

How to Grow Sales of

SAUNA

PRODUCTS ONLINE



10 Proven Strategies

To Increase E-commerce Sales And Grow Your Brand

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THE TOP CHALLENGES OF SELLING SAUNAS ONLINE



1. Complexity

Saunas can be highly customizable, and the wide range of options makes it complex to sell online.



2. Shipping

Products packaged in multiple boxes and shipped with 3PL companies, have some logistical challenges.



3. Installation

How does installation work? Can customers do it themselves or should they hire someone?



4. Trust

When selling a product that costs thousands of dollars, how do you build trust over the internet?



5. Sensory Experience

How can we replace the sensory experience of shopping for a sauna in-store?

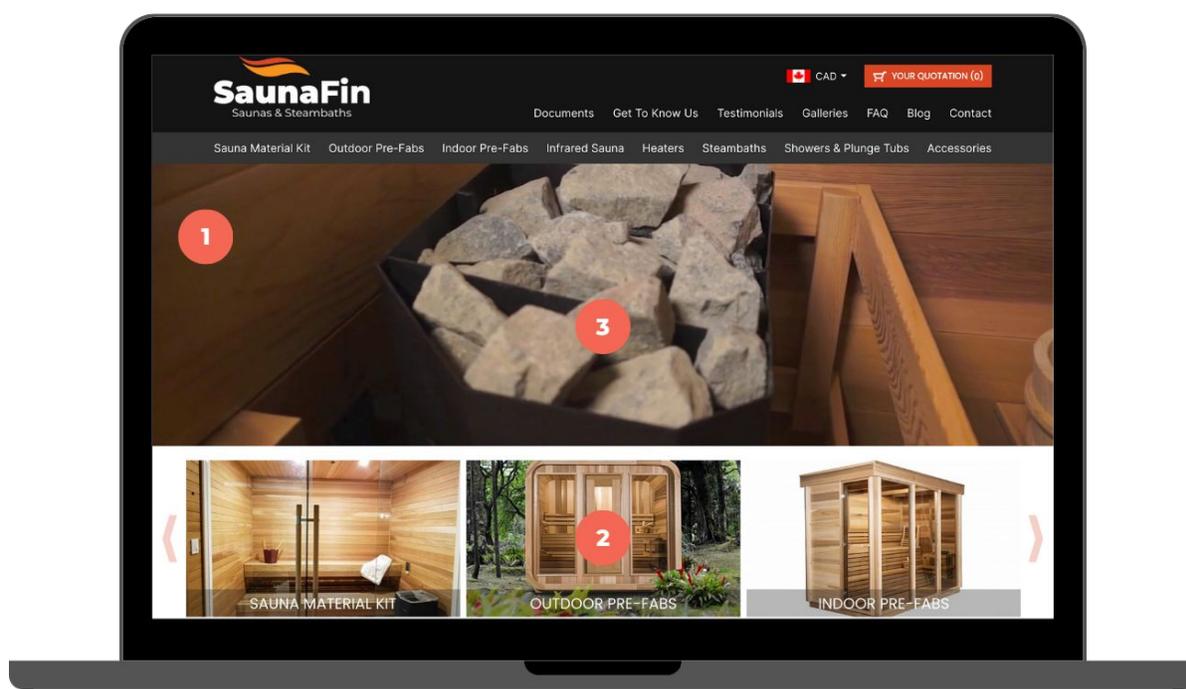
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BRAND CLARITY

Can a shopper that visits your website, within 2-3 seconds, understand **what it is that you're selling**?

Business owners are often so familiar with their own industry, that, they forget how it feels for **a new person to visit their website and explore their products for the first time.**

How can you keep your messaging clear for first-time visitors?



- 1. Add a Brand Video to the Top of Your Page**
Gives shoppers the confidence that they're in the right place.
- 2. Ensure You Have Clear Product Photography**
Showcases the different product options you have available.
- 3. Summarize Your Website in a Short Headline**
Adds further clarity for visitors & improving website SEO.

Stages of The Buying Cycle

Consider the 5 stages of the customer buying cycle to inform your web design and content – keeping it clear, organized, and aligned with your shopper’s needs at each stage.



