

Don't Get Stuck in a Holiday *ShipShow*

The Q₄ Guide to Ecommerce by

DESKTOPSHIPPER

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Chapter One

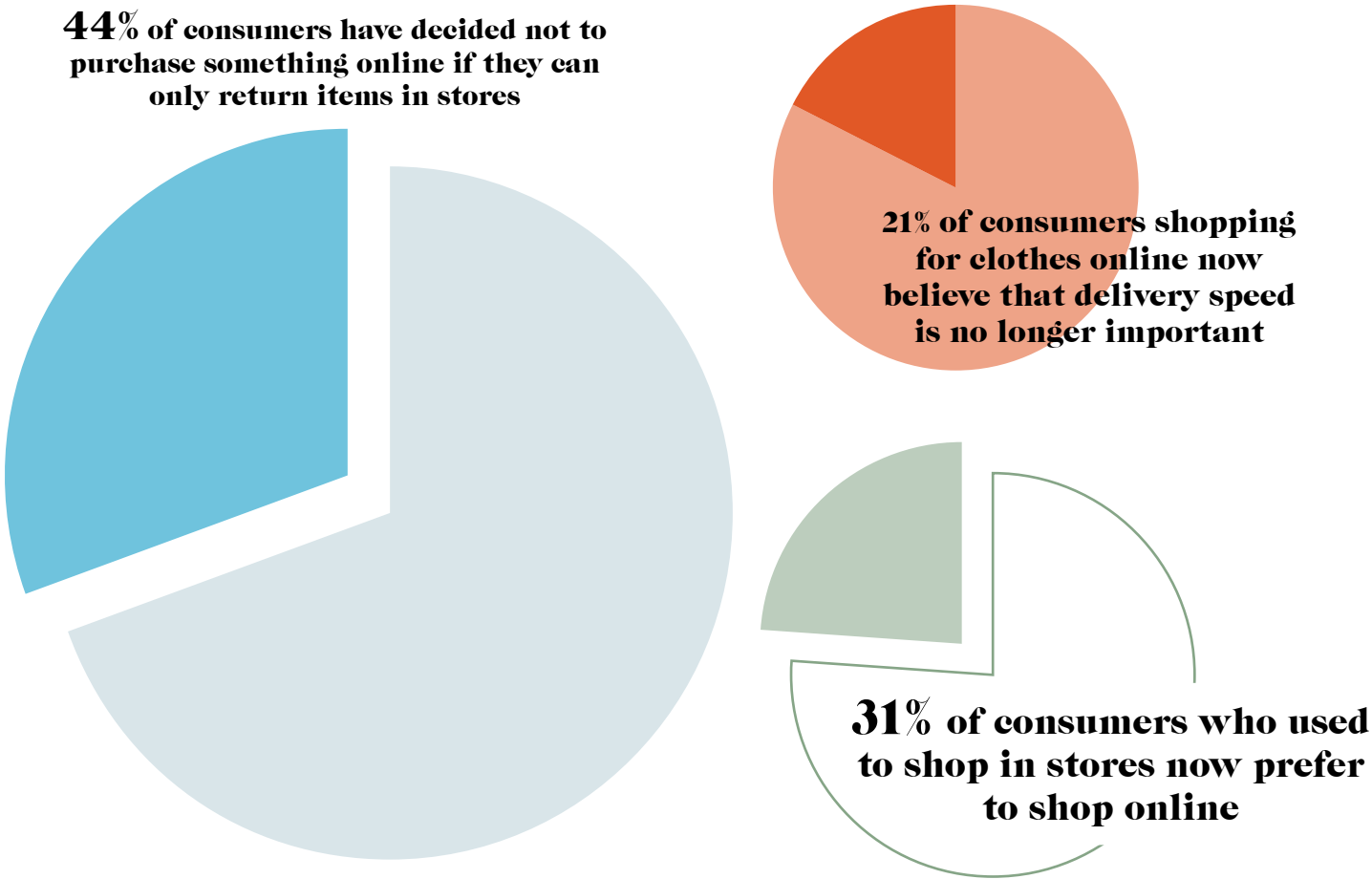
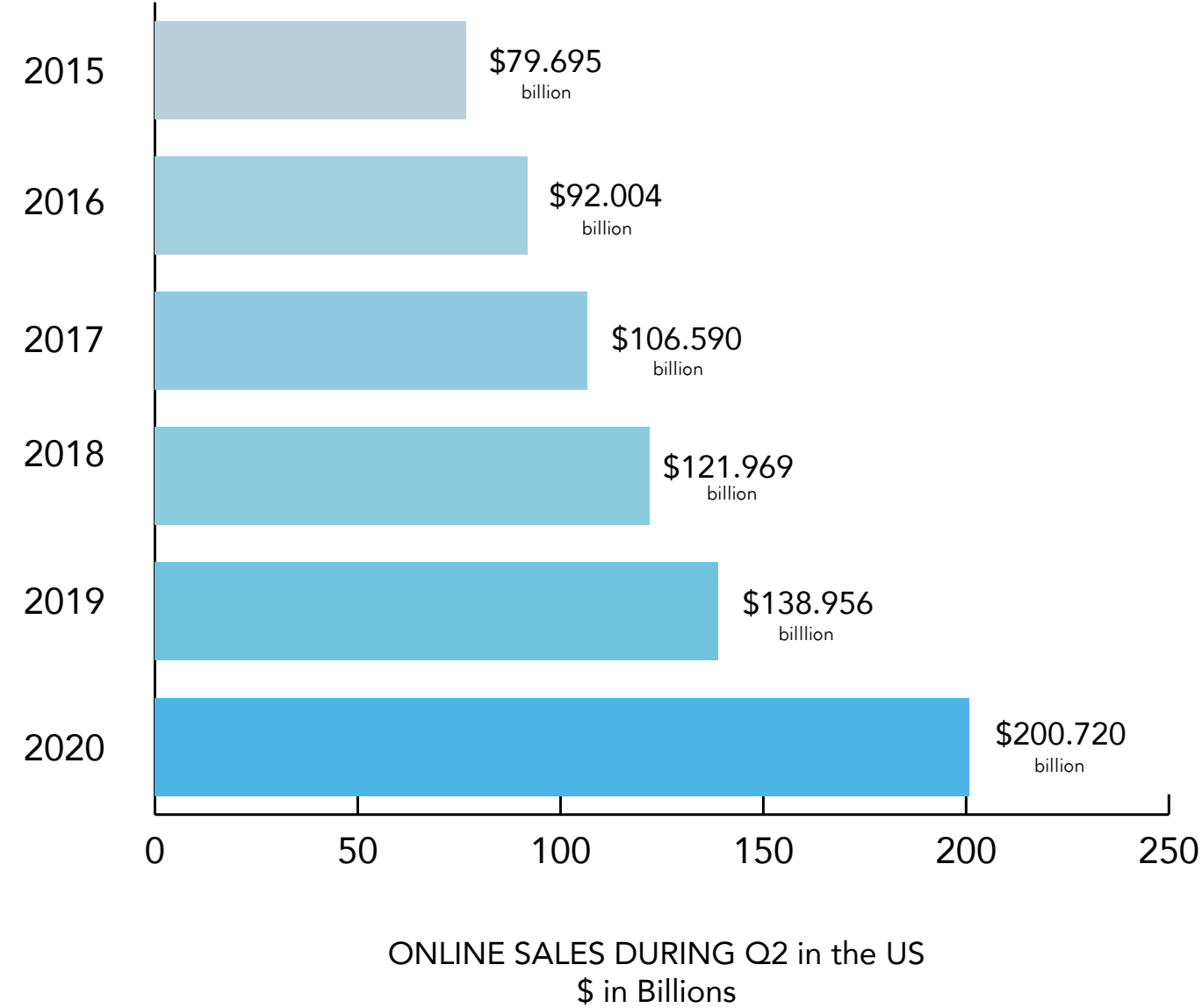
Show Me the Numbers

