

Maximising

Sales Opportunities

This Christmas



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Tourism
Enterprise Development
Programme



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Gary Quate

Tourism NI, Experience Development Officer

Food & Drink



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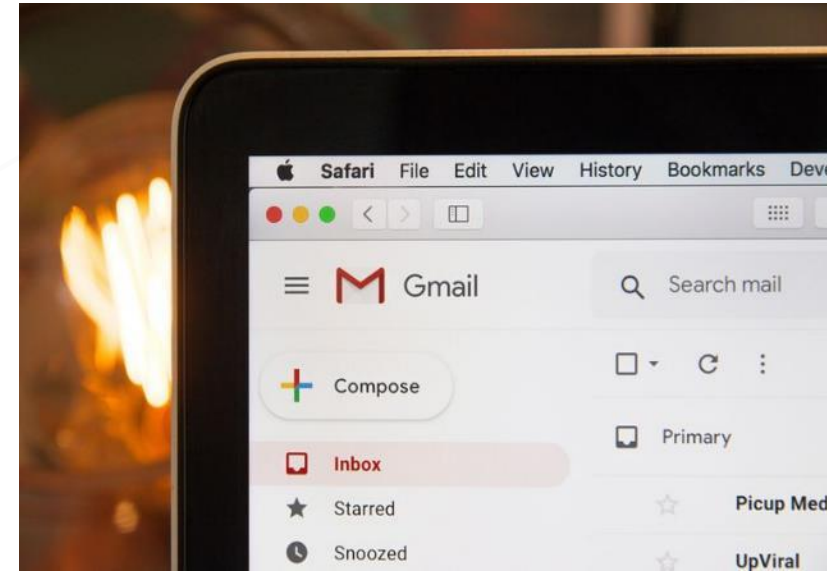


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Consumer Behaviours have changed



Mail to
Email



Cash
to
Card



Cheer
to
Likes



Room
to
Zoom



High
Street
to
Online



Gift to
Experience



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Northern
Ireland
Embrace
a Giant
Spirit



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Maximising Christmas Sales

- New Normal, New Opportunities
- Hints and practical tips on how to maximise sales opportunities over the next crucial trading weeks
- Delivering a seamless customer experience when trading online
- Harnessing social media to drive sales and customer engagement
- Role of Influencers
- Plenty of Best Practice examples
- Working collaboratively to deliver sales
- 3 practical presentations followed by Q&A after each session



Agenda for Today

- Barbara Collins, Practical Sales Hints & Tips
- Q&A Session
- Down The Hatch, The Role of Influencers
- Q&A Session
- Sharon Scott, Best Practice- Collaborations
- Wrap Up and Final Questions
- Finish by 1pm



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NEW NORMAL, NEW OPPORTUNITIES...





What are you selling?

**Food and Drink
Hampers**

**Subscriptions for the
Foodie in your Life**

**Gifting an
Experience**

Gifting a Voucher



A person's hands are shown holding a gold-colored smartphone and a credit card, positioned over a shopping cart filled with wrapped gifts. The cart is on a wooden surface. In the foreground, a table is decorated with red and white Christmas ornaments, pinecones, and a white snow globe. The background is softly blurred, showing more of the shopping area.

Who are you Selling to?

- Repeat Customers
- New Customers
- Corporate Gifting
- Missing Friends & Family
- Last Minute Shoppers
- Self Gifters



Convenient

Simple

Seamless

Easy

Top Tips this Christmas

Theme your website & landing page!

SHOP ALL HAMPERS



Christmas hampers filled with divine chocolates!

A Haigh's hamper is a perfect gift to send loved ones at Christmas time. This year we also introduce a range of Christmas hampers available exclusively online. From a thoughtful gesture to an impressive gift to share, choose from nine exclusive hampers available from our online store. Send our Celebrate Christmas Assorted Chocolate Hamper that is filled with an abundance of our finest milk and dark chocolates and Christmas treats or perhaps the Night Before Christmas Dark Chocolate Hamper for the dark chocolate lover. Perfect for sharing and easy to send anywhere in Australia. Order early to avoid disappointment.



Celebrate Christmas Assorted Chocolate Hamper



Festive Fun Assorted Chocolate Hamper



The Night Before Christmas Dark Chocolate Hamper



Create Gift Guides



12+ FABULOUS
Christmas
GIFT IDEAS FOR FOODIES

12 Days of Christmas Promotion



Christmas specific Email Campaign

buyagift

CHRISTMAS SPECIAL OFFERS 2 FOR 1 DEALS BESTSELLERS

WE WISH YOU A MERRY CHRISTMAS!
♥ FROM US ALL AT BUYAGIFT ♥

We hope you have a fantastic day filled with fun, laughter and happiness!



