

# Top 3 Strategies for Success around Holidays!

Brought to you by:

Earnest Epps

International Speaker | 7 Figure High Ticket eCom Expert

Founder of High Ticket eCom Secrets

[www.highticketecomsecrets.com](http://www.highticketecomsecrets.com)



Thanks for choosing to download this guide I know if you take the nuggets of which are discussed here, they will help you elevate your game around the holiday season.

# 1. Optimize for mobile first

- a. If you're new in the eCom space one of the things that is increasing significantly is mobile traffic visitors to eCommerce stores in fact <sup>1</sup>U.S. consumers now spend more time on their mobile phones than watching TV.
- b. In addition to the point above it is commonly known that desktop traffic converts significantly (4x on average) better than mobile traffic. So, can you guess where most people are going to be spending most of their budget? Bingo for Desktop traffic. So personally, I'm always one to do the opposite of everyone else so I'd recommend committing more of my budget to mobile during the holiday seasons than desktop.
- c. Lastly, because almost all eCommerce stores are built via your desktop/laptop with your site builder make sure to go through every single promotional offer that you have on your site and ensure it is rendering with a great user experience and looks very professional. This is a very common rookie mistake that happens a ton when I'm consulting with individuals. For example, you add a new banner to your homepage and it looks great on desktop but then on mobile it somehow covers up your logo and business phone number and the easy fix could be as simple as lowering the size of the font for the promo but because it wasn't checked in advance it leads to a significant loss in revenue for poor user experience.

1 - <https://www.emarketer.com/content/average-us-time-spent-with-mobile-in-2019-has-increased>

2 - <https://loyaltylion.com/customers/dr-axe>

## 2. Make your subject lines stand out in the inbox

- a. Hopefully you've already implemented a gameplan for lead generation for your eCommerce store specifically to capture emails (if not start today) and with that being said now is the time to leverage your list in a massive way.
- b. During holidays you shouldn't look at trying to go up against your competition to give biggest or best discount but more of how you can get the biggest or best attention. Because those who can get attention will earn the most traffic and most sales from email marketing specifically during the holidays.
- c. So, a couple of examples of how you can be creative is be funny, do take away's, reverse scarcity, etc.
  - i. Christmas is cancelled
    1. With everyone fighting for Christmas promo's telling your customers Christmas is cancelled immediately will get your prospects curious as to why thus opening your email
  - ii. Black Mobile Scooters > Black Friday
    1. This is a subject that's all about positioning your products to be better than Black Friday and implies there's something a prospect could be missing out on something.
- d. Remember the #1 goal of your subject line is to get someone to open the email so you can then earn the click, but we must first get them to open our message amongst the thousands that will be going out during the holidays.

### 3. Create the best offers stop giving best discounts

- a. Personally, I've never been a huge fan of discounts because that's what everyone else is always trying to do... "give massive discounts" which then impacts our margins. So rather than follow everyone else focus on creating unique offers that can only be found specifically on your website.
  - i. One example of a unique offer is "creating bundles". Actually, right now as we speak I have an offer that is crushing right now because it's a bundle of 4 products and it's an exclusive price for that bundle only found on my website if the customers try to buy the products elsewhere individually they will most likely spend about 20%-30% more.
- b. Offer more benefits specifically for the holidays. The holidays are a good time to go beyond your normal promotions and savings. Think about what additional benefits you can give your prospects during the holiday time such as free shipping, free returns, or fast action taker bonuses. Again, these can be things you can specifically do just for the holidays and remove the offers afterwards creating real urgency and scarcity.

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- c. The holidays are now the best time to create a loyalty program or loyalty offer for your existing customers. With your current and growing customer base look at ways you can give them unique offers for coming back and doing more business with you.
  - i. **Nugget:** <sup>2</sup>Customers who redeem loyalty rewards spend twice as much as those who don't. That's because the psychology of a loyalty program and email is completely different than your everyday promotional content.
    1. With that being said... loyalty offers, rewards, and emails customers feel as though they've "earned" the points and don't want to lose them.
    2. This can also be the easiest way to personalize your customer experience because everyone's rewards will be different so it can make your business stand out amongst the competition.