The 2020 holiday season is bound to be very different from past retail seasons. Since the COVID-19 Pandemic hit the world, the e-commerce space has grown exponentially. Slow growth through 2027 was originally predicted, but instead we had almost a decade of consumer behavior changes happen overnight. Companies have been investing more time and money, shifting their focus from brick and mortar, into e-commerce. They, like the rest of us, thought they had time to perfect their online presence. Now that the e-commerce space has skyrocketed, the holidays are coming, and many do not know what to expect. So how does one prepare? We analyze the data, reference the past, and concentrate on present trends to know what to do and how to get ready for the biggest shopping season of the year. Though there are multiple challenges that come with instant growth, with time, we will see multiple benefits too. At DesktopShipper, we are here to help e-commerce businesses meet the challenges and prepare in the best way possible.

2020 Current Statistics

The US retail space grew in the billions during 2020. According to the US Census, e-commerce sales grew 44.4% in the 1st and 2nd Quarter of 2020. Digital Ecommerce 360 analyzed the history of our e-commerce space, specifically referencing that the United States has not seen an online shopping trend increase this drastically since the 4th Quarter in 2000. The rate increase in 2000 reached 73.7% increase over Q3.

“Q2 2020 marked the highest year-over-year growth for any recorded second quarter and the second-highest rate of any quarter or year overall going back to when the agency first started breaking out e-commerce data in Q4 1999.”



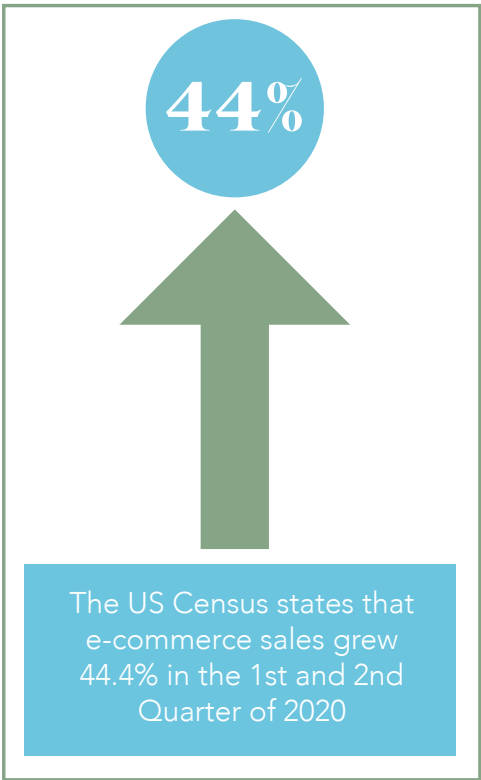
Now we must try to understand the ways Q2 changes will affect Q4 projections. Our close industry partner, Pitney Bowes, with the assistance of Morning Consult, surveyed 2,200 US adults between March 30th, 2020 and April 16th, 2020. They found that 31% of consumers who used to shop instore for their unessential items now prefer to shop online. 21% of consumers purchasing clothing online, now believe that speed of shipping is not important. Finally, 44% of consumers have decided not to purchase something online if they can only return the items in stores. All this specific data is a direct reflection of the coronavirus economic restrictions.

2019 Q4 Statistics

In the previous section, we learned about the beginning of 2020. In order to successfully move forward, we must also look a little further back. During Q4 of 2019, consumers spent \$585.92 billion online. That represented 10.7% of all total retail spending. According to the "Use Ecommerce 2019" article, by eMarketer, they projected Q4 spending to be \$668.50 billion and be a total of 12% of retail sales. Considering that Q2 increased 44.4%, we are left to believe that Q4 sales will rise more than the 1.3% originally projected.

This also begs the question:

Do we believe that the coronavirus has permanently shifted consumer behavior?



