THE 10K SALES BLUEPRINT

HOW TO GET 10,000 PAYING CUSTOMERS TO YOUR ONLINE STORE EVERY SINGLE MONTH



RUNBOUTIQUE ACADEMY

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Introduction

Starting an online store or online boutique is a powerful and lucrative way to make money online. However, unless you are someone famous, have some great connections or are just extremely lucky, nobody really knows who you are when just starting out with your online store or boutique. Every successful business out there has a story and if you dig deeper into their history, one thing you will realise they all have in common is the fact that they all “started from the bottom, went through a few hurdles then built their way up to the top”.

So if you are at the stage right now where you’ve just started your online store or boutique, be rest assured that it takes time, consistency, determination and most importantly action to see any results in business. But the good news is, we have put together some amazing strategies to make the process a little bit smoother for you.

So whether you are just starting out and looking for marketing help to get you up and running, or perhaps you have been in business for a while and looking for strategies to help take your business to the next level, this guide has been created just for you. You will learn different marketing strategies that we use to achieve results like this every single month.



DISCLAIMER: We are not making claims that you will get these exact results with your online store, but rather this is to show you that such results are possible.

The next sections will focus on different marketing tactics and strategies to help you attract customers and increase sales in your online store. Remember you do not need to implement all these marketing strategies, rather select the ones you feel are most suited to your business type and invest more time in making them worthwhile.

First Things First

Before you even begin marketing your online store, one of the first things you want to ensure you have in place is a Website. Now if you are reading this guide right now then I will assume you already have a website up and running. How else do you expect customers to find you easily, purchase and pay for their products?

Don't be one of those people that start a business then ask people to DM or contact them for prices - this is one big mistake most new businesses make and then wonder why they aren't making any sales. You don't want to look like a clown, the more professional you appear, the more people will take you seriously.

So **the first thing to do** is to get your store up and running. An easy way to get your ecommerce store set up is to use **Shopify**. **Shopify** is perfect for beginners just getting started.

Shopify starts at **$29** per month with a 14 Day FREE trial giving you the opportunity to try them out before you make a purchase decision. You can get started with Shopify by **CLICKING HERE.** Shopify also has so many training tools and a fantastic team that can help you with designing your website, so you can be rest assured that your website will be up and running in no time. You can find out more about designing your Shopify store at: https://websitesetup.org/build-online-store-shopify/

Once you have your website up and running,I highly recommend that you get Google Analytics installed on your website. Google Analytics is an extremely useful tool and it will help track all the visitors coming to your website, and provide you with useful data on how your website is performing and the type of people visiting your website. You can find out how this works in more detail by **CLICKING HERE**.

Secondly, once you have your website set up, it's time to dive deeper on customer research. Take a pen and paper and answer these very important questions below;

- *What type of people are you targeting (or plan to target)?*
- *What type of people currently shop from you the most?*
- *Where are they located?*
- *What are their interests?*
- *What is their age group?*
- *What platforms do they spend most of their time?*

If you are still unsure who these people are, then I suggest you take some time to think over this and write down who exactly you are targeting. Unless you know who your customer(s) is, it will be extremely hard to sell your products. *It's like trying to sell meat to a vegetarian.*

If struggling, see the type of customers your competitors are appealing to, checkout their social media platforms and see what type of people like and comment under their posts, click on their accounts and find out who they are, what their interests are, etc.

Spying on your competitors is a great way to research on your potential customers.

So assuming we now have a website up and running, let's dive into the getting those thousands of customers to your website each month.

READY? LET'S GET STARTED.

Wear Your Brand

There is no better way to promote your new online store than wearing your brand or showcasing your products in real life. This is a great marketing strategy for promoting and advertising your online store. The truth is, people are ten times more likely to buy from you if you personally use the products you sell. After all why should they trust buying the product from you if they've never seen you use that product before? This is not to say you should use or wear or use every single product you sell in your store, but if you can carry at least a piece of your brand with you in some form, this could be extremely beneficial to your business.

Wearing your brand is a pull marketing strategy in that it pulls customers to you rather than you constantly pushing products out to their faces. Now assuming you have an online store selling women's clothing, and then decide to wear one of your dresses for an event. Whilst at the event, someone suddenly walks to you and compliments your dress, asking you where you got it from?

You can then refer them to your website, hand them your business card to go purchase theirs too. Now you've just won yourself a customer who was pulled to your product through you merely wearing your brand - and this happened with no extra marketing effort. Imagine if 3 other people fell in love with your dress, that's even more money in your pocket. So always find a way to wear or try and incorporate your brand everywhere you go with you!

Not only is this marketing method free, but it is extremely powerful and can result in powerful sales conversions.

Use Social Media Influencers

In this new digital era, collaborating with social media influencers is now becoming a part of every company's digital marketing strategy. Social media influencers are typically people with a huge social media following or fans, be it on Facebook, Instagram, Youtube etc. Think of them as social media celebrities! Because influencers already have a large following of fans who trust them, companies benefit greatly from working with them through getting quick and fast exposure. The goal however is to work with influencers who are relevant to your niche.

So assuming that you have an online clothing store targeting plus size women, then ideally you want to work with plus size influencers since they are most relevant to your niche. If your niche is fitness, you want to work with health and fitness influencers, etc.

To get started working with influencers around your niche, you can visit popular social media platforms such as Instagram. If using instagram, do a search on: #plussizeblogger #plussizemodel #plussizeinfluencer etc or other keywords around your niche. This should bring up different images. Click on the images, then visit the relevant pages to see how popular they are and what engagement their profile is getting through comments, likes and views. Pay close attention to the type of comments being left under their pictures. You don't want comments that only mention an emoji or one word statements like *"cute", "nice",* etc. You want to make

sure people are really curious to know where they got those products from, or asking some form of questions about the product being promoted, the brands etc.

Another great way to find influencers is to spy on what type of influencers and brand ambassadors your competitors are using. Then see if you can also do business with them.

Next check their instagram bio to see what they do and how you can get in touch with them. You can also check to see if they already promote other brands on their page and this will give you a good indication on whether they work with brands or not. Next, get in touch with a number of them either via direct instant-messaging or if they have a contact email on their bio, drop them an email introducing your business and find out if they will be happy to promote your business in return for a FREE product?

Chances are they will always say YES. After all who doesn't want a freebie right? However, before you send out any products, it is always a good idea to have some sort of binding contract in place detailing what you have both agreed, prices, how promotion will work, frequency of promotions, etc. It also helps to ask the influencer to send you screenshots of their current traffic and post engagements, videos, etc to help you gauge what type of results to expect from them.

