

Selling Online

YOUR ECOMMERCE STRATEGY - TIPS FOR SUCCESS

- **Align your ecommerce objectives with your marketing messages:** Create good relationships with customers.
- **Create a customer profile:** Create a profile of who your ideal customer is (job, interests, aspirations, social media usage and daily routine). This will help you to target them effectively.
- **Determine how much you're willing to spend:** Based on your average sale value, determine how much you're willing to spend on promotions and offers.
- **Have a digital marketing plan:** Consider which social platforms you'll use, when you post, how often, what kind of content, what's the message?
- **Have everything in place to start selling:** Social media, contact info, payment options, enough stock, packaging, emails.
- **Optimise your digital marketing platforms:** Include keywords, a range of product images, inspirational content and relevant information.
- **Product pages:** Include all the information about your product: size, dimensions, nutrition, ingredients, delivery options, weight, a short description and reviews.
- **Plan ahead based on your customer profile:** When they're online, when they spend money, when they browse, what kind of social media content do they engage with.

BUILDING TRUST WITH YOUR ONLINE AUDIENCE

- **Create a sense of humanism:** Include photos of yourself and staff, the story of the business, photos of your workplace, updates, share customer experiences.
- **Reviews:** Encourage your customers to leave reviews to create a sense of community.
- **Share customer images:** These will create a sense of safety when other people are buying from your business.
- **Videos:** Give a tour of your business, share free how-to videos - this is a great way of creating good relationships and providing helpful information for free.

DELIVERY OPTIONS FOR CLICK & COLLECT

Things to consider when providing Click & Collect

- **It's seen as a quicker option:** Aim to make collection available as soon as possible.
- **Time slots:** Provide available time slots to help you to manage how many people are in your store.
- **Collection:** If customer are collecting items themselves, they would expect this service to be free.

OTHER DELIVERY OPTIONS

- **Offer free delivery:** For making a purchase over a certain amount - many customers will spend a little extra to qualify for this.
- **Various delivery options:** Next day, express, standard delivery - be flexible as some customers will want their items quickly, others will spend the least possible amount on delivery.

AFTER PURCHASE

Emails once a purchase has been made are important

- **Confirmation of order:** Provide an order number.
- **Parcel preparation:** An update to inform the customer their order is being processed.
- **Estimated delivery**
- **Confirmation of delivery**
- **Follow up email:** Ask for feedback about their order.

Emails reduce the amount of time spent on providing information to customers and minimises in-person exchanges, reducing the risk of spreading coronavirus.

