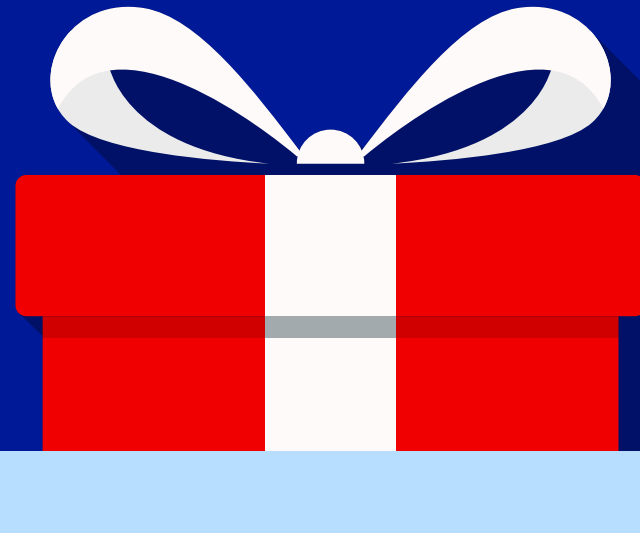


12 TIPS FOR STRESS-FREE HOLIDAY SHIPPING

Countdown to the best, busiest season of all! Here are twelve ways you and your team can prepare now to wrap up the year in some holiday profits.



1. PLAN TO PROFIT

It always makes sense to plan ahead. But when you're talking about the busiest shopping season of the year, it really pays off.

- Project potential sales based on last year's activity; will you need to increase production, inventory, staff or other resources?

- Make a list and check it twice. You can adjust for higher than anticipated sales as the season gets closer.

81% of consumers' holiday season starts in November. Retailers and shippers are preparing for the holidays by late summer.*

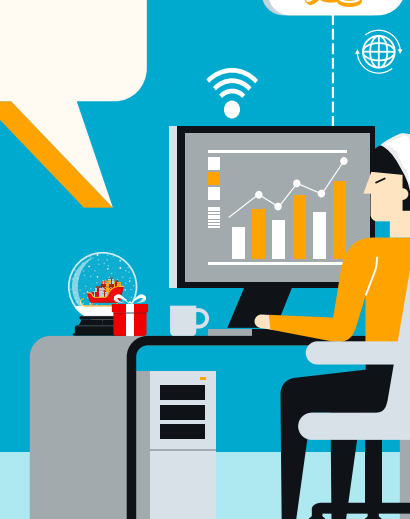


2. SET YOUR SITE ON SUCCESS

It's time to tune up your website to ensure the online shopping experience is a holiday dream for your customers.

- Fix any shortfalls in the user experience.
- Optimize for search engines (make sure shoppers find you first).
- Use data analytics to ensure that when they do find you, they are engaged right through checkout.

28% of consumers will spend more online vs. in stores.*



3. MAKE YOUR SOCIAL MEDIA SING



- Keep up your brand's social media presence leading up to and throughout the busy shopping season.

- Provide incentives for fans of your brand to post positive reviews and sing your praises.

- Hire a social media content writer to blog about your brand and boost your follows and likes.

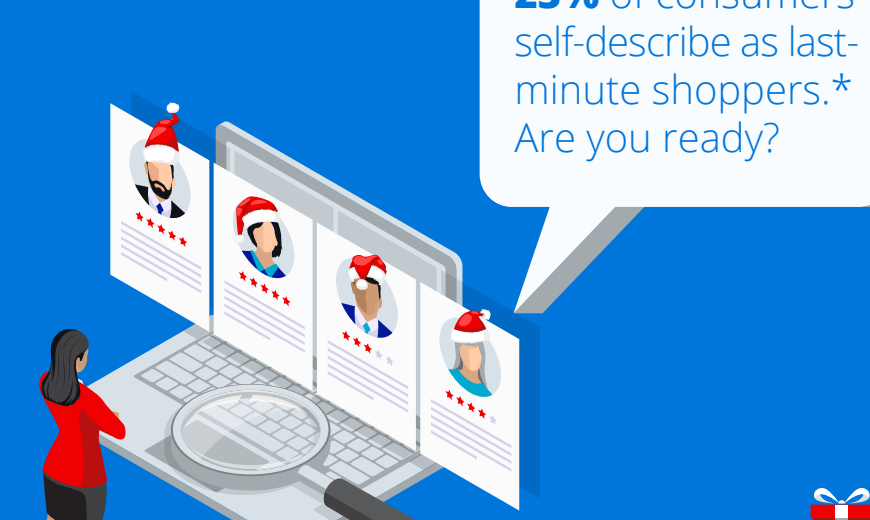
- Dial up the frequency.

4. INCREASE ELF:WORKSHOP RATIO

If you're a small- to medium-sized business, you may need extra staff to get through the busy holiday rush.

