

Already Selling on Shopee or Lazada? Here's How You Can Increase Your Sales by Opening Your Own Online Store.

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Are you already selling your products on Shopee or Lazada? You may be thinking, why would you want to open your online store when you already selling on those platforms?

Here's the thing.

Online stores are a powerful tool for merchants and business owners. However, many don't realize the benefits of opening their own store versus using an existing one like Shopee or Lazada to sell products online.

Most online sellers don't have control over the products they sell, which can leave them feeling powerless.

This is because most of their customers come from marketplaces like Shopee or Lazada where it's hard for sellers to compete against other vendors without thousands of dollars worth in inventory and a team of retail experts on hand.

However, by opening your own store you can provide better customer service and create a more personalized shopping experience that leads to higher sales.

We will discuss some tips that you can do through your online store.

Okay, but first:

Why You Should Build Your Own Online Store?



Selling on marketplaces like Shopee and Lazada is free, well, not exactly. There are fees that will be deducted each time you make a sale on the marketplaces.

As the competition increases and more people are looking for products to buy online, it's hard for consumers to find your store. It is important to know that many brands, particularly big brands, have their own sites because they will have a better chance of being found by potential customers.

Building your own online store is a great way to promote your brand, as you'll be able to save money on commissions.

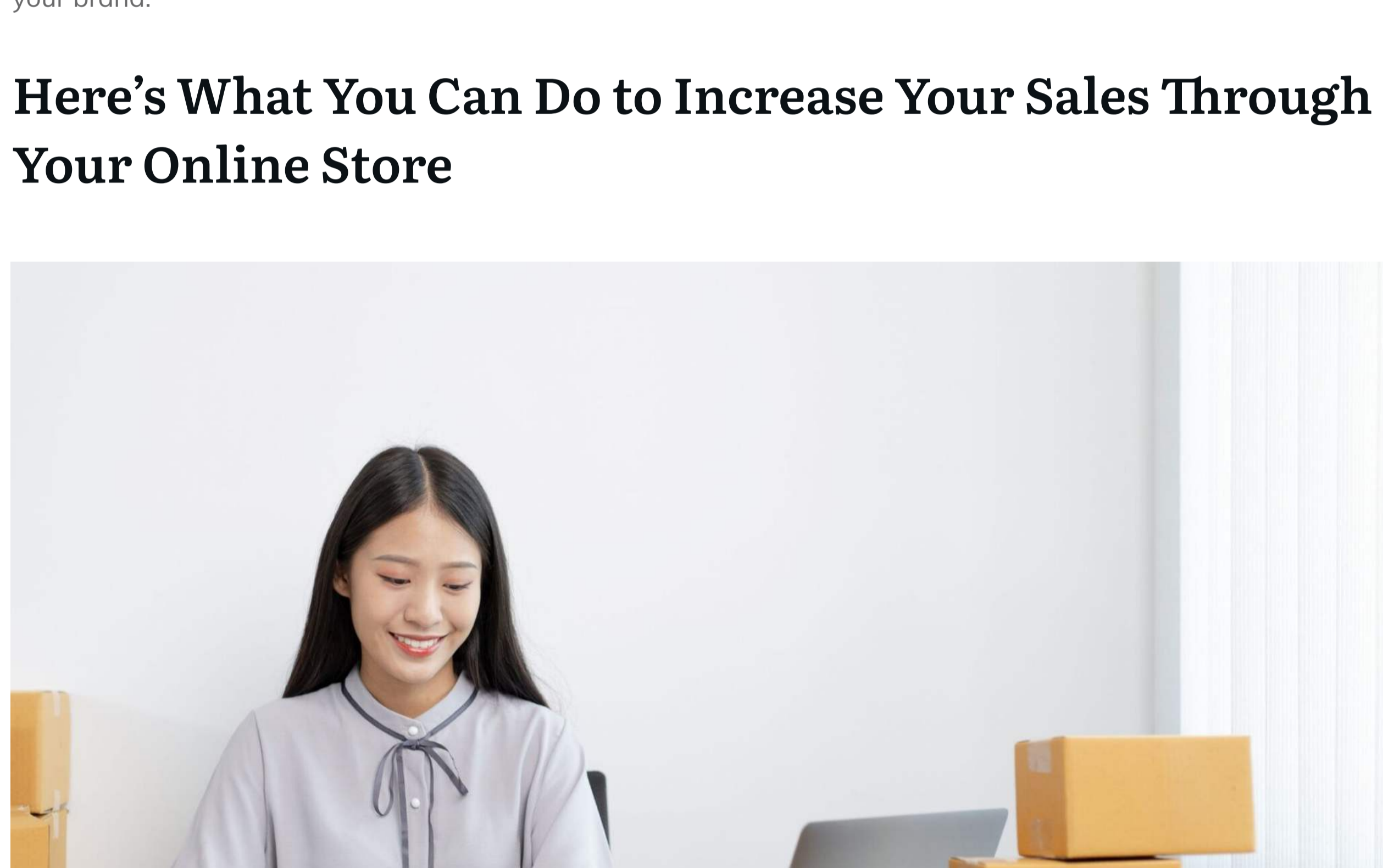
Additionally, with a slick and user-friendly online store, you can offer discounts or promotions which may help drive new sales from customers in search of what you're offering.

