

# 54 POWERFUL OFFERS

ALONG THE CUSTOMER JOURNEY TO AMPLIFY SALES FOR YOUR ONLINE STORE

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SALES AND MARKETING COURSES FOR SHOPIFY STORE OWNERS

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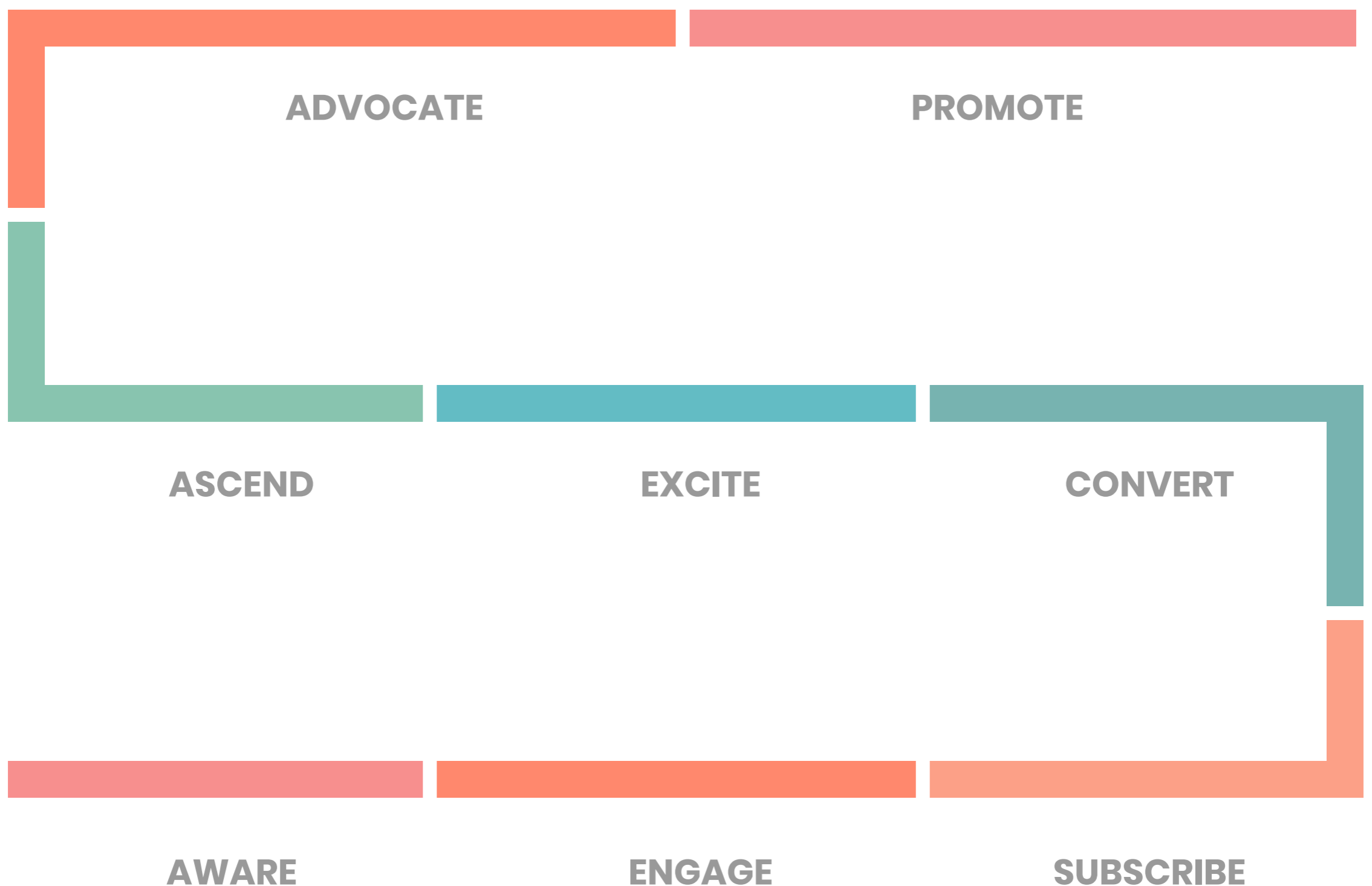
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# THE CUSTOMER VALUE JOURNEY

THE CUSTOMER VALUE JOURNEY (CVJ) IS THE MOST EFFECTIVE WAY TO IDENTIFY AND ENGAGE CUSTOMERS WITH AN IRRESISTIBLE OFFER.



