

BACK = to = SCHOOL

5 ESSENTIAL TIPS FOR E-COMMERCE SELLERS

Use these e-commerce tips to tap into the \$26.7 billion U.S. families will spend for the Back-to-School shopping season!



1

PROMOTE YOUR COUPON CODES

Using coupon codes for your hot selling back-to-school products? Most coupon code sites allow customers to submit new coupon codes for a specific product or site. Make sure your coupon codes get the exposure they deserve!



2

LOOKING FOR HOT SELLING PRODUCTS?

Check out eBay's "Hot Products List" in their Selling Resources center. The list includes the On Fire! HotList which shows products that have fast growing demand coupled with short supply on eBay. The list is updated monthly.



3

USE BACK-TO-SCHOOL SALES AS YOUR BRIDGE TO HOLIDAY ORDERS

Use your back-to-school sales as a bridge to grab your customers' attention for the holiday season. As long as they have a positive buying experience, your brand will be top-of-mind for repeat purchases during the holiday season.



4

TEST REMARKETING BANNER CAMPAIGNS

Since many shoppers research and compare prices online, you'll have a great opportunity to remarket to them using banners to promote your special back-to-school deals.



5

DON'T FORGET THE SHIPPING LABEL

Online postage vendors like Stamps.com allow you to add a message to the shipping label. Use this precious real estate to start your holiday promos.



WHAT'S IMPORTANT TO E-COMMERCE SHOPPERS?



74%

named **FREE SHIPPING** as the top motivator for making an online purchase



49%

said **ONLINE DELIVERY TRACKING** is an important factor



35%

said **FREE RETURN-SHIPING** would make them more likely to buy products online



Sources:

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<http://googleshopping.blogspot.com/2013/07/trending-for-back-to-school-one.html>

National Retail Federation

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eBay OnFire! HotList

http://pics.ebaystatic.com/aw/pics/sic/sr/onfire_hotlist_jul13.pdf