

The Ultimate Amazon Holiday Season Sales Guide for all Sellers

With holidays just around the corner, Amazon sellers the world over have begun preparing for a significant cash flow boost. In 2020 alone, retail e-commerce revenue in the United States touched \$186 billion. Amazon captured a large portion of this economy, with the platform's 2020 last quarter sales peaking at US\$7.2 billion. The Amazon holiday season sales pie is enormous, and every Amazon seller can grab a slice for themselves.

An Amazon holiday season sales success story

For example, consider the story of Barilla, Italy's largest pasta producer. In 2019, Barilla focussed on boosting their premium Voiello durum wheat pasta brand over the holiday season. They launched a Christmas campaign that packaged multiple Voiello products into one large gift box. The premium pasta holiday hampers, called Scaramantica Box, offered additional value to customers and created a focussed holiday marketing opportunity for Barilla. Barilla's marketing team ramped up keyword bidding and leveraged Amazon Sponsored Brands, pulling in seasonal customers to their store.

The result? Voiello sales increased by 205% over November-December 2019. The Scaramantica Box was particularly successful, generating 91.7% of all Voiello sales and 29% of all Barilla Group sales on Amazon Italy.

Barilla's success clearly shows that every Amazon seller can benefit from some holiday season tips about tweaking their marketing strategy. You don't have to sell specific gifts or seasonal items to make it big; you just have to innovate product positioning to fit the holiday theme.

With the holidays coming ever closer, we have put together a timeline to share our best holiday-selling e-commerce tips! So all you need to do is prepare a to-do list, cross it off in time and start raking in cash from your business.

Before November 15th – Figure out the basics

Holidays are not the time to launch new products and drain your cash flow on items that might not sell. Instead, it makes more sense to focus on marketing your popular products to fit the holiday theme. By November 15th, you should have sorted:

Your inventory and stock levels

You can't leave your inventory management to the last minute during the holiday season. The high volume of stock and orders means Amazon staff have their hands full and little patience for shipping mistakes. If you offer Fulfillment by Amazon, make sure you meet all FBA inventory requirements before items reach the warehouse. Amazon often returns items if criteria are not met, and Amazon staff may not be helpful during holiday time. You can

expect higher storage fees, lost shipments, and less Amazon customer support, so proactive inventory tracking is the way to go.

Holiday offers and bundles

All the best holiday season tips include customization, which is a big draw for gift-giving customers. Can you have a hand-written note or a message? Can you bundle some of your products into a holiday hamper for a niche customer group? FBA brands can use the Amazon Virtual Product Bundles Tool to group two to five complementary ASINs for sale from a single detail page. Virtual Tool bundles will be grouped and shipped by Amazon without you having to package items together.

Marketing content

It is always a good idea to have your marketing content organized before mid-November. Can you add some holiday zing to your product photos and videos? Photos of smiling customers exchanging your product or video with children opening your product under a Christmas tree can be an innovative way to stand out from the crowd. Make sure all your marketing content, product copy, and detail pages have holiday keywords and themes worked into them. [Sellzone Keyword Wizard](#) is an excellent tool for deep-mining those holiday terms and finding the best ones that suit your product line.

November 15th to December 15th – Boost your marketing

Now that you have laid all the groundwork, it's time to crank up the marketing. You can't leave your sales to chance or wait for organic product discovery while your competitors invest heavily in marketing. Some strategies you can apply during this period are:

Split Test your product pages

Late November is a good time to run some split test campaigns to optimize marketing for December. In a [split test campaign](#), you take one of your product pages and note its views and conversion rate. Then you make some tweaks say a new holiday photo or a re-written holiday theme copy, and then wait one week to observe the results. By repeating this process a few times in short cycles, you can identify popular product page designs. Then, you can heavily market these pages closer to Christmas.

Monitor slow sellers

Trying to push low-performing items is a critical holiday season e-commerce tip. You can bundle underperformers with top sellers to deliver more value at higher margins. You can also try reducing prices slightly. These strategies motivate customers to buy the slow stock even when they don't make the perfect gift. You can then funnel that cash towards marketing more of your top sellers with better profit margins.

