

BEST PRACTICES FOR

Selling Online



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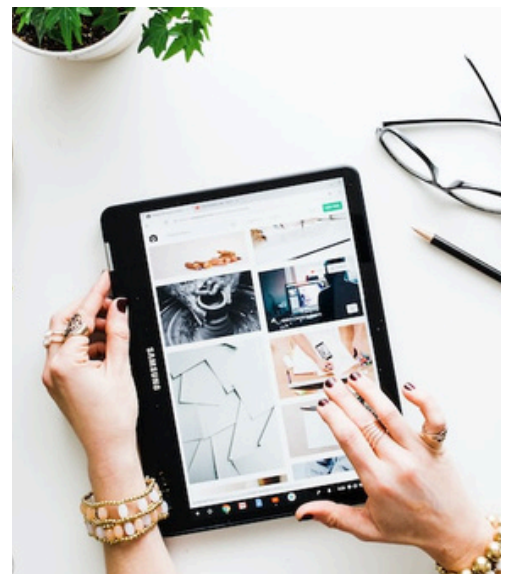
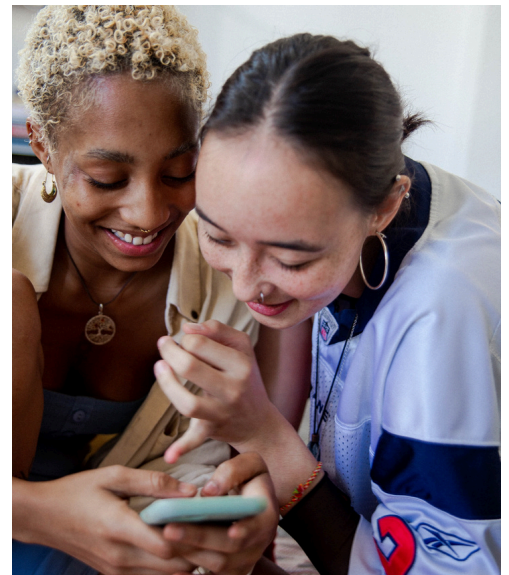
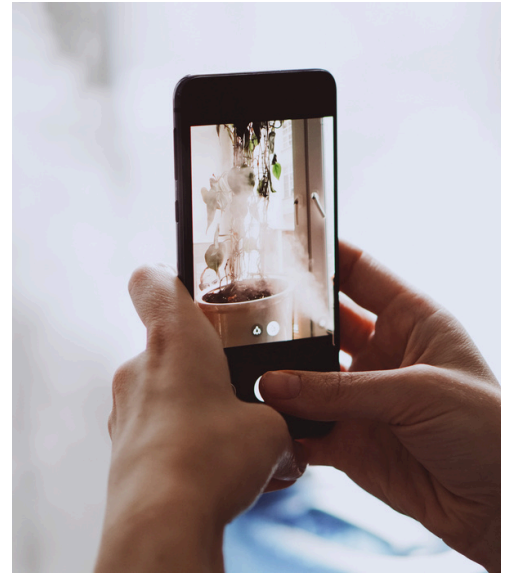
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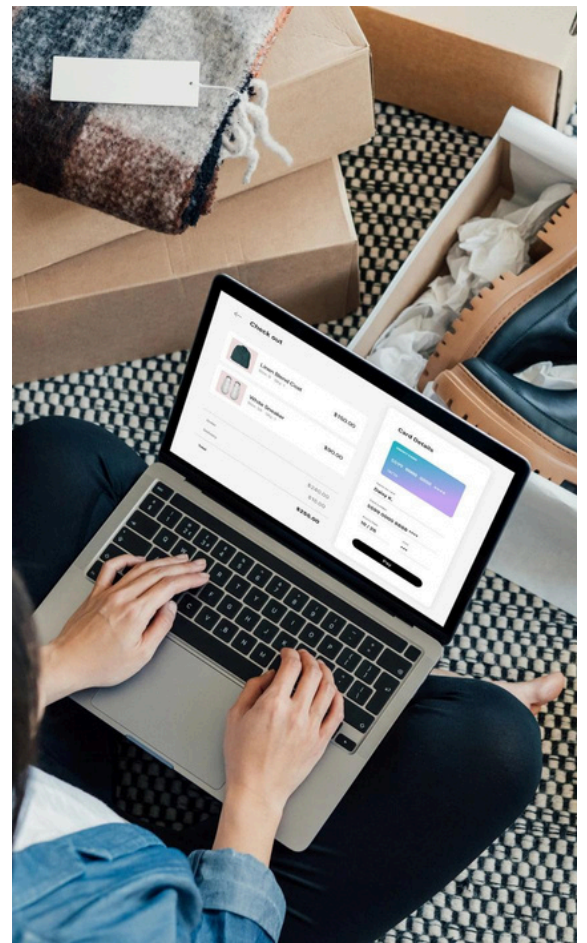