2

PRODUCTS

One of our main challenges is that **people cannot touch or interact with your product online**. So when it comes to product presentation, we want to maximize the experience that they have online by:

- Focusing on the **visual elements**
- Giving shoppers **all the information** they need
- Making the product page **easy to navigate**

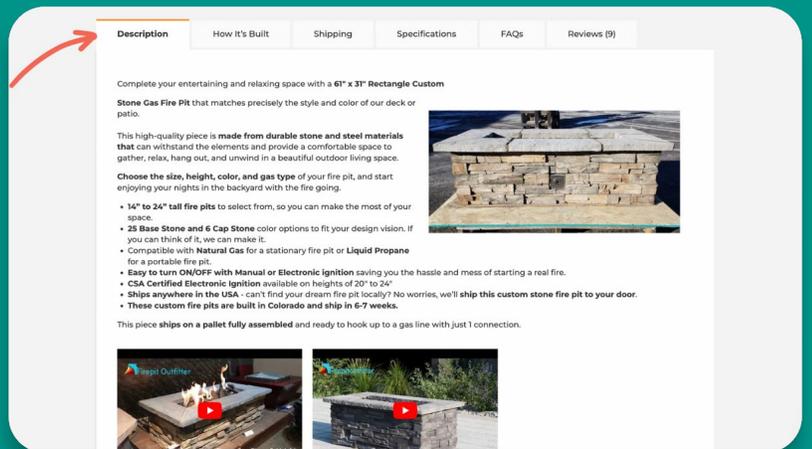
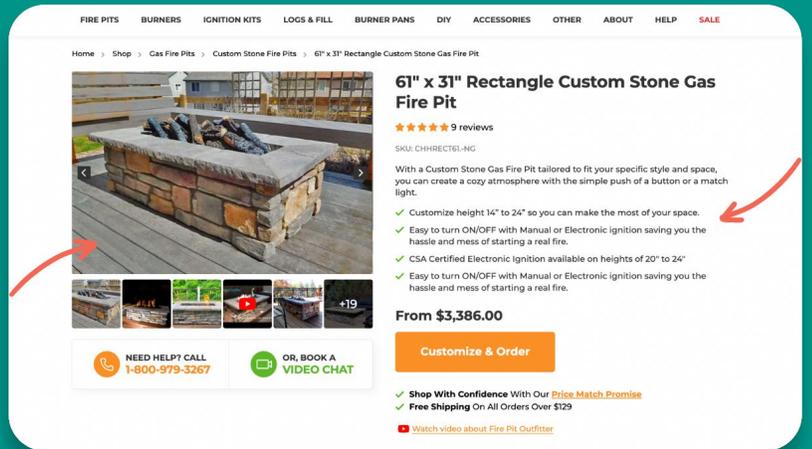
What are some ways we can do this?

Image + Video Gallery: Display a selection of high-quality images & videos to replace the sensory experience of shopping in store.

Features & Benefits: Use bullets to highlight the top features & benefits of your product and capture the shopper's interest.

Product Details: Include everything a shopper would need to make a decision, such as an in-depth description, shipping information, FAQs, reviews, etc.

Intuitive Design: Make sure your product page is easy to use by having clickable images, contrasting tabs, and visible buttons.



PRODUCTS & CUSTOMIZATION

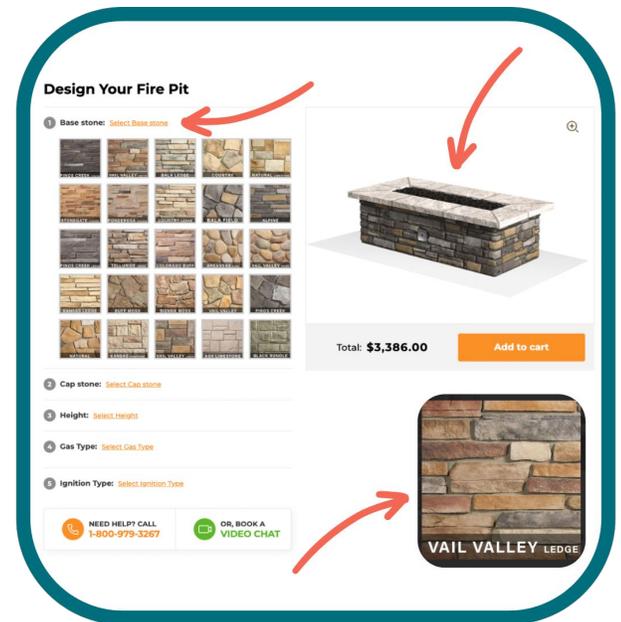
When looking at product page presentation for saunas, we have to discuss **the challenge of customization**.

