



## 3.3 SEA Checklist



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#### Description

In recent years, Southeast Asia has become a major market for brands looking to expand their customer base and increase sales. One of the key trends in the region is the rise of double-digit sales, also known as 3.3 sales, which offer discounts and promotions to consumers across a wide range of product categories. For brands selling on popular e-commerce platforms like Lazada and Shopee, preparing for these sales events can be especially important. Here are some tips on how to prepare for double-digit sales on Lazada and Shopee in Southeast Asia:

#### South East Asia Double-Digit Sale Day

The eCommerce landscape in Southeast Asia has become a hotbed for growth. It is home to a growing middle class that has been encouraged to spend more money. As a result, Revenue in the eCommerce market is projected to reach US\$127.70bn in 2023.

A number of eCommerce platforms operate in Southeast Asia, with Shopee and Lazada leading the pack. These companies have localized websites and mobile apps to cater to shoppers in each country, offering a wide range of goods.

These two platforms also have annual sales events to boost their brand awareness. For example, Shopee hosts a 9.9 Super Shopping Day every year to attract consumers across Southeast Asia.

These events are a good way to attract new customers. But it is important to plan well in advance.



## Strategizing Before The Sale

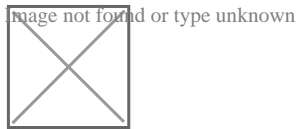
### 3.3 SEA

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Source- Shopee

Before you can sell your wares you need to do some planning. The best way to do that is to devise a strategy encompassing both sales and marketing, including the human touch. A top-notch sales team should be able to provide you with a comprehensive plan that is tailored to your particular company's unique set of circumstances and needs. This should include a clear and concise sales process that is anchored by a clearly delineated and well-trained customer service department. This will make the sales cycle as smooth and painless as possible. To keep the kinks out of your sales funnel, make sure you have a frank discussion about your competition in the industry and make a plan to outsmart them all. It may take a while but the results will be worth it in the long run.

### Plan Your Promotions And Discounts



Source- shopee

Double-digit shopping festivals provide regular customers with several opportunities to obtain their selected items for up to 90% off. One of the most important strategies for 3.3 sale days is to plan your promotions and discounts in advance. Offer attractive discounts, bundle deals, and freebies to attract customers. Be sure to highlight the value that customers can get from your promotions and discounts. It's also important to choose the right kind of discount for your audience. Whether it's a percentage or dollar amount, you need to be sure that you're offering a deal that will get your customers interested in buying your products.

It's also a good idea to have a list of promotions and discounts you're planning on offering your customers. This will help you determine which one is the most effective, and whether it will give you the best ROI.

### Prepare Your Inventory

Whether you run a high-growth brand or a seasonal business, having a good inventory is essential. If you don't have the right stock on hand, it can cause delays in customer service or even lose sales altogether. You should look into your past data as well as trends in order to identify what types of products are likely to be in demand at the 3.3 sales. This can help you plan your inventory so that you have the right quantity of each item when you need it.

If you're a business that sells perishable goods, you should use FIFO (first in, first out) inventory



techniques to prevent items from getting damaged or expired. This also applies to nonperishables, as it can ensure that you have fresh and current products on sale at all times. You can also use LIFO (last in, first out) methods if you're planning to sell products that have expiration dates. This can prevent items from being out of date and can help you to reduce waste. This will help to maximize profits and make your business successful!

## **Optimize Your Website And Mobile App**

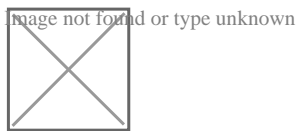
In today's mobile-first world, it's crucial to optimize your website and mobile app for user experience. This can include sizing your images, compressing them to reduce file size, and improving page load time.

A good website and mobile app will help your business stand out from the competition and to boost customer retention rates, increase search engine rankings, and attract more visitors.

It's also a great way to build brand credibility and trust. For example, place your phone number at the top of your homepage as a trust symbol, and implement click-to-call functionality to redirect calls to an actual person.

For an optimal user experience, test your site on real devices with various network conditions and pixel densities to ensure it's functioning properly. The best way to do this is through a responsive test, which will allow you to see how your content loads on different devices and browsers. The result is a better overall site and an easier time optimizing your mobile strategy in the future.

## **Run Flash Sales**



Source- Lazada

Flash Sales are a popular feature of 3.3 sales events and can be a great way to drive sales and increase revenue during the event. By offering limited-time discounts on select products, you can create a sense of urgency and encourage customers to make a purchase during the event. Running ads to promote your Flash Sales can help increase visibility and drive more sales during the event.

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## **Use Social Media Marketing**

Social media marketing is a vital component of any business's marketing strategy. It helps build brand recognition, increases website traffic, and generates leads.

Social media can also boost your SEO by encouraging people to share your posts and link back to your site. The key is to be consistent and provide high-quality content that's a value add for your audience.



You can use a social media marketing checklist to keep track of all the things you need to do each day, week, and month to make your social media campaigns successful. This can help ensure you stay focused and on point.

### **Optimize Your Product Listings**

Before double-digit sales events like 3.3, optimizing your product listings to make them as attractive as possible to potential customers is important. This might involve improving your product images and descriptions, highlighting key features and benefits, and using keywords and tags that will help your products appear in relevant searches.

### **Use Email Marketing**

Email marketing is an effective way to promote your brand and products. It allows you to collect customer data and measure the success of your campaigns.

To increase the effectiveness of your marketing campaigns, you should send emails to people who have already given their consent to receive them. This is called permission-based email marketing, and it's a crucial part of any good email strategy.

### **Analyze Your Results**

When the 3.3 sale days are over, you should evaluate the results to determine how well you performed. Examine the data from your sales, the reviews left by customers, and the stats from your social media accounts to determine what aspects of your business performed well and which ones may use some tweaking. Make your plans for the next sale with this data.

### **Prepare For Logistics Challenges**

Finally, brands need to prepare for the logistics challenges that come with large-scale sales events like double-digit sales. This might involve partnering with local logistics providers, ramping up inventory to meet demand, or ensuring that orders are processed and shipped quickly and efficiently.

## **How Paxcom Can Help You To Increase Sales During Mega Event Days**

Paxcom offers [end-to-end eCommerce solutions](#) for our clients. Our in-house tool, Kinator, coupled with our eCommerce expertise, enables us to solve a multitude of problems for our clients.

Here are some services you can expect from us to make your event a success:

- Planning and monitoring inventory through the use of our custom-built in-house tool (Kinator) to keep your stock ready.
- Creating customized high-resolution lifestyle images, Revising product titles, bullet points, descriptions, and A+ content, and building brand stores for sales events to increase your visibility
- Designing and executing pay-per-click advertising campaigns, managing budgets, analysis, and recommendations.



- Planning & Managing promotions – Deals, coupons, and combos for higher sales traction.
- Implementing tailored display and banner advertisements made for sales events on different channels and updating brand stores for greater visibility.

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