Once they receive the product, all they have to do is take some pictures or videos and post on their page, referring all their fans to your business to purchase the products. Do bear in mind that some of the larger and more established influencers may charge you a fixed fee to promote your company to their audience - but this could be a powerful way to gain brand exposure quickly.

You can also do a Youtube search on your relevant niche and you should find a few different Youtube channels that produce content around your business area. Use

search terms such as your niche plus the word reviews, hauls, etc. For example plus size clothing haul, plus size clothing reviews, etc. This will bring up Youtube channels of influencers currently reviewing other products around your niche.

Once the influencer(s) start posting, you should expect to see an influx of traffic and sales to your website. Using influencer is perfect for especially new businesses to build some social proof around their company ultimately building trust and brand awareness.

IMPORTANT TIP: It is best to work with smaller influencers who are relevant to your niche than larger influencers who are paid by different companies to promote different types of products. You do not want to work with an influencer that promotes watches today, weight loss products tomorrow and hair bundles the day after simply because they are a LARGE influencer. You will also notice that the engagements their campaigns get usually don't scream interest in what they are promoting.

However if you can find a smaller influencer who focuses solely on the type of products you are selling, you will realise that their audience appear more engaged. **More followers do not equal more Sales**. You want to focus on people that will actually purchase your products, not just random visitors to your website.

If you are interested in learning more in-depth about Influencer Marketing, then checkout the **Marketing for Boutiques and Online Stores Course** where we explain in more detail through training videos and tutorials how everything works.

Email Marketing

Email marketing is a **solid form** of marketing and one that will bring you recurring customers over and over and over again. You obtain their emails and send deals, offers, discounts, promotions to keep them up to date with everything going on.

But how do you get these customers in the first place? One easy way of getting them is asking them to subscribe on your website for updates, discounts and new product releases. This process of getting customers to your list is called **List Building.**

List building is vital for every online business. It is the most effective way of building loyalty and trust with your visitors in the long term. Truth is, most people will come to your website and when they leave, you will never hear back from them ever again or even know they ever visited your site in the first place. However, with list building you can capture their email addresses and get to keep these customers for **GOOD.**

The list building process is used by a lot of multi-million dollar companies to get customers and definitely a marketing strategy we highly recommend. Now when you look back at how much social media has evolved over the years, you will realise that the trends come and go. We had Myspace back in the day, then Hi5, Bebo etc. Nowadays we have moved on the Facebook, Twitter, Instagram, now Tik Tok seems

to be taking over the social marketing space. The lesson to learn here is the fact that social media platforms come and go.

So lets say for example Instagram decides to shut down today, your thousands or millions of followers will vanish just like that. However if you had these people's email addresses then it will be easy for you to keep in contact with them regardless. Hence why Email marketing is still one of the best ways to market any business.

In order to get people's email, you need to capture their attention. A great way to capture people's attention fast is to offer something for FREE or a discount on your services.

Truth is people love freebies and once they see the word FREE, they won't hesitate to grab or come running for those products or services. For your online store, you could offer your customers a discount code in exchange for their email addresses. That way they can sign up to receive a discount off their first order. That's exactly the same way list building works.

Secondly you will also need an autoresponder that can help you automatically deliver your incentive via email marketing to your subscribers once they subscribe. Without an autoresponder, it will impossible to collect those emails in the first place and send people their discount codes. A great autoresponder software I will highly recommend is **Aweber**. **Aweber** allows you to create pop ups and opt in forms, and automates the email marketing process for you.

Once you have an autoresponder, it's time to create your pop up or sign up form on your website. This is simply a little box asking users for their name and email address in exchange for your free incentive above. Most ecommerce platforms allow you to create pop ups easily.

Once they visit your website, sign up and confirm their subscription, they will then become stored in your list and you can send them regular emails, new product

releases, courses, updates and other useful information. This is also used to build strong relationships with your subscribers. Remember you are NOT selling them anything yet but giving them something for free in exchange of their name and email address.

Once you have their email address, it's all about nurturing your subscribers and keeping in touch with them as much as you can - *in a non spammy way of course*. It is advisable to communicate with your email subscribers at least twice a week. If you go too long without speaking to them, they will soon forget about you.

One problem most businesses face is not knowing exactly what emails to send out to their subscribers or sending out emails and not seen much of a result. Not to worry because we've put together a list of **365+ Catchy Email subject lines** you can send out to your subscribers to keep them engaged and encouraged to open your emails every single time and ultimately drive more sales.

You can also gain access to these for free if you sign up to the **Marketing for Boutiques and Online Stores Course** where we explain in more detail through our training videos how all these strategies work.

Business Cards & Flyers

Another powerful way of branding your business and letting people know about your online store is using business cards and flyers. Your business cards and flyers will normally contain all your business information including your company name, address, website, email, social media info, phone number and all they need in-order to locate you.

Business cards and flyers can also help to enhance the image of a brand. Production and printing costs of business cards are low, they are extremely portable and benefits are high, as they make a statement in the business world. As a result, the market value of business cards is high.

The information on your business cards and flyers should reflect the nature of your business so that people do not have to guess what it is that the card is for or what business it represents. You may like the idea of a very stylish logo and simple design, but you want to be sure that anyone who looks at your business card knows why they would be contacting your business.

You should always have especially your business cards handy at all times and make sure that when you strike up a conversation with anyone that you hand them your business card and/or flyers. A great place to get your business cards done cheaply

and professionally is at www.vistaprint.co.uk or www.vistaprint.com. So get yourself a business card and distribute them to as many places and people as you possibly can.

Poshmark & Depop

People go on platforms such as Poshmark and Depop every single day looking for different types of products to purchase such as; used products, new products, or even clearance stock.

The good thing about working with these platforms is the fact that they are already established and have people who know and trust them well enough to purchase from their platforms. Ofcourse this therefore means FREE promotion for you as a new business just starting out, because you can use these platforms to drive traffic back to your website.

However, because a lot of people come to these platforms looking for a bargain, my advice will be to sell your lower priced products or clearance stock just to build your portfolio and get attention quicker from customers. When a customer buys your low cost products, you then ship the products out to them **TOGETHER WITH YOUR BUSINESS CARD AND FLYERS DIRECTING THEM BACK TO SHOP FROM YOUR WEBSITE IN THE FUTURE**. So you are essentially using those low cost products to create a buzz and get attention quicker. As you store grows and those reviews start piling up on these platforms, you will soon start noticing an influx of traffic back to your website.

You can even leave them a thank you note with a discount code to shop for more great deals on your website. Below is a good example;

"Hey thanks so much for purchasing from me. If you are interested in more fabulous items like this, then feel free to check out my website at ***wyz.cm*** *where you can get 15% off your next order"*

This means next time, the customer wants some products from you, they will go directly to your website to benefit from that fabulous discount. You now also have the opportunity to grab their email address and market to them over and over again to increase sales in the future.

