



10 EFFECTIVE STRATEGIES to Increase Your Sales Revenue on Thanksgiving, Black Friday, and Cyber Monday!

eCommerce is growing rapidly, and US consumers are shopping online more than ever during this time of year. This year, the growth in holiday sales will be driven by online sales. Ecommerce will grow by 12%, which is a bit more than last year's growth of 10.4%.

Make sure your business is prepared with our **Thanksgiving, Black Friday & Cyber Monday** checklist!



Update your website with holiday promotions

Make sure your website is up-to-date if you have any holiday deals or sales so that your customers can take advantage of them. You don't want to miss out on any possible business, so make sure your site is current and ready for the holidays.



Mix up your best-selling items

If you give people more ways to customize these items, you'll sell more of them and keep them coming back for more. Using a template, customers should be able to place orders online and change the price and color of each item.



Improve the shopping experience

If you expect a lot of traffic, make sure your website can handle it. Nothing is worse than a website that goes down when everyone is trying to visit it. This includes, first of all, the checkout process. If you don't want your customers to leave their carts in the middle of a purchase, you might want to optimize the ordering steps.



A mobile-friendly website is a must

When using their mobile devices to search for and purchase things, users have an expectation that the process will be simple and intuitive. To be competitive in the modern online retail environment, your eCommerce website must be optimized for mobile use.



Treat your customers to unexpected extras

In addition to keeping existing customers happy, loyalty programs can help bring in new ones. Give your consumers the option of receiving a discount, free shipping, or other perks.



Try to offer different ways to pay

Multiple payment methods for your online grocery store make things easier for your customers. Users can shop using their smartphones thanks to a variety of payment alternatives.



Keep shipping and packaging in mind

Consider the feasibility of your shipping. During the holidays, you should prepare for a large number of orders to come in at the very last minute and be ready to deliver them without any problems.



Up-sell and cross-sell

Upselling requires convincing customers to buy a more expensive product. On the website, you can create a recommendation block. Cross-selling is the practice of offering complementary products to existing customers. You can bring a number of items to the most visible areas of your e-store, just as you would in a brick-and-mortar store.



Provide a basket of goods

Collect products from one or more comparable categories and group them together to form a set. The attention of users will be drawn to one or two products. Milk, for example, can be mentioned alongside cereal.



Promote holiday offers and specials on social media

Make sure your social media accounts are up to date. Launch marketing efforts via email and various social media platforms to attract more online customers. Maintain consistent communication with your customers regarding all of the latest news and offers.

Get this absolutely free checklist and always be prepared. This season, we believe this will prove to be a valuable asset to your business.

Please [contact us](#) if you require more assistance in improving the operation of your online grocery store.

