

The background of the slide is a light gray gradient. It is decorated with numerous realistic water droplets of various sizes. Some droplets are large and prominent, while others are small and subtle. They are scattered across the slide, with a higher concentration in the top-left and bottom-right corners. The droplets have highlights and shadows, giving them a three-dimensional appearance.

BEST PRACTICES: ONLINE SHOPPING

LISA GARVEY

NOVEMBER 11, 2016



OVERVIEW

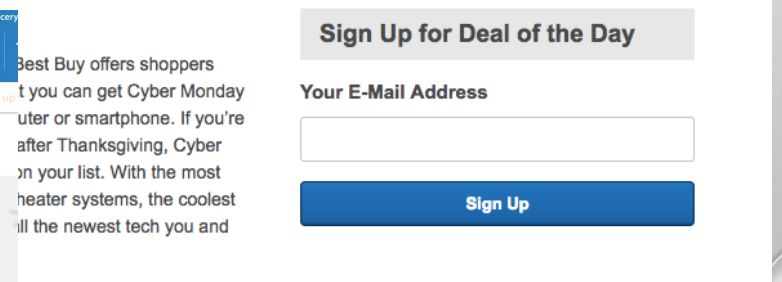
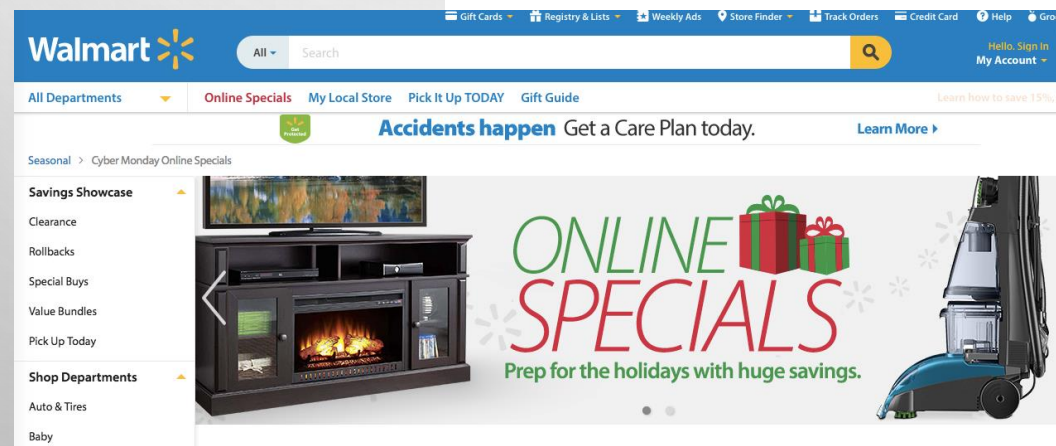
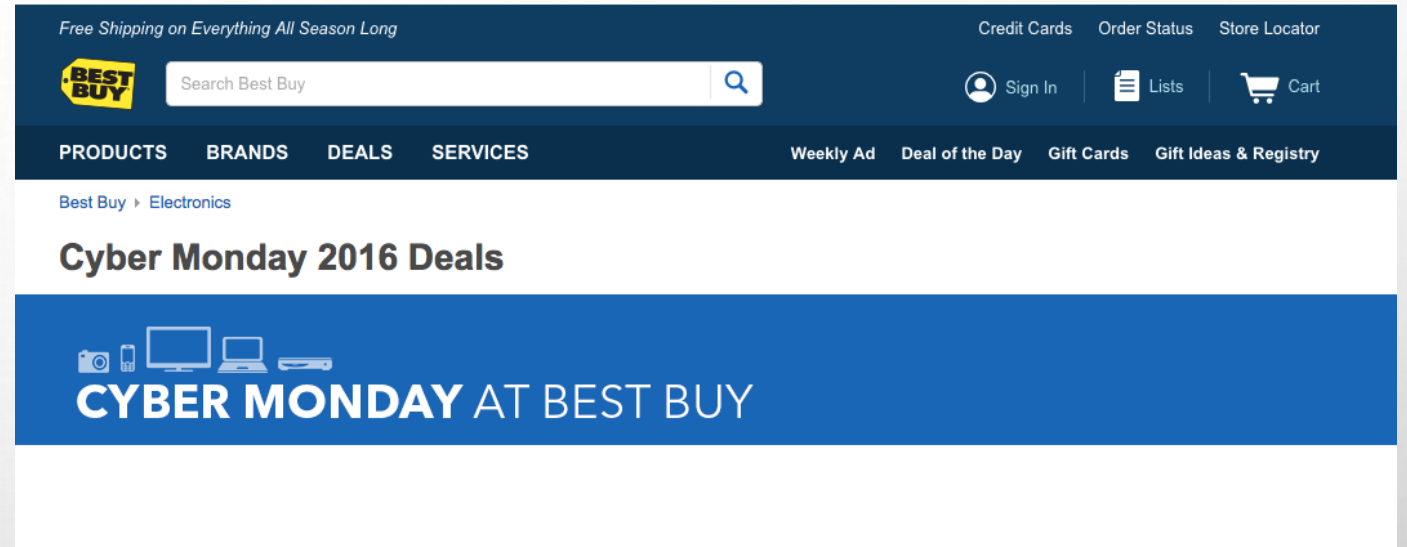
- Shopping holidays & price comparisons
 - Amazon Prime
 - Protecting your online privacy
 - Last minute gifts
 - Unique gifts
- 

