



# GUIDE TO SUCCESSFUL ECOMMERCE PROMOTIONS

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TIME TO PREPARE FOR HOLIDAY SEASON 2019



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# INTRODUCTION



Is your store ready to make the most out of the upcoming holiday season?



## What are you getting yourself into?

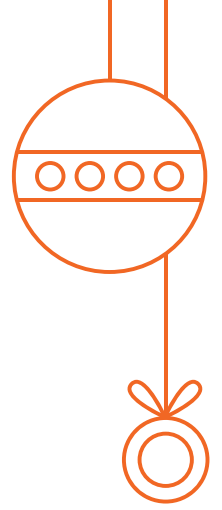
The holiday season is just around the corner which makes it necessary for e-retailers to gear up for the increased traffic & enhanced sales on their online store. It is better to plan ahead in order to make sure the store is ready to handle the surge of shoppers. Well, to utilize the holiday season well, here is the guide to plan the promotions of your store along with strategies to implement for a successful marketing campaign.



This time of year is the best chance for e-retailers to gain new customers. Right marketing strategies & reaching out targeted audience often lead to landing customers who don't normally visit your store. And, if these new customers are treated well & offered great customer experience, they tend to bookmark the store & be a regular customer. With an apt guide to utilization of various promotional challenges rightly, this ebook will help you make the best of this holiday season.



# CALENDAR 2019



October  
2019

THU  
**31**  
Halloween

November  
2019

FRI  
**29**  
Black Friday

THU  
**28**  
Thanksgiving

December  
2019

MON  
**02**  
Cyber Monday

WED  
**25**  
Christmas Day

January  
2019

WED  
**01**  
New Year's Day



# 2018 STATS | LET THE NUMBERS ENCOURAGE!



Consumers spent \$125.9 billion online in November & December in 2018 which turns out to be a 15.2% increase over 2017 holiday season.

**CYBER MONDAY**

\$7.87 billion.

Heaviest online spending day in history, with a reported \$7.87 billion.

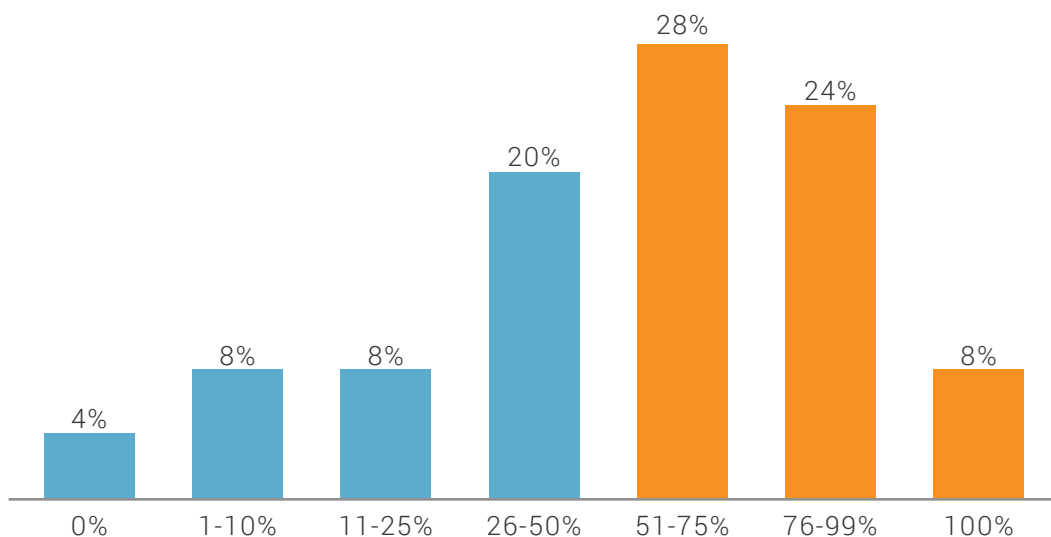
**BLACK FRIDAY**

\$6.22 billion

**THANKSGIVING**

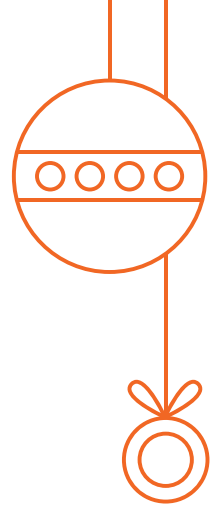
\$3.68 billion

60% of consumers plan to spend more than half of their holiday shopping online



Source: U.S. Commerce Dept., Internet Retailer

# LET'S STRATGIZE



“

The aim of marketing is to make selling superfluous

”

## > CONSIDER!

### Optimizing your Digital Storefront

This is one of the most important steps towards strategies of holiday season.