# PART 1: ENCOURAGE SHOPPERS TO BUY NOW

## CUSTOMER VALUE JOURNEY STAGES:

1. *Convert (used to initiate first-time purchase)*
2. *Aware (used to get attention)*
3. *Ascend (existing customers like your offers, too)*

## A. TRIPWIRE OFFERS

Perhaps the most effective customer acquisition tactic, the purpose of a tripwire offer is to convert a massive amount of first-time buyers with a low-entry offer, with the intention of selling them your higher-priced core products later.

Trying to sell higher priced products to people who are just learning about you, and who have never purchased from you, can create friction and reduce willingness to pay (WTP). By offering target customers a low-risk way to get started on your product line, customers will transact quickly. As long as they experience immense value from the tripwire, you will increase their likelihood of buying from you again. Your focus with tripwire offers isn't getting incredibly profitable with first-

time transactions; the focus is growing a list of customers you can resell to, and maximizing customer lifetime value (CLV)

Often businesses will not have pre-existing, low-ticket products that make perfect tripwire offers. You may need to invent your tripwire offer, such as sample packs, or "you just pay the shipping" offers. These two examples are especially effective for merchants selling consumable goods, where the goal is to get the product in the customers' hands so they can touch, smell, feel, or digest a product to experience the benefits. Once first-time customers believe in the product's greatness, they will be hooked and inclined to purchase the core offer at a higher volume and price, routinely.

## TOP TRIPWIRE OFFERS:

### 1. SPLINTER OFFER -

This is a "splinter" of your core offer, but not the whole thing, such as a sample pack of a consumable good, or the first item of a series of products that make a whole (for example, sell a snare drum as a standalone product at a very low cost, where the intent is to upsell to a full 5-piece drum set)

### 2. FREE PRODUCT, JUST PAY THE SHIPPING -

This is common in eCommerce, again, especially with consumable products, but also with businesses that have large product catalogues. Businesses will source new products in mass specifically to give away as tripwire offers. In this case, they are paying to acquire many new customers, where the real profit is generated from CLV.

### 3. EVERYDAY LOW-ENTRY ITEM -

This serves as a get-started introduction to a full product line or catalogue, and is not intended to be highly profitable. The intent is to convert as many customers as possible who we can sell our full array of products to later. For example, a high-end women's boutique may sell a famous everyday white t-shirt for \$20 with the intent of getting many new buyers in the door, who will later be introduced to full product collections.

### 4. FREE TRIAL -

First month's free (or priced incredibly low) for a paid subscription. This is common with consumable goods.



## B. FREE GIFT WITH PURCHASE OFFERS

Another powerhouse offer, a “free gift with purchase” offer is a type of **premium offer**, which is when you sell two or more products together as a bundle, and price it for less than their combined individual prices. Premium offers come in many shapes and sizes and serve multiple purposes along the customer journey, and “free gift with purchase” premium offers are specifically good at initiating immediate transactions.

The motive here is to incentivize your target buyer to purchase a core product, where they will receive a bonus gift. If your core product is already something they want, the gift with

purchase is the little push that gets them to take action NOW. Free gifts with purchase are incredibly effective when they are complementary to the core offer and are enticing to the buyer. This is something you will want to test meticulously, but when your free gift deeply resonates with your customers, because gifts are tangible, you will likely out-perform a discount offer of similar value.

### TOP “FREE GIFT WITH PURCHASE” OFFERS:

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#### 5. BUY ONE SPECIFIC

product, get a specific complementary product free

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#### 6. BUY ONE SPECIFIC

product, get a complementary product of choice from a specific collection free

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#### 7. BUY ANY PRODUCT,

get a specific product free

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#### 8. BUY ANY PRODUCT,

get a complementary product of choice from a specific collection free

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#### 9. BUY ANY PRODUCT,

or a specific product, and get a surprise gift with purchase

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#### 10. TWO-STEP GIFT -

Receive a small gift for the first purchase and a bigger gift for next purchase

## C. DISCOUNT OFFERS

It's common knowledge that frequently discounting products can cheapen your brand. However, discounting is an incredibly powerful customer acquisition strategy when executed strategically, with the right timing, reason, and

customer ascension path in place. With this in mind, often a free gift of equal value, or a tripwire offer, can convert better than discounts. As always, you must TEST everything.

