

# 5 steps for a stress-free management of your business during the holiday season



The Holiday Season is one of the most beautiful times of the year, not only because of its gifts and greeting cards, but also because it produces great **business opportunities**.

As you know, this is also one of the most complex times for businesses. As said in this research, in 2020 **online sales skyrocketed** by 50% YOY and the **total spending increased** more than \$300 billion compared to 2019. Impressive, huh? Now it's easy to understand

why managing online orders, printing a gift card or shipping and receiving products can become even more complicated.

Luckily at Mail Boxes Etc. **we know how to handle peak season sales**. That's why we have some tips to share with you to **avoid any headaches** with online orders, shipments, printing or logistics during the holiday season and **optimize your business** while keeping your customers happy!

## 1. Ship in advance

Sending and receiving products and gifts is great... except when they don't arrive on time! **Avoiding last-minute logistical nightmares** is good not only to minimize stress but also to lower costs.

A research states that parcels shipped during last year's holiday season, between the week before Cyber Week and December 26th, exceeded capacity by 5% globally. This means that potentially more than 500 million gifts could not reach their final destination before Christmas. When it comes to the holiday season, you need to **play ahead and be foresighted**. Considering the **longer than average delivery times, full warehouses** and very **busy couriers**, planning in advance and identifying the right resources to manage your logistics efficiently will help you avoid finding yourself in unpleasant situations. Discover our innovative solutions to **manage logistics aspects** even during these busy times!



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## 2. Get yourself a tracking code

During the holiday season, logistics and shipping services are under pressure like never before. For this reason, it's important not only that your **packages and orders are delivered** on time but also that they **arrive at the correct address**. So how do you achieve this? **Adding a tracking number to your shipments** is essential if you want to stay in control, monitoring the progress of your shipment in **real time** and have the possibility to know exactly the day and time of their arrival. Your MBE Center provides one code for each parcel along with tools to **easily track** your **national and international shipments**.

### 3. Keep your items safe

Each item has unique features that must be considered if you want **your parcels to arrive safely** and with all the pieces in one place.

A research from CNBC states that in the post pandemic era, consumers are more likely to spend on fitness equipment, home décor and luxury products in order to improve their home environment, also as gift ideas. If you have to **ship fragile items or valuables** you will need **packaging that can sustain shocks** while if you have to send something bulky for example, you will need to find a sufficiently **large packaging** instead. There are plenty of **solutions to keep your items safe** and insure them in case of **loss or damage**. That's why if you're planning to **ship fragile gifts, luxury products or artwork**, you should ask our MBE experts for their help and receive more details concerning our dedicated solutions.



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### 4. Do not miss online buyers

It's not a secret anymore that buyers and customers are rapidly **switching from offline to online channels**. A research shows that 58% of consumers expected to do more online shopping after the pandemic than before. Over 60% of U.S. customers stated that they would prefer to **buy their gifts online rather than in an actual store**. You also need to consider that new channels are on the rise: purchase from social media or click-and-collect are just two of the new channels that are growing rapidly in the post pandemic era.

To tackle these new challenges you should **optimize your online presence**, especially if you run an **ecommerce business**. In fact **optimizing the management of your online orders** and logistic aspects is a **key factor to succeed**. Be sure to rely on tools and platforms that allow you to **monitor and manage every aspect easily**.



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### 5. Think outside the box, literally

The Holiday season is the perfect time to **nurture your relationships** with clients, suppliers, key accounts, business partners and employees. Choosing the right way to **communicate your brand value** and **strengthen mental availability** can boost your profits in the next year. Working on your brand's mental availability means boosting the probability that **your target customer will think of your products or services** in a buying situation.

When it comes to branded elements you should also think carefully at what's outside the box... literally! **Personalized gadgets, greeting cards, innovative packaging solutions** and **sustainable materials** represent the final touch to your holiday season strategy but not a marginal aspect of it. Start thinking about how you can **add value to your business** with printed materials, samples or gadgets. If you need inspiration, you just have to ask our print and marketing experts!



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