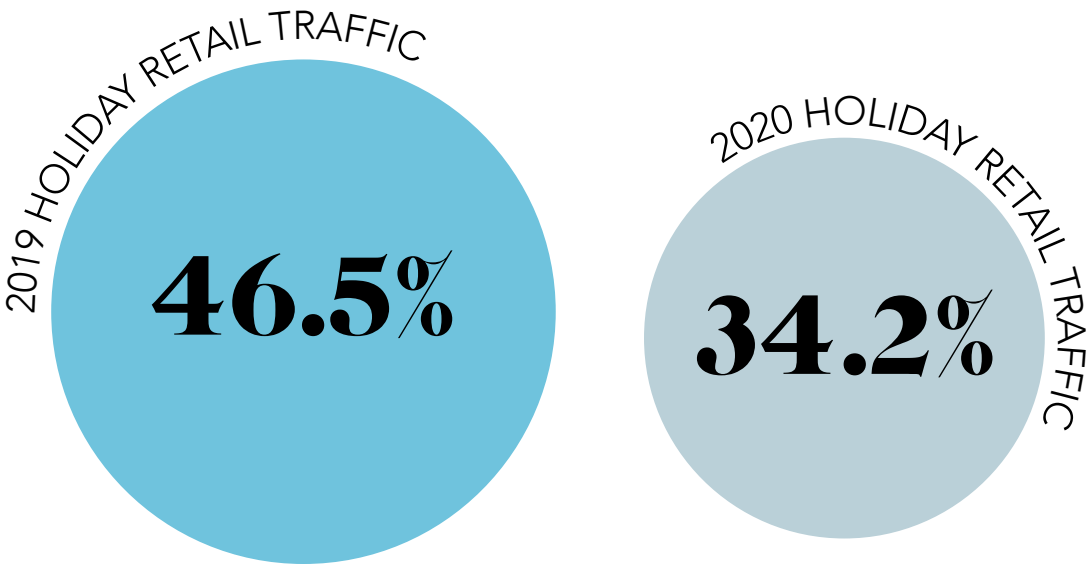
Projections for 2020 Q4

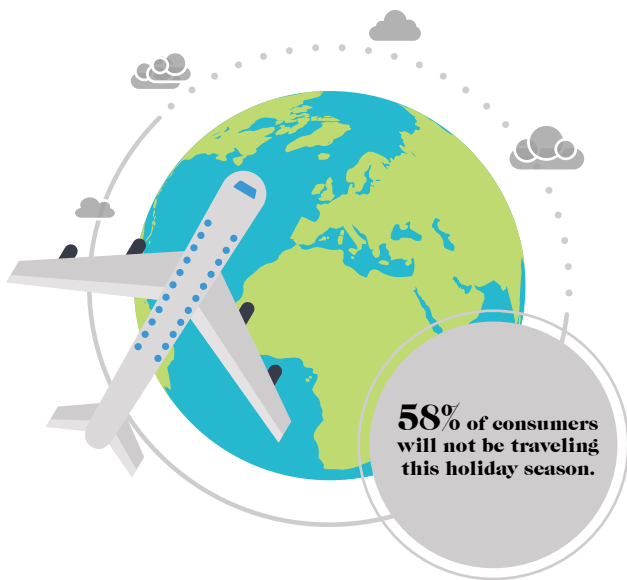
In a normal year, retail spending during the 4th Quarter accounts for around 5% of GDP growth. With current coronavirus restrictions still implemented around the nation, businesses have had to lay off and furlough employees. On top of that, due to restrictions around how many people can be in certain spaces at a time, employees are not being hired back at the rate expected. Currently (as of September 2020), the unemployment rate is 7.9% in the United States. With that rate being larger than anticipated, will people have money to spend on the holidays? In response to that question, large retailers in the United States have banded together to encourage the government to push forward a second stimulus check. CNBC wrote an extensive article about how businesses and consumers feel about expecting another stimulus check.

“Americans are coping with uncertainty as the holidays approach and they try to figure out how to safely celebrate, said Ashwani Monga, a Rutgers University-Newark marketing professor who studies consumer psychology. With no relief in sight from stimulus, cash-strapped consumers, in particular, won’t feel comfortable going on a spending spree.”

Looking forward, this means that a slowdown in retail spending during the holidays could not only affect company revenue during the holiday season but could also lead to even more job loss down the line.

Though companies and economists alike are concerned that customers will not feel comfortable spending overall this season, they also project a decrease in person shopping. “Traffic is expected to be down 22% to 25% year over year during the six key weeks of the holiday season, a ShopperTrack forecast released...” This means that consumers must turn to online sales to fill the gap and avoid heavily trafficked shopping stores and malls. “Globally, online sales are expected to grow 30% year over year to \$940 billion this holiday season, compared with 8% growth, according to Salesforce’s 2020 forecast, issued earlier this month.” According to Deloitte, holiday spending will be directly related to how much the rich splurges and the poor cuts back. They also project that sales are expected to rise between 1% and 1.5%, amounting to between \$1.147 trillion and \$1.152 trillion during November to January.



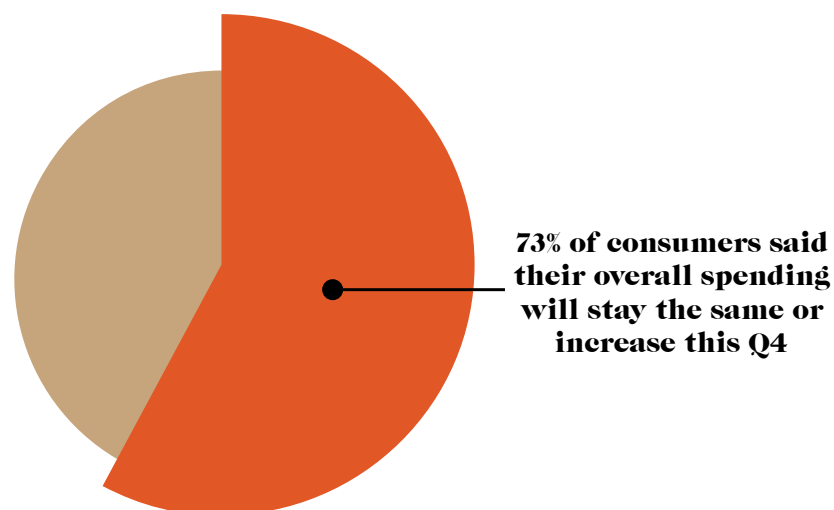


Another reason to expect higher online sales is due to a lack of traveling this winter. According to the artificial intelligence company, Zeta Global, 58% of consumers are not going to travel this holiday season. That is 31 million fewer travelers than last year traveling. With a lack of money spent in the hospitality industry, we can project that, that money will be put into retail. Even those who are traveling, are planning on keeping travel local, many choosing to drive to their destinations.

