SELL MORE PRODUCTS ONLINE

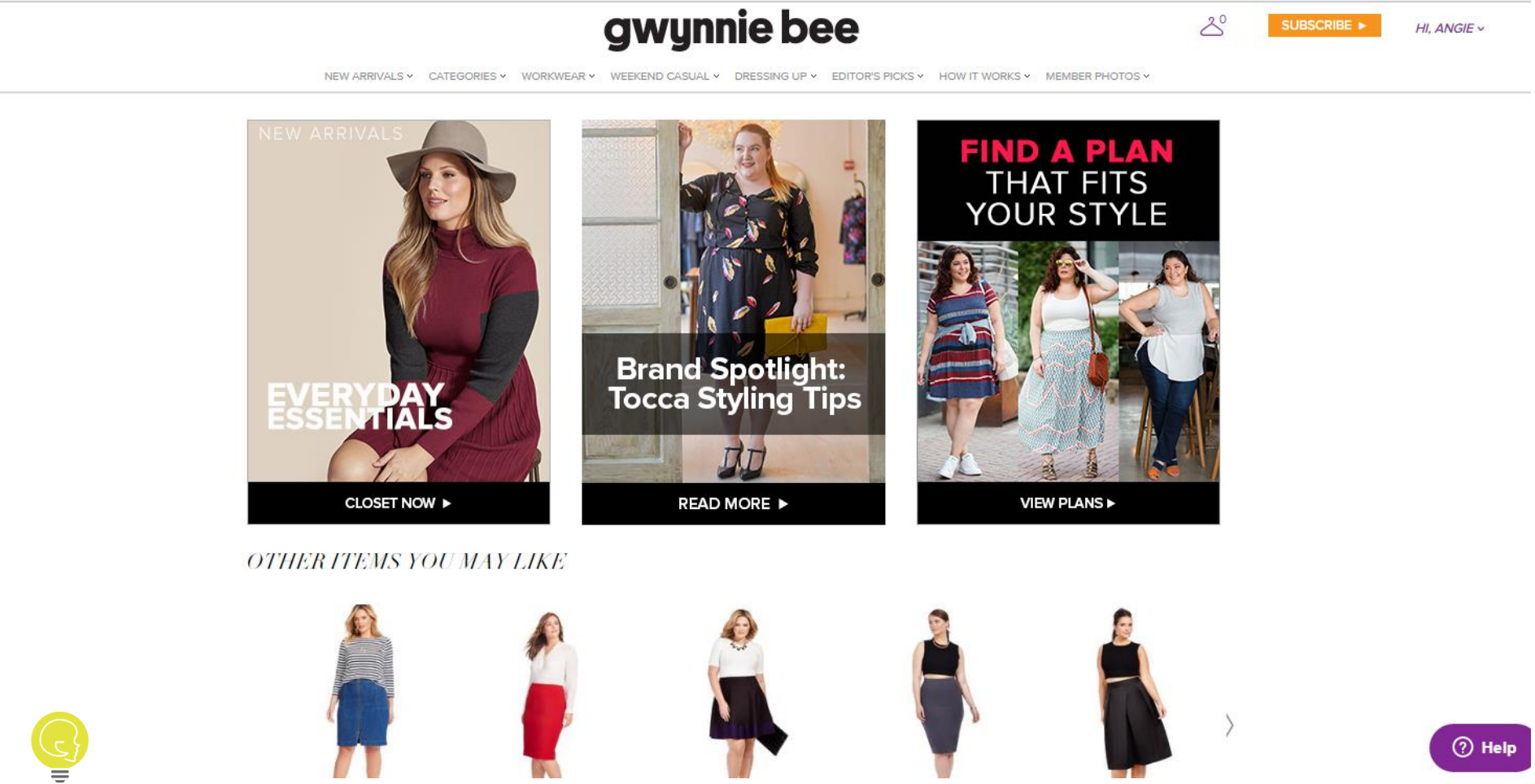
STEP FIVE

SELL THEM STUFF

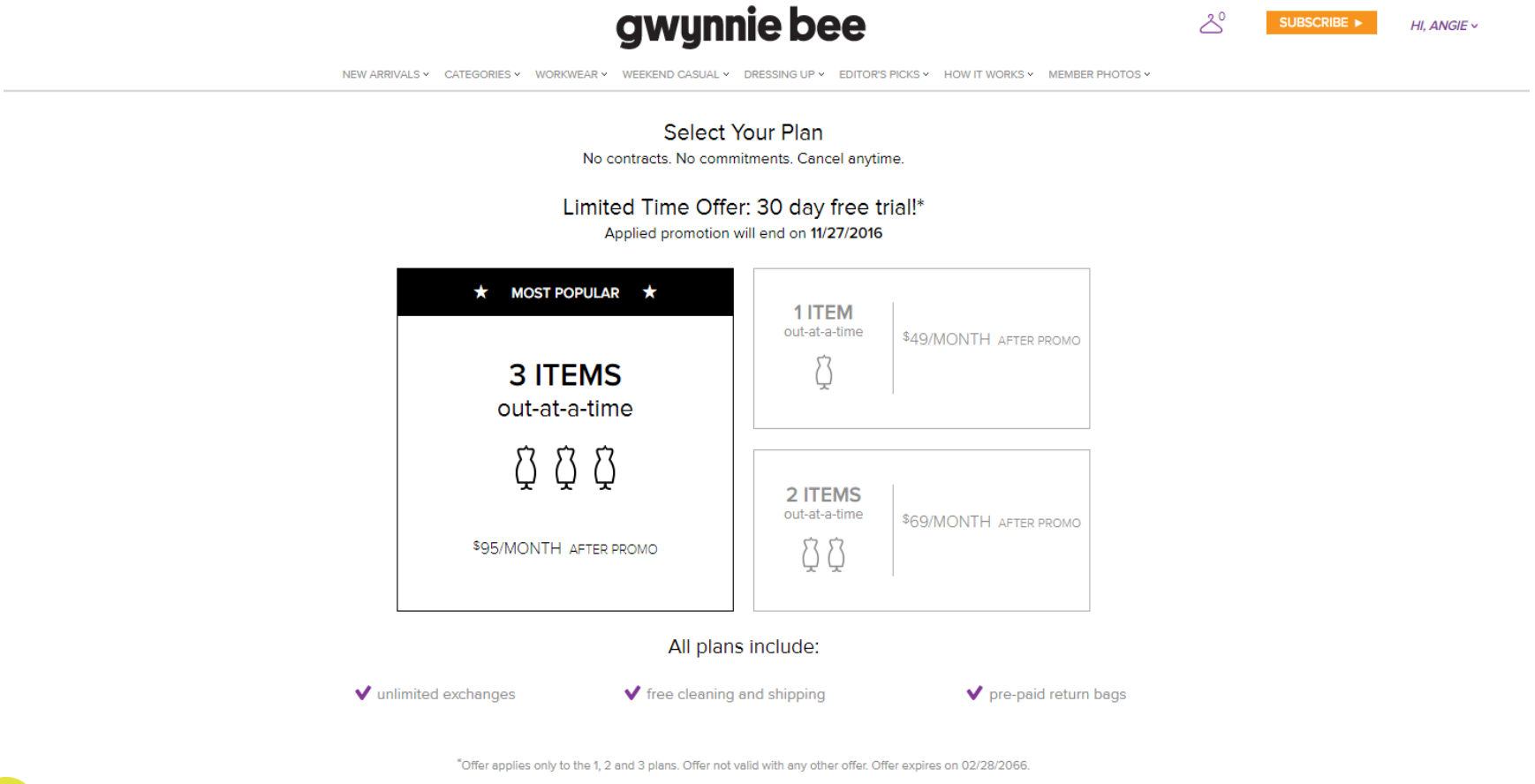
PART 2

jane hamill

THE PLUS SIZED MARKET

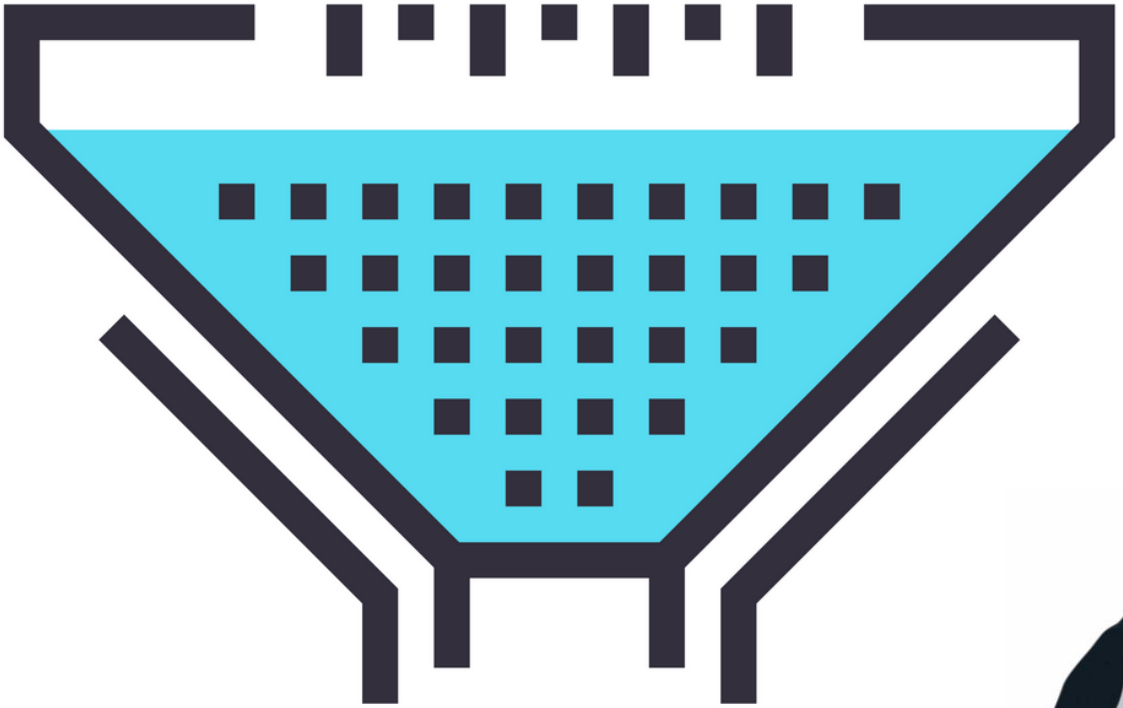


INNOVATIVE WAY TO SELL



Debit

YOUR SALES FUNNEL



$$$

SOMEONE LANDS ON YOUR SITE

TURNING A LEAD INTO A PAYING CUSTOMER

Someone lands on your site…

- If they're interested and they DON'T buy
