

IDEATION

1. Track user engagement and find what works

Usage of several KPI's and metrics that can track data to improve sales and boost revenue. For example, metrics like cart abandonment and average order value

2. Use paid traffic to promote your sales

Adding paid social media ads to ecommerce websites lets you reach a wide range of audience. The right people can be targeted according to demographics like location, age, gender etc

3. Give exclusive previews for loyal customers:

Loyal customers play a vital role in not only buying the product but also promoting it to their networks. Exclusive offerings such as a demo, in person meetings and sessions, online tour are a great customer engagement strategy and are essential for growth of sales

4. Implement Tiered Pricing:

A technique termed as 'decoy pricing' can be leveraged to increase sales with tiered pricing structures. By including a third 'decoy' option in the pricing structure, we can push people to buy the middle option, the one we really want them to buy.