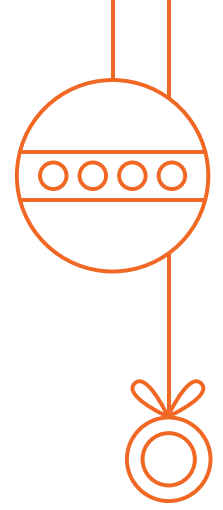
First of all, securing your storefront from the fraudulent events should be a prior concern for the online store owners. Though Holiday Season might be stressful, it is always good to decorate your online store depending upon the festivals of the entire season. For an instance, give your store a spooky look and feel during Halloween, decorate it with online gift materials during Thanksgiving etc.



Moving forward, 2019 is the age of mobile devices. Make sure your store works seamlessly, not only on web but also on all the mobile devices. Consider increasing the speed of your e commerce store during holiday season as the store should not crash when it face an increase in number of visitors. The images that are developed to help customers in decision making should not take longer to load, leading customers to leave the store.

***Make sure you make the most out of store management facilities by Magento.***

# Optimizing Customer Experience



Better your user experience,  
More visitors you can expect



Remember the last time you visited your favorite online store? The website was slow, shrunken and checkout experience- not so friendly. You had a hard time completing your purchase. I am sure that wasn't a pleasant experience. You don't want it happen to your customer.

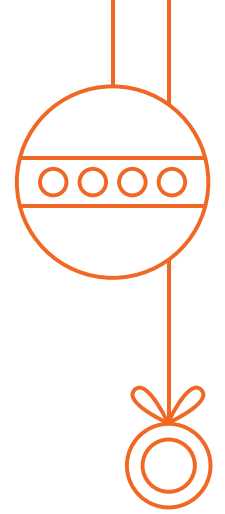


When it comes to online shopping, customer experience is of paramount importance. An online store must serve easy and user-friendly CX in order to grow sustainably. You might need to consider a lot of things such as Check-out process, navigation, look and feel of the website, payment process, customer service when considering to improve overall customer experience.

**A research says that by the end of 2020, customer experience will overtake price and product as the key brand differentiator.**

During holiday season 2019, make sure you offer finest user-experience to the new customers and personalized experience to your loyal customers. For an example, offer incentives! FREE SHIPPING proves to be the best and highly profitable incentive. You can also allow them to pick up the product from your offline store which makes the shopping convenient for them.

# Checking Website Health



“

Just like personal health, Website health is very important to stay ahead of the competition

”

Here are certain things you need to consider for a healthy website during holiday season.



Loading Speed



URL Structure



Quality Content



Mobile-Friendly



User Experience



Security



Schema



404 Fixation

**<meta>**

Meta Tags

**<h1>**

H1-H6 Tags

**<title>**

Title tags

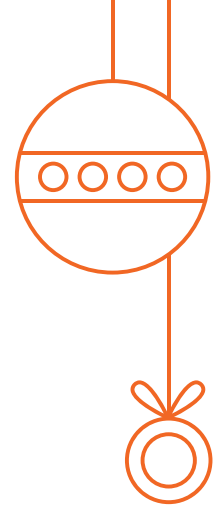
**<alt>**

Alt Tags





# THE MARKETING PROCEDURE



“

Good Marketing makes the company look smart, great marketing makes the customer feel smart

”

When it comes to marketing campaigns for the holiday season, **Organic(Search Engine Optimization), SEM(Search Engine Marketing), SMO(Social Media Optimization), Content Marketing & email Marketing** plays a major role in online marketing. Now what does all these mean? **Here you go**

## SEO (Search Engine Optimization)

“

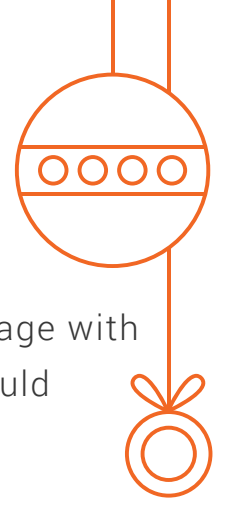
Crawl. Index. Rank. Tweak. Crawl. Index. Rank. Tweak.

