



# *Holiday*

## Shipping Guide 2023

### Black Friday, Cyber Monday and Beyond

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Leverage the Black Friday  
weekend to optimize sales.

Importance of  
customer service

Solidify Your Shipping  
Strategy and more







# Topics of Focus

**1.**

Freightcom's  
Holiday Shipping  
Guide

**2.**

Leverage the Black  
Friday Weekend to  
Optimize Sales

**3.**

Offer Incentives  
Other Than  
Discounts

**4.**

Importance of  
Customer Service

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**5.**

Looking After Your  
Employees

**6.**

Solidify Your  
Shipping Strategy

**7.**

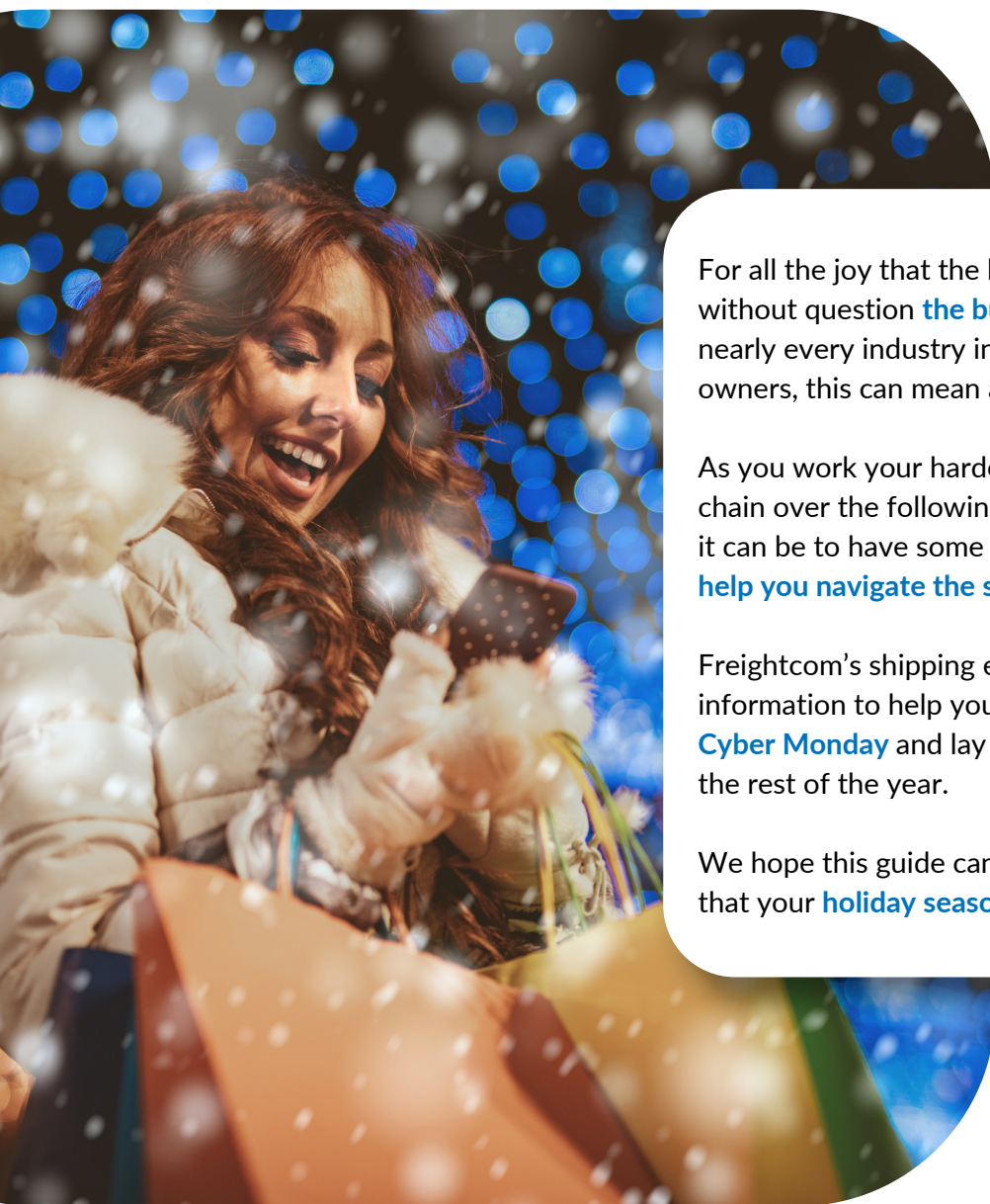
How Freightcom  
Customers Benefit

**8.**

Carrier Holiday  
Hours and Peak  
Surcharges

# Freightcom's Holiday Shipping Guide

A concise overview of how you can aid your business in navigating the holiday period from **Black Friday to Cyber Monday and beyond...**



For all the joy that the holiday season can bring, it is without question **the busiest time of the year** for nearly every industry in the world. For business owners, this can mean an incredible amount of stress.

As you work your hardest to manage your supply chain over the following weeks, we know how helpful it can be to have some resources at your disposal to **help you navigate the season.**

Freightcom's shipping experts have compiled loads of information to help you prepare for **Black Friday and Cyber Monday** and lay out your shipping strategy for the rest of the year.

We hope this guide can be a valuable tool to ensure that your **holiday season is a success.**



