



How to prepare for the year-end online shopping frenzy

Check this list and make sure to:

Check the boxes as you complete each task

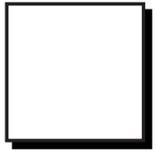
Click to access each recommended tool

Share it with other sellers you know!





1 Plan products and pricing



Identify which products to discount

Let your goal for the season dictate this:

If you want to push out older stocks



offer a buy-one take-one deal

If you want to acquire new customers

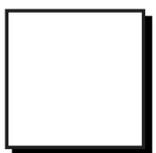


add a first-time buyer discount

If you want to increase basket size



entice buyer to meet a minimum basket price to get a discount

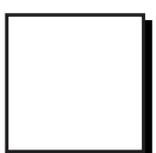


Determine sale price



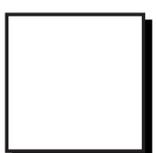
Use [Ninja Van's sale-planning template](#) to:

- Track profit margins by comparing cost, usual price, and sale price
- Schedule sale period start and end dates
- List down discount codes and campaign types



Create product bundles

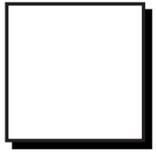
- Best-seller + items that don't sell so well
- Best-seller bulk bundles
- Items usually bought together, like mobile phone and its accessories



Create and schedule flash deals

- Try plug-ins like: [Disco for Shopify](#) > [Sale Flash Pro for WooCommerce](#) >
- For  **Lazada** and  **Shopee** sellers, you can join their official flash sale events and/or run your own.

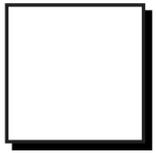
2. Power up your website for a surge in traffic



Do a stress test

→ Try [loadview](#) > [SMARTBEAR LoadNinja](#) > [Loader](#) >

→ Run test scenarios (expected number of users, connection speeds, etc.) and analyze the results

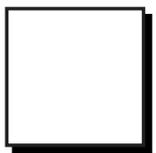


Install a performance monitoring program

→ Analyze peak periods

→ Identify the common causes of performance issues

→ Try [PageSpeed Insights](#) > [WebPageTest](#) >



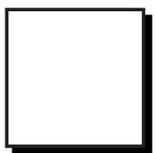
Schedule flash deals during off-peak hours to sustain site traffic

→ Identify historical peak hours on your site through Google Analytics

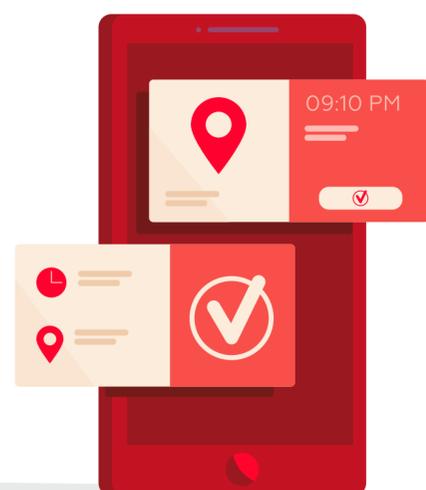
→ On eCommerce platforms, peak hours include:

🕒 30 minutes pre- and post-midnight

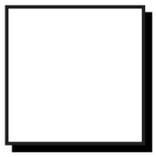
🕒 11AM / 11PM on 11.11; 12AM / 12PM on 12.12, etc.



Offer better deals for early buyers

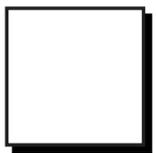
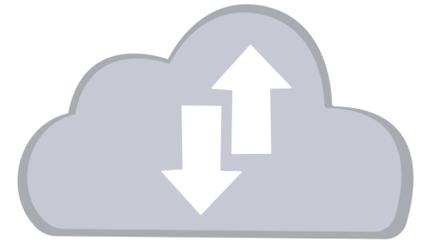


2 Power up your website for a surge in traffic



Temporarily switch to a higher web hosting plan

→ This raises your storage and bandwidth caps



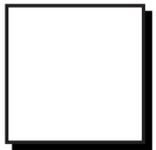
Hire a site maintenance technician to be on-call during major sales events

