FireApps

7 PROVEN TACTICS TO GROW YOUR SHOPIFY STORE

Ebook by FireApps

Table of Contents

About The Author

Hello there,

I am Le Tuan Anh, Director of FireApps - premium e-commerce solutions that come together to optimize your Shopify store, save valuable time and grow business faster.

I have started my career in the customer service industry. Through my career path, I have had experience with traditional commerce, e-commerce and have been a Shopify store owner, Development Director of SaaS companies for Shopify merchants.

Each experience helps me understand the pain points of Shopify merchants so I can provide the best advice, tools, and services for them to be successful in the e-commerce market.

As you know, e-commerce is growing rapidly and even faster than our creativity. To succeed in Industry 4.0, we not only need human resources but also need software services & artificial intelligence. It is the missing piece of the cake and the most important condition to gain a strong foothold in the e-commerce industry.

And with this ebook, we hope you will have a good start in the e-commerce world.

Introduction

Shopify is one of the most popular e-commerce platforms with more than 20% of the e-commerce market share. As of 2021, Shopify is the largest publicly traded Canadian company by market capitalization. Total revenue for the full year of 2020 was US$2.929 billion. Now, Shopify has hosted over 1,700,000 stores in 175 countries around the world.

- Are you one of them?
- Are you looking for tricks to skyrocket your Shopify store sales?
- Are you looking for hacks to turn your Shopify store intoa successful business, and maybe overnight?

Every single business owner wants their online business to grow. They need to increase their online sales day by day. And it always sounds easier than it really is. Running a business doesn't come without challenges. As you know, there are no "magic beans" to double your online sales overnight. But don't worry! They are not as simple as flipping a switch, but they are not that painfully difficult either.

There are so many ways you can "hack" your growth to get more online sales. To get started, here are 7 simple-to-execute, high-reward proven growth tactics you can leverage right away for your Shopify store. Follow these 7 tactics, and you'll quickly find the best strategies and channels for scaling your online business in the long run.

This ebook has 7 Proven Tactics To Grow Your Shopify Store. You have 2 ways to read it:
- If you're completely new to e-commerce and Shopify, read it from beginning to end.
- If you already have some e-commerce knowledge or progress on your Shopify store, use this ebook as a reference. You can jump in and out of the chapters you want.

Let's get hacking with FireApps!

" *Chapter 1: Best Practices To Set Up Your Online*

1.1 Choose the right Shopify theme

For new merchants on Shopify, the first step and the best thing you can do is pick the right theme for your store. A Shopify theme is a template that determines how your online store will appear to the customers. There are both premium and free Shopify themes available on the Shopify store. Themes have different styles and layouts options to design and structure your web pages and product categories.

Although it can be quite tempting to choose an eye-catching and trendy Shopify theme, the best Shopify theme isn't the one that only appears beautiful. It is the one that provides the best experience for your customers. Do you know that many beautiful looking designs can slow your Shopify store's loading speed? And then, users abandon the page and the cart. In fact, just one second delay in loading can cause a 7% reduction in conversion rates.

Therefore, you have to understand the basic technical factors of the theme before installing one. You're going to need some criterias for choosing the best Shopify theme for your new store. Check out 8 factors below!

Therefore, you have to understand the basic technical factors of the theme before installing one. You're going to need some criterias for choosing the best Shopify theme for your new store. Check out 8 factors below!
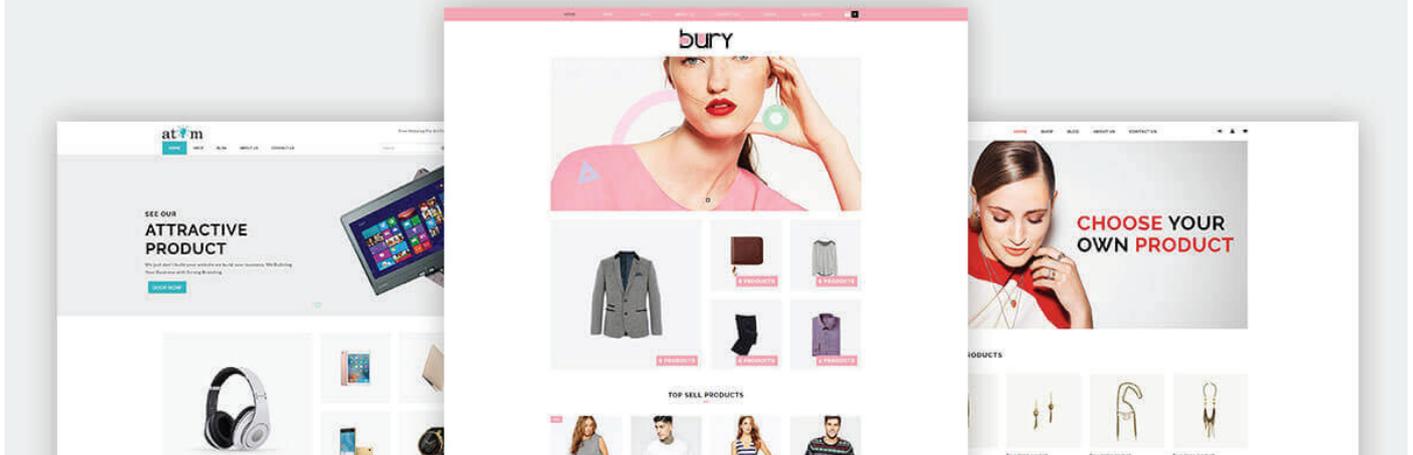
1.1.1. Decide on budget

Shopify theme prices vary widely, from free to $200. And there are 3 factors that can impact the theme's price: the developer, flexibility and level of functionality. That's why your first step is to determine how much you are willing to spend on a Shopify theme.

But keep in mind, you will get what you pay for. If you can afford it, you should use a premium theme. Premium Shopify themes cost around $140 to $180. And of course, they typically offer more functionality than free themes. Premium themes also have the advantage of being more flexible, professional-looking, and less widely-used. And last but not least, they usually make it easier for your customers to search, browse, and buy on your Shopify store.

1.1.2. Nail down main features and functions that you want

Before you start, you should have a list of must-have features and functions you want for your Shopify store. But don't be swayed by beautiful typography and demo images you can't use. Instead, you have to give some thought to the functionality you'll need. Maybe it's a mega-navigation menu, frontpage slideshow, image-zoom tool, or else. This step will help you cut down on development costs.
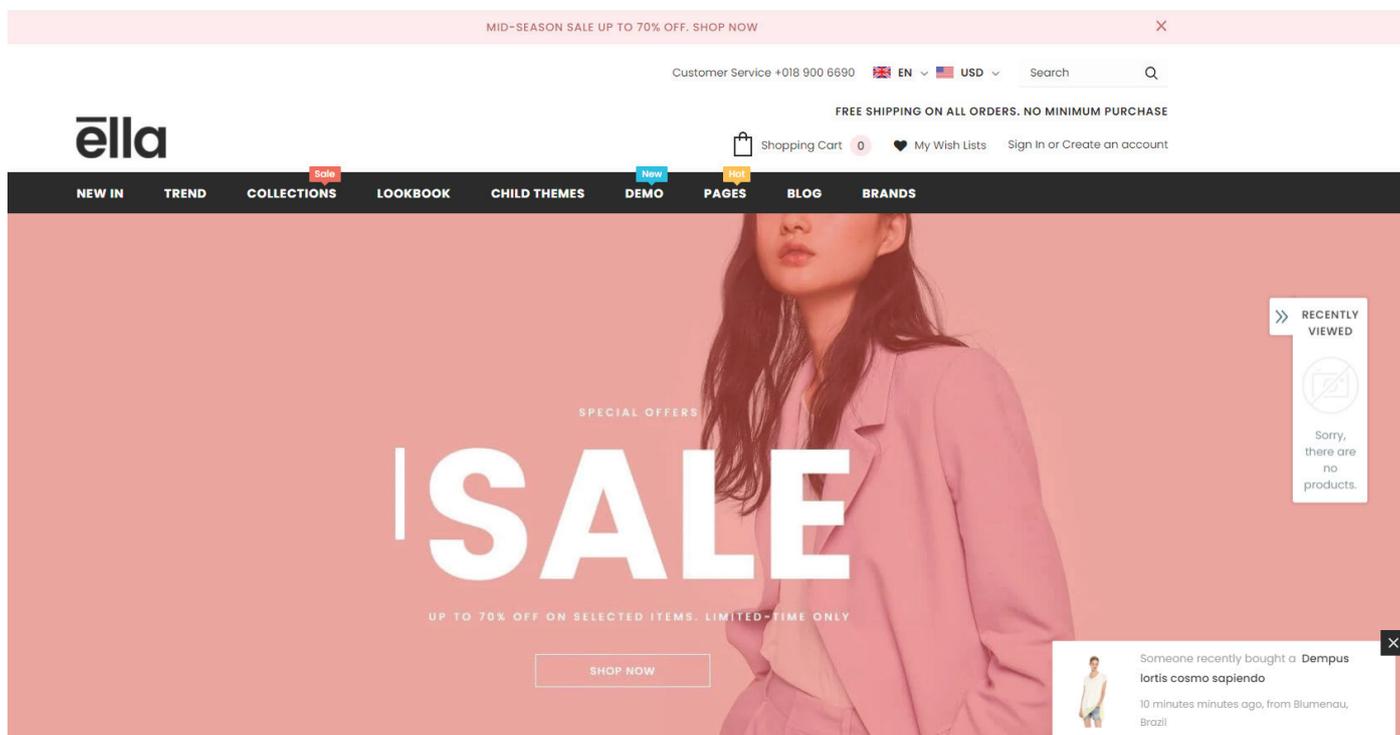
Try to prioritize your top three or top five. Only after you've done with the ones that meet your needs (functionality), then you can start thinking about what you want (aesthetics). With your list in hand, you can begin to browse themes on the Shopify Theme Store. To find features included in a theme, you should check out the preview page and play around with the demo. You can also use the live store examples to help you get a feel of all the features of a potential theme.

1.1.3. Find your niche and consider how many products you'll sell

Most themes are developed for specific industries. When picking a Shopify theme, you have to make sure it was designed for your niche and your specific industry. While hunting for a Shopify theme, you should filter your top picks by niche.
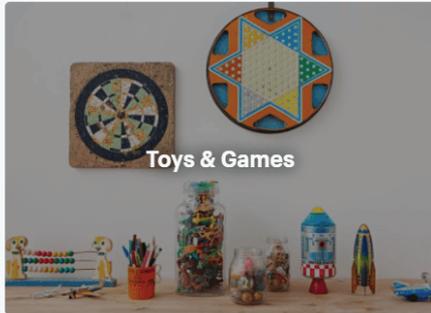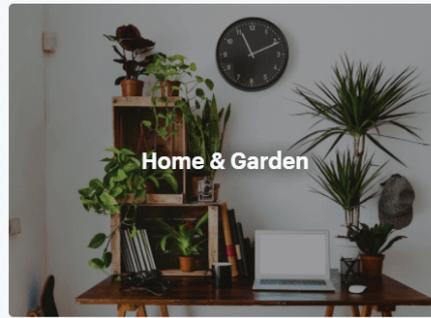
Moreover, different themes are developed for different catalog sizes. Therefore, a store with a limited catalog of 10 products requires simpler navigation than the one with 100 or 1,000 products. So you should select the best-suited theme to the needs of your business. For instance, e-commerce stores that deal with clothes, jewelry, cosmetics usually need to upload many pictures to let the buyers have a good look and make more sales.

1.1.4. Get to know your developer

When choosing a theme, don't forget to pay attention to the developer. It is important to check if the developers of the theme will extend their assistance to you in the future or not. Choosing well-rated themes from respected developers helps ensure that your theme works as intended.

You don't have to worry much if you are selecting the theme provided by the Shopify store. Their support team will always assist you whenever you require their assistance or help. However, if you are selecting a theme from third-party developers, then make sure to read the ratings and reviews of the developers.

1.1.5. Built-in SEO features
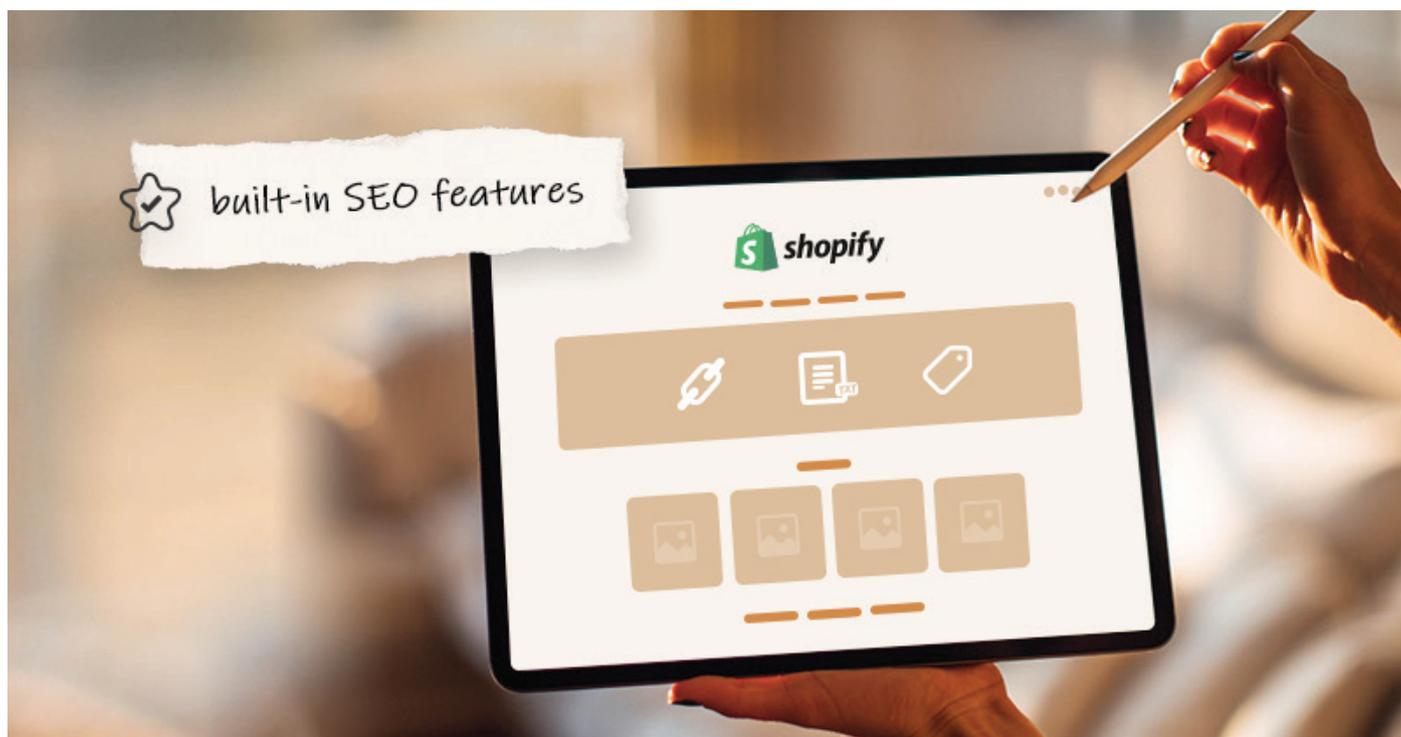
A good SEO is integral to get organic traffic to the website. There are many themes available on the Shopify store that have built-in SEO tools. These themes will make sure that your website is optimized for SEO and reaches a wider audience. And if a website reaches a wider audience, then you would save a lot of money for paid ads. Cosider theme offers the following theme features for improving the SEO of your website:

 - Automatically generates sitemap
 - Social sharing buttons
 - Widgets, comment-boards, and other features for generating content from users
 - Customized Metadata
 - Provides support for featured snippets on Google

1.1.6. Design and aesthetics

The appearance of your homepage is the key to make a good impression on your potential customers. A good website layout has many components such as background, font style, color scheme, font size, etc. If your website is plain, boring, and unattractive, then the visitors will not stay for long and exit in a few seconds.
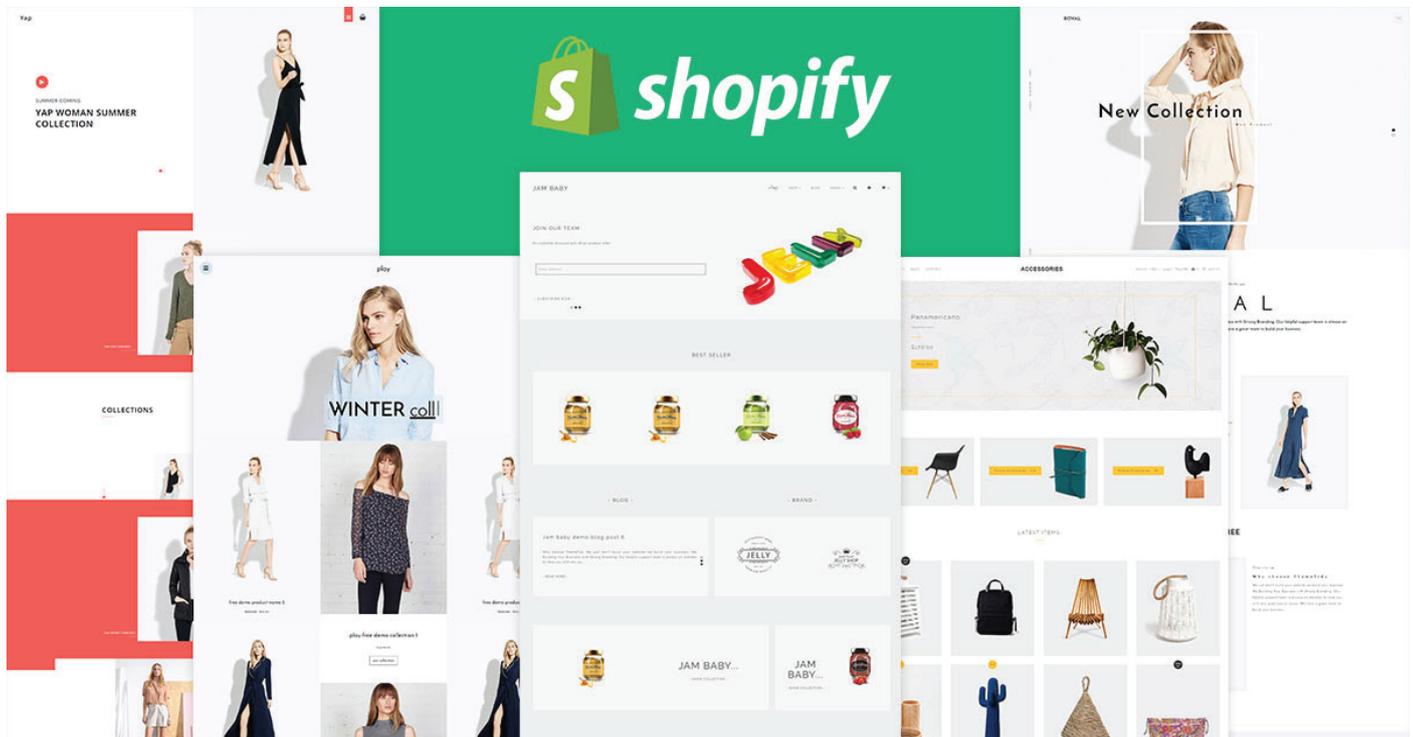
But retaining customers on your Shopify store is not all about the design and aesthetics. A well-designed Shopify store will not only look amazing, but also encourage more conversions. The best-suited Shopify theme makes design simple by providing:

- An attractive storefront
- Color palettes that match your brand
- Clean and easy-to-understand user interface (UI)
- Business logo
- Navigation
- Effective CTAs
- Image carousel
- Footer

1.1.7. Mobile responsive and light-weight themes

As we know, mobile users are changing the game of e-commerce. People love to shop from a store that can load quickly and save their valuable time. If your Shopify store is not optimized for mobile, then you will be able to lose a huge chunk of buyers. Therefore, you have to make sure that the theme you install for your store is responsive to many digital devices. Then, do not forget to preview how the theme would appear on a mobile device and check for the following features to ensure:

- Are navigation menus easy to use on mobile?

- How much space are the images taking?

- Are CTAs easy to use?

- Are the elements properly spaced?

Website speed can impact search rankings, conversions, bounce rate and can be crucial to on-line success. So you need a fast, lightweight theme to offer your visitors the fast page speed. Lightweight themes focus on performance and tend to avoid fancy elements like loaders, scrolls, attractive navigation menus, etc. These elements may look attractive but they can significantly reduce the speed of your Shopify store.

1.1.8. Optimize checkout process
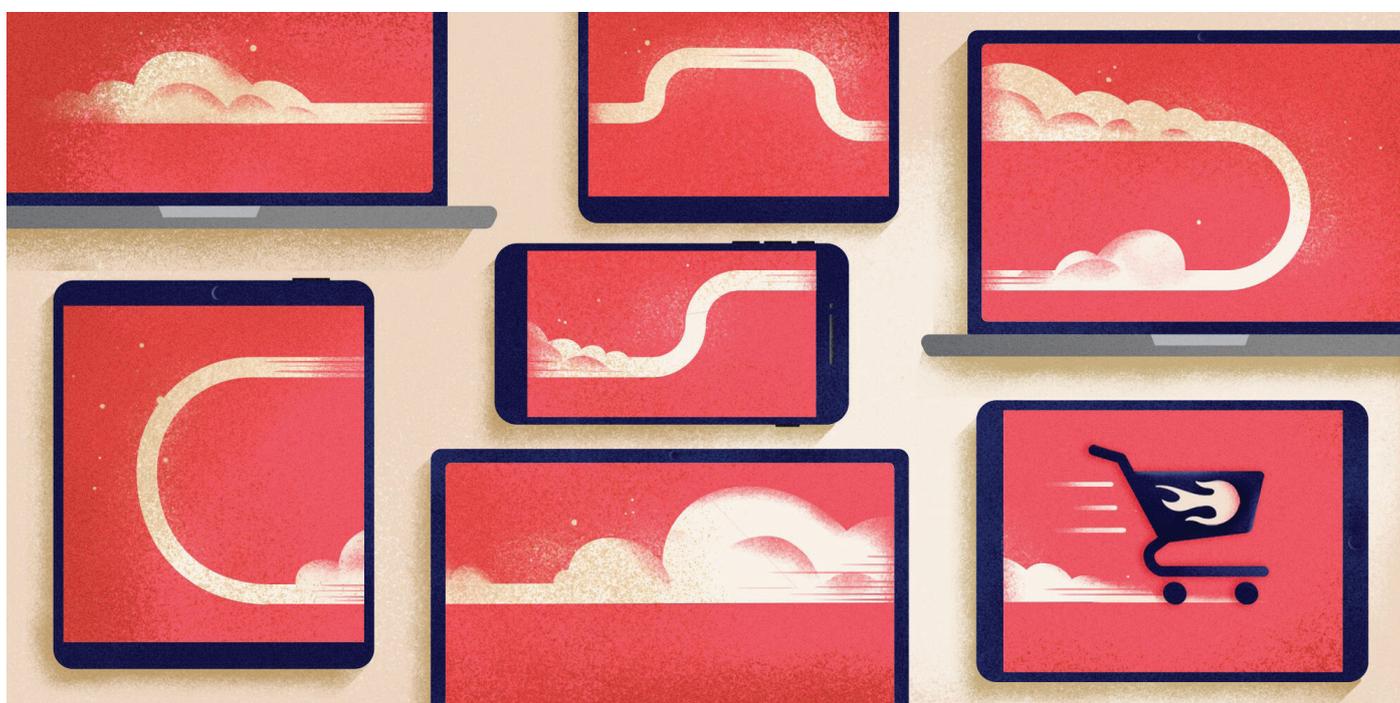
Checkout is the last step where you finally earn the money from the customer. Abandoning fully loaded carts is not a pleasurable experience for a Shopify store. If you lose your customer on the checkout process, then maybe along with the revenue you lose too. One of the main reasons for cart abandonment is a complicated checkout process.

So you should choose a theme that offers a fast and intuitive checkout process, well-designed add-to-cart buttons, and an easy way to check the cost.

- Select a theme that has a simple complete checkout process and doesn't require the buyers to create a separate account.

- Select a theme provides the option of displaying the progress bar to keep your buyers patient.

- Select a theme provides the navigational buttons to allow your user to go back to the previous page or jump to the next page.

1.2. Optimize your Shopify stores

1.2.1. Optimize your store structure

The store structure is the way your Shopify store is structured and broken down into pages. You can optimize your store structure to make it easier for search engines to find your content and for shoppers to be able to quickly and easily find the things they're looking for. Then they tend to spend more time on your site and view more pages. You can organize your content on Shopify using one of these structures:

- Homepage–> Category Pages–> Product Pages

- Homepage –> Category Pages –> Sub-Category Page –> Product Pages

These SEO best practices are for your Shopify online store:

- Content follows a logical hierarchy of categories

- Pages don't use iframes

- URLs use standard characters and simple, readable structure

- Optimize your online store navigation

- Use descriptive file names for your images

- Use descriptive link text for internal links

1.2.2. Ensure your Shopify load speed under 3 seconds
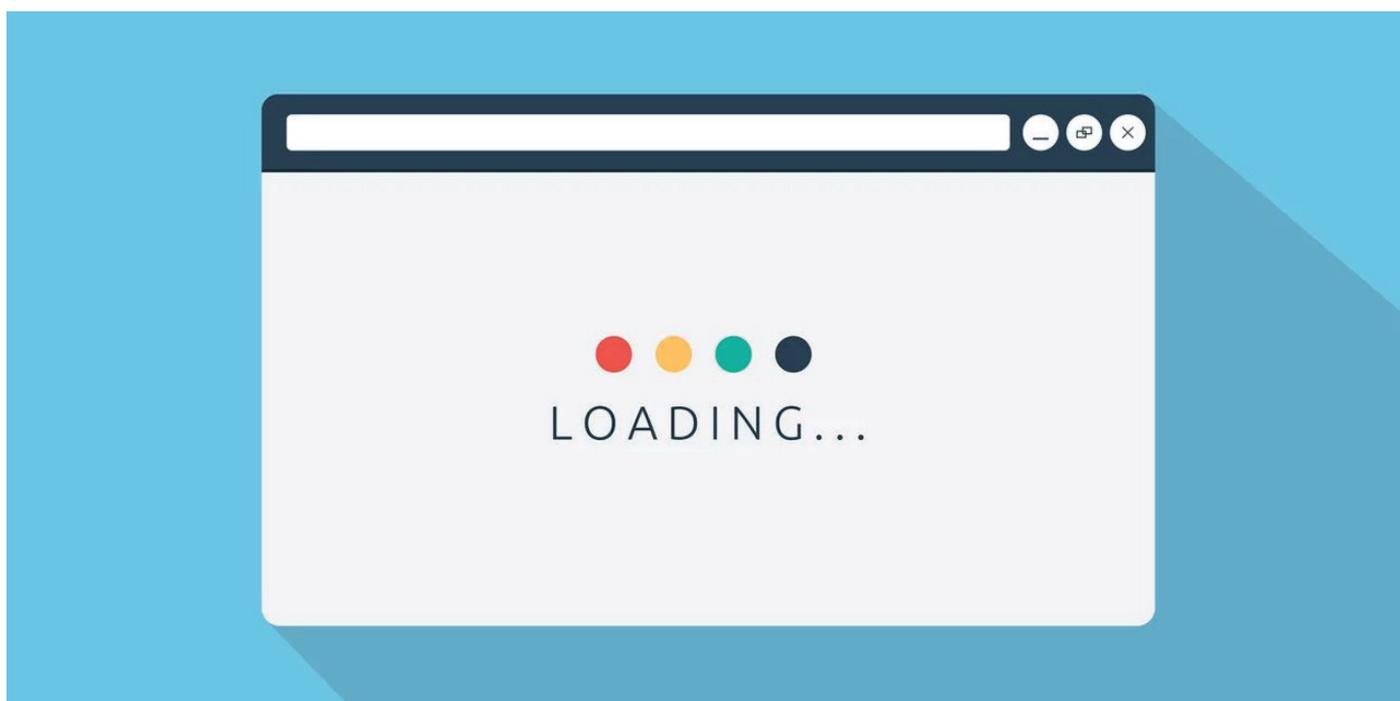
As we mentioned above, just a second delay in loading can cause a 7% reduction in conversion rates. If your website takes more than 3 seconds to load, then the visitors will exit your website in a blink of an eye. When it comes to search engine optimization, fast page speed is the key factor to success.