“BLACK FRIDAY?” IS THAT A CATHOLIC HOLIDAY?

- Black Friday is November 25, 2016, although some retailers have started to offer deals already
- In general, yes, it's worth it
- The good news: you can skip the crowded stores at 5am and shop online!
- Be strategic
 - Review deals beforehand
 - Settle into your recliner on Friday morning with a big cup of coffee, your laptop, and your credit card. Don't rush it.

WHAT DID WE DO BEFORE CYBER MONDAY?

- Cyber Monday is November 28, 2016
- Originally developed as an online alternative to Black Friday, but now that Black Friday is online too, it's just another good shopping day for consumers



PRICE COMPARISONS



Beats by Dr. Dre Powerbeats
2 Wireless In-Ear
Headphones

Today:

- BestBuy \$139.99
- Target \$139.99
- Neiman Marcus \$200.00
- Fry's Electronics \$199.99
- Amazon \$179.00

Beats by Dr. Dre Powerbeats
2 Wireless In-Ear
Headphones

Black Friday:

- Target \$89.99

PRICE COMPARISONS



Fitbit Charge 2

Today:

- Macy's \$149.99
- Target \$149.95
- Walmart \$149.95
- Amazon \$147.95

Note: prices based on blue model. Some deals available for black version.

Fitbit Charge 2

Black Friday:

- Kohl's \$129.99 (\$30 Kohl's Cash reward)
- Target \$129.95
- Walmart \$129.95 (black or plum color only)
- BestBuy \$129.95
- Amazon \$TBA

AMAZON PRIME: WORTH IT?

Prime membership:
\$99/year or
\$10.99/month

Free 30-day trial



Prime members enjoy:

- ✓ FREE Two-Day Shipping on tens of millions of items
- ✓ Unlimited, ad-free access to millions of songs and thousands of playlists and stations with Prime Music
- ✓ Instant streaming of thousands of movies and TV shows with Prime Video
- ✓ Free unlimited photo storage in Amazon Drive
- ✓ Read unlimited books, magazines, and more on any device with Prime Reading

AMAZON PRIME: WORTH IT?

Everything included in Prime

Prime Shipping

FREE Two-Day Shipping on millions of items, FREE Same-Day Delivery in select areas & more.

Prime Photos

Free unlimited photo storage for you and five others. Plus, upgraded search helps you find photos fast.

Washington Post Free Trial

Limited time: Enjoy unlimited access to the Washington Post with a six-month free trial.

NEW - Prime Reading

Enjoy unlimited reading on any device, with over a thousand books, magazines, comics, articles, Kindle Singles, and more.

Share Your Prime

Share select Prime benefits with another adult in your household.

Amazon Family

20% off diapers subscriptions and 15% off eligible products from your baby registry, compliments of Amazon Family

Early Access to Deals

Prime members get 30-minute early access to Lightning Deals on Amazon.com.

