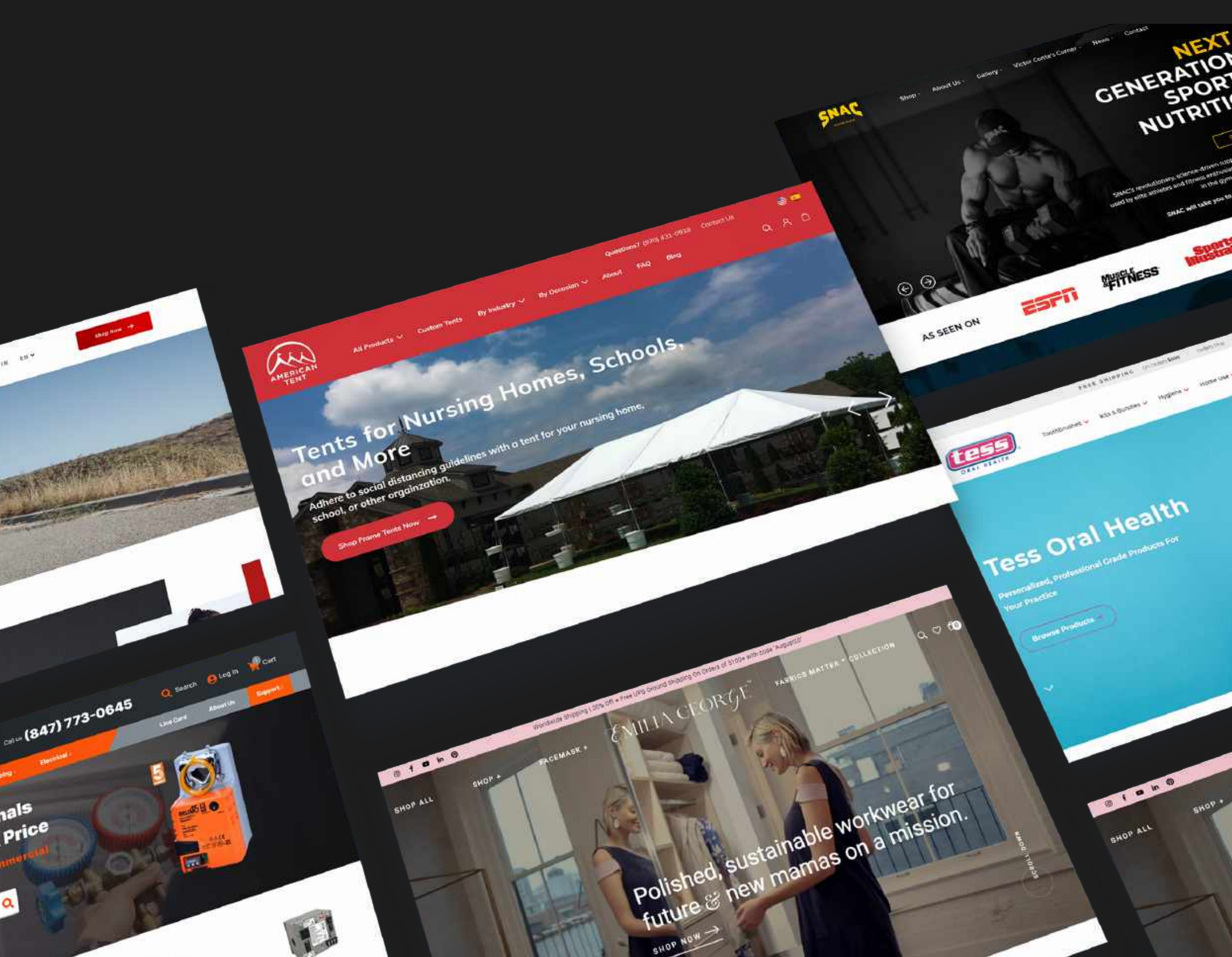


CHEKLIST

# 40 WAYS TO INCREASE ECOMMERCE SALES



# Rules To Sell By: 40 Ways To Increase ECommerce Sales – 2020 Edition

Chances are, if you are reading this, you already have an eCommerce business and just want specific tactics to increase revenue. What you will hear here will not be earth-shattering information, as we need to be reminded of what needs to be done more often than told something we did not already know.

So, here are 40 practical ideas that will undoubtedly help you grow your eCommerce sales.

