

10 **Killer** eCommerce Marketing Tips to Grow Your Business

Increasing online sales is undoubtedly a central goal for most businesses. Whether you run a small business or are self-employed, **boosting sales through your online channels** will make a massive difference to your bottom line. **Sustaining, innovating** and **growing your online stores** demands knowledge, time and innovation.

SO HERE ARE OUR TOP ECOMMERCE TIPS AND IDEAS TO CREATE A KILLER ECOMMERCE EXPERIENCE AND STRATEGY.





1. Make your eCommerce website mobile friendly.

In an age where everyone is on their mobile phone - you cannot afford to negate having a mobile-friendly e-commerce site. Your site should be designed with mobile appearance in mind, be intuitive and easy to navigate for your shopper, and it should respond quickly to their data.

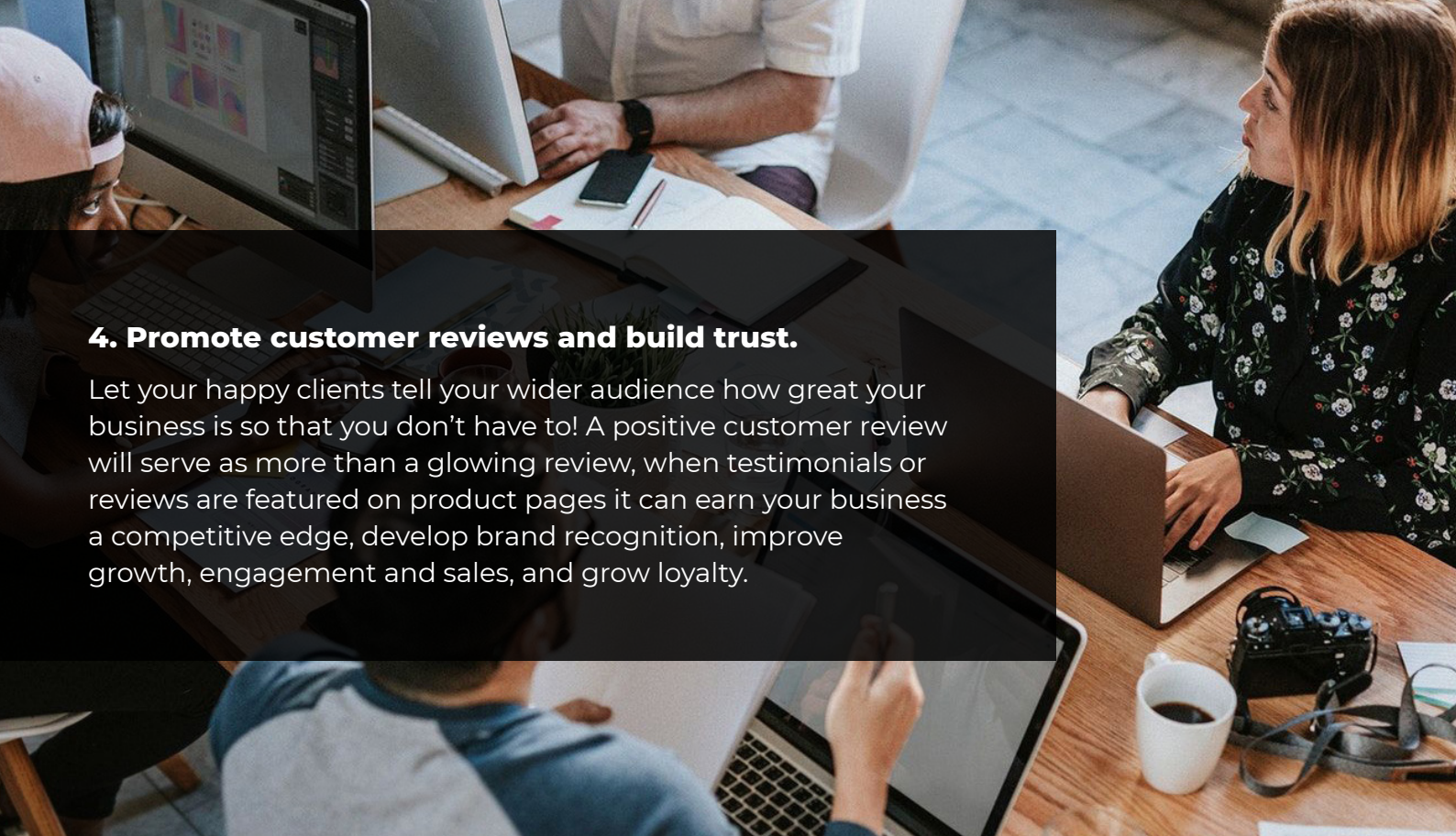
2. Add in live chat.