### TOP DISCOUNT OFFERS:

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#### 11. DOLLAR-VALUE

**DISCOUNT -** Most often applied with a discount code, you reduce a product's price, or your total cart value, by a specified dollar value.

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#### 12. PERCENTAGE-BASED

**DISCOUNT -** Most often, the discount will automatically be applied to a single product or your cart value at checkout, or you will need to enter a discount code. Note that with both dollar-value and percentage-based discounts, you can combine these with some of the specific scenarios outlined below, such as group discounts, early-bird discounts, "reason why" sales, and more.

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#### 13. "REASON WHY" SALE -

This could be a seasonal promotion, like a birthday sale, Black Friday sale, or summer sale, where the intent is to reliably and predictably sell a lot of inventory at reduced prices in a planned, set timeframe. Or it could be another specific reason, like a clearance sale, where you have a specific reason for lowering prices. Note that within the "reason why" sale, you can be creative with how you discount, and you also don't need to discount (you could use tripwire and premium offers, for example).

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#### 14. GROUP DISCOUNTS -

This is an effective way to get in front of large groups within your customer segment and start building relationships and community. For example, if you sell toys for small dogs, it would be an effective strategy to provide unique discount codes to daschund, chihuahua, and poodle associations and groups, for example. If done right, group discounts are a great way for startup stores to build an initial following and customer base.

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#### 15. EARLY-BIRD

**DISCOUNT -** Early-bird discounts are a great way to create hype and build demand for product launches, as well as sale campaign launches (i.e. first access to Black Friday deals). And not only will they drive more sales faster, you can often sell out products before they go on sale. Another important feature is that early-bird discounts serve as a gift to your early adopters, which starts the customer journey on a great note!

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#### 16. LIMITED-TIME

**DISCOUNT OR OFFER -** Limited time offers could feature tripwire, premium, or discount offers to further drive an immediate response from buyers. When your offer has a time limit, you create scarcity, which forces buyers to act and make a decision quickly.

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#### 17. PRICE-MATCHING

**OFFER -** Although used less frequently with most online stores, businesses who compete on price — such as deal sites, dropshipping sites, or large retailers — can offer "we match any competitor's price" offers. This teaches customers that they can rely on you for the lowest price, which will lead to heightened trust. This is also the least "immediate" offer on this list, because the price-matching process lengthens the sales cycle.

## D. FREE SHIPPING OFFERS

One of the top reasons that shoppers cart abandonment is shipping costs. And one of the best ways to lower your abandoned cart rate and increase conversions is to offer free shipping. You

can also use free shipping offers in combination with other offers to maximize value. For example, “free gift with purchase plus free shipping,” or “20% off sitewide plus free shipping.”

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**18. FREE SHIPPING ON ALL ORDERS** – This is a very effective incentive for shoppers, especially when you include a time limit for a specific sale.

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**19. FREE SHIPPING ABOVE A DOLLAR AMOUNT THRESHOLD** – Shoppers receive free shipping once their cart value reaches a specific dollar amount. For example, free shipping on all orders above \$100. You can integrate display banners and announcement bars to remind shoppers how close they are to the threshold. For example, “you are \$15 away from free shipping!”

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**20. FREE SHIPPING ABOVE A SPECIFIC ITEM AMOUNT THRESHOLD** – This incentive will increase the average number of items per order. Once a shopper adds one item to cart, a display banner or announcement bar can pop up, for example, reminding the shopper to “add one more item to be eligible for free shipping.”

## E. SCARCITY AND URGENCY OFFERS

Scarcity occurs when the customer perceives there to be a limited supply of products they want, which motivates them to buy now.

Urgency occurs when the customer perceives there to be a limited time constraint, which creates a fear of missing out (FOMO) and compels them to purchase now.

You can combine scarcity tactics with other offers (discounts, tripwires, premium offers, etc.), but you don't need to. High-end fashion brands, for example, often create demand with scarcity tactics while maintaining price integrity (think Yeezy shoes). These brands would never discount, but their offer may be that only 50 units were made, and each one will arrive with a signed card by the designer. If executed well, they will sell out quickly.