But, before we jump into the tactics, it is important to recall the fundamentals and rules of the eCommerce game:

## There Are 3 Ways to Increase Sales

Distilled to its essence, there are actually just three primary ways to increase sales:

1. **Get more customers**
2. **Get customers to spend more**
3. **Get customers to buy more often**

How you go about achieving those three primary goals is expanded on below.

# Follow Three Core Rules

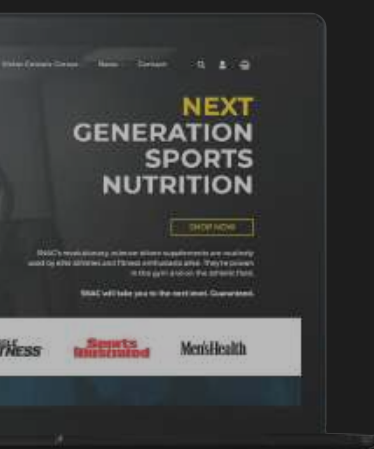
## #1 BE WHERE YOUR CUSTOMERS ARE LOOKING FOR PRODUCTS YOU SELL

Whether they search for products and services on Google, Amazon, Walmart, or any other channel, you must show up with your product pages, listings, ads, and content. If they don't see your products front and center, it's like you don't exist and your business will not grow.



## #2 GIVE THEM WHAT THEY WANT SO THEY WANT TO GIVE YOU WHAT YOU WANT

In a nutshell, make it easy for your prospects to make a buying decision. Put yourself in their shoes and proactively and preemptively answer every possible question they may have, and remove every possible barrier that could impede the buying decision (ask yourself, “why wouldn't I buy this product?” and address these reasons).



## #3 MAKE A SALE TO GET A CUSTOMER

Most ecommerce stores get a customer to make a sale: there is no follow-up of any kind and most customers never come back to make another purchase. This is a very short-sighted thinking

Start us businesses adopt a reverse approach, knowing that year over year, the same customers will buy from you again and again, if you do things right.

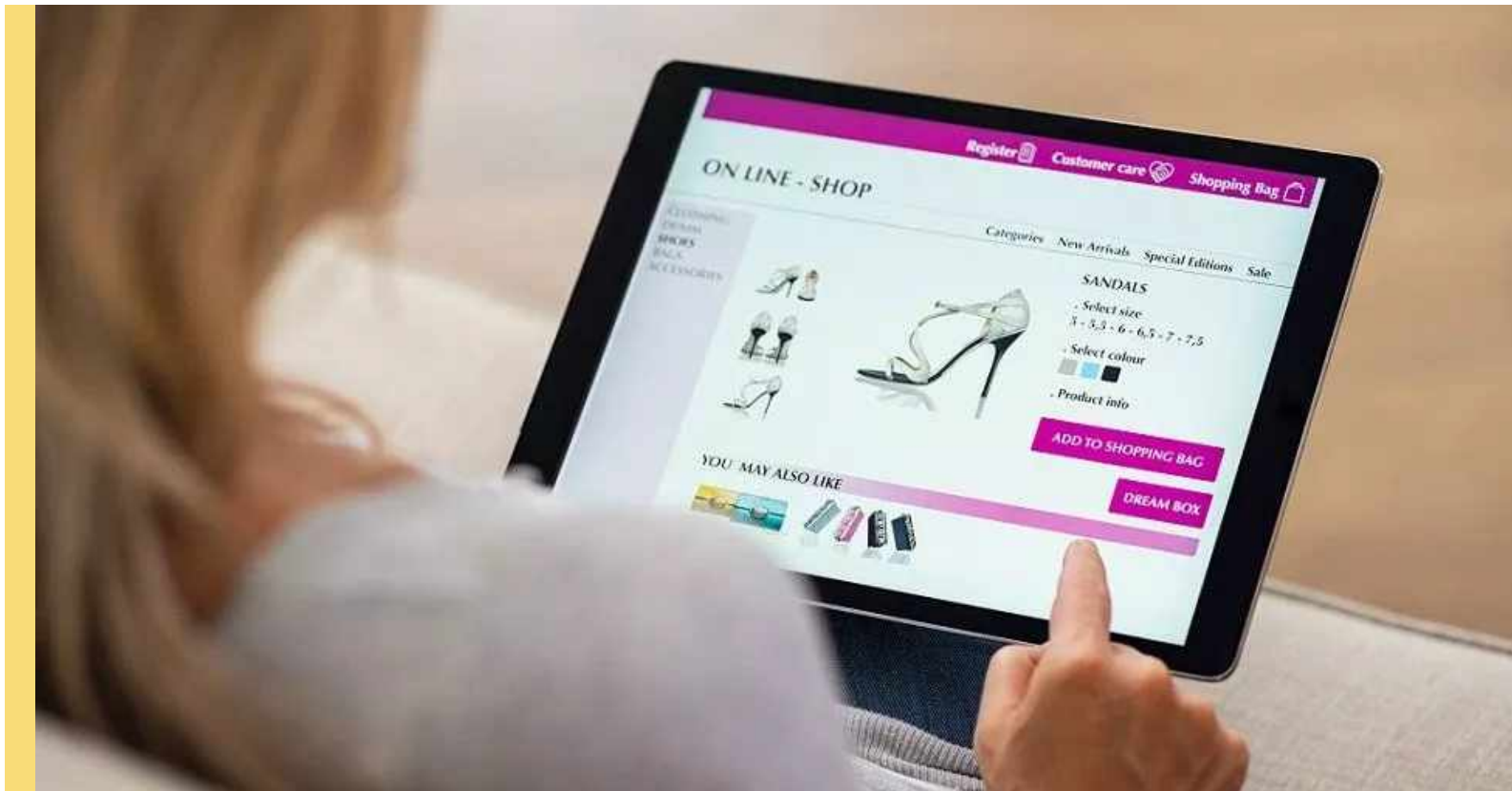
And, in comparison to customer acquisition costs, it barely costs anything to provide customers with better-than-expected service and continue to engage them in meaningful ways, so as to keep them coming back.