You can control several factors below that impact your online store speed:

- Make your page lightning fast with AMP

- Download a fast and responsive theme for your Shopify store

- Disable app features that you don't use, or remove the app if you don't need it

- Compressing images, use small, keyword-optimized images, keep slideshows of featured images to 2-3 slides or use one featured image

- Minimize redirects and broken links

- Use hero layout instead of using sliders

- Minifying JavaScript

- Minifying CSS

1.2.3. Research and target your keywords

Keywords determine where your Shopify store appears in search results. In order to improve SEO on Shopify, you can start by targeting relevant keywords. And do not forget to consistently use your target keywords, for example:

> - Keyword 1 – Shop for Keyword 2 – Store name
>
> - Macbook Marble Cases – Shop for Marble Macbook Cases Online – Your Store Name

To effectively target keywords, ryou should begin by conducting keyword research and focus on long-tail keywords or follow some tips below:

> - Utilizing keyword tools like Ahrefs, SEMrush, or Long Tail Pro
>
> - Sifting through competitor meta descriptions, alt-text, and similar resources
>
> - Creating buyer personas
>
> - Searching forums and social media pages related to products and offerings
>
> - After establishing how users are searching for specific products, implement the terms on corresponding landing, product, and content pages

1.2.4. Optimize product pages

Product pages are the core of e-commerce and Shopify store effectiveness. Product pages should convince more people to add your products to their carts. Therefore, it is necessary to understand how to optimize product pages. There are 4 things that come together to create a great product page for you Shopify store:

- Your product
- Your brand
- Your copywriting
- Your page's design and user experience

And some of these components include:

- Multiple great and right product photography
- A unique and compelling product description
- Customer reviews/Social proof
- Related products
- Relevant details like sizing information, materials used, return policies, etc
- Use clear call to action (CTA) buttons to guide users. Don't try to be clever with CTAs. Direct 'Add to Cart' or 'Submit Order' will do
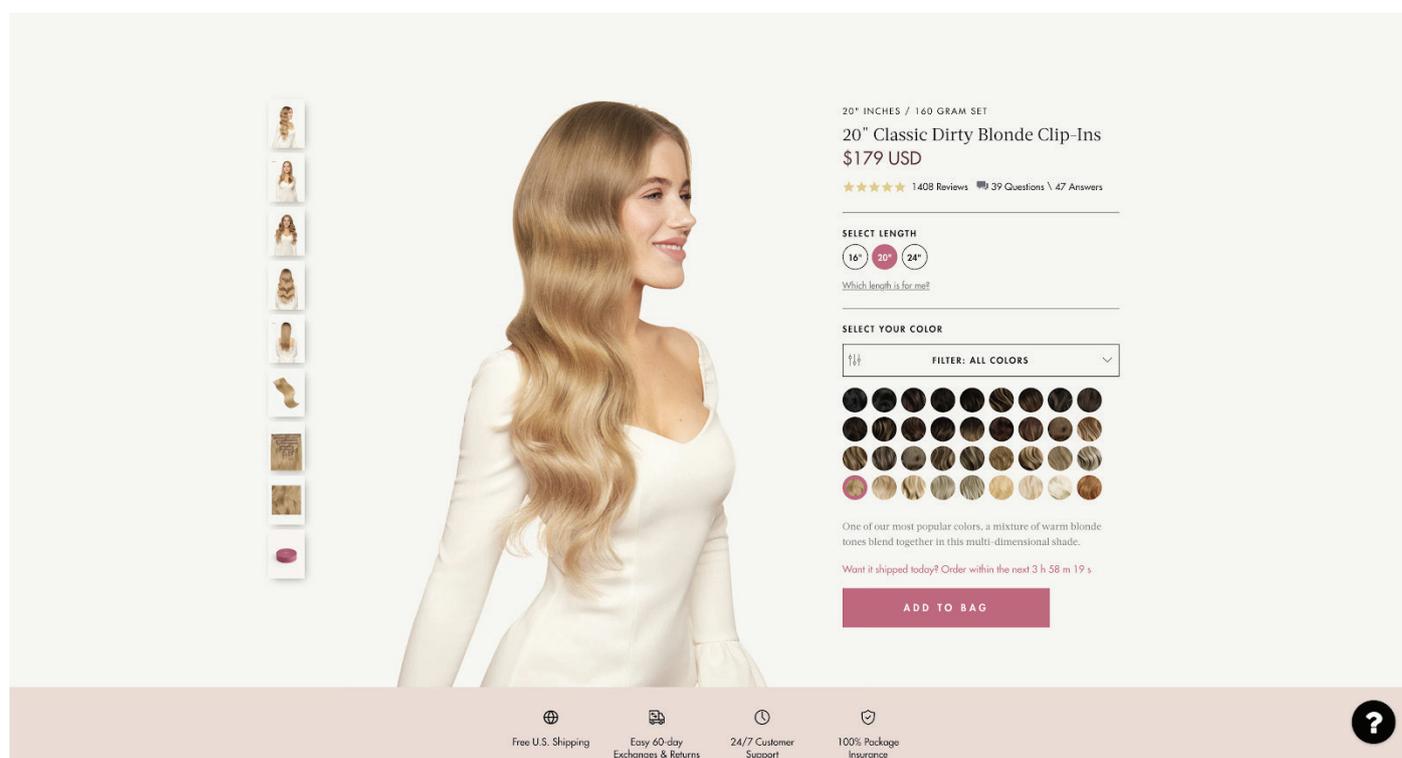
1.2.5. The personalized homepage

As shoppers become more tech savvy, they want sellers to curate a shopping that's individualized to their needs. Personalizing your online store's homepage is a good way to provide customers specialized shopping experience. Then you can target your online store visitors and bump up your conversion rates.

You can set up your homepage to promote a product which a buyer was viewing but didn't purchase. Do your research and use a tool to build out a personalized online store today.

Chapter 2: Create And Promote Your Referral Program

Referral is by far offering the best ROI and there is no wonder. It is a method that you don't need to spend a large amount of money on advertising, but customers will come to you.

The customer referral program has gained popularity over time because it is based on social marketing and people like to refer people to people they know. One thing you should know is that this program offers two significant benefits to your business: increased revenue and reduced competition online.

By encouraging your customers to refer more people to you, you ensure that more customers will be coming to your store instead of your competitors.

2.1. What is the referral program?

A referral program, often known as word-of-mouth marketing, is a growth strategy that leans on happy consumers. This method encourages loyal consumers to suggest your business to their network. It might range from their family, friends, or anyone on social media looking for a product similar to yours.

People can not be prevented from sharing their purchases with others, and not everyone is afraid to share the website address with others. Having a solid reputation and taking care of your consumers are your leading tasks. Customer referral programs let you take advantage of satisfied customers' willingness to spread the word about your store.

This program enhances your lifetime value and keeps your retention rates up.

Loyal customers are worth 10 times more than those who make their first buy.

2.2. Why is the referral program so important?

We're going to highlight the importance of customer referral programs with proven statistics that can help you improve your bottom-line profitability.

- A 2012 Nielsen study found that 92% of consumers trust recommendations from friends and family more than advertisements. Also, 74% of consumers identify word of mouth as a part of their purchasing decisions.

- Referral programs are never out of date. In 2019, HubSpot stated that 75% of people don't believe in ads, while 90% of people trust recommendations from family and friends. According to current data, 18% of Gen X customers frequently discover things through word of mouth.

- According to Entrepreneur, referral programs in e-commerce may help you raise your sales by 10% - 20% for traditional products and up to 100% for new trending products. Referral leads convert at a 30% greater rate than customers acquired through other sources.

The referral program has been almost risk-free for businesses to capture new potential customers. That means if you have a referral program in your store, your sales will skyrocket and be maintained in the long term

2.3. What are the different types of referral programs?

The referral program is a win-win partnership. As long as you provide a fair referral program, everyone wins. Here are three well-known types of referrals.

2.3.1. Direct referral
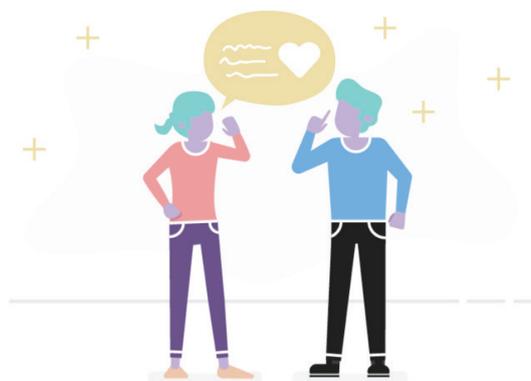
Direct referral is the most basic and traditional method of generating new business through referrals. Your customers actively recommend your store or products to others who are looking for similar products. Some customers will also want your aid in the referral process by providing them with your business's email address and phone number.

Loyal customers are a significant advantage in your business. Find out what they think about your brand by speaking to them. It's important to learn the reason for the referral, the factors that led to their decision to choose you, and any other information that might be useful in getting their friends or colleagues interested in similar businesses.

2.3.2. Reputation referral

Reputation referral is dependent on your reputation within the business or community in which you are involved. What customers think about you, what they say to others about their experiences with you, and whether they have any good or negative connections with you will contribute to your reputation. If you provide a service and your company does not have a social profile, consider making one so that customers can see how others feel about your company.

It is the result of excellent products and a strong brand reputation. This long-term referral type demands patience, so you don't have to rush it.

2.3.3. Reputation referral

Incentivized referral programs offer incentives for customers to refer your business to their network. Home-based store owners and brands with high startup costs are more likely to use incentivized referral programs. Small businesses get more of a positive influence from this type of referral.

Incentivized referral can be powerful in driving growth if you do it right and make sure that your incentives are fair. The awards should match your business strategy and do not go over your original budget. For example, if a current customer refers someone to your business, you may offer them 10% or 15% off for their next purchase.

It's possible to combine the incentive referral program with minigames. You explain to customers how many referrals they'll need to refer. For referring a certain number of leads to your online store, you will reward them with a significant award.

2.4. How do you create a referral program?
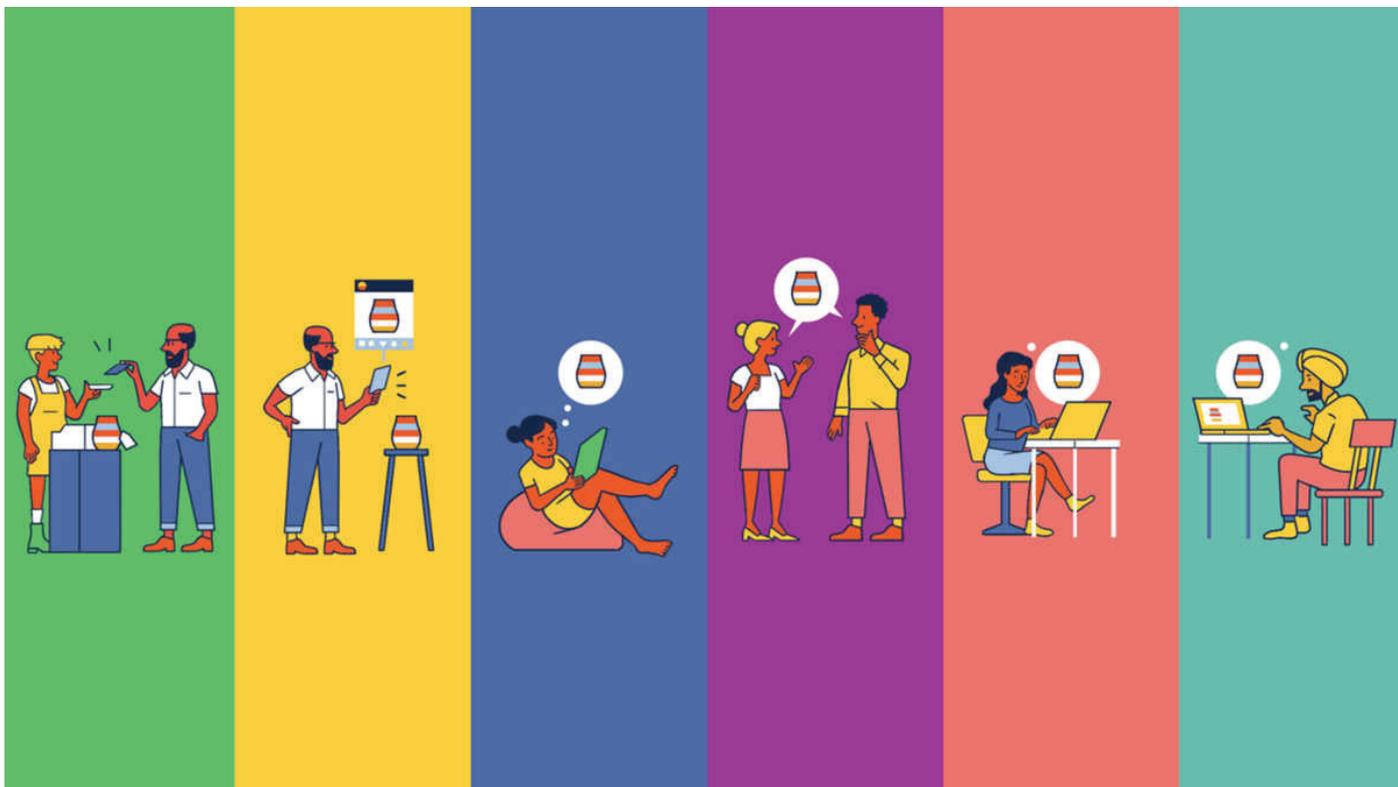
If you believe this tactic is best for your business and want to take advantage of it. Here are 6 basic steps to make a customer referral program.

2.4.1. Focus on providing quality products/services

You may not choose to do reputation referrals, but providing a quality product or service is always the first priority. No matter how appealing your customer referral program is, if the quality of your products is subpar, there are no customer will refer to it.

Business reputation and customer relationships should always be on the line. A successful customer referral program goes hand in hand with a great product or quality service.

If you believe this tactic is best for your business and want to take advantage of it. Here are 6 basic steps to make a customer referral program.

2.4.2. Know thy customers

A referral program is nothing without your customers. Need to know the
personality of your target customer? Why do they buy your product? How to identify the ideal customer? Let's communicate with all your existing
customers.

Write down your questions and listen sincerely to customer feedback. Once you have all the information you need, you can paint your prospect's portrait. When your potential referrers know in advance the products customers
generally buy from, they may better target their referral marketing efforts.

2.4.3. Decide on the rewards

The incentivized referral is the simplest and most effective referral program we recommend you consider. First, you need to determine who will receive the reward: the referrer, the referred, or both:

- **One-sided incentive:** You can choose to reward the referrer or the referred. If you pick your existing customers to reward, it will give them extra motivation to refer. If the referred receive the incentive, they may make a purchase
immediately, but you won't get many referrals.
- **Two-sided incentive:** Both referrer and referred are rewarded. This type of
incentive has the highest engagement.

There are many examples of reward incentives such as discounts, coupons, store credits or points, service upgrades or gifts, charity donations, and much more. The dollar credit, on the other hand, is currently the most popular type. Bonuses generally range in value from $10 to $20, depending on the business. Please note that the incentives should not exceed the entire income generated.

2.4.4. Set up your referral program

Marketing tools enable users to streamline customer referrals and spread the word about their business. Use tools that integrate with a Shopify store to make it easy for your customers to share with friends and family:

- Referralcandy
- Referrals & Abandoned Cart
- Talkable Referrals

2.4.5. Stand out the program to existing customers

Of course, you won't recognize conversions if your existing customers aren't aware of your program. So letting loyal customers know and encourage them to become great referrers is a must in your plan. Proactively notify all customers via email or SMS. You also can publish an announcement about the program on your website and social media channels.

Prepare the best content for your target customers. What is most interesting to them? Incentivize it by tying in a reward for referring friends and family members to buy a product or service from you. Plus, highlight the value of the bonus.

More invested? You can create a referral request form with a pop-up after a customer makes a purchase. Make sure you list all of the online assets you have before launching your referral program to ensure your program is easily accessible to your customers.

2.4.6. Use reviews to boost your customer referral program

Customer reviews are great for customer referrals. Your refer can learn more about your business's reputation by reading customer reviews.

Shoppers often rely on customer reviews before deciding to proceed with a purchase. As a result of their importance, we will explore the role of customer reviews in greater depth in Chapter 3.

As the last step, track the progress of your program. Through analytics

reports, you'll be able to define what's working and what's not. Then change your referral program and strategy appropriately!

" *Chapter 3: Leverage Social Proof*

"88% of customers trust online reviews as much as recommendations from their family and friends." (Source: Entrepreneur)

If you're searching for a strategy to build consumer trust and attract customers to visit your store regularly, you'll recognize the importance of the statistic we stated above.

In the context of today's e-commerce market, social proof plays a crucial role in conversion by convincing customers that they are purchasing the right product. Social proof includes reviews, customer testimonials, and star ratings. If your online store does not have a high volume of social proof, you need to change that now.