With a product this highly customizable, how do we show the different options available **without overcomplicating it for the visitor?**

A Customizer Tool

Let your customers **build their own sauna** with an intuitive customizer tool.

- **Number the options**, so your shoppers know how many steps are involved.
- Have **clickable images** or a **3D preview of the product** so the shopper can quickly see how their choices could look.



Break Down Your Product

Another way to simplify the customization experience is to **break down a product model into different product pages**.

For example, if the size of your product is customizable, you could list it as **multiple products of varying sizes (ie. separate SKUs)**, making it easier to buy.



3

SOCIAL PROOF

Social proof in the marketing world refers to **customer reviews and testimonials about your brand or product.**

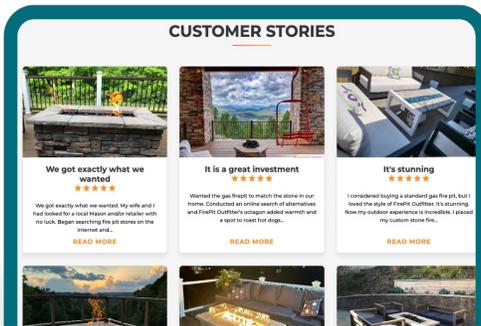
It's proof to the website visitor that this brand has some success with other people. So that shoppers who do want to purchase your product **don't feel alone.**

How can you showcase social proof on your sauna website?



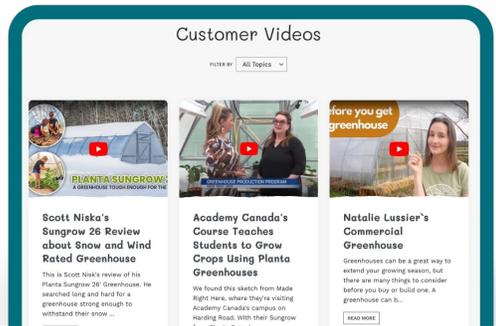
Product Reviews

Showcase real customer ratings, feedback and photos directly on the product page.



Customer Stories

Create a page to highlight in-depth testimonials about the brand as well as the product.



Customer Videos

Feature your customers' success stories & unique product setups through video.

- **Consistently collect reviews:** It's noticeable when reviews are dated. Make sure to have recent reviews visible on your product pages.
- **Always ask for pictures:** With a highly visual product like a sauna, shoppers want to see customer photos.
- **Verified reviews are important:** Whenever possible, collect reviews through a post-purchase process to ensure they are listed as verified.

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TRUST SIGNALS

Trust Signals are about you as a company. Shoppers want to see **a human element** and know who is behind your brand.

Start by answering the following questions:

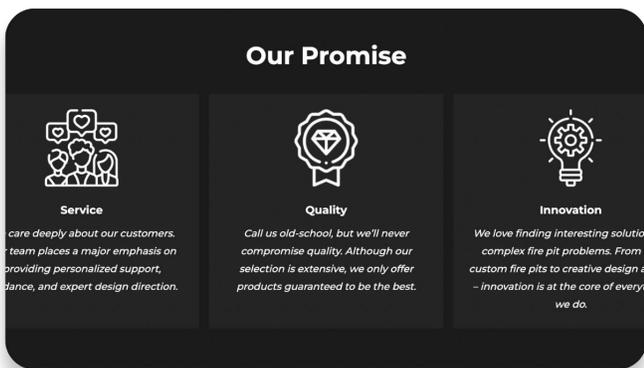
- Is it easy to find and understand your about us page?
- Is it human?
- Do you have pictures or videos of your team?
- Do you appear like a leader in your market?