You can join Poshmark and Depop absolutely FREE at:
https://poshmark.com
https://www.depop.com

Fashion Shows & Networking

Attending fashion shows and exhibitions are another great way to expose your business in a place with like-minded people. Truth is people going for these shows have a passion for fashion meaning you can easily connect with them and gain some potential customers for your business.

Business networking is an activity of socioeconomic character, which brings together like minded people or businessmen, to create new business opportunities and also act upon different business ideas.

Networking is a very powerful yet underused method of marketing for most businesses. The truth is if you can meet people face to face and tell them about your exciting business and what you offer, ultimately selling yourself. So research on business networking events around your local area, try to attend them, connect with people and don't forget to take along your business cards and or flyers.

Where to Get

Where to get is an amazing platform for every online clothing boutique out there. Basically as the name implies, people go there posting pictures asking **"where to get''** different types of products whilst others post links to websites they can get those products from.

For example I see a gorgeous dress on a celebrity and want to purchase it but don't know "where to get'' it. I will simply upload a picture on that website. People then start to respond to it by directing me to different websites where I can get it. As a boutique store owner, you are most likely going to find a lot of direct customers looking for products which you currently sell. So you simply respond to them with a link to your website, they purchase from you, you make money.

Another good thing about this platform is, you can list your own products on your page and refer people to your website who love it. So remember to list your own products with links to your website on your page.

- So go register for a free account at **www.wheretoget.it**
- Once registered click on "Answer" at the top Menu
- You will then be presented with different images posted by people looking for where to get those outfits. If you come across any pictures or products that

are similar to what you sell, then simply “Post a Tip” and link them back to your website. Remember if you don’t sell the exact product they are looking for, but have something similar, you can always still refer them to this alternative. The more people you help, the more they start to visit your profile and browse through more of your own products and eventually end up on your website.

- You can also open your own shop and list your own products for sale within the platform which is great for driving traffic back to your store.

Pop Up Shops

Pop Up shops are another powerful way to promote and market your new online store.

Pop-up retail is the temporary use of physical space to create a long term, lasting impression with potential customers. A pop-up shop allows you to communicate your brand’s promise to your customers through the use of a unique and engaging physical environment while creating an immersive shopping experience (Shopify, 2018).

Truth is there are a lot of people that still want to see, feel, and touch products prior to purchasing them. And having a pop up shop offers just that. To set up a pop up shop you need to start by researching on pop ups happening in your local sears, then get in touch with the venues to secure a space. Alternatively if there are no pop ups in your area, why not set up your own pop up? Simply rent some space and invite other businesses to promote themselves - at a small fee of course. Then promote your event as much as you can and get the ball rolling.

Instagram

Instagram is an online service in video-sharing, photo-sharing and social networking that enables you to take pictures and videos and applying filters to them. You can edit the photos and essentially communicate with your customers via images and video making it a very powerful marketing platform for your business.

Instagram has more than 750 million members that are active on the site, which is more than Twitter. This means more and more brands are discovering how to use Instagram to gain more followers and share their brand message.

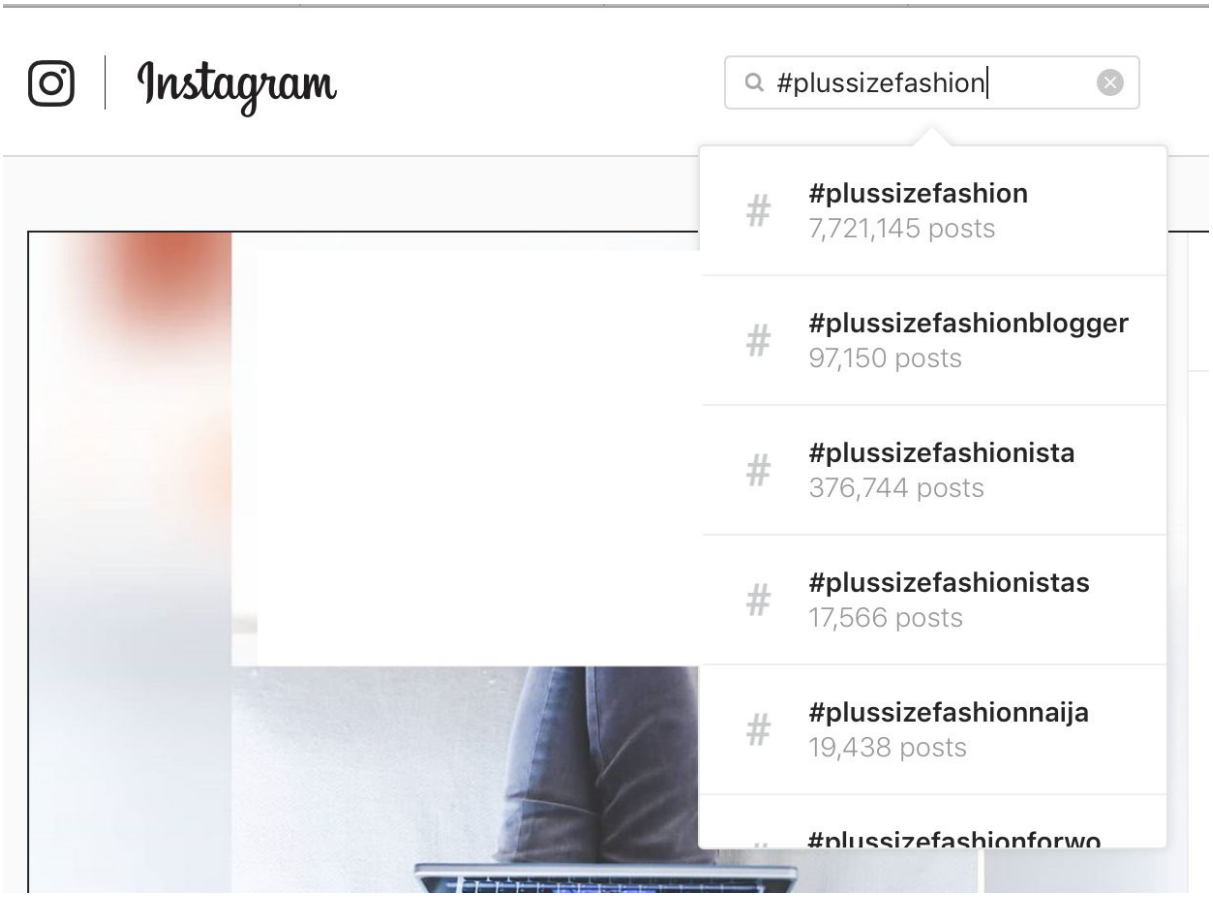
If you're not convinced that Instagram would benefit your company, consider this, users of Instagram are buyers. There have been numerous studies done that show them in the last five years alone, Instagram's network has grown in purchasing power by customers, and it will only increase more.