ONLINE SALES GROWTH IS UNSTOPPABLE

Whether you are about to start an e-commerce site, expand your current business, or give your online sales a boost, here are Beyond Main's top tips for selling and marketing online.

What is e-commerce marketing?

Ecommerce marketing is the practice of using promotional tactics to drive traffic to your online store, converting that traffic into paying customers and retaining those customers post-purchase.

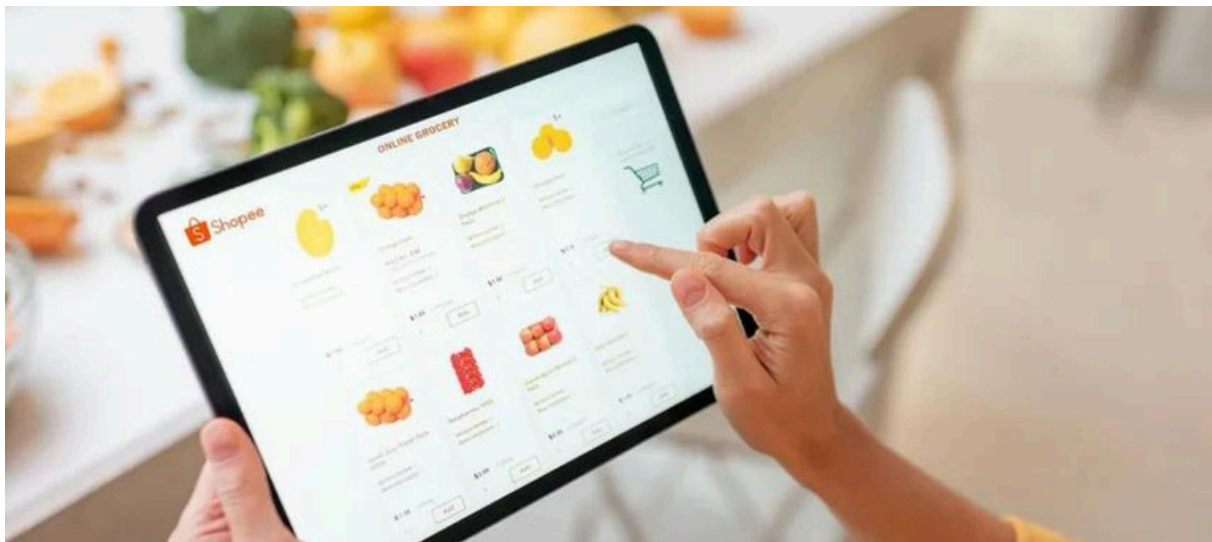


THE IMPORTANCE OF Product Selection

Choosing what products to list in your new online shop can be challenging. While you may be eager to add everything and anything, it is important to take the time and narrow down exactly what you want to sell on your site. This is your chance to showcase your most popular products or best sellers to draw in a new or existing customer.

MORE PRODUCTS DO NOT ALWAYS MEAN MORE SALES!

