

JARMANY

THE 5 BEST STRATEGIES TO BOOST ECOMMERCE SALES



Introduction

The vast disruption caused by COVID-19 has seen the eCommerce industry flourish in the last 2 years. Global eCommerce website traffic grew by 32% in 2020, with the global market reaching an impressive \$26.7 trillion.

As the world returns to normality, consumers' shopping preferences have changed permanently. For example, eCommerce currently accounts for 36% of all retail in the UK.

This has, however, led to an increasingly competitive marketplace. As a result, businesses are looking for ways to stand out from the crowd to maintain and increase online sales. That means using every tool at their disposal to obtain a competitive edge, including the effective utilisation of data.

This article will look at the various strategies businesses can deploy to drive eCommerce sales and ensure long-term success. Lets get started.

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#1

OPTIMISE YOUR WEBSITE

Getting more eyeballs on your website landing page is one thing, but that exposure goes to waste unless you offer an experience that facilitates sales. That's why focusing on website performance is crucial.

Central to this is Conversion Rate Optimisation (CRO), the process of improving the user's experience on your website and thus increasing the percentage of visitors who make a purchase.

There's a variety of ways you can drive CRO, such as:



Adding pop-ups and live chat to your site



Ensure existing call to action (CTA) copy and visualisations are clear and concise



Increase the number of CTAs on your site



Focus on the user experience (UX) your site has to offer



Utilise a survey tool to collect customer feedback



Use visual aids like eye-catching colours and images



Produce informative content in the form of blogs and product pages

The design of your website and the user experience on various devices will also impact sales, with 55% of consumers now making purchases on mobile devices. Simply put, you need to understand how your site is performing and analyse the user journey and conversion metrics and make adjustments accordingly.



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How to make it happen

Fortunately, there are some basic processes that you can deploy to make website optimisation a reality, such as:

Tagging and tracking

This involves adding basic code to your website to obtain analytics on web traffic and user behaviour, including where visitors have come from and if they visited the site before.

A/B testing

These tests allow you to compare two or more versions of a webpage, making it possible to determine which one performs best from a user perspective and drives greater CRO.

Multivariate testing

A type of testing where changes, both large and small, are made to multiple sections of a web page to determine which variation optimises the user experience most.

Track customer behaviour

An enhanced understanding of user behaviour, including how they navigate across a site, how long they spend on a page and whether they make repeat visits, can be used to inform decision-making around on-site optimisation that drives sales.

Measure performance with KPIs

Benchmarking performance, whether that be on a monthly basis or year on year, using relevant KPIs is a tried and tested method of driving optimisation. This should include measuring things like bounce rates, average session duration and the organic traffic the site attracts.

Optimising your website is vital for enhancing performance in eCommerce. It helps consumers make purchasing decisions faster and encourages them to reengage with a brand. However, this requires science and numbers, not guesswork. [Data analytics](#) can help you gain the insights necessary to take actions that lead to the results you want.

#2

OFFER DEALS AND DISCOUNTS

One of the best ways to increase your eCommerce sales is by offering customers incentives to buy from you. This can come in various forms, such as implementing deals and discounts.

There's a whole range of offers you can introduce in an attempt to increase sales, including:



Simple sales discounts on individual products



Volume discounts, where the more someone spends, the cheaper it becomes



Bundle discounts that make a product set cheaper to buy than individual items



Traditional buy one get one free offers



Free shipping

With all these options available, you need to be able to identify how you can make your brand attractive to consumers without coming across as offering knock off prices. That means working out how you can leverage offers by enhancing your understanding of both consumers and the market.

How to make it happen

Implementing deals and discounts might sound straightforward, but you need a robust strategy if you want to be successful in boosting sales output. That requires a decision-making process backed by data.

There are various methods businesses can adopt here, but the three core ones to consider are:

Collecting and analysing your data

By pulling together data from across your business, you can identify promotions that have previously worked well and the specifics around those, like seasonality and advertising.

Analysing past consumer behaviour

Closely examining your customers' past behaviour and actions facilitate [prescriptive analytics](#) that can help identify future trends.

Gaining an enhanced understanding of the market

Deploying web scraping tools alongside second and third-party data sources provides visibility around competitor activity and market trends, including insights around deals and promotions.

