

Blog

Sales Secret: Cater To The Season

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With large catalogs and lots of inventory to manage, it can be easy to overlook one of the basics of e-commerce retail: Seasonally appropriate products sell. Here are our tips to make sure you're maximizing your sales with seasonality in mind.

Do Color Right

As we head into spring, think about the palette for the season — usually a departure from dark hues and a preference for light shades, pastels and bright, lively colors. This can also play out in patterns like floral prints, and in trending colors of the year that can easily be found previewed in fashion and home publications.

Cover Your Category

No matter what you sell, make sure you're covering the essentials of the season. If you sell apparel, be sure to stock maxi dresses and swimwear, if you sell home goods, follow the shift to outdoor entertaining.

Prep For Holidays

Spring means warm-weather celebrating, from family gatherings to long weekend getaways. Step up your stock in gift-ready items to take advantage of surges in shopping. The key dates this season are: Easter (April 21), Mother's Day (May 12), Memorial Day (May 27), Father's Day (June 16). Be sure to load your inventory well in advance of these dates.

Product Predictions

To help you gear up for the season ahead, we broke down our predictions for the best-selling items into each category.

Apparel

For spring and heading into summer, think basic tees and tanks, maxi dresses, swimwear and cover-ups, lightweight pants, and sandals and other open-toed shoes.

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Anything with a floral or tile-like design is on trend, as are rose gold tones and bright, statement spring colors.

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Got it!

Home / Outdoor

Entertaining moves to the deck, patio and porch and offering attractive outdoor furniture, cozy lighting for after-hours and an array of al fresco entertaining essentials will ensure you maximize sales this season.

Fitness & Wellness

As the temperatures warm and swimsuit season approaches, workout routines amp up and move outdoors. Keep your customers covered with a variety of fitness gear and accessories like water bottles and ear buds.

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