3.1. What is social proof?
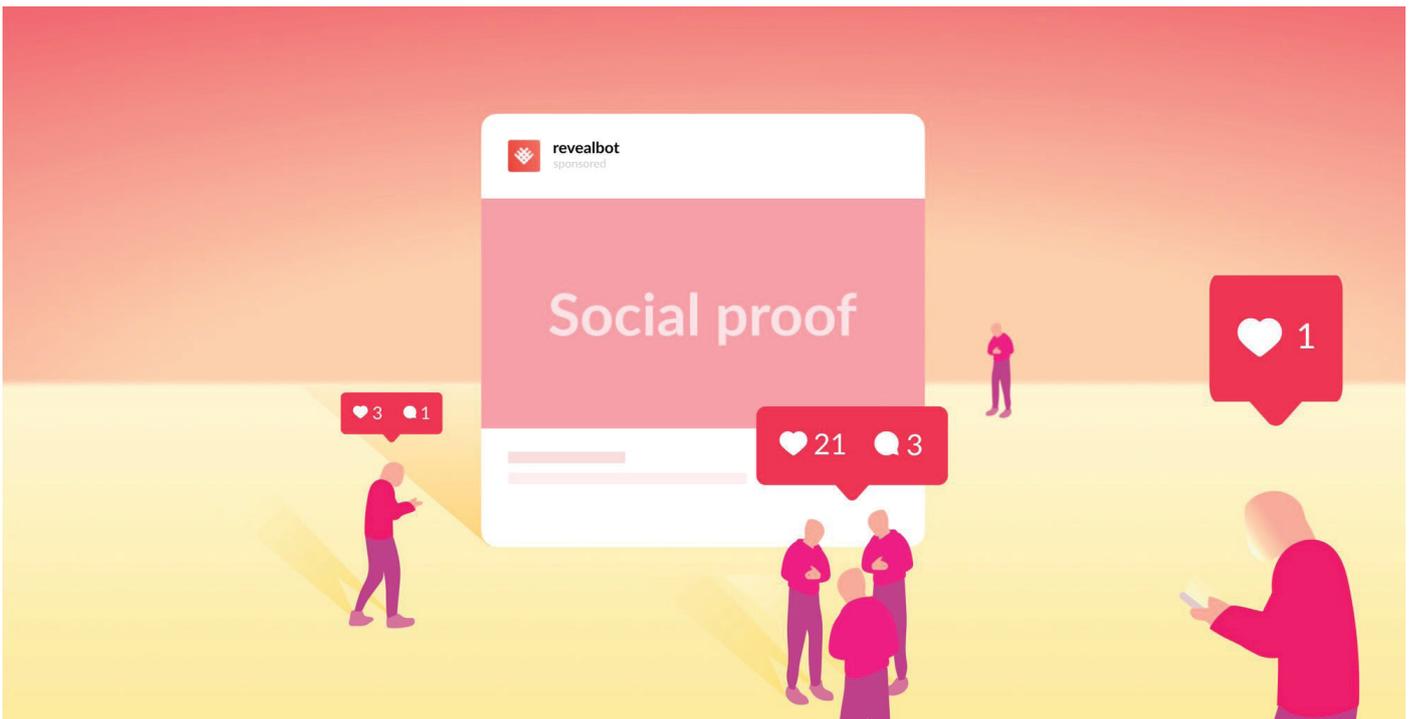
Talia Wolf, a conversion and growth expert, was questioned about social proof on the CXL site. She said that social proof was a crucial part of executing a landing page strategy. Assume we are customers, and we need to buy products that make us feel good and make us better. By using social proof in the form of reviews, testimonials, and star ratings, your store is helping customers make better-informed decisions, they feel more confident in the selection process, and more.

From Talia Wolf's point of view, the form of social proof you choose could instigate different emotional triggers. When you have a thorough plan for your store, you can excite specific emotional triggers that directly influence customer purchase.

3.2. Why is social proof so important?

The competition in the current e-commerce industry is so fierce that customers are quickly overwhelmed by options. The correct use of social proof can help your store and products stand out from the competitors and improve your consumers' purchase experience. Social proof helps customers make quick and easy
decisions.

3.2.1. Build trust for your online store

The more positive social proofs are displayed, the more it proves that the product is trustworthy. However, that does not mean you will eliminate all negative reviews. Keep a few negative reviews to give your store a more realistic look.
Building trust with social proof can nurture loyal customers and generate repeat
purchases.

3.2.2. Give customers a motivation to buy your products

Good reviews and photo reviews from previous customers give intent-to-buy customers an extra reason to go to the purchase step. Leverage social proof can increase your conversions and reduce cart abandonment rates.

3.2.3. Strengthen the relationship with your customers

Businesses tend to send review requests via email or SMS to collect more customer reviews. This way also shows to customers that you are concerned about their experience with your products. As a consequence, your relationship with the consumers will be strengthened.

3.3. How to ask for customer reviews

Customer reviews are the core of social proof. Therefore, we will devise a plan to get customer reviews.

3.3.1. Ask customers to leave reviews

One of the best ways to encourage customers to leave a review for a product they have purchased from you is to ask them. Some data shows that about 70% of customers will leave a review when asked. Believe that your customers are kind people and they are ready to help you. There are many ways to ask for reviews from customers, including:

- **Request reviews via email:** This is the most commonly used idea. You can create automated emails that are personalized to each customer. Emails will be automatically sent to customers as soon as they receive the product.

- **Request reviews over SMS:** Text messages have a 98% open rate, and 90% are read within 3 minutes. For this reason, businesses shouldn't afford to ignore this potential strategy. SMS text messages are shorter and more

straightforward than emails. Keep in mind inserting a direct link to the product they purchased so that it's easy for customers to leave product reviews.

- **Request reviews via social media:** Once you get reviews from your customers, you'll post them on your social media channels like Facebook or Instagram. Not only will this help more customers see good reviews of the products you offer, but it will also encourage them to imitate and leave reviews for you.

3.3.2. Create an automatic review flow
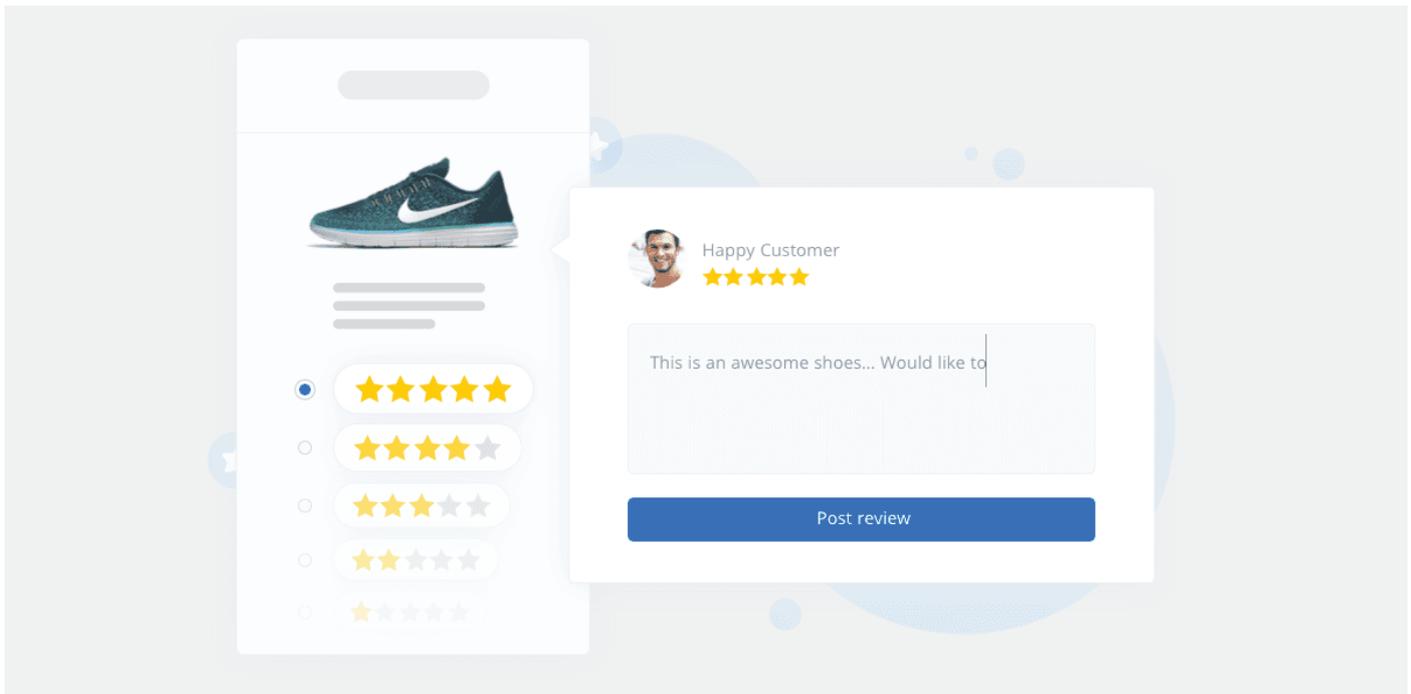
An automatic review flow is convenient and provides you with customer reviews that are always up to date. 86% of customers tend to be interested in customer reviews for 90 days. New reviews increase confidence for customers since they prove that your store is still performing well.

Your customer service team should be trained on how to ask for customer feedback. Besides, you have to integrate some apps into the store to request automated reviews via email or SMS. Publish customer reviews on social media to encourage other buyers to submit reviews. No matter what approach you choose to collect customer reviews, be sure to be consistent.

3.3.3. Choose the appropriate Shopify product review app

Looking at the new Shopify stores, we can see that some of them have a sketchy review part with no context. Reviews are placed in a section without a clear structure, good reviews can get buried, and product reviews may become harder to read. To make your customer reviews more engaging, you can install the product review applications available on Shopify.

- **Ali Reviews**: Ali Reviews is the top-rated social proof solution for all business models, including Print-on-demand, DTC to increase sales with customer reviews. Currently, this review app has over 6,600 positive reviews and over 40,000 active users.

With Ali Reviews, you can collect customer reviews by sending a review request via email or SMS. Ali Reviews is the application with the most diverse review widgets so you can beautifully display your customer reviews. The feature of providing discount codes to promote your customers leaving their reviews is also a worthy part for trying.

- **Stamped.io**: Stamped.io is a powerful, easy-to-use customer marketing platform that helps you capture and showcase high-impact reviews & ratings, customer photos/videos, and Q&A.

Stamped.io has many ways to collect and showcase product reviews. The most prominent is the Instagram shoppable gallery. The ability to collect reviews from Facebook, Facebook Messenger, and Klaviyo. With Stamped.io, you can also create beautiful banners and retargeting ads with reviews.

- **Yotpo**: Founded in 2011, Yotpo is the top e-commerce marketing platform, employing over 500 people and employing 100 support agents. Yotpo, specifically, provides a Free Plan with extensive features in the market.

Yotpo allows you to own and control all of your content. Moderate yourself or use AI technology to automate. They partnered with Google and Facebook to help you enhance your brand's visibility and traffic from search and social. Yotpo also has discount features to encourage people to leave reviews.

3.3.4. Create an incentive program

The incentive program encourages consumers to submit reviews by rewarding them. Encouraging customers to submit reviews is a clever approach to get more than one review. It's a win-win situation for your business and your customers.

You can provide a coupon or discount code and display it directly in the review or add it to the review request email.

3.3.5. Say thanks to every reviewer

Reviewers take the time and make an effort to provide you with reviews. Don't hesitate to thank them once you receive either negative or positive product reviews.

If you want to thank a customer for their review, you can build a pop-up in your store. Another way, you can click on the "like" button and say "thank you" beneath their review. Thank you messages from you are sure to make your consumers pleased.

3.4. Examples of social proof

There are different formats for social proof. Here are a few examples of the types of social proof you can leverage to increase conversions for your store.

3.4.1. Video testimonials

Besides text and photo reviews, testimonials are the most common form of customer reviews. In recent years, video testimonials have emerged as one of the most successful marketing tools of all. EyeWideDigital company says that video testimonials can increase conversion rates by up to 80%.

This is an example from Epic Productions, LLC.

3.4.2. Online product reviews

Before making a purchase, the majority of buyers read online product reviews. Online product reviews with star ratings are listed directly below the product on the website. You can use Ali Reviews, Stamped.io, or Yotpo to display customer reviews in an eye-catching way.

This is an example from the Candid Camera Shop specialized in camera-related equipment.

3.4.3. Review sites like Google and Facebook

Reviews on Facebook, Google, or Yelp are an excellent way to build trust in your store. They have a positive influence on your store's SEO. Creating a Google My Business account is a good place to start. And it is free.

Peer-to-peer site reviews like Facebook and Google make the review process easier for new and small businesses. For this type of review, you cannot edit, delete or reject reviews.

3.4.4. Social media

Many businesses advertise on social media, and testimonials are frequently published immediately on the site. When customers write a review and like the page, it creates new opportunities for your company. They will receive your most recent notifications, and you can reach out to them directly via comments or messages via the Messenger app.

This is an example from the Printful specialized in print on demand business.

"Chapter 4: Boost Upsell And Cross-sell

4.1. What is upselling and cross-selling?

4.1.1. What is upselling?

Upselling is the process of encouraging customers to upgrade or include add-ons to the product or service they are purchasing. The promoted product or service is usually a more expensive item or a set of add-ons that can raise the overall order value.

Upselling frequently employs comparison charts to market higher-end products to customers. Displaying to visitors that other versions or models may better meet their needs can increase AOV (Average Order Value) and help users leave satisfied with their purchase. Companies that excel at upselling help customers visualize the value they will receive by purchasing a more expensive item.
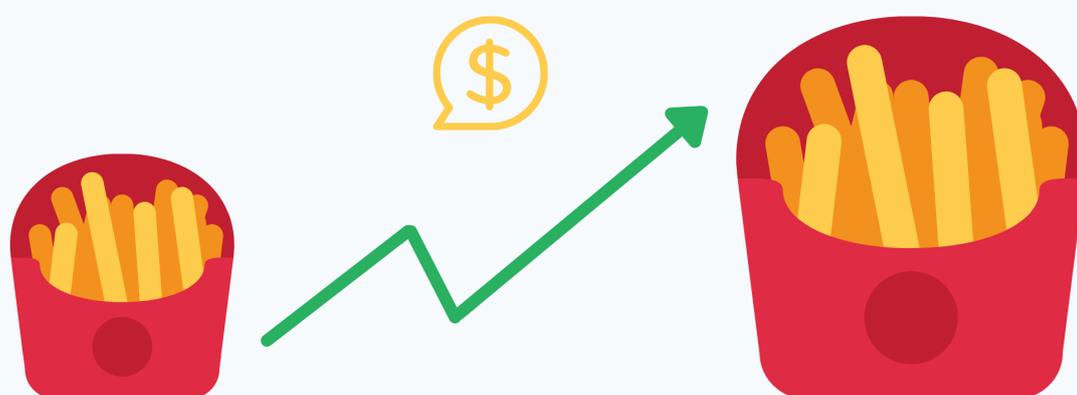
Upsell

For example, when a McDonald's cashier asks if you want to super-size your meal, you are prompted to buy what is essentially the same meal but pay a little more for a larger portion.

4.1.2. What is cross-selling?

Cross-selling is the process of persuading customers to purchase additional products or services in addition to the items they originally intended to purchase. Cross-sold items are frequently complementary to one another, giving customers an additional reason to purchase both. Cross-selling occurs in all types of businesses, including banks and insurance companies. Customers who open a savings account are frequently cross-sold credit cards, and customers who purchase car insurance are frequently recommended life insurance.

If a customer is about to buy a smartphone, there is a much better chance that they will also buy a pair of headphones or a phone case to go with it if they are given a good deal on these items. Amazon estimates that cross-selling practices account for up to 35% of its revenue.

