

Holiday Guide

2021



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\$997.73

is the expected consumer spending on gifts, holiday items and other non-gift purchases for themselves and their families this year.¹



2021 Holiday sales in the US are expected to reach¹

\$859B



In the past month, there has been a

40%

increase in people searching for gifts on Marketplace in the US. Some of the top keywords in those gift searches include phrases like personalized gifts, baskets, and gifts for teachers.

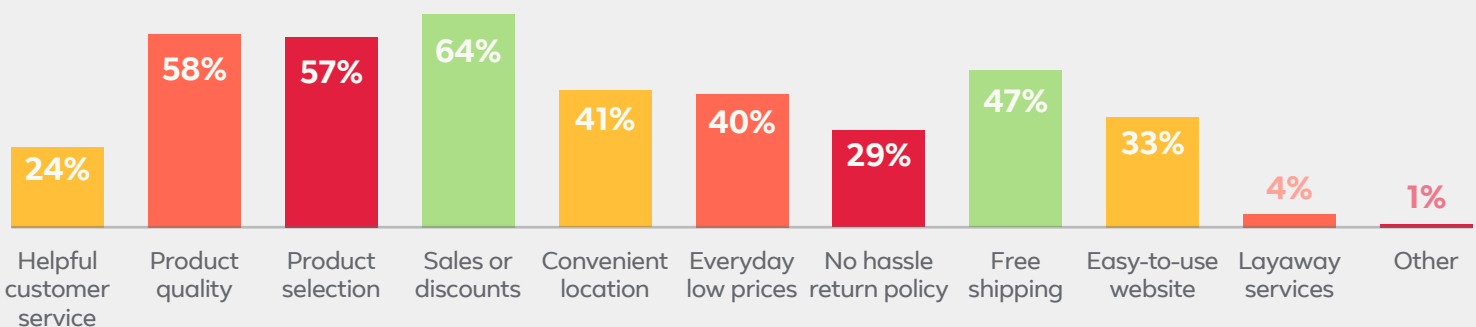
In the past month in the US, we've seen an

80%

increase in items described as "gifts", which is 20% higher than the increase we saw during the same time last year.



2021: What do consumers find important while shopping?¹



¹ Source: <https://nrf.com/media-center/press-releases/holiday-spending-reflects-continued-consumer-demand>

Types of Gift Keywords People Are Searching Online



Fun stocking stuffers



Best white elephant gifts



Funky gifts



Gifts for Hanukkah



Religious gifts for her



Unusual Christmas gifts



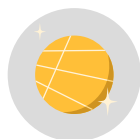
Most popular gifts from Santa



Personalized Christmas gifts



Healthy stocking stuffers



Sports gifts for kids



Useful gardening gifts



Buy games online for Christmas



Office gift ideas



Unique Xmas gifts



Pet gift box



Gag gifts for Christmas



Most popular new toys for kids



Trending kids toys

Source: <https://www.today.com/shop/gift-guide>



Womenswear & Accessories

Jeans, shapewear, athleisure, scarves, fashionable beanies, lift leggings



Beauty & Accessories

Fake eyelashes, nail accessories, hair scrunchies



Health & Wellness

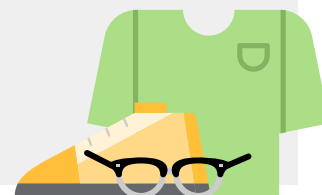
Exercise bands, water bottles, posture correctors, yoga mats, massage guns