Don't doubt the value of on-site marketing!

Live chat gives your customers the chance to interact directly with your business one-on-one in real-time. Much like their in-person experience, you - the vendor - can answer their questions and offer information so your customers can make an informed choice. You can even use the live chatbots to answer basic questions, which will point customers to your FAQs.

3. Free shipping is a must!

A creative strategy is to offer FREE shipping on any purchase. Free shipping positively impacts consumer behaviour and is proven to increase sales. The appeal of free shipping is easy to understand. In the past, shipping costs have significantly increased the final price paid for an item bought online and discouraged shoppers. Nowadays consumers have begun to expect free shipping and businesses are recognising its value in improving customer service and encouraging consumers to spend more.



4. Promote customer reviews and build trust.

Let your happy clients tell your wider audience how great your business is so that you don't have to! A positive customer review will serve as more than a glowing review, when testimonials or reviews are featured on product pages it can earn your business a competitive edge, develop brand recognition, improve growth, engagement and sales, and grow loyalty.

5. Automate your email marketing.

Employing automation in email marketing will help to drive more sales and successfully keep return customers while saving you time and money.

Some of the most effective automated emails are -

Welcome to a non-buyer email, a reward email to thank and nurture return customers, a win back disengaged customers- create an email to convert disengaged customers and a review your product and experience email after purchase.

6. Have an excellent customer support system.

What separates successful eCommerce businesses in 2020 and beyond?

Customer service and customer experience!

Outstanding customer experience will build trust and encourage repeat purchases. At the same time, negative customer experience can end in a loss of sales, tarnished reputation and negative online reviews.

Make sure to develop a multichannel strategy and know where your customers are, whether that's Facebook, Instagram, WhatsApp or Live Chat, and be there ready to answer their questions or to address their concerns!

