



# HOLIDAY SHIPPING **Playbook.**



Quick tips for  
seasonal shipping.

## Fun Fact.

In 2018, USA eCommerce sales from Thanksgiving Day through Cyber Monday topped over:



The holiday season is one of the busiest times of the year for ecommerce and logistics. This year is shaping up to be stronger than ever. Our Holiday Shipping Playbook is packed with tips to help you be prepared and avoid getting tangled up in high-volume delivery traffic.

Businesses everywhere face challenges to meet consumers' shipping expectations. Get peace of mind this season knowing that you will meet customer demand and that your supply chain is running smoothly.

# Shipping Strategy.

To flow smoothly, your supply chain needs to be in tiptop shape for the holiday season. Below are a few tips on how to optimize your logistics game.

## 1. Expedite Delivery

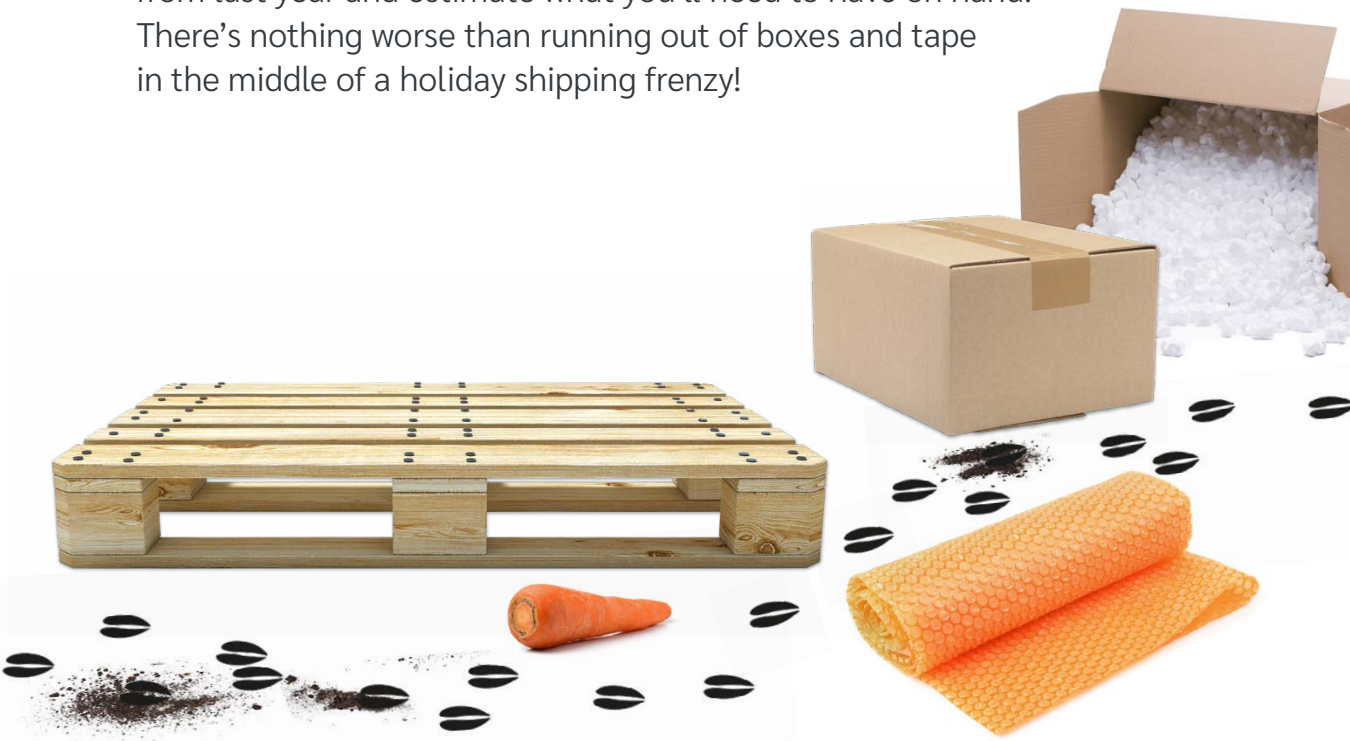
Consumer expectations for fast and free shipping are high and tolerance for missed deadlines is low. Take advantage of Expedited Delivery and ship orders the same day they are placed to reduce the risk of delays.

## 2. Pre-Package Some Stuff

Box orders during your downtime! Common orders can be pre-packaged and ready to ship when business speeds up. Write the total weight on packages to manage costs and streamline the shipping process.

## 3. Keep Supplies on Hand

Maintain a healthy supply inventory. Audit your shipping levels from last year and estimate what you'll need to have on hand. There's nothing worse than running out of boxes and tape in the middle of a holiday shipping frenzy!



## 4. Consolidation = Savings

Consolidate your shipments so that you receive discounted rates on volume shipments. Do your budget a favor and bundle!

## 5. Triple-Check Delivery Addresses

Bad or incorrectly formatted addresses can (and will!) wreak havoc on your shipping process. Work with a shipping partner to help verify shipping addresses before printing shipping labels.

## 6. Clearly Define Your Shipping Terms

Misunderstandings skyrocket during the holiday shipping season, most notably about the estimated time of delivery. Our suggestion? Adhere to explicit, domestic ship-by dates so that packages arrive when they need to. That way customers know what to expect and when to expect it.

## 7. Track for Success

Higher shipping volumes can lead to an increased risk of shipment loss and damages. A 3PL can provide options to track deliveries and require customer signatures.

## 8. Get Cargo Insurance

With the increased risk of damage to items during the holiday shipping rush, adding insurance to valuable commodities is always suggested. Your shipping solutions provider offers low-cost cargo insurance options.

## 9. Save Time

You're too busy to run off to the pack n' ship store. Work with a shipping provider who can request pickups from locations that work for you.



# Holiday Approved Packaging. It matters!

With the high volume of shipments during the holidays, don't let packaging be an issue. Streamline packaging of your cargo so it gets to where it needs to go safely and on time.

## Protect your Shipping Labels

The winter months can cause water damage to your labels from rain or snow. Cover your labels with plastic to prevent the elements from tampering with them. Make sure there's no folds or tape obstructing the bar code.

## Find the Right Packaging Option

Maybe your item can fit into an envelope instead of a box. Other items might require some crating. Your shipping solutions provider can tell you which packaging option works best for you and saves you the most money.

## Use Pallets

Pallets make for easier forklift handling and a faster, smoother overall shipping process. They also help consolidate your loads and reduce the potential for damage.

## “Pallets are your friends!”

Download our [Freight Packaging Guide](#) for more tips on seamless shipping.



# Holiday Shipping.

## Freight Deadlines.

You'll have some important shipping dates to keep in mind if you need something to arrive by December 25th! Plan ahead so it goes smoothly during the peak holiday shipping season.

November

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December. 2019.



January

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9  Green Monday Sales	10 	11	12	13	14  USPS.COM FedEx Ground FREE SHIPPING DAY
15	16	17 	18 	19	20  USPS.COM Priority/First Class FedEx 2-Day	21  Next Day Air
22 	23	24	25 	26	27	28
29	30	31	1	2	3	4



**Note:** Freight carriers set their shipping deadlines based on volume and labor availability. We can determine which carriers operate when you need them!



# Merry Shipping!

As the holiday season fast approaches, FreightCenter can help manage your business's shipping. We'll help you find discounted volume shipping rates and handle the peak shipping season like a pro. Get started today at [FreightCenter.com](https://www.freightcenter.com) or call us at (800) 716-7608.