High-Demand Products This Holiday

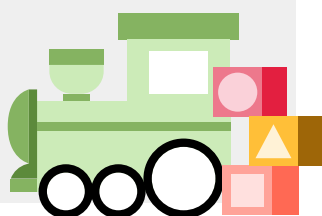
Menswear & Accessories

Watches, temporary tattoos, shoes



For the Kids

Plush toys, baby carriers, baby playmats



Furry Friends

Dog beds, dog jackets, dog supplements, dog bowls



Tech

Ring lights, laptop skins and cases

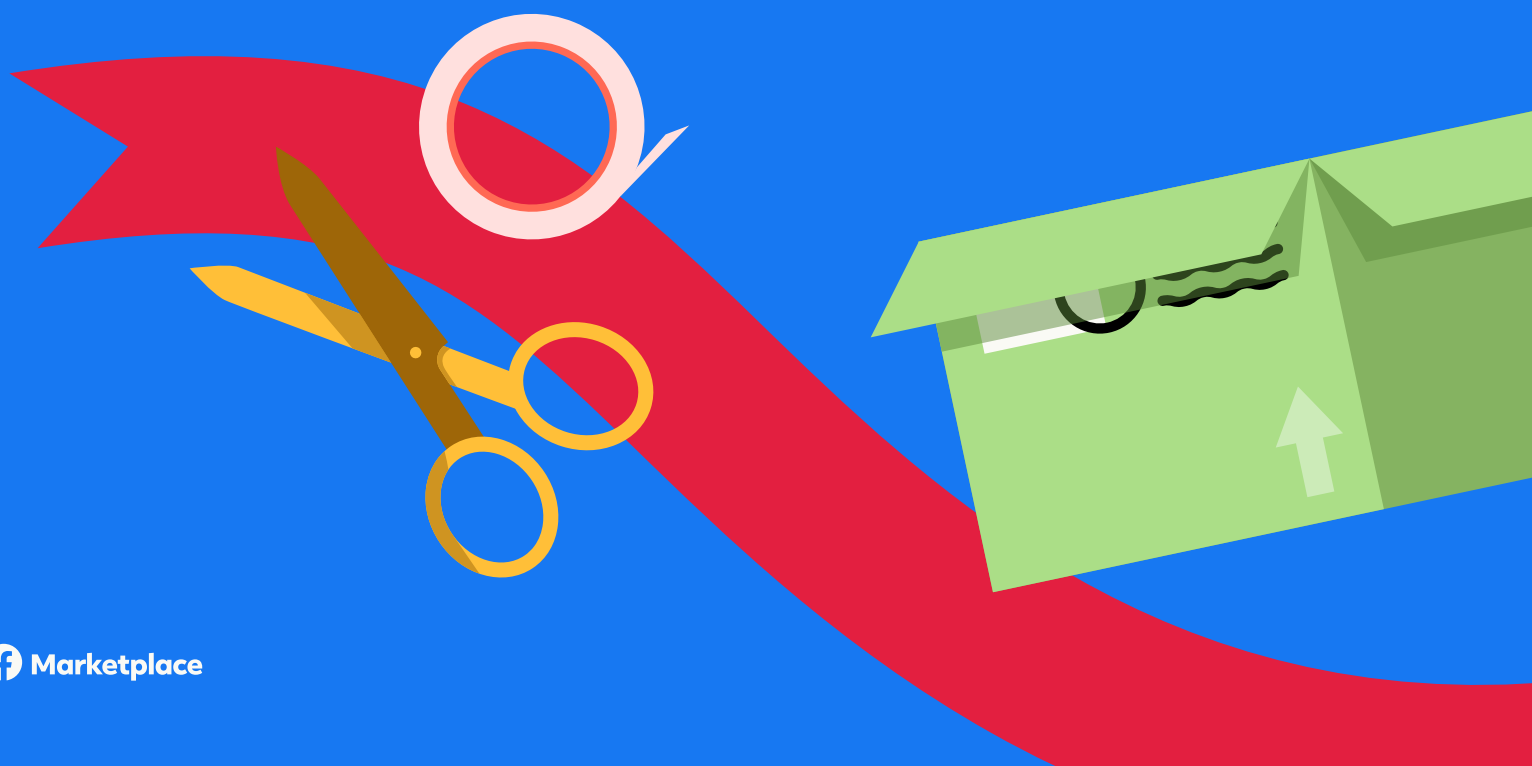


Source: <https://www.hostinger.com/tutorials/trending-products>

<https://www.spocket.co/blogs/6-raging-products-that-you-need-to-sell-during-christmas-season-fuel-your-holiday-sales-with-top-products>

<https://www.morningdough.com/ecommerce/what-are-the-trending-products-to-sell-online/>

Facebook Marketplace Holiday Playbook



Key Holiday Dates to Remember



Marketplace is offering Free Shipping and/or 20% off on the first order for shipped and Shops listings to eligible buyers. Promotions end December 17, 2021.¹