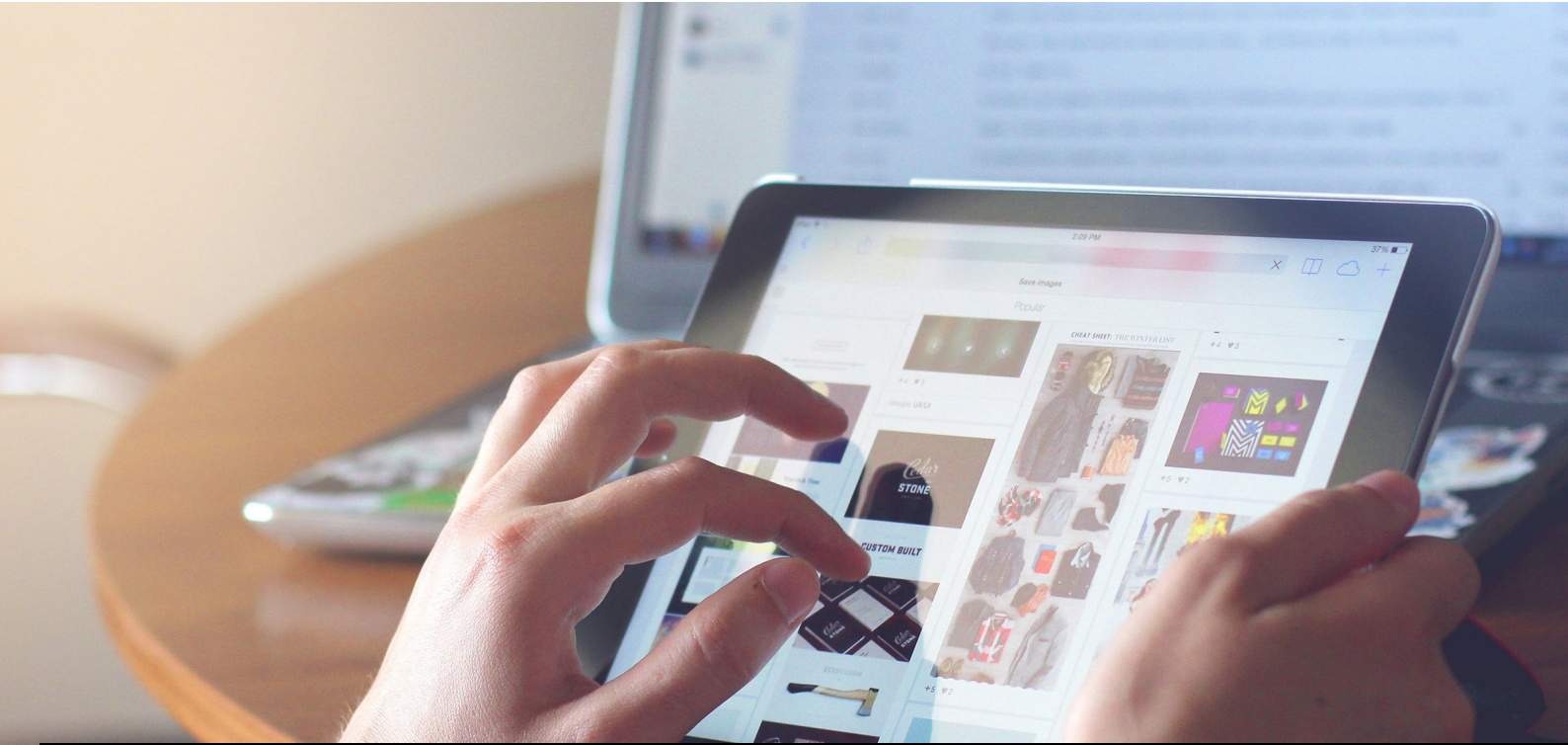
7. Reward your loyal customers

Loyalty programs provide a persuasive motivation for buyers to create accounts, continue to return, to spend more and to engage with your brand - building a robust and long-lasting relationship. The best outcome is that those loyal customers then refer your business to others.

It's an easy way to offer complimentary gifts, private discounts and showcase early product releases.

8. Optimise Your Checkout Process

If you're looking to build a successful sales process Online you need to ensure that your visitors have a straightforward checkout process that doesn't leave them frustrated. The last thing you want is your buyers abandoning their carts and leaving your site to find another store. Make sure you eliminate any distractions so they can concentrate on buying, use a progress bar, and remove the need for shoppers to register before checking out, keep the process simple and transparent and reduce alternative navigation in the last stages of the buying process.



9. Work closely with social.

Social media is the perfect companion for eCommerce and is a useful, inexpensive tool for establishing and maintaining brand identity. Give most of your customers are on social media - the platforms can help your e-commerce business identify ideal customers, to engage with them quickly, build trust, gain sales opportunities, and deliver quick support.

10. Work closely with social.

This one is pretty obvious - if your product page isn't aesthetically appealing or easy to navigate, you're likely to lose your customers regardless of how impressive the rest of your eCommerce strategy is.

The key elements to have on your product pages are:

- Impressive product photos from several angles that accurately display the product
- Exact pricing (including any discounts that might apply)
- Clear options for any modifications, sizes, colours, etc.
- A short but clear product description that gives the customer all the information they need.
- A bright, prominent CTA that makes it easy to add the item to their cart