# Get More Customers

Now, here are the 40 tactics to help you get more customers, get customers to spend more, and get customers to spend more often:



## 1. OPTIMIZE YOUR ECOMMERCE WEBSITE FOR SEARCH AND GET MORE CUSTOMERS

Not a shocker, but if I were to search Google right now for, let's say, a dozen of the products you carry, would your listings pop up high up in search, or would I find your competitors'?

While ecommerce SEO is not easy, you must keep in perspective that, according to RetailWire, **31%** of all shoppers start looking for specific products on Google.

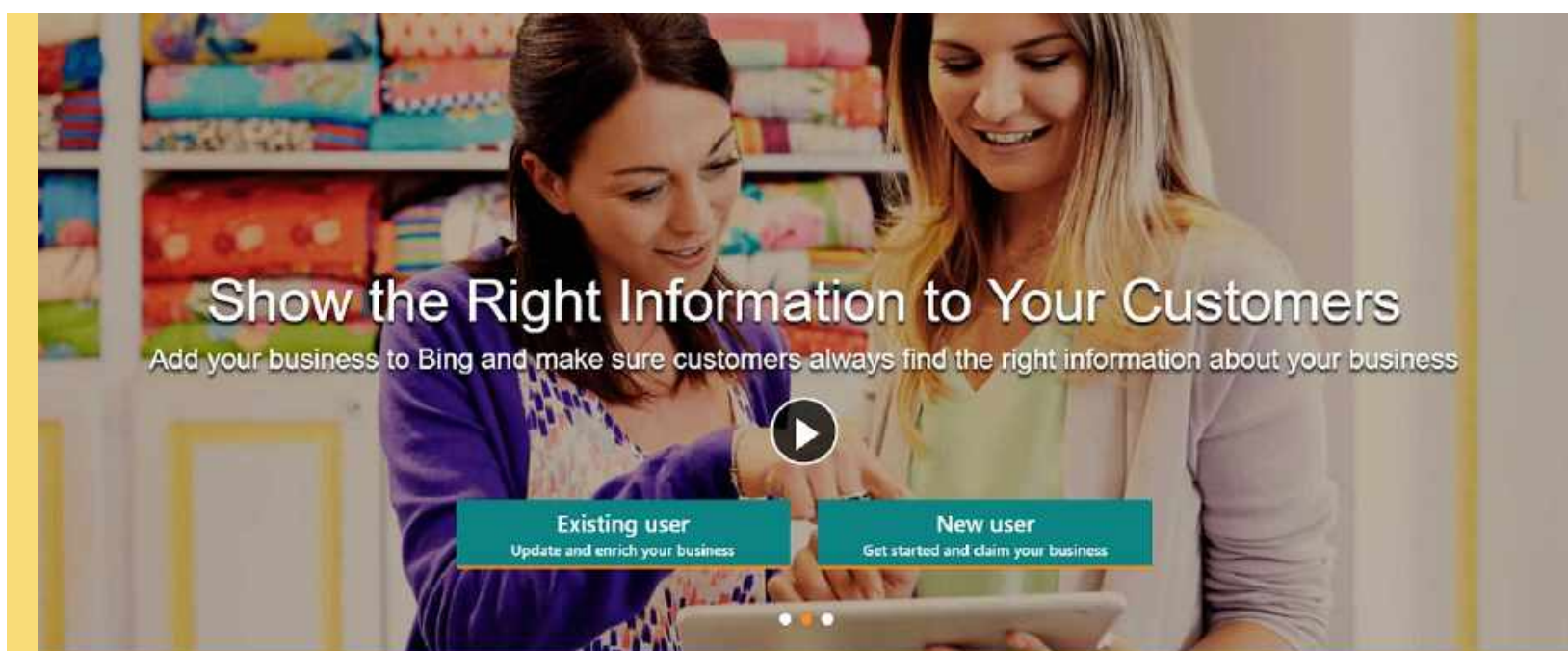
So, if you leave SEO up to chance, or contract an inexpensive agency that will do bare minimum, the millions of sales that could be going to you, will be going to your competitors.

