



## Checklist 17 - Promoting Your Store

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*One way of ensuring the growth of your POD based business is through promotions and marketing. Promotions and marketing not only work towards ensuring your business' steady growth but further foster sales optimization as well as increasing your customer base and repeat purchases. Conducting research on the best performing products in your niche is instrumental in that it allows you to understand the patterns, promotion strategies, and trends used by your competitors. Here is a how-to guide for promoting and marketing your POD store.*

- 1  
Leverage the power of social media for marketing your POD store.
  
- 2  
Consider user-generated content.
  
- 3  
Customize products, shipping labels and packing slips.
  
- 4  
Search engine optimization.
  
- 5  
Establish rapport with prospective clients in niche forums.

*Notes*



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- |    |   |                          |                          |
|----|---|--------------------------|--------------------------|
|    |   | <input type="checkbox"/> | <input type="checkbox"/> |
| 6  | Request for reviews and referrals from family and friends.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 7  | Incorporate low-budget advertising approaches such as creating referral programs for your products.             | <input type="checkbox"/> | <input type="checkbox"/> |
| 8  | Use platforms that offer free advertising tools such as Eggflow and Varinode ads.                               | <input type="checkbox"/> | <input type="checkbox"/> |
| 9  | Research platforms where consumers talk about issues your products can solve.                                   | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | Collaborate with influencers by offering free products in exchange for content creation regarding your product. | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | Offer price discounts to motivate your buyers.  | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | Work on obtaining reviews on your products.   | <input type="checkbox"/> | <input type="checkbox"/> |

*Notes*



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- 13 Consider offering free giveaways on your social media platforms.
- 14 Leverage social buy buttons by integrating your storefront with your social media accounts.
- 15 Set up seller accounts on marketplaces such as EBay, Amazon, Etsy.
- 16 Develop a mobile-friendly website.
- 17 Ensure your website is user friendly and easy to navigate.
- 18 Use lead magnets to attract buyers.
- 19 Monitor the success of your marketing strategies through Google Analytics.

*Notes*