4.2. The difference between upselling & cross-selling
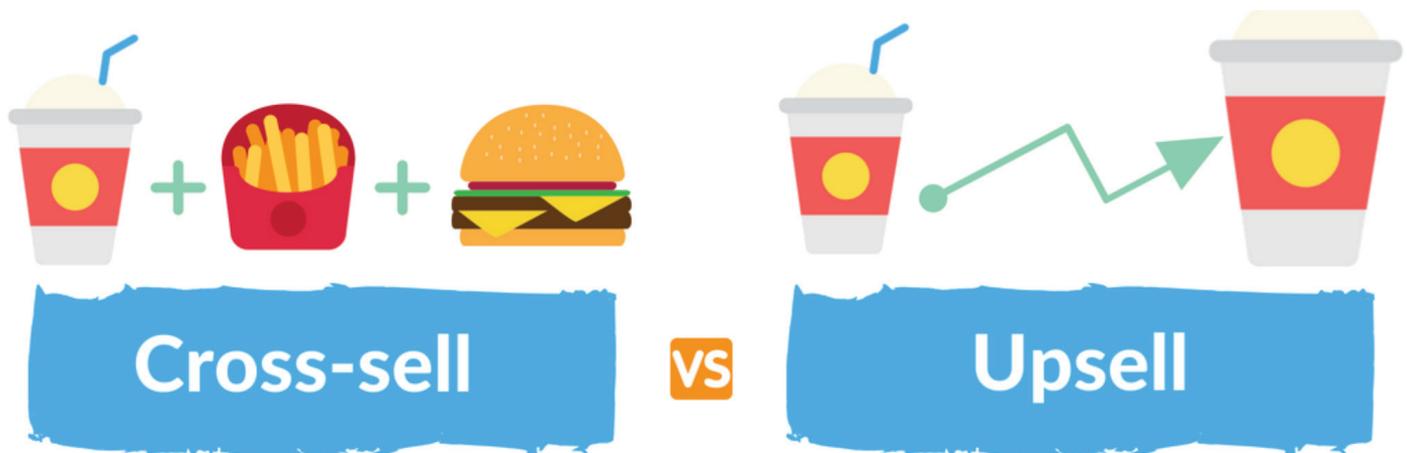
Cross selling and upselling are typically performed in the middle to late stages of the conversion funnel, after a customer has indicated a willingness to make a purchase. In addition, both strategies promote products or services that are known to be similar to the original item that the customer intended to purchase.

Retailers benefit from cross-selling in several ways, including:

- It increases revenue by 35% on average
- Introduces new products to your customers who may be unfamiliar with them
- Increases your customers' level of satisfaction with your brand
- Customer loyalty has increased

Upselling has the following benefits:

- Improves communication between your brand and its customers
- Contributes to your company's CLV (Customer Lifetime Value = the net profit you receive from a customer over the course of their relationship)
- Improves current customers' experiences

When a seller emphasizes purchasing a better version of a product than the one that the customer has decided to purchase in order to increase sales revenue, this is known as upselling.

Cross-selling is a selling technique that involves persuading the buyer to spend more money on complementary products that match their existing deal in order to increase the number of items sold while decreasing the price.

Upselling occurs when a seller attempts to trade up to a product of higher quality or price than the customer has requested. Cross-selling, on the other hand, occurs when a seller offers related products to customers in order to persuade them to spend more money.

Cross-selling aims to increase the overall value of sales, whereas upselling aims to increase the actual value of sales.

The average bill value rises as a result of upselling. Cross-selling, on the other hand, increases average bill value as well as average ticket size. In this context, average bill value refers to a customer's average purchase, while average ticket size refers to the average sale per customer.

4.3. Upsell & cross-sell tips

Here are some tips for effective upsell & cross-sell for your business:

4.3.1. Keep it simple

Offering too many products or services at once can backfire by confusing and diverting the customer' attention. Teach your sales representatives to limit their upselling and cross-selling efforts to only a few items that clearly benefit the customer.

As they work with the client and develop a long-term relationship, more opportunities to sell additional products or services will naturally arise.

4.3.2. Make yourself relevant

Marketers should keep one word in mind when it comes to cross-selling and upselling to customers: relevance. Customers should be offered products and services that are related to previous purchases in order for your cross-sell and upsell campaigns to feel more like customer service and less like a sale. Cross-selling and upselling are critical customer touchpoints that should be prioritized.

4.3.3. Take into account the timing

Upselling is the practice of selling customers more expensive products, services, or add-ons to increase a sale, whereas cross-selling is the practice of selling customers complementary products or services to their existing purchases.

Given these distinctions, think about when each approach might be well-received by customers in order for an email or nurture campaign to be most successful.

4.4.4. Value must be displayed

Show your reps how to use testimonials, case studies, and ROI calculations to effectively demonstrate the value of additional purchases.

In addition, they should add value by using a consultative sales strategy. When your sales representatives inform clients about a product they need but were previously unaware of, they become more than "just" a salesperson. They contribute to the development of new solutions that can make the lives of their clients easier.

4.4.5. Offer a promotion or perks

Limited time offers, free trials, and special discounts can all be very effective when used in cross-sell and upsell campaigns or emails.

If you've ever waited on the phone for a customer service representative to help you solve a simple problem, only to have them offer a million "opportunities" before asking for your information, you can understand your customers' frustration. So suggesting an unexpected cross-sell or upsell will irritate them and may jeopardize their relationship with your coworker.

4.4.6. Get visual

Humans, no matter how capable of abstract thought they are, are ultimately visual creatures: we want to see and touch the world around us in order to form an opinion. So, if you want to convince customers of the worth of your cross-selling or upselling proposition, simply show them the goods.

If you're cross-selling, display the additional items you want the customer to buy alongside the requested item. When upselling, you can show both the requested item and the upsell item next to each other, using the original item the customer intended to buy as a reference point to show how the upsell item is superior.

4.4.7. Inquire probingly

Effective upselling and cross-selling starts with a complete understanding of the customer's needs. Teach your salespeople to ask probing questions throughout the sales process to identify the best products and services for them, as well as opportunities for upselling and cross-selling. The goal is to cultivate a long-term relationship and high levels of customer loyalty.

4.4 Upsell & cross-sell tips

4.4.1. ReConvert Upsell & Cross-sell

ReConvert is a simple yet powerful app for optimizing thank you pages. It has a drag-and-drop interface that allows you to completely customize your thank you page.

Integrate with some of the platform' most powerful apps to get the best of both worlds - use Re-Convert's incredible built-in widgets to create the ideal converting thank you page and recharge customers.

With a 5/5 rating and over 2000 reviews, ReConvert deserves to be at the top of the list of the best upsell & cross-sell apps for Shopify.

4.4.2. Frequently Bought Together
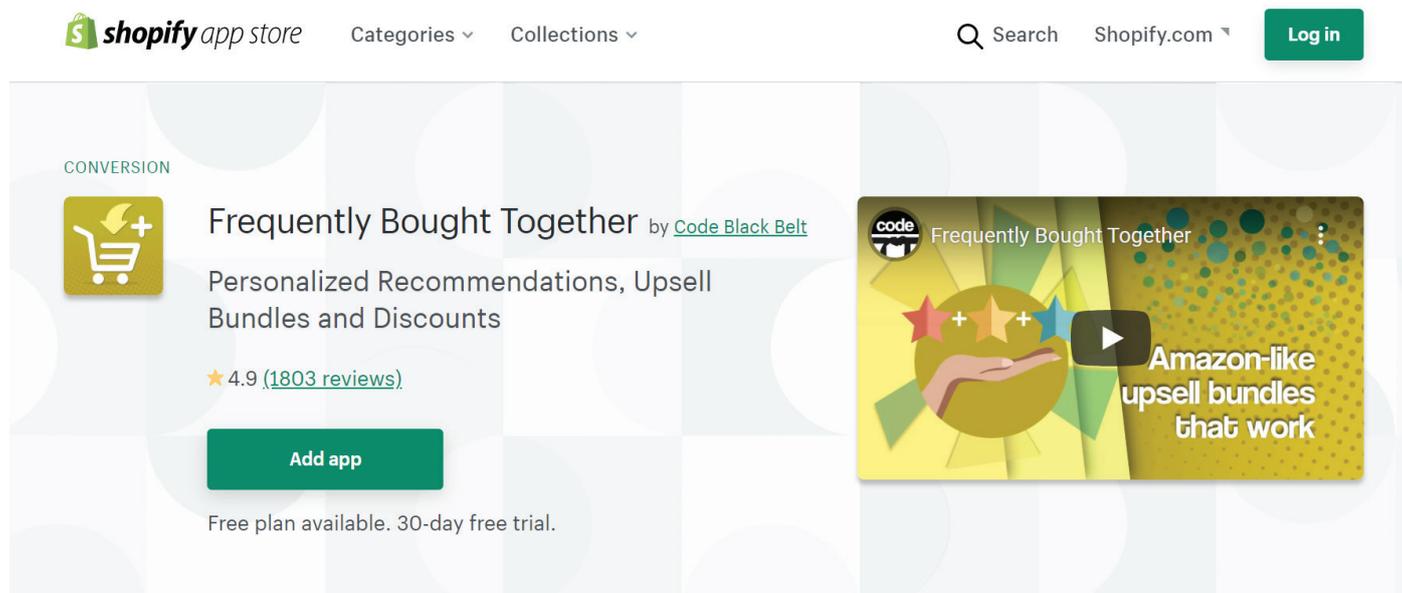
Frequently Bought Together for Shopify provides Amazon-style product recommendations, up-sell bundles, and discounts.

Thanks to the app, customers can easily add highly related products to their shopping carts with a single click. Frequently Bought Together examines customer data and generates a memory graph with product recommendations.

Customers will see a collection of related products when they visit a product page, which they can add to their shopping carts with a single click.

"*Chapter 5: Offer Content Upgrades*

5.1. What are content upgrades?

A content upgrade is a piece of content that you offer as a bonus in exchange for your readers' email addresses. In that regard, it is analogous to a lead magnet.

Content upgrades, in a nutshell, are services that are provided in addition to your main content. They are usually related to a specific post and can be used to add more information or value. They can also be used to gather email addresses, as a free offer may persuade otherwise hesitant leads to sign up.

5.2. Why to feed your funnel with content upgrade offers?
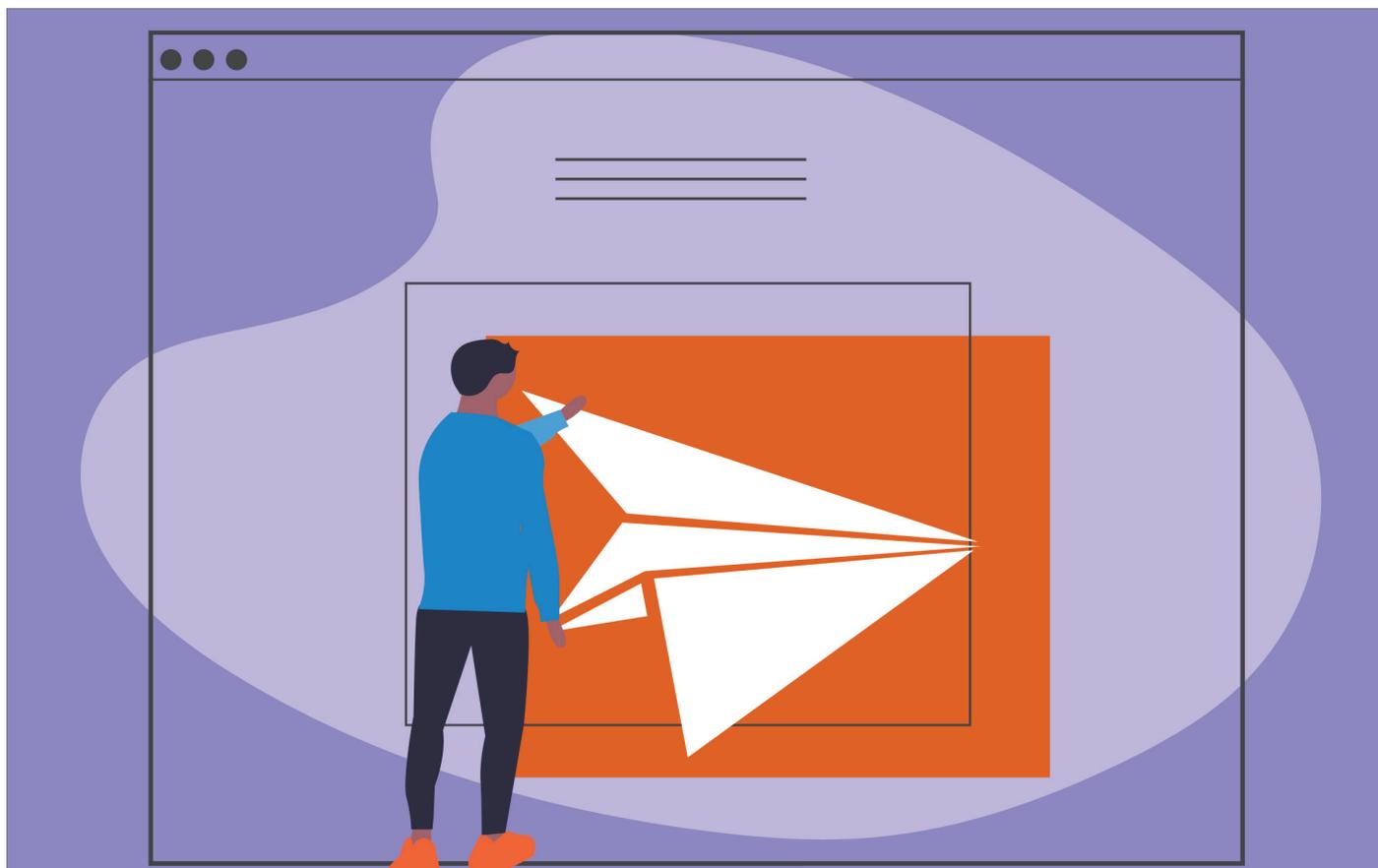
When done correctly, content upgrades convert your website visitors into email list subscribers at a much higher rate than the standard "subscribe to our newsletter" or "sign up to receive updates."

Your goal is to make your content upgrades so appealing and useful that your blog readers must simply sign up for your email list in order to receive them.

The reason for this is simple. People will come to your website to read something on your blog or watch a video you've uploaded, but the vast majority of them will not be ready to buy.

Whatever marketing tactics you use to generate traffic, half of your prospects will not be ready to convert at that point. Here's where funnel optimization comes in.

After implementing content upgrades on the backlink blog, Brian Dean, a popular blogger and digital marketing trainer, saw a 785% increase in email opt-ins (with a 4700 visitor sample size, so it wasn't a fluke).

As a result of content upgrades, more top-of-funnel leads are generated. When it comes to driving leads into your funnel, using content upgrades on your blog posts has not one, but two major advantages.

The first point to consider is quantity. Keep in mind that content upgrades are only available for the blog posts that have them. That means you're providing more opportunities for readers to join your list and enter your funnel.

You'll notice that as you incorporate content upgrades into your regular content publishing process, you'll notice that you're adding more and more entry points. This means, as time passes, the number of leads will increase.

The second benefit of using content upgrades is that the quality of the leads you drive to the top of your funnel improves significantly.

Since a content upgrade includes bonus content that is highly specific and relevant to the article it came with, it attracts subscribers who are already very interested in that topic, which should be perfectly aligned with the other content you publish and the product/service you offer.

As a result, content upgrades help you drive more and should feed the funnel with high-quality content upgrade offers. However, that is not the only way in which content upgrades can help you optimize your sales funnel.

5.3. How to create extraordinary content for your store?

Online retailers today operate in a consumer-driven market. Shoppers have an ever-expanding selection of stores from which to choose. And they are far more likely to shop with a brand that demonstrates a commitment to the customer experience than with a brand that clearly only cares about #1.

Content marketing is now an essential component of every business's strategy. Because brands across industries recognize the importance of content as part of a valuable customer experience, they are devoting more resources to figuring out their secret sauce for standing out in this crowded space.