DEC

6

Hanukkah ends

DEC

17

National Ugly
Sweater Day

DEC

17

USPS deadline for
First Class Mail®
(to receive by 12/24)

DEC

18

USPS deadline for
Priority Mail®
(to receive by 12/24)

DEC

25

Christmas

DEC

26

Kwanzaa

DEC

31

New Year's Eve

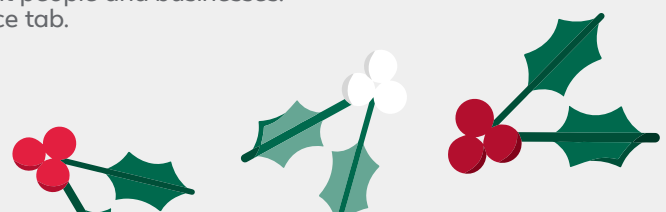
DEC

1-30

New Year's sales
& resolutions

UPS Ground shipping: Calculate exact date using the UPS website. Check [ups.com/ctc](https://www.ups.com/ctc) for details.

¹ The promotions are based on eligibility, which will vary for different people and businesses. If you are eligible, you can find the promotions on your Marketplace tab.



Listing Optimization



Checking It Twice

Ensure to check your active listings to make sure they are holiday ready. If there are any errors or rejections to your listings, you can submit an appeal directly from your [view listing](#) page.



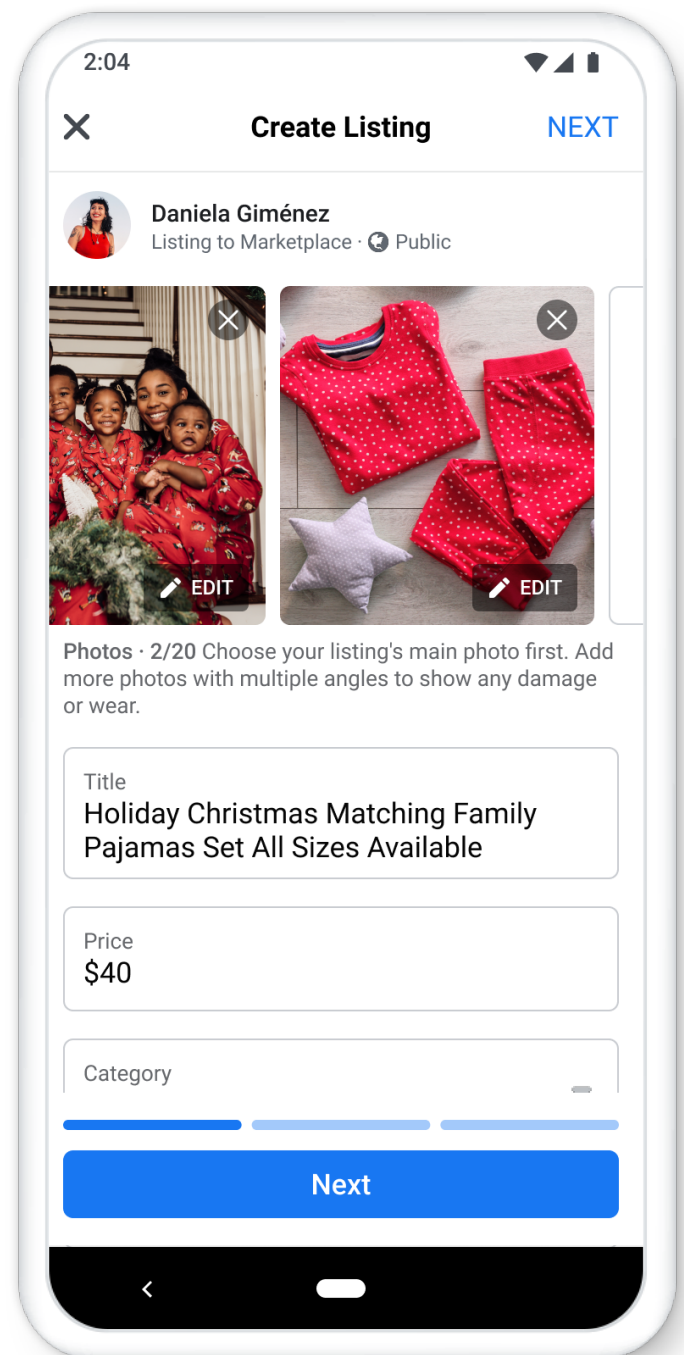
Sprinkle Keywords

Leverage trending keywords (see [page 4](#) of this guide) into your listing title and description



Get Started

To update your listings: go to Marketplace > Selling > [Seller Dashboard](#) to view all listings.



