cart | \$19

Source:  
[Billo.app](https://Billo.app)



# Create Holiday Themed Social Media



# Influencers

Collaborate with influencers relevant to your product category.

Unboxing & Reviews: Send products for influencers to review or unbox, showcasing to their audience.

Discount Codes: Provide influencers with unique discount codes for their followers.

Influencers can introduce your brand to a broader audience and add credibility.



Source: [Instagram](#)

annamariadamm · Follow



annamariadamm 148w  
Cozy Indoor Christmas Feeling 🌟

Werbung\*  
Irgendwie fehlen die Weihnachtsmärkte dieses Jahr. Deshalb haben wir kurzerhand mit @otto\_de bei @katharinadamm\_official einen kleinen Weihnachtsmarkt gemacht, mit Crêpes, Glühwein und allem was dazu gehört! 🥰  
#heimnachten

See translation



rajitdhanuk 145w  
I love you



Reply



bel.lamueller 147w  
🥰🥰



Reply



24,353 likes  
DECEMBER 19, 2020



Add a comment...



Source: [SouthernBelleinTraining](#)

# Reach

Influencers fall into certain categories based on their reach:

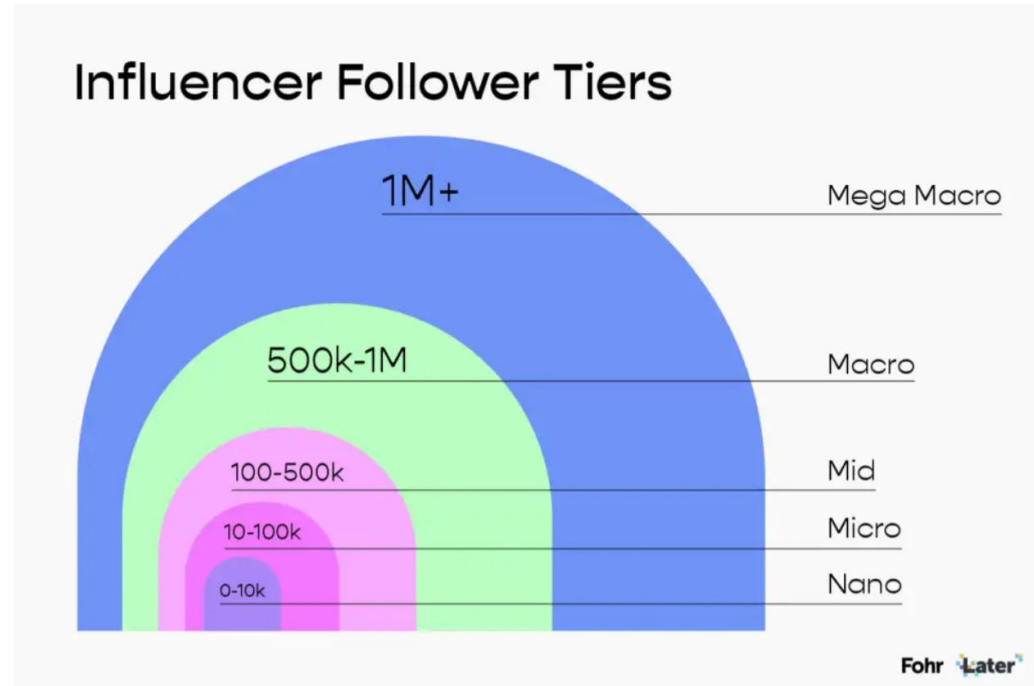
Nano-influencers: 1,000–10,000 followers

Micro-influencers: 10,000–50,000 followers

Mid-tier influencers: 50,000–500,000 followers

Macro-influencers: 500,000–1,000,000 followers

Mega-influencers: 1,000,000+ followers



# Pricing

According to Influencer Marketing Hub, here are some price points you can expect when working with micro-influencers:

Instagram: \$100–\$500/post

YouTube: \$200–\$1,000/video

TikTok: \$25–\$125/video

Twitter: \$20–\$100/Tweet

Facebook: \$250–\$1,250/post

# Timing

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# When to Begin

4 weeks before you launch your offer

Plan your content

Get your product photos taken

Decide on which platforms to market

Get your pixels and conversion tracking in place

# Countdown

29 days until Black Friday

31 days until Small Business Saturday

33 days until Cyber Monday

43 days until the start of Hanukkah

61 days until Christmas

62 days until Kwanzaa



# Post Holiday Strategy

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# Social Media

Encourage customers to share photos of their holiday purchases in use. This can serve as social proof for future customers.

Use a hashtag.

Follow up with a request for a review. Incentivize feedback: gift cards, drawings, offers.

Show the human side of your business. Share post-holiday wind-down activities or team celebrations.

# Email Engagement

Send personalized thank you emails to first-time customers. A simple acknowledgment can make them more likely to return.

**Loyalty Rewards:** Offer special deals or additional loyalty points to returning customers to encourage repeat business.

**Feedback Surveys:** Ask new customers about their shopping experience. This not only provides valuable insights but also demonstrates that you value their opinion.

**Special Offers:** Provide unique deals or early access to sales for those who made their first purchase during the holidays.

# Plan for Upcoming Events

Valentine's Day

Presidents Day

Easter

Memorial Day

Utilize the momentum from the holiday season to prepare for upcoming special days.

Give holiday shoppers early access or sneak peeks to upcoming collections or sales.

Analyze

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# Debrief

Gather feedback from different departments (customer service, shipping, marketing) to understand challenges faced and areas of improvement.

Which strategies worked best?

Look at your numbers!! Look for patterns. Did you grow? Where are opportunities to improve?

Website

Offers

Checkout process

Graphics

Timing

# Metrics to Track

Traffic YoY and MoM

New Users vs Returning Users

Traffic by Source

Conversion Rate

Average Order Value

Sales



# Conclusion

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The holiday season offers a golden opportunity for e-commerce businesses, presenting a time of heightened consumer spending and intensified search for the perfect gifts.

By meticulously planning, executing, and monitoring each facet of your e-commerce operations, you can ensure a successful and profitable holiday season. **Beyond immediate sales**, the holidays provide a chance to create lasting impressions, nurture customer relationships, and set the stage for growth in the coming year.

- Familiarize yourself with the holiday calendar to anticipate major sales events and customer behaviors.
- Utilize historical data, ensure smooth supplier communication, diversify inventory, and prepare for post-holiday returns.
- Enhance your website's speed, design, navigation, and checkout process to facilitate smooth shopping experiences.
- Harness the power of email marketing, social media, PPC, retargeting, and, importantly, influencer collaborations to reach a broader audience.
- Continuously monitor performance metrics, gather feedback, and adjust strategies in real-time to optimize results.

# Resources:

[Look at Black Friday Flyers](#)

[Facebook Ads Library](#)

[Find an Influencer](#)

[Get User Generated Content](#)

[Influencer Rates](#)

[Holiday Graphics](#)

# Questions?

Type your question to the chat box

Contact Us:

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