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## TIPS TO QUICKLY TURN YOUR ECOMMERCE SITE INTO A SUCCESS

The number of people who are purchasing products online and getting their information from an online source has sky rocketed. You need to ask yourself if your business is meeting the demands of a high tech world? Do you have a ecommerce business at all? If you do, is this ecommerce strategy working for you? The bulk majority of ecommerce sites are not really optimizing their cliental potential. They think that they what they are doing is good enough, yet it could be ten times better with the properly knowledge. Clay Media specializes in web marketing and web site development, and has put together the top three tips that can improve any ecommerce strategy on the market.

### 1. The Experience Must be User Friendly

Ask yourself these questions: Do customers find your site easy to navigate? Are your prices affordable? Do customers leave your page with your company in mind? If the answer to these questions was no, then you are failing at the user experience. Users who log onto a website want something that is easy to use, yet visually appealing. They want to know that they are getting a great deal on a product or service, and they want to feel as though they have found a company that they could do business with in the future. If any of these aspects are lacking, the customer will move onto a new website. In order to ensure that the experience is user friendly:

- Listen to your current customers
- Ask them what would improve the site
- Implement customer ideas
- Look at other successful sites to see what the differences are and how you can overcome these differences
- Consider what you like to use in a website and gear your own website towards these ideas

### 2. Have a Site that is Mobile

Smart phones are sometimes the only way that many people shop online. And these types of sites are going to require different programming in order to work effectively. If your site will not work with a mobile phone, chances are a customer will disregard it quickly. It will greatly benefit you to have both types of ecommerce sites up and running. You could see incredible sales increases, as well as know that customers are going to return to your site for their shopping needs.

### 3. Utilize a Lead Capture for Client Information

Though this may not seem important, it most definitely is. When a lead capture is on a website, you greatly increase your selling potential. These lead captures can ensure that the customer is reminded of the company. For example, many websites use these as ways to send out information on latest products, to send information on products that the person may be interested in based on latest purchases, and to also keep the person in the loop on what is going on with the company. They can prove to be invaluable and are just another way to connect with your customer and offer a more personal shopping experience.

### 4. Social Media Needs to Be Utilized But Not Wholly Relied Upon

It is easy for us all to get caught up in social media and believe that this is the only thing that matters when it comes to marketing. Do not underestimate social media as it is vital, and you do need to ensure that your social media messages are routine and encourage customers to seek out your website. However, you also need to ensure that you are relying on your current customers for recommendations. There is nothing more convincing than a recommendation from a current customer. Therefore, customer testimonials and reviews are just as vital to your ecommerce success as your social media platform.

If you believe that your ecommerce site is good enough, you are never going to succeed in the current market. New sites are popping up every day and greatly increasing the competition within the market. If you do not pay attention to the aspects that can make your ecommerce site great, then you are missing out on sales opportunities.