

## Are you making the most of the Christmas shopping rush?

According to a recent survey, 24% of businesses in the East Midlands are now trading online\*<sup>1</sup>, but how many of you are missing out on the Christmas rush this year?

In 2005, online shopping soared by almost 50% in the ten weeks running up to Christmas with 24 million shoppers spending an average of £208 per person over the period\*<sup>2</sup>.

Industry experts are already predicting that the level of online spending will rise by 36% this year. With this flurry of sales activity predicted at Christmas, how do you make sure that you're not missing out on the action?

Here are two ideas:

1. Key to success is running an effective seasonal campaign..... It's not enough to just add a Christmas pudding and some ivy to your website and hope that consumers will buy the same old products.

Could you source a new range of products or time a product release to take advantage of the increased sales activity? What about developing a new product offering specifically for the Christmas market?

2. Think about extending the sales season... Last year sales peaked in the week beginning 5<sup>th</sup> December as consumers wanted to be sure that their purchases were delivered in time for Christmas. Amazon.com, however, was taking orders right up to the 22<sup>nd</sup> December to take advantage of the last minute rush. If they can do it, why can't you?

Over the last couple of years there has been increasing focus on online marketing techniques to attract customers to your online shop,

but don't forget that you still need an attractive product and a good level of service to really make money from trading online.

Of course, it's not as easy as that, is it? No-one wants to be left with a warehouse full of unsold Christmas gifts in the New Year and equally you need to be sure that you can deliver your goods in time for Christmas otherwise you'll have some pretty angry customers out there.

But this is where ecommerce really comes into its own. Companies that use technology cleverly to help produce goods to order and dispatch them efficiently and cheaply are the ones that will make the most money this Christmas.

At Internova we help businesses to do just that. Our systems are designed to allow efficient order processing and fulfilment and we also help our clients by sourcing products for them and providing warehousing, dispatch and customer services. Through PrintShop, we print goods to order and dispatch them around the world within hours of the order being placed.

After months of working hard, thinking of creative ways to help our clients make the most of the Christmas rush and sourcing new product lines, our thoughts are already turning to campaigns for the New Year and beyond.

Visit our website at [www.internova.co.uk](http://www.internova.co.uk) or call us on 0870 012 9199 to see how Internova can help you to make the most of your online business.

\*<sup>1</sup> *2005 eBusiness Club eAdoption Study* ([www.ebusinessclub.biz](http://www.ebusinessclub.biz))

\*<sup>2</sup> *e-commerce trade body IMRG* ([www.imrg.org](http://www.imrg.org))



*Rob Lees is Managing Director of Internova, a Nottingham-based New Media & eBusiness Agency*

### **Notes to Editors**

Internova is a Nottingham-based New Media and eBusiness agency. With 22 staff, the company is one of the largest in the East Midlands

Internova specialises in developing ecommerce online shopping solutions. In addition to creating, marketing and managing online shops, the company also provides additional services such as sourcing products, warehousing and customer services for clients.

eBusiness clients include London Transport Museum, London Fire Brigade, The Hospital for Tropical Diseases as well as many local and national commercial companies.

Internova has run its own successful ebusiness for the last four years: PrintShop ([www.printshop.co.uk](http://www.printshop.co.uk)) sells merchandise online on behalf of hundreds of affiliate clients. Goods are produced to order by Internova and shipped to consumers around the world.

Internova developed the eBusiness Club website ([www.ebusinessclub.biz](http://www.ebusinessclub.biz)) on behalf of East Midlands Chambers of Commerce. The company was also involved in organising and running the eBusiness Expo in 2005 and will be involved in a follow up event in Spring 2007.

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