Whether it's fulfilling orders, packaging products, taking customer calls or managing social media, make sure you recruit and train your temporary workers ahead of time, so they know the ins and outs of your systems and products.

23% of consumers self-describe as last-minute shoppers.* Are you ready?



5. TALK TO YOUR CUSTOMERS

They'll be the first ones to let you know if there are issues with your website, call centre, availability or delivery.

- Set specific deadlines (send-by dates) to help manage logistics and expectations while building excitement and a sense of urgency.

Speaking of which, here's our schedule: **Purolator's send-by dates.**



6. TOP SELLERS GO TO THE FRONT

- Place this season's hottest selling products close to workstations where packagers can easily access them and **move them out - quickly.**

- It may only save seconds or minutes on fulfillment but over the course of a busy day - or better still, a busy season - that **time adds up.**



7. STOCK UP ON MATERIALS

The last thing anyone wants to hear during the holiday rush is, "We're out of bubble wrap!"

- Get all your packing and shipping materials on site in advance: You'll save time and avoid delays in fulfilling orders, especially if they start coming in early.

You can order everything you need directly from Purolator.



8. CELEBRATE LAST-MINUTE ORDERS

Last-minute online shoppers are a big opportunity for businesses of all sizes.

- Have the inventory ready.
- Ensure your site is up and running.

- Prepare your staff for one final surge in orders, especially right before the holidays.

- Dial up the frequency of organic posts and paid ads on social media.

- And don't forget to stretch.

45% of shoppers select EXPEDITED holiday shopping.*



9. REVIEW REFUND POLICIES EARLY

86% of consumers say the returns process influences their buying decision online.**

- Long before you have to deal with holiday merchandise returns, **make sure everyone on your team understands how it's done.**

- Provide easy-to-follow directions on how to complete a merchandise return and the experience will be less stressful for you and your customers.



10. BOOST EMPLOYEE MORALE

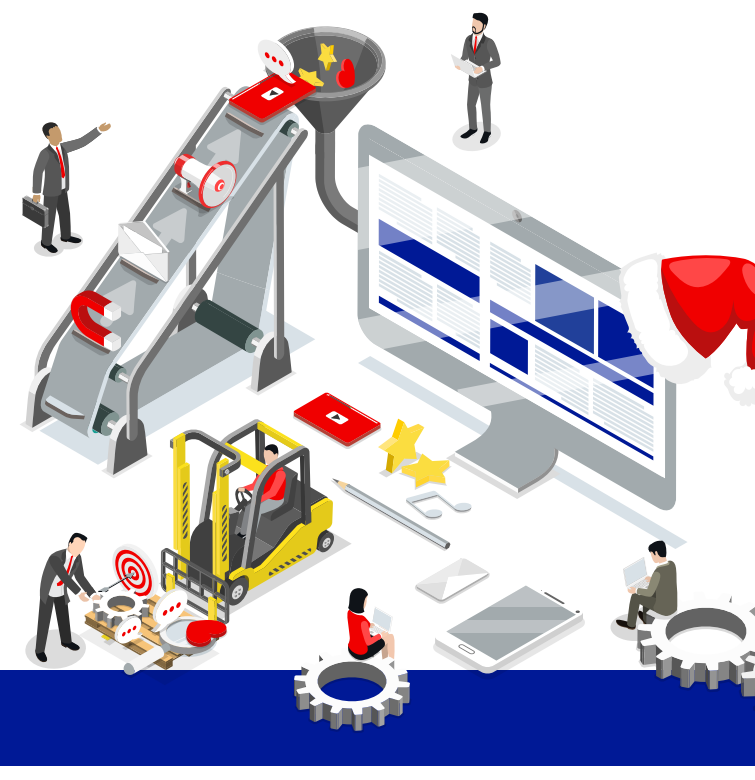
Whether you hold your holiday party before or after the holiday crunch, there are things you can do to boost morale and build team spirit beyond the party.

- Decorate the office to celebrate your staff members' varied holiday traditions.
- Support a staff-chosen charity and match donations.



11. SUSTAIN MOMENTUM

- Get strategic and tactical. Using data from customer service applications, sales databases and elsewhere, marketing automation helps make online advertising more targeted, relevant and ensure it appears in appropriate channels through the holidays and beyond.

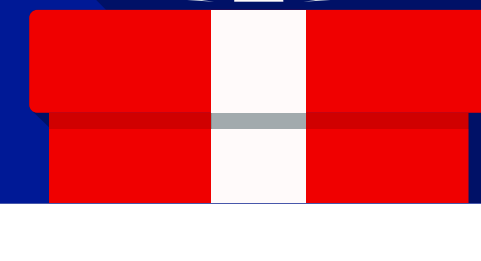


12. HOLIDAY SHIPPING HELP IS HERE

At Purolator, we can streamline the demands of the seasonal rush for you with online shipping tools.

Purolator

Promises delivered®



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purolator.com/livechat

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