- Entice them to sign up on your email list
- Give them a REASON to do it
- Trade them something
- IFO – Freemium – Freebie offer – first order discount
- Keep in touch
- Create the relationship – KLT factor
- Sell to them in the future
- Close the sale later, via email
- You can also use retargeting

#1 MISTAKE

to forget that selling online is a **PROCESS**

- They won’t always buy the **FIRST TIME**
- We must be on **THEIR** schedule
- That why we are **CONSISTENT** with marketing and offers

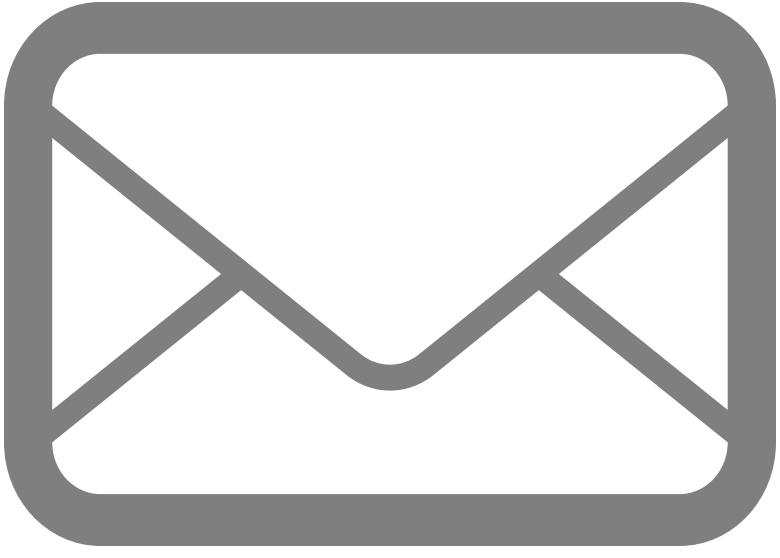
MAKING OFFERS TO BUY

TURNING A LEAD INTO A PAYING CUSTOMER

Four Elements to Any Offer

1. Attention Getting Headline
2. As close to an “Irresistible Offer” as you can get
3. Urgency / Scarcity – or another reason to act immediately
4. Direct and clear CTA – tell them exactly what to do next