As opposed to the other social media sites that you can utilize for your business, Instagram is wholly comprised of the visual appeal element. Exploring the use of Instagram to grow your brand will force you to think about the visual component to

your brand.

1. To get started with instagram, simply register for a free account at www.instagram.com and remember to use our business name as your display name.
2. Once registered you will need to start posting some amazing pictures to attract some likes, views and followers to your page. This can be a picture of the products or services you sell, your blog content etc.
3. Next use hashtags (#) under each post to attract as much engagement as possible. Say for example your business is on plus size clothing, then you could post your content then use popular hashtags around that niche. e.g. #plussizedress #plussizejeans #fplussizefashion, etc.

To find out what hashtags are trending in your niche, simply do a search on instagram with your hashtag and relevant keyword (#plussize) and instagram will begin to recommend the most popular hashtags around your niche as shown below;



Now take a note of those popular hashtags and list them under your own pictures. This means anyone going on instagram looking for anything fashion related will most likely stumble on your account and eventually follow you. The more followers you get, the more your brand is known and the more exposure it gets.

A second way to gain engagement fast is to look at your competitors accounts, then find out who their followers are, next follow their followers and in return they will begin to follow you too. Remember to also leave comments under their pictures to build and drive engagement and of course get them curious to check you out.

Another way to gain engagement fast on instagram is to follow accounts of your target audience. Again if you know exactly who your customer is, then it will be easier for you to find them on instagram. For example, if your target audience is the woman who works for herself, then you can search for keywords like #girlboss

#femaleentrepreneur #womeninbusiness #bossbabe etc. Think about their personality and what type of hashtags they are likely to use in their instagram posts. Connect with them and build engagement and your following and client base will grow before you know it.

This might take a while initially, but can get you so many free and unique visitors to your page and consequently to your business. And remember, you only have to do this once until your account starts to grow and build momentum. If you can invest time initially or better still hire a social media manager or virtual assistant to help you if struggling - so many can be found at www.fiverr.com and only charge per project. So you aren't actually hiring anyone full time which is a plus to you as a new business.

Below are a few useful Instagram Marketing Tips:

- Don't like so many pictures within an hour (e.g. liking over 100 pictures per hour could get instagram to think you are spamming and in the unfortunate circumstances might block your account).

- Don't post pictures promoting products or services all the time. Mix and match both formal and informal pictures. Memes, quotes, behind the scene photoshoot videos etc.

- Be consistent! Post at-least once a day and spend a few minutes each day liking pictures of people with an interest in your niche. Even comment in their pictures to draw even more attention back to your own page.

- Remember to post your website url link in the bio so people can easily visit your website and purchase your products. Your Instagram profile is the one place where your connections with other members are interactive, directly

under your name and description at the highest point of your page. Within this area, you can post a link to your business site or a landing page for your products. Keeping a link to either of these two places can help you boost targeted traffic to your site

- To grow and promote your instagram account even faster, you can use online service like Iconosquare, which provides several tools and resources to help with your social media marketing.

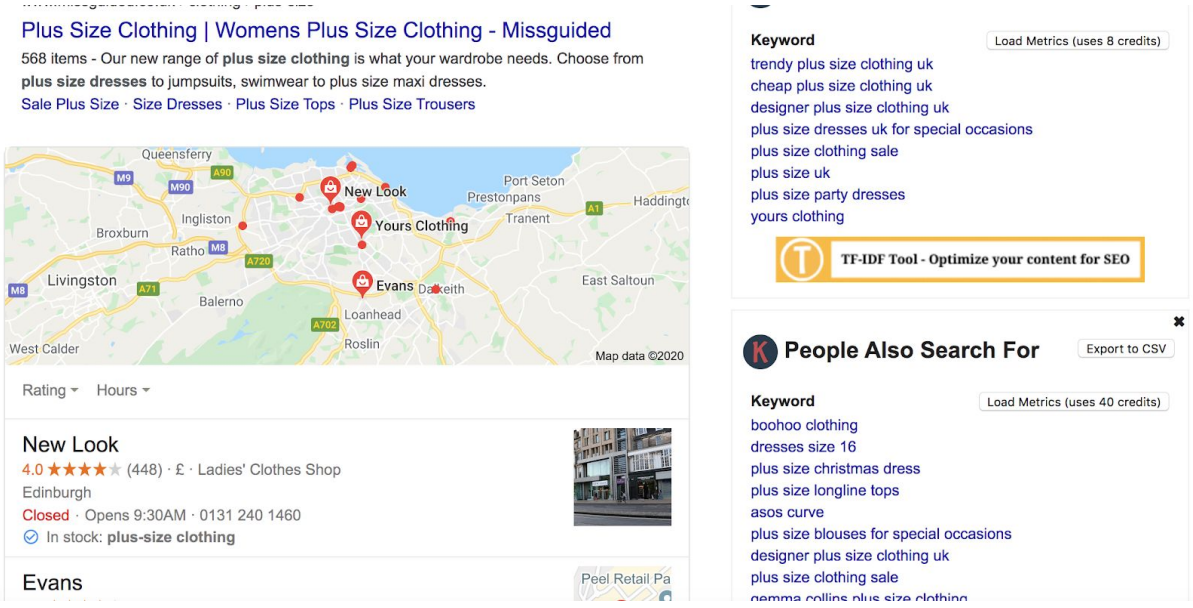
- Make sure you post at the right time. As will all of the social networking platforms, you need to post your content at the right time. According to SimplyMeasured, an analytics company, the best time to post to Instagram is on Wednesdays between 5 and 6 p.m. When scheduling your posts, you want to be sure you are aware of when your target audience will most likely be online and on Instagram. It helps you in judging the best time to post and act accordingly. One of the best websites for choosing the peak times for increasing engagement is **IconoSquare**, which gives an optimization report based on one's participation and posting history in the past. With IconoSquare, you get a detailed report in which black circles represent the times that you're posting, and light-gray circles that represent the level of engagement the posts received in the past. The best times or the peak times to post are shown by the most prominent light-gray circles, which are calculated based on your followers' engagement on the site.

If you need more in-depth step by step information around Instagram Marketing, then checkout the **Marketing for Boutiques and Online Stores Course** where we explain in more detail through our training videos how everything works.