- 01 SIMPLIFY CHOICES
- 02 ORGANIZE PRODUCTS MAKING IT EASY FOR CUSTOMERS TO SHOP



HOW TO AVOID CHOICE OVERLOAD

Product Category



SIMPLIFY HOW CUSTOMERS SHOP

- ✓ **Create Categories**
Examples: Clothing, Beauty, Home Decor
- ✓ **Add Variants**
Condense your product listings by adding in color or size options
- ✓ **Create Filters**
Example: Price, brand, category, sale, new products, best sellers, gift ideas.

Close Filters



Category



General Tags



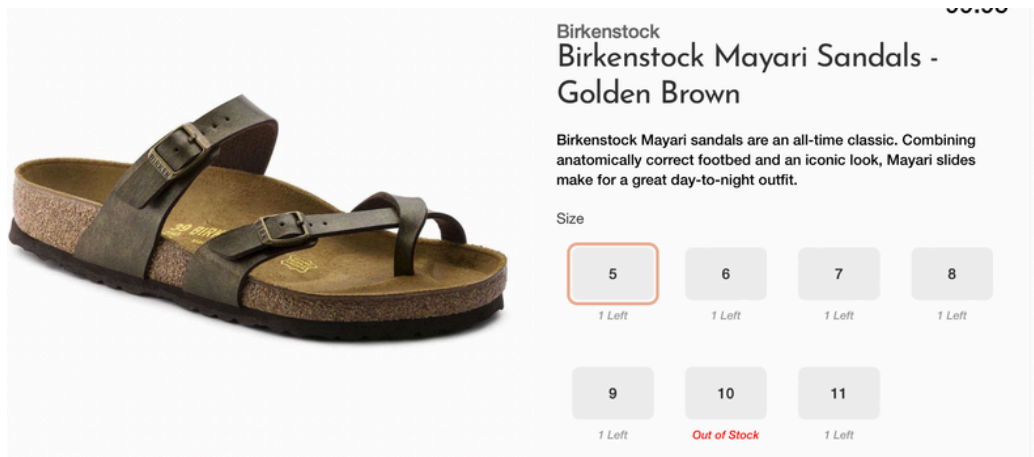
Brand



Price



Shoppers can use filters to narrow down their search



Size variant

PRODUCT DESCRIPTIONS **THAT SELL**

- 01 Know who your target audience is and why they would be interested in this product
- 02 Focus on the **product benefits** and convince the potential buyers that it will improve their lives in obvious, measurable ways.
- 03 **Answer every question** and address every objection. Unanswered questions can result in a loss of a sale.
- 04 Use **power words** that sell like flawless, jaw-dropping, stunning, excited, breathtaking, etc.
- 05 Optimize for search engines by using keywords that customers would use to search for a product, such as **"women's black dress pants"** or **"lavender scented candle"**
- 06 Use natural language and tone. Add some personality and write descriptions as if you were telling your friends how great the product is.

Say goodbye to consumer doubts & concerns.



Product Imagery

In the world of e-commerce, visuals are everything.

Taking eye-catching, high-quality photos is not as complicated as you think. Grab your phone, and let's get started!

TIPS ON TAKING PRODUCT IMAGES THAT SELL!

- ✓ Simple and plain background
- ✓ Showcase products from different angles
- ✓ Proper lighting - avoid shadows or dim/dark lighting
- ✓ Avoid tiny thumbnails and blurry images
- ✓ 3-5 product images



PRO TIP

No fancy camera is needed! Your smartphone can take great high quality images!

Example



These are product images taken on an iPhone. By using a poster board, natural sunlight, and a free editing app, these product images only took a few minutes to capture and can drastically increase your chance of a sale!

PRODUCT PHOTO CHECKLIST

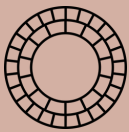
- ✓ Plan background with no distractions
- ✓ Bright lighting accurately capturing product's colors
- ✓ Images are high quality and clear
- ✓ The product is shown from multiple different angles

FREE APPS & TOOLS

Here are some of our favorite apps and online tools we love to use to edit photos. The best part is they all have free plans or features!



LIGHTROOM is one of our favorites for editing images. It is easy to use and has features such as spot removal, white balance, and background blur.



