



# Your Holiday Supply Chain Checklist!



## Enrich Your Content

- Use seasonal SEO on product pages
- Add rich media like photos and videos to your listings
- Get started with **PIM software** to easily manage all your product content

## Broaden Your Sales Channels

- Open a web storefront with the help of an eCommerce platform
- Connect to marketplaces to reach new audiences
- Leverage **EDI** to sell to wholesalers and retailers



## Streamline Fulfillment

- Choose the right carriers at the right prices
- Make customers aware of delivery deadlines
- Process orders faster with automated pack and ship technology



## Check it Twice

- Scan your product content for accuracy, completeness, and consistency
- Use **packing software** to make sure the right products are in the right box
- Verify ship-to addresses before packages leave your warehouse



## Embrace Drop Shipping

- Retailers:** Expand your eCommerce holiday shopping aisle
- Brands:** Find new retail drop ship programs to join
- Everyone:** Sell more to your customers this holiday season!

