



# 3 Tips to Increase Your Online Sales

Grow your e-commerce business & make money!

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Know what problem your product is solving

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Know your target market

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Find where your target market are congregating



## 1

## Know what problem your product is solving

Whether you're selling macarons or car batteries, your product will have a problem it's solving.

This exercise will help you come up with potent marketing message that will make your ideal audience member feel like you're speaking directly to them every time you show up online.

### WRITE DOWN ALL THE PROBLEMS YOUR PRODUCT SOLVES



### Know your target market

I know, I know, they all say it. BUT it's the most important part.

Figuring out who your target market is, is extremely important. Just think, you wouldn't sell a Vespa to a Harley Davidson rider.

The more specific you get about your target market the greater chance you will have at hitting the target in the centre and your chances of making more sales will increase.

### A good example of a target market is;

Females, aged between 25-45 with children aged between 5-17.
Works part time in retail, listens to podcasts daily and shops online regularly.
Favourite brands include Frank Green and Mecca Cosmetica.

WRITE DOWN YOUR TARGET MARKET.

(MY ONLY RULE - YOU'RE NOT ALLOWED TO WRITE 'EVERYONE').

THE MORE SPECIFIC YOU ARE THE BETTER.



## Find where your target market are congregating

Make a list of all the places your target market are congregating. Who do your target market follow on social media, what blogs are they reading, what websites do they already go to, what podcasts do they listen to.

Knowing this information will help you find a mass amount of potential traffic that could come through your e-commerce website.

### MAKE A LIST OF ALL THE PLACES YOUR TARGET MARKET ARE HANGING OUT AND WRITE DOWN WAYS YOU CAN GET INFRONT OF THEM.

WHERE ARE YOUR TARGET MARKET HANGING OUT	HOW CAN YOU MARKET YOUR PRODUCT TO THEM?
e.g. listens to 'Small Business Big Marketing' podcast	Go on the podcast as a guest speaker or advertise on that podcast
	<b>→</b>
	<b>→</b>
	<b>→</b>
_	<b>→</b>

Your e-commerce business is all about getting the right kind of traffic to your website (your target market).

The average conversion rate for an e-commerce store is 2-3%.

To put it simply, you need 1000 people to come to your store to make 20 sales.

Narrowing down your target market, figuring out where they are hanging out and going to 'fish' in those 'ponds' is going to give you the best chance of getting the right traffic to your site.

If you are still unsure how to get more sales. You can book a FREE chat with me here to specifically chat about your e-commerce business.



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