Inventory Planning



Inventory Management

Organize your calendar for your inventory preparation plan and plug the key holiday dates into your calendar.



Trends Prediction

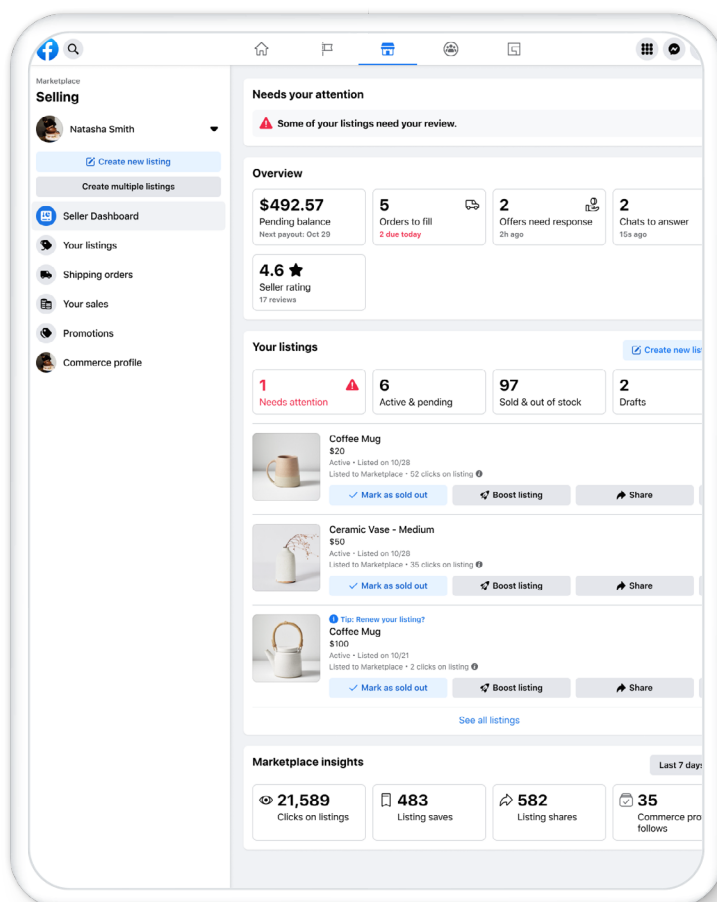
Check out the current trends to predict what buyers will be looking for this holiday season. For top tips and inspiration, see [pages 4-5](#).



Sales History

Review your past sales for feedback and restock existing and/or add new products.

To download reports: go to Marketplace > Selling > [Your Sales](#) > Your Reports



“Being organized with your inventory is the most important thing you can do as a seller in order to scale your business and sell more efficiently. Aside from the reports that Facebook provides, I use excel sheets to manage my inventory, expenses, and sales. As a seller, I am constantly finding new ways to optimize my business and increase efficiency.”

- Zane from Graphics Scorpion



Pricing Strategies



Competitive pricing

Ensure to price your items competitively to attract buyers. You can check out what other sellers are setting their price, and update your pricing accordingly during the holiday season.



Listings Promotions

Promote your items by adding a discount or free shipping to your listings using the Promotions feature to attract buyers.



