

A decorative spruce branch with vibrant red berries is positioned on the right side of the page, extending from the top right towards the bottom right. The branch is lush and green, with the berries providing a pop of color.

How To Own Online Holiday Sales This Year

We're helping you spruce
up online sales this season.

Jaygrass Marketing
WILMINGTON, NC

The Season Goals: Merry & Bright Bottom Lines

The holiday season is upon us and now is the time to start prepping your business for the busiest time of the year.

We're covering social media advertising best practices, promotional stats and tips, and hiring a temporary team to unlock online holiday retail success. Plus, we'll share a few ideas on how your business spread the some holiday cheer.

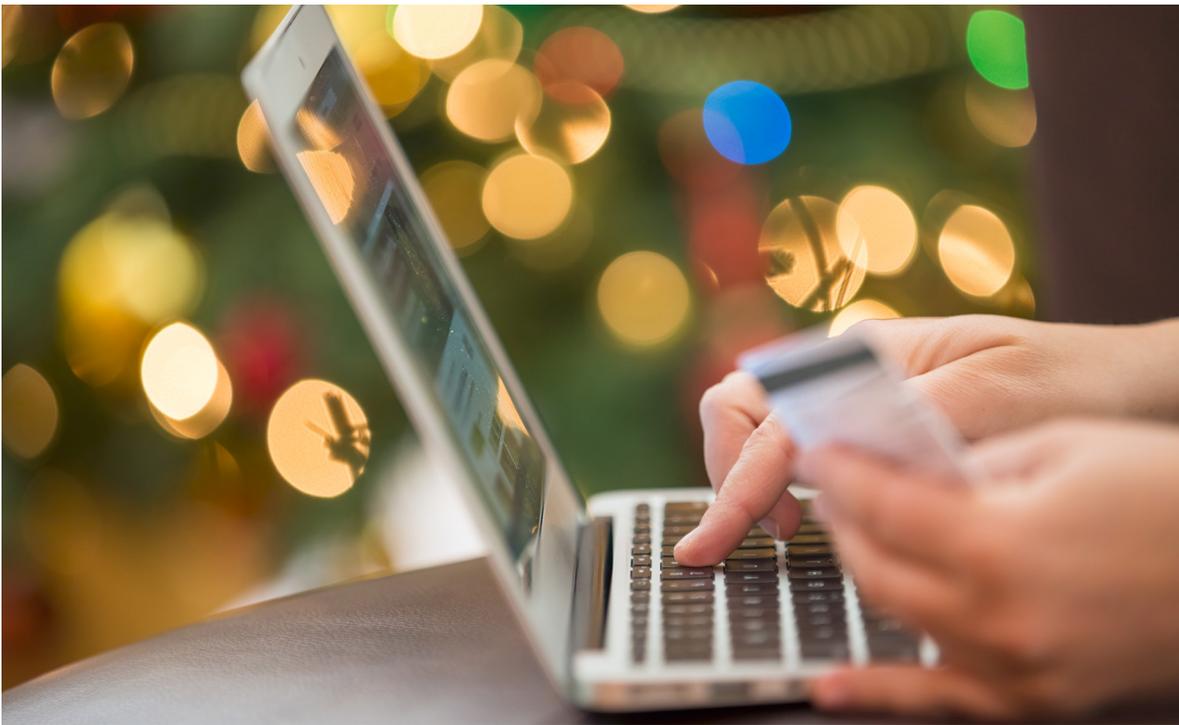
So don't get stuck with a lump of coal in your shopping cart this year.

Get started now! And as always email us with any questions you may have!



You Better Watch Out...& Plan

It's never too early to start planning and building your holiday campaign strategy. Your potential customers are shopping anywhere and everywhere and want you to make it easy to find your products and services. Plus, you want your inventory to stand out from your competition and build trust within your brand. Use [Shopping Insights](#) to see how you stack up.



42% of holiday shoppers wished that retailers did a better job of sharing inventory online

(Source: Google)



In November and December, digital ad space increases in cost as demand rises, so your budget for social media spending should increase in the fourth quarter. You should also anticipate greater site traffic around this time.



Now Is The Time To:

- Take inventory.
- Check your product pricing and select which products you would like to discount for promotional offers.
- Do your products immediate update online when your stock is low or out?
- Test your promotion codes.
- Test your checkout process on a mobile phone.
- Update your website content to convert the increased traffic to sales.
- Triple-check your FAQs webpage and Shipping info page!
- Set a social media spending budget.
- Plan your social media ad campaign.
- Run a test campaign prior to Black Friday or Cyber Monday to test your marketing plan.