SELLING THROUGH EMAIL



TURNING A LEAD INTO A PAYING CUSTOMER

Best practices for offers

- Dollar amount vs. %
- A confused mind never buys
- Half off vs. 50% - or even 60% off
- Value added
- Cosmetics industry
- If you're discounting, you MUST give a reason for offering a discount or deep sale
- Even a "lame" reason is OK
- People are skeptical

SELLING YOUR PRODUCT

- The “soft sell”
- Direct offers
- Solo emails
- Content to a lead magnet
- Content vs. pitch
- Feature ONE product at a time
- Go back to your calendar
- Events in the world, your business, their lives
- Reverse engineer your offers

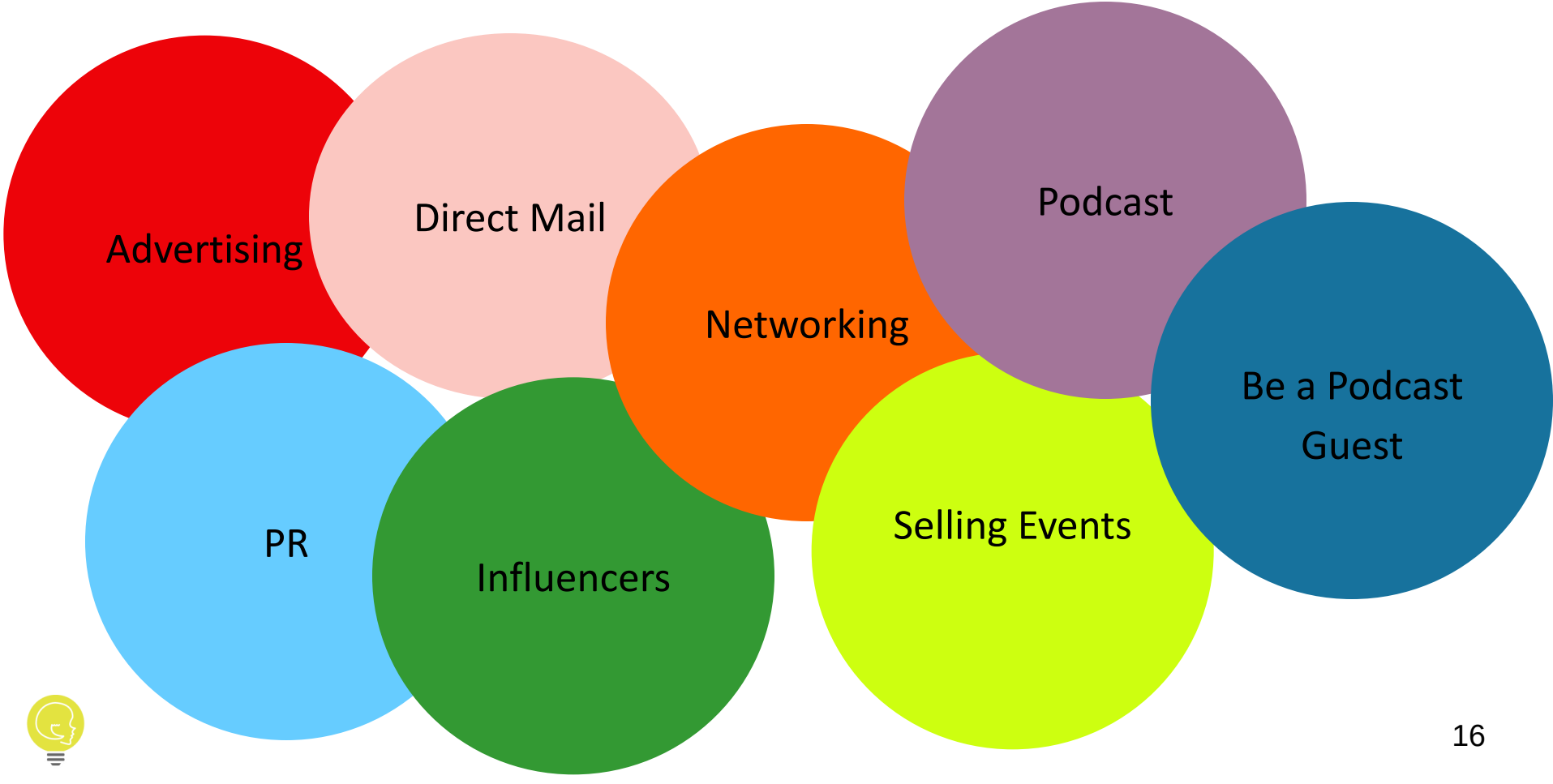
STRATEGIC ALLIANCE OUTREACH

Reaching out to your INDIRECT competition to get something going

STRATEGIC ALLIANCES OUTREACH

- Keep it brief
- Make it clear you understand what they do (you have done your research)
- You don’t need more that 3 – 5 alliances for an entire year so start slow
- Date before you get married
- Don’t commit to a big thing, start with a guest post or email cross promotion

BEFORE YOU JUMP IN…REMEMBER YOUR MARKETING BUBBLES



“What can I NOT do?”