Search Engine Optimization

Search Engine Optimization is still one of the most powerful ways to drive FREE and targeted traffic to your website from people with a genuine interest in your products. The secret with getting more traffic to your store using search engine optimization is to use the correct terms or keywords that people are searching for the products you're selling.

For example, assuming you are selling plus size clothing, then you want to make sure you use the Google Keyword Tool to find out what people are looking for around the plus size clothing. Another great plugin you can upload to your Google Chrome browser is the Keywords Everywhere plugin which basically brings up keyword suggestions relevant to your search as shown below.



As you can see on the right hand side of the screen, there are several keyword suggestions of what people are searching for around the cat plus size clothing. These are keywords you can use on your product titles, descriptions, tags and listings to

help rank your website at the top of the Google search engine. This means when people go on google searching for plus size clothing, your website will begin to rank at the top of the search engine thereby bringing you FREE and targeted traffic. Now that's the power of SEO (Search Engine Optimization)

If you need more in-depth step by step information around advertising with Search Engine Optimization, then checkout the **Marketing for Boutiques and Online Stores Course** where we explain in more detail through our training videos how everything works.

Pinterest

Pinterest is another powerful way of reaching out to thousands of customers online easily. People go on Pinterest every single day looking for inspiration and ideas on different things, from fashion ideas to weight loss recipes. Content is usually shared in the form of **pins** and **boards.** You can think of your board as an "Album" and your pins as the "Images" within that album.

So how is this beneficial to your business? Now assuming your online boutique was centred on "plus size clothing", then what you could do is register for a free Pinterest account and upload product images from your website. This means if someone went on Pinterest (or even google) searching for ideas around plus size clothing, then your pins or boards are likely show up, thereby linking them back to your website and consequently winning you a new customer. This works just like search engine optimization and can generate ongoing FREE website traffic for your business every single day.

To get started with Pinterest, register for a FREE account at: https://www.pinterest.com. Once registered, you can begin creating boards and pins with your images and relevant content.

You can upload product images directly from your website into your Pinterest boards. Remember to use the right titles and descriptions on your products in order to attract your target audience who are likely to find you easily not only through Pinterest, but also from doing Google searches. The best way to find the right keywords again is following the steps we previously outlined on search engine optimization - remember Pinterest is also a Search Engine. Each time you have some new products on your online store, remember to upload some product pins in your account to link them back to your online store.

Here are some useful tips to take into account when using Pinterest;

Create Boards that Include Keywords in the Title

Pinterest has terrific search capabilities. In order to bring even more people to learn about your business, you'll want to include relevant keywords in the titles of your boards. You want to be sure that you choose a category for each of your boards, as well as utilizing the option for Pinterest to suggest your boards. This way you'll be found much quicker and easier by your target audience. And remember not to set you boards as private.

Descriptions

When writing the description for your boards, it is imperative that you utilize relevant SEO friendly keywords. You want to keep in mind that users can tweet and share your pins via Facebook, so by using keywords, your pins can be more easily searched on these other social media sites.

Plus, what you write in the description is what becomes the tweet, so you'll need to keep the description brief, appealing, and relevant.

Use Vertical Images

In order to take up the most considerable amount of visual space, the images you add to Pinterest should be long and narrow. Look through the site and note what your competitors pins have in common and then apply the same techniques to your images.

You will be able to recognize the kinds of images that are most repinned and shared. Most users don’t include a big image but have one that pins with every post. Remember pictures are worth a thousand words.

Utilize Rich Pins

In 2015, Pinterest introduced buyable pins that contain more information than a regular link. Rich pins allow users to buy things directly from other users that utilize this feature. With rich pins, users are able to see prices and select a particular product, choose the color or size, and whatever that specific product includes, and then press a button to buy the product.

There are five kinds of Rich Pins that you can take advantage of at the moment. They include movie, recipe, article, **product,** and place. Your business can advertise almost everything, and almost everything can be bought. Take the time to find your chosen Rich Pins and apply to get them. If you're not skilled, you can ask your site developer or site owner to help you get what you're looking for**.**

If you need more in-depth step by step information around Pinterest Marketing, then checkout the **Marketing for Boutiques and Online Stores Course** where we explain in more detail through our training videos how everything works.

Amazon FBA

Now if you live on this planet, then I'm sure you've heard about Amazon before. Amazon is the largest ecommerce platform in the world right now with billions of sellers selling products there and billions of buyers visiting the platform every single month. Amazon now have an FBA program which means - Fulfilled By Amazon. So as the name implies, Amazon are responsible for fulfilling your orders. Now using the Amazon FBA program is a great way to sell your inventory extremely fast without going through the stress of packaging and shipping out orders.

So what you could do is simply ship your inventory out to an Amazon warehouse closest to you (Amazon will usually provide you the address when you sign up), next list your products for sale in your Amazon shop. When a customer buys your product, Amazon automatically deal with the fulfilment and shipping of the product directly to your customer. You can even get your suppliers to send your inventory directly to the Amazon warehouse in the future, meaning there's no need for you to lift a single finger.

And because Amazon is already a well known and trusted platform, your products will start attracting FREE traffic and sales without you having to do much. Using Amazon FBA is certainly a powerful way to market your store and increase sales fast.

One thing to note however is that you will need to pay a monthly membership fee of $39.99 as a professional seller which honestly cannot be compared to how much you will probably spend monthly trying to market your boutique or store using other strategies. When sending out your inventory to Amazon, the trick is to include as much of your branding and business details as possible in your packages. This could be through flyers, thank you cards, business cards, label tags and anything that has your website information on it.

That way when customers receive their packages from Amazon, they will come back to shop directly from you in the future - especially if you are offering them more variety, better deals in your store than what they are getting on Amazon. Again you could even test this process out by sending out your old stock or inventory you are struggling to sell - which of course can be priced lower as a way to get customers fast and build brand reputation. Then use that to drive people to your website to purchase your high end products.

This is a hot strategy that not so many store owners use and one that can drive thousands of sales and customers back to your store. You can get started with the Amazon FBA program by **CLICKING HERE**.

Google

Google as you would already know is the largest search engine in the world. Truth is, you probably stumbled on this book from doing a google search on how to market your online store. So imagine the millions and billions of people worldwide, who are searching for information every single day on google. “How to lose weight, “how to stop smoking’’, ‘’how to make money’’, ‘’how to cure eczema’’ etc. Google has all types of information anyone could imagine. There are several ways to advertise using Google, such as: using *Google AdWords and Google Search Console.*

Google AdWords is a quick and fast way to attract customers to your new business. Google AdWords helps you advertise your website, by spreading it on the internet to customers interested in your market. Instead of you doing all the hard work trying to find out where to advertise your business, google does it all for you and gets all the customers for you whilst you sit back and relax. Businesses pay google to advertise for them through Google AdWords, meaning whenever people click on your website through google, you pay google per click. Again if you have some capital to invest and want to attract customers quicker to your online store, then you can get started with Google Adwords at: www.adwords.google.com

Google Search Console is another great FREE way of making your website or blog visible on google. Think of it like the yellow pages where businesses are included in a catalogue and distributed to all addresses in that city or location. This will ensure that your website is easily visible when people do a google search, your website or blog is likely to appear.