NEW - Audible Channels

Unlimited listening to original audio series and playlists handcrafted for every interest.

Prime Music

Stream a growing selection of two million songs – included with your membership. Unlock more with Amazon Music Unlimited, plus get an exclusive discount.

Shopping with Alexa

Enjoy hands-free shopping with Alexa on millions of items on Amazon as an exclusive benefit of your Prime membership.

Prime Video

Stream thousands of movies and TV shows at no additional cost on over 200 devices.

Amazon Prime Store Card

Earn 5% back every day with Amazon Prime Store Card.

Amazon Channels

Only for Prime: Sign up for a free trial for over 60 premium networks including SHOWTIME and STARZ. Cancel anytime.

Prime Pantry

Everyday sizes of popular household items delivered for a flat delivery fee.

Release-Date Delivery

FREE Release-Date Delivery on eligible pre-order items delivered on their release date to ZIP codes within the continental U.S.

Amazon FreeTime Unlimited

Access to thousands of kid-friendly books, shows, games and more, for just \$2.99/month.

Amazon Fresh

Only for Prime: Amazon Fresh delivers groceries and more to your door in select cities.

NEW - Twitch Prime

Get free game content every month, ad-free Twitch viewing, Twitch Channel Subscription, plus loads more.

Amazon Elements for Prime

Shop Amazon Elements products, Amazon's own line of everyday essentials.

Kindle First

Choose one Kindle book of the six Editors' Picks each month for free.

Prime Now

One and two-hour delivery on tens of thousands of items from Amazon and local stores.

NEW - Member Exclusive

Discount on Video Games
Discounts apply to pre-orders and collector's editions for PC, PlayStation 4, Xbox One, Wii U, 3DS and more.

Amazon Dash for Prime

Only For Prime: Never run out of your favorite products with Amazon Dash Button.

AMAZON PRIME: WORTH IT?

Prime membership is probably worth it if:

- You order at least 5 items/year from Amazon
- You consume a lot of e-books, movies or music
- You can share it with a family member who can benefit
- You want to use AmazonFresh (\$14.99/month for same-day grocery delivery)

Other services hopefully coming soon to your area:

- PrimeNow (free 2-hour delivery, currently in Sacramento)

PROTECTING YOUR ONLINE PRIVACY

- Look for https:// to ensure* data security
- Look for verified seals of approval: Norton/Verisign, Geotrust, Thawte, Better Business Bureau (BBB)
- Don't store your card data with retailers
- Use a separate email address just for retail transactions
- For tracking purposes, try adding a fake middle initial to your name or give yourself an extra degree
- If it seems too good to be true, google the company name or email address and "+bbb reviews" or "+fraud"
- Never wire money!
- Trust your gut



**you can never truly ensure data security*

LAST MINUTE GIFT IDEAS: SUBSCRIPTIONS



Fresh produce delivery



Wine clubs, cheese clubs,
meal kits, even meat
clubs!



