

PREPARING FOR THE 2020 ONLINE SHOPPING SEASON

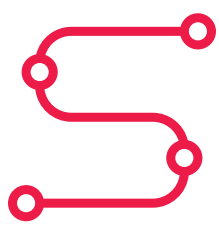
Your checklist for a successful e-commerce season

PLAN. PLAN. PLAN.

The Mega-Sales days are likely to be bigger than ever this year and you need to plan ahead to make the most of them. Plan your campaigns to match targeting, creative, and timing to reach the right audience at the right time in the right way, and thereby maximise your sales this season. To do this right takes planning ahead so everything comes together effectively.



BE PRESENT



Succeeding in the “messy middle” means ensuring your brand is strategically top of mind while your customers explore and evaluate. Use the full suite of digital marketing tools to ensure you’re present when potential customers are on their journey for your products or services.

MAKE SHOPPING WITH YOU EASY

Reduce friction - simply put, make it as easy as possible for people to buy from you online. Optimise for mobile - check your website’s speed and useability on mobile devices, and be honest, identifying the areas where you think your customers could get stuck navigating your website.



GET READY FOR THE LOCALS



Think of ways that you can reach your local neighbourhood, highlighting click-and-collect and contactless services, as well as your local ownership and NZ-made products.

PLAN AND POST REGULAR, QUALITY CONTENT

Use your social media and emails to communicate with your followers. However, remember to keep it real: your social content this season should aim to be informative, authentic, and provide updates on key sales dates.