## 2. SELL THROUGH GOOGLE SHOPPING

There is no reason why an e-commerce business should not be leveraging this powerful platform given that tens of millions of people use Google to shop for products monthly.

Signing up for Google Merchant Center is easy and free, and the only direct cost incurred is through clicks on Google ads. Of course, running a successful advertising campaign requires substantial skills and ongoing oversight and optimization. Here is a great guide from Hubspot.

## 3. SELL ON BING



Bing may not dominate the search engine market like Google, but nearly half of the US population searches on Bing. **And, for most categories, Bing has lower cost per click and higher click-through rates.** So, if your store has a good fit for Bing user demographics, you can sell a lot of products at a lower customer acquisition cost.

Of course, the flip side is that there is less overall search volume. But, you can be a bigger fish in a smaller pond, as, chances are, your competitors may be missing out on this opportunity.

## 4. SELL OR HAVE PRODUCT LISTINGS ON AMAZON (EVEN IF YOU DON'T WANT TO SELL THERE)

The data won't come as a shock: with **\$.49** of every shopping dollar spent online is spent on Amazon. And it is a very crowded market. But you should be there if you:

1. Want to increase sales volume, or
2. Don't want to miss out on sales on your own website. Here is why:

**9 out of 10 shoppers always price-check on Amazon before making purchases.** In other words, Amazon serves as a second search engine when it comes to consumer products. Even if you don't want to sell on Amazon, you should list your products there, but at a premium price over what you charge on your website. After checking out your products on Amazon, they will come back to your site to make a purchase.

## 5. SELL ON FACEBOOK

Facebook Marketplace is an option for sellers that are seeking a highly targeted audience.

Some examples of ecommerce platforms Facebook Marketplace is partnered with include:

- BigCommerce
- Shopify
- Quid
- ChannelAdvisor
- Zentail
- CommerceHub
- ShipStation

Product categories best suited to Facebook Marketplace include:

- Clothing & Accessories
- Home & Garden
- Electronics
- Deals
- Housing
- Entertainment
- Hobbies
- Vehicles

## 6. MARKET VIA INSTAGRAM

If you are a B2B business, you can skip over this point. But if you are e-commerce that sells in the fashion, food, health, beauty or wellness space, you must be promoting through Instagram. According to HootSuite, **130 million** Instagram users click on shopping ads every month. While we don't have any reliable data on how much sales that translates into, it must convert to a lot of revenue for the advertisers.



## 7. SELL ON EBAY

eBay is no longer for used stuff or private sellers only. The platform averages **164 million** active buyers who move billions of dollars worth of merchandise. If you have a good product fit, sell here to boost your revenue.

## 8. SELL ON WALMART MARKETPLACE

Walmart attracts up to over **460 million** unique visitors per month and does not charge its marketplace members any monthly or initial set-up fees. And, given that it has fewer marketplace sellers than Amazon, you can be competitive on the site.

Cons are that this marketplace garners low profit margins and little to no back-up support in the sales or return process. Sellers are prohibited from using FBA for fulfillment.

## 9. FOR HIGHER TICKET ITEMS: SELL THROUGH AN AFFILIATE NETWORK

Affiliate marketing is a good addition to your sales and marketing portfolio as it costs you practically nothing unless someone else helps you make sales (it's a win-win really).

