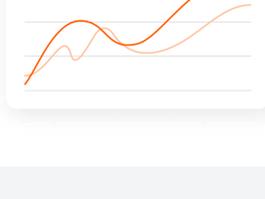


# 8 Super Bowl Sales-Boosting Tips!

step-by-step guide

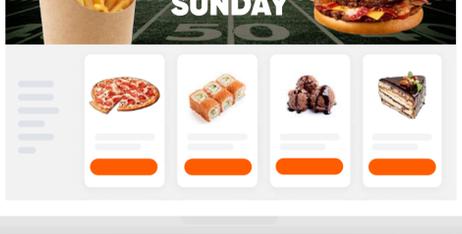


Now that the holidays are over, it's time to turn our attention to America's #1-rated television event! No matter which team you're rooting for, turn the Super Bowl into a super sales event for your online store.

Our Top 8 Super Bowl Sales Tips will help you boost your sales and give your customers the digital Super Bowl shopping experience they demand.



SUPER BOWL

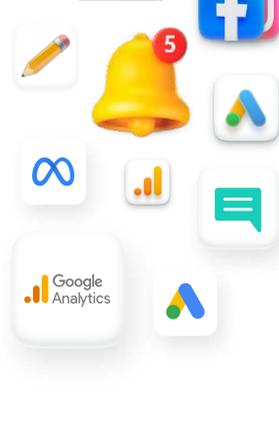


## Create a Super Bowl Theme for Your Website and Mobile App

Super Bowl Sunday means Super Bowl parties complete with snacks and food trays. Update your eCommerce store with Super Bowl specials, sales, and unique items. Upsell with suggested add-ons and spoil your customers with online-only sales and discounts. Items can be easily added to your Local Express platform from any device, ensuring that your Super Bowl party shopping list is always up to date.

## Advertise on Time!

Run Super Bowl Sunday specials through social media campaigns, email marketing, and Google and Facebook ads. Make sure to provide extra incentive to all of your loyal customers and put your rewards program to use. Don't know where to begin? Our marketing team can help you figure out how to market to all those football fanatics out there.



## Create Super Bowl-Themed Mashup Boxes

Gather compatible products from several categories and combine them into a set. Jalepeño poppers with chips and bean dip and a 6-pack of soda works wonders for a Super Bowl party. Or try creating a mashup of finger foods and bite-sized desserts. Whatever you choose, customers will appreciate you doing the work for them and are more likely to buy additional products when they're presented together.



## Offer Limited-Time Recipes

Prepared Food section can promote more elaborate food trays and prepared meals or offer a limited-time football-themed recipe to draw in more customers. Local grocers can promote snack and party items and tailor special promotions ranging from bratwurst to beer to chips and dip.

## Pets Are Also Football Fans

People love spoiling their pets, and you can be sure your customers' animal buddies will be right there rooting for the team on game day. Promote some Super Bowl fun for your customers' furry friends, like football-shaped pet treats or dog-friendly Super Bowl snacks.

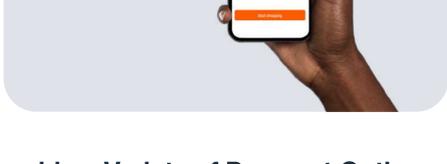
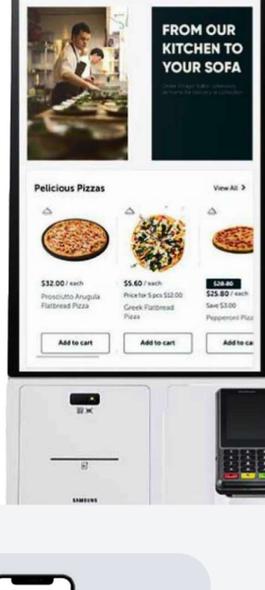


## Set Easy-to-Use Delivery Rules for Football Fans

Shipping and delivery become even more critical during big events like the Super Bowl. Update your shipping and delivery information on your website and mobile app by listing seasonal delivery rates and estimated shipping times. Use our 100+ delivery partners to get your orders to their destinations.

## Save Partygoers the Wait in Line

Provide self-ordering and self-checkout kiosks to your customers so that long lines don't kill the party vibe. Allow your customers to complete their orders and get back to the game quickly with Local Express's full suite of self-ordering options.



## Provide a Variety of Payment Options

Customers can use Scan, Pay, and Go to locate items in-store, scan them with their mobile devices, and pay using services such as Google Pay and Apple Pay. Super Bowl sales and discounts are applied automatically.

[GET DEMO](#)



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