Armed with the awareness you can obtain from these methodologies, you can create well-informed, actionable plans around introducing incentives that will help your business increase sales. This includes insights into:

- Which new deals you should implement?
- Which old deals to reimplement?
- When a specific promotion will have the most impact?
- How to signpost these incentives on your site?



#3

BUILD CUSTOMER LOYALTY

Offers and discounts are a great way to increase consumer loyalty, which, taken in isolation, can also drive sales increases. However, enhancing customer loyalty isn't easy. It takes time and resources. Plus, you need to consider what methods you will use and which customers you want to build loyalty with, existing, new or both.

Remember, loyal customers are much more likely to make repeat purchases. After all, 65% of a company's business comes from existing customers, so ensuring a loyal customer base is pivotal to long-term success.

How to make it happen

So, how can you increase customer loyalty? Well, there are various ways to approach this question, but there are some tried and tested methods you should be looking to deploy as quickly as possible:

Offering personalisation opportunities

Making customers feel valued will keep them coming back for more. This can be achieved with exclusive deals, discounts and opportunities to try out new products. By tracking things like demographics, the devices users browse with, and previously purchased items, you can ensure personalised targeting that increases your chances of boosting sales significantly.

Consider brand perception

Showcasing how your values align with what your customers care about is a great way of building a trusting and dedicated consumer base. This can take the form of promoting diversity, creating an authentic brand image or demonstrating your commitment to environmental sustainability.

Enhancing your customer service output


Good customer service, whether that's in the form of rapid query resolution or offering personalised experiences, helps build an effective and long-lasting relationship with your customers.

Building a consumer community

By reaching out to consumers through social media channels, you can make them feel part of a community that fosters a positive experience that makes them want to keep buying from you.

Improving the customer experience

If buying from your business is a seamless experience, you are far more likely to build strong customer relationships. Optimising your website to ensure users have all the information they need before they finalise a purchase, and offering numerous payment options, facilitates a quick and smooth checkout process that prevents cart abandonment.



The most efficient way to implement these changes is by adopting a data-driven approach. Data analytics can help you understand customer needs, desires, what they care about most and even which social media platforms you should be reaching out to them on. This makes it easier to tailor your approach and deliver an experience they expect.

#4

RECONSIDER YOUR APPROACH TO MARKETING

The competitiveness of eCommerce means that having a robust marketing approach is essential to raising brand awareness. As a result, marketing should be seen as a critical element in driving eCommerce sales.

Remember, whatever techniques you're currently deploying, you should always look for ways to optimise your approach to enhance long term outcomes. That can involve enlisting third-party help, expanding your in-house marketing team or refocusing your efforts entirely.

How to make it happen

There are many tried and tested marketing strategies that eCommerce businesses already use, each of which you should consider when looking to boost sales. These include:



Producing original content

Publishing engaging and relevant content on blog posts and product pages can help you connect with your audience and demonstrate subject knowledge that builds trust.



Focusing on SEO

When producing content, you should look to rank high on search engine results pages (SERPS). That means following search engine optimisation best practices and targeting keywords your audience is likely to search for.



Utilising social media

Building a presence across various social media platforms can help a brand connect with consumers and ultimately develop a larger audience over time.



Deploying email marketing

Once you've built a group of contacts to comprise an email list, you can send strategically timed commercial messages to make them aware of new products and discounts.



Use pay per click advertising

You can reach your target audience with the help of a paid advertising strategy across SERPs. Instead of waiting for consumers to find you organically, you can find them.

