



# 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

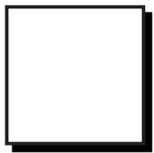
Click to access each recommended tool

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

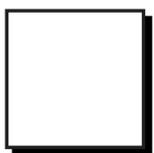


add a first-time buyer discount

If you want to increase basket size



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

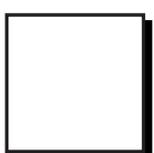


## Determine sale price



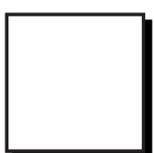
Use [Ninja Van's sale-planning template](#) to:

- 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

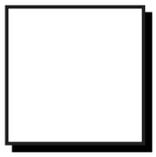
- Best-seller + items that don't sell so well
- Best-seller bulk bundles
- Items usually bought together, like mobile phone and its accessories



## 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.

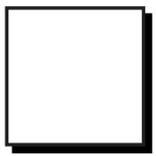
# 2 Power up your website for a surge in traffic



## Do a stress test

→ Try [BOOMQ.IO >](#) [flood IO >](#) [Loader >](#)

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

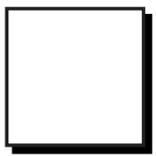


## Install a performance monitoring program

→ Analyze peak periods using  Google Analytics

→ Identify the common causes of performance issues

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



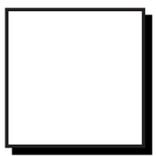
## Schedule flash deals during off-peak hours to sustain site traffic

→ Identify historical peak hours on your site through Google Analytics

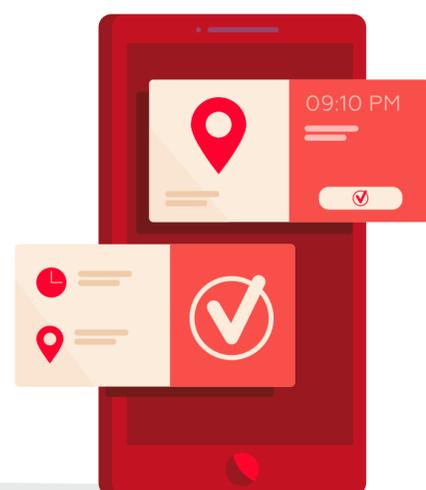
→ On eCommerce platforms, peak hours include:

 30 minutes pre- and post-midnight

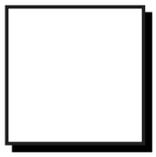
 11AM / 11PM on 11.11; 12AM / 12PM on 12.12, etc.



## Offer better deals for early buyers

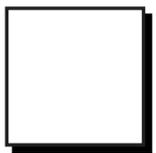
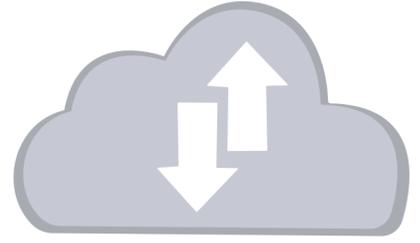


# 2 Power up your website for a surge in traffic



**Temporarily switch to a higher web hosting plan**

→ This raises your storage and bandwidth caps



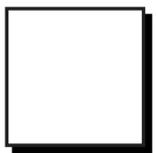
**Hire a site maintenance technician to be on-call during major sales events**

→ Find freelancers on:

