

Get Into the Selling Spirit

Meet holiday sales goals and make it your most successful season to date.

Pre-Holiday

Source [what's hot for the holidays](#) to ensure more sales.

Get more traffic to your listings with [Promoted Listings](#).

Early Holiday (September–October)

Optimize your listings to earn more sales by [following these best practices](#).

Check if your items are in enabled categories of the product-based shopping experience. If so, [associate your listings to the eBay catalog](#).

Show off listings on [social media](#) to grab the attention of more shoppers.

Holiday Season (Early–Mid-November)

Increase your visibility with [eBay Guaranteed Delivery](#).

Offer faster shipping with same-day or 1-day [handling time](#) to help buyers get their items faster.

Attract more buyers with [free shipping](#).

Put your store in [vacation mode](#) and extend your handling time so your store runs smoothly while you're gone.

Holiday Deals (Mid-November–Early December)

Attract buyers and boost sales by setting up sales events, promotions, and store-wide discounts with [Promotions Manager](#).

[Upgrade your Store](#) to maximize savings and benefits.

Last-Minute Holiday Hustle (Mid-December)

Capture last-minute shoppers by offering expedited shipping.

Post-Holiday (Late December–Mid-January)

Make returns easy and automatic for you—and free for buyers.

[Find out how much it costs to offer free returns](#).

Keep selling! Attract buyers looking for post-holiday deals by offering sale and clearance items.