



Your 2019 Festive Prep Checklist

Make the Most of the Shopping Season

For many brands and retailers, annual bottom lines depend on success over peak. You have a limited window to maximise your opportunity, so planning is everything. That means, making sure you're optimised across every aspect of your e-commerce operation — from product content to digital marketing to fulfilment.

OPTIMISED CONTENT

Do all your marketplace SKUs have the following?

- 1 Keyword-rich product titles**
Help match the product to relevant searches.
- 2 Optimised search terms**
Supplement your titles with additional terms.
- 3 Comprehensive list of bullets**
Explain your products' key features and benefits.
- 4 Multiple high-quality images and video**
Meet Amazon's requirements, entice buyers.
- 5 Vouchers and promotions**
Encourage immediate sales.
- 6 Product reviews**
Lend credibility to the offer.
- 7 Accurate product categorisation**
Make the product findable in the browse structure as shoppers filter to subcategories.

The screenshot shows an Amazon product page with several optimization points highlighted by numbered circles:

- 1** Product title: "Amazon Elements Turmeric Complex with Black Pepper and Ginger, Curcumin Supplement, 65..."
- 2** Search bar
- 3** Product description/bullets section
- 4** Product images (multiple views and a larger bottle image)
- 5** Promotional banner: "Extra 20% Off Coupon on first order. Details"
- 6** Star rating: "4.4 out of 5 stars"
- 7** Breadcrumbs: "Health & Household > Vitamins & Dietary Supplements > Herbal Supplements > Turmeric"

BONUS TIP: Use the summer months and early autumn to expand to new marketplaces, both domestic and abroad, so you're launched and ready when the seasonal rush begins.

OPTIMISED MARKETING

Test in the coming months and know which strategies are working

- ☐ **Make clear, specific goals**
E.g., "We need to increase Amazon Advertising revenue by X%, by Y date, with a monthly budget of \$Z"
- ☐ **Allocate budgets appropriately**
Learn from historical data and search trends to ensure sufficient budget during seasonal peaks
- ☐ **Promote your advantages**
Emphasize how you're different from competitors
- ☐ **Target the right audience**
Brush up on audience best practices to deliver the right ad at the right time
- ☐ **Establish clear naming conventions for all campaigns**
Specific, structured campaign names (Brand, Non-Brand, Model, Type, etc.) give you quick, granular insights
- ☐ **Optimise keywords**
Find the right mix of branded and non-branded keywords through testing and search term mining
- ☐ **Leverage reporting**
Use insights from your ad campaign success on other ad channels and your product listings

OPTIMISED FULFILMENT

Consumers want speed, efficiency and convenience from their delivery

- ☐ **Determine last delivery date(s)**
Incorporate lead/ship time adjustments
- ☐ **Consider a logistics partner**
Leverage a third-party logistics partner (3PL) if your fulfilment isn't reliable
- ☐ **Communicate last delivery dates to consumers**
Via your website, social and other channels
- ☐ **Stock up, don't stock out**
Forecast demand and allow for ample restocking time in your warehouses and FBA

BONUS TIP: Look to the past and use 2018 as a guide. What worked? What didn't? Plan and test accordingly.

E-commerce technology. E-commerce people. Festive success.

When it comes to the crucial peak season, you need a multi-faceted plan across all your marketing, selling and fulfilling strategies and a centralised platform to help you execute. ChannelAdvisor's leading solution can help you automate inventory management, optimise listings and maximise marketing campaigns across more than 100 global channels. And our experienced Managed Services team knows the e-commerce strategies that drive performance and growth. Contact us today!

