

Fashion Brain Academy



7 Ways to Drive More Traffic to Your Online Store without the overwhelm



FASHION BRAIN
ACADEMY

7 WAYS TO DRIVE MORE TRAFFIC TO YOUR ONLINE STORE

without the overwhelm

As a business owner, you want more traffic & sales, right? There are lots of ways to get traffic to your site and the options can feel overwhelming for small companies. In this guide I'll share the top 7 strategies that are working right now for our clients and members, product-based business owners.

Beware! You can't do them all effectively with a small team and I suggest you choose only THREE to start. More on that later...

1. ORGANIC SEARCH

This is one of my favorites because, *free*. It's a long game and it can be tricky to prove its effectiveness so many entrepreneurs don't have the patience for it. I think that's a big mistake.

Content marketing, on-page SEO, keyword research, product descriptions, using image names properly for search, all of these can really help you get found online.

Here are the top things I would do:

- Start a blog and post monthly (or more) using long tail keywords. 70% of people would rather learn about a company through an article than an ad. Blogging is key to getting found online for free.
- Include a keyword in your product page URLs.
- Compress photos properly and use a descriptive file name and alt text.
- Write thorough product descriptions - even better if storytelling is part of your strategy.
- Make sure Google Analytics is installed and working.

2. REFERRAL MARKETING

Brand reps, brand ambassadors, referral programs, affiliates -- however you want to describe it, it's all referral marketing. Word of mouth is so powerful and you can help it along rather than just hoping people recommend you.

Check out these stats:

- The Lifetime Value of a referred customer is 25% higher than that of other customers. – *Wharton School of Business*
- 92% of consumers trust referrals from people they know. – *Nielsen*
- People are 4 times more likely to buy when referred by a friend. – *Nielsen*



What's working now: Here are 2 quick case studies.

Example 1: Results from Brand Reps for one of our members in the last 12 months.

- Sales attributed to reps: \$143,763
- Subscription costs (i.e. Refersion): \$2887
- Commissions paid out: \$6474
- Total cost to run Brand Ambassador program: \$9631
- ROI: 15x

Example 2: Affiliate Program results for Key Content Creators / Micro influencers / Bloggers

- Sales attributed to affiliates: \$27,956
- Costs (subscription + commissions paid): \$4895
- ROI: 5.7x

3. EMAIL MARKETING

Want to play a game? You give me \$1 and I'll give \$42 back - no gimmicks and no BS. And we can do that over and over *and over*. You in?

"Email generates \$42 for every \$1 spent, which is an astounding 4,200% ROI, making it one of the most effective options available." - Hubspot

Plus, you own your email list. It is algorithm-proof, and no one can take it away from you.

When I sold my boutique, every name on my list was worth \$1 added to the sale price. *Boom.*

What to focus on:

- Send more emails than you think you should. It works and you're not "bothering people" if your emails are good and you have a great product.
- Right now the best ways to grow your list is with a quiz, Lead Magnet (checklists are awesome) or Giveaways (only if done strategically, or you end up with a bunch of leads that never buy. We teach this in [The Club](#)).
- Personalization and segmentation of emails is getting more important. I'm talking about doing more than *Hello {first_name}!*

The ROI of email for some of our members is over 100%. For one, they spend \$150 per month on Klaviyo (\$1800 annually) and it accounts for \$180,192 in sales. That's a HUGE ROI.

Email is king. Make it a priority.

4. SMS MARKETING (TEXT MARKETING)

Texting has a 98% Open Rate. It costs more to run than email marketing, but the ROI is still pretty great. There's not too much to say about it, because it's dead simple and it works.



What's working:

- Best practice is to send the email first and then compose a short text - it's faster and easier that way.
- Don't text as often as you send emails.
- Curiosity-based texts work very well. *People are going nuts over this new drop and we're going to sell out today probably before 3 pm* works better than *check out our great new line of super soft baby bibs with unicorns on them.*
- Simple text messages perform as well as messages with images and cost much less.

5. FACEBOOK / INSTAGRAM ADS

They're still working. iOS 14 continues to make targeting less effective so it's harder to make them work and harder to scale a good ad. But they definitely work. We see on average for our members an overall ROAS of around 2 - 4x.

What's working:

- A combination of awareness ads, lead generation, and sales ads.
- Many of our members have better results running ads themselves for the first few years before hiring an Ads Manager - if they hire one at all.
- Running ads does seem to get more eyes on your organic content.

6. SOCIAL MEDIA (THE ABC STRATEGY)

Many business owners think, *hope*, that if they have a great product and make great social content, people find it. Not true.

You have to be proactive and strategic. Social media can be a gigantic time suck and I've seen too many entrepreneurs build up a great following on IG, for instance, only to have the algorithm change and lose their reach.

In my opinion, the main goal of social media is to get people OFF the platform and onto your site and email list. You own your list and you don't want to rely too much on a third party platform for your business success.

What's working now:

- Short form video, particularly Instagram Reels (and for some of our members, TikTok).
- Reels are the most effective way to reach a *new audience* on IG.

To make social content easier and do-able, we teach an ABC formulaic strategy.

- A: engagement post
- B: how-to or value post
- C: offer post (selling)

This simplified social media strategy is working well and is easy to implement. We teach the entire ABC formula inside The Club membership.



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7. CREATE A MOVEMENT

Tom's Shoes notably started a movement of buy one shoe, donate one. Dove Soap was one of the first major brands to use real people with as models to promote body positivity. Boom by Cindy Joseph Cosmetics started their own "holiday" called Pro-Age Month for women over 50.

Zhe by Karyn Elizabeth, one of our [Members](#) :, is a lingerie brand that believes "the future is inclusive". Starting your own - or align yourself with - an authentic movement helps you attract like-minded people and build a real community. It's good for the world and for you too.

BUT WHAT ABOUT...

There are quite a few Honorable Mentions, including guest podcasting, press, micro influencers, Google Ads, guest blogging, live selling, virtual events... But we can't do it all.

LET'S REVIEW

The 7 Ways to Drive Traffic to Your Online Store - *What's Working NOW*

1. Organic Search
2. Referral Marketing
3. Email Marketing
4. SMS / Text Marketing
5. Facebook / Instagram Ads
6. Social Media (*the ABC post strategy*)
7. Start a Movement

Action Step: Choose 3 (*and only 3!!!*) of these strategies to start. Stay consistent and track results for at least 90 days. If a strategy is converting, great! If not, consider what to tweak and how to proceed. Don't try to do it all because spreading yourself thin NEVER works.

WHAT'S NEXT?

I'm guessing you have a terrific product that not enough people know about. You know you need to build a bigger audience but sometimes it feels like your online store is just one grain of sand at the beach and no one can find it.

If you want a bigger audience, more traffic, and a simple plan to turn lookers into buyers, that's what we do in [The Club](#).

The Club combines expert training, LIVE marketing Hotseat reviews, community, and accountability — all built into one amazing program for product-based business owners.

JOIN THE CLUB!

Let's go! <https://fashionbrainacademy.com/theclub/>