



7 Ways To Double Your Online Sales





To help you accomplish your revenue goals this year, we've whipped up a guide full of the best tips to make more money by working smarter, not harder. Follow along to accelerate your business and double your revenue this year.

1. Offer Just One Product Or Service On Home Page.

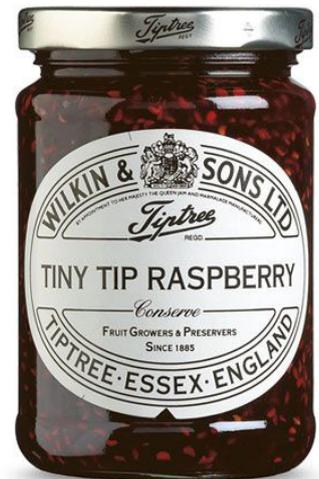
Common assumption is that people like more options, so providing more flavors should lead to more sales.

We've found that offering fewer products in one place, with more copy describing those products translates into [higher sales](#).

Marketing Study About Too Many Choices

Sheena Iyengar from Columbia University set up a table laden with jams outside of an upscale grocery store in Menlo Park, CA. Over a period of two consecutive Saturdays, research assistants dressed up as store employees and offered samples of either 6 or 24 flavors of Wilkin and Sons Jams, a British jelly purveyor known for exotic flavors.

Prior to this study, the common marketing theory was that more choices are better for customers. Common assumption is that eople like more options, so providing more flavors should lead to more sales.



However, the results from this study proved otherwise...



During the time periods when 24 flavors were offered, 60% of people stopped to sample the jams, compared to 40% when only 6 flavors were offered. These numbers seem in favor of more choices, but the important question is this: which group purchased more?

Of the customers who sampled 24 flavors, only 3% purchased, but of the customers who sampled 6, 30% did the same.

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If you run those numbers based on 100 people, 60 would stop when 24 flavors were offered, but less than 2 purchase (1.8 to be exact). When 6 flavors were sampled, 40 stopped at the table, and 12 purchased.

Which table would you want your products to be on?

As you can see, there’s a paradox: contrary to popular belief, **too many choices can be bad for sales.**



2. Feature Different Benefits In Your Headline.

Web users scan pages and the best way to make them pause is to capture their attention with a good title.

It's often the first thing visitors to your site see, so it must grab their attention and compel to read your sales letter.

A successful headline should highlight a problem your target audience faces and stress the main benefit of your solution.

4 golden rules of headlines:



1. It must be clear - The headline is not the place to be confusing. It has to be clear what the headline is saying and what the rest of the article is about.



2. It must be relevant - The headline must be relevant to the introduction and the rest of the article, otherwise you will lose the reader as soon as they see any discrepancy.



3. Focus your headline - If you focus your headline on one specific group then they will love it and hang on your every word. This will also help it be more relevant.



4. It must be exciting - Don't bore your reader - excite them, amuse them, make them curious...

3. Instill Urgency In Your Offering, Make It Exclusive.

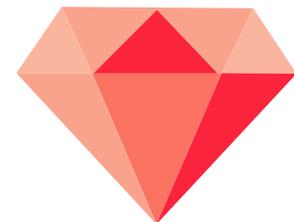
It's important that your sales copy instills a sense of urgency. You must convince visitors they need to buy there and then.

The best place to do this is toward the end of your sales letter, near the Call To Action (CTA).

Here are a few of the most effective ways to create a sense of urgency.

- limited-time discount where visitors must buy, before a certain time or date. For example: "10% Off for all orders before 9pm."
- Offer only a limited quantity.
- Offer a limited edition items.

"Do you sell a number of products or services on your website?"



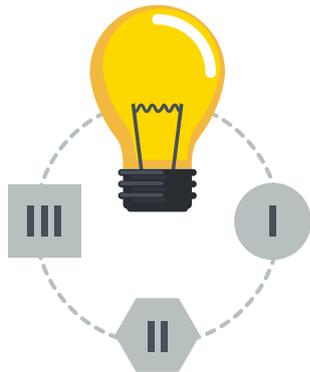
4. Establish A Problem And Show You Solve It.

“When you discover your mission, you will feel its demand. It will fill you with enthusiasm and a burning desire to get to work on it.” - W. Clement Stone

Great companies solve problem that matter. They have a mission and serve a purpose.

Purina, for example, exists to “connect pets with people.” Google exists to “organize the world’s information.” When will such missions be achieved? Every day, and never, which is why, as long as they stick to and really live their missions, these companies will survive.

Having a mission that you are insanely passionate about helps you overcome the tough times when you are ready to throw in the towel. And if you’ve ever started a business, you know this happens time and time again.



5. Give Out Free Samples.

People love the idea of getting something for nothing. Marketers are using this love of anything free to spread the word about products, find new customers and increase sales.



It's proven time and again that giving away samples to your customers can help you increase sales.

If you have a book for sale, make a chapter or two available for free. If you sell products, give small sample packets for users to try out. If you provide a service, offer a free initial consultation.

Limited time trials are a great example of this marketing strategy. You probably noticed, many companies also offer basic features for free, because they know customers who love them are much more likely to pay for premium ones and extensions.

 **Office 365**

Free 90-day trial
for small business

Try It

Facebook give-aways (in return for likes and shares) can offer a free digital guide, template documents or a physical reward like a t-shirt or a free sample of the product.

6. Fine-Tune Your Follow-Up.

Maximize sales and attract more repeat business with a follow up.

In your follow-up e-mails to new subscribers who haven't bought from you yet, you can restate your offer and ask for the sale again.

Following up with your customers and subscribers using autoresponders (automated e-mails) is crucial to generating more sales as it often takes several contacts before someone buys from your site.

Tests show that 30% of customers will buy again if they're given the chance.

Following up with existing customers is just as important. In fact, tests show that 30% of customers will buy again if they're given the chance. It helps you develop profitable, long-term relationships with them and allows you to offer "backend" products relating to their original purchase. Repeat business is the best business.

Try sending an immediate follow-up after new subscribers sign up, giving them a reason to return to your site the same day they subscribe. You can test this against sending a follow-up three days after subscribers first visit your site to see which method works best.



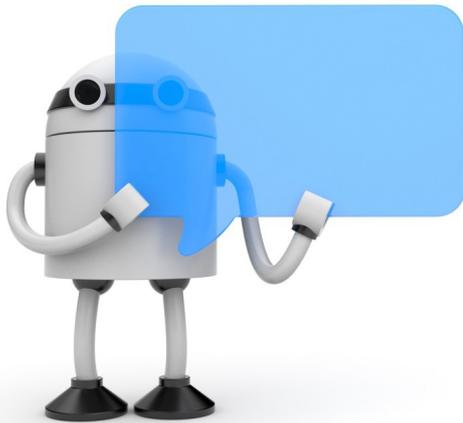
7. Provide Unmatched After Sales Service.

Only happy customers result in repeat buys and quality referrals.

Many businesses fail in this is one area. They market their product, sell to their customers, and then move on.

Only happy customers result in repeat buys and quality referrals and word of mouth is still the best mode of establishing a brand and increasing sales. You want to be helpful, but do not agree to working for free or granting refunds without a good reason.

Most after-sales support involves a guarantee, warranty, upgrade or repair service. The various types of after-sales support may consist of the following:



Technical Support/Help Desk

Customer Support

(Including chatbots and over the phone)

Automated Customer Service

(24h and online support)

Support Automation

(Online knowledge bases and forums)



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We specialise in getting bright ideas online exposure.

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