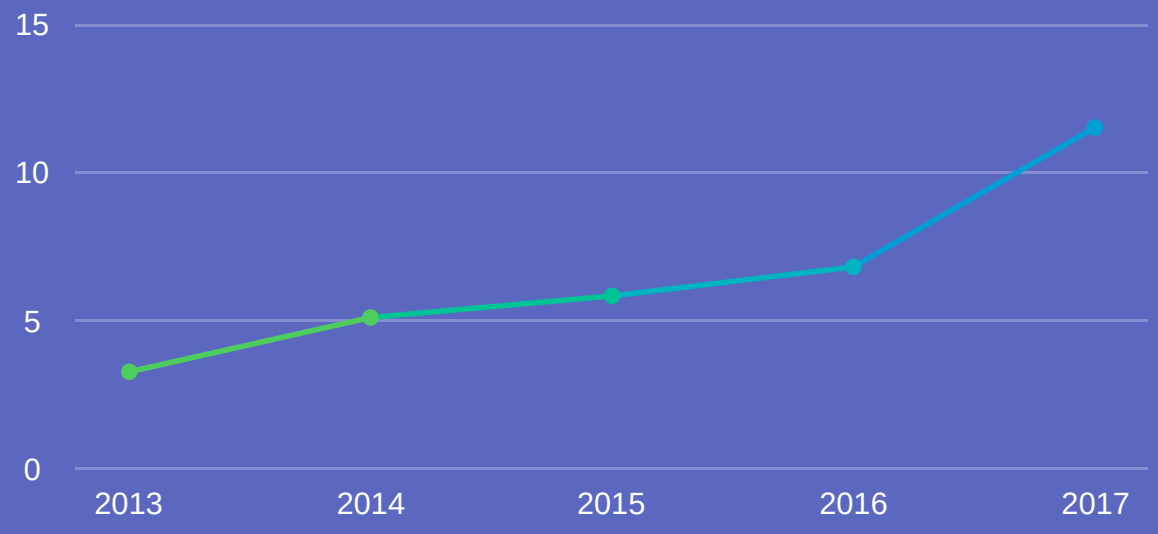
2018

BLACK FRIDAY HIGHLIGHTS

DON'T LET THE HOLIDAYS JUST POP UP

justuno

BF/CM Online Spending ($B)



The holidays are right around the corner, with the biggest online retail weekend of the year Black Friday/Cyber Monday approaching fast.

