ECOMMERCE IS HERE TO STAY

Are you taking advantage of everything it can do for your business? Jason Dailey, Brandography's CEO and Founder, created this list to help you take advantage of eComm channels.

ECOMMERCE CHANGES TO MAKE NEXT YEAR:

- ☐ **MAXIMIZE YOUR PLATFORM.** Most website platforms have built-in tools and functions. Make front-end and back-end changes to leverage your platform to get the most out of your system.
- ☐ **LEVERAGE YOUR LIST.** Be proactive about acquiring potential customers and new prospects. Nurture your list by providing consistent value to your customers; don't just ask for sales.
- ☐ **FOLLOW UP ON ABANDONED CARTS.** If people leave your site with full carts, don't let them get away so easily. Use tactics such as pop-up offers or follow-up emails.
- ☐ **USE EMAILS TO BUILD CONNECTIONS.** Customized emails based on strategic audience segments allow you to connect with customers based on what they want.
- ☐ **START USING SMS.** Short Message Service (SMS) is one of the fastest channels for increasing engagement and encouraging time-sensitive actions.
- ☐ **TURN TO GEOFENCING.** Deliver ads to potential customers based on where they spend time: complementary stores, gun ranges, and shooting courses.
- ☐ **OFFER ACCURATE ACCOUNT HISTORY.** Help people see what they bought! If they have an account, you know how to remarket and retarget those people. Adding an easy-to-use wishlist encourages people to come back to the product they were eyeing!
- ☐ **USE STRUCTURES AND BUNDLES.** Putting together different tiers and bundles goes a long way toward driving up your Average Order Value (AOV).

HIT YOUR GOALS

Implement one or more of these strategies over the next 12 months to increase Recency, Frequency, and AOV. Want to squash the competition? Keep an eye on your inbox for more digital strategies from our team.