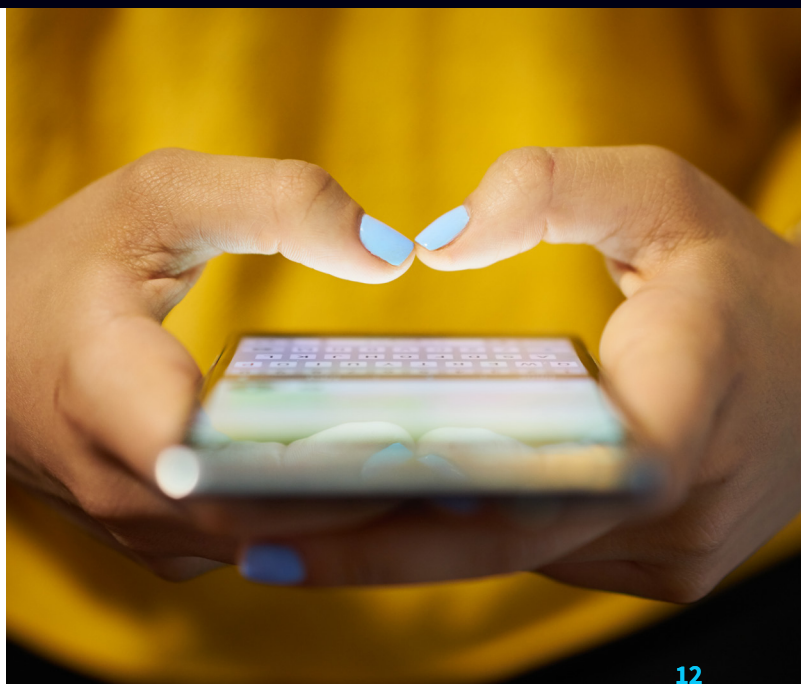


Start retargeting

Also known as remarketing, retargeting is the process of targeting website visitors with adverts when they're browsing sites other than your own, increasing the chances of them returning to your site to make a purchase.

Once again, data can enhance your efforts. By providing you with a better understanding of your customers, data can help you identify specific keywords to target and which social media platforms to use, guiding your overall approach.

You should also be collecting and analysing data on your marketing strategy to benchmark against specific Key Performance Indicators (KPIs). By doing this, you can identify which methods are performing well and which should be discontinued or optimised.



#5

MAKE THE **MOST** OF YOUR DATA

There are various ways to increase eCommerce sales and each of the strategies examined above can be enhanced by utilising data. That's why a comprehensive data strategy should underpin any attempts to drive eCommerce success.

In the age of big data, where companies have more information than they know what to do with, both on and offline, many valuable insights go unnoticed. A robust data strategy is the only way to leverage and understand your data to obtain a competitive advantage in a cutthroat sector like eCommerce.

How to make it happen

You need to be able to collect data from various sources across your business, clean it to ensure integrity, have processing and storing capabilities that facilitate analysis and, finally, visualisation that communicates the story behind that data.

In the context of boosting sales within eCommerce, effective utilisation of your data can provide your business with a range of desirable outcomes, including:



Predictions of future behaviour

Techniques like propensity modelling can forecast future consumer behaviour by analysing past actions. As a result, businesses can make decisions based on a solid understanding of what customers will want in the future. This information can also guide business decisions around what their priorities should be and where the greatest ROI opportunities lie.



Conversion optimisation

With the help of an effective data strategy, businesses can undertake a comprehensive analysis of the customer journey. As a result, it's much easier to make targeted changes and improvements that facilitate an increase in conversions.



Increased marketing funnel contacts

Data capture should be a vital component of your strategy if the goal is to boost sales. By capturing high-quality data on website visitors and prospects, you can increase your marketing funnel contacts and expand your potential customer base.



In summary by understanding the story behind their data, businesses can leverage insights that can facilitate decision-making processes that boost sales performance. However, disparate, unorganised and incohesive data can leave this out of reach. You need knowledge, experience and tools to utilise data successfully.

OUTSOURCE YOUR DATA REQUIREMENTS AND INCREASE SALES

Data capture and analysis should underpin your strategy to boost eCommerce store sales. However, that requires a comprehensive data strategy. Building that in-house is one option, but you need to consider the costs involved. The skills gap in data science and analysis is halting recruitment in cases and making the retention of talent difficult.

That's why outsourcing your data requirements is often the way to go. At Jarmany, we're committed to helping you utilise your data to predict customers' needs, increase efficiency and drive growth. We do that by applying the world's most advanced technologies to your sales, marketing and operational data.

With our fully managed service, you can benefit from a range of capabilities, including:



Data strategy

We'll work with you to develop outcome-driven insights programmes to grow your business.



Data platforms

We strive to be a platform-agnostic organisation, drawing from a diverse pool of infrastructure and tools to support your goals.



Data science

Our data scientists build artificial intelligence (AI) solutions using machine learning (ML) to predict tomorrow, while our commercial team uncover critical insights today.



Data people

Our team includes expert consultants, data analysts, platform architects, technicians and data scientists with considerable experience and expertise.

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So, are you ready to learn how to grow your eCommerce sales by utilising your data effectively?

If you are, start the conversation today by [getting in touch](#) with our team.