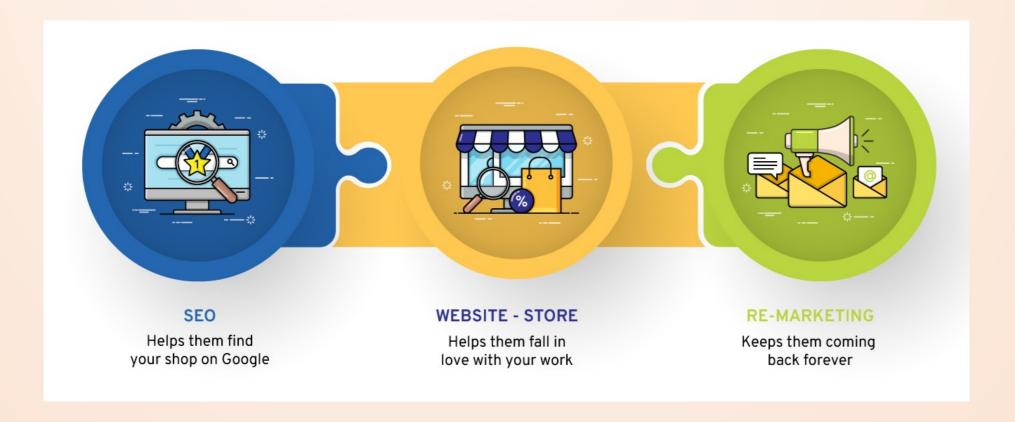
Converting Browsers to Buyers On Your Website



Dan McManus

Marketing That Works



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Overview

94%

The vast majority of consumers who visit retail websites will not make a purchase.

How shops have been able to beat those odds? You may be able to double your web sales by understanding and implementing the four key factors that influence online performance.

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Pricing And Product Mix

- 1. Avoid the web host's global mix
- 2. Give a full spectrum of prices
- 3. Use Price Anchors
- 4. Always have product and prices "above the fold" on your website

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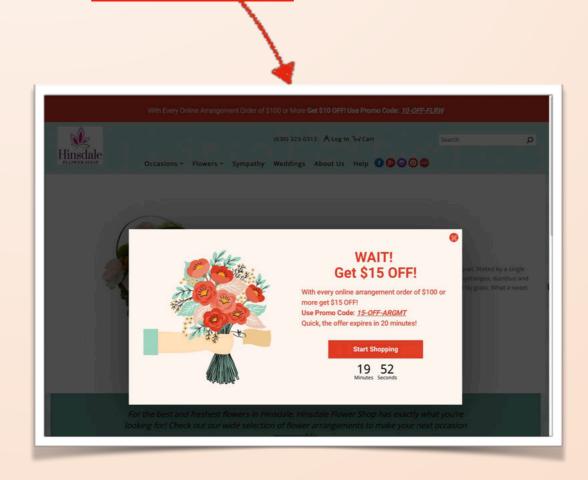
Discounts

- 1.Love them as a consumer, hate them as a merchant
- 2. Always get something in return
- 3. Use your Designers Choice as a discount item to draw people to you site
- 4. Use discounts in "Sticky Headers" and "Exit Intent" pop-ups.

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TeamFloral shops in this program saw more than \$12,000 in extra sales from their websites. It is the high-end customers that love them. What's not to like about a \$150 order?

Header OFFER \$155 average order With Every Online Arrangement Order of \$100 or More Get \$10 OFF! Use Promo Code: 10-OFF-FLRW LOG



"SAVE" OFFER

\$151 average order

Useful Tools

- 1.Add-ons are welcome and profitable
- 2. Tip Jars avoid the check out placement
- 3.Up-selling the order after it was placed
- 4. "Social Proof"

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Social Proof

Get \$10 OFF Every Online Arrangement Order of \$100 or more!

CLICK HERE





Recent Reviews 4.9/5

511 Total Reviews

Julie K.

9/12/2021 | Review From Google

"Plantation Florist took impeccable care in putting together a beautiful arrangement for my friend. Their delivery service was prompt and on time. The beautiful flowers were fresh and lasted 10 days in...

> Read More G

Nicole W



9/12/2021 | Review From Google

"I received excellent service from Gail. We needed help last minute due to my usual florist not being able to deliver in Broward. Gail made sure the beautifully done arrangement we chose was delivered ...

Read More

0 0 0 0 0 0 0 0 0

Michael Elliot



8/29/2021 | Review From Google

"Their flower delivery in Plantation is amazing. Definitely recommended. Fresh flowers for those you appreciate"



James



8/29/2021 | Review From Google

"The flower arrangement was beautiful. The recipient sent a picture and said "the gorgeous arrangement made my day!" Managers Gail and Paul were very responsive both on the phone and the online chat....





FLORIST IN PLANTATION FLORIDA

Chassa Plantation Florist Florist Florial Promotions, Inc. the best Florist in Plantation Florida for hand-arranged fresh flower delivery today in Plantation FL. When you shop flowers romotions, Inc., you will see beautiful bouquet arrangements of flowers hand-crafted with passion, attention to detail, and great care. Andrew from Miami, FL

purchased an arrangement!

y by TrustPulse

nc. is committed to creating beautiful flower arrangements and floral gifts for any occasion. From Anniversary and Birthday flowers, to s, Plantation Florist-Floral Promotions, Inc. has the best selection of floral designs for every unique occasion.



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