So, how do you create extraordinary content to meet your customers' demands for your store?

5.3.1. Encourage them to leave reviews online

You must determine what is best for your business. Some brands reward positive reviews with incentives, while others simply mention it in-store or via email. Without being pushy, the goal is to gently remind your pleased customers that a review from them would be greatly appreciated.
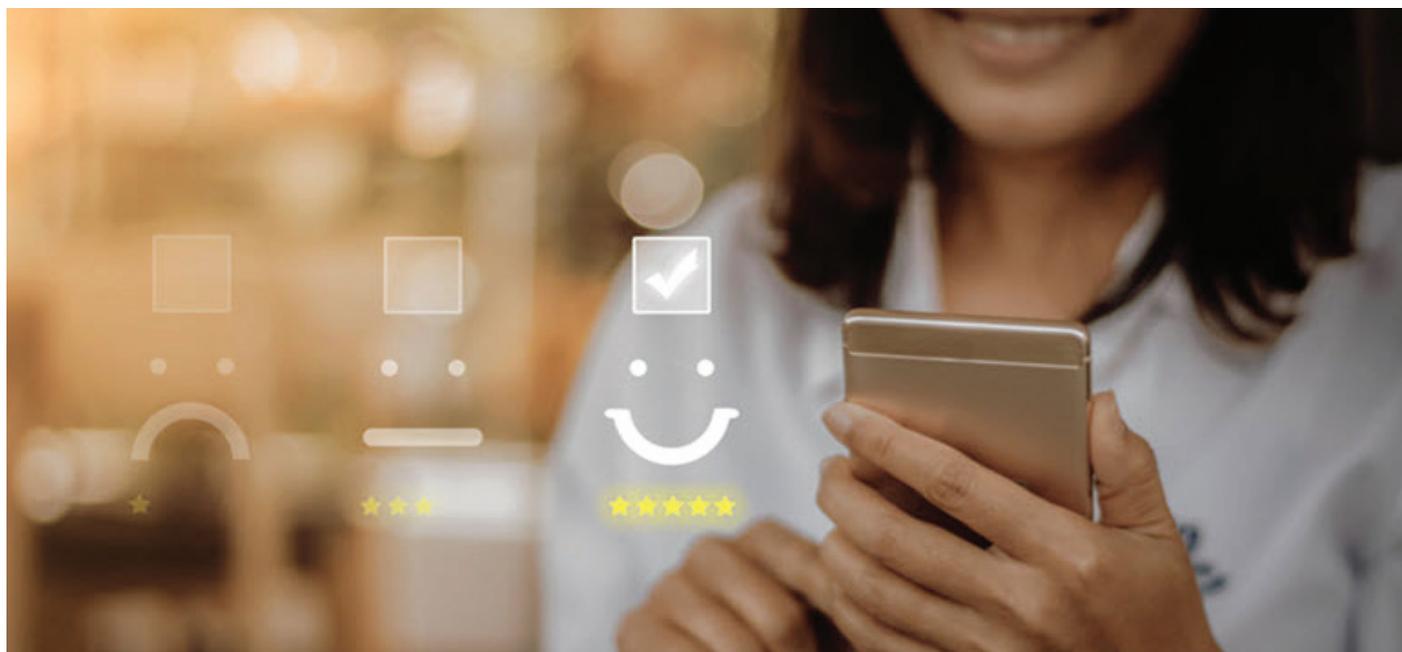
5.3.2. Aligning business goals with customer experiences

By 2020, customer experience will outperform price and product as a differentiator. And brands are preparing for this shift. By tying employee incentives to customer-experience metrics, one-third of businesses go above and beyond to ensure positive customer experiences. To that end, they are revising their metrics for measuring the customer experience.

Interaction metrics, for example, assess how deeply content resonates with consumers, whereas engagement metrics — such as the percentage of content consumed — assess the quality of brand content.

### 5.3.3. Increase brand loyalty through email marketing

According to the 2015 State of Marketing, email loyalty campaigns are among the most success-ful emails you'll ever send. 72% of email marketers rate email loyalty campaigns as very effective, while 21% rate them as somewhat

effective.

This represents a sizable proportion of marketers who rely on email to

retain customers. Include valuable, newsworthy, or money-saving content in your email cam-paigns to encourage subscribers to forward your email

campaigns to their friends and family.

5.3.4. Create and distribute right content at a right time

During customer service phone calls, in the body copy of customer support emails, or on your website and blog, include links to follow-up articles that answer logical next-step questions.

For example, if you explain how to create an initial profile in your app, follow up with content that explains how to use the profile's more advanced features. It all comes down to staying one step ahead of the customer.
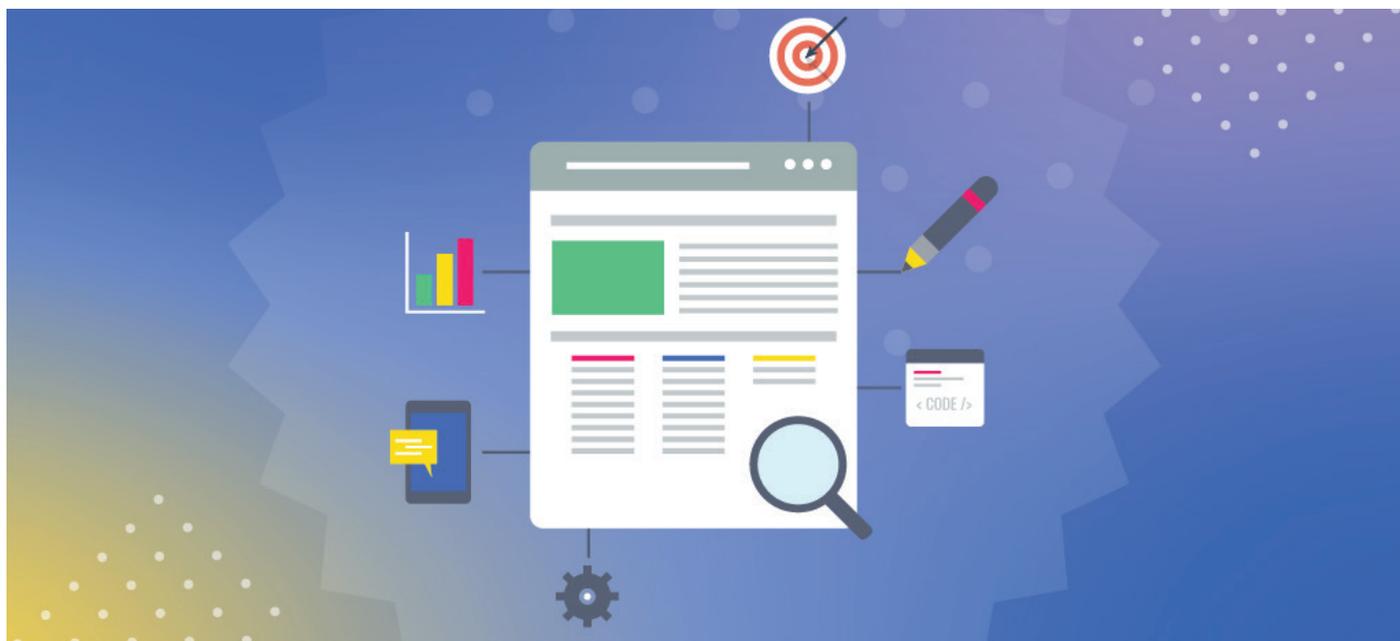
5.3.5. *Inquire about customers desires*

This can be as formal or as informal as you want. You can either organize a one-time or ongoing "meeting of the minds" among your most loyal customers, or simply solicit feedback when interacting with them in person, over the phone, or via digital media. The goal is to get feedback on how things are going and what products could be improved.

The most important piece of advice we can give you is to create exceptional ecommerce content: "It's a marathon, not a sprint". You must be prepared to work for the long haul. Because the outcomes are unlikely to be instantaneous. The investment, however, will be well worth it if you create content that customers will appreciate on a regular basis.

" *Chapter 6: Develop Smart Retargeting Strategy*

6.1. What is retargeting?
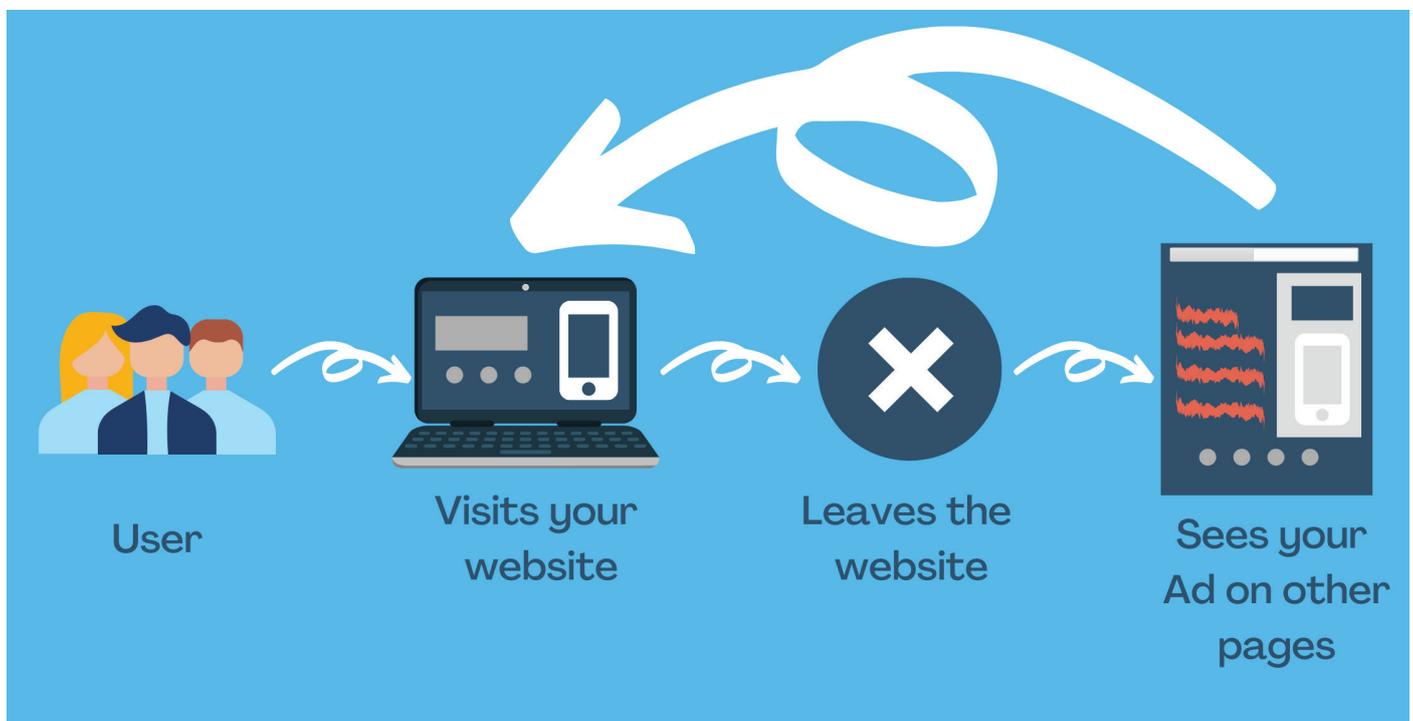
Retargeting, also referred to as remarketing, is a strategy to remind your audience about a product or service in order to encourage them to take action.

The people you are retargeting have already entered your sales funnel. In some cases, these people might have already completed a purchase. In other cases, they might be in the way of making their first purchase.

In both cases, there is money being left on the table if you are not doing anything to convert them into customers.

Retargeting is more complicated than it sounds. It requires you to have a deep understanding of your target audience, to deliver the right message, resonate and at the right time. If you don't have those insights ready, don't spend money on your next retargeting ad.

6.2. Why retargeting is crucial to the success of your whole marketing campaign?

According to Thrivehive.com, less than 2% of all e-commerce website visitors made their purchase on their first visit. It means you are leaving over 98% of all your marketing efforts and hard earned money on the table if you are not doing anything to convert them into purchase customers.

Now we know how important retargeting is to businesses. However, to come up with an effective retargeting strategy is a completely different story. It requires effort, time and sometimes luck. Digital marketers need to identify and implement effective marketing strategies for their brands. There are several ways to draw them back but retargeting has proven to be one of the most effective and cost-effective strategies. Retargeting allows brands to reconnect with people who previously interacted with your website or mobile app. In order to maximize the value of those initial visits and convert them into customers.

6.3. How to launch a successful retargeting campaign?

6.3.1. Define a clear goal

When it comes to retargeting, defining a clear goal is hugely important. Whether you want to boost conversion rate, drive qualified leads for your business or just simply want to improve your brand awareness, you need to define a clear goal for your campaign.

You also have to pay attention to your budget and people to make sure that you have enough resources to run your campaign successfully.

6.3.2. Segmentation

Before launching your campaign, be sure to define who exactly you are targeting. You need to understand their behaviors on your website last time they visited. Here are a few ideas on how you can segment your target audience.

- Cart abandonment: This group has high purchase intent and is most likely to make a purchase - especially if they are already a customer - if they see your ads reminding on the product(s) that they left behind in their shopping cart. For this audience, the best tactic is to display the products that they left in their shopping cart with a message that creates a sense of urgency so they can come back and complete the purchase.

- Visit a product page: If you are targeting people who visit one of your product pages, the tactic is to remind them of that exact product, recommend other products and don't forget to offer instant support if they are having any questions regarding the products. Facebook DPA and Google shopping ads could be your choice for this audience if your intention is to retarget them through ads.

