



20 ECOMMERCE

Do's and Don'ts Part 2



FAQs Page

Frequently asked questions help your customers find answers to the questions that are mostly asked.

Most of the time, when your customers are interested with your product, they may have some presales question they want to know, drop them down and put it inside the FAQ page.

Do's

- ✓ The FAQs section should be easy to find.
- ✓ Create Top FAQs within the page for most searched questions.

Dont's

- ✗ Don't repeat information in FAQs that is easily available everywhere on the website.
- ✗ Don't hide your FAQ link inside another page.



Payment Gateway

Payment gateway is the bridge linking your website to the bank

Payment gateway is the most important part of the ecommerce website. Without payment gateway, generally, you can't collect any payment from your customers.

Do's

- ✓ Choose payment gateway that offer multiple payment method, such as credit card and local online banking.
- ✓ Choose payment gateway that offer stable and secure payment processing.

Dont's

- ✗ Never use payment gateway provider that is newly startup. Never use.
- ✗ payment gateway that is difficult for you to collect the money.



Coupons Code

Giving discount via coupon code during holiday season can boast your sales.

Coupon code is the easiest way to give discount to your customers. You may give away coupon during special season such as holiday or during your anniversary.

You may use coupon as one of the marketing strategy to promote your brand.

Do's

- ✓ Create coupon discount during holiday season
- ✓ Give coupon code to customers who sign up and purchase

Dont's

- ✗ Never forget to set the coupon code expiry date.
- ✗ Never forget to set the number of times for each coupon code usage.



Sale Promotion

Sale promotion can boast your sales double

As we know, customer love discounted products.

If you need to clear your inventory, why not run a sales week?

You may also give bigger discount rate when your customers purchase more than certain amount,

for eg : they can get 20% discount if purchase more than 200 and above.

Do's

- ✓ Product bundle enable you to cross sell different products together with a special discount.
- ✓ Give free shipping when customer sign up and purchase.

Dont's

- ✗ Don't start the sale promotion without adding more products to your inventory.
- ✗ Don't delay shipping during sale promotion period.



Rewards Redemptions

Give rewards to loyal customer to show them a token of appreciation

In order to grow your business, it is important to make your customer stay loyal.

Rewards and redemption is a way to make your customers repeat buying from your website.

Do's

- ✓ Create a page that explains how the redemption program works.
- ✓ Do promote your rewards redemption program.

Dont's

- ✗ Do not charge any joining fees or renewal fees.
- ✗ Don't forget to include expiry date for the redemption points.



Shipping

If the product ship and arrive on time, customers will love it and buy again!

Without proper shipping, your customer may not be able to get the product, or you may lose in shipping fees.

Before you start your ecommerce business, get a logistics provider that is able to help you deliver your product to your customer on time.

Do's

- ✓ Offer free shipping after a specified amount of purchase.
- ✓ Wrap your product nicely before shipping.

Dont's

- ✗ Never delay products shipping.
- ✗ Never ship broken or damaged products.



Social Media Pages

Create Facebook, Twitter, Instagram and Snapchat accounts to reach out to your customers.

Social media is the right place you can use to promote your product.
Upload your product images through social media.
If you have budget, make sure you spend some money in advertising.

Do's

- ✓ Create social media pages to promote your website and products.
- ✓ Create giveaway competitions where customers can win your products.

Dont's

- ✗ Don't share false information to bring customers to your website.
- ✗ Don't ignore customers interacting with your posts on social media.



Live Chat

Customers have questions that they want answered as soon as they can. This is where they use the live chat.

Live Chat option allows you to talk to your customers easily.

Most of the customers who purchase online would love to get instant answer whenever they need.

If you able to provide pre sales answer via live chat, it definitely boosts up your sales.

Do's

- ✓ Engage as much as you can with visitors.
- ✓ Always be polite and try your best to help your customers on live chat.

Dont's

- ✗ Don't keep a visitor waiting.
- ✗ Don't transfer visitors among agents.



After Sales Follow Up

Once your customers have bought something from your website, follow up with offers and discounts.

Repeat customers are always better than new customers. Share emails and news about new products, discounts and offers with your existing customers.

Do's

- ✓ Share weekly newsletter which promotes latest offers and discounts.
- ✓ Ask for customer reviews.

Dont's

- ✗ Don't share too many emails.
- ✗ Don't forget to share receipt and tracking URL.



Blog

Having a blog allows you to share product reviews, latest news and more.

Blog is a way for you to pass your product knowledge to your customers. When the articles you wrote, are able to solve your customers problem, it will convince them to proceed in buying the products or service from your website.

Do's

- ✓ Share information related to your new products on website.
- ✓ Write product reviews

Dont's

- ✗ Don't write on products or services that are not related to what you are selling in your website.



Contact Us

You are important to us and we value your feedback. If you have any enquiries about our services, please let us know so that we can assist you.



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