Fiverr >

Upwork >

Freelancer >

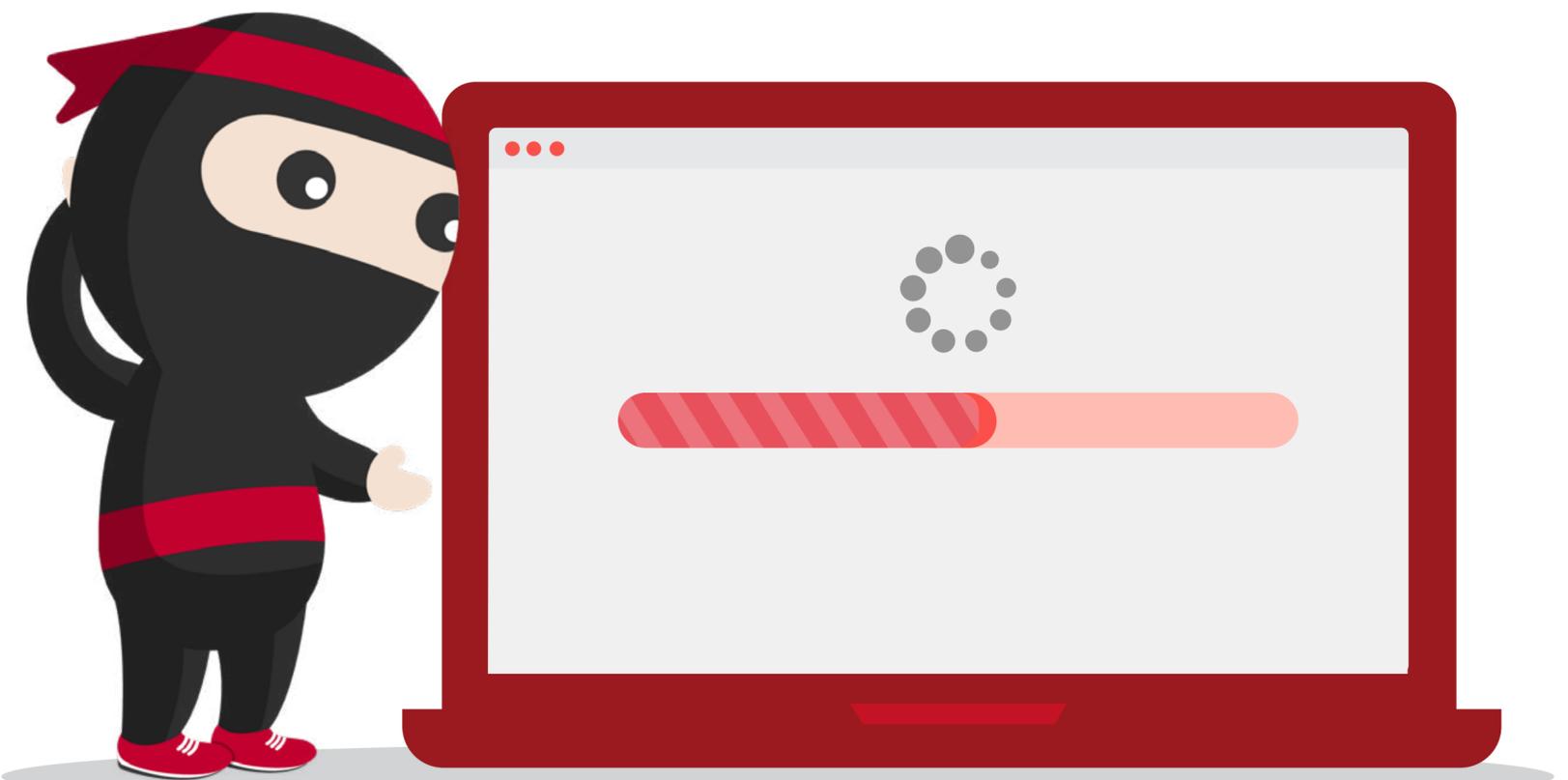


**Use a page caching plug-in to reduce loading time**

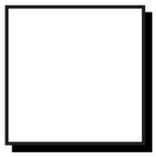
→ If your website is using WordPress, try the following: 

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

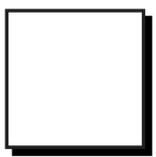
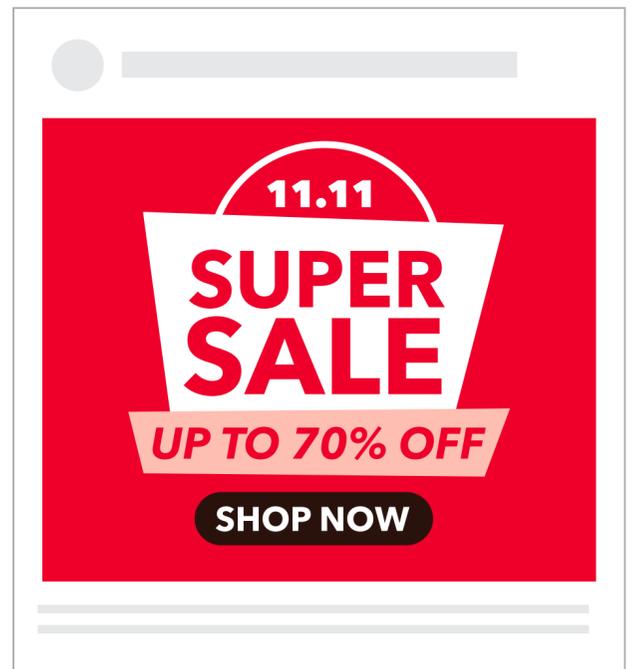
→ Have a clear call-to-action

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!



## Schedule posts and ad campaigns on social media platforms

→ Make your posts attractive and engaging

→ Explore  **TikTok** if that's where your customers hang out

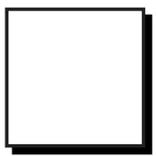
→ Platforms like Facebook let you upload & schedule ahead of time

→ If you have multiple social media, try:

Hootsuite >

Later >

Canva >



## Be ready to talk to your customers

→ Install a chatbot on your social media and ecommerce website

→ Add a simple FAQ for your customers' reference

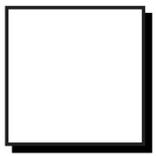
→ Create a clear Returns and Refund Policy

→ Prepare response templates for social media PMs

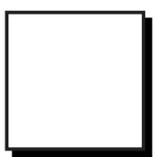
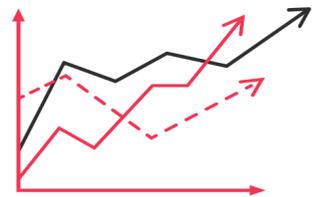
Here's a sample template:

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!

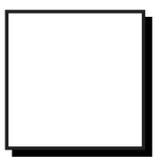
# 4 Pack and ship best-selling products in advance



Look up popular items during past sale seasons

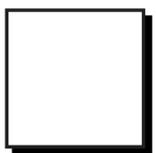


Identify the provinces where most buyers of these best-selling items come from, and ship them out in advance to warehouses in those locations



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 efficient and secure delivery to your customers!

