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Top Tips To Avoid Having “Bah Humbug” E-Commerce Sales This Christmas

03/12/2009

By Nate Gilmore, VP Marketing at Shipwire e-commerce order fulfillment

Christmas is not looking jolly for retailers at the moment. A postal strike is sweeping the nation, with the fear that many businesses could go bust in its wake. In addition, a recent survey of Britain's leading store group executives found that 34% do not expect strong growth until 2011 and are preparing for a 'flat Christmas'.

In the face of this difficult climate, it is imperative that retailers need to start planning now if they are to ensure success this holiday season. An **intelligent and considered marketing plan**... should be accompanied by a comprehensive **crisis management plan** and a critical eye. Shipwire's Nate Gilmore shares some of his tips on how to make sure that this Christmas is a plentiful one.

[Start your holiday marketing...yesterday](#)

In mid September, the search experts at Google noted a large spike in the search terms related to “Christmas gift”. That is a pretty good indicator that the holiday season has arrived online, making it the perfect time to reach out to your past customers and offer discounts to the early bird shopper. You do not even have to have your inventory in place: simply offer your customers a back order special deal. If you sell out early you may still have time to resupply before the holiday shopping season is over.

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