E-COMMERCE · A 5 MIN PRESENTATION

BLACK FRIDAY AND CYBER MONDAY E-COMMERCE STRATEGY TIPS

#BFCM

The next biggest shopping days after 11/11in the world are the BLACK FRIDAY and CYBER MONDAY sales, which originated in the US.

Black Friday falls the day after Thanksgiving and traditionally marked the official start of the holiday shopping season, when bricks and mortar stores would offer heavy discounts, and eager customers could be found camping out in the cold, ready to grab the best bargains when the stores opened.

POWER UP
YOUR POTENTIAL


BLACK
FRIDAY
LAST YEAR'S BLACK FRIDAY ONLINE SALES HIT **$6.2 BILLION** IN THE US ONLY.
HAVE YOU GOT YOUR **BLACK FRIDAY E-COMMERCE STRATEGY** READY FOR THIS YEAR?

GOING **GLOBAL**

BOTH HOLIDAYS ORIGINATED IN THE US ... BUT ARE NOW AN **INCREASINGLY GLOBAL PHENOMENON**, WITH THE EASE OF CROSS-BORDER E-COMMERCE ALLOWING OTHER MARKETS TO CASH IN TOO.

These online sales bonanzas are great opportunities for e-tailers, but shopping peaks can also present challenges. Imagine dealing with a surge in orders as much as four times larger than your usual workload, and consumers who expect to receive their purchases instantly. Small and medium-sized businesses need to be particularly prepared.

ON BLACK FRIDAY 2018

BRAZIL SAW SALES **INCREASE BY 819%** COMPARED TO AN ORDINARY DAY

.. **UK BY 1708%**

.. **INDIA BY 828%**

.. **AUSTRALIA BY 871%**

TO GIVE JUST A FEW EXAMPLES.

Retailers in these countries have made Black Friday campaigns an important part of their marketing focus, with lucrative results.

(Source: Black-Friday.Global.)

GET YOUR PLAN IN PLACE

7 TOP TIPS TO FOCUS ON NOW

The secret to success is preparation, which means starting with a plan. Here are some of the essential points you should consider …

1. KNOW YOUR PEAKS – map out the most likely traffic peaks in advance and then work backwards to ensure you can cope with increased shipping activity.

2. OPTIMIZE YOUR WEBSITE – there's nothing more off-putting for customers than a slow website. Take actions now to speed up the load time and optimize the customer experience so they'll be buying instead of just browsing.

3. KNOW WHAT'S IN YOUR INVENTORY – at all times. If something sells out, you need to be able to update the information on your website immediately.

4. KEEP ENOUGH STAFF ON HAND TO DEAL WITH A POSSIBLE SURGE – whether within customer service, order fulfillment or dispatch.

POWER UP
YOUR POTENTIAL

GET YOUR PLAN IN PLACE

7 TOP TIPS TO FOCUS ON NOW

5. FULFILLMENT MAGIC – it's the engine of your business, so make sure it's perfectly tuned. From picking, packing and labeling, to knowing the price of a shipment to almost anywhere in the world, your fulfillment has to be best-in-class. Disappointed customers won't return.

6. KEEP YOUR SHIPPING POLICIES CLEAR AND COMPETITIVE
be aware of domestic deadlines, especially when it comes to cross-border orders, and make sure you understand tariffs, taxes and duty payments in advance.

7. BE READY FOR RETURNS – e-commerce return rates are around 30% worldwide, so you're likely to have some, no matter how great your product is. Have a good returns policy in place – offering a hassle-free service can increase your sales by up to 70%.

Dealing with a huge increase in orders
is no easy task – especially for SMEs.

SO, THERE YOU HAVE IT. IT'S NOT ROCKET SCIENCE BUT YOU'LL BE SURPRISED HOW MANY E-TAILERS LEAVE THEIR BLACK FRIDAY AND OTHER HOLIDAY CAMPAIGN PLANNING TO THE LAST MINUTE.

A RECENT CUSTOMER SURVEY FROM DHL FOUND 65% OF RESPONDENTS ONLY PLAN ONE OR TWO MONTHS IN ADVANCE.

SO, HAVE YOU GOT YOUR SHOP IN ORDER?

There's still days left to go before the shopping frenzy begins, so ensure your website is in tip-top condition and your fulfillment, shipping, inventory and staff are prepared.

THANK **YOU**.