

Preparing Your eCommerce & qCommerce

Store For The Holiday Season, 2024



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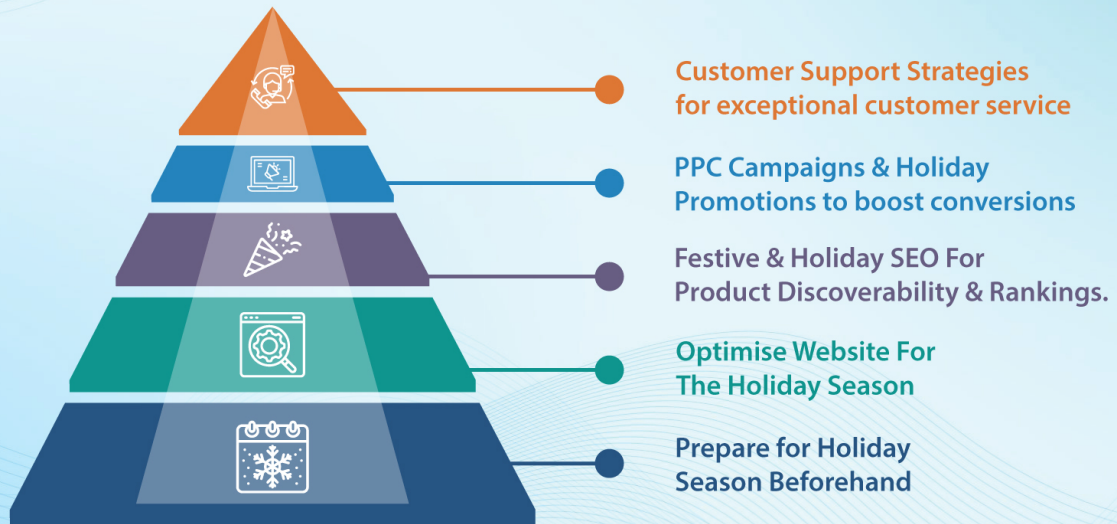
Description

The last quarter of the year is all about holidays and festivities across the globe. Whether it be Diwali-Dussehra sales, Black Friday & Cyber Monday sales, Christmas or New Year festive online sales, it is a fiesta everywhere. This era spoils customers for choices, while brands spoil them with deals, creating a win-win situation for everyone.

It is the best time to scale up your business or enter the market using brand-appropriate strategies and experiment with what works and doesn't. Our team of experts helps you to scale your business, drive visibility, and increase conversions.

Amid the plethora of holiday and festive gifting options available online, we help you reach your targeted audience to make the most out of it. As an online business, you may use this to your advantage by digging into the right strategies and preparations. We have hereby curated a list of strategies to help eCommerce businesses be equipped for the holiday season ahead of time and devour the last-minute hassle.

Prepare Your eCommerce Store For The Holiday Season



Holiday season prep beforehand

1. Inventory Management

Nothing irks customers more than encountering an [out-of-stock](#) product. The thumb rule is to keep the inventory in check beforehand and make sure that the suppliers have adequate stock as per the predictive analysis and demand.

Sign up with Kinator to stay ahead of the curve with its automatic [stock reminders](#), saving customers from the extended wait time and dissatisfaction.

2. Retargeting builds credibility

18% of users hesitate to give out their credit card information. Nearly a fifth of customers don't complete their purchase because they don't feel their payment details are safe with the retailer, leading to abandoned carts.

Retarget them with eCommerce PPC ads and sponsored social media campaigns to entice them to buy again. To reduce cart abandonment rates, consider the following strategies:

- Use quirky copies in push notifications, encouraging them to complete the transaction. Personalise the customer journey and offer additional discounts and time-sensitive deals to create urgency.
- Simplify the checkout process. Offering a one-step or two-step checkout process may amplify the conversions.

- Provide multiple payment methods. Offer as many payment methods as you can with flexible payment services like Buy Now, Pay Later, and Try & Buy, etc. If your brand has an outlet, then BOPIS (Buy Online, Pay in Store) gives the added convenience to the customers.

3. Monitor your Key Performance Indicators

Without outlining the crucial business KPIs, such as the required percentage increase in sales, cost per acquisition, average order value, ROI, and returns, your holiday marketing campaign isn't complete.

