

# Maximise Your Online Sales this **Black Friday** & **Christmas!**



**Ecommerce Website &  
Online Advertising Checklist  
PLUS Instore & Local Marketing Tips & Advice**

Can you believe it's only 5 weeks to Black Friday and 9 weeks to Christmas?

Where does the time go!

Having worked with small and medium retailers through to larger department stores and chains, we've seen the pressure owners, marketing and/or admin staff are under trying to plan and get everything ready on time.

We've also seen many businesses waste a lot of time and money on their online advertising - either through lack of sufficient in-depth knowledge among internal staff or bad external advice; poor set-up of their Google and social advertising accounts – ineffective audience profiling & targeting, poor design or ad content, bad budget allocation, no tags or tracking set-up; or lack of effective ecommerce design and set-up on their websites; or indeed a combination of all this!

With this in mind, our team of web designers, developers and online advertising specialist have prepared an Ecommerce Website & Online Advertising Checklist that you can use.

The FREE checklist includes some of the main elements you need to review and include to ensure your website and ads will perform effectively for you during these crucial online sales periods, and indeed throughout the year.

We hope you find the checklist useful and have great online sales success this Black Friday and Christmas!



**Duane Byrne**  
*Managing Director*

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P.S. If you don't have the time to read and do the checklist yourself, but know that your website and/or online advertising is not up to scratch and needs to be optimised, just call me on 086 2640777 or click one of the links below to contact us and we'll get back to you to discuss your requirements!

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# Your Ecommerce Website Checklist

1. Have you tested and optimised the loading time of your website? .....

2. Are your home page images and internal product images optimised for web use? .....

3. Google Analytics (GA4) installed and properly running on your website? .....

4. Is your Google Tag Manager set up to track all interactions and conversions? .....

5. Do you have a Facebook/Meta Pixel installed on your website? .....

6. Have you had your ecommerce website professionally reviewed and audited recently? .....

7. Have you made sure if you're copying content and images from competitors or other websites that you have removed any embedded links or images before uploading to your own online store? .....

8. Have you reviewed the data from existing sales on your website to analyse and understand your top performing products, your average cart value, top geographic locations for sales within/outside Ireland, customer profiles, etc? .....

9. Have you integrated trust signals onto your homepage and product pages to increase customers perceptions of trust, reliability and credibility with your ecommerce store? .....

10. Do you have a 1-page check-out page and is it ready to maximize conversions? .....

11. Are you offering FREE shipping over a certain value? .....

12. Have you added calls to action or incentives to increase your customers' shopping cart values? .....

13. Is your homepage design, layout and navigation optimised for ecommerce purposes? .....

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# Your Ecommerce Website Checklist

14. Have you compared and optimised your website design and navigation for best practice and the different consumer behaviours and nuances across desktop and mobile devices? .....

15. Do you have a suitable email capture form on your homepage, and internal pages, to gather names and email address of potential new customers for future marketing? .....

16. Are you using an exit pop-up to convert, or at least get an email address, of visitors leaving your website or abandoning their cart? .....

17. Have you reviewed and optimised your purchase and cart flow? .....

18. Have you optimised your cart flow to reduce abandoned cart rates? .....

19. Have you set up an abandoned cart auto-responder to motivate customers to return to your site and complete their purchase? .....

20. Do you have a BNPL (Buy Now, Pay Later) purchase financing service available on your ecommerce store? .....

21. Do you have a Live Chat feature on your website? .....

22. Do you have a feature to allow online customers to build their own hamper gift set? .....

23. Do you have ecommerce sales enhancement tools built into your purchase confirmation emails to help increase repeat sales, increase cart values and encourage referrals from existing customers? .....

24. Have you designed a range of Black Friday and Christmas special offer banners for your website? .....

# Your Google & Social Ads Checklist

1. Have you decided on the types of Digital Ads to use? .....

2. Do you have Google Ads, Meta Ads, and any other accounts set up, fully prepared and up to date so you can run your campaigns effectively? .....

3. Have you reviewed and audited what worked well, and didn't work, last year, and why, so that you can optimize your ads this year? .....