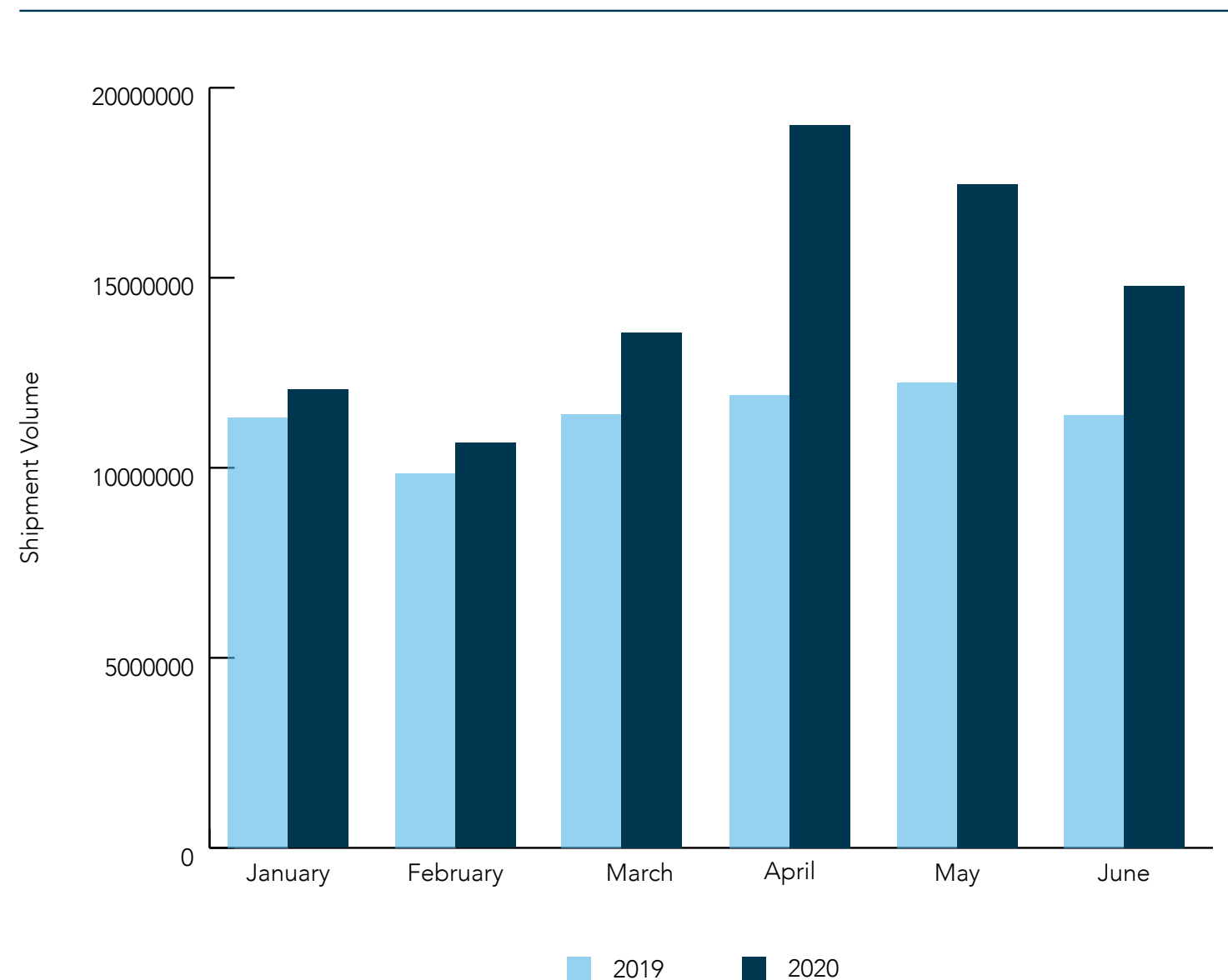
Though there are multiple factors determining overall consumer retail spending this holiday season, we can almost say without a doubt that e-commerce will grow.

“Deloitte is forecasting a 25% to 35% increase in 2020 holiday e-commerce sales compared with the same period in 2019. Ecommerce sales between November 2019 and January 2020 (seasonally adjusted and excluding gasoline stations, motor vehicles and parts dealers and food services) grew 14.7% totaling \$145 billion.”

Still unsure if there will be growth in spending this holiday season? Listen to the people! According to PowerReviews Holiday Consumer Survey, 73% of consumers said their overall holiday spending will either stay the same or increase this year. In the same survey, 58% of survey respondents are concerned about their financial situation due to the coronavirus pandemic.



NUMBER OF ONLINE RETAIL PACKAGES BY MONTH
2019-2020



You have seen the research, crunched the numbers, and despite all the uncertainty, it is safe to say that online sales growth is expected. This development means that consumers will now be relying on shipping even more than in holiday's past.

How do businesses prepare?

Chapter Two

Stock, Plan, Organize: Inventory Management

Though we suggest that you spend time focusing on inventory management during the slower retail season, we know that sometimes you must organize as you go. Here are the general steps of supply chain that every successful company should have implemented:

1. Procurement
2. Manufacturing
3. Logistics and Transportation

“Retail inventory management also connects key financials, such as sales and cost of goods sold, to products so that retailers can cut losses through slow-selling or low-margin products, spot theft and inefficiencies, and place product orders based on metrics.”