# Leverage the Black Friday Weekend to Optimize Sales.

## *Black Friday, Cyber Saturday, Cyber Sunday and finally Cyber Monday*

While Black Friday has its origins as a one-day event exclusive to the US, this event has turned into a global phenomenon spanning into Black Friday, Cyber Saturday, Cyber Sunday ending with Cyber Monday across North America.

Undoubtedly, online business trends significantly influence day-to-day B2B operations. In this context, we delve into how **small businesses** can leverage the Black Friday weekend to **optimize their sales**.

## Prepare Your Store

**Ensure the satisfaction** of your customer base by implementing the following strategies:



Make sure your staff is **well-prepared** to manage bulk orders and provide a positive customer experience.



Feature at least one remarkable sale on your **best selling products**.



Generate excitement for your upcoming sales through **email campaigns** and **social media** initiatives.



Test the functionality of your website across diverse platforms, including **laptops** and **mobile devices**.



Plan for potential challenges, such as **late shipping** or **low supply**, to ensure prompt problem resolution.







### DID YOU KNOW?

In 2023, four in 10 consumers in Canada were planning to take advantage of deals on Black Friday. Around one-third of the Canadian respondents stated they were planning to shop for deals for the holiday season.

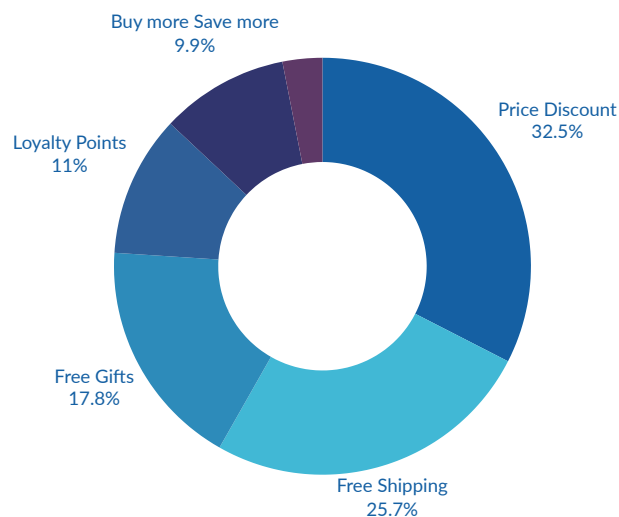
## Offer Incentives Other Than Discounts

Black Friday/Cyber Monday, known for offering some of the year's most **enticing deals**, is eagerly anticipated by many. Canadians are gearing up to take advantage of the shopping extravaganza as they prepare for the upcoming **holiday season**.