You can get started by visiting https://www.google.com/webmasters/tools/submit-url. Once google reviews and approves this, they will then include your website in their directory.

Affiliate Marketing

Another powerful way to get free traffic to your online store is using affiliate marketing. Affiliates are companies, individuals and organizations that you have established business relationships with in order to increase your exposure and sales revenue.

Affiliates send traffic to your site via a link representing your business on their site. If the prospective customer should buy from you the affiliate gets a commission from the transaction. In order to use affiliates you are required to register with an affiliate program and begin recruiting affiliates to work for you. Offering a handsome commission can attract affiliates to sign up to your program. Having a professional website that will be easy for them to integrate with their own site can also peak the interests of potential affiliates. As a store owner, this means FREE traffic to your online store every single day.

You can create your own affiliate program on most ecommerce platforms such as Shopify, Woocommerce etc, or alternatively checkout external third party affiliate websites such as **Awin**, **Shareasale** , **CJ.COM** etc.

If you need more in-depth step by step information around Affiliate Marketing, then checkout the **Marketing for Boutiques and Online Stores Course** where we explain in more detail through our training videos how everything works.

Facebook

Facebook is a social network and micro-blogging platform with a leading social community online. As a matter of fact, there are currently over 1.6 billion active users on facebook. Having a Facebook page for your business is a great way to build relationships with existing clients, communicate with them, win new clients, interact and engage with all your customers. Once people are able to relate with you, winning those customers to your business and making sales will be easier than you think.

Facebook is free to join and also very search engine friendly. The truth is google will sometimes target your Facebook page even better than your website. This means opening your Facebook page with your business name will ensure your business is ranked at the top of google. ''Why not try this and see how fast google ranks your business''.

Compared to other traditional advertising strategies out there, Facebook is not only free to use but is a cheaper way to advertise your business to an even wider audience. Not only do you attract a wider audience, you can easily track performance to see how well your ads are performing and where traffic is coming from.

One of the greatest things about advertising with Facebook, is the flexibility of your advertisements. You can customize your advertisements so they appear only to specific groups or segments of people based on the information contained within their profile or based on gender, location or personal preference.

Unlike profiles, business pages are public, which means anyone can follow a link to

see everything that has been posted on the page. With a business page, you can also set up paid advertising for both Facebook and Instagram.

Getting Started on Facebook

In-order to start advertising your business on Facebook, you must first of all create a personal facebook account. Once you have a personal account set up then open a business page on facebook.

1. If you don't already have a facebook account, register a FREE account at www.facebook.com. You will then be prompted to complete all the relevant information to enable you to create an account. Please **DO NOT** use your personal account for business.

2. Once you create a personal account, the next step is to create a business page. Click on the drop down Arrow at the top Right hand of the page and click on **''Create Page''**.

3. You can then select the relevant page from business, brand, company etc., depending on your business type.

4. Fill out all the relevant information about your business, brand or company. On the **''enter an address for your page field''** type in your exact company name. This will ensure your business page is properly ranked by Google.

5. Next upload a profile picture for your business. If you are a company or brand, then your logo is usually the best option. If your face is your brand, then a good professional picture of you should do the trick.

6. Next add a great cover picture on your page. Make sure your cover picture is professionally designed and can stand out in order to attract customers and people to your page.

7. Guess what? **You have just created your facebook page for your business in just minutes.**

You can advertise through Facebook using three different methods;

Freely – promote your facebook page to your existing customers and grow your page organically.
Facebook Ads – pay Facebook to attract millions of customers for you on your behalf.

Facebook Groups – Join groups similar to your niche, participate with others and use that to promote your services.

Once you have your page created, the next step is to invite your customers, clients and friends to like your page. You can easily get fans and followers to your facebook page by connecting your Facebook page to your website.

This means your website visitors get to find your new facebook page and like it. If you already have friends on facebook, you could also invite your friends to like your page and get them to spread the word. Now it's time to start posting on facebook and attracting some new fans to your page. Be aware that opening a facebook page for the sake of just opening a page won't drive any customers to your business. In fact you are better off not opening a page in the first place if you intend to just abandon it and expect sales.

While you may have a Facebook page for your business, the question becomes whether or not you are using it to its fullest. Facebook is a great tool that can be used to effectively grow your business with a lot less effort than you've been putting in up until now. In addition to posting updates about your business, there are numerous ways that you can utilize your Facebook page to create awareness among your

audience to spread brand awareness and gain more followers.

Here are some of the most effective ways that you can use your Facebook business page to grow your brand awareness and gain more traffic to your company website;

Ask for Testimonials and Reviews

To improve your brand name and spread awareness about your company, it can help a great deal if you post testimonials and reviews on your business page. Apart from having a Facebook page filled with the reviews of your customers, you can also select some of the best reviews and post them on your website so visitors can see what others are saying.

Engage with Your Audience

An essential element of using your Facebook page for your business is connecting with your audience. Your audience on Facebook will consist of fans of your business, fans of your content, current and former customers, as well as potential customers. When you post content on your page, you need to keep this in mind, because your first priority is to connect with your audience.

If you follow the traditional method of audience engagement, you should be following the 80/20 rule. This means that 80 percent of the content that you post should be value-added content with the remaining 20 percent promoting your business. You can fill the 20 percent with material that is used for marketing, sales, or self- promotion purposes.

It is imperative to engage with your audience if you want to promote your business page. The best way to catch their attention is by posting unique and informative content that is related to your business or industry. To win a loyal and engaged audience for your business, you have to create content that is relevant to your niche.

It is also critical to interact with your audience. This can be done by providing them

with the kind of content they desire, as well as replying to the comments they post to your page. To ensure that you produce content that will engage your audience, monitor the comments that are posted so you can find out what your audience likes or doesn't like about what you've posted.

Ask for Customer Feedback

It is always best for your business to get a clear understanding of your customer's expectations and then to strive to fulfill their demands. The best way to get an accurate understanding of how current and potential customers feel about your brand or product is to survey them. Not only does polling your audience give you a path to connect with your customers, but it also helps you understand what your customer's expectations in a much better way.