[Sellzone Listing Protection](#) is an automated monitoring system that gives you ranking visibility across all your listings. You can use it to dynamically change prices at runtime and gain better control over your sales process.

Keep an eye on the competition

Holiday time is all about being proactive. Closely monitor the competition and respond with price changes in real-time so that you don't lose out due to their price drop!

Manage your orders

Relying solely on "Sold, ship now" emails is not the best order fulfillment strategy for the holidays. Large order volumes could mean you miss some emails, impacting customer experience. Holiday buyers want to receive items quickly to test and replace the product if they don't like it. To avoid negative reviews, you can visit your Seller Central account frequently and fulfill new orders every day.

December 15th – 1st January – The season isn't over

Fatigue may set in by the time mid-December rolls around. After all, everyone is done with their Christmas shopping, right? Wrong! Sales pick up at this time as last-minute shopping picks up pace. Moreover, Boxing day and New year are yet to come, and you don't want to miss out! Some holiday selling e-commerce tips for the period include:

Run Lightning deals

Well-timed lightning deals create a sense of urgency for last-minute shoppers hyper-focused on finding holiday bargains. You will notice your Amazon holiday season sales picking up if you run frequent deals across various products.

Upper funnel marketing

Mid-December is a good time to push for brand awareness and increase your marketing spend to reach more customers. Your split test campaigns from last month would have given you the data needed to boost your PPC campaigns confidently. Optimized listings, video ads, and targeted PPC can increase your customer base significantly in this period. [Sellzone PPC Optimizer tool](#) helps to launch and optimize all your Amazon PPC ads automatically. You can save time, get more return on your Amazon PPC spend, and automatically discover new keywords and products for your campaign.

Plan for next year

You can start sending in stock for 2022 to the warehouse after mid-December. Wholesale brands can also expect a high volume of 2022 orders around this time.

January is the time to analyze sales and reuse some of that hard-earned cash for new product discovery in the next year. [Product Research](#) helps you quickly discover products that are cheap to manufacture or purchase, appeal to a broader audience, and face less competition. It also contains a free Sellzone FBA calculator in the Amazon Product Research tool to determine if a product is profitable.

We wish you the very best of luck in your 2021 holiday season e-commerce journey!

Meta title: Ultimate amazon holiday season sales guide for all sellers!

Meta description – Holiday season e-commerce tips and a systematic action plan with a timeline for all Amazon sellers who want to max out their sales this Christmas.

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Infographic ideas.

1. Timeline –

Design guideline – This is a timeline+checklist for e-commerce owners. The bullet points can have check mark squares with tick symbol

1 – 15 November

- Meet FBA fulfillment criteria
- Check all stock has reached the Amazon warehouse
- Inventory management process in place
- Plan your basic holiday marketing strategy

15 – 30 November

- Prioritize products for marketing
- Plan holiday offers and bundles
- Optimize your listings for the holidays

1-15 December

- Start split test marketing
- Match prices with the competition
- Optimize your sales and review collection process
- Reduce prices or bundle underperforming products

15-30 December

- Ship stock for next year
- Analyze sales and business plan for 2022
- Product research for new products

2. Holiday season challenges

Design ideas – may be like three pictures with the words written underneath

1. Less support from Amazon

2. Lost or delayed shipments
3. More storage and marketing fees

Tips to overcome them:

Be proactive and plan ahead.

Monitor Seller Central regularly.

Avoid launching new products.

3. Do's and Don't's for the best ever Amazon holiday season sales

Design guidelines – Comparison infographic

Dos:

- Make sure you have sufficient stock volume
- Plan customized offers and bundles
- Optimize listings for mobile devices
- Target holiday keywords and themes
- Use software tools to streamline marketing

Don'ts:

- Leave shipping till the last minute.
- Try to promote everything you have
- Overspend on PPC without a marketing strategy
- Run the same PPC campaign for every holiday
- Forget to monitor inventory levels

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