Health & beauty products

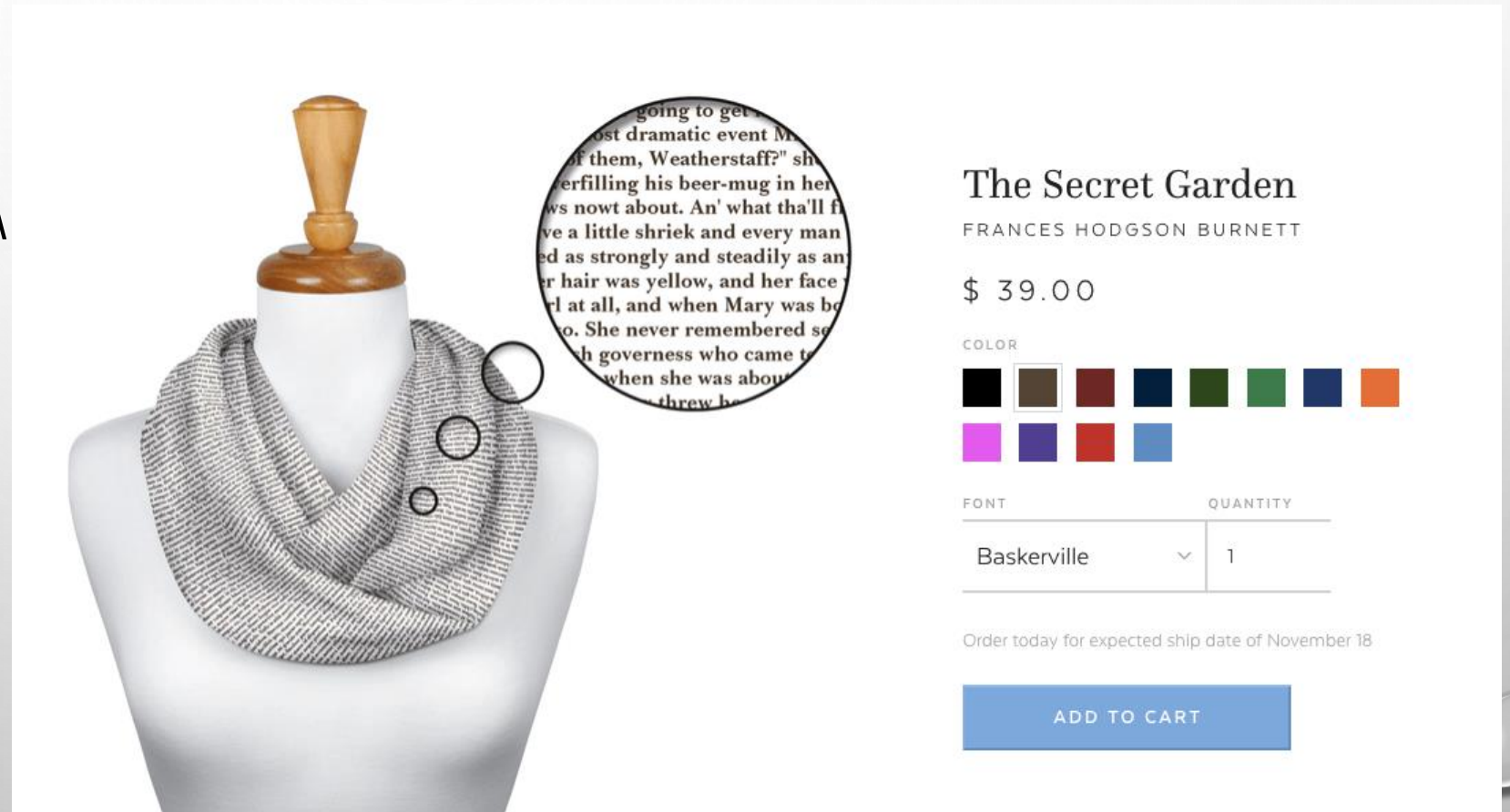
LAST MINUTE GIFT IDEAS: TICKETS

- Family trip to “escape room” (Google “escape room + city”)
- Excursions: SF Ferry, Alcatraz, Monterey Bay Aquarium
- Sporting events, concerts, theatre