Team photo: Show the people behind your brand while in your place of business.



Brand Story Video: Highlight the humanity behind your company with an authentic 'about' video.



Company Values: Share the unique beliefs & values that set your brand apart.

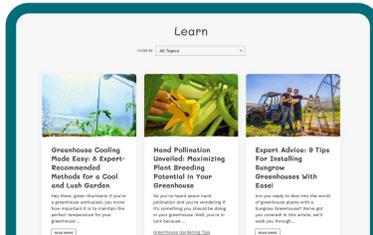


Brand Affiliations: Showcase the logos of well-known organizations who use your product.

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HOW-TO CONTENT

Shoppers researching sauna products are primarily looking for information. This means that for brands, it's important to offer detailed resources **that educate website visitors.**



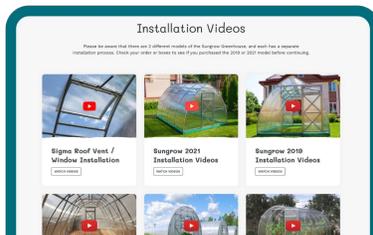
Written Content

Articles that talk about topics that are relevant to your product, industry, and your customers.



Downloadable Guides

Email opt-in PDF guides to introduce beginner gardeners to your product and the possibilities.



Installation Videos

Step-by-step instructions to help your customers be more successful with your product.

How can you capture those website visitors?

Considering that the research stage for a high-value, customizable product can last for months or years – how can you be sure that a shopper will **remember your company when they're ready to make a purchase?**

This is where an email list comes into play.

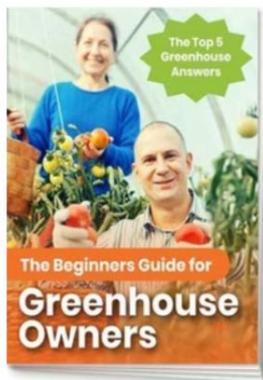
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EMAIL LIST

If we know that people are looking for information, they're not ready to buy your product. They're in the research phase.

So why not offer them information in exchange for their email?

This can be done in the form of a downloadable guide.



Beginner's Guide for Greenhouse Owners

Enter your email to receive this guide and join over 2700 happy greenhouse owners

Why is having an email list important?

Statistics show that about **99% of people that visit your website aren't going to make a purchase.**

However, if you lead with value and offer shoppers a resource while capturing their information – this allows you to continue to follow up with them and offer more resources/discounts/etc. **so they'll remember your brand when they're ready to buy.**

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WEBSITE SPEED

Faster websites perform better – meaning they sell more, get more people to contact you, and overall have better success. However, when using platforms like Shopify – there are many free or low-cost apps that are easy to install, but will gradually make your website slower.

How to Keep Your Website Running Fast



Limit the amount of apps & plugins on your website. They can quickly slow down your speed, so only install them when necessary.



Regularly test the speed of each page on your website, using free [tools from Google](#).



Don't just look at the average speed of the entire website, but instead, ensure each page has **2-3 seconds load time**.



Pay close attention to **pages that have a lot of video, images, or other content**. They can gradually slow down if not properly maintained.

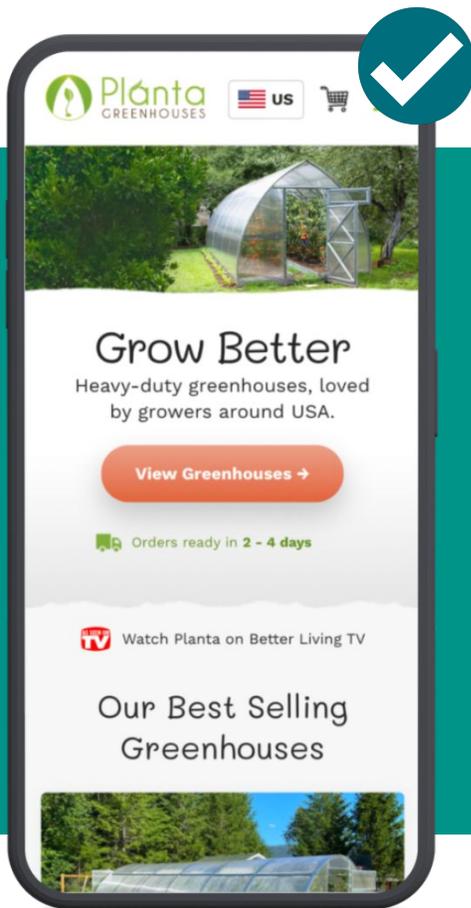
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MOBILE