### TOP SCARCITY AND URGENCY OFFERS

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**21. LOW-STOCK** – Create scarcity by stating that inventory is running out (for example, “only two left in this colour and size”).

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**22. LIMITED EDITION** – A limited supply was made, and won't be made again.

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**23. FLASH SALE** – Usually featuring steep discounts, flash sales are an effective way to drive immediate sales because they include a surprise element and a clear deadline, with shorter flash driving more urgency. Include a countdown timer for heightened urgency.

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**24. DEADLINE TO ORDER AND SHIP BY** – When a customer needs to receive a product by a specific date for a specific occasion, such as a Mother's Day or Christmas gift, you can create a heightened sense of urgency by including a deadline to order by. Including a discount or gift with purchase offer within that deadline will further drive orders.

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**25. LAST CHANCE OFFER** – The last reminder to act on an offer previously made to create urgency. After which the offer is over.

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**26. LAST CHANCE PRICING** – Notify your customers that prices will be going up, and to take advantage of lower prices now.

## F. ABANDONED CART OFFERS

Customers who add to cart have demonstrated interest in purchasing your products, and therefore they are quite far along the customer journey and need to be a top priority. If a customer abandons cart, you can re-engage

them through on-site pop-up display banners, automated pre-purchase email sequences, or retargeting ads, where you can offer an incentive to make the final commitment and purchase.

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**27. ABANDONED CART INCENTIVES -** Shoppers receive a discount on their abandoned cart items, or a free gift for completing the purchase, often with a time limit to create urgency.

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**28. CUSTOM OFFER BASED ON CART VALUE -** Shoppers receive a custom offer based on cart value. Shoppers may be presented with an exit intent cart saver banner, for example, where customers with a cart value of \$200 are offered 20% off their total order, and customers with only a \$100 cart value are offered 10% off their total order.

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**29. RESERVE CART ITEMS -** This is when you reserve the items in the cart for a limited timeframe, which serves as a scarcity and urgency tactic. Reserving cart items is especially effective for smaller stores and boutiques without a sophisticated supply chain, where customers know the items can sell out.



# PART 2: INCREASE AVERAGE ORDER VALUE

## CUSTOMER VALUE JOURNEY STAGES:

1. *Convert (used to increase first-time purchase cart value)*
2. *Excite (used to increase order value post-purchase)*
3. *Aware (used to get attention)*

## G. BUNDLE OFFERS

As mentioned earlier, a **premium offer** is when you sell multiple products together, and price the bundle for less than their combined individual prices. Unlike “gift with purchase” premium offers,

bundle-specific offers incentivize customers to buy more, increasing cart value. Bundle offers can include a discount, but this is not necessary.

### TOP BUNDLE OFFERS

**30. MIX-AND-MATCH BUNDLES** - Customers ordering bulk get to choose multiple products in a similar category. This type of bundle is most commonly seen with stores selling consumable products, like teas; or items in large quantities, like underwear or kitchenware.

**31. CROSS-SELL/UPSELL BUNDLES** - Offer shoppers add-on products that are complementary or supplementary to the main product being viewed. For example, when a shopper is buying a mattress, offer a cross-sell bundle that includes a bedding set. The more upsell opportunities you show customers, the more chances they have to take one. So offer your upsell everywhere it makes sense. Also, remember to price your upsells at no more than 25-40% on top of what they are already purchasing. The upsell is intended to be a quick win for customers.

**32. OCCASION BUNDLES** - Bundle a group of products based on a season or occasion. For example, you can offer bundles for holidays, like a “St. Patrick’s Day starter kit” or a “holiday gift set;” or for occasions, like a “travel kit.”

**33. QUANTITY DISCOUNT** - This is when the offer gets better as a customer orders more. For example, a menswear customer gets 10% off one tie, 20% off two ties, and 30% off three.



## H. TIER-BASED OFFERS

This is where the offer changes based on order volume.

### TOP TIER-BASED OFFERS

#### 34. TIERED DISCOUNT -

This is where the discount percentage is based on a flat amount spent. For example, a customer receives 10% off for spending over \$100, 20% off for spending over \$200, and 30% off for spending over \$300.

#### 35. TIERED "FREE GIFT WITH PURCHASE" -

In this case, you offer a free gift with purchase, which is determined by the order volume. For example, buy 1-2 items, get a free bag of coffee. Buy 2-4 items, get two free bags of coffee.

