

# 9 things to pitch to your SMB clients this holiday season

The crisis has forced many SMBs to get creative and change their way of doing business, but they still need your expertise to figure out what works best for their type of business. Find our key tips and tricks below on what you can pitch to your small business clients this holiday season for a successful Q4:

## 1. SET UP AN ONLINE SHOP FOR THE FIRST DIGITAL HOLIDAY SEASON

With Cyber Monday, Black Friday, and the Holiday season coming up, people will start to do a lot of shopping. But this year is different from the rest - it will be a “digital-first” holiday season. Online shopping will really be the big winner since it allows consumers to continue to purchase gifts, but without any COVID-19 concerns. Make sure that your SMB clients are prepared with e-commerce on their website!

## 2. SELL GIFT CERTIFICATES

Make it easy for end-consumers to support their favorite SMBs in these difficult times! Gift certificates are the perfect solution, as consumers can support their favorite small business with income today - but make use of it later. The new Ecwid E-commerce solution makes it easy to implement the sale of gift cards on a website. Customers can choose from different amounts and get a code, that they (or the gift card recipient) can redeem in the check-out flow at a later point in time.

## 3. SET UP COUPON CODES

The Ecwid E-commerce solution also makes it easy to offer different coupon codes to customers. In the upcoming holiday season, this could help to tip the scale for website visitors to actually buy a product they are interested in. The codes can easily be added in the checkout flow and will automatically adjust the final sale price. Get customers' attention by adding these coupon codes to On-Site Engagements (pop ups on the website)! Coupon codes will be vital this holiday season, as consumers will be more cost-conscious due to concerns on the impact of COVID-19 on the economy.

## 4. SET UP ABANDONED CART EMAILS

Automated emails that are sent out based on specific triggers are a great way of communicating with customers - without any effort after setting them up! Activate abandoned cart recovery in Ecwid E-commerce for your SMB clients, which will automatically ask a customer if they are still interested in a product that they put in their cart a few hours earlier but did not buy. In order to increase conversion, SMBs can easily combine

this with a coupon code and make potential customers an offer that they can't resist!

## **5. PROMOTE THEIR BUSINESS WITH EMAIL MARKETING**

Another great way to promote coupon codes or just remind customers that the SMB is still open for business is to send out email campaigns. Depending on the SMB's industry you could differentiate between different customers already at sign up - this will segment them right away and help the SMB to make the emails as relevant as possible. Once you have set up Mono Email Marketing for your clients, creating a campaign is super intuitive, as our product guides the SMB and tells them what is relevant to include. Let's make sure that small business clients are also represented in consumers' email inboxes this holiday season!

## **6. OFFER CLICK-AND-COLLECT**

Many SMBs are limited in their opening times and have a restriction on the number of people that can be in their physical space, especially restaurants, bars, and cafés. Both Ecwid E-commerce and Mono E-commerce allow SMBs to offer in-store pick-up (also known as click-and-collect) as a great and COVID-19 friendly option! Customers can choose the pickup date and time that fits them the best. Need a buffer hour? For example, pick up in one hour from now on, so that the SMB can make sure to fulfil the order properly. Then we recommend that you use Ecwid E-commerce.

## **7. OFFER A PRIVATE SHOPPING EXPERIENCE**

A great way to comply with the COVID guidelines is to enable your SMB clients to offer private appointments that they can book online. Customers can simply choose a time slot that fits them and then visit the physical store feeling safe. This is a great solution for SMBs with physical products that can be bought online but are important to look at in person, such as furniture.

## **8. INTEGRATE YOUR NEW INSTAGRAM FEED MODULE**

Your SMB clients could profit from making a connection between online and offline - with the help of our new Instagram feed module! Add a feed of photos from an Instagram account to make your SMB clients' websites more visually appealing and show what the business is up to in their physical stores. This can boost engagement from customers who might follow the SMB on social media and stay up to date!

## **9. COMMUNICATE YOUR COVID-19 PRECAUTIONS**

With the current pandemic, the most important thing is to stay safe. Help your SMB clients communicate everything they are doing to ensure compliance with guidelines by setting up a COVID-19 FAQ module. The SMBs can put in all the information that they desire on how they are handling the situation, what has changed, and how they are keeping customers safe. Use On-Site Engagements and social media, such as Instagram, to keep customers updated on when you make changes to- or add new precautions.