GOT ANY LAST MINUTE CHRISTMAS GIFTS TO GET?

SELECT E-VOUCHER AT THE CHECKOUT AND YOU CAN GET YOUR GIFT DELIVERED INSTANTLY!

SHOP LAST MINUTE GIFTS >>

FREE EXCHANGES
ALL EXPERIENCES 100% CHANGEABLE

BEST PRICE GUARANTEE
THE BEST DEALS ON THE WEB

60 DAY REFUND POLICY
FREE OF CHARGE

LET'S BE FRIENDS!



www.mintedleads.com

admin@mintedleads.com

Happy Holidays



*** Merry *
Christmas
& Happy New Year**

30% OFF

Throughout stores and online

Shop now

7 Days of Christmas

Take an extra

30% OFF

and gifts, gifts, gifts, gifts for everyone!*

Starting 22.12, Friday 8 am

Buy now

Cart Abandonment

THRIVE
MARKET

SHOP

GET \$10

Did You Miss Me?

Don't worry, we still have these items saved in your cart!
Hurry and get your favorites before they sell out!

Buy Now



Spectrum Naturals
Coconut Spray Oil
6 oz spray canister



Spectrum Essentials
Organic Unrefined Coconut Oil
15 oz jar



RUDY'S

DON'T PUT THIS OFF LIKE A SOFTWARE UPDATE

Your cart is about to expire and so is your chance to enjoy free shipping. [Complete your purchase](#) before these go back on the shelf, and don't forget — use code **SMLS DVS** at checkout.



Clay Spray

Quantity: 3 — Total: \$72.00



The Travel 1-2-3 Bundle

Quantity: 1 — Total: \$12.00

Watch out for

Running out of stock

Make sure to update the website/socials if something isn't available

Have people monitoring the email/socials for messages and answering the phone

Couriers may let you down..post may be delayed ...advise customers if this happens

Can't emphasise enough how important it is to have happy staff dealing with customers...reward them and praise them and they will work even harder for you



Free Gift or Wrapping with Purchase? Offer Free Shipping?



Is SEO important?

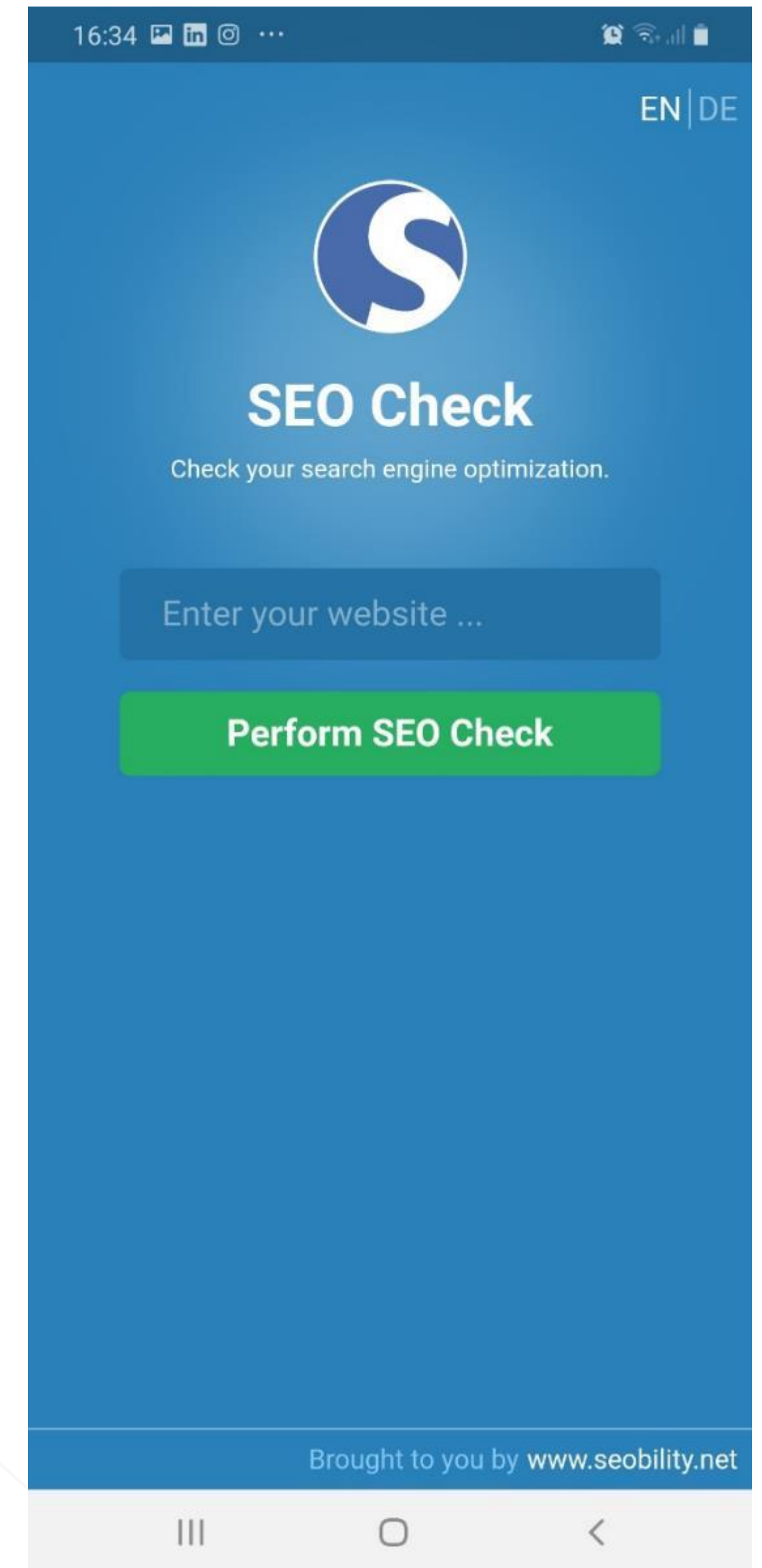
In a word, yes!