There are several other locations in the funnel so you need to adapt your message in relation to your customer journey.
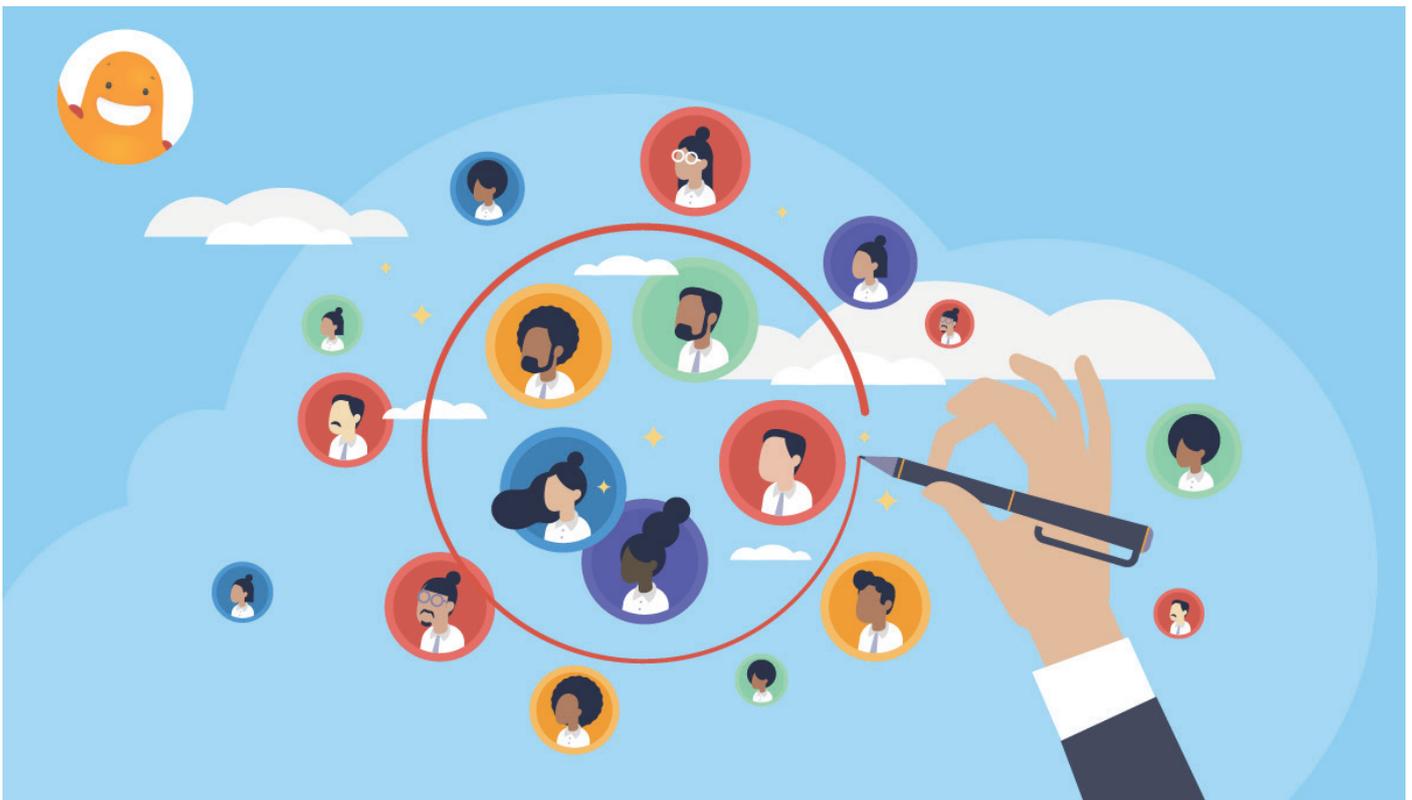
6.3.3. Creatives that appeal to your target audience

Now you have clearly defined your target audience based on their behavior, the next step is to make sure that you deliver a message that appeals to them. Ad creatives play an important role in answering the users common question at this stage of the funnel "Why should I make this purchase, now?"

The winning creative should grab the attention of users immediately. A good ad creative blends enticing visuals with a clear and persuasive message. So how can you make sure your ad creatives always deliver results?

- Match the right creative to the right audience
- Match the ad creatives with the user intent
- Be as personalized as possible
- A/B test and optimize constantly

6.3.4. Choose a right time and frequency

Timing is also important especially to avoid ad fatigue while still accomplishing your goals. It should be a perfect balance between your audience, offer and expected outcomes.

Avoid displaying ads to the same audience multiple times to keep them from feeling overwhelming. However in certain cases, for example, if you are running a limited time offer to a target audience that has shown interest in the products you can serve ads without frequency caps to create a sense of urgency.

6.3.5. Keep testing and optimizing
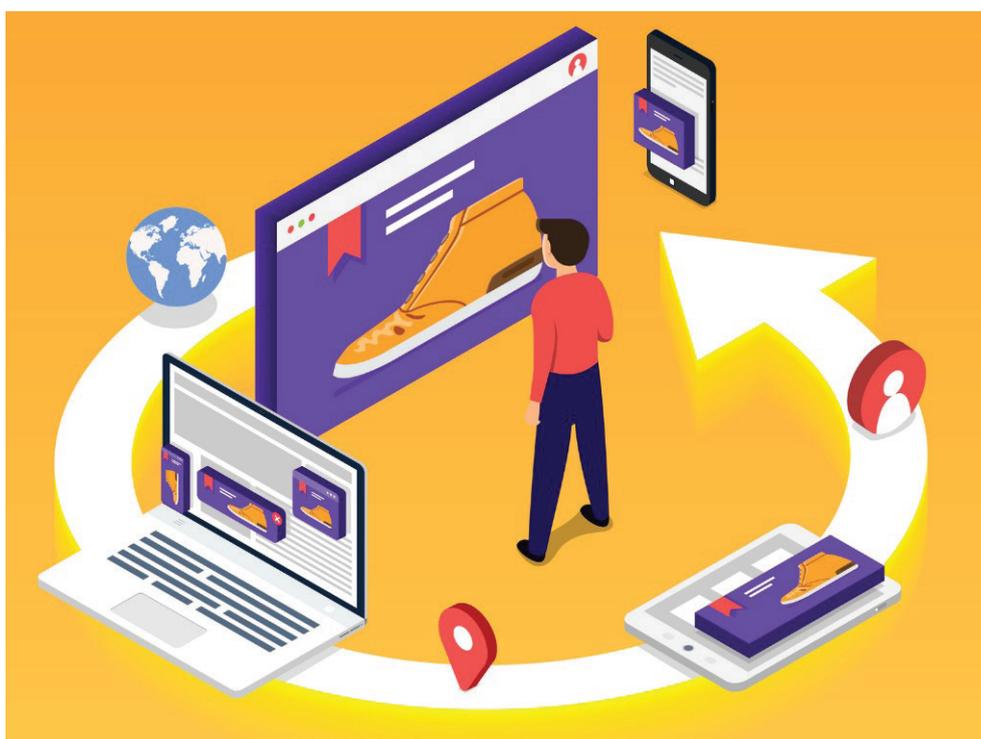
Keep in mind that retargeting is an ongoing and evolving process, which requires continual testing and refinement. Be patient as you might not see results coming in instantly. They will gradually improve by the time and by the level of your execution.

Constantly performing A/B testing is crucial in this process. The best way to perform A/B testing is to make sure to create two variations of an ad and run them side-by-side until you have a clear winner. Stop the loser and then create a new variation of the winner so you can keep improving incrementally.

Last but not least, be sure to put in place a good tracking system in each of your retargeting campaigns.

6.4. What are the best platforms for your next retargeting campaign?

Retargeting ads have 10 times better CTR than other display ads we usually run. But what retargeting platform serves better to achieve a higher conversion rate. Here we will cover our top 5 retargeting platforms to help you out with your next campaign.

- Google ads remarketing

- Facebook retargeting

- Adroll

- Perfect Audience

- Criteo

6.4.1 Google ads remarketing

Google Ads
Served to people based on their keyword searches.
Google is all about "user intent."

Facebook Ads
Served to people based on their characteristics and general preferences. Facebook is all about "user personality/behavior."
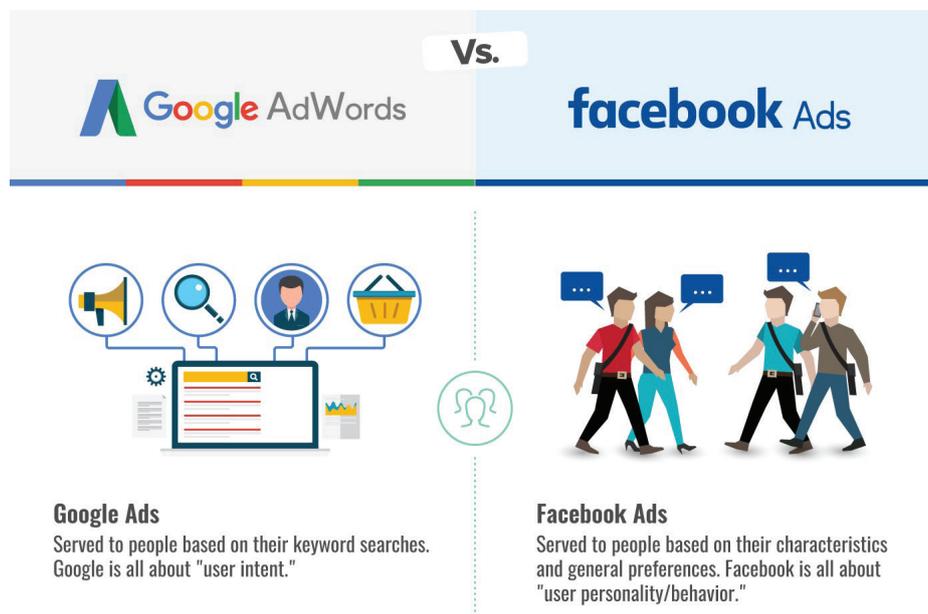
Google Ads is by far the most popular and effective of any kind of ads. Google offers you so many advertising mediums and methods to fit most of your business objectives.

When it comes to retargeting, Google allows you to display ads to tracked audiences and its associated networks.

It's pretty easy to start retargeting ads on Google. You just need a Google Ads account and connect with a remarketing tag to your website. These are 2 most popular types of remarketing that Google Ads currently offer.

    - Standard remarketing: Your ads will be shown to your cookie-based audience when they browse sites and apps on Google Display Network.

    - Dynamic remarketing: This type allows you to display your product feeds date to the audience who previously visited your website.

    Google Ads is the most cost-effective due to its massive reach, wide range of targeting options and powerful reporting capabilities. So if you are planning your next retargeting campaign, Google Ads should be on top of your list.

6.4.2. Facebook retargeting

Facebook - the most popular social ads platform with 2.4 billions users around the globe - is no doubt on the list of any marketing campaigns including retargeting.

Facebook Ads provides you with an event pixel that you can place on your website to track visitors' behaviors. Then you can create custom audiences including ones who have visited the certain pages on your website to serve the right ads.

Facebook Ads also allow you to create lookalike audiences of your custom audiences that you can utilize to widen your reach.

Facebook, similar to Google, also allows you to upload your own customers list and serve ads to them or create a lookalike audience of your customers.

There is one important thing to remember, Facebook has their own tracking and reporting system that most of the time you will see different results compared to what shows on Google Analytics.

6.4.3. Adroll

If you are planning to display your ads on almost every platform then Adroll is your choice. Whether it's on Google, Facebook, Microsoft or any other platform, Adroll is eligible to serve your ads in front of 95% of the web.

If you are planning to display your ads on almost every platform then Adroll is your choice. Whether it's on Google, Facebook, Microsoft or any other platform, Adroll is eligible to serve your ads in front of 95% of the web.

Adroll allows you to set a fixed budget for various events. It offers you 3 different options for retargeting ads.

> **- Ads on websites and apps:** The process is simple, you only need to create your custom audience and then place your ads in front of them across webs and apps.
>
> **- Ads on social networks:** Adroll lets you display ads on Facebook, Instagram and other social media platforms with a simple process.
>
> **- Email ads:** Adroll also allows you to create emails and send to your list through popular email services like Mailchimp, Klaviyo, Constant Contact, etc.

6.4.4. Perfect Audience

Perfect Audience is a leading, all-sized budget retargeting platform that allows advertisers to remarket to past website visitors, email subscribers and social media followers reaching 90% of the web users.

With a minimum of just $25/week you can start your first retargeting campaign. It's by far the most affordable platform. And as for other platforms, you can create 4 different types of campaigns: web, app, social and dynamic web retargeting.

You can also display ads to your audience on different mobile devices as well as retarget your app users.

6.4.5. Criteo

Criteo is the leading advertising platform built on the open Internet. Criteo offers a fair opportunity to retailers, brands and publishers of all sizes.

Criteo combines big data with super-smart, shopping-focused AI, enabling you to retarget shoppers with personalized video ads, reach shoppers at scale with engaging on-demand video ads to showcase your products across the web.

Criteo can be a good platform if you have a capable team, but that almost never happens. Transparency is also an issue, many analysts believe that cookie-based advertising is going away in the near future, which could drastically change how Criteo operates their business.

"Chapter 7: Implement Urgency To Incite FOMO

7.1. What is FOMO?

FOMO or Fear of Missing Out in the definition of Wikipedia is a social anxiety stemming from the belief that others might be having fun while the person experiencing the anxiety is not present. It is characterized by a desire to stay continually connected with what others are doing. FOMO is also defined as a fear of regret, which may lead to concerns that one might miss an opportunity for social interaction, a novel experience or a profitable investment. It is the fear that deciding not to participate is the wrong choice.

While FOMO seems to be negative in some cases, in the case of pushing sales specifically it is a great way to increase the chance of people making purchase decisions. Especially in the age where social media occupies every aspect of people's lives.

Intensifying FOMO within a marketing strategy is not a new thing to brands and many are using this strategy in a positive and effective way. Examples include AT&T's "Don't be left behind" campaign, Duracell's Powermat "Stay in charge" campaign and Heineken's "Sunrise" campaign. The "Sunrise" campaign, in particular, aimed to encourage responsible drinking by portraying excessive drinking as a way to miss the best parts of a party, rather than claiming that excessive drinking is a risk to personal health or Nescafé's "Wake up to life" campaign, just to name a few.

7.2. Why is FOMO an important part of any marketing campaign?

No one wants to look back on their lives and wonder, "What if?" Smart and savvy marketers understood and figured out ways to tap into this common anxiety among consumers to great effect. FOMO marketing can bring a great effect to your marketing strategy if you're able to tap into this psychological construct to encourage your prospects to act on an opportunity you are offering. Implementing FOMO in your next marketing campaign is actually simpler than you might think. FOMO marketing refers to messaging that delivers an appealing approach to consumers' desire to take instant action on every opportunity before it fades away.

FOMO marketing works because it's not just a theory but it's a proven science. Humans in general are a risk-averse species, so most of the time we would rather make an impulse purchase than regret later.

Let's take an example, you are thinking about buying your new couch. You have spent time researching for your ideal one and you already have a general idea of what you are going to buy and how much you are willing to spend.

Suddenly, you see an Ad announcing a huge couch promotion at your local furniture store. You see the exact couch you are looking for is on the list but for a very limited time only. Wouldn't you act immediately even if you are planning to buy it next month? I would doubt it.
We're all afraid of missing out on a chance to save tons of money because we think it will never present itself again. That's FOMO marketing.

If you're a marketer, you've probably seen this play out many times. Every viral campaign has helped trigger FOMO among consumers. When you see everyone around you buying a product, you want in on the action, as well.

You can't always orchestrate a viral video or social post, but you can engineer FOMO marketing. By using a few tried-and-true techniques, which we'll cover below, you can instill FOMO in your prospects and convince your prospects to buy.

Implementing FOMO in your next marketing campaign is actually simpler than you might think. FOMO marketing refers to messaging that delivers an appealing approach to consumers' desire to take instant action on every opportunity before it fades away.

7.3. Best ways to use FOMO to boost sales for your e-commerce store

FOMO works whether you're a blogger, small business, corporate, or an eCommerce store.

One important note before we deep dive in: FOMO marketing isn't always a slam-dunk. You have to be honest with your audience and create offers that resonate with them.
If you're disingenuous about your offers, consumers will smell the duplicity a mile away.
For instance, if you say you're only offering a discount code to your closed group, you can't broadcast the code - or a similar one - over social media a few days later.
So now you have already had a good understanding of FOMO marketing, we can go straight into the best techniques for this kind of marketing. Remember, there is no one size fits all strategy. These may work for many and may not for others so be sure to adjust them to fit your own audience.

7.3.1. Set a time limit

Setting a strict deadline is critical for FOMO marketing. We're conditioned from an early age to respect deadlines. Time pressure puts us in a condition that we need to act quickly to meet deadlines and this applies to making purchase decisions as well.
Be sure not to delay the expiration time because your prospects will know you tricked that. At the same time it will hurt your brand reputation so avoid doing this at all cost.
The Amazon "deals of the day" is a perfect example of this technique. If you want to claim the deals, you need to act within that duration.

*** Tips: Next time when you launch a flash sale be sure to include a countdown clock on every offered product. This will bring a sense of urgency and make your users act quicker.*

7.3.2. Quote from influencers

People often trust someone with high social status. When a celebrity, influencer or even authority talks about your products in a positive way - that will be priceless.