Once you have procured your salable goods and are happy with your inventory, then you need to understand how to organize your inventory. These are the best steps for retail sales. When you think about these steps, keep in mind how they can relate to an e-commerce shop.

Retail Inventory Management

Though this is a book for e-commerce business owners, we know many businesses function as retail and e-commerce. Here are the steps to organizing retail inventory management:

1. Organize Product and Vendor Information

Though there are plenty of ways to organize product and vendor information, many find investing in a point of sale (POS) system to be the best place to start.

These systems help organize all your vendors, allowing you to filter the information based on last order, current inventory, sizes, colors, etc. Implementing a POS does take a bit of time, so making sure to have one before the holiday rush is well worth it.

POS

A POS system is even more important when you need to be constantly up to date with what is available. When a consumer is shopping at 3 am on your website, they need to know if something is in stock or not. This means you have to keep specific information up to date for your consumers. Nothing is worse than selling an item to a consumer to only cancel their order and send them a "sorry item out of stock" email. Keeping up-to-date information is the easiest way to keep a customer for life. Many marketplaces have inventory management systems that work as POS but you will need to ask these questions before hiring out a marketplace.

**ecommerce
management
tip**

2. Create and Submit Accurate Purchase Orders

Purchase orders are meant to be sent to vendors based on what your company wants to order. It is done based on size, color, material, etc. but is usually discussed in advance. Making sure that you have a clear understanding of what is coming in and going on regularly will help you submit accurate forecasted purchase orders.

3. Receive Inventory Orders Accurately

Making sure all inventory is accurately received might seem like a no brainer, but you would be surprised how often inventory gets lost, misplaced, stolen or mishandled. In order to keep inventory numbers exact and items in the right place, all shipments should be opened in a designated space, following a specific checklist that includes matching the shipment to the order fulfillment, ensuring nothing is damaged, that it is sorted correctly and that a manager signs off on the shipment. This will prevent errors from being discovered a month down the line when the items are meant to be shipped to wholesalers or are up for sale on your website.

4. Label Inventory

Label inventory is often automatically done if you were to hire out a fulfillment center, but if you are managing your own inventory, then having a system is a must. With every piece of inventory being labeled based on your chosen code system, items will be quicker to access, allowing for better management of theft or damage issues.

5. Track Sold Inventory

Another advantage of using a POS system is that it will help reduce the headache of manually implanting sold items into an excel spreadsheet at the end of day. This helps better monitor what is being sold and returned, keeping inventory information updated to the minute.

Retail Inventory Tips

ecommerce
management
tip

Physical Inventory Counts

There are just as many important things to do in your warehouse as there are in your retail space. There can still be problems with theft or mismanagement in inventory. Sometimes at the end of an influx of orders, the space is so dirty that it just needs to be cleaned and re-organized for more efficiency. Every product is different and they will all need to be organized specifically for your business. The best thing to do is research, evaluate and move on if something does not work! Ecommerce is a fast-paced space and you do not want to waste time trying to figure out what works in the moment.

6. Physical Inventory Counts (fix differences)

Depending on your POS system, physical inventory counts become easier by allowing users to scan in each item's barcode, allowing for a much more precise and efficient way to count. There are multiple ways to track inventory. This is an important step! Physical counts can be done annually, quarterly, based on large sales, or with the cycle of your business. Regardless of how often, physically counting inventory, allows you to find your quantity on hand (QOH). Once your QOH is known, then proper evaluations of stolen items, miscalculations of inventory, and overall inventory management can ensue. The more likely there is an accurate understanding of the flow of products coming in and out of your store the easier it will be to figure out the percentage lost or stolen items per cycle of inventory counts. These numbers help with item data and budgeting.

7. Organize warehouse or fulfillment center

Before a large sale, or season of sales, you want to ensure that your warehouse or fulfillment center is perfectly organized. Having to work through organization issues to locate the correct item during an influx of orders or restocking stores and shipping out packages is nothing but a waste of time.

ecommerce
management
tip

Warehouse Inventory

This step may not be the most important part of how working with a fulfillment center. Fulfillment centers are well-oiled machines who know how to organize and work with inventory. Now if you are managing your own inventory and warehouse then you need to make sure you are as specialized as those fulfillment centers. Follow the steps above that detail how to manage your inventory. The best thing to do is hire a specialist to coach your team or hire an employee with past supply chain management experience. You should not try to piece meal your supply chain.

Chapter Three

Optimize Your Time

1

**hire more
employees**

cross-train

2

3

**strengthen
customer
support**

Optimize Your Time for Q4

Hire More Employees

Many companies extend their hours, either in stores or actual working hours during the holidays. The best way to offset these new demands is to hire additional temporary staff during the holiday. Generally, these employees are referred to as “seasonal hires”. Seasonal hires are there to fill in gaps where help is needed, whether because there is an influx in sales due to a promotion like Black Friday, or to give your permanent staff time off. Seasonal staff usually are not hired at full-time hours, meaning they do not receive employee benefits such as 401K, health insurance, or PTO (outside of state mandated requirements). They are simply added hands to make the season go off without a hitch.

The thing to focus on with seasonal employees is to hire them to do very specific tasks. You want to make sure that employees, that will not be there for a long time, are not spending a lot of time training. Hands-on training on the jobsite, creating a seasonal employee handbook, and allowing for shadowing of current employees, are all cost effective ways to train your seasonal employees. It is no lie that time is money, so by reducing the amount of time being paid for training, the faster your new employees are working towards something effective for the company.

Cross-Train

Cross training your regular/full time employees is a great way to work more efficiently during the busiest season of the year.

“Cross training is the action or practice of training or being trained in more than one role or skill.”

