

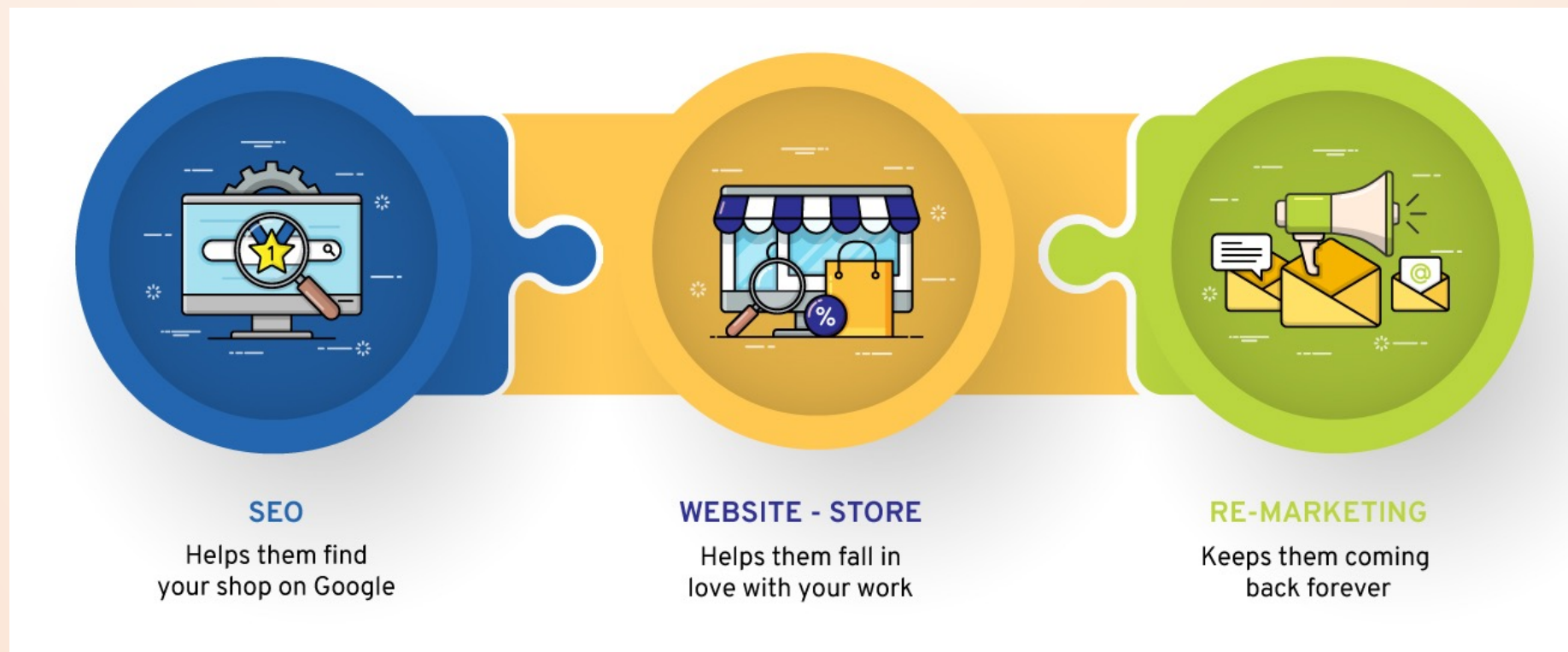
Converting Browsers to Buyers On Your Website

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Reconnect. Recharge. Get Inspired.

Marketing That Works



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.

