How to Get your Existing Customers to Buy More

1. Your Website

Upselling & Cross Selling. The key to get customers to buy more is all up selling. This is where you encourage a customer to buy add-ons or more expensive products. And cross selling, where you sell additional products to existing customers. Both of these selling techniques can be easily incorporated into your websites so that you get those extra sales and increase your average order value. There are numerous places that you can place products to up sell and cross sell on your website. Most common are the checkout page, on an order page, or a product page. Often customers just need to be made aware that a complementary product exists.

2. Email Marketing

Leverage your confirmation, shipping, thank you emails. Using your confirmation email, thank you email, shipping email or any other email point of contact when a customer has checked out can be a powerful way to up & cross sell. Attaching recommended products, links to your social media and encouraging or asking for feedback all increase the chance of consumers returning to your store and buying more.

Send exclusive deals and offers. It's no secret that customers love being involved and informed of special offers, sales and exclusive deals. Using email to do this is a great way to get them back to your store. Whether it's a notification that a sale is starting, sneak peeks to future merchandise or coupon codes, these all lead to customers wanting to return to your eCommerce store.

Encourage newsletter sign: By having a regular newsletter and encouraging your customers to sign up is the perfect way to keep your customers informed and entice them to return to your store. Newsletters can be filled with updates about products on offer and act as reminder to customers your still there. Don't rule out the pop up, they work!

3. Facebook Retargeting

Retargeting is one of the most essential marketing efforts merchants should do when trying to draw customers back to their store. Retargeting works in a very straightforward way by trying to re-attract previous customers to your store by showing them ad based on previous searches and sites visited. Retargeting ads can be used on numerous platforms including Facebook.

It's a reminder that you are still around and that you have other products that customers may have overlooked but may still have an interest in. Tailor your remarketing to adapt to how they interacted on your website to get the best results.

If you need expert help scaling your business, learn more and get in touch at https://eCommerceLift.com