Start planning for the busiest shopping season of the year: Here’s what you should do to prepare your ecommerce store for the holiday rush.

1. Prepare for increased holiday traffic:
   - Secure dedicated customer service resources for email, phone, and chat.
   - Consider using AI and chatbots to efficiently respond to simpler queries.
   - Make sure your contact information and FAQs are readily available.
   - Ask customers for feedback on how you can enhance their experience.

2. Create a frictionless customer experience:
   - Approach customers with empathy and respect.
   - Offer a self-service experience through chatbots and FAQs.
   - Enable gift card functionality for a seamless shopping experience.
   - Test your site speed and improve site search.

3. Add sales channels to reach more customers:
   - Plan your shipping and fulfillment strategy.
   - Determine holiday shipping offers (such as free shipping or gift wrapping).
   - Utilize Amazon Supply Chain for simplified operations and Amazon-backed shipping times.

4. Measure your success:
   - Establish clear goals and KPIs to track your success.
   - Integrate your ecommerce store with an analytics solution such as Google Analytics or BigCommerce Insights.
   - Be prepared to make real-time changes as data trickles in.

5.Sharpen your customer service and support:
   - Integrate your ecommerce store with a customer service solution.
   - Support holiday giving (PayPal donate button, donate portion of sales).
   - Revisit your customer service strategy and make it more effective.

6. Flatten your marketing and promotions:
   - Develop your holiday marketing strategy.
   - Create a holiday marketing calendar you can stick to.
   - Write ad copy and build holiday landing pages.

7. Add sales channels to reach more customers:
   - Use Feedonomics to connect your store to the world’s largest selling channels to meet your omnichannel strategy needs.
   - Boost brand awareness and engagement with social commerce.
   - Connect your BigCommerce store to TikTok and Meta to sell more via Facebook and Instagram Shops.

8. Review your 2023 strategy:
   - Apply insights from this year to plan your 2023 strategy.
   - Be prepared to make real-time changes as data trickles in.

Stop by our Ecommerce Learning Lodge to find resources and tools that will help you prepare for the busiest shopping season of the year.

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