Checklist

Build a Winning Holiday Ecommerce Strategy

A Complete Checklist for Digital Shelf Success

Consumers start thinking about the holiday shopping season as early as October. Not to mention, online holiday shopping continues to grow as one of the most significant sources of retail revenue every year.

If you're looking to capture a portion of that revenue and stand out from other ecommerce brands this festive season, it's time to start preparing for your holiday season launch. This checklist will provide an overview of everything you need to do to get ready.

Step 1: Research

The first step of any good campaign involves custom research and preparation. Here's what to consider.

- Look up consumer shopping trends across your brand and industry.

- Review high-performing holiday keyword searches. Consider implementing a commerce experience management (CommerceXM) platform to help you easily identify important keywords.

- Conduct consumer research to capture insights about what your customers want this holiday season.

- Research every marketplace where you sell and list out their product content requirements.

Step 2: Manage Change

Holiday campaigns require a lot of work to get right. Take the time to plan your strategy and prepare your product content.

- Review your current product content and determine what needs to be refreshed. Consider implementing a CommerceXM platform to help you centralize your product content to ensure all teams have access to the most up-to-date product content.

- Meet with your marketing team to discuss holiday campaign goals.

- Take stock of your holiday inventory to ensure you have enough to support demand.

- Determine where you want to insert holiday product content and keywords.

Step 3: Optimize

With customer research under your belt and a holiday ecommerce plan underway, you're ready to start optimizing your product content.

- Update your product description pages with enhanced holiday content across all platforms.

- Double-check that your product descriptions and specs are accurate on all holiday items.

- Consider implementing a CommerceXM platform to help you easily identify product pages that need improvements to help boost performance.

- Automate holiday product recommendations on your website.

- Finalize your holiday-themed marketing content.

Step 4: Implement

You've optimized all of your holiday product and marketing content, and you're ready to roll. The next step is to start going live.

- Automate marketing campaigns to start and end before and after every respective holiday.

- Publish your holiday product content. Consider implementing a CommerceXM platform to help you streamline the activation process and publish product content at scale.

- Hire additional customer support team members to handle questions, returns, and complaints.

- Plan for last minute-shoppers with surprise sales and last-minute deals.

Step 5: Monitor

Having a successful holiday season launch doesn't start and stop with implementing campaigns. It's essential to monitor campaign and content performance throughout the season.

- Set up automated tracking and reporting of your holiday marketing campaigns. Consider implementing a CommerceXM platform to help you develop a holistic view of your product page performance to support quick changes and optimization.

- Track which campaigns are performing well and which are underperforming and make adjustments as necessary.

- Refresh product content as the months and holidays change.

- Monitor your returns and initiate win-back campaigns.

Step 6: Analyze

As the holidays draw to an end, review your data and talk to your customers. Dialing into customer feedback and behavioral data is the best way to learn how to create better product and marketing content.

- Organize relevant customer shopping data from this season to reference at a later time.

- Conduct customer research to ask for direct feedback on your holiday campaigns.

- Reach out to new customers and ask for reviews.

- Review your most recent data and set goals for next year.

Build a Winning Holiday Strategy With CommerceXM

For brands, the holiday season is already upon us. Consumers are gearing up to make more purchases. Now is the time for brands to start their ecommerce strategy and optimize their product information across the digital shelf.

Request a guided demo of Salsify Commerce Experience Management (CommerceXM) for help with your ecommerce strategy this holiday season.

Request a Demo