Influencers are dominating conversations across social media. Having a quote from one of them big or small can increase your brand trust significantly.

In terms of choosing the right platforms, Instagram is by far the best and most effective one for getting across brand messages when it comes to influencer marketing. So be sure to prioritize Instagram in your next influencer marketing campaign.
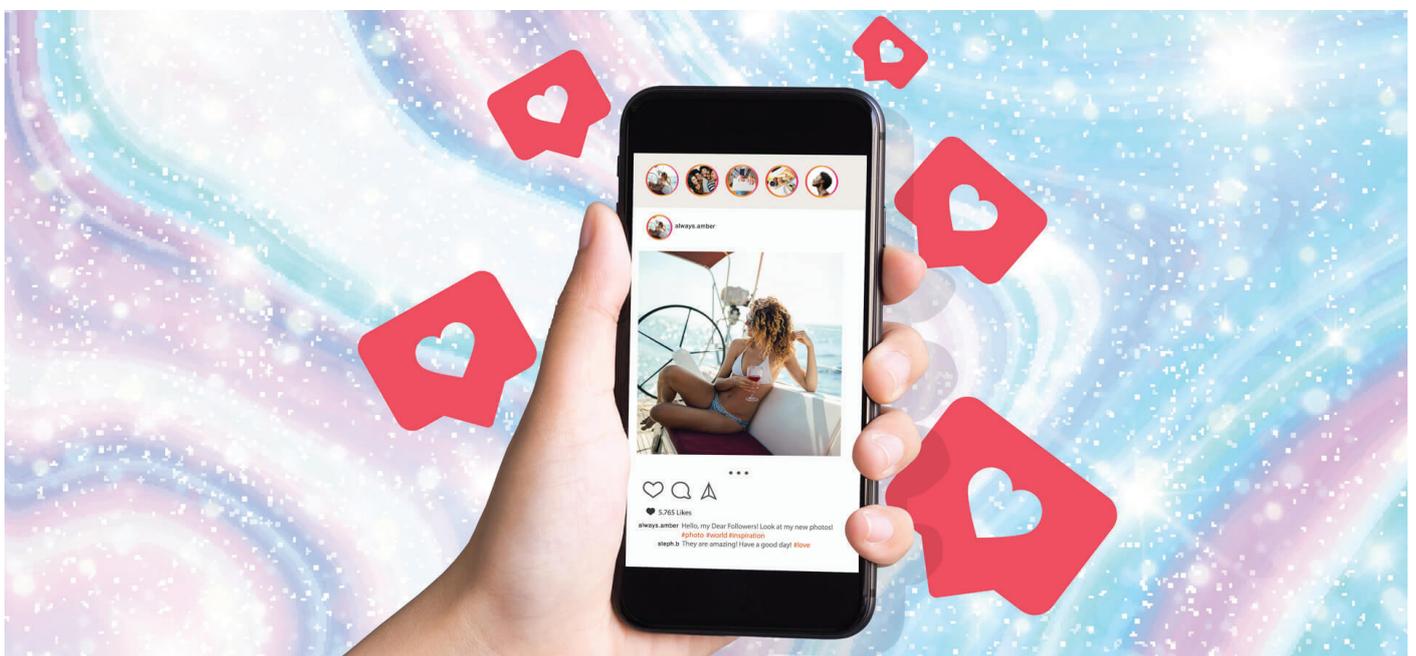
But not only Instagram nor social media, you can also put that quote on your website, app or wherever visible to your audience.

7.3.3. Leverage social proofs

There is no doubt about the power of social proof but to get the most out of it you need to implement it at the right time. Ideally, you want to aim for the bottom of the funnel because those consumers are ready to make a purchase decision.

It's no doubt that people trust others' experience more than what the brands are trying to tell them. They will be more likely to make a purchase decision when they see positive reviews from other customers.

A classic example is when you pass two restaurants. One has a full parking lot, while the other one looks abandoned. You're going to choose the first option because the parking lot full of cars subtly communicates that you're missing out on something good.

It also applies for e-commerce, products that have lots of reviews will be more likely to have higher conversion rates.
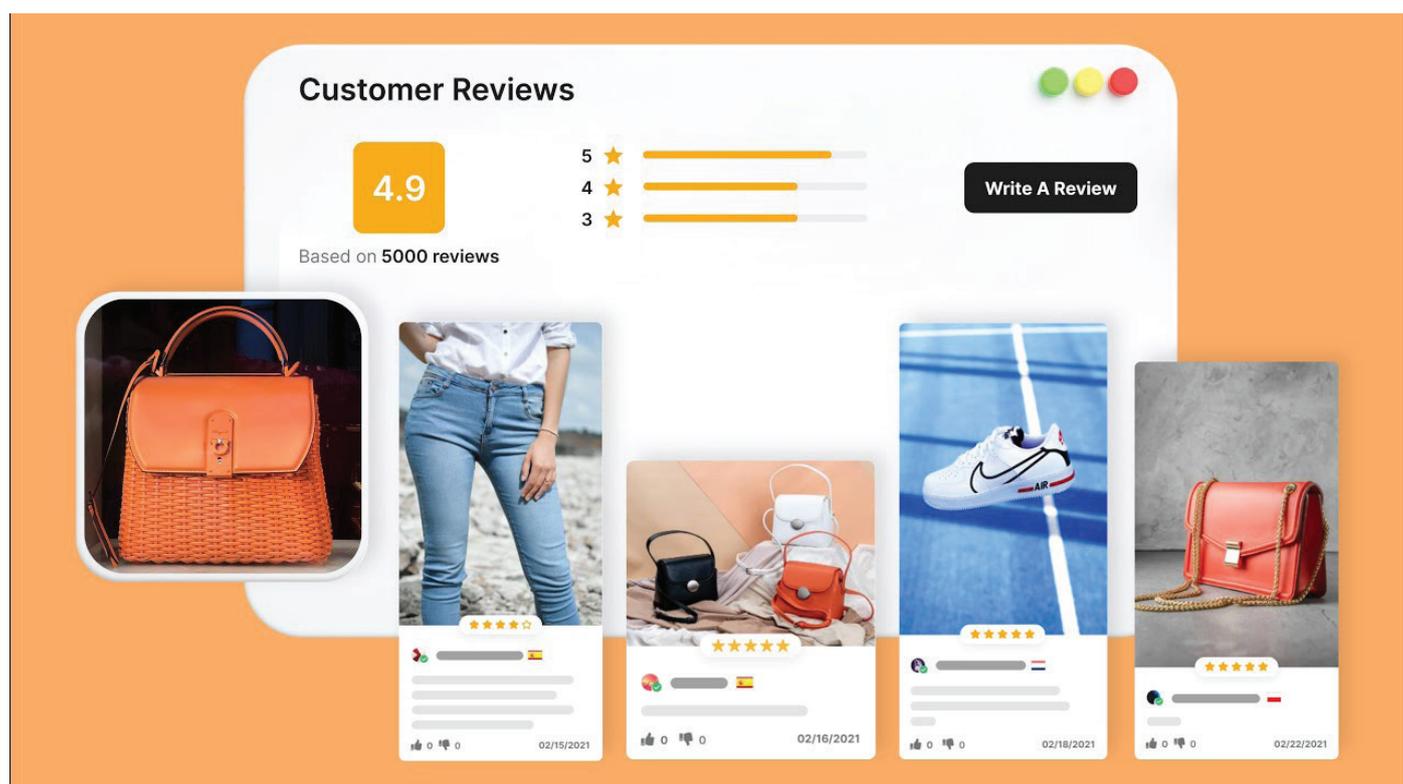
7.3.4. Product bundles

I'm sure many of us have come across a bundled product that we just couldn't pass by. Bundles are hugely popular across numerous industries. Cable television and insurance products are two of the most popular of this kind.

Bundled products oftens if not always come with a discount, this provides brands an opportunity to sell more than a single item and therefore increase the average order value. For example, if you buy your cable, Internet service, and phone service from the same company, you pay less than you would if you were to buy each one separately. The same goes for insurance.

FOMO marketing offers creative ways to implement this strategy, especially if you're willing to add a ticking clock.

Designcuts.com is a good example everyone should follow, they offer massive discounts on their bundles but just for limited duration.

https://www.designcuts.com/product/the-vintage-lovers-creative-arsenal/

You can use this strategy regardless of your industry by cleverly packaging your products or by creating new products that you'll bundle at a steep discount before selling them separately.

7.3.5. Communicate right messaging

When it comes to FOMO marketing, messaging matters a lot. Be sure to communicate the right message so your audience feels as though the time is running out and they're about to lose on an amazing deal.

When you're crafting your marketing materials, use strong verbs and adjectives to instill FOMO in your target audience. There is no limit to the messages you can use but here are a few good ones that you can try in your next campaign.

- The clock is ticking. Shop now or miss out.
- Your offer is disappearing in [hours/minutes]
- You are about to miss this offer.
- This is your last chance to take advantage of this massive offer.

Booking.com is one of the brands that does this best when it comes to clever messaging. They show the below message when the property you are looking for is sold out in big red letters.

7.3.6. Highlight missed opportunities

The feeling of missing out on something great is really unsatisfying. When we see we have lost out on a good deal that we have been waiting for months just because we acted late, we'll start becoming anxious.

This feeling of anxiety is nothing but FOMO, and it can urge them to make their decisions quickly so that they don't miss out on other deals. Sometimes, this is all that's required to push them open their pockets.

Booking.com makes use of this strategy to their advantage exceptionally well. See how they've leveraged FOMO by adding the phrase "You missed it!" to the booking offer.
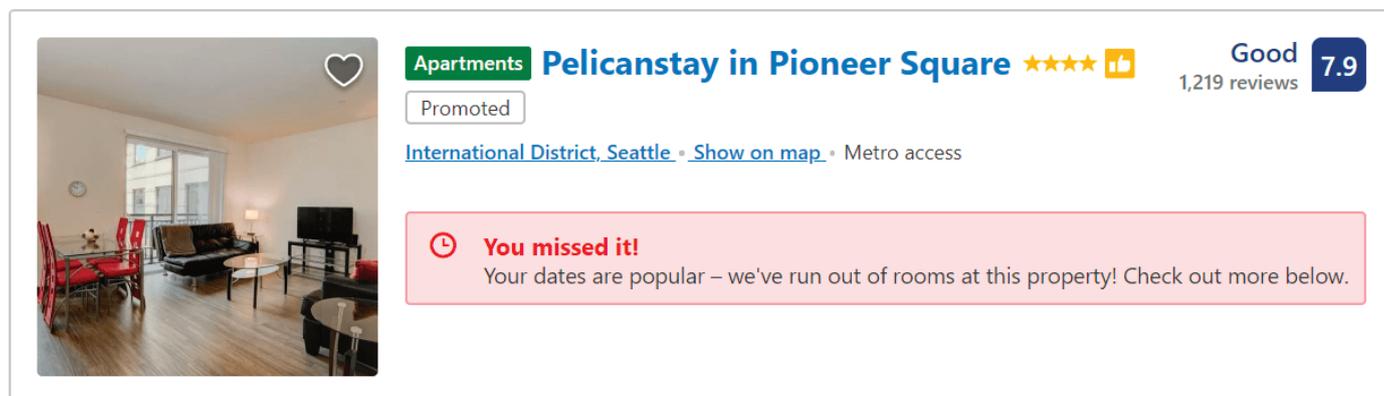

7.3.7. Exit-intent Popup

Another great way to inspire FOMO among your audience is to use an exit-intent popup that gives a one-time opportunity to save money or enjoy some other advantage.

Exit-intent popups appear when your visitor goes to close the browser tab or window.

Don't be afraid to go bold with this type of marketing. Use language, imagery, and excitement to let your visitors know that they get one shot at an awesome opportunity.
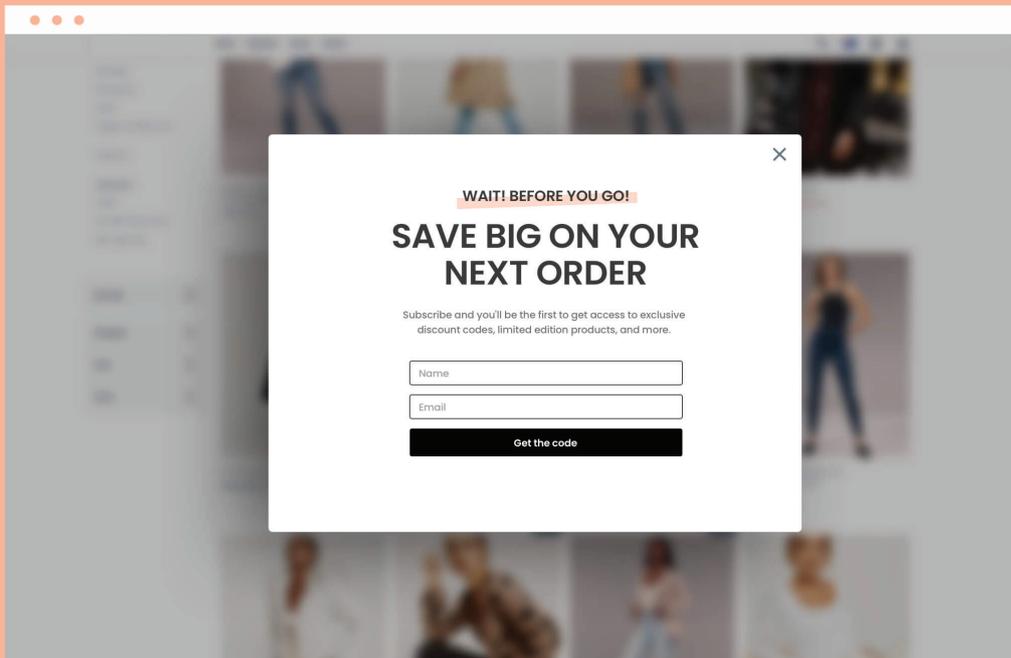
7.3.8. Design limited-issue lead magnets

Lead magnets don't have to remain the same forever. You can adjust them up and use FOMO marketing at the same time.

You are creating an amazing infographic with tons of useful information your audience will love to have. Offer it as a limited edition lead magnet that requires your audience to take certain actions in certain time in order to own it.

This tactic is ideal if you want to collect high quality leads for your business. You want

people to overcome the hurdle of handing out their contact information by providing them with something they don't want to miss out on.

decisions quickly so that they don't miss out on other deals. Sometimes, this is all that's required to push them open their pockets.

Booking.com makes use of this strategy to their advantage exceptionally well. See how they've leveraged FOMO by adding the phrase "You missed it!" to the booking offer.

Conclusion

And there you have it! Our time together is over. Let's quickly run through that list of **7 Proven Tactics To Grow Your Shopify Store** again:

- Practice To Set Up Your Online Store
- Create And Promote Your Referral Program
- Leverage Social Proof
- Boost Upsell And Cross-sell
- Offer Content Upgrades
- Develop A Smart Retargeting Strategy
- Implement Urgency To Incite FOMO

Some of these strategies may be difficult for you to implement at first. But if you can execute them to perfection, you will be reaping their rewards. The tactics that fail for one business may work wonderfully for another company. So you have to experiment with different methods to see which are best for your case. Don't just aimlessly try new growth tactics after one strategy doesn't work - think about why your previous method failed, and use it to take your next step.

We hope that by now, you're feeling super hyped and energized to get out there. And of course, we hope that you never lose the fire and passion that keeps you learning and growing with your Shopify store.

Hungry to keep learning? Please keep an eye on https://fireapps.io for more interesting information.