



How to win the holiday season

An e-commerce checklist

The countdown starts here!

To really get the most out of the most important period in the e-commerce calendar, you'll need to start getting ready early. To help you know what to aim for, here are all the key checkpoints you need to aim for to make your Q4 a winner.

November

Now! Set your Black Friday ads running.

To be in consumers' minds during the Black Friday period, you need to start branding activity early. But have a strategy – don't annoy your potential consumers by chasing them around the internet with the same retargeted ads!

FRIDAY

10

Ready your website for lead capture and email remarketing

As those ads start to drive traffic to your site, make sure that you're ready to grab their email addresses to nurture their interest and get them to return on the Big Day

Get your retargeting in place

From now until after Black Friday, your traffic boost means a huge retargeting opportunity; get your email campaigns ready now

MONDAY

20

Expect your traffic to start rising

Stats show that retailers see traffic creep up around five days before Black Friday - if you're planning a pre-sale, now's your time

THURSDAY

23

Grey Thursday

This is 'traditionally' where some retailers start their Black Friday activity early; expect competition to begin now and consider running a pre-sale offer

FRIDAY

24

Black Friday

It's the big day...

7am: Be ready - here's when traffic is expected to lift off

9am: Your conversion rate may start to level out as your customers are probably meant to be working (or are hitting the mall)

3pm: Your customers' work day is nearly over and your conversion rates are about to rise quickly again

11pm: It's only now that your traffic is going to go back to normal (and you can go to bed)

SATURDAY/SUNDAY

26

Expect traffic and conversions to stay strong

27

In the immediate aftermath of Black Friday, your traffic and sales will take an expected tumble but will still likely be higher than average - think about having new offerings promoted via email to capitalise on this

MONDAY

27

Cyber Monday

Traditionally this was the e-commerce answer to when Black Friday was all about bricks-and-mortar - your shoppers are back from the holidays and it's likely to be your last day of traffic spikes

TUESDAY

28

Bounceback Tuesday

Here's where all your email remarketing can pay off; if you want to make more of your weekend traffic spike, here's your chance to convince your customers that the deals aren't over yet

THURSDAY

30

Throwback Thursday

Be ready for the bad news; this is when those impulse buys start to get returned. Ensure that you're ready to process them quickly; even the returns process is a key part of the customer experience

December

MONDAY

11 Green Monday

Coined by ebay and getting bigger each year, this is another opportunity for pre-Christmas sales

FRIDAY

15 Free Shipping Day

Free shipping is always one of the most effective ways to get a customer to convert. This annual event sees retailers offer free delivery guaranteed by Christmas - a potentially strong way to compete in the last week of online sales

THURSDAY

21 The slowdown starts

The last four days before Christmas are when online sales start to slump as shoppers think they've missed the boat. Still got guaranteed delivery? Tell your subscribers about it!

SATURDAY

23 Super Saturday

It's the last Saturday before Christmas, and all through the house...everyone is panicking - so this is when you may want to target them. However, 2017's Super Saturday is cutting it extremely close; consider starting any 'last minute' campaigns in the days before this for as long as your delivery policies allow

MONDAY

25 Christmas Day



TUESDAY

26 Boxing Day

E-commerce traffic accelerates the minute Christmas dinner is over; with gift cards in hand and in expectation of sales, your customers are back with a vengeance. Have your site, emails and retargeting ready to spring into action

SUNDAY

31 Crack open the champagne

You've made it; New Year's Eve is the quietest e-commerce day in the whole period. Time to take a break and toast your success - and start getting ready to keep up the momentum

Need some help in getting your store ready for the most important season of the e-commerce calendar?

We can help. Click [here](#) to get a **free consultation** from our team, which will give you **three strategies on how to improve your customer journey** and conversion rate ahead of the busiest season of the year.