→ Find freelancers on:

Fiverr >

Upwork >

Freelancer >

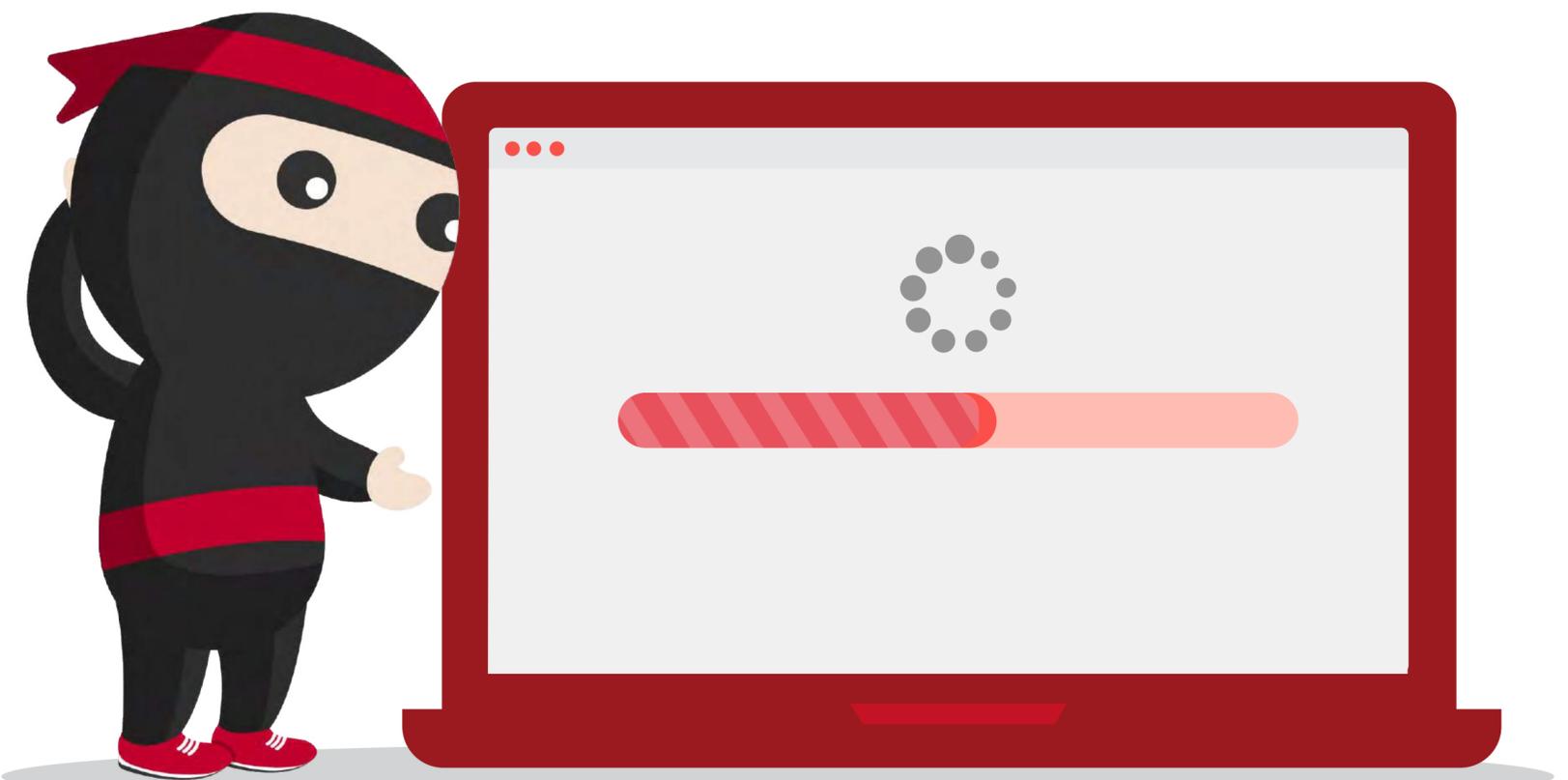


Use a page caching plug-in to reduce loading time

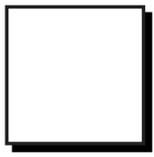
→ If your website is using WordPress, try the following:

