Sales Dynamite

21 Proven Ways To Explode Your Sales Through The Roof

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Introduction

The main objective of any business is to make clean profits. However, there is more to it than just laying out your wares for consumers to get their hands on. Selling is not just about having a product to offer. It is enticing people to patronize it on a long term basis.

Repeated sales make for sustainable business operations especially online. But it is in getting consumers to come back and buy their next supply of your product that will fuel your drive to be financially successful.

Increased sales translate to increased profits so it makes sense to employ methods that will skyrocket your ratings off the charts. There are several techniques that will help you achieve this goal sooner than later. Using any or all of them can transform you into an online marketing guru in no time.

Method #1: Set Up A Professional-Looking Website

First things first: To sell your product online, you need to set up a website that looks credible. Populate it with the right amount of information without the "hard sell" undertone.

When you keep it real, simple, and direct to the point, consumers are more inclined to believe in your products. This is important

Method #2: Place Opt-Ins Strategically On Your Home Page

There are criteria that set an effective opt-in page apart from the rest. Font size and color are important details that need careful attention.

Opt-in pages are your ticket to building a good subscriber list. Its importance lies on the fact that you can make regular follow-ups or product announcements through emails. It cuts marketing costs but proves effective since you now have a base market to test any new product that is in the pipeline.

Method #3: Come Up with a Cool Headline

A catchy phrase gets the attention. Think of one that will pique the interest of online readers and hold it until you have accomplished your goals.

Placing the word "FREE" never fails to get attention. Anything that is given without shelling out some cash in return is always a welcome deal. Provide useful materials that relate to your products such as ebooks or self-help guides.

Method #4: Display Interesting Images Of Your Products

Clear pictures can capture the interest of online users and call them to action even when they do not intend to purchase anything in the first place.

Online travel agencies can benefit immensely from this. Scenes of vacations spots can give online users a taste of what to expect from their destination. In short, fuel their imagination. If you cannot put it in words, lay it out with a picture. A single picture can say a thousand words. You not only save on space but also on your set of vocabularies. This way, you do not sound redundant and too hard at work at selling that you echo desperation.

Method #5: Show Consumer Testimonials

There is no better way to prove that your product is effective than words from a satisfied customer. People are inclined to believe others who have tried your product. This becomes their basis for buying one for themselves.

Look at other web page formats and observe where their testimonials are placed. If there is one that catches your attention, try to adopt and apply the format. Since a website is a constant work in progress, you can move your testimonials to different places on your web pages until you get tangible results. These can be increased sales or traffic.

Method #6: Use Catchy Info Format

As mentioned, you should periodically make effective changes to your website in terms of general format. Learn the trends and apply where appropriate.

It can either be subtle or obvious. The location of articles, for instance, is a crucial element for an effective marketing technique. Most web pages display the information on the home page while others prefer a more dramatic approach by setting it on different page.

This is more in the line of creating a professional looking website but is typically done after the initial launch. It is a constant tweaking process that will require you to be more visually sensitive on the aesthetics of your web page.

Create Smashing a Sales Copy

Another one is creating an appealing sales copy. Contents are not the only thing you should focus your energy on. Font type, size and color also matter. The visual impact of the sales copy can make or break a sale.

The features of most effective sales copy follow a certain standard. One is keeping text format to the right to make it appear that the content is short and simple. The use of a bulleted list is also encouraged. It displays conciseness.

Method #7: Contact Information Visibility

Out of sight, out of mind. Remember, users can make a decision at anytime and at any point while searching within your webpage. Make it easy for them to find and you by displaying your contact information on every page.

You can make it into a separate web page or as a staple for your entire site. Also, take note of email system compatibility. Make your

system and website in general, accessible to all emailing platforms and browsers.

Method #8: Provide Accurate And Realistic Scenarios

One way to make online readers relate to your product is to present circumstances that are realistic.

For instance, in selling an organic anti-aging cream, you need to point out the causes of wrinkles as well as the disadvantage of using conventional moisturizers. You can cite certain skin diseases that are consequences of using chemically-treated beauty products.

Do not exaggerate. Remain true to the facts and let your product do the rest of the talking. It will not take much to convince people who have found themselves in those situations which you mentioned at some point in time.

Method #9: Showcase One Product On Your Home Page

Exhibit one product at a time. This way, you can provide detailed information that is relevant to the consumer. Too many products on display can overwhelm online users and distract them.

This can eventually lead to indecision. Consumers who are faced with difficult choices can end up putting it off for later and forgetting about it in the process. Make them focus on one thing. In the same vein, you should also concentrate on providing sufficient information on your featured product.

There are several benefits to this technique. One is that you can gauge the saleability of each of your product and another is that it allows you to tweak poor sales performance.

Method #10: Categorize Your Products

If you have more than one product to offer, organize them into a sensible order. Take cue from online apparel business which put things in their proper perspective.

Orderly merchandise makes it easy for buyers to go directly to products that they would like to purchase. Not all online users have the luxury of time to browse through all your wares. Some do not like to waste their time exploring. Others avoid searching deeper to refrain from impulse buying.

Depending on what you are selling, you can list the categories under which your products should be classified into. Selling cars requires an efficient format such as providing fields that buyers can fill according to their specific needs.

Method #11: Offer Easy Purchase Options

Modern payment systems enable consumers to virtually purchase anything from the internet. These are often signed up with specific credit card companies so this is the most common payment method today.

It would do your business good if you can accommodate different credit card companies. Otherwise, you may have to turn down a potential sale just because your system does not a client's credit card.

