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.

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