W3 Total Cache >

WP Rocket >



3 Prepare ads and organic posts



Create assets (graphics and copy) in advance

→ Have clear visual hierarchy: **BIGGER TEXTS** will grab viewers' attention first

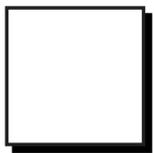
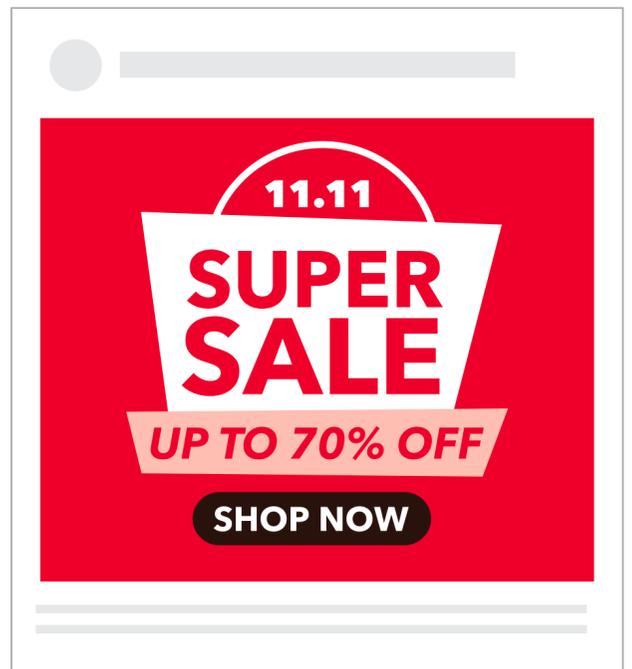
→ Have a clear call-to-action

Click here to shop now

Join our mailing list for a one-time 15% discount!



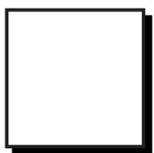
In designs with few text, people read from top-left to bottom-right!



Post your sales on popular Facebook community pages

→ For home & living sellers, try [Home Buddies](#) > where sellers can post during #MondayMarket

→ Be sure to follow community guidelines!



Schedule posts and ad campaigns on social media platforms

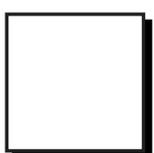
→ Platforms like Facebook let you upload & schedule ahead of time

→ For those that don't, try:

[Hootsuite](#) >

[ContentCal](#) >

[Canva](#) >



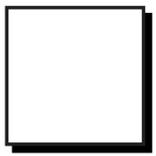
Prepare response templates for social media DMs

→ Draft responses for your customers' most frequently asked questions

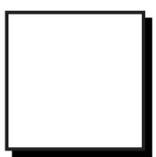
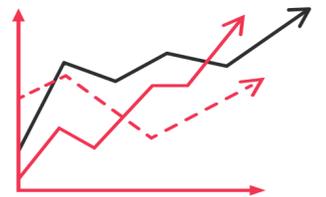
Here's a sample template:

Hi *<insert name>*,
Thanks for reaching out!
<detailed response>
If you need to speak with us, please call us at *<insert contact details>*.
Have a great day!

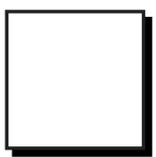
4 Pack and ship best-selling products in advance



Look up popular items during past sale seasons

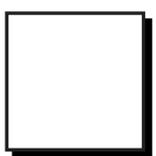


Identify the provinces where most buyers of these best-selling items come from, and ship them out in advance to warehouses in those locations



Pre-pack best-sellers to save time

→ Alternatively, pre-pack items and sell them as an SKU, then ship it as it is!



Ship with Ninja Van for fast parcel delivery to your customers!

