

10 Tips for Marketing Products Online



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Introduction:

The Internet creates a vast world of possibilities. It opens up a whole new realm to everything. Businesses are given a new way to market their products or services. Individuals are given another way to get to know one another. Schools are able to give parents up to date information regarding their children's grades. With the Internet, a whole new realm of possibilities is opened up.

But when it comes to making money online, it all comes down to the same old problem: marketing. How do you get people to buy your product? How do you get people to even know your product exists in the first place? And while the Internet opens up a whole new realm of business, it also opens up a whole new realm of complications.

As such, it can be quite difficult for an individual to figure out what exactly they should do in order to get their product to sell. Figuring it out can often seem like it would require a lot of trial and error. In fact, it does. But this guide aims towards providing you with the benefit of learning from the trial and error of other businesses and individuals in order to help you make the most out of your business.

So whether you are trying to market one product or one hundred, the tips in this guide are aimed towards helping you make the most out of your online business endeavor. No matter what you are trying to sell, these tips can help you to gain the exposure and the respect you need in order to have your products begin selling.

It probably won't make you millions. It probably won't help you form the world's next big business tycoon. But you shouldn't be surprised if by applying the tips in this guide, you find your business doing better than it ever has before.

With a little time and perseverance, anything is possible!

Tip 1: Underline the Benefits



When you are trying to sell a product, or even give it away for free, it helps to remember that your customer is going to look at your product in a different light that you would.

"What am I going to get from this product?" Some customers are wary, especially online, about whether or not anything they might get is really worthwhile.

If you are seeking to promote your products online, try to be sure to point out the potential benefits to your customers. You should be careful, of course, not to seem like you are exaggerating, as this will often turn off your potential customers. Finding the correct balance between pointing out the benefits too little or too much might take some time, but there are definitely ways to help you figure it out, such as...

Tip 2: Provide a Customer Feedback System



With a customer feedback system, you will be able to keep track of what your customers think, both about your advertising methods and your product themselves. This can prove invaluable, as it will

help to give you an idea of what you should do in order to help market your product to a wider range of people.

Be careful not to let one or two customers being upset with something make you change your entire setup. If most people have no complaints about it, then it would be in your best interest to keep it as it is. Some beginner businesses set out to try and please all of their customers. While this is an admirable goal, it is usually quite impractical to accomplish.

If a few customers have a problem with something that other customers do not complain about, you might consider responding to them and explaining to them that you understand their complaints and hope to hear from them again in the future.

Adding a personal touch to the message might be the perfect way to sooth the angry customer.

Tip 3: Referrals

Referrals are by far the best way to spread information about your business around. A happy customer is more likely to refer your business to someone else. But what else can you do besides try to make your customers happy so that they refer you to friends? It's simple! You can make it easy for them, too.

Setting up a referral system can often help you in your attempt to get referrals from your customers. By making it easier for them to refer friends to your business, you increase the likelihood that they will do so. There are various different types of referral systems that you can setup, all of which have their merits. Looking into the different kinds of referral systems is definitely a good idea.

Tip 4: Market, Market, Market



You should definitely set out to market your products and your business as much as possible. This can consist of various different methods, all of which certainly cannot be covered in this short guide. Buy advertisements from Google's AdWords, which can help bring in customers to you, or start a mailing list to get your customers to follow news of your business.

No matter what you do, aim towards getting your customers to think about your business from time to time. This helps to increase the chances that they will come back, and also that they will spread the word to their friends.

Tip 5: Look For Friends



Look for businesses which sell related products online and seek to partner up with them. Whether this involves a special promotion involving both of your products, or simply providing links to each others' websites on a long-term basis, the potential customers drawn in to both of your sites can be quite impressive.

You would be amazed at how many people might visit one site, then skip it over for the next one they find, especially when they set out to buy products. By arranging to link to one another's site, you will be able to increase the number of customers that will visit both your website and your partner's. You can even work out this arrangement with several other sites, helping each of you to draw in more customers than you previously could have.

But while partnerships of this nature can be quite beneficial for all those involved, you should be careful not to spread yourself too thin. If you engage in links with several different websites, then you may find that you are losing more customers than you are gaining.

As with most of these marketing tips, the trick is to find a good balance. Keeping track of how many customers leave your site to visit another through one of your links can give you an idea of where most of your customers are being lost. If that website is not providing you with an equal or greater number of customers, then you might want to reconsider the linking arrangement.