Below are some resources to help you find the affiliate partner(s) that are right for your business, browsable by niche.

- AffiliateNetwork
- AvantLink
- CJ by Conversant
- ClickBank
- FlexOffers
- LinkConnector
- RevenueWire
- ShareASale
- Amazon Affiliate
- Shopify Affiliate

## 10. OFFER FAST, FREE SHIPPING

You may already be leveraging the simple power of free-shipping, and if so, this section does not apply to you. But if you are a hold-out in this department you are costing your business substantially. The key here, again, is to remove any and all potential barriers a shopper might have.

Stats compiled by WordStream note that **79%** of shoppers say free shipping would make them more likely to make a purchase online.

Another factor: make sure that your customers know when their order will arrive, because, according to the same study, **53%** will NOT make a purchase if they don't know when it will arrive.



## 11. HAVE A CLEAR AND FRICTIONLESS RETURN POLICY

It's a hassle, and it's part of operation costs, but they are necessary. If you do not offer a simplified, robust return policy, your prospects will simply make their purchases elsewhere (like Amazon or your competitor's store). Simply put, offering a transparent, easy return policy eliminates uncertainty.

Mitigate the potential for more returns by offering accurate product descriptions (bolstered by video demonstrations as noted later in this post) and proper packaging.

Some powerful stat to consider: **63%** of shoppers said they would not make a purchase if they could not find the online store's return policy easily on its website.

## 12. REDUCE SHOPPING CART ABANDONMENT

The shopping cart abandonment rate at **69.57%**, it is inevitable and goes with the territory. Carts are often abandoned because shoppers were either just browsing and/or the checkout process was too complicated (this is especially true for mobile users who have an even higher abandonment rate of **85.65%**).

A way to mitigate the opportunity cost of abandonment is by making sure the checkout process is hassle-free and by sending follow up emails to shoppers who've abandoned their carts in the preceding three months; AddShoppers and BouncePilot offer great tools for that.

## 13. PRODUCT DEMO VIDEOS



Zappos is a prime example of product demo videos done right. Sure, you think that Zappos is a massive retailer with money and manpower to make these videos a reality, but you should be looking at it in the reverse way: maybe Zappos, in part, became as big as it did because it took the time and effort to produce quality demo videos that enhance the shopping experience. Whenever applicable, you need to as well.

According to HubSpot, a leading authority on all things marketing, video is the number-one medium for marketing products and **73%** more shoppers who view those videos, will make a purchase.

What's more, **43%** of shoppers will “showroom” or go to the nearest retailer to see products in real time, if a video is not available. In most of those cases, you will lose that sale permanently. As well, **58%** of online shoppers believe that retailers that feature videos can be trusted. Building customer trust is key, of course, to a long lasting revenue stream.

## 14. OFFER A PHENOMENAL CUSTOMER EXPERIENCE

“The Customer Is Always Right” used to be the mantra all businesses lived by. But it’s amazing how many e-commerce websites are simply transactional and don’t go the extra step to offer truly phenomenal customer service.

Follow up with customers who’ve made larger purchases to see how satisfied they are. Offer special promotions to loyal customers and even downsell on very high ticket items when the occasion is warranted. Building long term customer loyalty takes building trust. And trust is built by showing them you have their back.

## 15. DEPLOY RETARGETING ADS

According to AdRoll, only **2%** of shoppers convert on the first visit to any online store. The goal of retargeting is to convert the remaining **98%**.

This is especially important for B2B companies as they outperform B2C in retargeting campaigns by over **400%** on conversions per impression, according to data compiled by 99Firms.

Some other compelling stats that show why retargeting is so important:

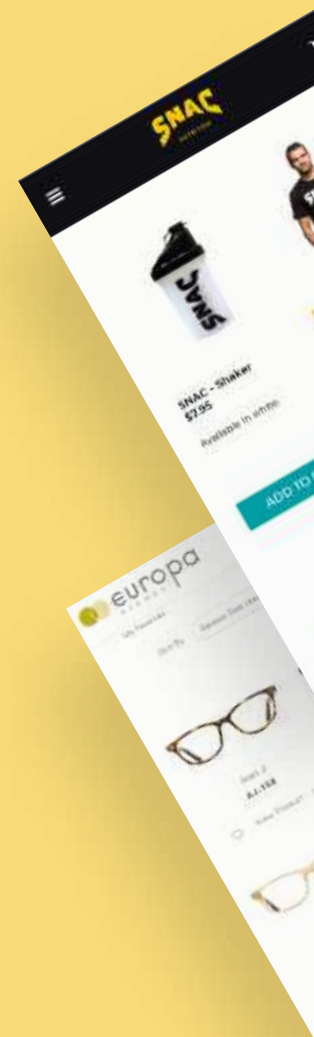
- The average CTR for retargeting ads is 10 times higher than display ads.
- 99Firms notes that retargeting can increase conversions by up to 150%.
- Retargeting ads have an average CPC of about half of search ads.

