

# neto



# TIPS TO KICKSTART YOUR ECOMMERCE SALES

So now you've set up your online store, it's time to start selling. Ramp up your sales from the get-go with these tips for driving more visitors to your site, turning them into customers, and persuading them to keep coming back.

# 1

## **GET YOUR NETWORK WORKING FOR YOU.**

Almost 86% of online shoppers value personal recommendations over critics' reviews, so tell everyone you know about your great products and services and get them passing the message on to their extended networks, both real and virtual.

# 2

## **MAKE THE MOST OF SOCIAL MEDIA MARKETING.**

Get your fans and followers to spread the word with a "like and share", "tag a friend", or "selfie" competition, and create custom promotions for niche networking groups.

# 3

## **LEAD VISITORS ON A JOURNEY...AND CHECK OUT THEIR DESTINATION.**

Give your customers the best experience, starting with landing pages that match your campaign ads and an eye-catching homepage, and use mobile-responsive design with simple navigation features so they can find exactly what they want.

# 4

## **CATCH CUSTOMERS ON THEIR WAY OUT.**

By monitoring your website traffic, you'll know where you're losing site visitors and be able to catch them on their way out with timed opt-in pop-ups and abandoned shopping cart reminders.

# 5

## **FOLLOW UP AND STAY IN TOUCH WITH YOUR CUSTOMERS.**

Use each contact point to give your customers an extra incentive to come back and shop again, like a discount voucher tucked in with their order or a free shipping discount code with their order confirmation email.

Now that you're well on your way to bringing in new customers and keeping your loyal fans, you'll be in a strong position to ramp up your new sales, generate repeat business, and boost your bottom line. Now that you're well on your way to bringing in new customers and keeping your loyal fans, you'll be in a strong position to ramp up your new sales, generate repeat business, and boost your bottom line.



Neto is the only Australian retail management platform that provides a complete solution for ecommerce, Point of Sale, Inventory and Fulfillment. Our integrated back-end technology enables exceptional and consistent customer experiences via any channel, be it in store, online or through a marketplace. We automate repetitive tasks and integrate with multiple sales channels to manage orders and shipments.

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Sell everywhere, manage everything

**START YOUR 14-DAY TRIAL**