With an online store, you can avoid the price war that is common in brick-and-mortar stores. For example, if a customer goes to your website and finds what they're looking for on sale elsewhere with a better deal, then they will be more likely to go ahead with purchasing it from your site because of the added value.

It's true that most online stores offer a variety of benefits, but the bottom line is that anyone can have an online store nowadays.

If you're looking to take your brand to the next level and want more control over how you would want your customers to buy your products as well as saving platform fees, it's worth putting together a unique website for your brand.

Here's What You Can Do to Increase Your Sales Through Your Online Store



Many people find selling online difficult, and some even claim that you can't sell anything. But with just a little effort, you can improve your sales and increase revenue through your own online store. The key is to offer a value proposition that customers want. So figure out what your customer wants and give it to them.

Send a Thank You Card to Your Existing Customers

Improve your sales by redirecting your existing customers to your online store?

How to do so? Send them a thank you card.

This also applies to your customer orders. You can put the card inside the packaging before sending it to them.

Provide the link to your online store in the card so they can make the purchase there next time.

Use Live Chat

77% of online customers won't make a purchase on a website if there's no live chat option.

Live chat is a non-intrusive option that provides merchants with the ability to interact with customers in real-time. It allows them to have some control over their online presence and reduce customer service costs.

In case your potential customers have a question, visitors can speak with you directly through live chat.

If you make your customers jump through hoops to contact them, they may not be interested in buying from your store anymore.

Implement Tiered Pricing

Tiered pricing is when you charge different rates for different types of customers.

This can be done in a variety of ways, but the most common is to offer one price for all customers and then charge different prices for different types of customers.

For example, you offer normal pricing for all customers, and you offer discounted prices for member customers. You can even offer discounts for repeat customers too if you prefer.

Simplify Checkout Process

Confusing checkout process is one of the reasons for the lack of sales

When you open up your own online store, you get the chops to simplify the checkout process and include a guest checkout option that allows anyone to order from your online store without having their information saved.

You should test and tweak your system before launching a new product. You can also optimize the process for increased sales in your online store by testing different variations of wording each step of the way.

Provide Multiple Payment Options

Multiple payment options can increase sales because they make it easy for your customers to buy from you.

Some examples of popular payment methods are credit cards, debit cards, Stripe, PayPal, bank transfer, and eWallet.

Many merchants nowadays have a variety of payment options for their customers so that they can target the demographic most likely to buy the product.

Unlike on marketplaces, you get to decide on which payment methods you can offer to your customers.

Launch an Online Ad Campaign

If you have the budget to promote online, you should run a resonant ad campaign to increase sales.

Paid ads are the key to growing your online store's revenue by directing your potential customers to your online store rather than through your marketplace site.

The launch of a successful PPC campaign requires a strategic approach with a data-driven approach. It is also important to have an analytics and insights team who can provide insight into what resonant ads are doing well, which ones are not performing, etc., while the agency handles all aspects of ad development.

To launch an ad campaign, you need to take a look at your audience and figure out who they are and what they like.

Make sure that your ad goes directly to your online store so your customers can buy your products there.

Unleash Your Brand and Make It Memorable to Your Customers With Your Own Online Store!

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