

How Does Online Traffic on Boutir Work?

ARTICLES, INTRODUCTORY SERIES



You may wonder how to get more visitors to come to your Boutir online store. But is it really that easy?

There are a variety of methods to increase your online store's traffic. The bad news is that it can be overwhelming for you to decide which one is the best for you and your business.

Well,

It Largely Depends on How You Promote Your Products Online



Yes, you read that right. It all starts with how you promote your products online. In other words, how you market your product.

If you don't market your product or service, no one will know about it. And if no one knows about it, there won't be any customers who want to buy from you.

But then, if you are just starting out selling online, you would be pretty overwhelmed by the number of things you need to do to get more customers online. There are so many different ways to sell online, but not all of them are effective from the get-go.

You have to start somewhere.

To add to this, it may be tempting to constantly post content on your social media pages. After all, you don't have to pay anything to post on your pages, and it only needs a bit of your time and ideas to write it down, right?

Well, if you have lots of followers on your pages already, that would be attainable, but if you are starting it from scratch?

That could take months before you see results. But it's the slowest way to reach out to the potential audience.

The fact is, Facebook's algorithm changes now and then. So, what was working yesterday might not work today.

And even if you did manage to gain some traction on your page, it wouldn't last long because people tend to forget about your brand after a few days.

And even after you reach a certain number of followers, you still have to keep up with what you post on the page. If you are not active, they might stop following you.

So, What Do You Need to Do to Make Sure That People Find Out About Your Product and Services?



Starting from scratch? Best is you need to advertise your products and services.

It is the fastest way to reach out to your potential customers.

This can be done by using paid advertisements. These are usually placed on social media platforms and search engines, where most people look for information. For example, Facebook Ads are an excellent place to start.

Now, you may be thinking: do I need to spend a lot on advertisements?

No. You don't need to spend thousands of ringgit on advertising each month. In fact, you can even start small with just a few ringgits. If you do so through the Boutir app, the minimum budget is RM30 per day.

But, you still need to pay attention to the ad you create. You need to make sure that they are relevant to your audience. As for the ad images, you should use high-quality photos.

Another way to attract potential buyers is by offering discounts. This works well when you are promoting special deals. People love getting something at a discount. They also like being able to save money.

Also, if you choose to use video ads, you need to ensure that they are interesting enough to keep viewers watching and eventually taking action to go to your store.

If you want to know more on how you can set up Facebook ads on the Boutir app, check out the tutorial: [How to Set Up Facebook Dynamic Product Ads Function By Yourself Using Boutir App?](#)

No, Getting Customers to Your Online Store Is Not Easy



It may seem like a simple thing to do, but many things can go wrong.

If you don't have enough time or resources to promote your business properly, you might lose out on potential customers. But, on the other hand, if you're not careful, you could also lose money by spending too much on advertising.

As for the advertising, it's not always going to work 100% of the time as many factors come into play.

Online traffic on your Boutir store largely depends on how much effort you put into promoting online and setting it up right from the beginning. The more effort you put into it, the more likely you will succeed.

If you want to know more on how you can promote online, check out this article here: [How to Promote Your Products Online Effectively?](#)

With Boutir, You Can Provide Better Experience for Your Customers



Boutir is an e-store solution that lets big and small enterprises build their online store and connect it to their social media easily, all on mobile.

We don't take commissions, view our transparent [pricing plans](#).

or!

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Have more questions? Talk to our customer service by sending us an email at info.my@boutir.com , .

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