$5B

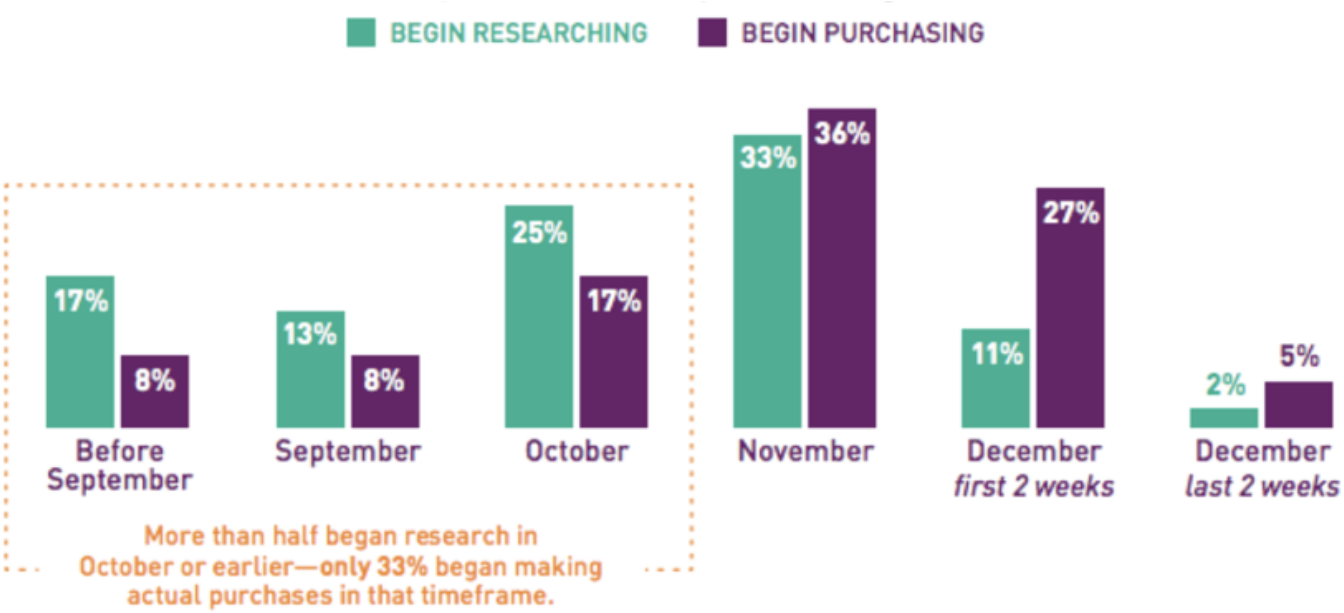
Black Friday
2017

$6.5B

Cyber Monday
2017

As an e-commerce store, you need to be in the best possible position to take advantage of this upcoming sales rush.

In order to support your business, we've been preparing for BF/CM for months, including putting together this quick guide to help you whip your e-commerce store into shape just in time for your busy season.



EARLY BIRDS

It's not just marketers who start preparing months in advance for the holiday season - shoppers do their prep work, too.

The graph above demonstrates that more than 50% of shoppers start researching in October.

To capitalize on these early bird researchers, set a pop-up on your website that offers visitors the opportunity to subscribe to BF/CM sale announcements.

While you may not see immediate revenue returns on this, you will later when they move to the purchasing stage.

LOOKS MATTER

Make sure your website is in tip-top shape when it comes to appearance. Product pages should be fully fleshed out with attractive product photography, navigation is easy, and FAQs are answered in an obvious place.

A professional appearance is a big indicator of the trustworthiness of your site. It doesn't matter how much traffic your site receives. If visitors don't trust your business, they won't convert.

In addition, shoppers will quickly leave your site if they can't easily find what they're looking for, and will exit even faster if your site doesn't communicate a certain level of quality.

DATA ANALYTICS

Get the most value out of this traffic surge by using Google Analytics and Justuno's dashboard to learn how your site is performing and engaging with shoppers.

How does your holiday AOV compare to the rest of the year? Your conversion rate?

Use this new data to see what's working and what isn't so you can continue growing and improving year over year.

WHAT CAN GO WRONG WILL

Imagine all possible worst case scenarios and potential issues that could arise during the holiday season. Then think of how you would combat them.

Plan for the worst, hope for the best and expect something in the middle for your busiest season.

You don't want to get caught on December 20th with a crisis and no backup plan.

MOBILE MANIA

Don't neglect mobile shoppers. They're going to make up about 50% of your traffic (and potentially more of your sales depending on your business).

Make sure that your pop-ups or other overlays are Google compliant and actually enhance their shopping experience.

Many people start the buying journey on a mobile device to gather information for a purchase they'll make later.

Leave a good impression early on and you're much more likely to make a customer out of them.

CUSTOMER SUPPORT

Customer support is critical during the holiday shopping season. More traffic= more questions.

To combat the rush, consider building out better site pages for FAQ's like shipping, returns, gift wrapping, etc.

This helps cut down your support team's time spent on simple questions and allows them to focus on customers who are having serious trouble.

Never forget that good customer support is an easy way to turn a potentially negative situation into a positive. Shoppers remember good service and it can make a loyal repeat customer.

TAKEAWAYS

If you're prepared, BF/CM will be one of the biggest and most profitable times of the year for your business.

Use these tips to help prepare your store for holiday shoppers. Take note of what works and what doesn't so you can improve upon 2018 for an even better, more profitable 2019.

BEST OF LUCK!