



SAVE YOUR ONLINE SHOPPING CART AND YOUR BOTTOM LINE

Social Media and Shopping Cart Strategies to
maximise your online sales all year round.

Issue #1: Abandoned Carts: Dec 2015

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MAXIMISING YOUR ONLINE SALES IS NOT THAT HARD

Here are some short-term things that you can do to increase online sales revenue all year round.

NOT ALL RELATIONSHIPS END IN HAPPILY EVER AFTER.



Sometimes when you think all is going swimmingly well and things just couldn't get any better, someone will pull the pin and crash the cart.

The Baymard Institute lists the average cart abandonment rate at 68%¹. Let that sink in and realise that this is worse when shoppers are harassed over buying the perfect gift.

What does this mean for your online sales? This means you're losing money. In real world terms, for every online sale you make, there were around two that were lost. Ouch!

Here are the Top 3 reasons why and some solutions.

UNEXPECTED COSTS

One of the biggest unexpected costs is shipping costs.

One quick solution is having a minimum order threshold. Offer free shipping if customers spend over a certain amount.

Another good idea is to have a couple of free shipping days. Free shipping day for Australia is 15th of December.

I WAS JUST BROWSING

To tackle this, we thoroughly recommend first time buyer incentives. A simple coupon code placed conspicuously on your website is the easiest way to go. "First-Time Shopper discount - 15%"

Sending recovery emails is another good way. Capture their email addresses early on and send the first recovery email within 20 mins. Ask them if they faced any technical issues and offer a one-time discount (10-15%) to be used if they resurrected the cart within 2hrs or so.

FOUND A BETTER PRICE

It is inevitable that your customers shop around. However, don't underestimate the power of your brand. If you have a Loyalty Program, use it. If not, get one. It could be as simple as a regular email newsletter with special offers.

Also, offer a price guarantee, if possible. As long as it matches a competitor's offering (ie identical brand, model and colour etc); is available to buy (ie not out of stock); and is not on your exclusions list (ie already discounted, on sale etc).



HERE'S THE TOP-LINE STRATEGY THAT WILL SOLVE EVERYTHING ONLINE INSTANT GIFT CARDS

It is estimated that the Australian gift card market is worth between \$1.5 to \$2.5 billion dollars². Conservatively, Australians will spend around \$350 to \$400 million dollars on gift cards at Christmas. *That is a lot of gift cards.*

An online instant gift card is usually purchased online by the giver and emailed to the receiver. The receiver then heads to your online store, puts in the voucher code at checkout and boom-shanka all done. The exception to this is if the gift card is purchased in-store but the redemption of which is done on your online store.



HAVE A SOLID YEAR ROUND CALENDAR.

While 50% of instant gift card sales take place within 48 hours of Christmas³, you can generate sales all year round by having a vibrant calendar of events that reminds your customers of your offerings (e.g. Valentine's Day gifts)

PROMOTE YOUR GIFT CARD OFFER.

Use your newsletter database. Send out specific emails about last minute shopping ideas with buying a gift card as the ultimate solution. Schedule them for 48, 24 and 6 hours before 12 midnight on Christmas Eve.

USE SOCIAL MEDIA.

Double the amount of posts you normally would with last minute gift ideas with an emphasis on gift cards. This can be done across Facebook, Instagram, Twitter and even your own blog - put out an article on last minute gift ideas/gift cards and then promote the living heck out it.

TURN OVER FOR MORE



CONTINUED



LEVERAGE YOUR BRICKS AND MORTAR STORE.

If you have retail shop fronts and counters, use them to promote your last minute instant gift cards. Make sure your staff are trained to ask customers if they would like to purchase instant gift cards for last minute gifts. One-time use voucher codes are the way to go here.

FLYERS ARE AN INEXPENSIVE OLD SCHOOL METHOD.

A great way to highlight and remind your customers about buying gift cards as last minute items. They need to be appropriately designed for your brand and product offering, as the wrong message will be counter-productive and drive people away.

Seriously maximise your online sales with these handy tips and save your Shopping Cart.



Send any questions to hello@wearedando.com.

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If you've not signed up to our newsletter, do so here <www.wearedando.com> scroll to the bottom and voilà!*

- 1) <http://baymard.com/lists/cart-abandonment-rate>
- 2) Commonwealth Consumer Affairs Advisory Council (CCAAC) Gift cards in the Australian market: Final Report. 6 July 2012, p27
- 3) <http://www.spaboomblog.com/page/37>

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