When you cross train your full-time employees, then they can fill in when there are problems or hiccups during a shift. Trust us, problems are inevitable, especially during the busy holiday season. Having employees from multiple areas be cross trained is a great way to cover all regions of concern. This is also a great way to produce employees that will be there to help year-round. When you invest in your employees, your employees invest in the company.



Strengthen Your Customer Support

By implementing department leads and managers, as well as adding employees to your chat line, phone line, and administrators emailing customers, companies can strengthen their customer support teams. There are many ways that a company of any size can improve their customer support during the holiday season. The most common way is by adding additional customer support training to existing employees leading up to any big holiday promotions. Another option could be to hire more customer service specialists temporarily.

This can relate directly back to cross-training or it could be a separate initiative. Whichever way you wish to tackle it; this needs to be a priority. According to Ameritas Insight, 97% of customers will tell others about an excellent customer service experience. They also state that, “nearly 70% of people would spend more money with a company that has excellent customer service.” Long story short, companies need to offer excellent customer service. To keep customer retention high, employees must be prepared to bend over backwards for the customer. In America, it is expected that the customer is always right sometimes that means even when they are very, very wrong.

Strengthen Customer Support

+ Train your employees

Customers usually ask for help from the closest possible employee. They often do not understand, nor care, what that employee's role is, they just want the answer they seek. By making sure that when you are training your employees on what to wear and how to clock in, that you are also educating them on your customer service policy's and best practices, you will ensure the customer is getting correct information. Even when a customer is calling the customer support hotline they will associate their experience with your company. Your employees are the first line of communication to a customer.

+ Offer free resources

Offer employees guides, handbooks, and scripts - anything that could help your employee best serve the customer. If you give multiple ways for employees to educate themselves on customer service, then they will not feel unsure on how to care for a customer. Confidence and education are key in customer service.

+ Invest in software

Let's be real, technology is generally smarter than humans. When you invest in customer service software or customer relation management (CRM) software then you are sure to know your customers next moves before they do. This software also helps understand your customers trends.

+ Keep Customers Updated

Keep your customers in the loop all the time. Even if everything is running smoothly make sure they know what is new and keep them invested in the company.

***go to page 18 to learn more**

+ Educate Costumers

Do not just sell customers. According to Spotlight Conductor, "educational content makes consumers 131% more likely to buy." Education is apart of the buyer's journey and the buyer's journey is nurtured through customer service. It takes a bit of time for consumers to believe in the employees, expertise, but with continuous education, 74% of people believe that a business is an expert in that space.

*educational
content makes
consumers*

131%

*more likely to
buy.*

There are honestly a multitude of ways to improve customer support. At the end of the day, the best thing to do is to have knowledge of your product, industry, and business. Customer service takes a long time to perfect. The best way to save time in the buyer's journey and to make sure that customers keep coming back is, giving perfect customer service. Customers want to work and buy from experts. Employees are the "face" of your business so making sure that your employees know as much as the owner goes a long way in providing excellent customer service.

Implement Automations with DesktopShipper

As we discussed in the first chapter of this eBook, the ecommerce space has drastically grown in 2020. That means a lot more time is now being spent on shipping. Hiring a shipping solution is a great way to save time (and money) on shipping. Though we cannot speak for every shipping solution, we can tell you some of the great features DesktopShipper has to offer:

+ Order Management

Simplify your workflow by linking to marketplaces and instantly pull orders in real-time. Integrate your other industry related systems and ensure that all of things you need to manage your store is in one centralized place.

+ Batch Management

Effectively organize and assign batches with our batch management feature. Additionally, you can update order details in bulk, assign a printing sequence and rate your batch in seconds. Whether you have 50 or 50,000 orders you can print your labels in one click.

+ Real Time Rate Shop

We are the only shipping solution that will rate shop for your packages in real time. We will use the weight, size, location, and carrier preferences to find the cheapest shipping rate. We not only do it in real-time, but we also allow you to compare options. You can rate shop large batches in seconds and sleep well at night knowing we are saving you money.

+ Carrier Routing

Automate shipping with marketplace carrier mapping. This intuitive feature allows you to take a ship method and map it to a specific service or service group. More importantly, you can easily map specific preference that make sense to your orders. Allow your marketplace to give the customer the option to pick their shipping preference based on your specifications and then you can manage it on the back end in our solution.

+ Scan/Address Verification

Let us double-check where your orders are going and what is in them! Our real-time address validation determines whether an address is commercial or residential and above all it verifies that the address exists and catches errors. Our Item verification feature always you to scan the package and ensure that you are sending the right packages to the right person.

For more features, check out what we have to offer here.

DesktopShipper is unique in multiple aspects. Outside of our feature rich technology, we are a company that can customize our system based on a company's need. Every tier of service comes with exceptional customer service. No matter your size we are a shipping solution that will grow with you. We help you grow, save money, and optimize your business.



Chapter Four

Shipping 101

As a business owner in e-commerce, you undoubtedly have put a *shipton* of work into maximizing your buyer's experience. You have caught their attention and managed to complete the sale - congratulations, your efforts have paid off! And while it's important to pay attention to all of the brand elements and marketing strategy that are used to make your product stand out, when it comes to e-commerce, without a successful shipping plan and policy, all of your work may be for nothing. There is a lot more to shipping than simply getting an order from point A to point B, which is why utilizing these basic shipping strategies can help you make a successful delivery, a happy customer, and streamline your brands future profitability.

How can you improve your shipping strategy to get ahead?

Mark Carriers' Holiday Shipping Deadlines on your Calendar!

Though there are those stories where companies pulled a miracle by getting that special delivery to the door at 5 pm on Christmas Eve, we know that is not something all consumers should expect. Every carrier has a “order by [date]” that ensures delivery in time for specific holidays. Every carrier also has separate dates based on over-night, two-day, ground etc. Although shipping is usually selected by the customer, it is important that you, as the company, keep track of these dates to make sure fulfillment time needed is realistic.