If you find creating a survey is too time-consuming, Facebook has made it easy for users to create simple polls with their Facebook polling app. The app allows you to create a simple to use survey which can be easily understood by your audience. The best thing about the app is that it will provide you with readymade answers and can collect personal information in a way that will satisfy any privacy concerns that might arise.

Offer Helpful Resources

The best way to grow your audience and get more targeted traffic to your business site is to offer resources to your audience. Providing your audience with helpful and value-added resources will also help to set you up as an authority and thought leader in your industry.

Some of the best posts that you should be sharing on your business page is breaking news, blog posts, new tools, features, and products, book recommendation, and other useful websites.

Use Images in Your Posts

Photos are an extraordinary addition to your Facebook posts. So you want to post the highest number of pictures as you can. Not only can images convey a wide range of information, but it can also focus in on a single thought or emotion. Recent studies have also determined that images get shared more often than posts that contain only text. The best part about adding images to your Facebook business page, it that they don't need to be created by an expert. You can post images of your products, behind the scenes of your photoshoots and other images that will connect with your customers at a more personal level with your business.

If you need more in-depth step by step information around advertising with Facebook, then checkout the **Marketing for Boutiques and Online Stores Course** where we explain in more detail through our training videos how everything works.

Referrals

Referrals are a method of spreading the word by telling a friend to tell a friend. Let people know about your new business and let your friends tell others about your business. Referral marketing is a structured and systematic process to maximize word of mouth potential. Referral marketing does this by encouraging, informing, promoting and rewarding customers and contacts to think and talk as much as possible about their supplier, their company, product and service and the value and benefit the supplier brings to them and people they know.

Word of mouth is potentially the best form of marketing for a business and best of all, is probably the most cost effective! Also known as viral marketing, word of mouth lets your customers do the promotion for you which is the best recommendation that anyone can get. The BEST way to get people talking about your services is to GIVE them value first. The best sources for your referrals are your existing customers – these are the people who are loyal to you and have trusted you well enough to purchase from you.

A few ways to get them to refer your brand is to offer them customers' discounts and rewards each time they refer a new friend to your boutique. Alternatively get them to leave reviews in exchange for an incentive.

That is how you get word of mouth going and get the attention of potential clients. Thereafter, it's just a matter of building a friendly relationship (not hard selling) with the people you meet and/or already know.

You'll be amazed at how easy it is and what great connections you'll make, along with the opportunities that will open up and bring you more clients!

Youtube

When someone mentions social media in terms of business tools not many people think of YouTube. While it may not initially look like it is a suitable platform for marketing, Google now owns Youtube, meaning if you do a search on Google, you are likely to find a few youtube video recommendations at the top of the search results. Every day, more and more videos are being uploaded, and in 2014 YouTube claimed that 300 hours of new videos were being uploaded to the site every minute. Infact people now watch Youtube more than they watch TV.

Creating and uploading video content on YouTube is a fantastic method for increasing the visibility and reliability of your store. If you run an online store selling clothing, then you could have behind the scene videos of your products uploaded to your youtube channel, how to style videos, clothing haul videos, and basically any type of video content that will appeal to you audience. If images are worth a thousand words, then I'm sure videos are worth way more than that. You customers can see exactly what the product looks like in real life, they can see the quality, see how well it fits etc. Video is something that has worked well in attracting customers to my online stores and something I will highly recommend. You can sign up absolutely FREE of charge on youtube at www.youtube.com, set up an account, create a channel and make a short video about your brand and yourself and tell your viewers what they can expect from your channel. If you are camera shy, then you could even hire a part time model or get friends and family to showcase your products.

Other Powerful Ways to Market Your Store

If there's one thing that will differentiate your brand from your competitors, it is how you sell your products and present your offers to your customers. This is something that will set your store apart from all, or at least most of your competition, and gives people a reason to shop with you instead of someone else. Below are a few ways you can differentiate yourself from competitors and increase sales in your business.

Offer Free Shipping

Who doesn't like the word "FREE". Now you can offer free shipping without undercutting yourself by simply merging the sale price of the product and shipping together. E.g. if you are selling a blouse for $20 and shipping is around $4.99, you can simply present the sale price of the blouse as $24.99 plus FREE shipping. Your customer doesn't need to know that the cost of shipping has already been incorporated within the price and to be frank most don't really care - they are more interested in the fact that they don't have to pay anything for shipping. Here's an example, Amazon Prime members enjoy FREE shipping on all their products and this is one reason why most people are signed up to the Amazon Prime membership in the first place. However the prime membership isn't free, meaning although shipping appears to be FREE, Amazon is still making a profit from the monthly membership fees paid by its Prime Members.

Offer Special Bonuses

People love getting stuff for free. Including bonuses with your purchase, even small bonuses can be a great way to boost customer loyalty, gain repeat purchases, and attract people to your store.

Sell in Bundles

Bundles are a great way to set yourself apart from the competition. Let's say you have a shop selling women's dresses, then you could have a set that contains

everything someone might need to wear that dress such as some heels, handbags, jewellery all bundled together. This is also a great way to sell several products at once.

Offer Upsells & Crosells

One thing you should absolutely offer on your website is upsells and crosells. That way when a customer is viewing a product, they will be shown other products they might be interested in. This is a great way to drive numerous sales in your store. When offering upsells, the item offered must be related to the product bought by the customer. And because the item is related, it is likely that the customer will buy.

Offer Samples of Products

This is especially useful when offering a new product which your customers who may not be familiar with you. For example, if you sell hair extensions online, it will help if you offer hair samples. That way your customers can try and test out the products before they commit to purchasing the full bundles. This is also a great way to build trust with your customers who are likely to trust you as a legit brand and therefore encourage customers to make a purchase as soon as possible.

Offer Buy Now Pay Later

You can maximize sales by offering buy now pay later interest fee for a limited period. For example, you can offer your customers the option to purchase your product and pay in 3 installments rather than one. Platforms such as **Klarna** and **Afterpay** can help with getting this function set up on your website.