Optimising Website for the Holiday Season

1. Use a holiday sales calendar to keep track of the upcoming events.

Maintain a holiday sales calendar, as it will help you track upcoming events and provide you with ample time for strategising growth opportunities, brand awareness, product launches, theme-based customisations, and revenues.

2. Mobile-Friendly Website



Not just for the holiday season, but in general, it is equally important to keep your website accessible to

users on mobile. Accessing a website on the mobile is hassle-free, as you just need to search and surf the website. The website should be simple to navigate with compressed images, responsive designs, a readable font, and minimal pop-up links for an enhanced user experience.

Statistics show that by the year 2024, nearly 80% of websites will have optimised for mobile devices. Here are a few tips to make the user experience worthwhile on the website.

- Simplify your menu and add search functionality.
- Frequently test and optimise your website.
- The font should be large and readable.
- Change button size and placements.
- Create a new holiday-related theme for your online store.
- Use an SEO-friendly URL.
- Run ads specifically for mobile to target customers.

3. Prepare to handle traffic.

Optimising the website is one thing, while preparing it to handle higher traffic, especially during the festive and holiday seasons, is another. To avoid traffic and reduce potential conversions, it's critical to plan ahead by implementing the following steps:

- Regularly monitor the loading speed on all devices.
- Simplified checkout process
- Use plugins and extensions to upsell your products.
- Avoid pop-ups on mobile devices, as they may cause the website to lag.
- Declutter the web design

Festive SEO Content Tips for Boosting Product Discoverability and Rankings

Capitalise on Seasonal Keywords: To dominate festive SEO, focus on identifying and leveraging seasonal keywords. Review last year's top-performing keywords, analyse their success, and assess whether they still resonate with your brand. Alternatively, look for new keywords that match trending holiday terms such as Christmas gift ideas, Diwali gifts, holiday deals, festive discounts, or even corporate gifting. Keeping up with the latest trends ensures you stay competitive and visible.

What to do:

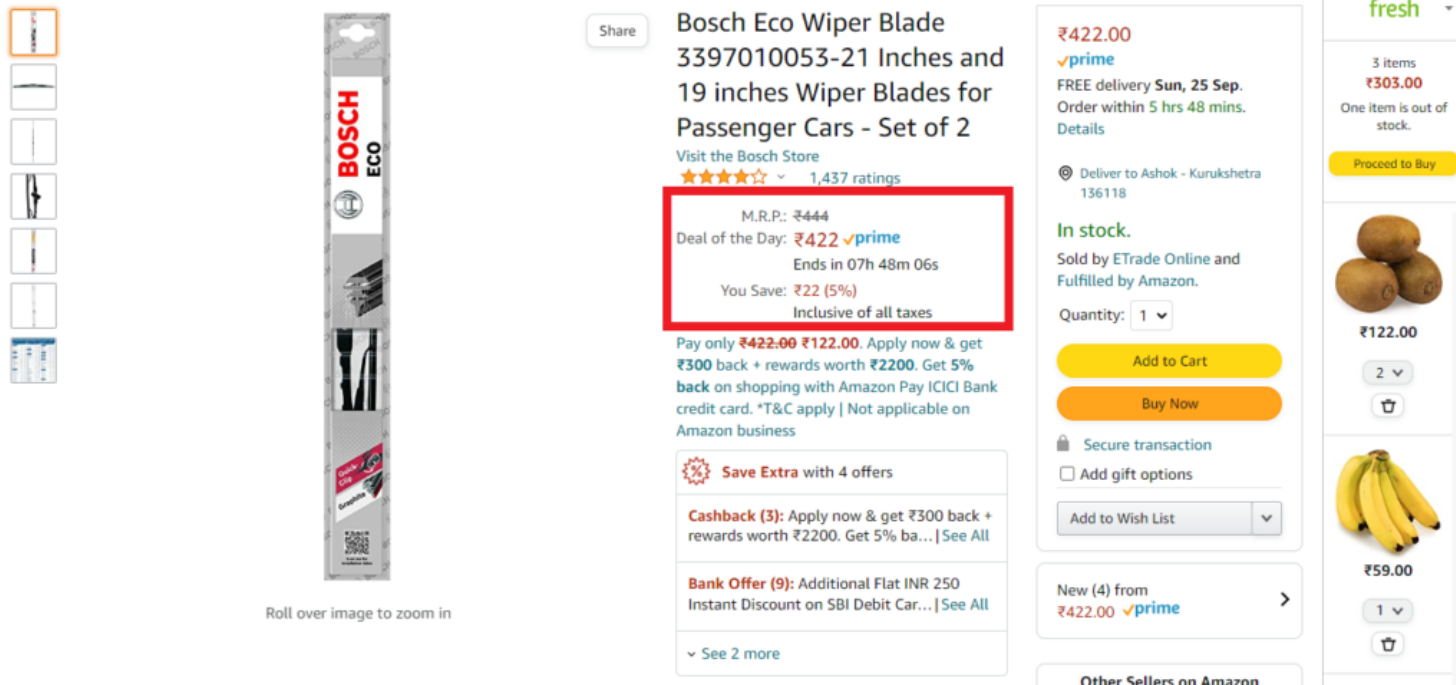
- To adapt to changing trends, regularly monitor keyword performance.
- Publish high-quality, engaging content that resonates with festive shoppers.
- To increase visibility, use festival-related phrases like Christmas presents, Diwali presents, or holiday gift bundles.