#### 36. TIERED VARIABLE PRICING AND QUANTITY -

This is a quantity-based pricing tactic where the price per unit goes down when the volume goes up. For example, buying 10-50 units will cost you \$10 per unit but buying 50-100 units will cost you \$5 dollars per unit.

## I. PRICE AND FEATURE CONTRASTING

#### 37. DELUXE OPTION -

This is when shoppers select an item, and you offer a second version with more features at a slightly higher price.

#### 38. GOOD-BETTER-BEST -

This is when you present your shoppers with a few options to create pricing and feature contrast. The intent is to encourage shoppers to spend more if you can demonstrate an option that clearly provides the most value, where the highest-priced option usually includes the most features. This is commonly seen with subscriptions and bundles.

# PART 3: INCREASE CUSTOMER LIFETIME VALUE

## CUSTOMER VALUE JOURNEY STAGES:

1. *Ascend (used to encourage repeat purchases)*
2. *Advocate (used to generate reviews and more purchases)*
3. *Promote (used to generate referrals and more purchases)*

## J. REPEAT PURCHASE OFFERS

### 39. SUBSCRIBE AND

**SAVE** - Customers are given the option to buy one item at full price, or they can subscribe to routine purchases for a discounted price per unit. This is most often seen with consumable goods, such as skincare products, disposable contacts, herbal medicines and vitamins, as well as food and beverage products, like smoothly cleanses or superfoods. Points for offering flexible, "do-it-yourself" options for quantity and frequency, and the option to cancel any time. This gives the customer a sense of control.

### 40. SUBSCRIPTION BOX -

Another subscription strategy to drive repeat purchases, subscription boxes are often modelled like bundle offers, where buyers get a better price for buying a group of items, versus the sum of their individual prices. In some cases, subscription boxes are very similar to subscribe and save offers, where you do "save" most often (not always), but the key is they are always sold as a bundle. Subscription boxes can be found in almost any retail category, such as fashion, apparel, kids toys and books, pets, arts and crafts, food and beverage, and even sexual wellness.

### 41. LOYALTY

**PROGRAMS** - Most loyalty programs fit into one of four categories: points; tiers; social media, where you reward customers for performing actions on social media; and paid programs, where customers pay a monthly, annual, or lifetime fee for access to benefits such as free shipping, members-only pricing, and exclusive access to sales. Loyalty programs are focused on increasing customer lifetime value and inspiring customer loyalty.

### 42. CUSTOMER

**APPRECIATION** - This is similar to loyalty programs in that you are providing a benefit to existing customers, but the difference here is that you aren't building a program to track activities and rewards. You could offer customers discounts as part of a flash sale, or you could give them other benefits like free shipping offers, or first access to product launches and seasonal sales like Black Friday.

### 43. TRADE-IN OFFER -

This is most often seen in tech, like computing, gaming, and communications, where you offer a customer money for an older model, or when the customer trades in an older model for a newer one.



# PART 4: REDUCE YOUR CUSTOMER'S RISK TO PURCHASE

## CUSTOMER VALUE JOURNEY STAGES:

1. Engage (reduce risk and build safety)
2. Convert (ultimately commit with comfort)
3. Ascend (builds brand trust and loyalty)

## K. LOWERING PAIN AND RISK OFFERS

### 44. PAYMENT

**INSTALLMENTS -** This is becoming more and more popular with high-priced products. You give the shopper the option to divide the total price across several weekly or monthly payments. This takes away the pain of committing to a high price at once, and can be even more effective if you offer no interest.

### 45. MONEY-BACK GUARANTEE -

Essentially a free refund, and also sometimes known as a buy-back guarantee, customers pay for an item in full, but they have the option to return it for a full refund if they are not satisfied. Store owners love these offers, because, yes, this offer removes risk and encourages shoppers to buy, but it's also known that only a small percentage of people will take the time to ship back a return. Some stores with confidence in their products go the extra mile and heighten this offer by offering a double-money-back guarantee, where a customer would receive the full refund for the item, plus a payment equal to the cost of the item.

### 46. FREE EXCHANGE -

Shoppers are given the option to exchange their product for something else if they are dissatisfied with the item because of size, colour, or any other reason. This is common in the fashion and apparel industry, but also in other lifestyle and sporting categories.