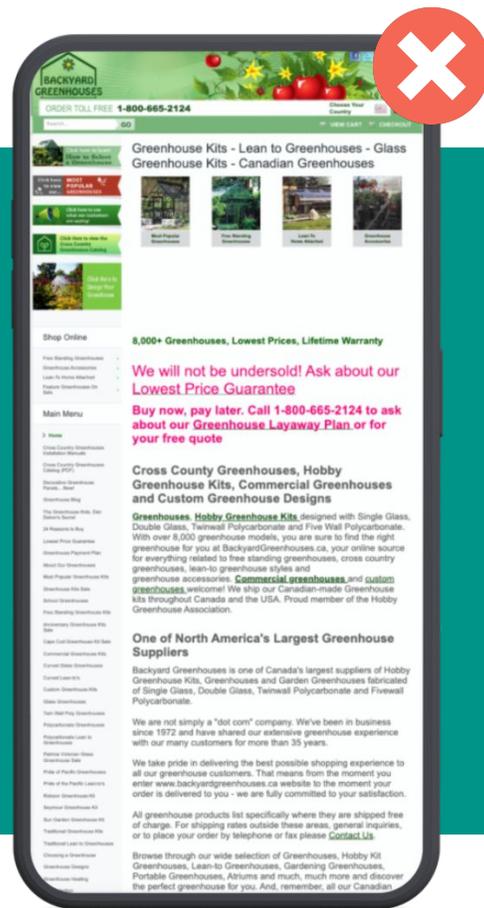
More and more people are buying on smartphones versus on a desktop or laptop. Having a **solid mobile-optimized website is critical for ecommerce success.**

On your home page, we suggest having **product images, headline, and call to action** – all without needing to scroll down.

What makes a good mobile experience?



- ✓ Compact mobile design
- ✓ Easy-to-read text
- ✓ Key information & CTA visible without scrolling



- ✗ Not formatted for mobile
- ✗ Need to zoom into read
- ✗ Unclear information + no visible CTA

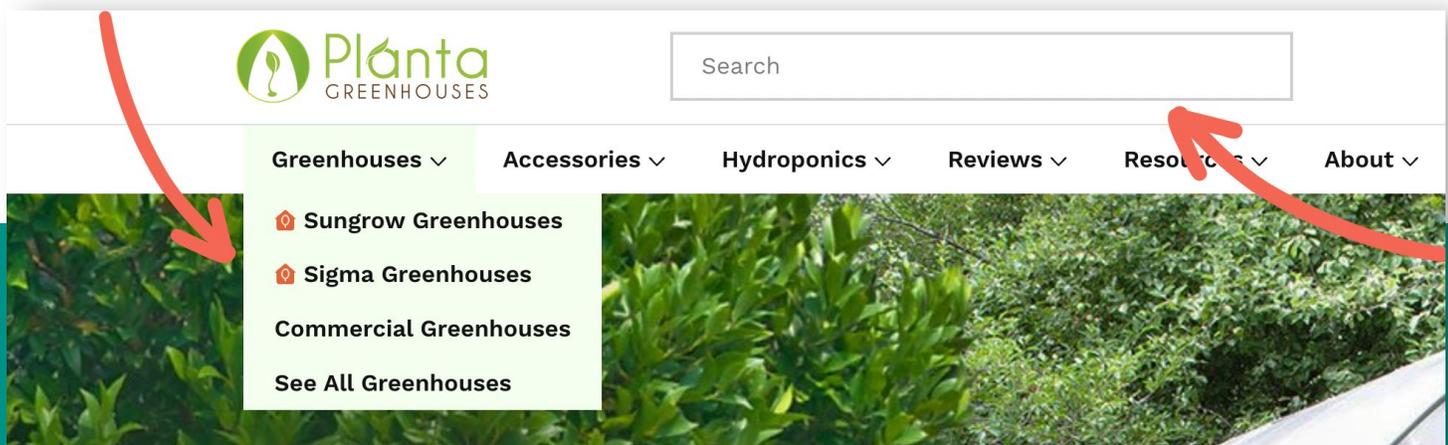
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NAVIGATION

To put it simply, you want to make it as **easy as possible for people to navigate your products.**

The best way to do this is to think from the perspective of your customer.