2. Create a customised holiday landing page:

A dedicated holiday landing page can enhance your [festive season](#) SEO by centralising your holiday-related offers, products, and keywords. It allows you to craft precise, goal-orientated strategies, such as holiday-themed CTAs like Shop Diwali Discounts Now or Christmas Sale Offers. These pages help

attract more holiday shoppers, increase conversion rates, and rank higher due to their focused, holiday-specific content.

3. Prepare for last-minute holiday shopping and create urgency.



Share

Bosch Eco Wiper Blade
3397010053-21 Inches and
19 inches Wiper Blades for
Passenger Cars - Set of 2

Visit the Bosch Store
★★★★☆ 1,437 ratings

M.R.P.: ₹444
Deal of the Day: ₹422 ✓prime
Ends in 07h 48m 06s
You Save: ₹22 (5%)
Inclusive of all taxes

Pay only ~~₹422.00~~ ₹122.00. Apply now & get ₹300 back + rewards worth ₹2200. Get 5% back on shopping with Amazon Pay ICICI Bank credit card. *T&C apply | Not applicable on Amazon business

Save Extra with 4 offers

Cashback (3): Apply now & get ₹300 back + rewards worth ₹2200. Get 5% ba... | See All

Bank Offer (9): Additional Flat INR 250 Instant Discount on SBI Debit Car... | See All

See 2 more

₹422.00
✓prime
FREE delivery Sun, 25 Sep.
Order within 5 hrs 48 mins.
Details

Deliver to Ashok - Kurukshetra
136118

In stock.
Sold by ETrade Online and
Fulfilled by Amazon.

Quantity: 1 ▾

Add to Cart

Buy Now

Secure transaction
☐ Add gift options

Add to Wish List ▾

New (4) from
₹422.00 ✓prime >

Other Sellers on Amazon

fresh


3 items
₹303.00
One item is out of stock.
Proceed to Buy

₹122.00
2 ▾
🗑

₹59.00
1 ▾
🗑

Last-minute shopping is inevitable during the festive season. Use time-sensitive deals like “Only 3 Days Left for Christmas Sale” or “Hurry! Last-minute Diwali gifts” are available! To convert last-minute shoppers, prominently display your bestsellers and new arrivals on your homepage.

4. Incorporate festive-themed videos and images: Leverage the power of multimedia during the festive season. Adding vibrant, holiday-themed visuals or videos to your content can significantly improve engagement. Consumers spend an average of 100 minutes daily watching online content (Statista).