Get Started

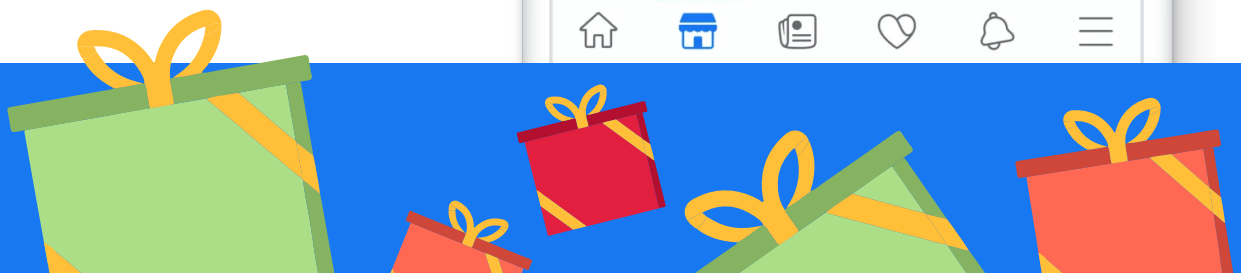
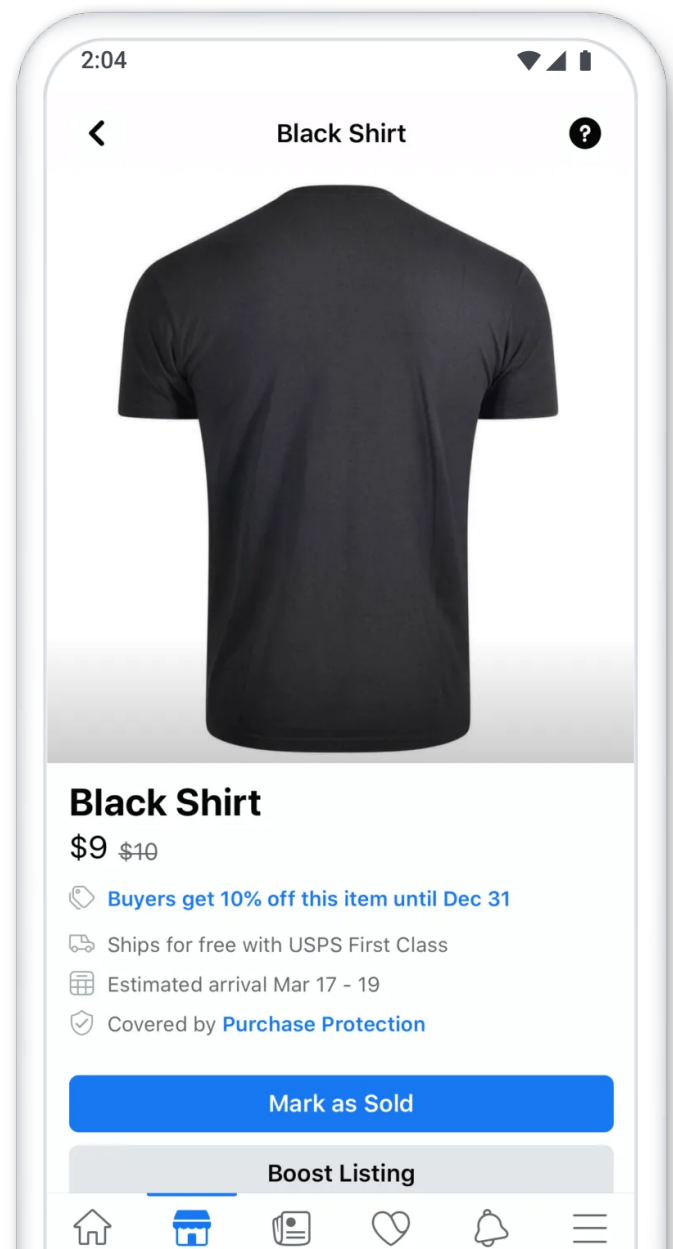
To create a Promotion, go to Marketplace dashboard > Selling Dashboard > [Promotions](#) > Create. You get to choose between 3 options, percentage discount, fixed price discount, or free shipping.

Note: Buyers will see a markdown price next to the original price, and promotional price cannot be less than 70% of the listing price.



Markdowns

Lower the price for slow-moving items early to clear it out before the holiday season ends.



Boosted Listing

Boosting a Marketplace listing increases the number of people who see and engage with your listing, and may help you sell your item faster this holiday season.



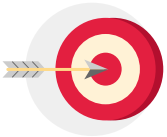
Increase Reach

Show your item to additional people beyond the Marketplace feed. Ad placements include Facebook News Feed, Facebook Search, Marketplace Search and Marketplace product detail pages.



Optimize for results

Drive traffic to your listings, where potential buyers can send you messages via Facebook Messenger. For shipped items, further optimize your boosted listing to increase sales.



Find your audience

Connect with people nearby (within 40 miles) for local listings and choose your audience for shipped items.