”

Search Engine Optimization is basically an optimization procedure utilized to increase the quality and quantity of website traffic. It is done through increasing the visibility of a website or web page on the Search Engine Result Pages. When looking specifically for the holiday season, in order to reach out targeted audience, you need to follow the above mentioned checklist for a healthy website.

Apart from that, here are certain things you need to work on, during holiday season. Evaluate the content of your website, Optimize page titles, page descriptions & ALT tags, Optimize your Google my business profile, Update targeted keywords, Build Links, Optimize website for mobile and what not!

# SMO (Social Media Optimization)



Optimizing your store isn't enough when your audience prefer to engage with you via various social media platforms. Your social media pages should also be optimized similar to your online store.

The process of optimizing the social media of your business and encouraging users to use and share links to the website across social media is what we call Social Media Optimization. Taking care of minute things like changing cover pages on social media platforms, asking customers to share links to the website on social media & attract more customers is all that is covered under Social Media Optimization

# SEM (Search Engine Marketing)

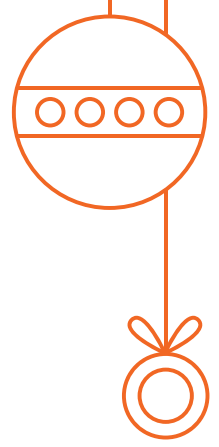
Marketing through the Search Engine is what we can say Search Engine Marketing. The process to promote the website by increasing its' visibility in search engine results pages (SERPs) through paid advertising is SEM. Talking about holiday season, SEM comes after the SEO process is done right.



Once all the on-page optimizations are done, you can go ahead with paid advertising your store on search engines. This part is generally referred as Paid Search or Pay Per Click. SMM(Social Media Marketing) is a process under SEM that takes care of Marketing on the Social Media platforms after the optimization is done. Social Media ads can help you target friends of page likes in order to extend your reach the target market's friends & relatives.



# Content Marketing



“

90% of the World Wide Web is "content".  
Here is how you get it right!

”

## Ain't this a buzzword? What is it? How to go about it?

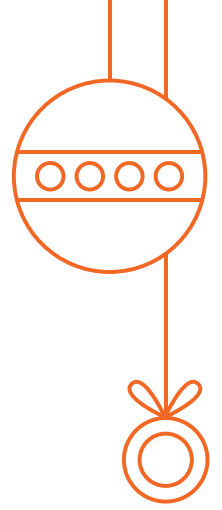
Content marketing is a process majorly focused on creating, publishing and distributing content for a targeted audience online. First things First, Build up a Content Calendar! What to keep in mind? While building calendar, stay in tune with trends of the market, and plan your content strategy accordingly. Trends, real good Friends to Content Marketing.



**91% of B2B marketers use content marketing to reach customers**  
**86% of B2C marketers think content marketing is a key strategy!**

Don't miss out auditing your existing content! Make sure your content topics are in sync with your goals. Arranging them based on timelines and priorities is the most important task.

# Email Marketing



“

Reaching the inbox isn't your goal - engaging people is

”

Connecting to your prospects and customers through email. The process of sending commercial messages using email is known as email marketing. This process can help you turn prospect into customers and one-time buyers into loyal fanatics,

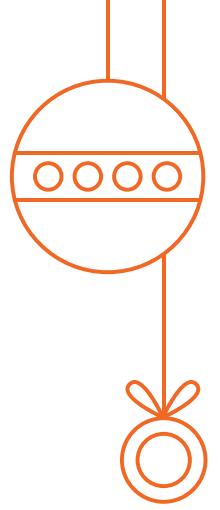
One of the most important benefits of email marketing is it lets you keep your loyal customers closer. For holiday season, send personalized offer mails to your loyal customers.



A holiday season email is one of the must haves in the marketing campaign. Customers tend to get overwhelmed when they receive special offers & purchases more during the pre-holiday discounts. All you need to do is draft an attractive, appealing email announcing special discounts.

