

40 WAYS TO INCREASE ECOMMERCE SALES

	FAST	EASY	PROFITABLE	PERSON RESPONSIBLE
1. Optimize your eCommerce website for search and get more customers				
2. Sell through Google Shopping				
3. Sell on Bing				
4. Sell or have product listings on Amazon (even if you don't want to sell there)				
5. Sell on Facebook				
6. Market via Instagram				
7. Sell on eBay				
8. Sell on Walmart Marketplace				
9. For higher ticket items: sell through an affiliate network				
10. Offer fast, free shipping				
11. Have a clear and frictionless return policy				
12. Reduce shopping cart abandonment				
13. Product demo videos				
14. Offer a phenomenal customer experience				
15. Deploy retargeting ads				
16. Optimize product pages				
17. Make communication as convenient as it can be for your customers not you				

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18. Have as many store reviews as you can get				
19. Ask customers to post product reviews in return for another product				
20. Create product comparison content				
21. Create best products in the category review posts				
22. Reduce returns by showing customers how to use products				
23. Show that shopping on your site is secure				
24. Optimize your website speed				
25. Cross-sell complimentary items				
26. Upsell				
27. Point of sale promotions				
28. Set a bar for free shipping				
29. Use scarcity like Amazon does				
30. Deploy product recommendations				
31. Offer loyalty programs				
32. Engage in “shoppertainment”				
33. Send seasonal promotions				
34. Include promo flyers in every delivered package				
35. Coupons				
36. Tiering				
37. Scaling				
38. Grow account sales				
39. Build a customer list and make their lives easier				
40. Care				