## 16. OPTIMIZE PRODUCT PAGES

User Experience, (abbreviated as UX) is an integral part of the digital experience and has to do with how well your website and mobile applications are built. Do they upload fast? Are they easy for users to navigate? Is the content-flow presented in a concise, easy to use manner?

Proper UX is critical in facilitating sales and a good overall customer experience. 80% of Americans are online shoppers and half make their purchases on mobile devices, according to a Pew Research Center poll.

Google analysis reveals that a staggering 62% of shoppers who had a bad mobile experience with your business are less likely to ever return as a customer, 69% are more likely to buy from businesses with mobile sites that properly address their questions and 59% will make purchases only on sites that facilitate quick and easy mobile checkout processes.



## 17. MAKE COMMUNICATION AS CONVENIENT AS IT CAN BE FOR YOUR CUSTOMERS NOT YOU.

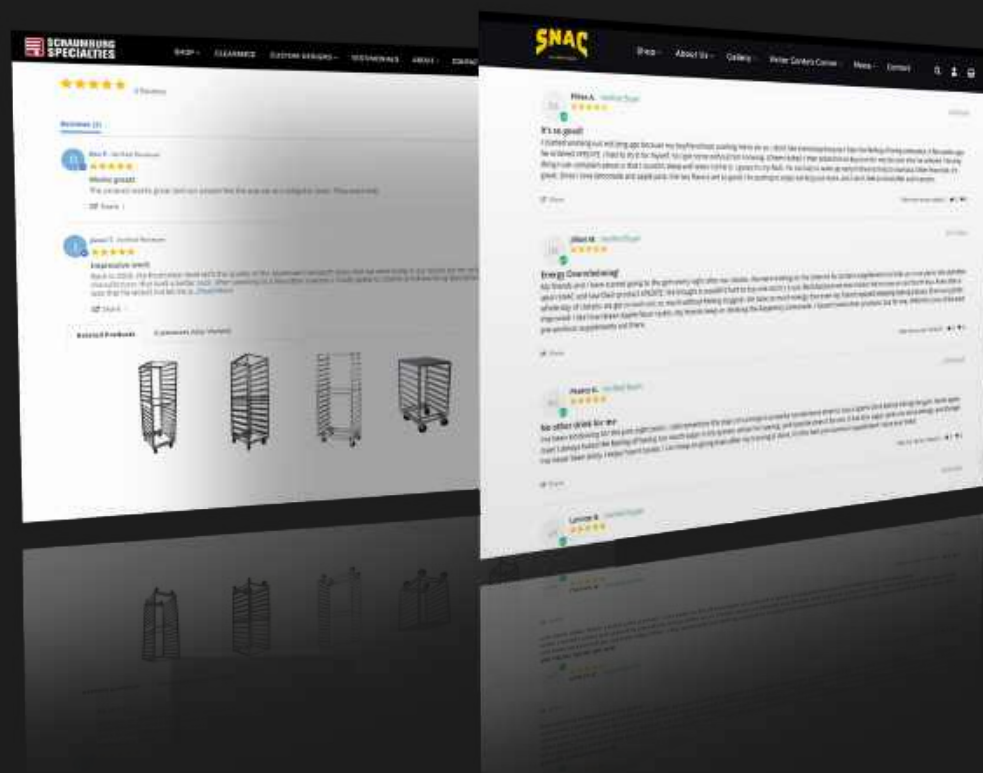
When your customer has a question about your product or service or policy, make it your priority to answer it via a channel that your customers prefer, including, Facebook Messenger, WhatsApp, chatbots, phone, email and through social media portals.



## 18. HAVE AS MANY STORE REVIEWS AS YOU CAN GET

The volume of reviews counts as much as the quality of each review, sometimes even more. So encourage as many reviews as possible.

Respond to every review you receive, including negative ones. Share positive reviews that may be hidden, or post them as testimonials on your site.



