

INCREASE ECOMMERCE SALES

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SALE





SALE

SELLING IS NEVER EASY AND WHEN SELLING ONLINE THROUGH AN ECOMMERCE WEBSITE, THE TASK BECOMES EVEN MORE DIFFICULT, BECAUSE YOU DON'T GET TO SEE YOUR CUSTOMERS. A LOT HAS BEEN SAID ABOUT DIFFERENT WAYS TO INCREASE ONLINE SALES. HOWEVER, NO ONE METHOD SUITS EVERY BUSINESS.

CHANNEL YOUR VISITORS TO THE RIGHT PRODUCT

- Every page should be designed in a way that channels your customers to the desired product
- Showcase 'extra offers' on the side of the page

Cross-Sell or Up-Sell Your Products

- **Common marketing tactic to encourage customers to spend more**
- **The key here is to know what other product your customer would need, to go with the product he just bought**

- **Use high-quality images, good and elaborate product descriptions, videos etc.**
- **Everything should focus on compelling the customer to purchase**

**SHOWCASE
THE BEST
SIDE OF
YOUR
PRODUCT**

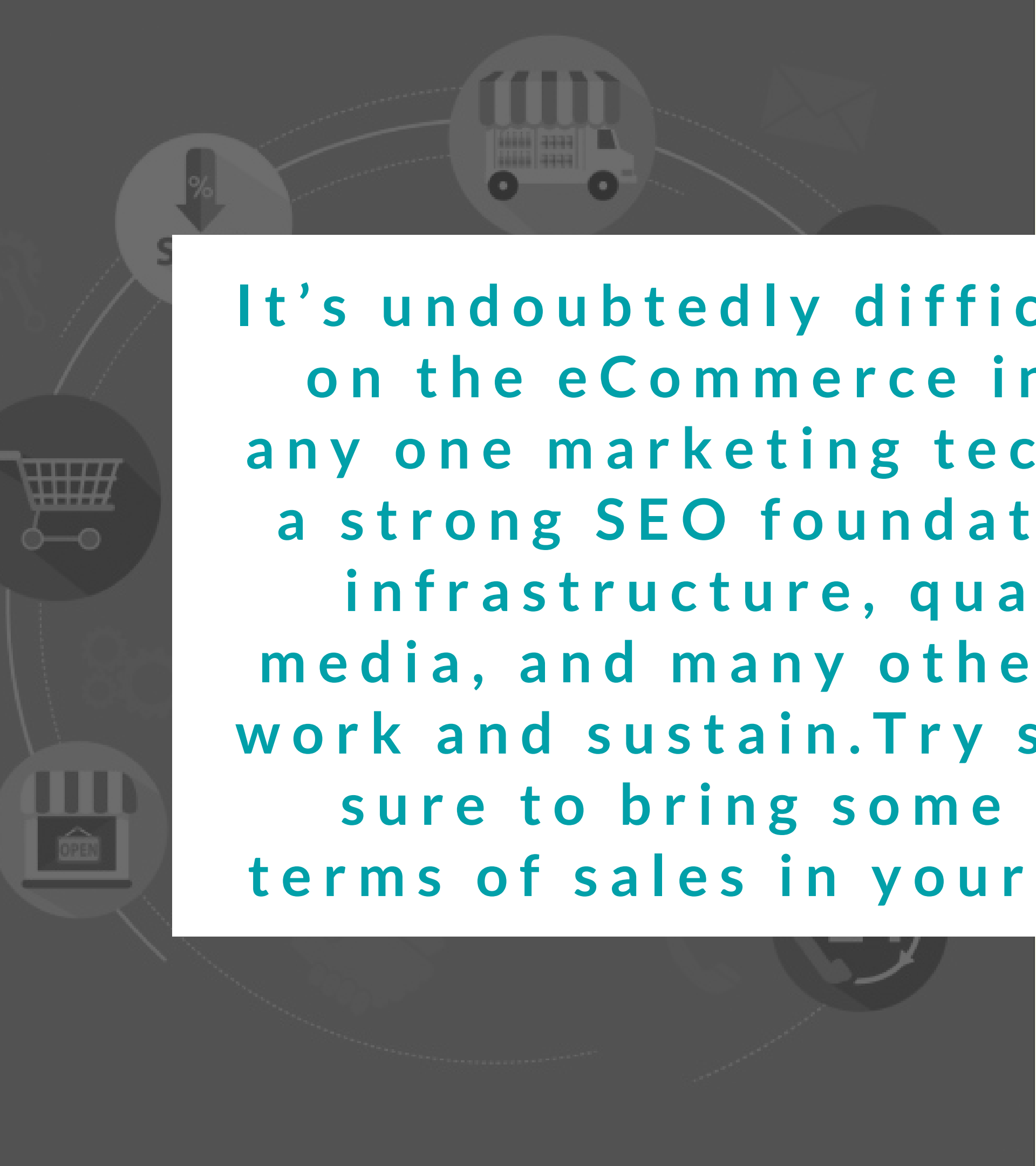
INVEST TIME ON YOUR PRODUCT PICS

- Showcasing your products along with some images that can be easily found on browser, you're likely to risk your chances of getting sales
- High quality product pics speak on behalf of the product and increase the chances of conversion.

Personalize Your Website



- Personalized marketing aims at targeting messages and actions, tailor-made to the visitor, on the basis of his past viewing and purchases – is what makes the customer come back to your website
- Live chats, customized emails, recommendation of products, behavioral targeting are all internet marketing tactics that hold a customer to your eCommerce store



It's undoubtedly difficult to make an impact on the eCommerce industry by following any one marketing technique. You will need a strong SEO foundation, robust technical infrastructure, quality content, social media, and many other elements to make it work and sustain. Try some of the tips and be sure to bring some positive changes in terms of sales in your eCommerce business.

SALE



THANK YOU

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ON ECOMMERCE?

DISCOVER

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24