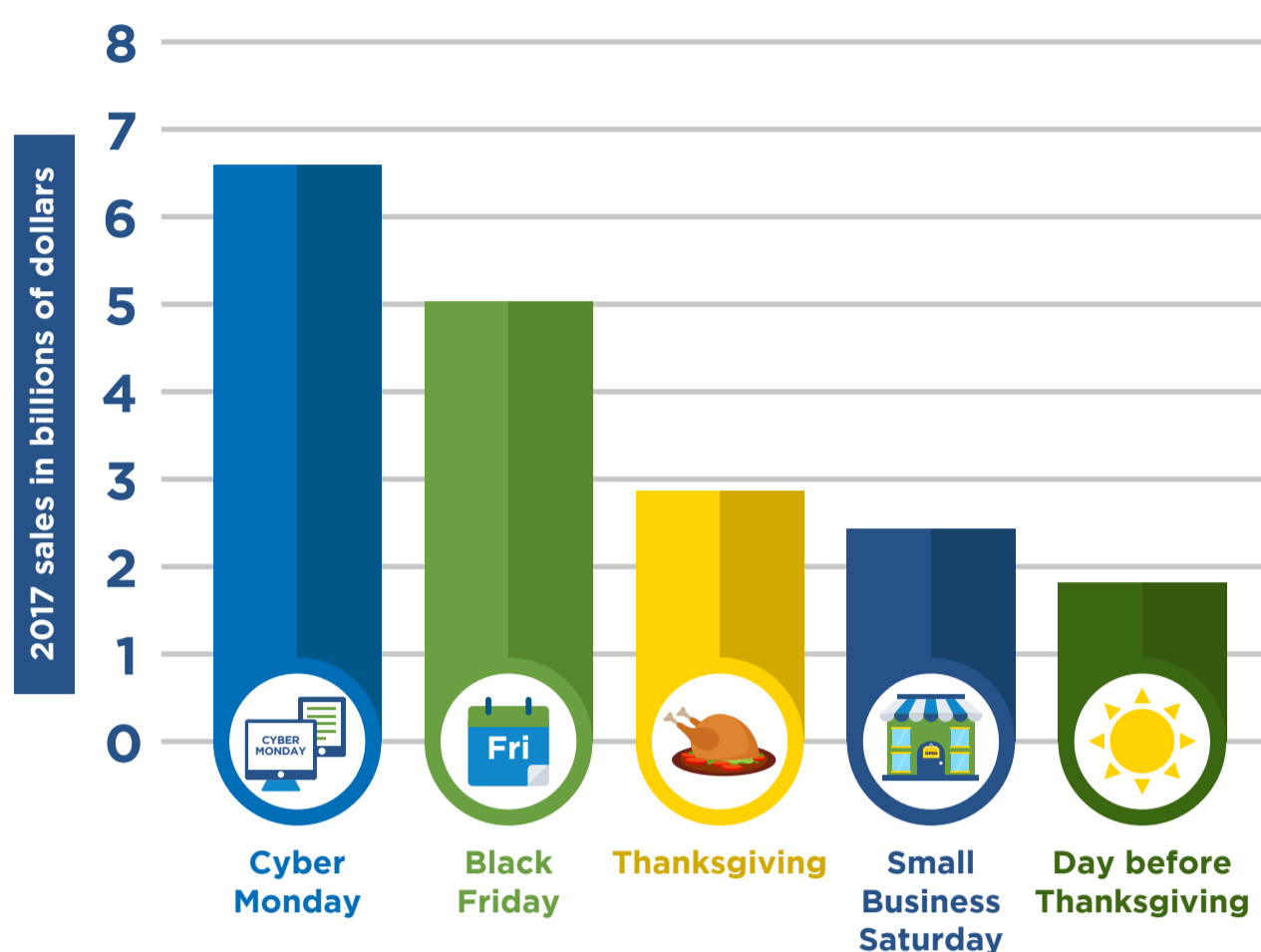


Prepare Your Small Business for the Holiday Season



Holiday sales cluster around Thanksgiving week



In 2017, Thanksgiving week revenue was up 33% from 2016.



In 2017, 43% of Americans shopped or dined at local independently-owned businesses on Small Business Saturday.

Sales will remain solid, with a continuing trend toward ecommerce.

In 2017, ecommerce sales jumped **17.8%**,

mobile commerce (m-commerce) sales grew **40%...**

...but foot traffic in stores fell **7.5%**

Get your business ready for holiday shoppers



Make sure your mobile site loads quickly.

Conversions fall by **20%** for every second delay of mobile page load time.



Ask for reviews before the season.



96% of shoppers read reviews on retailers' sites.



Provide free shipping.

94% of online shoppers use free shipping when available.



Offer gift cards.

Holiday shoppers buy an average of 4 gift cards, making gift cards the second most-popular gift after clothing.

Need help developing a holiday sales plan? Work with a SCORE mentor today.



www.score.org

Sources:

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