



## **101 Ecommerce Tips to Boost Holiday Sales**

October 26, 2010



**Matt Winn**  
Online  
Communications  
Specialist

# Agenda

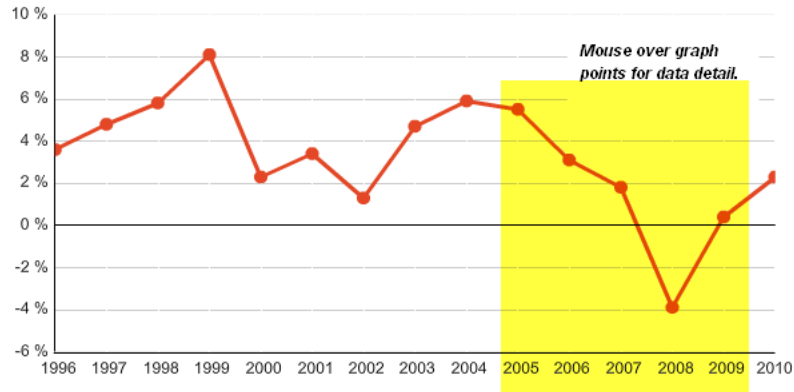


- Lessons from 2009 and predictions for 2010
- Conversion-boosting site design & navigation adjustments
- Holiday shipping tips from our friends at Stamps.com
- A good, long look at holiday e-marketing
- Special design and marketing promotions!
- Question & Answer

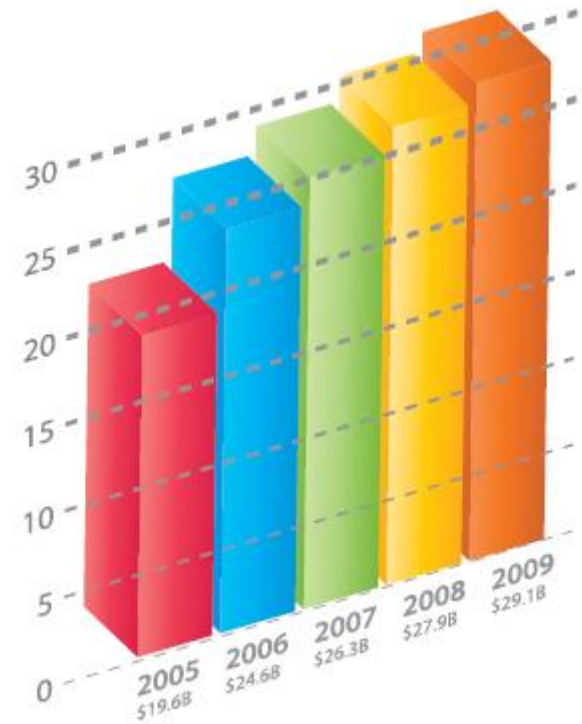
# Holidays 2009:

## Ecommerce a bright spot in a gloomy retail season

Holiday Sales Growth by Year, 1996 - 2010



\*estimated  
Source : NRF; derived from U.S. Department of Commerce data.



Ecommerce Sales

Retail Sales



# Key Takeaways from Last Year

**Comparison shopping more prevalent than ever**

Coupons and discounts critical to conversions

**Black Friday, Cyber Monday increase in importance**

SEM a focal point for online businesses



# 2010 Holiday Forecast:

Santa's on his way if you play your cards right



- ✓ **comScore forecasts 7-9% growth**
- ✓ **NRF predicts upwards of 15% growth**

## Consumer behaviors include:

- Usage of comparison shopping engines
- **Continued reliance on discounts**
- Utilization of mobile for research/purchase
- Increased dependence on social media

# Agenda



- Lessons from 2009 and predictions for 2010
- **Conversion-boosting site design & navigation adjustments**
- Holiday shipping tips from our friends at Stamps.com
- A good, long look at holiday e-marketing
- Special design and marketing promotions!
- Question & Answer

# Holiday Site Design

## #5: Create Urgency.

- Place a countdown on your landing pages and homepage.

## #7: Utilize Your Homepage.

- Update your main image or slideshow to be holiday-themed, pointing to special deals, gift cards, etc..

## #11: Schedule a Design Takedown.

- Set a specific deadline to remove all holiday design changes from your site. Save your images and code for next year.



# Quick Site Changes

## #26: Help shoppers be Santa.

- Highlight stocking stuffers by compiling smaller, low-cost items into one category.

## #30: Say more than “thanks.”

- Provide a holiday greeting and any upselling opportunities on your thank you page.

## #32: Avoid roadblocks at checkout.

- Don't force customers to register at checkout. A sale is more important than a customer contact.





# Quick Site Changes

## #34: Highlight affordable options.

- Clear excess inventory and appeal to bargain hunters by creating a “Clearance” category.

## #37: Reassure shopper safety.

- Make customers feel safe by showing off your SSL seal and service hotline.

## #40: Get a second and third opinion.

- After making your holiday design and navigation changes, pull in some friends to perform user testing.



