



Checklist 18 - Ways To Boost E-commerce Sales

Project Name: _____

Date: _____

Yes No

E-commerce sales are very much likely to be increased if you're able to manage your website or store. There are a number of ways to boost sales for e-commerce, so don't be hopeless if you're not making progress lately.

This checklist will guide you on a few best ways that'll surely be very helpful in increasing your sales:

Retain Your Customers:

1

Instead of making efforts to increase your new customers, you have to focus on your already existing customers.

2

These customers are familiar with your brand, so add discounts for such customers after they purchase products of a certain worth.

Display Your Brand's Icon:

3

Authenticity is essential to run a store successfully, so use your brand's icon with every product.

4

You can also prove your trustworthiness by securing your website so that your customer's information doesn't get leaked out.

5

You have to display some security badges on your site to ensure customers that they're shopping safely.

Notes



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Use Videos:

6 This step is the most interesting one. You can make videos that can be used as your product's advertisement.

7 Advertise such videos on social media channels so that your sales increase tremendously.

Add testimonials Using Photos:

8 While mentioning reviews about your products made by customers, including the names and photos of the customers with their respective reviews to make them look authentic.

9 This way, people will trust your brand and will buy your products.

Enable Store For Mobile Devices:

10 You should know that most customers like to open online stores on mobile devices, so enable your store to be used on mobile devices.

11 Optimize your store for mobile use.

12 You can also develop a mobile app for your store so that customers purchase easily and increase your sales.

Notes



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Provide Discounts:

- 13 Basically, the major way to increase sales is to offer discounts on products.
- 14 You can also provide discounts to customers after they purchase products up to a certain amount limit; this will provide you with more profit.

Include Top Selling Items:

- 15 On your store's front page, mention your top-selling products so that customers buy these immediately.
- 16 You can add your expensive products as best sellers to persuade customers on buying even such high priced products.

Include Promotions On Holidays:

- 17 You can keep in view the upcoming holidays and events to provide promotions to your customers.
- 18 On events, customers buy more products, and by providing promotions, you'll increase your store's chances of making progress and increasing sales.

Notes