

# Ramp up Your Holiday eCommerce Sales

## 5 WAYS TO SELL MORE THIS HOLIDAY SEASON

### 1. GIVE YOUR WEBSITE A HOLIDAY MAKEOVER

Sale items are the main thing shoppers look for on a website, so give your discounted items the prominence they need.

### 2. GET YOUR DISCOUNTS RIGHT

Calculate discounts based on your financial model, previous sales results and ROI forecasts, to make sure the deals will actually generate profit.

### 3. LEVERAGE AFFILIATES

Expanding your sales through affiliate networks could bring you a revenue uplift of more than 4% so you should

### 4. ARE YOUR ANALYTICS RUNNING SMOOTHLY?

Make sure everything's working fine, so you can monitor your website's performance, the traffic and purchase flows.

### 5. GET PERSONAL WITH YOUR BUYERS

Give buyers reasons and opportunities to tell you about themselves. The more you know about them, the better you can deliver personalized experiences.

### 6. PROVIDE STELLAR CUSTOMER SUPPORT

During the holiday season, customer requests for support tend to surge dramatically. Take your time to make a plan on how to manage them.