

Four online sales marketing tips for beginners

 By [Hicks Crawford](#)

9 May 2016

When you run an online e-commerce business, the first thing you need to have is free flowing traffic to your site. However, the most difficult part for every beginner is to convert the traffic to actual sales. What I've seen with many e-commerce websites is that they rank highly in search engines and gain lots of traffic, but their conversion rates are very low when it comes to making sales.

From pricing to product navigation and security, there are many factors that affect online sales. Here are four online sales marketing tips for beginners that are sure to [boost your conversion and make sales](#) in no time.

Improve your website navigation

In order to lure your visitors to become customers, your website needs to stand out. If you manage to present your website in a clean and clear way, the imperative navigation is sure to turn your visitors into customers. Most customers who don't know much about e-commerce platforms would not want the design to look cumbersome.



©szefei via [RF123](#)

Another thing you need to focus on is the user-friendliness. You need to keep everything simple and sleek, yet professional. Avoid making spelling errors and try to use strong call to action, so that the users may find it easy to trust to buy something from you.

Several [kurtis design](#) e-commerce websites work on minimising the number of clicks from landing on the homepage to checkout. This makes the whole purchase process easy for buyers.

Build trust with website visitors

The basics of all e-commerce websites is trust. It's easier to build trust than to rebuild it. You need to get all the elements in position and right from the start. Talk to your developer or designer about what changes you can make to make your site look more friendly and trustworthy, so that you can increase sales.

While online businesses may not have face-to-face contact with their customers, they need to make sure that the products they have are real and original. Similarly, the customer service department needs to be soft and try to answer every question in a simple and personalised manner [in order to improve communication](#).

Similarly, having a SSL certificate and VeriSign also adds more security, which is also an important part of trust.

Be transparent about extras

Genuineness and openness are keys to online marketing success. Continuously be clear about all your expenses and conveyance costs - nobody loves a stunt at the purpose of procurement. Incorporate full insights about conveyance. FAQs are a decent approach to pre-empt client questions. Amid the purchasing procedure, attempt to minimise the measure of data you request. Buyers don't care for providing a lot of subtle elements - you need to make it clear why you are requesting the data.

Think about your target market

You should always know who you are selling to and gather more information about your target market. If it's a young market, you need to try to make it more web-savvy and if your target is the elderly, you need to tailor content so as to make them feel safe. While you do so, you also need to keep track of your competitors and see what they've been doing to market themselves. Build a database and contact them with some useful information to build trust and you can find out what works best for your online sales marketing success.

ABOUT HICKS CRAWFORD

Hicks Crawford is a leading Online Marketing Business and author. Over the past 4 years, he's worked closely with clients from all over the world to help them get more results from inbound marketing and blogging. Through experience, he has mastered some of the most powerful Tech, Content Marketing and Social Media Platforms

- Five ways to market your small business on a shoestring budget - 30 Jun 2016
- Top three strategies to communicate your brand voice to customers and employees - 23 Jun 2016
- Four online sales marketing tips for beginners - 9 May 2016
- ConnectPal, others offer new content monetisation strategies - 21 Apr 2016
- How to be a successful smartphone reviewer - 15 Apr 2016

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>