SEASONAL PRODUCTS

- Choose your trigger
- Deadline
- Scarcity
- Urgency
- Your customers will start to notice
- Almost like “training” them to expect scarcity
- Make it kindergarten clear that this is a LIMITED time offer
- Be true to your deadline
- Don’t just email once and expect great sales
- 3 email drip
- 5 email drip

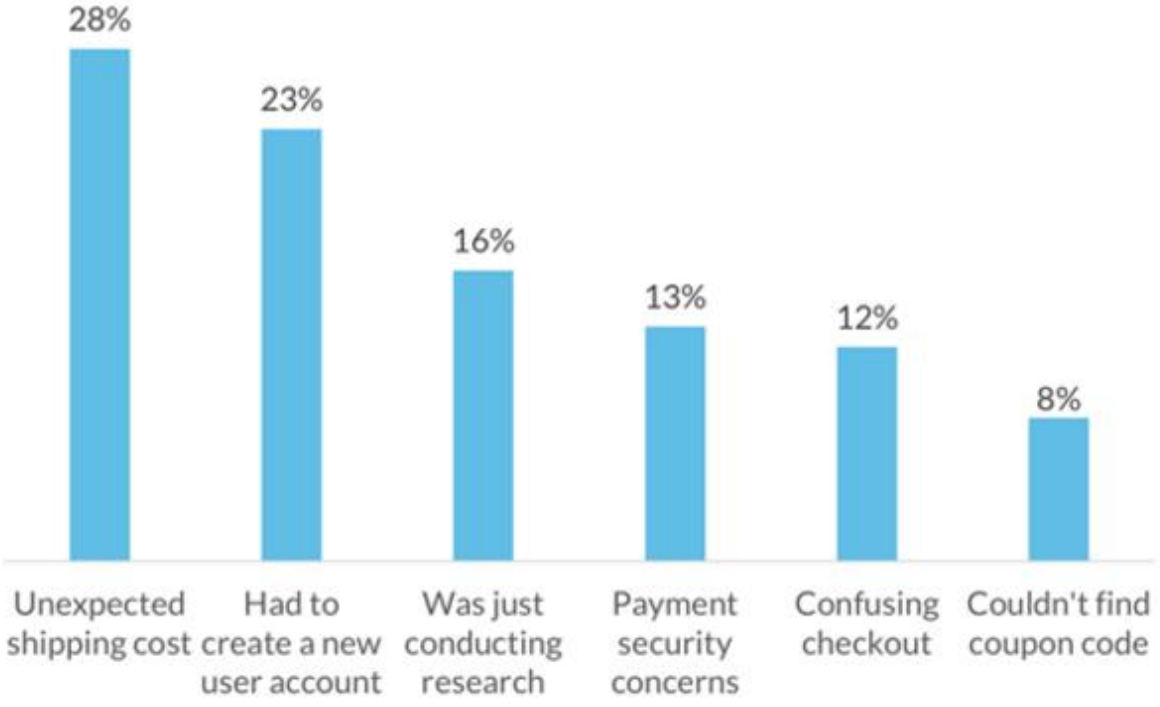
EVERGREEN PRODUCTS

- Works GREAT with an IFO, free download
- Your sales funnel can be different than seasonal products
- Drive traffic to content
- Invite them to opt-in to your list
- Make an offer after that
- The marketing trigger is different
- Can’t really use scarcity or timeliness
- Value-add
- Discount
- “Discovery” of this new product
- Reverse engineer the IFO to match the product

ABANDONED CARTS: WHAT CAN YOU DO?

