

ESAI DSHESAID

Tips for online holiday shopping



BY DAHLIA KURTZ ,QMI AGENCY

FIRST POSTED: MONDAY, DECEMBER 03, 2012 05:00 AM EST



(Michael Peake/QMI Photo Illustration)

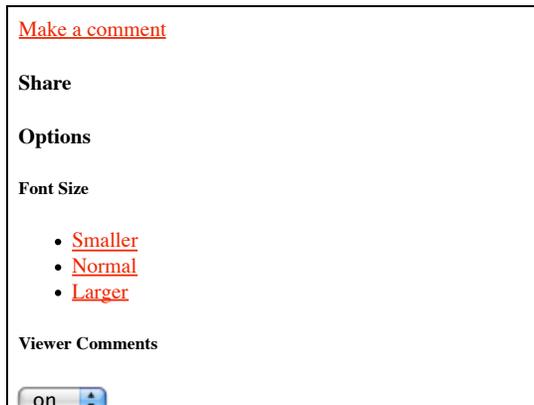
We often use the web to weave our procrastination (how did browsing gastronomy photos on Pinterest and trolling Twitter suck-up all those hours?)

But this holiday season you could actually use your procrastination to ease your Christmas shopping to-do list.

According to McAfee, almost 60% of Canadians will shop online for Christmas. A new Offerpop study backs these findings and shows social media far outranked conventional marketing mediums like TV and print in inspiring holiday purchases.

Study after study agrees.

Symphony Teleca's "The Meaning of Like" infographic reveals 51% of Internet users consider social sites valuable and credible shopping resources. Plus, these sites likely influence everyone's offline purchases.



With this in mind, here are some tips for online shopping breeze through 12 days of Christmas preparation:

1. **Crowdsourcing:** If there's anything people love to do online it's give opinions. So seek suggestions. Offerpop found 35% of us find holiday-gift discovery to be the best use of social media, while the infographic notes 59% are inspired by online reviews (which you needn't feel obligated to "Like" or retweet).
2. **Window (and tab) shopping:** It's called a web browser for a reason, so go window-shopping – unless you prefer tabs, then go tab-shopping. You don't have to commit to the buy-click, but you'll definitely leave with bags full of inspiration for in-store shopping. Just expect that after a few minutes on Pinterest or Etsy, you may decide to ditch the mall after all.
3. **"But I hate shipping fees":** Sometimes it's free. Sometimes it's worth the cost. Shop many of your favourite stores online, or try the trusted eBay and Amazon. Head to Well.ca, an E-Commerce Innovation Award finalist, for great stocking stuffers – even greater with free shipping over \$25. Send presents directly to far-away family and friends. And if you plan to vacation stateside, shop American sites. They're more likely to offer better variety and free delivery. Then simply ship the items straight to your hotel, you rock star, you.

(The money you save can be used to get the writer who gave you this wonderful suggestion a new pair of shoes. Size 6.)
4. **Why pay more?:** Compare prices at shopbot.ca for both on- and offline purchases.
5. **Make a list and click it twice:** Offerpop says 20% of people track friends' and family's "want" lists. So have yours make wish lists with Pinterest or bookmarks.
6. **Become a statistic:** There's a reason why most Canadians shop online. So put on your coziest PJs, pour a glass of wine and easily park yourself on the couch. You can't get stuck in web traffic, can you?
7. **Don't become one of "those" statistics:** Stop clicking those "\$100 gift cards" on Facebook; they can quickly turn into 100 Megs of spam. Only shop credible sites. Read the fine print. And don't advertise your holiday plans. Thieves can read too.
8. **Recipes everyone will "Like":** Obviously you want your social network friends to savour your Christmas dinner pictures, so get easy and attention-grabbing recipes online.
9. **Custom designer holiday cards in just a few days:** Check out tinyprints.com and thank me later. (Remember, size-6 shoes.)

DID YOU KNOW?

Go e-Mas shopping! Forty-five percent of online shoppers have bought something online that they wouldn't buy in person, and two-thirds of people shop online because it's cheaper. Source: Lab42

שפרו את הקשר עם ישראל
Local03.com/Call-Israel-Unlimited
קבילו חוגים מס' טלפון 03 ישראלי משלכם וב-\$2.9 לחודש
דברו עם החברה המושפחה AdChoices ▶

SPONSORED LINKS



Phatboy Fireworks

We Don't Match Prices,
We Beat'em!! Happy New
Years!!

[Click here for specials.](#)



Canadian Men's Clinic

Treat erectile
dysfunction/premature
ejaculation/low sex drive.
mensclinic.com



H & R Property Management

Find your Perfect
Apartment in the Greater
Toronto Area
[Click Here for More Info](#)

[See All Sponsored Links](#)