In Oct-Dec, the average order value in the US is \$84.00, and \$122.50 worldwide.

\$1.68 Average CPC on Facebook for Black Friday in 2018.



Sleigh Your Offers

It's not secret, if you want to generate new clients online, you must be willing to pay.



Step One: Build An Audience On Your Social Channels, Early.

Ramp up your advertising efforts before the season starts to create audiences that you can later target. *Zero in on your audience and social platform preferences so you can meet your campaign objectives.* For example, a bakery may have more success with Pinterest advertising than on Facebook. Now is the time to test all social media channels and messaging so that you have the perfect recipe at the end of November.

Step Two: Start Optimizing For Promotional Keywords.

Around the holidays, using keywords like "sale", "discount", "offer", "coupon", "cheap", and "deal" create a spike. *Research keywords to find out what gets the most interest for your brand.* You should also test how long your sale should run. It's common practice to create a 72 hour offer to encourage instant action, then extend the offer to catch any procrastinators who may have missed out on your deal.

Step Three: Make Sure You're Mobile Friendly.

To maximize revenue, make sure your customers experience is efficient every step of the way. By offering enhanced in-app checkout options and personalized communication, you'll reach savvy shoppers, that will keep coming back. Instagram and Facebook allow you to set up commerce pages so that users can complete a purchase of your product without ever leaving their app. If this isn't an option your interested in, your website should have a mobile-friendly commerce page to help reduce your check-out abandonment rate.



Most Effective New Customer Channels

1. Facebook paid 72.5%
2. Instagram paid 58.8%
3. Search paid 56.9%
4. Instagram organic 41.2%
5. Search organic (SEO) 35.3%



Most Effective Existing Customer Channels

1. Segmented email offers 80.4%
2. General email offers 74.5%
3. Facebook retargeting for general site visitors 64.7%
4. Facebook retargeting for pages or products 62.7%
5. Instagram retargeting 51.0%



Most Effective Holiday Ecommerce Offers

1. Site-wide discounts 74.5%
2. Specific product discounts 58.8%
3. Coupon codes 52.9%
4. Free shipping on all orders 43.1%
5. Free shipping by order value 41.2%

(Source: Shopify Plus)

Preparing For Inventory & Extra Helpers

The holidays are the most wonderful and often busiest time of year. That means, inventory levels need to be pre-planned and managed to make a solid profit.

Pro Tip: Pull out those SOPs and FAQs and give them a good look. These training documents are imperative to have top-quality and consistent service support.

If you make the right prediction, you could sell out most of your inventory. But if predict too high, you could be left with a ton of unsold merchandise. The biggest part of the answer is data, and the software that makes sense to manage it. Be sure to contact your suppliers well in advance to set-up specific shipment days and holiday scheduling.

Another area of concern is additional labor that may be required to sustain your sales. Depending on your business size, you may need one or two temporary workers, but a larger operation may require more.

Now is the time to talk with your full-time staff about holiday leave requests. This will help you determine who can train new staff and how many temporary staff you'll need support your seasonal sales.

Be sure that you're adequately staffed for the extra customer service support, product shipping, and post-holiday returns!



Advice From The Pros:



Chase Fisher, CEO of Blenders Eyewear: *"The top three factors are historical performance, year-over-year growth, and marketing spend. Based on last year's growth, we're stocking up. We're going into it confident."*



Daniel Snow, founder of The Snow Agency: *"In order to prepare for the holidays, it is vital to have the marketing and logistics team on the same page. While we normally start projecting our holiday season in September—due to manufacturing turnaround times for our various products—projecting the marketing spend is crucial."*

Bottom line: your business's reputation should in the hands of people you trust, so coordinate with them ahead of time and you'll both *win*.



Tis' The Season For Giving



And giving isn't always about the gifts. The holidays, especially, are a reminder for business owners to re connect with their mission and the purpose behind their brand.

Consider hosting a Giving Tuesday event and donate a certain amount of your sales proceeds to a local nonprofit. Collect canned foods or host a "giving tree" in the month of November so patrons of your business can also give back while they shop. Or close your doors for a day and have your staff volunteer their time at the local homeless shelter or food bank.

Volunteering, offering extra help or taking time to get to know the customers in your community will make a lasting impression.



Are You In A Holiday Scramble?

We're happy to help plan your holiday sales campaign.

Just drop us a line and our elves will get back to you within 1 business day.

[Contact us.](#)