The Tea Heaven | Diwali Gift - 3 Assorted Teas Gift Box (Set of 3 teas)| Gift Pack | Healthy Gift








Save 34%

★★★★☆ 25

₹730.00 ~~₹1,099.00~~ prime

Lightning Deal

Back to results

Share

VAHDAM, Diwali Gift - Limited Edition Gift Pack for Diwali | 6 Flavors, 24 Assorted Tea Bags - Herbal Tea, Green Tea | Diwali Gift Items, Tea Gift Set

Visit the VAHDAM Store

★★★★☆ 2,347 ratings

-14% ₹599 (₹24.96 / count)

M.R.P.: ₹699

prime

Inclusive of all taxes

Coupon: ☐ Apply ₹50 coupon Terms

Pay only ₹599.00 ₹299.00. Apply now & get ₹300 back + rewards worth ₹2200. Get 5% back on shopping with Amazon Pay ICICI Bank credit card. *T&C apply | Not applicable on Amazon business

Save Extra with 2 offers

Cashback (4): Apply now & get ₹300 back + rewards worth ₹2200. Get 5% back* on shopping with Amazon Pay ICICI Bank cre... | See All

Partner Offers: Get GST invoice and save up to 28% on business purchases. Sign up for free | Details

₹599.00 (₹24.96 / count)

prime

FREE delivery Sat, 24 Sep. Order within 17 hrs 55 mins. Details

Deliver to Ashok - Kurukshetra 136118

In stock.

Sold by Vahdam Teas India and Fulfilled by Amazon.

Quantity: 1

Add to Cart

Buy Now

Secure transaction

☐ Add gift options

Add to Wish List

Have one to sell?

Sell on Amazon

Roll over image to zoom in

Source- Amazon

Whether it's Christmas jingles, Diwali lights, or Thanksgiving themes, visually appealing content encourages shoppers to explore your products and boosts your holiday discoverability.

Plan your holiday season with PPC

1. Create Separate Campaigns for Top performers.

The holiday season sees a significant increase in ad traffic. With higher demand, your campaigns may deplete budgets faster than anticipated. To avoid losing out on your top-performing products, break them into individual campaigns. This allows you to control the budget for each campaign and maximise ROI on your best-selling items.

2. Bid Aggressively

During the festive season, not only does traffic surge, but the level of competition intensifies. Cost-per-click (CPC) for popular products and keywords can spike during this period, requiring you to adjust your bidding strategies. In 2024, CPCs for highly competitive keywords are expected to rise by over 20% (Statista). Be ready to adapt to this increased competition by raising your bids accordingly to stay visible and competitive.

3. Launch Festive-Specific PPC campaigns

Running [PPC ads](#) tailored for the holiday season is essential. Use holiday-themed power words such as Black Friday Deals, Christmas Discounts, Diwali Offers, and phrases that resonate with your

audience. These ads should focus on what buyers are actively seeking during this period to drive higher engagement.

