

15
WEEKS
OF TIPSTO HELP YOU
**SURVIVE
& THRIVE**
THIS HOLIDAY SEASON

FINAL EDITION

Email Course Tip Roundup

Hi CONTACT.FIRSTNAME,

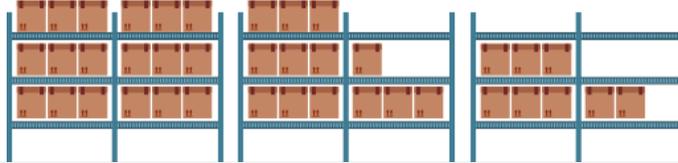
To wrap up this holiday season, we've summarized the best tips and tricks you can apply throughout the year.

[Seasonal Planning Checklist](#)

No matter how prepared you are, unplanned issues will arise, necessitating rush purchases and other expenses. Having enough cash on hand to deal with surprises will go a long way to prevent stress. Check out this [quick comparison of small business funding options](#).

[Inventory Management](#)

Keep tabs on how quickly your products are moving. You can use a software as a service (SaaS) like [Stitch Labs](#) to keep track of things.



Money Management

Expand your product offerings including gift cards. Besides being quick to purchase and giving recipients more flexibility, gift cards infuse cash into your store immediately.

Avoid Holiday-Itis

Budget some holiday cheer in your yearly marketing plan to keep it authentic and on-brand. Don't get caught up in the season so that you lose sight of what's most important as you connect with your audience.

Seasonal Employee Management

It's important to find seasonal employees who represent your brand well. Check out our post on [Where to Find Seasonal Workers Who Don't Suck](#).



Shipping & Returns

High shipping fees are one a primary reasos customers abandon shopping carts. Use the holidays as an opportunity to renegotiate bulk shipping rates and pass the cost savings on to your customers.

Email Tips to Skyrocket Business Growth

Build your email list throughout the year by offering special discounts, sales notices or advance access to new merchandise.

Have signup links on your website or blog and in your social media posts. Put signs near your cash registers with text-to-subscribe instructions, and put a flyer promoting your email list in every shopper's bag or online receipt.



Planning Your Promotions, Sales and Advertising

Make sure your campaigns are consistent. All of your holiday branding should match across direct mail, Facebook advertising and an updated logo to stay top of mind with customers more effectively.

8 Items You Can Check Off Your Holiday List

Through a holiday-centric blog post, you can encourage your customers to shop with you while boosting your SEO potential. Fiverr's [content writers](#) and [online marketing experts](#) are ready to help you hit your holiday goals through their marketplace for creative and professional services.

Appeal to Shoppers' Needs

Happy customers are your best salespeople. Offer customers a discount in real-time at your store to post their shopping experience on social media.



[Holiday Customer Appreciation](#)

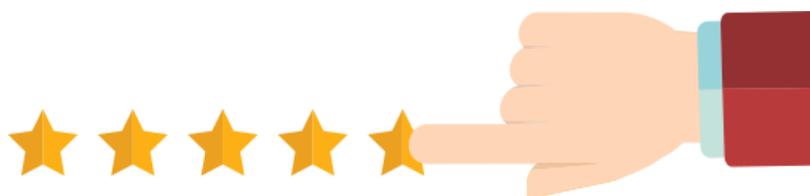
We know you love your customers – make sure they know too! Host a holiday fête or a customer appreciation night with extra discounts, giveaways and complimentary food (here's where partnering with a local restaurant or bakery can come in handy!). This can get customers in your store for a few extra hours.

[Get Organized](#)

You want to make sure that clients, partners and employees know your schedule and can reach you if needed. A virtual phone system like [Grasshopper](#) lets you include the hours you'll be available in a custom greeting and forward important calls to your cell phone.

[Why The Holidays Are All About January](#)

The holidays shouldn't signify the end of your year; they should be the springboard to increase your reach and expand sales in the next year. A CRM system like [Zoho](#), [Insightly](#), [GoldMine](#) or [ACT](#) allows you to maintain databases with information about every customer and prospect.



[Be the One Business to Attract Anti-Shoppers](#)

While shopping small may be important to a consumer, shopping confidently is essential. Provide consumer confidence by offering what the big guys do:

- **Be transparent** – offer clear pricing and policies.
- **Be flexible** – offer easy returns and offer product guarantees.
- **Be accessible** – establish an email address and make sure it's regularly monitored, make sure your phone lines are sufficiently staffed, and monitor your social media accounts for people with questions.
- **Accept credit cards or other digital payments** – in this day and age, most consumers don't carry cash or checks on them.
- **Mobile optimize your website** – customers expect to be able to easily navigate your website on their mobile device.



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