



The eCommerce Christmas Marketing

checklist for 2020

Covid-19 will spur and drive forwards holiday eCommerce spending to \$189 billion US dollars, accounting for a 33% growth year-on-year in 2020

It is predicted that smartphone consumers will account for 42% of eCommerce purchases

Search engines (SEO) will drive at least 8% higher shares in purchases this Christmas, lending to 46.5% of total online shopping revenues

1 Preparation: Evaluate your current online shop experience



2 Marketing tip: Get into the Christmas spirit and spread the Christmas cheer



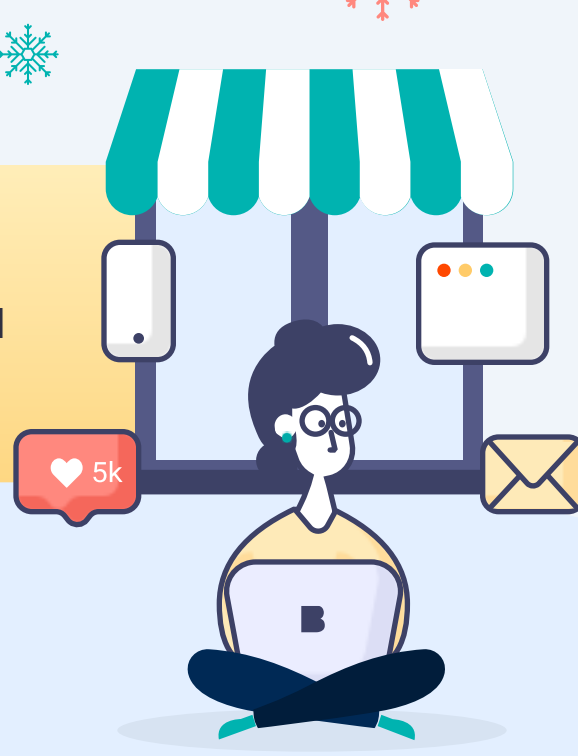
3 Marketing tip: Retarget your past visitors and customers



4 Marketing Tip: Seasonal SEO



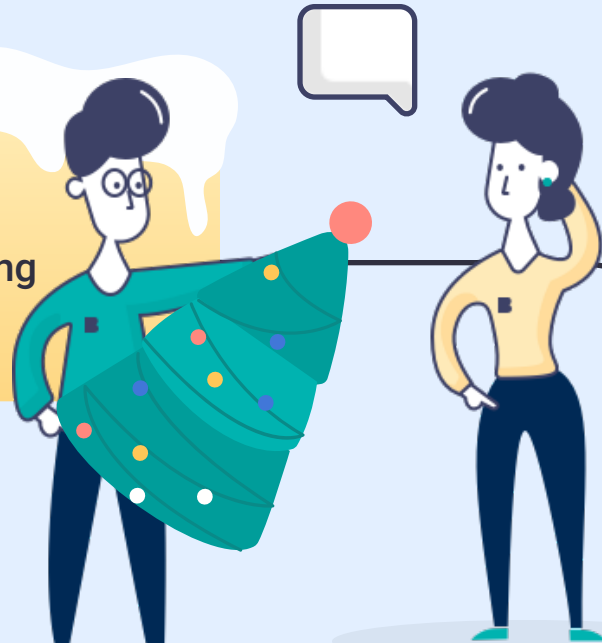
5 Marketing tip: Opt for omnichannel storytelling



6 Marketing tip: Consider your store's UX/UI



7 Customer Support: Conversational Marketing



8 Customer Success: Easy returns amidst the holiday hustle



9 Customer Retention: Turn your Christmas shoppers into year-round shoppers



10 Reflection: Looking back on the holiday period



Merry Christmas & Happy New Year