

ETSY SEASON AND EVENT CHECKLIST

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Etsy Season & Event Checklist

Check out myYouTube channel for detailed explanations on all these checklist points, plus further tips and advice.

Shop banner and avatar

Check your photos

New items to list or re-list

Review pricing

Product supplies ready

Shipping and packaging supplies ready

Update shop policies

Amend and review categories

Update product titles and descriptions

Update tags

Review whole store to incorporate season or event

Diarise and look at timings

Get involved in social media

Enjoy. Your hard work and planning will pay off

Seasonal E-Commerce

We are all aware of the major Christmas and New Year holiday seasons. Here are 5 important seasonal ecommerce trends for spring and summer.

Mother's Day and Father's Day

In 2018 Americans spent an estimated over \$23.1 billion on mom and \$15.3 billion on dad according to the National Retail Federation. In the same year, shoppers planned to spend 31% of their budgets online for Mother's Day gifts and 34% for Father's Day gifts, according to the NRF survey. In the lead up to Mother's Day, online sales of flowers and gifts shoot up 1200% and conversion rates more than double.

Memorial Day

Memorial Day is prime time for appliance sales in the U.S., whose ecommerce sales in 2017 surged 44% year-over-year to roughly \$3.78 billion. Memorial Day is a popular time for mattress sales, whose online business in 2017 grew more than 60% compared to the previous year, for a total of \$1.767 billion in ecommerce sales. Springtime sales of sneakers are common, forming part of the \$14 billion in U.S. online shoe sales in 2018.

U.S. Independence Day

4th of July weekend sees hundreds of online fashion, outdoor gear, and summer clothing retailers summer offer deep discounts to customers, with households in 2016 spending an average of \$370 over the holiday.



Wedding Season

\$72 billion is spent on U.S. weddings, and with more couples taking wedding planning online, this season is ripe for ecommerce success. 90% of wedding couples say they used their smartphones for wedding planning activities, including the 62% of brides-to-be who browsed for a wedding gown on their mobile devices. Online retailer eBay has found that wedding-related searches increase by 33% during June compared to prior months.



Back To School & College Season

In 2018, online sales during back-to-school and college season totaled \$58.1 billion according to Adobe Digital Insights. While desktop led the way in sales, an impressive 25% of orders came from smartphones, with tablets representing about 9% of sales, according to the same data. More than 55% of back-to-school and 49% of back-to-school consumers turned to online retailers for their shopping in 2018.