



**Learn what makes
your customers click
this Christmas.**

Real people. Real reviews. **Real insight.**



Things are going to look a little different this year, and just like you, we don't know exactly what's around the corner this holiday season.

47% more shoppers will be trading the high street for their smartphones this year as they tackle every aspect of the Christmas shop from the comfort of their homes.

The customer experience you offer online is now more important than ever, and it's vital that you listen to your customers and understand what makes them click. The clock may be ticking but there's still plenty you can do to bring your brand to life online and gather valuable customer insight that will help you prepare for whatever the future may bring.

We've pulled together some great digital marketing tips to help you optimise your customer journey from search to sale, as well as offering plenty of insight into how you can keep those sales coming, through the new year and beyond!



Real people. Real reviews. **Real insight.**

Awareness

Promote what makes you special right from the start.

Almost half of all online shopping journeys start on search engines, so anything you can do this year to stand out in the search results is a must-have this Christmas.

The internet is much more competitive than the high street, but fortunately there are a few things you can do to get your products and brand in front of the right people.

Real people. Real reviews. **Real insight.**

Actions you can take right now.

Do your research

Find out what shoppers are looking for this Christmas and tailor your marketing accordingly. A great tool to use is [Google Trends](#), as you can see exactly what people are searching for right now.

Focus on your key products

Your unique, exclusive or best-selling products are a part of what make you special, so make sure they're front and centre of your marketing campaigns, from your customer emails to your social media posts.

Split test your ads

Paid ads are a great way to get your website to the top of the search engine results or in front of the right audience on social media, but to make sure you're getting the most out of them, you need to split test throughout the entire campaign. This will allow you see what messaging is resonating with your customers and consistently improve your ads, resulting in more click-throughs, and therefore sales, as your campaign progresses!

Make use of free Google Shopping Ads

Shopping Ads are great for getting your products in front of shoppers when they search for them online, and now they're free! Make sure your product feed is up to date in Google Merchant Center, so you can take advantage of this benefit.

[Find out more here.](#)

How can you boost those efforts **next year?**

Find out what your customers love about you

You may think you already know what's unique or special about your business, but does that marry up with what your customers think? By collecting feedback from those customers, through surveys or reviews, you can find out where your strengths are and start to focus on those in your marketing. Quote your favourite reviews to build trust in your products and service with consumers early in the buying journey.

THE FEEFO SOLUTION

Customer Sentiment Insight

Discover which topics your customers mention consistently and how they feel about them emotionally with our AI-powered tech. Trends are found and monitored automatically - you can even see which topics you should be promoting in your marketing campaigns!

Ratings and reviews make your ads stand out

While running ads can help you appear at the top of the search results, you'll still need to compete for peoples' attention. Star ratings, and snippets from your best reviews, can help draw the eye and give people the confidence they need to click through to your site.

Once you've collected enough reviews, you can qualify for Google's seller ratings extension, which displays your star rating next to your search ads. [Find out more here.](#)

Consideration

Make it impossible for shoppers to buy from anyone but you!

Your homepage is your new shop window and it has to work hard to tempt prospective customers in from the cold. You've got their attention, but online shoppers are easily distracted so you need to do everything you can to pique their interest and encourage them to engage further.

The longer a shopper stays on your site the more opportunities you have to convince them that you're a brand that can deliver a little bit of Christmas magic this year.

Actions you can take right now.

Homepage

Keep an eye on your homepage performance

Heat mapping tools, [like this free one from Hotjar](#), allow you to see which parts of your homepage are getting the most clicks so you can constantly refine and improve it throughout your Christmas campaign.

Personalise the experience with dynamic content:

80% of consumers are more likely to purchase when brands offer personalised experiences. Using dynamic content is a great way to tailor your homepage to different visitors. Some website platforms, such as HubSpot, make it super easy to add dynamic content to your website. [Find out more here.](#)

Make navigation easy

Christmas shoppers may not know what they're looking for. Make their online experience as easy as possible by signposting them to inspiration guides and any other content that will help them to cross another thing off their list.

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Actions you can take right now.

Product page

Make your calls to action more clickable

By the time someone has made it all the way to a product page, there's a good chance they're ready to buy. Make sure nothing stands in their way of clicking that "add to basket" button and do whatever you can to draw their gaze. Product ratings, price markdowns, compelling product descriptions and countdowns can all encourage that final click you need to make the sale.