## 19. ASK CUSTOMERS TO POST PRODUCT REVIEWS IN RETURN FOR ANOTHER PRODUCT

According to Fan and Fuel study, **97%** of shoppers said that product reviews play a major role in their buying decisions, with **94%** reading written reviews and **35%** saying that even one negative review can make them decide not to buy.

B2B -- this applies to you too. G2.com reports that **92%** of B2B buyers are influenced to make a purchase after reading a trusted review.

People are busy and even if they mean to leave a positive review, they will often forget, but **68%** of consumers will leave a review if asked, and, don't forget to address every negative review, if the platform permits.

## **20. CREATE PRODUCT COMPARISON CONTENT**

You want to keep people on your website and make the buying process for them as easy as possible. If a potential customer has to go scouring the Internet for the information he/she is looking for (i.e. product comparisons), you could well lose them.

Fortunately, a variety of plugins are available to implement on your e-commerce platform to make product comparisons absolutely pain-free.

## **21. CREATE BEST PRODUCTS IN THE CATEGORY REVIEW POSTS**

People always want to find the best item for the money. Capitalize on the fact that prospects are searching online for this information and be the one that provides them the answer. Create blog posts ranking products in their respective categories that are relevant to your business. Examples include:

- The Best 65-Inch TVs
- The Best Smart Phones of 2020
- The Best Midsize Cars Under \$25,000

## **22. REDUCE RETURNS BY SHOWING CUSTOMERS HOW TO USE PRODUCTS**

Email customers who bought products that may require some knowledge how to operate, videos how to do that after they buy the products.

## **23. SHOW THAT SHOPPING ON YOUR SITE IS SECURE**

Use trusted, secure tools to ensure safety of your shoppers and ensure your customers can clearly see that their transactions and personal information will be secure.

## 24. OPTIMIZE YOUR WEBSITE SPEED

Speed is a major factor in customer user experience. What's more, it is a major factor in how Google and other search engines rank your website. The faster your site uploads on all devices, including mobile, the higher the ranking. You can test your upload speed using this Google analytics tool.

According to Google, a **score of 90 or above** is considered fast and therefore, will rank favorably. A score of 50 to 90 is considered moderate and scores below 50 are deemed to be slow.

Your web development agency can help you optimize your website speed if it is not performing as it should.

## Ask Customers to Spend More (Increase AOV)



## 25. CROSS-SELL COMPLIMENTARY ITEMS

Cross-selling accounts for up to 35% of Amazon's revenue, so these powerful strategies should, without reservation, be implemented on your own e-commerce site.

- WooCommerce/BigCommerce
- Shopify
- Magento
- Beeketing
- Cross Sell Pro
- Empiro
- Booster

## 26. UPSELL

There's an art to upselling the right way and it entails ensuring that you're not just trying to get customers to spend more, but actually add genuine value to their overall purchase and customer experience.

In addition to having your web developer build in an upselling function to your e-commerce site, you can also use the following plugins, depending on your e-commerce platform:

### Shopify

- Product Upsell
- Unlimited Upsell
- Linkcious Related Products
- Receiptful

### BigCommerce

- Unlimited Upsell
- Beeketing
- Easy Upsell

### Magento

- Mass Product Linker
- Featured Products 3
- Mass Product Relater
- Customers who bought this also bought
- Customers Who Purchased

### WooCommerce

- WooCommerce Recommendations
- Cart Add-ons
- Recommendation Engine



## **27. POINT OF SALE PROMOTIONS**

Think outside the box. Free shipping isn't the only type of promotion you can offer at this stage: a cap for someone buying a hoodie, a filter and oil for a B2B buyer of a commercial air compressor, volume discounts, BOGO, free gifts and so on are all great incentives for shoppers.

By ensuring that you are head and shoulders above your competition in terms of user experience, the benefits of using promotions will outweigh potential negatives.

## **28. SET A BAR FOR FREE SHIPPING**

Offer discounts on orders over a certain value and encourage increasing the per-transaction spend by offering free shipping on purchases over a certain dollar amount.

## **29. USE SCARCITY LIKE AMAZON DOES**

It's human psychology. The perceived scarcity of an item or commodity engenders more desire for that item or commodity. Inform your customers that a deal is only available for a limited/set amount of time, or that there is only a limited amount -- let's say "4 left" -- in stock. Scarcity will encourage them to take action now.

## **30. DEPLOY PRODUCT RECOMMENDATIONS**

Again, this is about providing value to your customers. Don't recommend products simply to generate a transaction, but do so because those products or services are truly what your customers would reap benefit from.