UNIQUE GIFT IDEAS

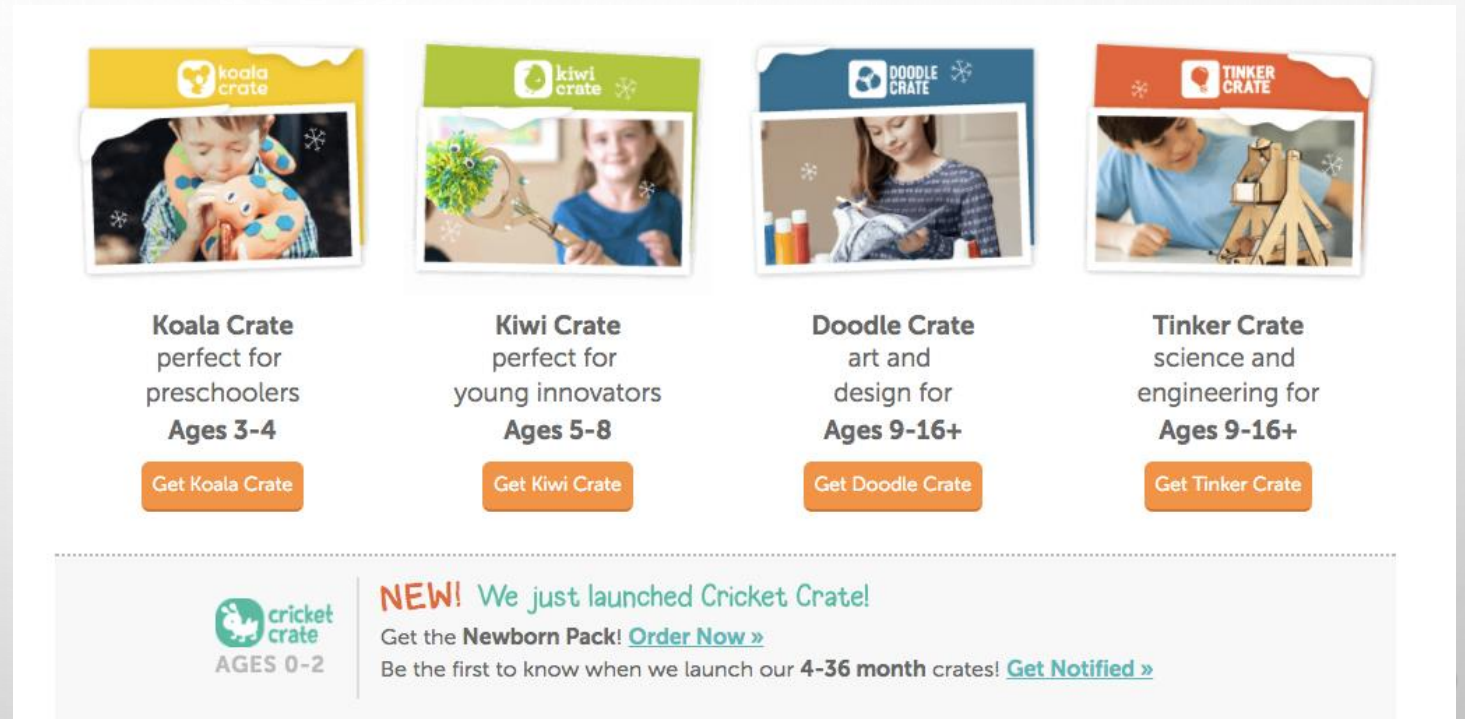
- CUSTOM LITERARY ITEMS
- WWW.LITOGRAPHS.COM








UNIQUE GIFT IDEAS

Kiwi Crates:
Custom crates for kids:

Artists, tinkerers,
preschoolers



Koala Crate	Kiwi Crate	Doodle Crate	Tinker Crate
			
Koala Crate perfect for preschoolers Ages 3-4	Kiwi Crate perfect for young innovators Ages 5-8	Doodle Crate art and design for Ages 9-16+	Tinker Crate science and engineering for Ages 9-16+
Get Koala Crate	Get Kiwi Crate	Get Doodle Crate	Get Tinker Crate



AGES 0-2

NEW! We just launched Cricket Crate!

Get the **Newborn Pack!** [Order Now »](#)

Be the first to know when we launch our **4-36 month** crates! [Get Notified »](#)

UNIQUE GIFT IDEAS

Personal photo gifts

Shutterfly.com

(Google “custom photo gifts” for many others)



UNIQUE GIFT IDEAS

Personalized glassware and kitchen accessories


Etsy.com

Uncommongoods.com





UNIQUE GIFT IDEAS

- www.etsy.com
 - www.uncommongoods.com
 - www.kiwicrate.com
 - www.litographs.com
 - www.ticketmaster.com
- 

RESOURCES

- HOLIDAY DEALS

- www.amazon.com
- www.walmart.com
- www.bestbuy.com
- www.costco.com
- www.blackfriday.com

- SUBSCRIPTION SERVICES

- www.prmeatco.com
- www.fullcircle.com
- www.brightcellars.com
- www.winedownbox.com
- www.spotify.com
- www.birchbox.com
- www.blueapron.com