

November

COMMENT Sold

Holiday Checklist

Plan and prep products for the biggest shopping week of the year

November 2021 | Dates to Remember | Blackout Week

Pink Friday - Nov. 19

Small Biz Saturday - Nov. 27

Thanksgiving - Nov. 25

Cyber Monday - Nov. 29

Black Friday - Nov. 26

Giving Tuesday - Nov. 30

Inventory Prep List

- Pull last year's reporting to support purchase and sale decisions.**

Reports like best sellers, aged inventory, and sell-through can help you set sales goals for the holiday season and decide which products to sell.
- Gather data**

Gather numbers on your best vendors, items with the best margins, and least popular items.
- Markdown aged or slow-moving inventory**

Reinvent these products with fresh styling and photos. Clean out your winter styles so you can prep for spring trends early next year.
- Set goals for November**

For example, how much will you need to do in sales each day? How many SKUs?
- Decide what non-clothing items you want to push**

What do you know you can sell, and how practical are the products? Think about which items will make good gifts for the holiday season.
- Order new inventory well in advance of the end-of-November "Blackout Week"**

If you want to sell new products, make sure you order them as far in advance as possible. Ordering during the summer months is recommended.
- Secure product quantities and allow time for plans to change**

Avoid ordering last-minute from vendors to account for any sold-out items or delayed shipping times.
- Push basic, timeless pieces during your November sales**

Everyday purchases are good sellers —customers can wear these year-round, and they make good gifts that can be enjoyed beyond the fall and winter months.
- Consider bundling higher-priced items with lower-priced items**

This allows customers to feel like they're being met in the middle and can afford the price points you're offering (e.g., pair a higher-priced coat with a cheaper scarf).
- Consider selling gift cards**

These are great for customers who might be worried items won't arrive on time, or they're buying for someone hard to shop for. Encourage customers to spend gift cards on a future date (e.g. Black Friday).

Marketing Prep List

- Pick one or two November holidays to run a sale, discount, or giveaway**

Too many sale dates can cause confusion—picking one or two makes those sales feel special and “limited time”.
- Freshen up graphics on your social channels to match the season**

Build visual hype and interest for your upcoming holiday sales and discounts.
- Create events for your sale dates**

Your followers will be reminded of your sales through notifications on Facebook, and they can invite their friends.
- Run ads for upcoming sales**

Remarketing ads on Facebook help your brand stand out in your followers’ newsfeeds, and it reaches your target customer on a platform where you’re already selling.
- Keep your sales simple**

Clearly communicate the discount and how the customer can unlock their offer. If the rules, stipulations, or offers are too involved, confusion can dissuade people from taking advantage of your sale date.
- Increase activity across all selling platforms**

Build hype on your social media, webstore, and mobile app in preparation for your big sale day(s).
- Celebrate the whole month by hosting more frequent live sales**

Live selling is a great way to connect with your customers, tease upcoming products, and hook in new shoppers.
- Enable push notifications on your mobile app**

Send reminders about upcoming sales, and reach your customers across all of your selling channels (not just social media).
- Utilize all of your communication channels**

From email to SMS, there are numerous marketing channels for you to broadcast your upcoming sales and events.
- Use fresh seasonal styling, updated photos, and new prices**

Merchandise existing inventory you plan to push during holiday sales in new ways (e.g., style a summer sundress with a winter cardigan, leggings, and boots). Show off these curated outfits during your live sales or Shop the Look videos.
- Try theme days**

For example, on Mondays you can post accessories, and Tuesdays you could post bottoms to your social media accounts to show off products consistently each week.
- Provide ongoing education to customers**

Remind them how and what to comment to purchase items, as well as shipping dates, how to register on your website, and any other details they need for a smooth shopping experience.
- Create holiday collections on your webstore and mobile app**

Some ideas could be Stocking Stuffers, Comfy Cozy, Unwrapped Basics, Winter Essentials, and Layer Up.
- Use the entire month of November to push doorbuster/holiday products**

Get a high volume of customers shopping. Add FOMO by promoting products as “limited.” Holidays can be reserved for big sales, but you don’t want to discourage shoppers from buying from you throughout the month.

Tips for Selling Success



Staff up

Anticipate an influx of orders during the busy November shopping season, and ensure you have a solid team in place to fulfill orders and get them out the door.



Stick to one or two sale dates

Too many sales and promotions can become overwhelming to the customer and lose some of the allure. Plus, planning for dozens of large sales during the busy holiday season may overwhelm your team.



Know your shipping deadlines

Make sure your team—and customers—are aware of when items are going out so they can plan for the gift-giving season and get items on time during the busy holiday rush.



Move product without giving it away

Avoid offering discounts that are too drastic—you want to make money, after all! Don't forget to factor in shipping costs when determining your holiday discount amounts.



Get orders out the door within 48 hours

Don't sit on orders, especially when gift-giving days are coming up.



Start with the end goal in mind

Consider how much revenue you hope to generate during the holiday season, and strategize your sales around the metrics you're trying to hit.



Each sale should have its own special

Customers are more likely to check out multiple times if you offer different discounts or incentives on different dates.



Plan as far ahead as you can, but don't promote your sales too far in advance

You don't want customers waiting a long time to shop. Decide which dates you're doing to host sales in November and get your ducks in a row as far ahead as possible.



Encourage waitlist authorizations

By preauthorizing their credit cards, customers can be next in line when a sold-out product is back in stock. This ensures you won't miss a sale.



The first two weeks of November can be slow

Shopping picks up the last two weeks of the month—don't panic if you aren't moving products quickly at the beginning of November. There will be an end-of-month rush (and last-minute shoppers)!



Save any overstock for a future sale

Frame any products that don't sell during your November sales as "back by popular demand" or "a customer favorite" in December or into the following year.