Not only understanding these shipping dates way in advance, but relaying this information to your customers is the best move for your company. Remember from earlier chapters, excellent customer service comes from educating your consumers. This helps bring back return customers. Even if a potential customer sees your post and thinks, “well there is nothing any of my loved ones want from here, but I appreciate them”, the next time they need to make a purchase, they are more likely to search your site first.

Making sure all warehouse and back of house employees are informed on these dates further helps time-management by allowing them to process orders in the right amount of time. Keeping goals and information posted in the back of house keeps employees encouraged to do a good job.

Don't be afraid to ask your carrier rep for these dates to make sure you are getting the correct information for your employees and customers!

Shipping Policy

Shipping Method	Rate	Estimated Delivery Time Frame	Shipping Days
Standard Shipping	Orders under \$75: \$10 Orders \$75+ or more: FREE	3-7 Business Days	Mon-Thurs* <small>*Addresses not eligible for Saturday delivery ship Mon-Wed</small>
Expedited Shipping	Varies by destination Price will display at checkout	2-3 Business Days	Mon-Thurs

*This is just one way you can display your shipping policy. More times than not your shipping policy will be extensive. Take care in setting up this information.

Being honest and open about shipping prices is the best way to be transparent and gain trust with your customers. Though carriers set the rate for shipping, which means you do not always have the control over shipping policy, you still need to try to be as clear as possible.

What is a shipping policy?

A shipping policy is a concise document or page on your website that outlines important information around shipping. This can be represented in a flat rate, by time it takes to ship, or based on the customer zip code. A lot of e-commerce sites have an, “estimate your shipping cost” calculator that will help customers figure out how much money it will cost them to ship to their house or to a loved one. If you are offering a free shipping promotion, then you will also need a shipping policy outlining how the promotion will work. Though a lot of company's offer free shipping, it usually is only free for ground 5-7 business day shipping. If a customer wants to ship overnight, it will not be free. Having your shipping policy that is easy to find and read is the best way to avoid customer confusion.

Branding

For some companies, implementing branding into packaging can be a large investment. Depending on the quantity of boxes you are shipping out per month, year, or quarter, custom packaging might be unrealistic. For other companies who are ordering large quantities of customized boxes, the cost of a plain box vs. a branded box could be pennies. Though, each company will have to evaluate the importance of branding, here are some benefits to branded packaging:

Brand Awareness

Though it can be assumed that the person who purchased from your company knows who you are, having branded packaging ties what is in the box to the outside of the box. Like a branded shopping bag does at a brick and mortar mall, a branded package is a similar idea. It reminds people of a store or shows how popular a company is. The question you should try to get people to ask is, if everyone else is shopping from there, what am I missing out on?

Brand Personality

Brand personality essentially goes hand in hand with brand awareness but takes it up to the next level. What words would you use to describe your brand's personality? Your brand's personality is a lot more than just the colors or font you use on the packaging. If you are described as a bright and fun company, try covering the box in words that induce that feeling. If you are trying to be a rugged outdoor brand, try neutral, earthy colors on 100% recycled materials. A brand's personality is the meat of who a company is and what they represent.

Customer Loyalty

Creating the relationship between specific packaging and your amazing product is what helps create customer loyalty.

Think of the most recognizable brands in the world. Ben and Jerry's, Nike, Kit Kat, Lays, Champion, Ralph Lauren, and the list goes on. How do they brands stand out on the shelves? What about their packaging makes the consumer trust the product inside? How do we take that recognizable shelf packaging and relay it into e-commerce?

What do they have in common? Distinct coloring. Colors matter when it comes to marketing. Choosing brand colors wisely can impact how people perceive your brand. In fact, using a signature color can increase brand recognition by 80%. On top of that, you only have .05 seconds to make a first impression on your company's website. That is another reason why coloring is so important. Using these real-life examples are a great way to make your brand stand apart. It is time to take the retail shelves onto the door step!

Using a signature
color can increase
brand recognition
by **80%**

**.05
seconds**

It takes about .05 seconds for
people to form an opinion
about your website.

Customized branded boxes, mailers, and various packages may not be realistic for all companies. Here are some cost-effective ways to brand your packages without breaking the bank:

- + Stamps
- + Stickers
- + Tape
- + Branding inside the package

Go Above and Beyond your Branded Package:

Now that we have established the importance of branding your packaging, let's talk about what it is like to go above and beyond. Customized labels and packing slips can do just that. When you work with DesktopShipper we offer custom pack slips and custom shipping labels.