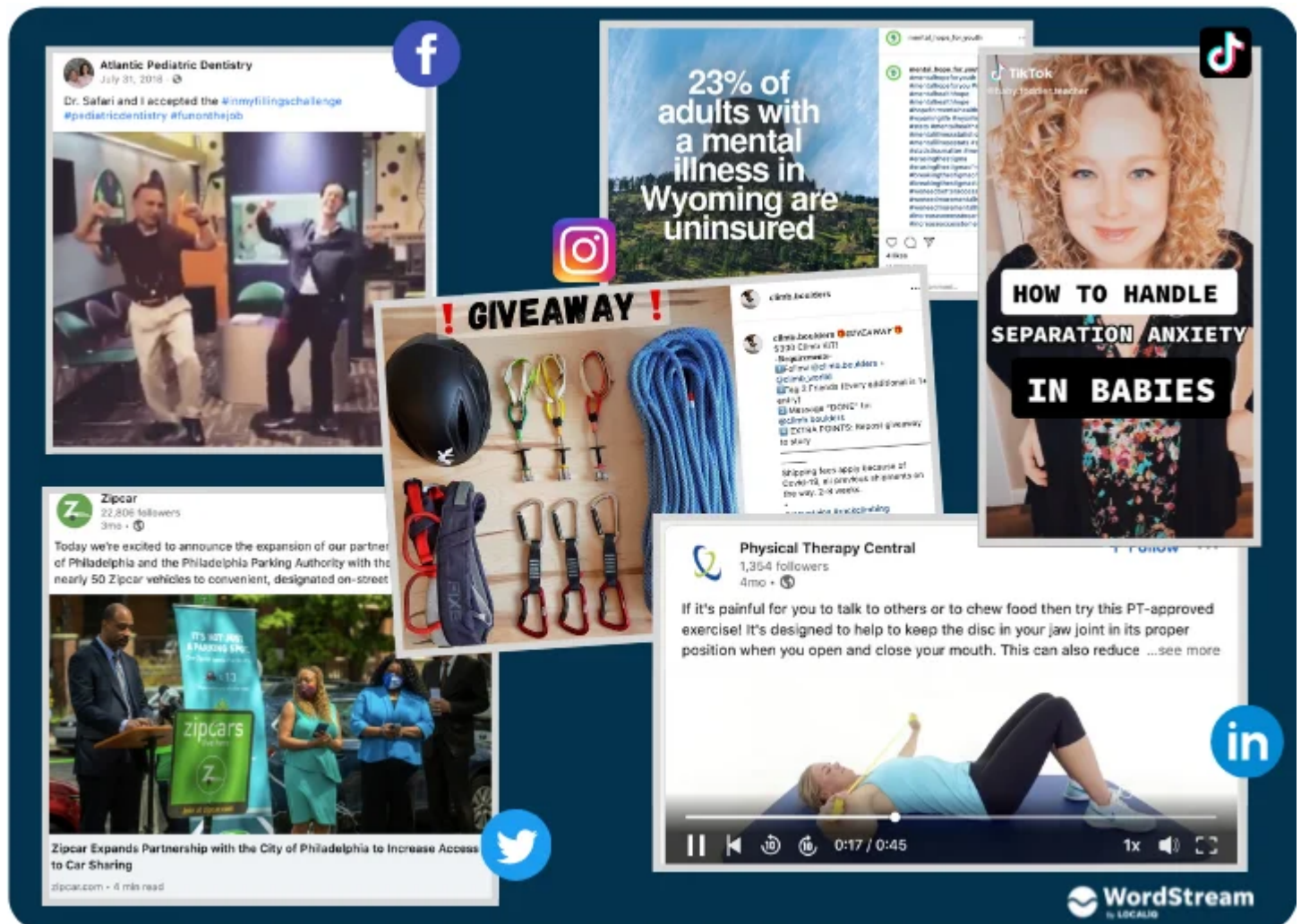
Holiday promotion

1. Give your customers bundle offers.

Maximise your sales by offering attractive **bundle deals** and **promotions**. Combining fast-moving products with slow sellers or allowing customers to customise bundles can significantly boost your visibility and sales. Festive bundles appeal to shoppers looking for convenience and value during peak seasons.

Include Holiday Giveaways: Giveaways boast a **34% higher conversion rate** than other types of promotional content (2024, HubSpot). Offering festive giveaways can increase participation and inspire subscribers to engage with your brand.

2. Leverage Social Media for Festive Promotion



Source- wordstream

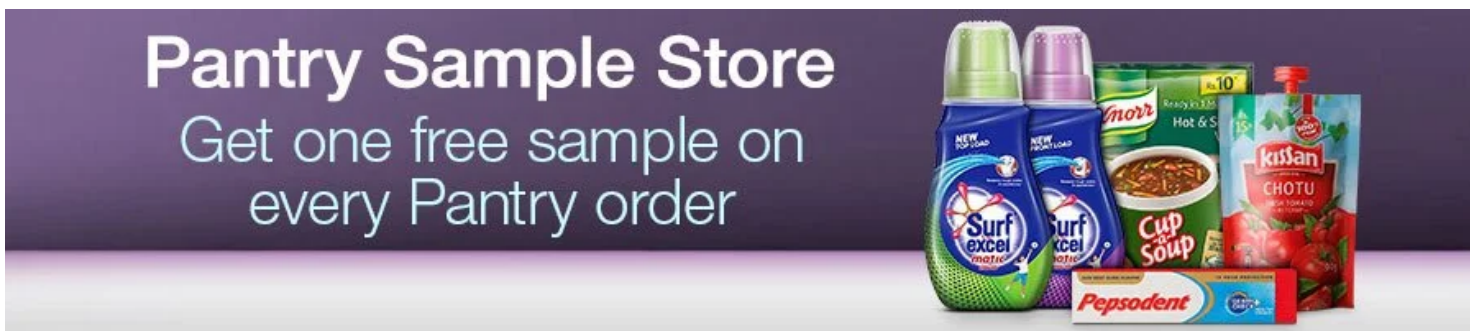
Social media is a powerful tool for **brand awareness** and holiday promotions. In 2024, it's projected that 58% of consumers discover new products via social platforms like Facebook, Instagram, and YouTube (Statista). Work with **influencers**, run ads, and maintain an active presence throughout the holiday season to tap into this potential.