VSCO is a photo editing app which allows you to edit lighting, add filters, crop, and more.



While Canva is one of our favorites for creating marketing material, it also has great photo editing tools. Our favorite is the background remover that removes your images' background in just one click.



Be Funky is an app that allows you to easily edit photos, create graphics, and make photo collages. Some of its most popular tools are cropping batch editing, retouching, and background remover.

LOW COST SUPPLIES

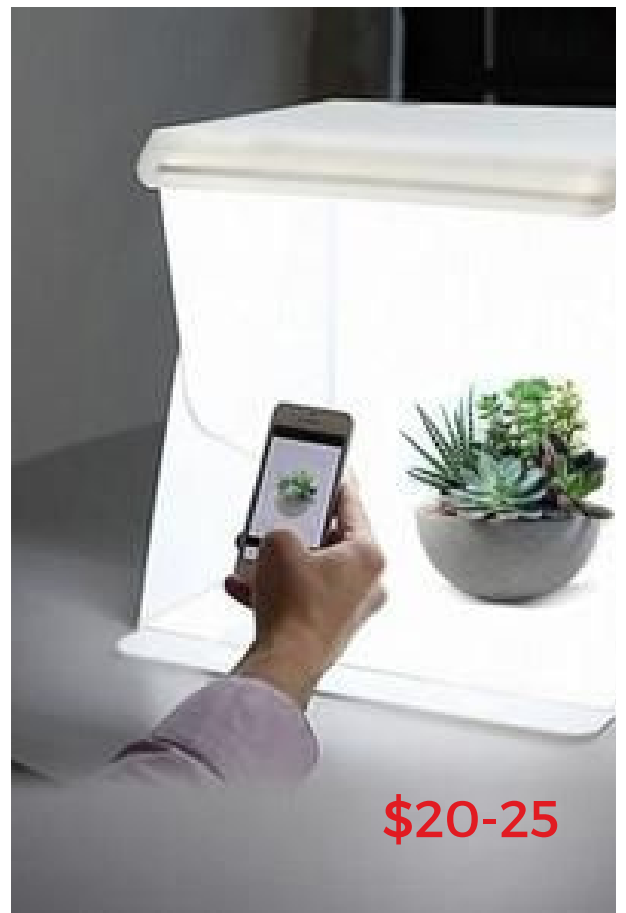
You don't need a studio, fancy lighting, or a high-tech camera to take good images. With an iPhone and some items you probably already have in your home, you can take some great product images.

Poster Boards

If you have small or medium size products, you want to photograph using a simple white poster board as your background is an easy and cheap way to take great photos! You can reuse the same board over and over again and cuts out any editing you might have to do,

