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E-COMMERCE SECRETS BENEFICIAL FOR BUSINESS

Article from [Revalsys Technologies](#)

This article explains about
ecommerce secrets which are
beneficial for business

Increasing the number of customers and to make the business better is what every e-Commerce marketers long for. With the number of online stores adding up at a rapid pace, the competition is getting tougher. Running an online store doesn't mean just creating a website and selling goods online. There are lots of factors that need to be taken into consideration to run an online store.

Useful Tips

Here are a few e-Commerce secrets that help you take a better approach to run your online store:

- **Create a pre-launch audience**

The common mistake that most marketers make is marketing their brand only after the launch of the online store. But as digital marketing efforts don't show sales results instantly, it's necessary to start digital marketing quite a time before the launch of your online store. In order to make this happen, you need to create a pre-launch audience so that you can spread the word about your launch. Email list sign-ups, contest on social media platform and product giveaways are some effective methods to build an audience base to make sales on the day of opening.

- **Pay attention to the lifetime value of customers**

Making your website visitors convert to customers is not that easy as it seems. Every sale you make is important. And to make your business successful one, in the long run, you need to pay attention to customer lifetime value. Delivering impressive customer experience during the initial sale and doing a follow-up is helpful in converting your customers into loyal ones. You can start an email campaign for the initial purchase follow-up and make them aware of discounts, season sale etc. When you make better customer lifetime value, the costs per conversion gets lowered and help you drive better sales.

- **Do remarketing**

It's seen that most companies indulge a lot in marketing to new customers. No matter targeting new customers is essential; what about the customers who have visited your online store previously or already purchased from. If you are not leveraging the benefits remarketing offers, a significant profit could be lost. If you can get back your old customers, they are not likely to buy from you again but spend more.

- **Let the customers spread the word**

In today's competitive world, you need to have a strong brand identity so that you can develop a strong relationship with your customers. You can send the most passionate customers with personalised messages to write product reviews, testimonials etc. or offer discount coupons or hold social media contest in order to motivate them. When a good relationship gets established, they start spreading a word about your brand, products or services.

- **If you use dropshipping, use carefully**

The process of sending products directly from the manufacturers to the customers is generally referred to as dropshipping. For eCommerce store owners, it has simplified many things. However, as with any other things it has its drawbacks, as well. Low-quality products, lengthy shipping duration and no tracking details are the most common issues related to dropshipping. So, it's very necessary to do a quality check of the products and select an efficient fulfilment company that provides tracking facility of the shipments.



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