ABANDONED CARTS

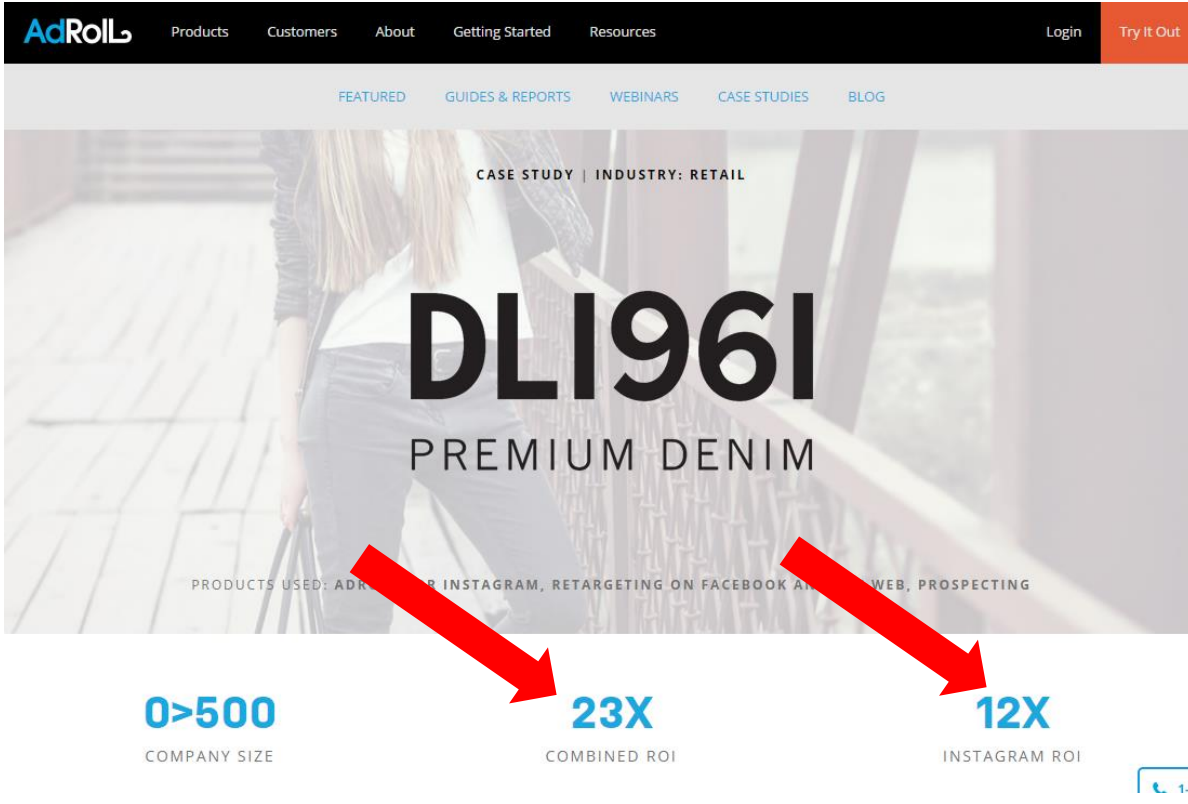
Reasons for cart abandonment



Source: kissmetrics.com/

RETARGETING

AdRoll



RETARGETING

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Kewpie Doll

By	algotruneman
Created	half an hour ago
Description	Not all baby dolls are cute. People tell me this Kewpie doll is creepy.
Tags	carnival , creepy , doll , toy
Viewed by	2 People
Loved by	0 People
Filesize	21554 bytes

TRINA TURK

72% of millennial shoppers are favorable to retargeting

72%!!

AFTER THE ABANDONED CART

54% of shoppers will purchase products left in shopping carts, if those products are offered at a lower price

Source: kissmetrics.com/

ABANDONED CARTS

52% of shoppers want to see more variety of payment options at checkout

24% have abandoned an online purchase because their preferred payment option was not offered

20% TO 60% of cart abandonments occur at checkout for half of retailers

Source: *UPS Pulse of the Online Shopper: A Customer Experience Study,* June 2015 and *2016 IBM Payments Merchant Study,* January 2016

ABANDONED CARTS: JANE'S EXPERIENCE

ABANDONED CARTS - EMAILS

Features Pricing Support Blog Sign Up Free

Features

Abandoned Cart PAID FEATURE

It's like finding cash in your coat. You're forgetful sometimes, and so are your customers. Our abandoned cart messaging can help.

shopify Magento WOO COMMERCE

Connect Your Store | Connect Your Store | Connect Your Store

Already connected your store? Set up your abandoned cart campaign now.

WHAT CLOSED THE SALE

YOUR ACTION PLAN

I’M ROOTING FOR YOU!!