***Pro Tip: Offering some reward on their action to the email can be the best way to succeed from the email marketing.***

# REVIEWS! CUSTOMERS PAY ATTENTION

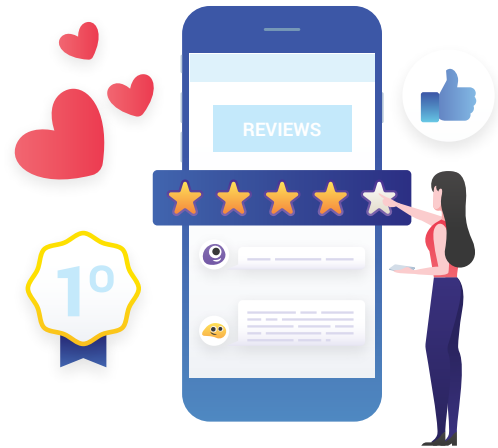


“

Examine what is said, not who speaks

”

Reviews can be both, positive & negative. Make sure you highlight positive reviews & solve the problem of the customers who comes with negative review. Promote customer service by promoting positive reviews. Make sure that everyone visiting your store must know that you care about complaints & appreciate praise.



**It is super-awesome!**



This Mega Menu extension has transformed my navigation panel. The store's navigation panel looks much better now. It wasn't always that way. This plugin is cool and works exceptionally well.

✓ Yes, I recommend this extension.

ZANE JESSIE

**A perfect extension**



This is a wonderful, fully customizable extension & hands down the best mega menu for Magento 2! Any problems or questions resolved quickly - & even sent screenshots to assist in fix.

✓ Yes, I recommend this extension.

LYLE KENNITH

**Awesome services by MageDelight**



Awesome services by MageDelight, seamless navigation, & a perfect Mega Menu extension to integrate with our Magento 2 store! Simply love this extension. Thanks to MageDelight & the team.

✓ Yes, I recommend this extension.

JOHNNIE DONNY

**Best Magento 2 extension**



Best Magento 2 extension for enabling one step checkout on your online Magento store. Neat & Clean code. Greatly optimized. Affordable & user-friendly. Thanks MageDelight!

✓ Yes, I recommend this extension.

SYDNEY JODY

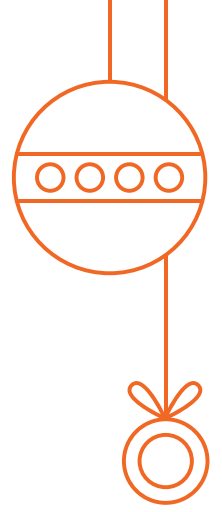


# MONITORING, IT MATTERS!

“

An Incredible Strategy is Worthless, if not Monitored Timely!

”



Having a solid digital marketing campaign is nothing if you do not monitor the campaign well. Monitoring means supervising the entire digital marketing campaign & measure how the campaign works & what are the changes to be made. Measuring the already implemented metrics can be one of the simplest way to check if your marketing campaign is going on the right track.



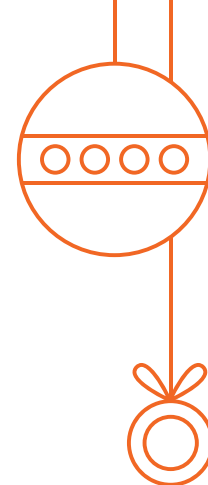
# EPILOGUE



Well, the end should be interesting, but here is a test for you. Reading this might have helped you learn and understand the importance of digital marketing strategies, but here is something you must not miss. It's time to check how many of these strategies you have followed through.

| NO. | STRATEGIES                          | STATUS |
|-----|-------------------------------------|--------|
| 01  | Optimization of Digital Storefront  |        |
| 02  | Optimization of Customer Experience |        |
| 03  | Website Health Test                 |        |
| 04  | Search Engine Optimization          |        |
| 05  | Social Media Optimization           |        |
| 06  | Search Engine Marketing             |        |
| 07  | Social Media Marketing              |        |
| 08  | Content Marketing                   |        |
| 09  | Email Marketing                     |        |
| 10  | Reviews                             |        |
| 11  | Monitoring                          |        |





# CONTACT US

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Harness Our High-end Magento Deliverables to Stay Abreast the Latest Trends Following eCommerce.

Our team of experts will be happy to assist you.



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[www.magedelight.com](http://www.magedelight.com)

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