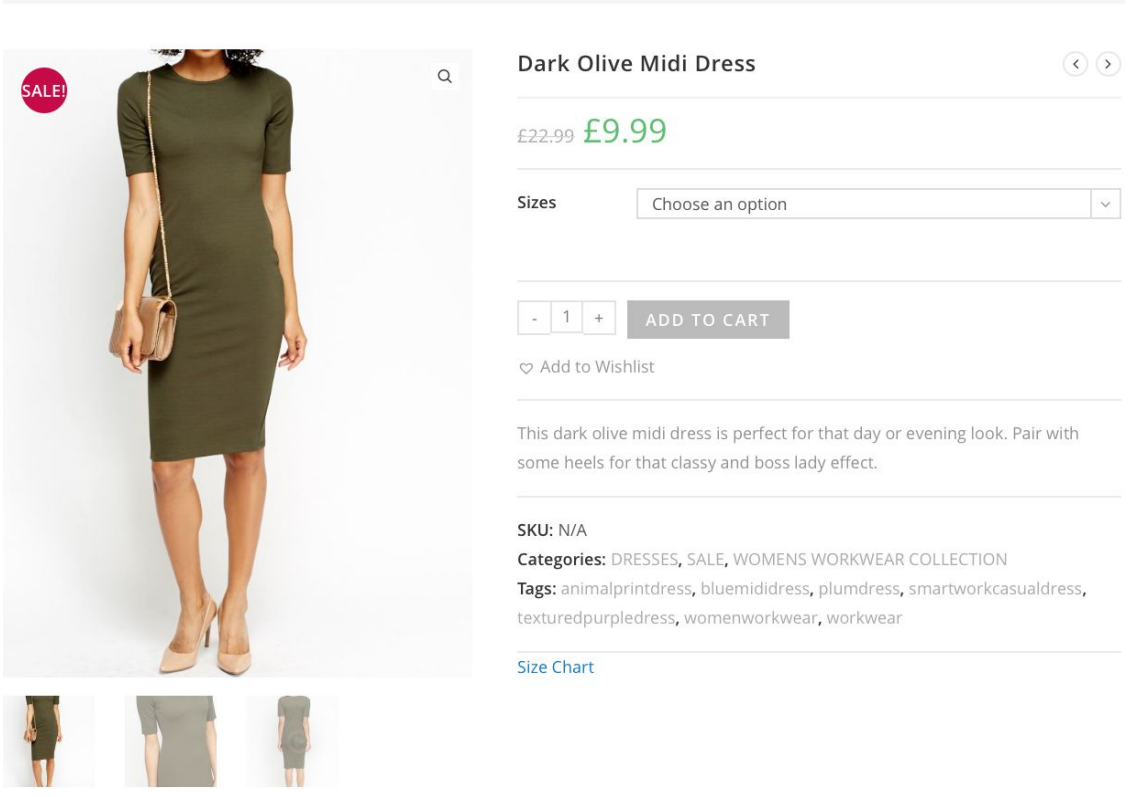
Offer Several Payment Methods

Giving customers different payment options is another great strategy to have in your website. This is because customers around the world use different payment

methods. For example, a customer might have wanted to buy a dress from you but because you only accept payments via credit card and the customer wants to pay using PayPal instead, that customer might ultimately decide not to buy from you. You do not want this to happen. Paypal, Stripe and Square are 3 trusted and reliable payment processors to use.

Show the Perceived Value

If an item is offered at a discount, it becomes more enticing if the customer is aware of its original value. This is because consumers feel that they are getting an advantage when buying a valuable item at a discounted price. Therefore, it is sometimes important that you tell the customer of the secondary item's actual value. Here is an example below;



As you can see the product clearly displays the original price, then the SALE price thereby making the offer more enticing to the customer.

Use Discounts to Introduce New Products

New products, especially those that are still unknown and those that still do not have an established market base, will need a lot of boost. One way to introduce such products to customers is to initially offer them with a discount or a promo. The discount and/or promo should only last for a limited time period.

Use Discounts to Sell Old Inventory

The use of discounts and promos are not only effective on new products but old inventory too. Discounts and promo offers can also be used to revive a product that is losing sales. By offering a discount, you can encourage customers to buy products that they normally would not buy.

Have Clear Product Descriptions

One big mistake most store owners often make is not having detailed product descriptions. For example if you are selling a black long sleeved dress then you want to make sure that your product title has the keywords “Black Long Sleeved Dress” as well as your product descriptions, tags and product image titles. That way customers can easily find your store when they go on Google searching for a black dress or other products you sell on your website. Secondly when writing a product description, also make sure that you include all the features that matter the most to your customers to help them with their buying decision.

Use Clear and Catchy Product Images

Investing in good product photography is key to grabbing the customers attention. Remember pictures speak a thousand words and is the first thing your customer will see as soon as they stumble upon your website. Infact before the read your product description, the product image is the first thing that will prompt them to even invest a second of their time browsing through your website.

Focus on Your Target Audience

Now this is why I asked you to take the time to identify your target audience. Do not waste all your time, energy, and resources on advertisement methods that attempt to reach everyone. If you only need to reach a select group of people, you only need to advertise with them in mind especially using platforms such as Facebook and Instagram ads. If you are selling products for women for example, it may not be necessary to do extensive advertisement that would include male audiences.

Offer Old Stock as Freebies

If you have any inventory that has been sitting around for over a year despite your attempts to sell it using several strategies with no luck, then it's probably time to get rid of that inventory productively. You can try and sell them on platforms such as ebay, depop, poshmark at its lowest or cost price to breakeven. However if you are still struggling to sell that inventory, then you may have to accept the fact that your inventory will not get sold. This may be due to numerous reasons. In which case, you may amplify the sales of your other goods by offering the unsalable goods as freebies. For example, if you noticed that a purse wasnt selling, then you can offer it freely to customers shopping for dresses as a bonus - thereby building long term customer relationships.

Monitor Your Competitors

You cannot expect that your competitors will be stationary. Like you, they will seek ways on how to break the competition. You should not lose edge. You can do this by keeping yourself updated of your competitors' activities. Always do your research

and pay close attention to what your competitors are doing, then see how you can use that knowledge to your own advantage.

Run Promotions During Holidays and Payday

People like to buy stuff after they received their monthly salary. You may want to take advantage of this and run sales and promotions during these periods.. To attract your customers to spend more, it is a good idea to hold a sale during payday. Also keep an eye on holidays as some products sell more during select months of the year. For example, hams sell more during Christmas and turkeys sell more during thanksgiving. Also, candies and chocolates sell more during Halloween and Valentines.

Always Follow Up with Customers

Your existing customers are the people that will drive your business forward. Afterall they've purchased from you before and will be the best people to talk about your business to their friends, families, etc. It is actually easier to sell to an existing customer than a new one that has never heard about your brand. So make sure you nurture your existing customers as much as possible so they can come by and buy from you in the future. Happy customers will keep coming back for more. Provide value and your customers will be yours for life.

Conclusion & Resources

If you've been struggling to promote your online store and make sales, then I hope you found this book useful in marketing your business and attracting thousands of paying customers to your store. Remember knowledge is power but the only way you will see any results is by applying the knowledge learnt in this guide.

For more in-depth training videos and tutorials on marketing your online store or boutique, be sure to checkout our Marketing for Boutiques and Stores course for more information.

Wishing you the best of luck with your new store!

www.runboutique.com