

## Day #10: Develop your holiday fulfillment gameplan

BROUGHT TO YOU BY



If you have your own warehouse, a **warehouse management system (WMS)** is essential to keeping up with holiday demand, including replenishing inventory earlier than usual and coordinating enough labor to fulfill orders using anticipated order volume data.

Conversely, a scalable **third-party logistics provider (3PL)** that lets you store products in more than one warehouse (even across countries) to strategically place inventory closer to more customers can reduce shipping costs and transit times. This also helps reduce risk if a fulfillment center or carrier gets overloaded, or if carriers are unable to pick up due to weather.

Speaking of carriers, create a shipping calendar, building in padding for cutoff dates and communicating order deadlines with your customers. You can also offer free and fast shipping (testing different options and free shipping thresholds above your AOV to see what resonates) and setting up your store so you can display estimated delivery dates and fast shipping badges on product pages for eligible customers pre-checkout.

Another logistics-meets-marketing tactic is to design a compelling unboxing experience. Custom packaging, marketing inserts, gift notes, and other personal touches can help you stand out. Just be sure to accumulate all materials, and calculate the costs and effort involved to fulfill each order.



**Nosto users:** Using content personalization in a very practical way will allow you to customize important messages around shipping times and/or deadlines across your store. For instance, you could surface ribbons on PDP's such as 'Order now, and your product will be shipped today!'. Or, if you have brick-and-mortar stores, you can direct shoppers there based on their geo-locations if they miss the shipping deadline before Christmas. P.S. Don't forget that you can test and schedule all of your content campaigns in advance.