4. Have you allocated a specific budget for your Black Friday and Christmas advertising campaigns? .....

5. Have you identified, profiled and segmented your target audience for your offers? .....

6. Have you analysed the demographic and geographic profile and shopping behaviour of your target? .....

7. Do you have a strategy to structure campaigns and ad groups for relevance and efficiency? .....

8. Have you researched and selected keywords aligning with your Black Friday and Christmas deals? .....

9. Have you defined your ad copy strategy to effectively communicate your offers? .....

10. Have you chosen a bidding strategy for your campaigns? .....

11. Have you set up ad extensions to enhance ad visibility and relevance? .....

12. Are you implementing remarketing strategies to engage returning visitors? .....

13. Do you have remarketing ads set up? .....

14. Have you set a precise campaign schedule and duration to coincide with Black Friday, Christmas and New Year promotions? .....

15. Have you created dedicated landing pages tailored to your Black Friday and Christmas offers? .....

16. Have you ensured that your ads and landing pages are mobile-friendly? .....

17. Have you implemented tracking and analytics tools to monitor ad performance? .....

18. Have you prepared for A/B testing to determine the most effective messaging and visuals? .....

19. Do you have a plan to continuously optimize your ads for better results? .....

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# Other Important Factors to Optimise Your Ecommerce Sales

1. Do you have a referral email campaign (with a competition, incentive and/or special offer built in) set-up and ready to send to existing customers to build up your marketing email list of potential customers?

2. Have you prepared and scheduled Black Friday and Christmas specific email marketing campaigns to your customer email database?

3. Do you have your social media plan content plan ready for November & December?

4. And more importantly, have you actually started getting your content designs, photography and videos ready?

5. Do you have an online Christmas Gift Guide ready?

## Offline to Online – Don't Miss Out on this Opportunity!

Are you leveraging your instore customers to drive online sales? Do you have an effective plan in place to gather instore customers email addresses to add to your 'VIP Club' email marketing list?

Use a simple discount code or competition to win a voucher or hamper to encourage instore customers to provide their email address/sign up to your VIP Club.

We will design an attention-grabbing counter-top display card with a QR Code linked to a discount code or competition page on your website – customers simply scan the code which opens the webpage and they fill in their name and email. And/or we can design and print a competition entry box with entry postcards that in-store customers can simply fill in and leave in the competition box at the checkout counter.

Remember that email marketing is actually the simplest, cheapest and most effective form of digital marketing and advertising – beating Google ads and all social channels! So it doesn't matter what format you use to gather in-store customers email addresses, the main thing is to make sure you do it as it is a simple and efficient way to build up your email marketing list and increase both online and instore sales!

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# Simple Tips for Effective Instore POS & Local Print Marketing & Advertising

Let our experienced Print & Digital Graphic Designers create professional, attention grabbing & effective designs for your instore POS and Digital and Print Marketing and Advertising requirements.

## Instore POS Materials

Posters, Hanging Ceiling Signs &/or Vinyl Floor Graphics selectively positioned around your store can help highlight your special offers, add to the overall sales atmosphere and help boost instore sales and impulse purchases.

## Window Vinyls & Posters

Well-designed window vinyls, eye-catching surrounds &/or large format window posters can really grab people's attention and increase instore footfall and sales.

## Digital Screens

If you haven't already, you should consider investing in large format digital display screen and having 1 installed in your front window or in-store that you can display multiple rotating ads, not only for Black Friday and Christmas but throughout the year! (Ask us for more details)

## Newspaper Advertisements & Inserts

Local newspaper advertising is a staple for many local retailers at Christmas and other key sales periods. A professionally designed ad can help increase the effectiveness of your newspaper advertising. Doing a newspaper insert campaign with your flyer or Christmas gift catalogue is something you can also consider in your overall advertising mix.

## Household Flyer/Brochure Distribution

A household distribution campaign with your leaflets or brochure/catalogue can enhance your overall marketing this Black Friday and Christmas. In fact, some argue that with so many ads and noise online these days, a well-designed household flyer can create cut-through and get your store promotions directly into the hands of your potential customers.

## Christmas Hamper/Gift Set Catalogues & Gift Guides

Have us Create visually appealing digital or print catalogues to promote your holiday product lineup to assist customers in choosing the perfect presents for friend and family.

## Gift Vouchers:

Let us design perfect print &/or digital Christmas gift cards and vouchers for your customers to purchase and give as gifts.

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# Our Top 10 Tips for Growing Your Online Sales this Black Friday & Christmas!

