How a marketer increases the conversion rate of an e-commerce website

Once potential customers are aware of and have considered the product, the next step in the marketing funnel is to convert them into paying customers. This is the third stage of the marketing funnel, conversion—the process of getting a potential customer to take a desired action.

For the fictional Lirio Cases leather phone case business, they want customers to purchase their leather cases or other leather-based products.

Here are some marketing strategies Lirio Cases uses to make a purchase conversion happen:

Pursue abandoned carts

A percentage of Lirio Cases' customers reach the final check out page and enter their email address but don't make the purchase. This is called an abandoned cart.

Previously, Lirio Cases wasn't pursuing abandoned carts. They would let the customer leave the website and the abandoned cart would simply disappear. Now, they decide to pursue these carts by sending a follow up email. In the follow up email, they remind the customer of the products they put in their digital shopping cart, but did not purchase.

Not all abandoned cart emails Lirio Cases sends leads to a purchase. However, some do. These purchases increase the overall conversion rate of the product pages.

Additionally, Lirio Cases examines their entire checkout flow to determine if any challenges are keeping potential customers from ordering, such as too many information fields. A more simple checkout process may lead to a reduction in the abandoned cart percentage.

Add better photos

While Lirio Cases had decent product photos, they were several years old. They decided to use a professional photographer to take updated product photos.

In addition to standard product photos, Lirio Cases added more relatable photos, called lifestyle photos. These lifestyle photos show people using the phone cases in everyday settings, such as at home, at work, and outdoors. Make sure lifestyle photos represent the diversity of people who may use the product.

To further show off the features of the phone cases, Lirio Cases also hired a graphic designer to create mini animations. The animations display on the website and help explain the special features of their phone cases.

The higher quality photos and animations help encourage customers in the conversion funnel stage to take action and make the purchase.

Strengthen the copy

In addition to the new photos, Lirio Cases decides to rework the copy on their website. Copy is written material that encourages customers to buy a product or service.

Previously, the copy only described the product features, which was not very compelling to customers. Now, the copy includes an emotional appeal, explaining how the customer's life might be different with Lirio Cases' leather phone case. An emotional appeal persuades a customer to imagine how they might feel using the product, making it more likely they will make a purchase.

The business also reworks their frequently asked questions (FAQ) page to include common questions they receive in emails. The new questions and answers, such as how to care for the leather case, help remove common concerns potential customers have about the products.

Experiment with A/B tests

After reworking the photos and product page copy, Lirio Cases would like to test the changes to ensure they are leading to more sales. They would also like to test product page changes such as where to place product reviews and additional product recommendations.

To test these webpage changes, they run A/B tests. The A/B test is when a marketer compares two versions of a webpage to determine which has the highest conversion rate.

Lirio Cases tests several versions of product webpages. They determine the most effective version and increase their conversion rate by .8%. The changes lead to a $150,000 increase in yearly sales revenue due to just a few product page changes.

Key takeaways

The marketing strategies Lirio Cases used to increase their conversion rate were adding better photos, strengthening the website copy, conducting A/B tests on product page changes, and pursuing abandoned carts. By implementing their strategies, the business increased its conversion rate and overall revenue.

Lirio Cases has now made potential customers aware of and built interest in their products and turned them into paying customers. Now, they have to turn those customers into repeat customers and loyal brand advocates.

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