



MAIL BOXES ETC.®

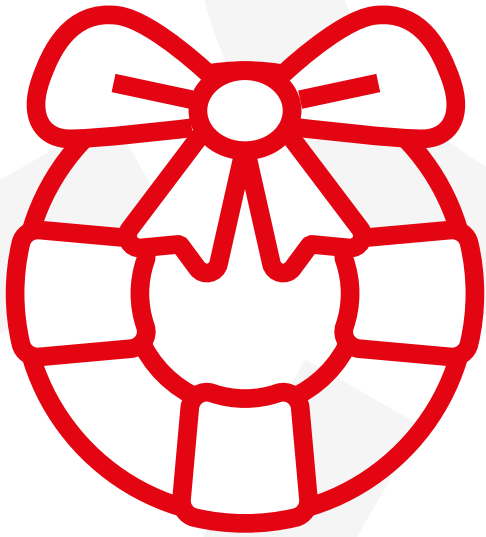
#PeoplePossible



How to Prepare Your Business for the Holiday Season well in advance

5 TIPS TO PLAN AHEAD AND GET READY WITH MAIL BOXES ETC.



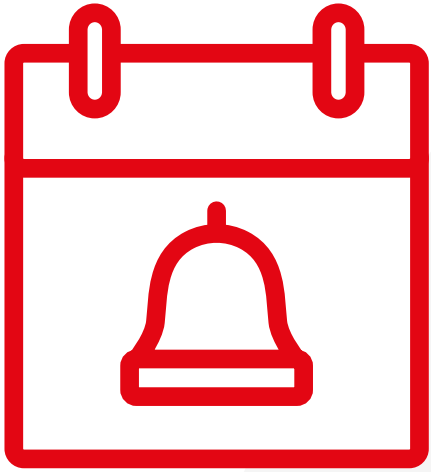


Summer is the Perfect Time to Prepare Your Business for the Holiday Season!

Everyone knows that the Holiday Season is one of the most exciting periods of the year but, at the same time, it's certainly one of the busiest for retailers and companies.

The Cyber Week 2020 saw an increase in sales of 36% compared to 2019, reaching \$270 billions of revenues worldwide. Regardless of whether you are a small business owner or a big company this seasonal peak brings a set of challenges that you can't miss out.

Early planning is vital if you aim to reach out to new customers and boost your business and summer is the perfect moment to build your strategy for the coming Holiday Season!



1. **Avoid last-minute solutions and be ready for the big dates**

Last-minute is a good choice for your travels, but not for growing your business!

Today is the right day to set up new solutions and services that will support your business during the Holiday Season, especially during Cyber Week and Christmas. Optimize your online store, make sure that your website is running smoothly and will be able to manage new customers and place orders correctly. An integrated logistic service is mandatory to meet the expectations of your customers.

Discover MBE e-LINK and MBE MyLogistics, our first-class solutions for e-commerce.

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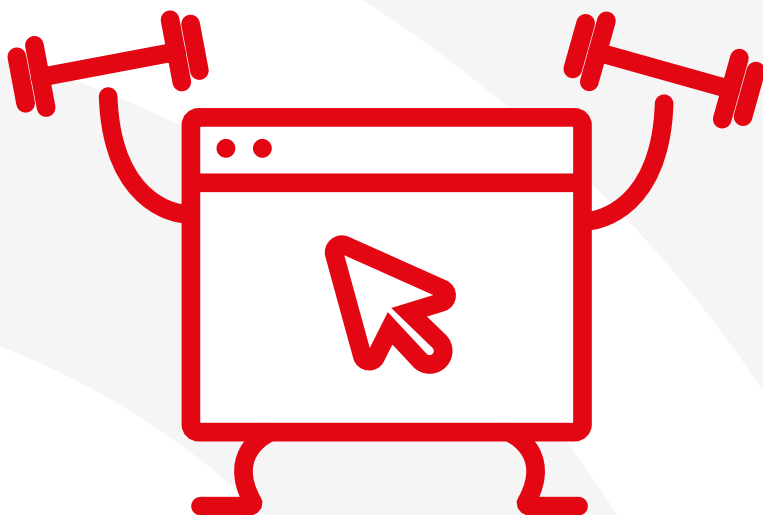
2. Choose a reliable shipping partner

When it comes to shipping you don't want to shipwreck.

No matter how much the shipping volume increases during the Holiday Season, your customers will expect a tracking number, a secure transit, on-time delivery and of course a good policy of returns. Make sure you are in control of packaging and delivery activities or you will end up on a desert island with no customers on sight.

Keep your shipping safe with MBE Pack & Ship solutions.

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3. **Get your website in shape**

A performing website is vital to attract visitors and encourage them to buy your products or services. Your website and e-commerce need to have a professional look, must provide a flawless user experience and should be full of relevant content and information about your company and the products or services you sell.

Building a new website or making your current site more effective will help your business have an excellent chance at succeeding in the online marketplace.

Take your website to the next level with MBE Web Services.

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4. **Business holiday cards to clients are always a good idea**

Holiday Season is the perfect moment to show someone you care about your relationship. Write a personal message to your key customers and business partners and pair it with a personalized gadget. Be sure that everything is delivered on time. Just remember to be creative with graphic design and printing solutions to be sure your message won't be ignored!

Browse MBE Print and Marketing Solutions

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5. Stand out from the crowd

Let your storefronts speak for you!

Put together outstanding window decals that showcase your products or services to make new customers step into your store. Creative storefronts aren't just a design facet but allow you to attract new customers. Try to create something unique and eye-catching.

Put your store in the spotlight with MBE Print and Marketing Solutions.

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Act now
to relax during the Holiday Season!

Contact your
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