Method #12: Expand Your Delivery Area Coverage

Literally go the extra mile in delivering the product to your customer's doorstep. Hesitations occur when customers become aware that you will not be able to send your product to their area.

Link up with freight companies. You can benefit from this if you have a limited number of outlets or that each one services only a particular area. Some online marketers are established brick-and mortar stores before taking their business to the World Wide Web. This means they

may already have a solid delivery system with coverage that could be global.

Method #13: Be Reader-Oriented

Remember that you are talking to an online reader that is a potential customer. Keep this in mind and reflect it in the tone of your articles, from the opt-in page to the sales letter; just about everything else that is written.

Use the word "you" instead of focusing on "I" even when you are talking about personal experience. Make the reader relate to what you are saying by mentioning general circumstances that they can find themselves or have been in at any point in time.

Method #14: Avoid An Early Sales Pitch

If there is one thing that buyers hate, it is sellers that tell them what to do. Would you care to read the entire website when all you see are words that say "buy this" or "buy that?"

Technically, you are selling something that you want people to buy. But there is a subtle way of offering purchase options than stating it outright. Avoid using the "buy" word. Instead focus on the benefits of your product.

You can do this on your opt-in or sales page. Lay out the benefits and do not linger on the features. Most users are not interest on what these look like. What they want to know is: Can your product answer their needs?

Method #15: Satisfaction-Or-Your-Money-Back Guarantee

Put yourself in your client's shoes. If dealers refund you for an unsatisfactory service or product, you will feel a sense of genuineness to improve the standards of their business.

This strategy creates credibility. New consumers will be inclined to risk a purchase because of this money-back guarantee pitch. Once they try your product and are satisfied with it, another layer of trust is put in place.

Set up a list of limitations on refunds to also protect your interest. An example is not to accept damaged products or those that have been consumed more than three-fourths of the way. Provide parameters for your consumers to follow.

Method #16: Make Use Of Hover Ads

These are quite different from pop-ups but use the same HTML basics. Because they appear similar, online users often set up pop-up blocking programs to make internet surfing less distracting.

Hover ads behave quite differently, though. They do not scroll with the page that is viewed so users can see them even when they get to the bottom. These ads can be used a technical platforms to bring out more information on your products.

Surveys showed that hover ads can effectively increase sales because readers no longer need to browse further. They come up with the decision to purchase faster due mainly to these ads.

Still, use creative format to increase hover ad appeal. Do not just put a floating box out there for aesthetics. Maximize its potential and

Method #17: Benefit From Page Ranking Techniques

Search engine optimization (SEO) has become a popular phrase on the internet scene. It involves the creation of articles that use specific algorithms to put your website on first few pages of a search engine.

You can tap SEO services for this. There are a lot of companies that can come up with the articles that you need and submit these to several directories. The process can be a bit technical if you do not have the basic know-how. Just let these companies do their job and rely on results instead.

Method #18 Emphasize The Need Buy Now

Put a sense of urgency into your ads. Some ways you can do this is by placing time limits on special offers. Let the readers realize that passing up on a good deal will rob them of the golden opportunity.

This applies to any product that you are selling. Whether it is an insurance policy, nutritional supplement or anti-aging serum, stress the importance and benefits of taking advantage of the offer now.

Method #19: Establish An Efficient Follow-Up System

The list derived from your opt-in page can serve as leverage on perfecting your own follow-up system. Send interesting and informative emails on a periodic basis.

Always keep your subscribers in the know. Also, give them something to look forward to like an upgrade to a current system or a freebie that comes with a new product. Be mindful of the fact that not all subscribers on your list will want to receive emails from you for a long time and may cancel as a result.

For every canceled subscription, direct your subscribers to a survey page. Create a bullet list of reasons why they opted out of the service. Do not take this on a negative note. Rather, keep everything in context and bear them in mind for future reference.

Method #20: Use Split-Testing

Testing the effectiveness of your website can help you a lot in determining your next course of action. Split-testing is a technical and a scientific way of determining a marketing strategy works best in your favor.

Using different variables, split-testing can provide you a solid basis for your decisions. This involves trying strategy with one set of users and another one with a different set. Then, interchange these and you get a different result.

Consumers react differently even to subtle changes on your website. It can be a slight increase in font size or the use of a color that is a hue brighter than the original one.

Take note of the results and you can develop a website that will help you capture a large percentage of the market.

Method #21: Conduct Periodic Methodological Analysis

Preceding methods can create an effective marketing strategy that is tailor-made to your specific business. Once you have found the right formula, you can breathe a bit easier than when you first started.

But do not be complacent. Times change and so does personal preference. Trends in fashion and lifestyle can affect the purchasing decisions of consumers. For this, you must be constantly on guard.

Always be on the competitive edge. When you can not change your product at the moment, look for ways to reinvent your website or your strategy. Reconstruct your opt-in page, change your headline or create a new free offer. Just make it a point to make your customers feel the difference.

Final Words

It is not easy to sell a product especially one that is new. Consumers are not always receptive to the idea that there is something better than what they are currently using. But with time and patience, you can penetrate this conservative aspect of the market and be successful at it.

Never leave things to chance. Use every available means to improve your sales. The first few occasions compose the trial-and-error phase. As you progress, you will learn the ropes of the business. You can even come up with your own strategy that is a hybrid of all those that you have used.

Increasing online product sales may take a different route but the level of effort should be the same as with anything that you want succeed. The amount of available resources at your disposal should not be seen as a hindrance but as challenge on your capability that you need to overcome.