Tip 6: Help The Customers



So many businesses become focused on the idea of selling their products that they forget what it is like to be on the other end of things. By helping to make it

easier for your customers to buy, you will increase the likelihood that they will come back and that they will refer your business to others. Your customers are just like you -- they are looking for the best ways to get what they want, with minimal hassle. If they have to jump through hoops in order to purchase your products, then the chances are that they will go somewhere else to get what they need!

How can you make it easier for your customers to buy? The first thing to do is to make sure that your shopping interface is simple, yet effective. No one likes having to figure out a complex shopping system. It might help to get outside opinions on your shopping interface, perhaps through a poll on your website. This can help to give you an idea of what your customers are looking for. Remember, ease of use increases the frequency of use!

Tip 7: Make Guarantees



While you should not make guarantees that you cannot back, making guarantees that you can back are definitely a way to help reel in the customer who is “on the fence”. Many of the potential customers who visit your site may be a bit “iffy” about whether or not they should

buy a certain product. A strong guarantee might help to strengthen their confidence enough to buy it.

But you should also make sure that you do not make outrageous guarantees or too many guarantees. Even if your business can back these guarantees, if a customer feels that you are promising something that is “too good to be true” in a guarantee, it might serve to undermine your whole reason for using it!

A good guarantee should provide a customer with the feeling that he or she is safe in buying a product, without making them feel as though they were being handed an empty promise to get them to buy a product. Even if your guarantee is honest, many customers will look at a guarantee with suspicion.

Tip 8: Personality



Too many websites, both business oriented and otherwise, exist that treat the customer as if he or she was just some object. By speaking to your customers

directly on your website when possible, you can help to add a little personality. This means speaking in the first person on your website, in order to help the customer feel more at ease. Also, by adding a little flair, you can help the customer to like your business.

Sometimes, the “stand off” approach that many businesses take can feel impersonal. But with so many businesses taking this method, a customer often does not know what it feels like to be treated on a personal level online. A business which takes advantage of that by adding a little touch of personality and direct communication on the website may just find themselves bringing in customers who did not know that they had been missing!

But be careful not to become too familiar on your website. As with most things in the world, there can always be too much of a good thing. Try to find a good balance between personality and business manner. Listening to customer feedback in this regard can definitely be a great advantage.

Tip 9: Consistency

One of the main problems with small businesses is that they lack consistency. If your emails to your mailing lists are impersonal while your website itself is more personal, then you might alienate some of your customers.

You should stay consistent, both in your marketing techniques and in your services or products. If you are looking to expand and sell a different line of products, then you should slowly phase them in. Often, if what you are selling is constantly changing, you will lose many repeat customers. By remaining consistent, both in marketing and in other avenues, you will help to make your customers feel safe in coming to your website.

Tip 10: Referrals Revisited

While referrals are a great way of drawing in new customers, no matter how simple you make it for them, there are many customers who simply will not go for it. If you feel like you are not getting the most out of your referral system, then it might be time to look into starting an affiliate program.

What an affiliate program does is provide incentives for your customers to spread the word about your business. This incentive can be various things, either cash, points, or prizes. You might give a customer 10 “points” for referring a friend. With a points-to-prizes incentives program, you will entice customers into advertising your business for you. Points-to-prizes programs can often be more cost effective than pure cash rewards, but you should make the decision based upon which you think will bring in more customers.

What Now?

Now that you have read these 10 tips, you now have the knowledge needed to help ensure that your products sell online. There are many other methods that you can use to market your products, but there is no way that all of these methods could have been covered in a single manual!

The key thing to remember is that your customer is a person, and people like some things and dislike others. If you are looking for a way to improve your site to draw in more customers, then having a good idea of what the average customer to your site wants is a need-to-know. Without understanding what your customers want, you will be less likely to draw any repeat customers.

And always remember that you should make it worthwhile for your customers. If they feel like coming to your website can help to benefit them, then they will be more likely to visit it. With affiliate programs and incentives for various things, you can help to ensure that your customers are not only buying from your business, but working to help advertise your business!

So no matter what you are selling online, the chances are that after reading these tips, you will have a better idea as to how to help ensure that your products sell to more people. With a little time and effort, almost anything is possible.