THE FEEFO SOLUTION

Dynamic Topic Display

Boost product page conversions up to 13% by showcasing your customer's most loved features and letting them cut through the noise to find the feedback that matters most to them.

Show them what they're getting

78% of shoppers want photos to help bring products to life. Whether it's professional product photos or user generated content, seeing exactly what is going to show up at the door increases confidence and helps to reduce returns.

Whist we're on the subject of returns

Return rates are up as high as 30% costing retailers' precious money and time. Anything you can do to reduce this is going to be a huge bonus in the short and long term. Give shoppers access to as much info about the products as possible while they're browsing. Whether it's accurate sizing guides, detailed descriptions or estimated delivery dates, the right information in the right place will help them to make confident, informed choices and help to ensure that what they receive meets expectation.

Don't be afraid of a pop-up ✕

Pop-ups can be more than a little off putting, but when they are done well they can be a great way of showing off your seasonal sales to shoppers when they're at their most ready to buy.

Offering an

**EXCLUSIVE
DISCOUNT CODE**

can also be a great way to secure a sale in the moment. Even an extra 5% off can be the difference between someone buying from you or a competitor.

How can you boost your efforts **next year?**

Go small or go home!

Get into every detail of your website performance. Look at everything from the moment they hit your site to the second they leave. Where did they click? How long were they there? What did they buy and why? Start to paint a picture of what a typical customer journey looks like.

Don't just look at the numbers to tell that story either. Quick and simple user experience surveys can be easily sewn throughout your site to directly ask shoppers to rate their experience. You'll quickly start to identify gaps or issues and be able to put a plan into action to solve these in time for the January sales and beyond.

Start collecting as much UGC as possible

From keeping shoppers on your site for longer to more than doubling sales, user generated content (UGC) is a key weapon for retailers. People trust other people, whether they're looking for inspiration or simply some reassurance that they're making the right choice before they buy.

Get your customers to help you sell! The period following the seasonal rush offers the perfect opportunity to start building a library of UGC that you can begin integrating into your website for next year. Make sure you request feedback from everyone that bought from you and encourage the submission of photo and video reviews. You could even run a social campaign

80%
of shoppers

find reviews from other people just as persuasive as recommendations from friends and family (that's a lot!)

THE FEEFO SOLUTION

Media Gallery

Increase customer engagement across your site by 19% by showcasing photo and video reviews from real customers throughout the customer journey.

Purchase

The finishing line's in sight; give your customers a final push.

Your customers have made it to the checkout, but that doesn't mean they're guaranteed to buy. On average 74% of online retail purchases are abandoned which is a serious amount of revenue for any business.

By looking at the reasons why shoppers don't make it past the checkout stage, you can make some huge improvements to the buying journey and really amp up those sales!



Actions you can take right now.

Lower your postage costs

Unexpected additional costs and postage fees are the cause of [half of all checkout abandonments](#). By offering free postage on orders over a certain amount, you can boost your average order value. If you do choose to run such a promotion, make sure it's clearly displayed as a banner across your website.

Offer alternative payment options

Putting your card details in every time you shop is time consuming and annoying. [17% of customers](#) leave checkout pages because they don't trust the website with their credit card information, while 6% bounce due to a lack of payment options. Make paying for your products as easy (and secure) as possible by offering a couple of alternatives, such as PayPal, which is a trusted and secure form of payment, or Klarna, which allows customers to spread the cost of their purchase.

Create a 'guest' checkout option

[28% of people](#) leave the checkout page because they were asked to create an account. Letting your customers checkout as a 'guest' will speed up the buying process for them and you can always offer them the option to create an account once the purchase is complete.

Add reviews to your checkout pages

Remind customers that they're about to buy a great product from a great business by including your reviews throughout the checkout process. [Our Dynamic Topic Display tool](#) allows you to display your best review snippets across your website and they're perfect for your checkout page!

How can you boost your efforts **next year?**

Run basket abandonment surveys

Some retailers send their customers email reminders when they've left their virtual shopping bag full without completing their order, but this is also a good time to ask why they left those products behind. Running a survey about your checkout process is a straightforward way to get feedback from those who chose not to shop with you and will help you improve this stage of your customer journey.