# Ask Customers to Buy More Often



## 31. OFFER LOYALTY PROGRAMS

According to research, Loyal customers are worth up to 10 times the amount of their first purchase and **83%** of customers believe loyalty programs engender their continued spending.

To craft your customer loyalty program determine:

- Volume and ticket-size of purchases
- How quickly they pay
- Willingness to purchase more
- How long they have been a customer

## 32. ENGAGE IN “SHOPPERTAINMENT”

For e-businesses this can be an online fashion show, a class, demo, or Facebook Live. Whatever the case, engaging your audience in this low-cost manner not only attracts potential new customers but also encourages them to spend then and there.

### 33. SEND SEASONAL PROMOTIONS

Throughout the year, in all seasons and all climates, opportunities abound. Holidays, weather-related changes, school and sports-related events and seasons offering such potential.

Think creatively and make a seasonal promotional calendar that maps out your ideas. Ideally, you should have at least one promotion for each month, with specialized promotions are major holidays and events.

Market your promotions properly and ensure you factor in any increases in operating costs or shipping times over holiday periods.



### 34. INCLUDE PROMO FLYERS IN EVERY DELIVERED PACKAGE

It's low-cost, fast, and there is still something to be said for a tangible "leave behind" that customers can hold on to long after they've logged offline. Best, promotional fliers still work.

- EnvatoMarket sells customizable e-commerce promotional fliers
- Canva features templates for you to create your own

## 35. COUPONS

The traditional coupon code works as it makes shoppers feel as if they are getting a discount in addition to any other sales or promotions your online store may be offering at a given time. They're also trackable, serving as a great way to measure your marketing ROI.

There are multiple types of coupon codes you can offer:

- **Public codes:** Anyone can see or use this public promo code. BigCommerce notes that these entice new customers and encourage past shoppers to return.
- **Private codes:** Typically offered to loyal customers, inviting them to participate in special offers. They can also be offered to new customers as incentivization.
- **Restricted codes:** These are given on a case-by-case basis to a single shopper, often as a thank you for making multiple purchases, or as an apology for customer service issues like delayed shipping, wrong product shipped, etc.

## 36. TIERING

Tiering is a form of discount that encourages higher spending. Many department stores use tiering models. The more a customer spends, the more of a discount the seller can reasonably afford to offer while maintaining the right profit margins. Here's an example of tiering:

- Spend \$100, get 10% off.
- Spend \$150 get, 20% off.
- Spend \$200, get a \$50 gift card
- Buy 2 pairs of sunglasses, get \$20 off.
- Buy 3 settings, get \$30 off.
- Buy 4 hair care products, get \$15 off.



## **37. SCALING**

Another method for increasing sales is to offer a scaling incentive. For instance:

- Buy 1 or more pairs of jeans and get \$20 off a branded blouse.

## **38. GROW ACCOUNT SALES**

This is important and applies to B2B businesses. After a buyer places an order for a high-ticket item (particularly one of a large category), follow up with a phone call, thank them for the order and ask a few questions to make sure they bought the best product for their needs (example: HVAC equipment). If they did not, then upsell or downsell them to the right product for them.

Learn as much as you can about their business and how else you can serve them. Sometimes, using this method, a \$700 order can turn into hundreds of thousands of dollars and a multi-year long relationship.

Follow with appropriate offers.

## **39. BUILD A CUSTOMER LIST AND MAKE THEIR LIVES EASIER**

If you sell items that are purchased with any frequency, launch a subscription so that they won't need to rush out to buy stuff.

If you sell products that are gifts, ask buyers who they shop for, occasion, and offer to send ideas a month before the next anniversary or birthday.

## **40. CARE**

When the economy experiences turbulence, reach out to your customers with some ideas how you can help them and actually do. Nothing builds loyalty as much as reciprocity people feel toward companies and people who helped them in a difficult situation. And loyalty leads to customers buying more often in the long term.

## Conclusion

Now, as you are aware of how to increase online sales, you can use some or all of these tactics and see how your online business grows. We created a checklist to help you implement some or all of these strategies in your eCommerce business and track their efficiency. Always remember: there are many options to boost your revenue. **And if you need a great partner that knows how to increase eCommerce sales, Catapult Revenue will be happy to help you!**



Find an Actual Checklist on the next page →

# 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				

	FAST	EASY	PROFITABLE	PERSON RESPONSIBLE
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				