When you are an expert in your field, you often think about things in a more complex way as opposed to a beginner. As a result, **you end up making things more complicated than they should be** by assuming how someone *should* interact with your website.



Think Like a Beginner

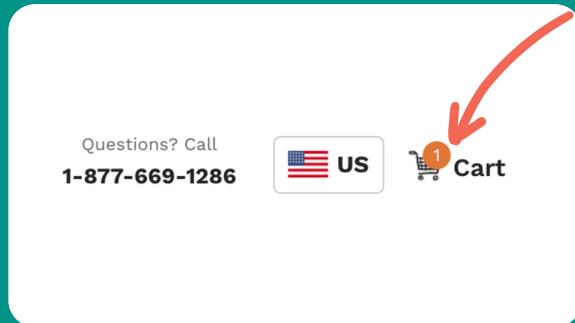
How would your beginner customer want to navigate your website? This could include navigational elements such as:

1. **Having a clear top navigation** that makes it easy to go from page to page.
2. **Adding a search box** if you have hundreds of different products or pieces of content.
3. **Using drop down menus** to nest your pages under relevant categories.

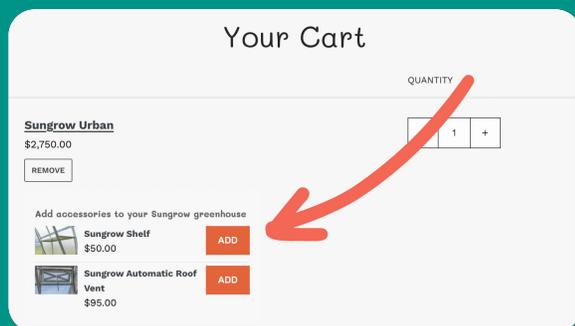
CART & CHECKOUT

The final way to upgrade and optimize your e-commerce website is by **improving your cart and checkout experience**.

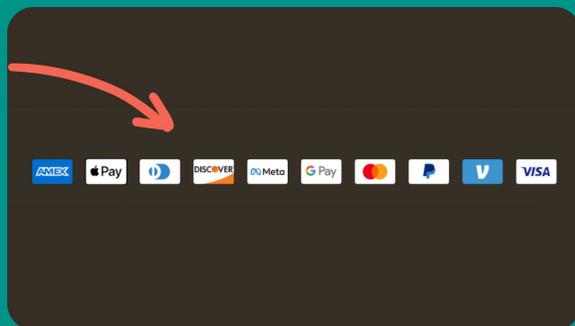
What elements should you pay attention to?



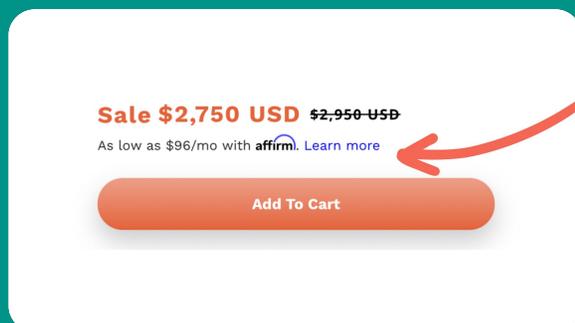
→ **Make sure it's highly visible:** You want the cart to be easy to access for your shoppers.



→ **Upsell relevant products at checkout:** Use a simple app to set this up and increase your order value.



→ **Accept all payment methods:** Display the logos for all card types and payment options.



→ **Offer payment options:** Integrate a payment system like Affirm to offer your customers the option to pay in installments.



Would you like to work on your eCommerce growth?



Schedule a call to find out if we can support your ecommerce business.

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