3. Send Holiday Email Marketing Campaigns: Email marketing continues to be one of the most effective ways to reach your audience during the holiday season. Use personalised email campaigns to promote sales, send holiday gift card offers, or recover abandoned carts. Make sure to craft compelling subject lines, such as *Exclusive Diwali Deals* or *Christmas Sale Ends Soon!*, to boost your open rates and conversions.

What to do:

- Send welcome/thank you emails upon sign-up.
- Promote holiday gift cards and discounts via email.
- Optimise subject lines for festive engagement.
- Use abandoned cart emails to re-engage customers.

4. Add Free Samples with Orders



Source- flashsaletricks

For industries like beauty, food, and beverages, adding **free samples** with orders can enhance customer loyalty. Offering a **free trial** of new products alongside an initial purchase is a win-win: customers get a taste of something new, and you build stronger brand connections.

5. Customer Support Strategies During the Festive Season

- **Reward loyal customers:** Show appreciation to your loyal customers by offering them exclusive gifts or special offers during the holiday season. Companies like Starbucks have successfully used this strategy to enhance customer loyalty. Add a personal touch to make your customers feel valued, increasing the likelihood of repeat purchases.
- **Expand Your Communication Channels:** A smooth flow is essential to maintaining transparency, and creating multiple streams of communication is a must for your customers to reach you out at any moment. Real-time messaging, social media, and traditional phone or email support can cater to a diverse customer base, improving overall satisfaction.
- **Deliver exceptional customer service:** With the holiday rush, customer service must be top-notch. Enhance your website with more FAQs and utilise chatbots to handle common queries in real-time. This will allow your team to focus on more complex issues while ensuring customers

receive timely responses.

[Download PDF](#)

Gearing Up Your Q-Commerce Store For The Holiday Season



1. Optimise your inventory for popular items.

- Ensure your most popular holiday products are well-stocked to meet increased demand. Analyse previous holiday trends and quick commerce sales data to anticipate hot-selling items and avoid stockouts.
- Leverage real-time inventory tracking to keep customers informed about availability, reducing frustration over out-of-stock items.

2. Launch holiday-specific promotions

- Create **time-sensitive offers** that emphasise urgency, such as *flash sales* or *limited-time festive discounts*. Use terms like *Holiday Rush Deals* or *Last Minute Christmas Discounts* to engage shoppers looking for excellent deals.
- Use **push notifications** to inform customers about special promotions or exclusive quick commerce deals available only for a limited time.

3. Use geo-targeted ads to reach local shoppers.

- Use **geo-targeted advertising** to reach local shoppers with special holiday offers and quick delivery options. Highlighting the proximity of fulfilment centres or delivery speed in your ads can

attract shoppers who prioritise quick delivery.

- Leverage platforms like **Google Ads** or **Facebook** to run localised holiday promotions tailored to nearby audiences.

Time to Take the Next Step

Quriiky and Quick, the holiday and festive season is all about showcasing your brands' tone in the most unique and quirkiest way possible. Oh, wait, but it is equally important to be fast-paced with all the deals that you are offering to your customers/audience.

How do you do it ? Paxcom helps you maintain a level of self-awareness by monitoring brand content and real-time insights about you and your competitors. From out-of-stock warnings to assisting with content strategy, budget management, and promotional efforts, our team is here to support you at every step of the e-commerce process. Expand your horizons in eCommerce and qCommerce with our guided team of experts in the long run. Reach out to us at info@paxcom.net for more information.

[Enquire Now](#)