Light Box

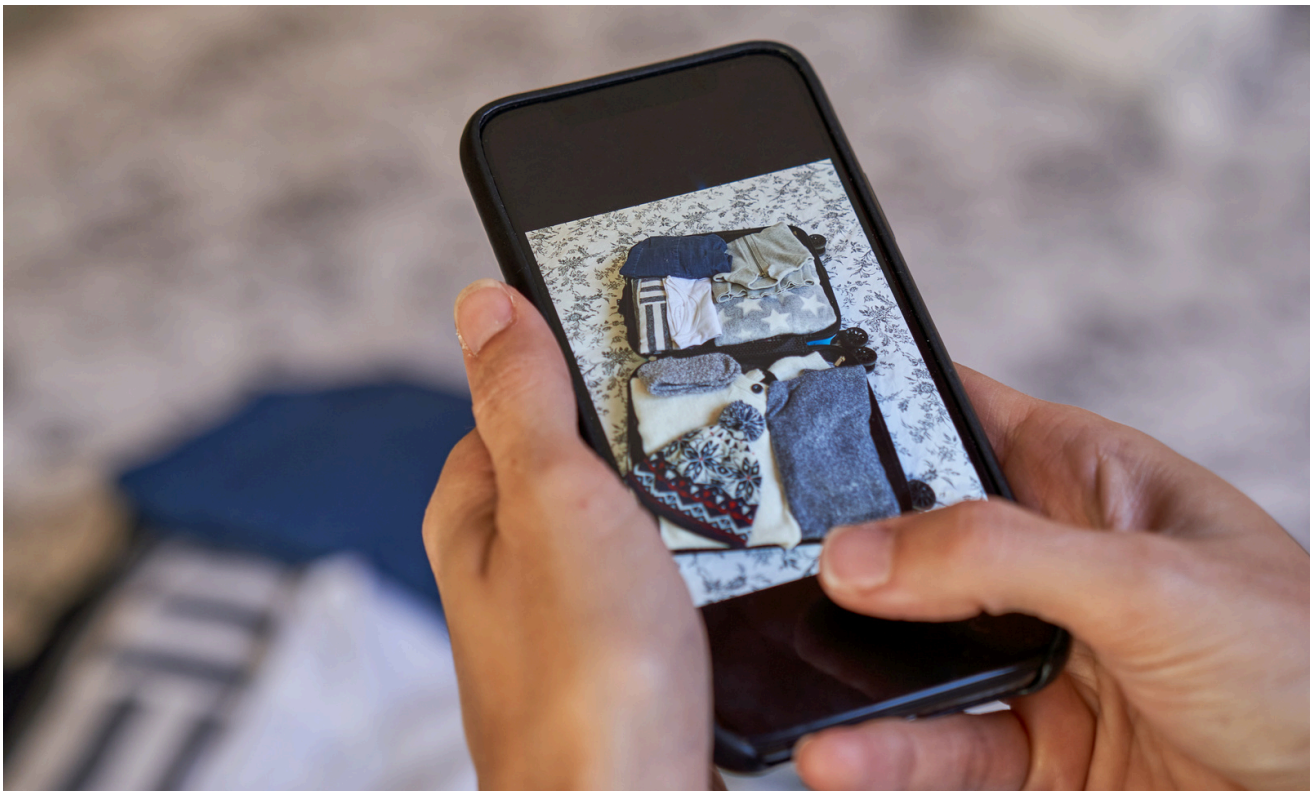
A lightbox is a great, budget-friendly way to improve your product photos. These portable boxes fold open with bright lights inside, making it easy to capture great product images. They come in a variety of sizes and have lighting setting and interchangeable background colors.



WHERE TO FIND IMAGES

Make your life a little easier, by trying to find product images online or through your sales rep.

Depending on how you source your products, many wholesalers and brands are more than happy to provide you with high-quality images.



Building Social Proof

Capturing valuable customer reviews is crucial for building trust, boosting sales, and improving your brand image.

Here are some of the most successful strategies and tactics to achieve this:

Proactive Strategies:

- Make it easy to leave reviews: Integrate review forms seamlessly across your website, social media, and email marketing. Use clear calls to action and minimize the effort required to submit a review.
- Timing is key: Prompt customers for reviews at the right moment, like after a purchase, service experience, or interaction. This ensures the experience is fresh in their minds.
- Personalize your requests: Craft personalized email or SMS invitations to review, mentioning specific details about their purchase or experience. This feels more genuine and increases response rates.
- Offer incentives: Motivate customers to leave reviews by offering incentives like discounts, coupons, or entry to contests. However, be mindful not to incentivize fake reviews.
- Showcase existing reviews: Feature positive reviews prominently on your website, product pages, and social media. This demonstrates social proof and builds trust with potential customers.
- Utilize multiple platforms: Don't limit your review collection to just your website. Encourage customers to leave reviews on relevant third-party platforms like Google My Business, Yelp, and TripAdvisor.

