

Last minute tips for a successful Christmas business in your online trading



1. Create a Christmas atmosphere

The Christmas configuration of your online store is now particularly important. A Christmas design appeals not only to the customers but also unconsciously encourages them to buy. Another good idea is to emphasize the absolute Christmas good sellers and novelties.



2. Optimize your shop for search engines

Your online store should be optimized by now for the search engines. The most important ones, like Google or Bing are especially sought after in the colder months.



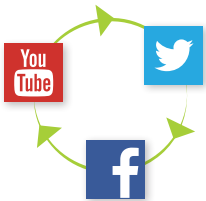
3. Offer orientative help to your customers

During Christmas time, your customers mostly look for gifts. For each recipient, they also have a fixed budget in mind, therefore, a price filter for customers is very helpful. Special sections in the online shop, such as „gifts for the godchild“ or „gifts for the grandchild“ help customers quickly and easily to find suitable gifts. Think also about cross-selling products, so that customers can find suitable items when the desired ones are not in stock.



4. Carry out specific marketing actions

Reactivate your customers with the help of a newsletter and remind them of the upcoming holiday season and the importance of finding gifts. Shortly before the celebration occurs, you can ask again whether your customer had already found all the gifts they need. Attract them with voucher promotions, discounts or express shipping.



5. Connect to social networks

Social networks like Facebook or Twitter offer the perfect opportunity to discuss the upcoming festivities and potential gift ideas and even to introduce your own products. Integrated Facebook, Twitter and Google+ buttons in your own online shop will help you to get „Like“-clicks so they are gradually more and more known to the public.



6. Gather new online customers

Insert customer reviews with stars and critiques. Return and cancel procedures also help to promote trust. Also, if you offer a purchase without the need of registration, you will help customers without online buying experiences. Create a trustworthy store!



7. Offer different payment methods

A major crucial point when ordering online is how your customers want to pay. Many customers tend to prefer the direct debit payment method, others by invoice. If your customers cannot access their preferred payment option, the cancellation of the order is often inevitable. With a variety of payment options, you can prevent the bounce rate optimally. Targeted Christmas discounts often tend to do the rest.



8. Don't relax after the festivity

Usually, after Christmas sales are still in process - people are exchanging their gifts or redeem their vouchers. During this time it is very important to stay on course! Do not stop your efforts after December 24th, but offer New Year's and New Year's Eve items and spring articles to your potential customers.