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

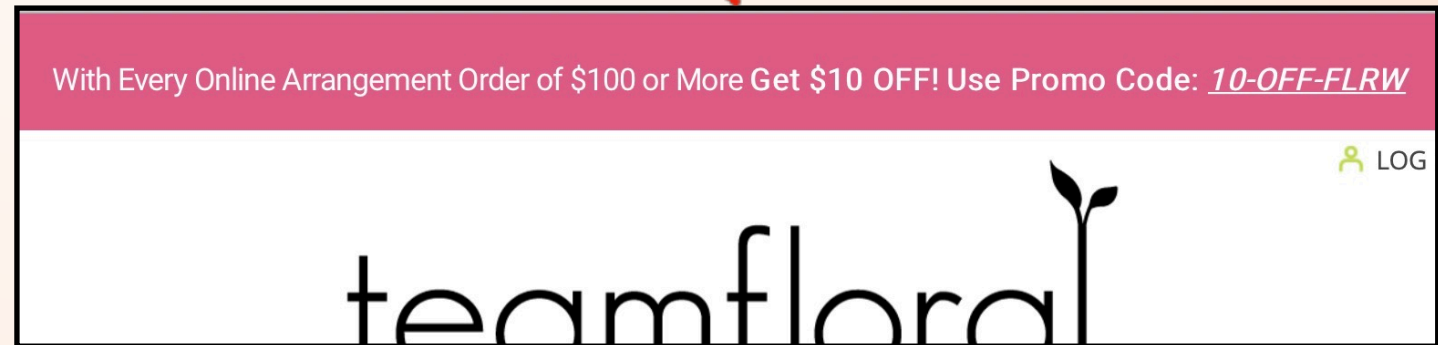
Discounts

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.

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?

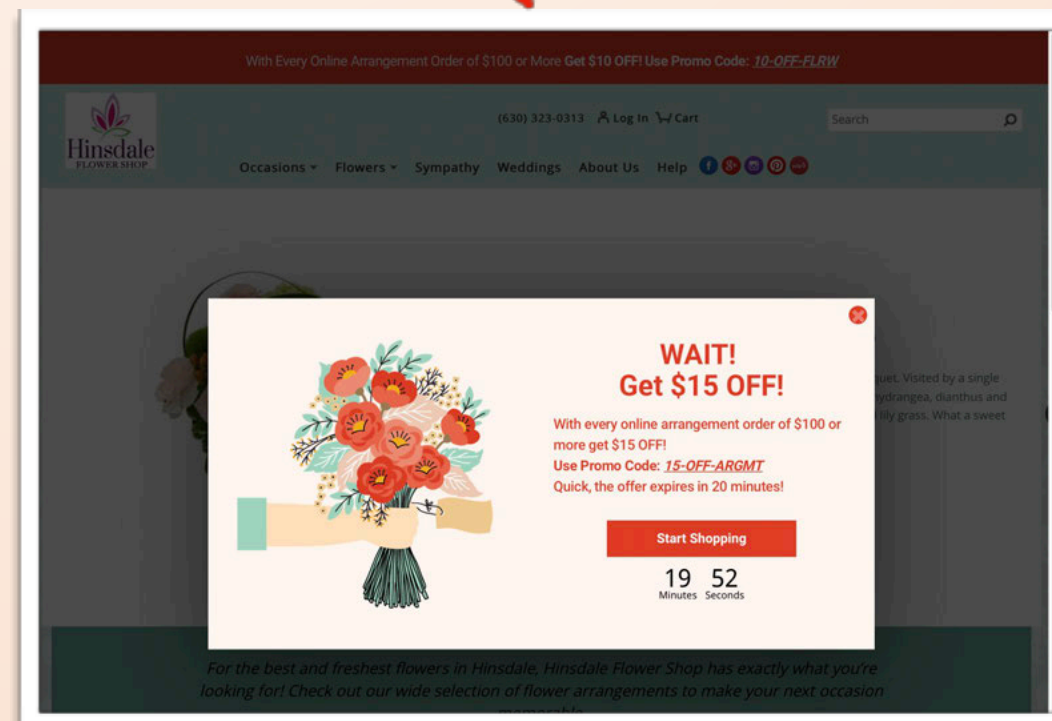
Header OFFER

\$155 average order



"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”

