



ankorstore

Pre-travel **checklist**

Leave for your holiday with complete
peace of mind



ankorstore.com



1. Prepare your shop for your absence

Avoid questions and issues by tying up any loose ends

- Ensure that your entire catalogue is live and that your stock is up to date.
- Double-check that the prices listed on your Ankorstore shop align with those on your other selling channels.
- Manage your retailers' expectations if necessary.
 - Adjust shipping time
 - Add tracking links

Top tip:

Anticipate your stock movement and plan accordingly.



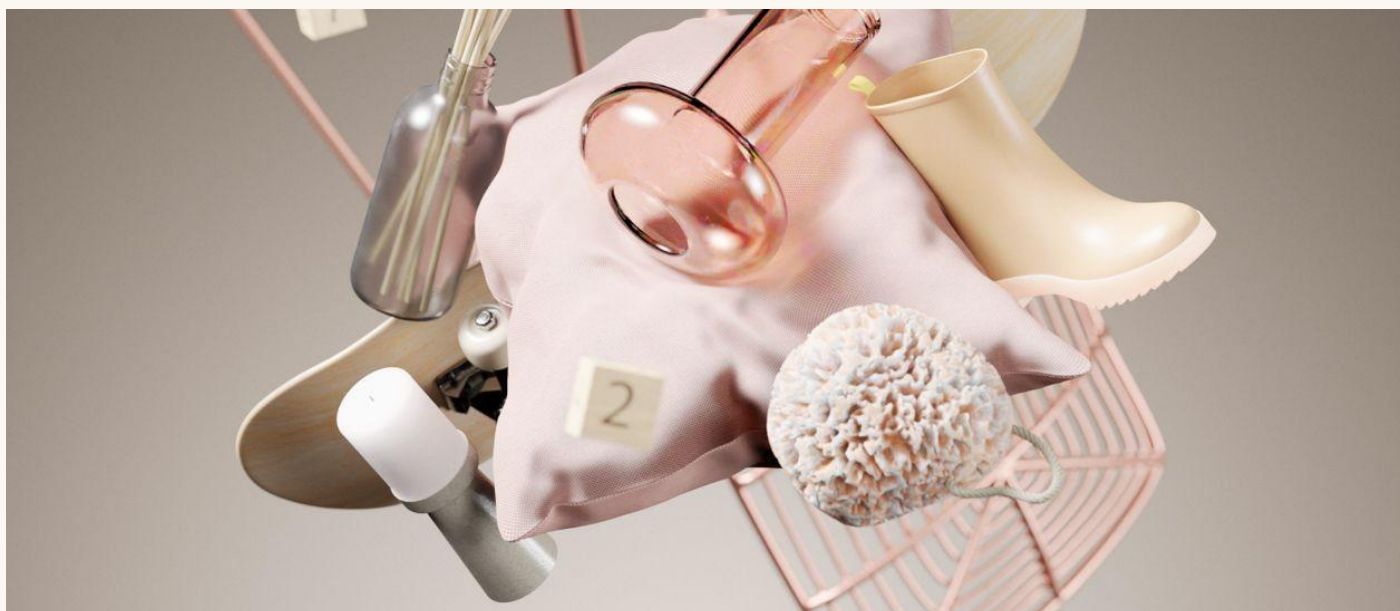
2. Move your seasonal stock

A quick and effective way to boost your sales

- Use leftover stock to [create packs](#).
- Set up a promo at product level to sell a higher quantity.
- [Send a campaign](#) in MyNetwork or with you own CRM.

Top tip:

A flash sale that lasts for a maximum of 7 days is most impactful.



3. Think ahead for back to school

Devise an action plan and set a deadline for the next quarter

- Check the retail calendar for the next quarter.
- Start preparing offers and set up a communication plan.
- Share your action plan with your team members.

Top tip:

Anticipate every consumer event by planning at least 2 months ahead.



4. Communicate with your retailers

Keep your customers in the loop so they can plan ahead too

- Prepare a friendly out of office message that includes customer support options.
 - Your customer support
 - Ankorstore customer support
 - Advise that there may be delays in response
- Inform them of the expected shipping delay
 - For orders
 - For upcoming seasonal campaigns
- Follow up and encourage retailers to make an order before you leave

Top tip:

Remind retailers who've used their Referral offer code that they can enjoy 20% off all orders for 60 days.



5. Secure inbound sales

Generate orders effortlessly

- Install the new version of the [Ankorstore widget](#) in your online shop. It's easy and takes approximately 8
- minutes.
- Mention Ankorstore in your Instagram bio.

Add your Ankorstore shop link to your out of office message to redirect any business enquiries.

Top tip:

Using Linktree in your Instagram bio enables you to post multiple links and makes it easier for followers to find what they're looking for.



6. Schedule an automatic campaign

Make sure your retailers don't forget you while you're away

- Prepare emails and schedule them in your CRM.
- Create and auto-schedule social posts using a social media tool like Later.
- Include a link to Ankorstore's [Customer Service](#) in your automatic message so we can take care of any order issues in your absence.

Top tip:

Don't be afraid to reuse or repurpose your content.



Enjoy your
summer.



ankorstore.com