THE FEEFO SOLUTION

Feefo Surveys

Our Feefo Surveys tool makes it easy to create, share and analyse customer surveys.

Track purchase problems through **customer feedback**

Listening to the customers who did make a purchase with you is important too. Did they run into problems using your website?

Do they think your postage is too high or want more options?

The festive season is the perfect time to collect this sort of valuable feedback, as you'll have a higher volume of customers, which means more insight for you.

THE FEEFO SOLUTION

Insight Tags

Choose themes that you want to track and monitor in your feedback, such as 'checkout'. Highlight success; identify issues and see how the changes you make affect performance.

Retention

Discover what makes your customers come back

You've made a sale, a confirmation email is winging its way in their direction, so your work is done, right? Don't make this a one-time thing. There are plenty of opportunities for you to engage with your customers beyond the checkout page which can encourage them to come back and shop with you time and time again. Create loyal customers now, and you will be less reliant on these busy shopping periods in coming years.

With 74% of millennials saying they'll switch brands if they're not satisfied, it's never been more important to find out exactly how your customers feel about their experience with you.



Actions you can take right now.

Make sure your FAQ page is up to date

There's a fair amount of customer uncertainty around, and shoppers are likely to have questions about their order. Make sure you update your FAQ page with estimated delivery times, as well as anything else that may affect how they receive their purchase, so your customers feel well informed.

Review your post-sale email journey

Having the right post-purchase email campaign in place means you can set expectations, reduce your return rates and build on your brand loyalty.

To make sure you're keeping your customers in the loop, include an order confirmation, shipping confirmation and a follow-up email in your journey (just be sure to make sure you're being GDPR compliant!)

Personalise your messaging

The technology and data available to us these days gives you the means to tailor messaging perfectly to your customers so you can start to form deeper, longer lasting connections.

Making recommendations based on your customers' buying history, habits and profile means you're likely to hit the mark when you suggest new offers or products they may be interested in.

How can you boost your efforts **next year?**

Discover what really matters to your customers

By giving shoppers the chance to voice their opinions about your service and your products, you don't just provide new customers with a reliable source of information, you can also discover an endless stream of insight about your business – what your customers love, what they think needs improvement, and, perhaps most importantly, what will make them come back.

Use what you learn from this year to create campaigns, and even loyalty schemes that you can be sure will tempt your customers back through the door.



**Arrived on time,
but slow delivery**



**Really good
customer service**



**Exactly what we
look for every year**

Start collecting a Net Promoter Score®

A sure-fire way of working out whether your customers will come back, is by, you guessed it - asking them! Net Promoter Score® (NPS) measures the loyalty of your customers by asking them one simple question: “How likely are you to recommend our company to friends, family or colleagues?”.

Your NPS® will give you an idea of how your customer loyalty is looking, as well as indicating which problems need fixing to limit the number of customers who decide to go elsewhere.

THE FEEFO SOLUTION

Net Promoter Score®

You can quickly add NPS® (Net Promoter Score) to your surveys and reviews with Feefo!

Start understanding your customers better

Learning what makes your customers click is a never-ending challenge. If this year has proven anything, your customers, and their shopping habits, can change almost overnight.

The most successful retailers are the ones that listen to their customers and encourage loyalty by offering a fantastic experience that they can count on every time.

Four key things to remember:

1.

Whether it's unique products or a customer service like no other, **there's something special** about your business. Let your customers tell you what they love about you and **use that information** to lead your marketing campaigns.

2.

Optimising your website is about more than making sure it loads quickly and is easy to navigate. **Inspirational content**, such as reviews, customer photos and helpful 'what to buy' guides will all help **convert browsers into buyers**.

3.

Don't get complacent once shoppers get to your checkout page. **Understanding why your customers abandon their baskets** will help you make important changes that will have a huge impact on your sales and customer retention.

4.

The festive season brings with it almost guaranteed revenue, but if you truly get to know your customers and find out what's important to them, you'll create a loyal audience that will **shop with you year-round!**



At Feefo, we're dedicated to helping retailers understand their customers, build a better CX and improve customer loyalty.

[Get in touch with our friendly team today to find out more!](#)



**Want to find out more about
how we can help you?**

Get in touch with one of our
experts today.