# Agenda



- Lessons from 2009 and predictions for 2010
- Conversion-boosting site design & navigation adjustments
- **Holiday shipping tips from our friends at Stamps.com**
- A good, long look at holiday e-marketing
- Special design and marketing promotions!
- Question & Answer

# Streamline Your Shipping Process

**Volusion customers can now reduce costs and improve efficiency with the new Stamps.com integration and the USPS®**

- Print USPS postage for all mail classes, including Priority Mail®, Express Mail®, Media Mail, Parcel Post and First Class Mail International all via XML format
- Verify shipping addresses with CASS-certified Stamps.com software
- Batch print up to 1,000 labels at a time
- Hide postage amounts on shipping labels

# Impact of Shipping on Your Total Revenue

## Why do customers leave shopping carts?

Reasons for Shopping Cart Abandonment		
#1	High shipping charges	46%
#2	Wanted to comparison shop	37%
#3	Lack of money	36%
#4	Wanted to look for a coupon	27%
#5	Wanted to shop offline	26%
#6	Couldn't find preferred pay option	24%
#7	Item unavailable at checkout	23%
#8	Couldn't find customer support	22%
#9	Security concerns	21%

# Free Shipping

How do you make sure you can offer Free Shipping?

1. Know how much Free Shipping costs
2. Know when you can afford it
3. Make it work for you — Sell it!
4. Get the best postal rate possible



Free Shipping will help you increase sales. But the shipping costs are coming out of your pocket. Save profits by using lowest cost carrier.

# Extra Shipping Tips



## #13: Display customer deadlines.

- Tell customers the last day they can order to receive their package on time.

## #17: Provide in-store pickup.

- This will remove shipping costs for you and your customer.

## #23: Offer free return shipping.

- Consider offering free shipping for returned items to instill confidence before buying

# Agenda



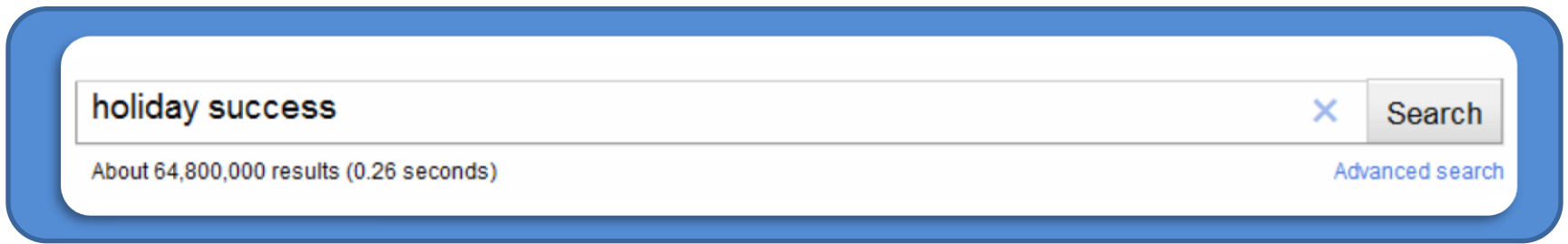
- Lessons from 2009 and predictions for 2010
- Conversion-boosting site design & navigation adjustments
- Holiday shipping tips from our friends at Stamps.com
- **A good, long look at holiday e-marketing**
- Special design and marketing promotions!
- Question & Answer

# Search Engine Optimization

(You're late but there's still hope)

## #79: Feed Google something new.

- Submit a new sitemap to search engines with new holiday products and categories.



## #80: Holiday metatags are friends.

- Adjust your meta data to include holiday-related keywords to help SERP rankings.



# Pay Per Click

## #63: Add cheer to your keywords.

- Adjust your campaigns to include holiday keywords, but watch your bids.

## #65: Scale back on the content network.

- Shoppers are making specific product searches, not browsing blogs.

## #68: Update your landing pages.

- Add holiday themes and be consistent with the messaging in your ads.

Sponsored links

### [Unique Holiday Gifts](#)

Large Selection of Unique **Holiday Gifts**.  
Fast Shipping. Buy Online!  
[www.VermontCountryStore.com/Gifts](http://www.VermontCountryStore.com/Gifts)

### [Gifts For Dad](#)

**Gifts For Dad** Personalized Free! Great  
**Gift Ideas** & Fast Shipping  
[www.PersonalizationMall.com](http://www.PersonalizationMall.com)  
[+ Show products from this advertiser](#)

### [Gifts For Dad - Save Big](#)

20% Any Purchase. 15% Off Orders over  
\$80. 20% Off Orders over \$125!  
[www.RedEnvelope.com](http://www.RedEnvelope.com)  
RedEnvelope.com is **rated** ★★★★★

### [Online Gift Boutique](#)

Unique, artist made, handmade **gifts**  
Jewelry. Pottery. Kid's items!  
[www.SparklingUp.com](http://www.SparklingUp.com)

### [Gifts For Daddy](#)

Shop or Design Your Own **Gift**. Premium  
Quality. Ships in 24 Hours!  
[www.zazzle.com](http://www.zazzle.com)  
Zazzle.com is **rated** ★★★★★

### [10 Weeks Until Christmas](#)

Great **Gifts** For The Men In Your Life.  
Shop Today For Tools And More  
[www.Rockler.com](http://www.Rockler.com)

# Pay Per Click

The Google logo, featuring the word "Google" in its signature multi-colored font (blue, red, yellow, blue, green, red) with a trademark symbol.