1. Ensure that your homepage navigation, your category and product pages, your website design, trust signals, and calls to action; your purchase and cart flow; your check-out page and auto responses set up are optimised and working effectively!
2. Ideally, to maximize the number of conversions, you should have simple 1 page check-out!
3. Free shipping is very much expected by online shoppers, and if not something you offer already, could mean your potential customers are shopping with competitors. FREE shipping is definitely something you should look at building into your overall pricing model so you can offer it, not only for Good Friday and Christmas, but throughout the year!
4. You have a range of channels and ad types available to choose for your Digital Ads, including Google search & display ads; Google remarketing and Google Shopping ads; social media ads (inc. static, carousel, video, etc). across Facebook, Instagram, LinkedIn, TikTok and YouTube). It is important to know where your target audience is so you can properly allocate your budget.
5. Remarketing ads are a good way to keep your brand in front of potential customers over a specified timeframe with the aim to encourage them to return to your website to make a purchase. These types of ads will target people who have already visited your website, engaged with one of your social media posts, clicked on a hyperlink to your website in one of your emails or watched one of your videos, but haven't become a client yet.
6. If you are considering doing A/B testing ads, you ideally should only change one variable (e.g. a different image, or layout, or different headline, or different offer price, or different call to action, or different offer, etc.) to test and see what ads works best before you start increasing your ad spend on any particular channel.
7. A Christmas Gift Guide is not only useful for your own website and socials, but you can also use it to send to local newspapers and magazines to include in their online and print editions - editors are always looking for gift guide content around Christmas and will be likely to include some of your products if you just send them some information!.
8. If you haven't already, now might be the time to introduce a BNPL (Buy Now, Pay Later) service. Online stores that provide a BNPL financing option see an average 20-30% increase in conversion rates. Even better, 60% of online shoppers have already used Buy Now, Pay Later for at least one purchase in the past year!
9. Similarly, introducing live chat on your ecommerce website can help increase sales. If a visitor engages with a live chat agent, they're 2.8 times more likely to end up purchasing a product. In fact, 38% of customers reported making a purchase after having a good session with a live chat agent. Valuing a customer's time and interest in your site will go a long way in converting a lead into a sale.
10. Black Friday and Christmas can be two periods when you see a huge increase in new visitor traffic to your website. Make sure to include an email capture form on your homepage, and internal pages, to gather names and email address of potential new customers that you can use for future marketing. If you already have a 'Sign up to our Newsletter' form on your website, consider re-naming it to 'Sign up to our VIP Club' as this has a higher signup rate!

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# Ensure Your Business Achieves the Best Online Sales Results this Black Friday & Christmas. Contact Us Today!

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DESIGN



• WEB



• ADS



• CONTENT



• ANIMATION



• VIDEO



• SOCIAL



• PRINT



• MARKETING



• CONSULTANCY

[www.uniquecommunications.ie](http://www.uniquecommunications.ie)

# Burkes of Bantry

# BLACK FRIDAY

20% off Ladies & Children's Clothes

20% off Children's Clothes

10% off in Home Store

Shop online [Burkesshop.ie](http://Burkesshop.ie)

**SAVING**  
Christmas & Opening Hours

Friday 29th Dec: 12pm - 6pm  
 Saturday 30th Dec: 9:30am - 5:30pm  
 Friday 31st Dec: 9:30am - 4pm  
 Saturday 1st Jan: Closed  
 Sunday 2nd Jan: Closed

# FRIDAY

**10% OFF** Turntables, Speakers, Accessories from brands Dali & Kef and not applied at checkout

### Last Order Dates for Christmas Delivery!

<b>Fedex Priority</b> 	{ Great Britain: 20th Dec Rest of the World: 19th Dec
<b>Registered An Post</b> 	{ Ireland: 20th Dec Great Britain: 19th Dec Rest of the World: 6th Dec



Check Our Clearance Sale Products

Decorative elements: snowflakes, percentage signs, arrows.

# BLACK FRIDAY SALE

UP TO 50% OFF

25TH - 28TH

## YAMAHA DIGITAL PIANOS

Last Few Remaining in Time for Christmas!

Comes with **FREE** Matching Stool & Headphones  
 Plus **FREE** €25 Sheet Music Voucher

[SHOP NOW](#)



### Build Your Own Hamper

Feel Good on the Inside