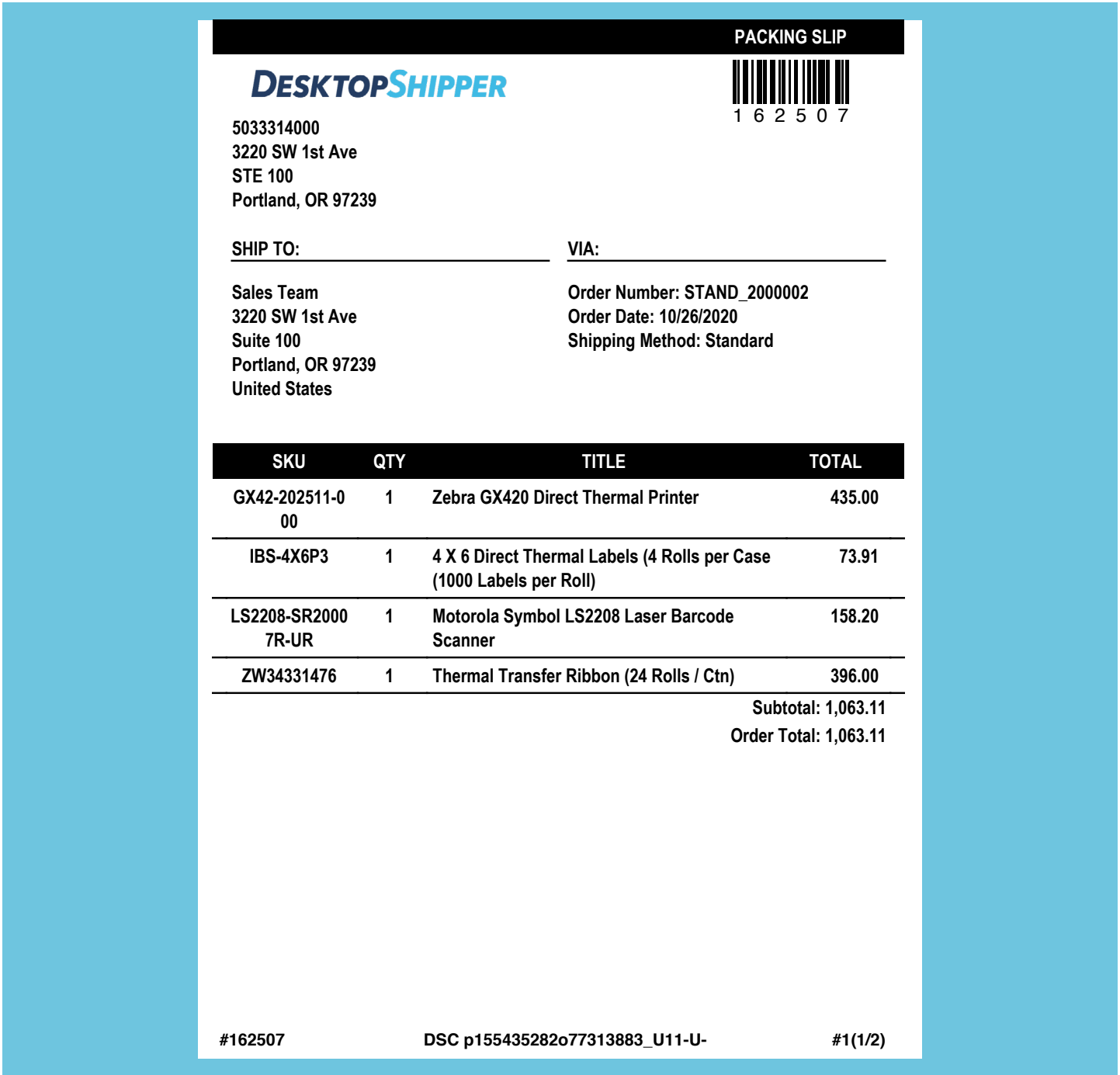
Custom labels:

We all know that a shipping label must have specific things on there. They must have the scan code, the address to and from. Not only that, but you can add more customized versions of the label. Like the branded packaging, it just adds another little star factor.



Packing Slips:

Assign a packing slip to a customer or marketplace, choose when and where you would like the packing slips to be printed and select your own packing slip size. The importance of branding your packing slip is to not only add that extra layer of personalization, but it helps your customer stay organized. When they can see the slip that goes with the company from which they ordered a quick glance then they are more likely to stay organized. It is just a low-cost way to tie everything together.



Utilize Customer Communication Emails for Promotion

Another way to brand your business year-round is through email communications. When you communicate to your email list (big or small) they stay connected with you. An email list is a direct invitation to communicate with them. 92% of adults in the United States are email users and of that 92%, 61% of these email users are interacting with their inbox every single day. This means that email marketing is the most effective way to reach your audience.



As we talked about in past chapters, communication is about educating and giving-back to your audience. It is important to not always need to go in for the hard sell. When you create an email list, you have created a list of people who are very interested in your company. Customers sign up for your email list for a variety of reasons, but at the end of the day they are choosing to be a part of your community.

When starting your email communications, one of the first things you can regularly send out are customers updates. This information includes updates on their current orders, items left in their cart, and items that are on sale that they would possibly be interested in. There are various ways to organize this information. Utilizing a CRM is a great way to organize these types of emails. Even though you are using software to organize subscribers, company’s must remain authentic. 86% of consumers say that authenticity is a key factor when deciding what brands they like and support. When your company remains authentic then you are building trust with your customers. 81% of consumers said that they need to be able to trust the brand in order to buy from them. Keep these two statistics in mind when you are building and communicating with your audience.



Other ways to communicate with consumers consist of newsletters, exclusive deals, coupons, and sales. When you are educating them on what is happening within your store, you are keeping them engaged. The most important thing to remember when using email marketing is that it is about conversation. It is important to keep that open rate high, that click rate high and that unsubscribe rate low.

Shipping Checklist

- ☐ *order customizable packaging*
- ☐ *organize inventory*
- ☐ *implement shipping solution*
- ☐ *sign up for POS*
- ☐ *organize shipping stations*
- ☐ *customize packing slip*
- ☐ *customize shipping label*
- ☐ *check inventory management system start of each day*
- ☐ *set up package prioritization system*
- ☐ *put the correct order in the correct package*
- ☐ *verify that the items and address is correct*
- ☐ *add packing slip*
- ☐ *add promotional matieral*
- ☐ *group packages based on carrier*
- ☐ **PACKAGE PICKED UP BY CARRIERS!**

List of Resources

Chapter One:

1. [US Census](#)
2. [Digital Commerce 360](#)
3. [Emarketer](#)
4. [OECD](#)
5. [CNBC](#)
6. [CNBC](#)
7. [Deloitte](#)
8. [CNN](#)
9. [CNBC](#)
10. [Pitney Bowes](#)
11. [Morning Consult](#)

Chapter Two:

1. [Power Reviews](#)
2. [Fit Small Business](#)

Chapter Three:

1. [OED](#)
2. [Ameritas Insight](#)
3. [Conductor](#)
4. [DesktopShipper](#)

Chapter Four:

1. [PEW Research](#)
2. [Oberlo](#)

DesktopShipper hopes that you found this ebook educational and informative. If you are looking for more information please visit our website or follow along on social media.

If you are interested in learning more about DesktopShipperr contact sales@desktopshipper.com or sign up for a free demo below!

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