

Cyber Monday 2015: Tips to Help Your Business Increase Sales



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What Is Cyber Monday? It's only the biggest online shopping day of the year. Consumers will be spending upwards of \$2 billion on **Cyber Monday** sales this year. **Cyber Monday 2015** provides opportunities for your small **ecommerce business** that you can't miss. To maximize profits, you need a **Cyber Monday strategy**.

Identify Your Sales

You first need to determine what you will offer for your **Cyber Monday sale**. Be sure you have enough stock to meet the demand you anticipate. Once you have your sales list ready, don't share it with your customers too soon as this may cause some to hold off on making purchases. Instead, work on getting ready for the sale and plan your approach. To build excitement, create a call to action to get customers registered so they're first to know about your deals.

Focus on Your Site

It's essential that your site showcases your **Cyber Monday specials**. Consider re-skinning your web site for Cyber Monday. Even if you have limited **Cyber Monday deals**, the splashier your page is, the more customers will assume there are great savings to be had. Set up specific landing pages for brands or categories to increase your sales – don't offer too many items on a page so that customers are not overwhelmed by choice. Test and retest to make sure all of your links are working. One of many great **Cyber Monday ideas** is to increase the content on your site by including blog posts, customer testimonials, images, and funny quotes to make your site fun and interesting.

Provide Added Value

When **preparing for Cyber Monday**, keep in mind that customers love free shipping and it has almost become expected on this day. Among the great **tips for Cyber Monday** to keep in mind is that customers are shopping online for convenience. Anything you can do to make it easier for them means they will buy more. Offering gift wrap can be a way to up the convenience factor. It's unlikely you can beat the prices at big box stores, so offer something else, like extended warranties, for additional value.

Get Ready for Traffic

No one can order from you if they can't get to your site. It is essential as a **small business owner** that your web site is prepared to handle the traffic. You have got to have the bandwidth to accommodate everyone. It is worth the investment to have a separate server or cloud solutions so that your site does not crash and people can actually get to your deals.

Social Media Secrets

One of the best **Cyber Monday tips** is to use social media to help build excitement for your sales. Tease your sales in advance. Get people excited. Set up separate social media streams for specific items. You can create Twitter moments or Facebook events for specific items customers will be searching for. Get customers excited about your deals by Instagramming them in advance. If you aren't sure when is the best time to schedule social media posts about your deals, use a scheduling app like Hootsuite which has an autoschedule feature.

Leverage Local Customers

As one of the **small businesses** in your area, one of many great Cyber Monday ideas is to entice local shoppers to go to your site. Give brick and mortar customers a card with your web site teasing online **Cyber Monday sales**. Exchange links with other local businesses so you can drive customers to each other's sites. Run ads in local town papers.

Capture Customers

Because you're bound to see a spike in traffic, one of the important Cyber Monday tips is to encourage customers to sign up for your email list so that you can reach them in the future. Have a box on your site and also on your checkout page to capture the email addresses. A smart **online business** will offer an incentive for signing up (such as 10% off your next order or notification of future sales).

Be Available

Be sure you are staffed to handle emails and customer service calls and questions on Cyber Monday. You don't want to lose a sale because you didn't respond swiftly. Be certain you can handle the shipping volume necessary in the days after the sale as well.

Cyber Monday can provide a big boost to your small business if you plan in advance and are ready to make the most of this important shopping day.

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