Make sure your website team have updated your key words by using this simple tool

www.seobility.net – choose the English version

Include questions like “Which is the best, where can I find?”

Misspellings of your brand name



16:12



← calveysachillmountainlamb.ie



Click here to buy

Heather Sweetened - Seaside Seasoned

ACHILL Mountain Mutton
EST. 1967
CALVEYS
On-Farm • Abattoir • Butchers

The Irish Food Awards
Blas na hÉireann
Gold 2020

€99

Gold Award Offer!

Achill Mountain Mutton Side (12KGS) + €20 delivery to the UK
Last few! FREE DELIVERY!

Butchered, packed & deep freezer ready.

www.AchillLamb.ie or call Grainne 098 43158

Click here to buy

CALVEY'S
Achill Island

Heather Sweetened - Seaside Seasoned

Achill Mountain Lamb
10kgs SIDE **€115**
Christmas Offer Hamper

CRAFTED & PACKED, FREEZER READY, DELIVERED FRESH

+ €20 delivery to the UK
FREE DELIVERY

Order early as a gift to yourself or for your special friend!

Call us now!



This site uses cookies: Find out more.

Yes, I accept

Packaging, Shipping & Pricing



Making Gift Vouchers Special

Use Email marketing (Mail Chimp) and Facebook Ads

Website- make the landing page special and make it obvious vouchers are for sale. Sparkles aplenty. Create a special page or banner.

Social media- drive last minute shoppers. Many are offering additionally

Gift the gifter!!



Don't Forget..



- We buy with our eyes
- Create an emotional connection- tell your story, family business, supporting local producers,. Put yourself in the shoes of the consumer, what do you want to gift this year?
- Create themes around the products you sell, because you love cheese, mad about chocolate, Christmas apart apart etc.
- Control what customers see first- your landing page is your shop window
- Discount and promotional codes- create a sense of urgency
- Almost gone- last few remaining- promote exclusives and reinforce shipping deadlines
- Local delivery/ collection- free or charged- charge accordingly
- Safety measures- in store, collection or delivery- Reassurance is important. Show pictures of your set-up or walk around video with your smart phone.
- Celebrate your staff!!!! Happy staff make for the best customer service- talk about them on socials if they agree
- Understood customers are loyal customers. A sale this Christmas will lead to more throughout the year

Summary



TOP TEN TIPS

1. DECIDE WHAT YOU ARE SELLING and that you have enough stock
2. WHO ARE YOU PITCHING TO?
3. HOW TO GET THE WORD OUT
4. MAKE IT FESTIVE (never too much sparkle)
5. TEST YOUR SYSTEM (make it a smooth journey)
6. MAKE SURE YOU HAVE BACK-UP (both in terms of manpower and IT support if site crashes)
7. COLLABORATE WITH OTHERS (a rising tide lifts all boats)
8. SUSTAINABLE PACKAGING (consumers are turned off by needless waste)
9. REWARD YOUR STAFF (give them the praise they deserve)
10. THANK THE CUSTOMER (their business matters more than ever)