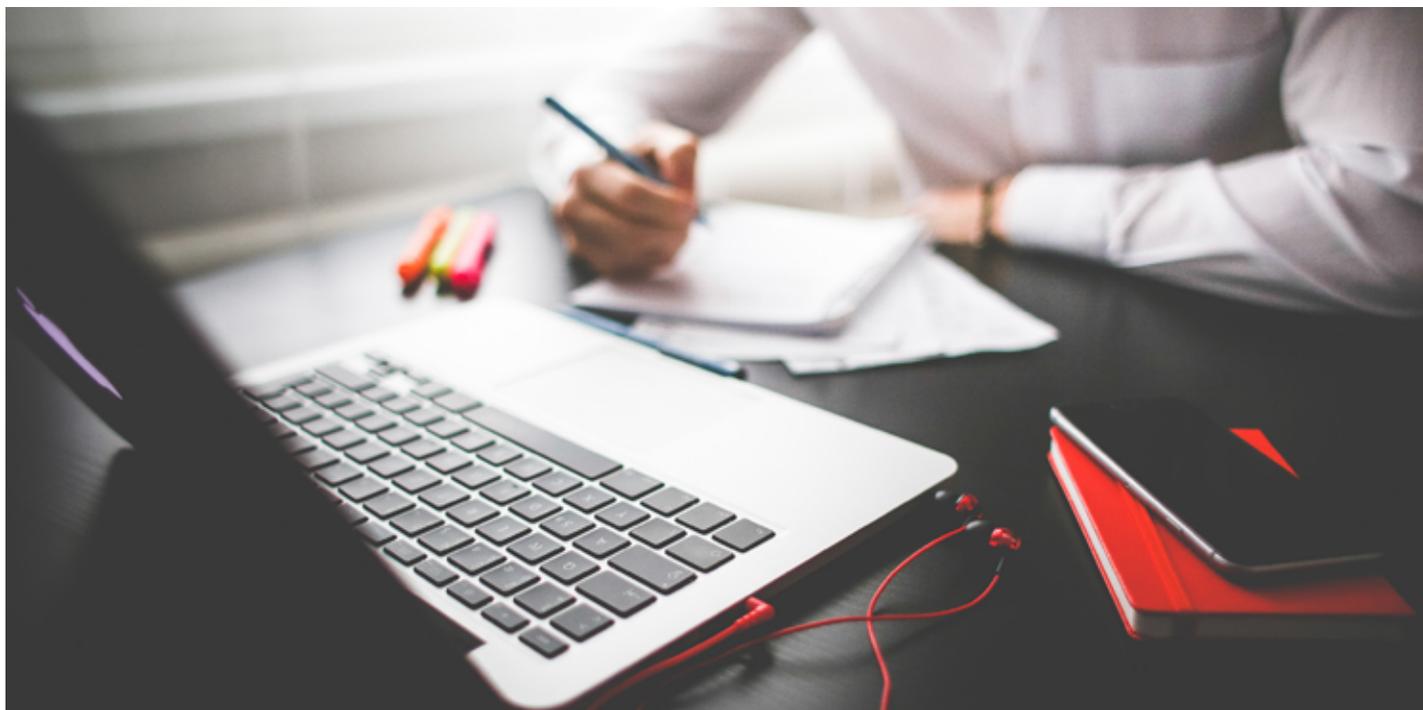


## 5 EFFECTIVE STRATEGIES TO CONVERT YOUR ONLINE STORE VISITORS TO CUSTOMERS



### BRING THEM BACK!

Let's accept the fact that most of the consumers don't buy anything on their first visit. They need a lot of nurturing through different means to attract them back. These different touch points will help them convert from a mere visitor to a customer, but it might take different amount of time depending on your business.

Let's look at some of the tactics which can help you in converting your visitors into customers.

### FOLLOW UP EMAILS

On an average 68% consumers will abandon their carts, which mean a lot of opportunity. Here, you are already sure that the users want those products as they have done a lot of research and added those items in the cart. If you can send a follow up

email about their cart within 2-3 hours, it increases the chances of a complete transaction.

### RETARGETING

Retargeting helps in reinforcing your brand. If properly used, it acts like an alarm, tempting the customer to come back to your site right away. Tools like Google remarketing, AdRoll and Facebook remarketing are being used widely. It's very easy to setup once your site is getting enough traffic. You can set rules, for your retargeting audience, depending upon which pages they are visiting.

### REFERRAL MARKETING

Many of the retailers are using this strategy to get their most recent and happy customers talk about their purchase. Review/suggestion by a friend is still one of the crucial factors while making a purchasing

decision. So, it's quite an important area to harness upon. You can start giving offers like a \$25 for referring to 50 friends or a 10% discount if a referral buys from your site, etc.

## SIGNUP POPUPS

Whatever said and done, email marketing still plays a crucial role in getting customers. So, if you can build your list through sign-ups, nothing better than that. Many retailers show a pop up at the beginning and ask for a sign up before navigating into the website. It might not work all the time as customers don't like to provide their details before shopping. But you can ask them to subscribe as an optional measure. You can even give some cashback offers for doing so.

## UPSELLING PRODUCTS

This works a lot in online retail. For example, if a person is buying a camera and your product page recommends him camera batteries; he will certainly buy those too. So, you can actually come up with some combo packs which will upsell your secondary products easily. Forrester says that, such product recommendations are responsible for an average 10-30% of the revenue. There are many such tactics which you can build upon and start getting more customers and eventually more sales. Pricing still plays the lead role, but you can bank upon other psychological factors which can help in shooting up your sales. End of the day, all customers are human and we need to heed to their psychological needs as well. Watch them closely and you will know what they want from you.

## ABOUT US



### Focus

Optimize & Enhance Retail Omni channel Experience.



### Experience

100+ man years of expertise in working with retail/e-commerce technologies.



### Credibility

99% of our customers doubled their revenue within 6 months.



### IOT - R CoE

Centre of Excellence team to constantly innovate Internet of Things in Retail such as Augmented Reality, Mobile PoS & 3D printing.



### Stability

Team is backed up by eminent industry advisors and Venture Capitalists.

[www.expedux.com](http://www.expedux.com)  
[info@expedux.com](mailto:info@expedux.com)

[twitter.com/expedux](https://twitter.com/expedux)  
[linkedin.com/expedux](https://www.linkedin.com/company/expedux)