



3 Tips to Increase Your Online Sales

Grow your e-commerce
business & make money!

3 Tips to Increase Your Online Sales

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Know what problem your product is solving

2

Know your target market

3

Find where your target market are congregating

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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?
<i>e.g. listens to 'Small Business Big Marketing' podcast</i>	<i>Go on the podcast as a guest speaker or advertise on that podcast</i>

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.



<https://calendly.com/maggie-spicerscreative/15min>