## #70: Be aggressive. B-E aggressive.

- Step up your branded competitive bids to steal sales from competitors.

The Yahoo! logo, featuring the word "YAHOO!" in a purple, serif font with a trademark symbol.

## #73: Avoid wasted cash on wasted clicks.

- Evaluate and add to your negative keyword list for the holidays.

The Bing logo, featuring the word "bing" in a blue, lowercase, sans-serif font with a trademark symbol.

## #74: Don't be such a Scrooge.

- Be willing to spend a little more by raising your daily minimum.

# Comparison Shopping Engines

The screenshot shows a Google search for "iphone 4" with approximately 1,439,378 results. The search results page features a sidebar on the left with navigation options like "Everything" and "Shopping". The main content area displays sponsored results from AT&T and ATTOlineOffers.com, followed by two product listings: "Apple iPhone Smartphone 4 GB - shared - AT&T - GSM" priced at \$260 and "Apple MC608LLA iPhone 4 16 GB Black Unlocked" priced at \$560. Each listing includes a product image, a brief description, and a "Compare prices" button.

## #92: Get started with CSEs.

- Start with the free ones, move to the paid ones.

## #95: Time is of the essence.

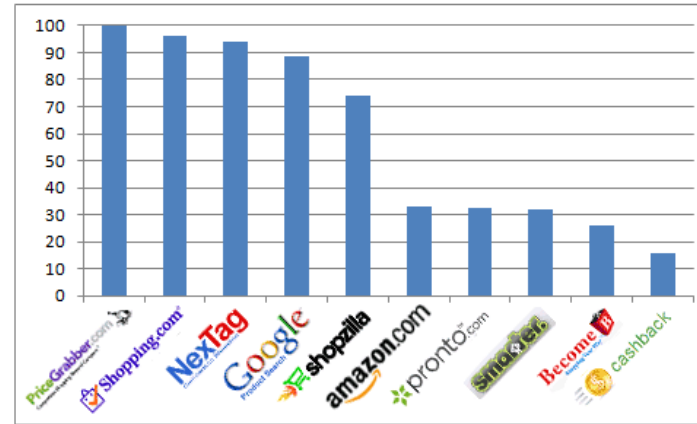
- Submit your products early – it can take 24 hours to 4 weeks to get listed

# Which CSEs are most effective?

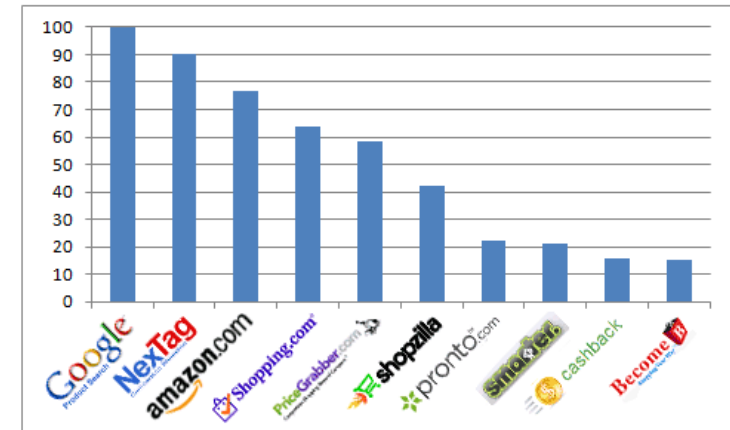
## Top 10 CSEs – Q3 2010

1.  Google Product Search
2.  NexTag Comparison Shopping
3.  PriceGrabber.com Comparison Shopping Beyond Compare?
4.  Shopping.com
5.  amazon Product Ads an amazon services+ product
6.  shopzilla
7.  bing
8.  pronto.com
9.  Become Shopping Your Way
10.  smarter

Traffic



Revenue



# Coupons and Discounts

## #48: Blow it out on the big days.

- Offer discounts catered to Black Friday and Cyber Monday. Your competitors will.

## #51: Help others help you.

- Provide your affiliates with updated banners that are holiday-themed and include new promotions.

## #55: Make a schedule and post it.

- Create a comprehensive promotions calendar. Post it in a place that's easily referenced.



# Social Media

## **#85: Promote your promotions.**

- Don't forget to list your coupons and special deals on social channels.

## **#87: Ask customers questions.**

- Run a poll asking followers for gift ideas & follow up with a discount.

## **#88: Turn to your blog for SEO help.**

- Write posts with holiday long-tail keywords, linking to specific product pages on your site.

# Q&A

Thank you for attending! Download all 101 tips by clicking [here](#).

Questions? Call us: 800.646.3517