

Increase Your Online Sales Checklist

How do you know if you're getting the most out of your website?

We've put together our top tips from our own Marketing and Web Development team to help you increase sales online. View our blog online for more information.

1

Online Marketing

Online marketing is a good place to start when looking to increase your sales online. Like any other marketing you deliver (brochures, emails etc) a good way to increase sales is to increase brand exposure. Google ads can be very expensive, but you could start with Google remarketing ads as they're cheaper but still increase brand exposure.

2

Social Media

Social media is the place to build your brand's personality and gives you the opportunity to showcase what makes up your business, who the people behind the scenes are and why someone should buy from you. It's not a place to directly sell your products, although for some industries social media adverts can be very successful, but think of it as a place to show the behind-the-scenes.

3

Branding

Consistency is key with branding. Whether online or offline, you need to ensure your branding is strong and coherent across all mediums. Everything including your logo, colours and imagery should remain consistent across all marketing materials including: business cards, letters, shop signage, email campaigns, website, social media etc.

4

Multi-Channel Marketing

Multi-channel selling refers to a company that sells on several online market places including a branded eCommerce site, marketplaces and social media as well as a bricks and mortar store. It's important for companies to be strategic in their selling approach and increase the ways their customers can buy their products to give the customer the best buying experience they can offer.

5

Easy Communication

Customer service is just as important online as it is over the phone or in-store so an easy-to-use website with accessible communication points will make your customers life easier, increasing the chances of a purchase and repeat business.

6

Attractive Website Layout

Multiple studies show that a bad website experience or a site with poor design could be the deciding factor between purchasing from your company or going to a competitor. 75% of consumers admit that they judge businesses' credibility based on their website, so having a good website design is key and can increase your sales.