Engaging Tactics:

- Leverage social media: Encourage customers to share their experiences and tag you in their posts. Respond to reviews and comments publicly, demonstrating your commitment to customer engagement.
- Run contests and promotions: Organize contests or promotions where customers can submit reviews for a chance to win prizes. This generates excitement and encourages participation.
- Partner with influencers: Collaborate with influencers in your niche to review your products or services. Their endorsements can reach a wider audience and build trust.
- Respond to all reviews: Take the time to respond to both positive and negative reviews. Acknowledge feedback and address concerns promptly and professionally. This demonstrates transparency and commitment to customer satisfaction.
- Go the extra mile: Reward customers who leave detailed and insightful reviews. You can offer them exclusive discounts, early access to new products, or personalized thank-you notes.
- Analyze and learn: Regularly analyze your customer reviews to identify areas for improvement. Look for common trends and themes, and use this feedback to enhance your product, service, or customer experience.

Additional Tools & Resources:

- Review management platforms: Utilize platforms like Yotpo, Trustpilot, or Feefo to streamline your review collection process, analyze sentiment, and respond to reviews efficiently.
- Net Promoter Score (NPS): Implement NPS surveys to measure customer loyalty and identify areas for improvement.
- Social listening tools: Use tools like Brandwatch or Sprout Social to monitor online conversations and identify customer feedback across various channels.

Managing Digital Assets:

Organizing your product photos can be a daunting task, especially with a massive collection spread across your phone and computer. But fear not! Here are some simple and cost-effective tips to help you pull your digital assets together and run your business more efficiently:

Gathering and Culling:

1. Gather all your photos: Start by collecting all your product photos from every possible location, including your phone, computer, social media accounts, and cloud storage. Consider using a data transfer tool to consolidate everything onto one central drive.
2. Delete duplicates and unnecessary photos: Go through your collection and ruthlessly delete duplicates, blurry photos, outtakes, or anything irrelevant to your current products or branding.
3. Organize by category: Create folders for each product category or sub-category to start grouping your photos. This will make finding specific photos much easier later.

Naming and Filing:

1. Develop a consistent naming convention: Implement a standardized naming system for your photos that includes product name, color, size, variation, and date (e.g., "Product-Name_Color_Size_Variation_Date.jpg"). This will make searching and filtering much more efficient.
2. Utilize descriptive file names: Avoid generic names like "IMG_1234" and instead use descriptive names that clearly identify the product and its features. This will help you quickly identify the photo you're looking for without opening every file.
3. Organize by date or project: Consider creating subfolders within your product folders to organize photos by date or specific project. This can be helpful for tracking progress, comparing different versions, or finding photos for specific campaigns.

Storage and Backup:

1. Choose a central storage location: Select a central storage location for your organized photos, such as an external hard drive, cloud storage service (e.g., Google Drive, Dropbox), or a dedicated photo management software.
2. Implement a backup system: Regularly back up your photos to another location to prevent data loss due to hardware failure or accidental deletion. Cloud storage with automatic backups can be a great option.
3. Consider photo management software: Explore photo management software like Adobe Lightroom or Capture One Pro. These offer features like tagging, keywording, facial recognition, and advanced search functions, making it even easier to organize and find your photos.

Cost-Effective Solutions:

1. Start simple: Utilize built-in tools and resources first. Your computer's file explorer and basic photo editing software can be helpful for initial organization and basic edits.
2. Free online tools: Explore free online tools like Canva or Fotor for basic photo editing and organization. These tools often offer limited features compared to paid software but can be sufficient for small businesses.
3. Use cloud storage with free tiers: Many cloud storage services offer free tiers with ample storage space. Utilize these to store your photos and take advantage of automatic backups and accessibility across devices.
4. Consider open-source software: Explore open-source photo management software like digiKam or Darktable. These offer advanced features similar to paid software but are completely free to use.

Additional Tips:

- Utilize keywords and tags: Add relevant keywords and tags to your photos to further enhance searchability. This can be especially helpful for product variations, colors, or specific features.
- Create collections: Use photo management software features to create mood boards or collections for specific campaigns, product lines, or themes. This can help streamline content creation.
- Automate tasks: Utilize automation features within your chosen software to streamline repetitive tasks like file renaming or tagging. This can save you time and ensure consistency.



Wait, there's more!

Linked below are additional resources for your Beyond Main Shop!

