



Your Local Express eCommerce Christmas Checklist!

Christmas is a special time of year, and for online retailers, it can also be an incredibly busy period, as customers flock to their stores in search of holiday gifts. Ensure your store is prepared for the holiday rush and capitalize on the holiday shopping season with this comprehensive ecommerce Christmas checklist.

With this comprehensive Christmas ecommerce checklist in hand, you can rest assured that your business will be prepared for whatever the holidays throw its way.

1. Sprinkle Your Website and Mobile App with a Little Christmas Magic

Update your eCommerce store with unique seasonal items, holiday specials, and Christmas sales. Upsell with recommended holiday add-ons, and treat your customers with online-only sales and discounts. It's easy to add items to your Local Express platform from any device, so your holiday inventory is always ready to go.

2. Get Your Reindeer Ready to Deliver

Shipping and delivery are even more important during the holidays. Keep your shipping and delivery information up-to-date by listing seasonal delivery rates and estimated shipping times on your website and mobile app. And take advantage of our 100+ delivery partners to get your orders where they need to go, all while keeping perishables fresh for holiday dinners.

3. Free Your Elves by Eliminating Lines

Offer your customers self-ordering and self-checkout kiosks, so long holiday lines don't kill the Christmas spirit. Free your team members to fulfill orders, gift wrap, and keep track of Santa.

4. Keep Scrooge at Bay By Offering Multiple Payment Options

Scan, Pay and Go lets customers locate items in-store, scan them with their mobile device, and pay with options such as Google Pay and Apple Pay. Holiday sales and discounts are automatically applied, so they can splurge on those extra stocking stuffers.

5. Spread Holiday Cheer Far and Wide

Run holiday specials through social media campaigns, email marketing, and Google and Facebook ads. If you have a customer rewards program, make sure you offer a little extra holiday incentive for all your loyal customers. Not sure where to start? Our marketing team can help you figure out how to share the Christmas spirit with your customers.

6. Don't Forget the Presents!

Offer gift wrapping and gift baskets that can be ordered online and delivered. Make sure customers can buy gift cards for friends and loved ones straight from your website and mobile app. And get customers in a festive mood by including a small free gift with every online or mobile purchase.

**Need a helping hand at this Christmas?
Local Express is here to help.**

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From all of us at Local Express,
Happy Holidays!