Not all promotions have to rely on conventional coupons or discounts. Enhance the perceived value without reducing prices by integrating incentives, such as **complimentary gifts and free shipping**, into your holiday promotions.

Data indicates that promotions are projected to **influence 82% of holiday shoppers**, making these highly effective strategies for Black Friday and Cyber Monday promotions.

When creating incentives, carefully consider elements that will enrich your customers overall purchasing experience and provide them with maximum value.



Most appealing promotional offers





## Importance of Customer Service

Your customer support team serves as a direct connection between your business and visitors to your store. These interactions have the power to create a positive impression, indicating that your business cares, fostering continued patronage.

Conversely, they could deter shoppers from returning, and in the worst-case scenario, lead them to share negative experiences with potential customers.



**Utilize automatic responses:** Confirm receipt of every inquiry, especially during specific hours.



**Empower your team with pre-designed templates:** Streamline the process so that your customer service representatives can customize by adding names and personal details.



**Prioritize inquiries:** While every customer is valuable, providing exceptional service to multiple customers simultaneously can be challenging. Assessing urgency is critical.



**Maintain transparency regarding the shipping process:** While certain aspects are challenging to predict, ensure your business remains entirely transparent about the process to prevent customer support issues.





## Employee Appreciation

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Losing employees during the holiday season is particularly challenging. The high-stress environment of fulfillment warehouses or distribution centers during Black Friday and Cyber Monday, compounded by longer holiday hours, elevates the risk of employee turnover during this period. Recognizing that heightened job satisfaction correlates with increased productivity, it's crucial for companies to maintain a strong commitment to their company culture, especially during the demanding **holiday season**.

To address this, foster open communication and appreciation. Engage in conversations with employees to ensure they feel valued amidst the critical logistics challenges of the holiday season. Keeping the atmosphere light is essential. Consider organizing an employee appreciation work lunch or dinner, focusing on perks to showcase the company's profound acknowledgment of their hard work during this intense period.



# Solidify Your Shipping Strategy

It's crucial to ensure your inventory is well prepared in advance. Leveraging past sales data and market research can aid in forecasting which items should be prioritized, both in-store and online.

Given the ongoing peak season in the supply line, it's advisable to consider multiple carriers to mitigate potential shipment delays.

In your overall shipping strategy, it's important to recognize that carriers' operational hours vary, and this should be considered when scheduling shipments.





## How Freightcom Customers Benefit

- Receive discounted rates on pallet and parcel shipping services from top carriers in North America.
- Utilize a user-friendly, cloud-based platform, designed to streamline the shipping process.
- Benefit from end-to-end tracking for both LTL and courier shipments, catering to the needs of both you and your customers.
- Access supplementary services like White Glove, Cross-Border LTL, International Courier, and more.
- Facilitate seamless eCommerce integration for your online storefronts and marketplaces.
- Enjoy consolidated billing on all your shipments across carriers, and this comes with no startup or monthly fees.





## Carrier Holiday Hours

Planning during the holidays can be especially challenging compared to the rest of the year. When it comes to planning out your end-of-year shipping strategy, recognizing and working around carriers' holiday operating schedules can mean the difference between keeping ahead of the rush and stressing over the holiday crunch.

Freightcom has compiled a guide to the holiday operating schedules of some of our leading carrier partners. Be sure to refer to it [here](#) when preparing your holiday shipping, and set your business up for a smooth year-end.

## Peak Surcharges

It's important during the holiday season to make sure that your operational costs don't get away from you. A large part of this is being mindful of the Peak Season surcharges that carriers implement this time of the year.

Aside from the base surcharges that may be implemented on every shipment during peak, carriers may impose surcharges on shipments that:

- Exceed a particular weight
- Exceed particular dimensions
- Are packaged in a way that requires additional handling

Exact specifications for the **Carrier Holiday Hours and Peak Surcharges** will vary from carrier to carrier. A complete list of 2023 peak surcharges from Freightcom's carrier partners can be found [here](#).





We trust that this guide assists you in maximizing the benefits of the holiday season, and may your shipping experience be as smooth as our platform.

Thank you!

