



Marketing tips for your Xmas business in online trading

Trend research

September and October are ideal for you to get ready for your own online shop for the holiday season. Analyze customer needs, research the preferences of your potential customers and inform about current trends to suit your shop accordingly. Find which products do your customers want the most.

How do you find out about the most demanding products?

1. Analyze past orders: what products did your customers order the most during the festive season last year? Your sales numbers will show black on white, what products you can bring to the fore.
2. Find out what current trends and topics interest your customers: find in the media, what's hot. Online portals, blogs, newspapers and magazines will often enough be the right place to look at, such as on www.spielwarenmesse.de on the „news“ or www.globaltoynews.com
3. Social networks will give you an example of the answers about the preferences of your target audience. Have a look at www.Pinterest.com for popular Christmas gifts: which ones are the most „pinned“, „repinned“ or get the most „likes“?
4. Facebook is the ideal platform to accurately observe the preferences. Post your products on your fan page and get rewarded with many „shares“, and „likes“ on your posts.
5. Start a poll, „Who do you find most difficult to find a gift for and why?“, „What would you want to have under the Christmas tree the most?“. Animate your subscribers to post pictures of themselves with their favorite products from your shop.
6. Suggest items from your shop as gift ideas for different audiences. A sweet children's picture with a product can certainly arouse interest to somebody for the very same product.

Optimize the shop for gift-seekers

If you have found out what your customers are interested in, you can customize your store to meet the needs of your target groups. Focus on selected articles, such as toy kitchens and little toy shops, and advertise those more than others, because they're really good for the Christmas season.

How do you optimize your shop for gift-seekers?

1. Make it easy for customers to find gifts by adding thematic categories.
2. Do not only think to different age groups and genders, but also in hobbies and interests. Maybe a landing page for the best gift ideas linked to your site - with deep linking to the products in your shop - would be a very good idea.
3. Are your most popular products placed well enough? Whether in your shop, on your landing page or in your newsletter - use your various sales channels to increase awareness of your merchandise.
4. Are your product descriptions individual and accurately written? Try to write every article text by yourself. Stay authentic and always add the age recommendations text. Make sure that all product descriptions contain keywords. For Christmas, these include "gifts", "gift idea (s)" and "Christmas wishes".
5. Do you provide sufficient articles, which will actually be in demand? Combine your bestseller items with the articles that are especially popular during the festive season.
6. Did your customers bring in a whole new idea? Try to use it when possible. Show them that you are actively ready to respond relatively quickly to the customer requests and wishes. Share this with your customers then as well.

If you specially set up your store and your marketing on gifts viewfinder for Christmas, it will be a good prerequisite for a successful holiday season!