### 47. LONG-TERM GUARANTEE OR WARRANTY -

This is another effective tactic for dramatizing your offer and guarantee, where you can offer a multi-month, multi-year or lifetime guarantee or warranty. Only go this route if you have a high quality product that you are confident will last. It's of course an added benefit that few people will remember your guarantee for a long time.



# PART 5: GROW YOUR EMAIL LIST

## CUSTOMER VALUE JOURNEY STAGES:

1. *Subscribe (customer provides email address for access to an offer)*
2. *Convert (customer buys and redeems offer)*
3. *Ascend (customer loves you and buys again and again)*

## L. SUBSCRIPTION OFFERS

Subscription offers don't always lead to immediate sales, as there's not always a high intent to purchase. But if executed strategically, subscription offers have the power to massively grow your email list with highly targeted shoppers,

who you can present compelling offers to later. Growing your email list is one of the top priorities for eCommerce businesses, and these offers can help drive your efforts.

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**48. WELCOME EMAIL SIGN UP** - This is one of the most common and effective subscription offers, where shoppers receive an incentive for joining your list, community or club, such as a discount, a gift, access to an offer, or access to future exclusive product launches and sales. For example, "receive 15% off your first order for joining our community."

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**49. CONTENT DOWNLOAD** - This is an effective way to provide value to shoppers while also further educating them on your offering. The content download could be a product catalogue, like IKEA's, or an eBook. For example, a store that sells dog toys could create an eBook about how to cater to your dog during a pandemic. In this instance, you are providing relevant, timely value to your target customer,

while creating an opportunity to educate them on how your product fits into the solution. Other content downloads could be a checklist, a video or any other item that provides relevant value. And, remember, the purpose of your download is to start the sale, not to provide a random piece of content. So include education on how your product gets your customer from pain to gain, how they can get started, and include an offer.

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**50. INSIDER SURVEY OFFERS** - This is where you gain valuable customer input for new product and campaign launches, which is an effective way to build lists and create demand for your products pre-launch. Shoppers participate by providing feedback and ideas on new products and campaigns, where customers feel as though they are contributing to the direction of your business, which deepens the relationship.

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**51. QUIZZES OR GAMING OFFERS** - Quizzes and games are a fun way to capture targeted audiences who may not have an immediate desire to purchase your products today, but who have an interest in your offering and industry. The goal is to provide users with a fun or educational experience, like an

IQ quiz, calculator, or game that's relevant to your business. This provides you with valuable data about your target customers, and further vets them for fit. And, of course, you can include an offer upon completion to encourage a purchase sooner than later.

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**52. CONTESTS** - This is an effective way to massively grow your social media following and email lists, where participants can enter to win your products. This leads to brand and product exposure, where you can also provide a special offer to every participant who entered the contest, not just the winner.



# PART 6: GROW REFERRALS

## CUSTOMER VALUE JOURNEY STAGES:

1. *Advocate (customer leaves a testimonial, which gives other customers confidence to buy)*
2. *Promote (customer actively promotes your brand to their network)*
3. *Ascend (customer often receives an offer to advocate or promote, then buys again)*
4. *Aware (cold audiences see your ads featuring customer testimonials, as well as organic posts about your products from their friends)*

## M. ADVOCATE AND PROMOTE OFFERS

### 53. PROVIDE A TESTIMONIAL OFFER -

Customer testimonials are one of the most powerful tools for building trust with new shoppers, and are used in ads, landing pages, emails, and any other channel used to reach your target customer. Collecting testimonials needs to become part of your daily practice. You don't need to include an offer to request a testimonial, but it can be incredibly effective in supercharging your efforts. You can offer customers gifts, discounts, access to sales, free shipping, or any other reward or incentive for providing a testimonial and becoming an advocate, which leads to them buying again as well.

### 54. REFERRAL CODES -

The intent with referral marketing is to encourage your happiest customers to boast about your products and store to their network, including family members, friends, social audiences, and anyone else who may be interested. The idea is that if your customer experiences immense value, they will spread the word and promote on your behalf. This can be an incredibly effective way to attract the right type of customers without breaking the bank on ad spend. One

of the most common referral offers are friends and family discount codes, where customers provide their network with their own discount code, and they receive credit, rewards, or discounts every time someone purchases with their code. Referral offers are also seen a lot in affiliate marketing, where influencers provide discounts to their network and are rewarded every time someone purchases with their code as well.