Easy to set up

Automatically use the photos, title, price and description in your listing, no additional ad creative needed.

[Learn more](#) about Boosted Listing.



Holiday hint:

Sellers who boost items get 2.5x more listing views on average than those who don't.*

*Based on internal Facebook data from over 10,000 sellers who boosted listings from Feb 15, 2021 – March 1, 2021. These results are based on a predictive model trained on historical data and are not a guarantee of actual results.

Return Policy

90%

of US consumers say that a return policy would influence their decision to buy.¹



Make your return policy clear in each listing's description.



Communicate clearly with buyers about your return and refund policy.



Received returns? Turn them into opportunities and re-sell at a cheaper price while the post-holiday shopping is hot.

¹ Source: <https://www.lightspeedhq.com/blog/small-business-guide-holiday-inventory-management/>

Holiday Shipping



2021 Contiguous U.S. Shipping Deadlines

UPS Ground shipping: Calculate exact date using the UPS website. Check [ups.com/ctc](https://www.ups.com/ctc) for details.

[Learn more](#) about UPS 2021 year-end holiday schedule
[Learn how](#) to ship various items with UPS



2021 Holiday Shipping Dates for Contiguous U.S.

Recommended send-by dates for expected delivery before December 25

12/15 USPS Retail Ground® Service

12/17 First-Class Mail® Service

12/18 Priority Mail® Service

12/23 Priority Mail Express® Service



[Learn more](#) about USPS 2021 holiday shipping dates



Holiday Packing

How to prepare your package for shipping this holiday, as recommended by UPS®

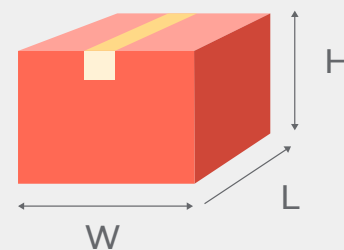
- Use a rigid box with flaps intact
- Remove any labels, hazardous materials indicators, and other previous shipment markings on the box that are no longer applicable.
- Wrap all items separately
- Use adequate cushioning material
- Use strong tape designed for shipping
- Do not use string or paper over-wrap
- Use a single address label that has clear, complete delivery and return information



Packaging Dimensions

To measure ground packages, use the following formula:

Length + [(2 x width) + (2 x height)]



How to Pack and Ship Your Items

1

Make sure the package doesn't weigh more than the weight originally selected when you created the listing.

- Make sure you don't exceed the maximum length plus girth 108 inches per USPS requirements.
- UPS maximum package size is 105 inches for length, plus girth and maximum weight is 50 lbs.

2

Print the prepaid shipping label and attach it to the package.

3

For USPS prepaid labels, bring the package to a USPS location, or schedule a USPS pickup. For UPS prepaid labels, bring the package to a UPS location.

[Learn more](#) about packing and shipping items sold with prepaid labels



Customer Support



Reply Quickly

Prepare a saved replies list to quickly reply and educate buyers when they reach out via Messenger.



Vacation Mode

If you are planning to go on vacation during the holiday, be sure to set up your Marketplace store to Vacation Mode so your listings can go on pause and you won't receive messages or orders while you're away.

To set up Vacation Mode:
Go to Marketplace > [Marketplace Settings](#) > Manage vacation mode > toggle to turn on and off.



Confirm Arrival

Don't forget to follow up with the customers post-sale to ensure your items arrive safely. This is a chance to win them over and get the 5-star rating you deserve.





Marketplace





Notification Settings

You can manage how you are notified about Marketplace updates.

-  Show notification dots
-  Customize notifications

Marketplace Settings

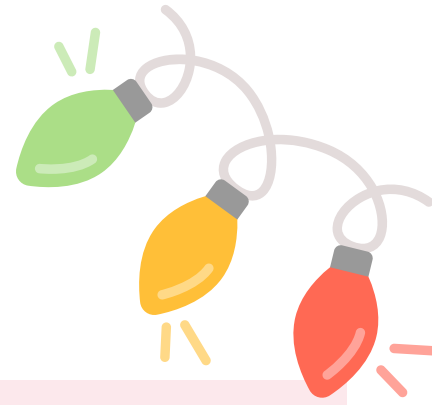
-  Manage vacation mode
-  Let people follow you
Followers on Marketplace or your buy and sell groups will see when you list something.

"I close 90% of the time whenever I respond to a customer inquiry within the day. It's a crucial part of the business, to provide all the necessary information for the customers to help them make a decision."

- Christina, Mintstring Guitar



Best Practices



Images: Use original images, and refrain from using stock pictures if possible. Make sure to capture all sides and a size comparison picture if applicable. You can add up to 20 pictures and 1 video (600MB max).

2:04

×

Create Listing

NEXT

Daniela Giménez
Listing to Marketplace · Public

Photos · 2/20 Choose your listing's main photo first. Add more photos with multiple angles to show any damage or wear.

Title
Holiday Christmas Matching Family Pajamas Set All Sizes Available

Price
\$40

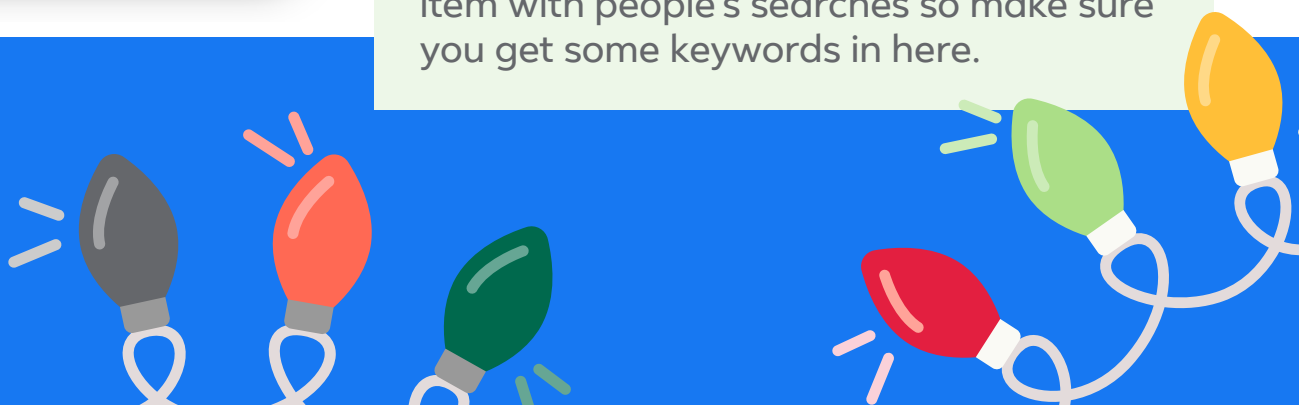
Category

Next

Title: Describe what your item is and be sure to include the color, size, brand. Also, if your item has a special feature, get that in the title e.g. 'Brand New' or 'Limited Edition'. Up to 80 characters.

Pricing: Research the market value by looking up similar items for sale on Facebook Marketplace. Decide if you are happy with that value or if you feel your item is worth more – perhaps it's in near new condition or there are no others available in your area giving you a unique selling point.

Product Tags: Fill this box with words that people might put in the search if they are looking for your item. That might be the type of item or maybe the brand name. Tags help Facebook to match your item with people's searches so make sure you get some keywords in here.



Key Takeaways



Update each listing's description and title to reflect holiday keywords.



In the past month in the US, we've seen an **80% increase** in items described as "gifts", which is **20% higher** than the increase we saw during the same time last year.¹



Leverage buyer's holiday promotions of **20% off and free shipping** on eligible items.



Reach more buyers with boosted listings.

Sellers who boost connect with **57% more** potential buyers on average than those who don't.²



Implement the trending in-demand products from third-party research and apply the strategy towards your Marketplace listings.

¹ Based on internal Facebook data from over 10,000 sellers who boosted listings from Feb 15, 2021 – March 1, 2021. These results are based on a predictive model trained on historical data and are not a guarantee of actual results.

Facebook Marketplace Holiday Resources

- [Selling on Facebook Marketplace Help Center](#)
- [Marketplace Seller Community](#)
- [How to Use Boosted Listings on Facebook Marketplace](#)
- [How to Sell as a Business on Facebook Marketplace](#)
- [UPS Holiday Schedule](#)
- [USPS Holiday Schedule](#)

