TRUSTPILOT

7

TRIED AND TESTED

Conversion Strategies

FOR
ECOMMERCE MANAGERS

Finding a new way to convert visitors into buyers is always a top priority for eCommerce managers.

According to research, the eCommerce conversion rate on desktop across the globe hovered around **4%** in Q4 2016. And in Q1 2017, statistics from SaleCycle claim the average rate of shopping cart abandonment sat at **75.6%**!

So how can we keep customers hooked and ensure your business generates more revenue?

In this guide, you'll learn how to:

- Easily turn browsers into buyers
- Leverage your social proof for increased sales
- Use customer feedback to shape a great customer experience

KEY CART ABANDONMENT STATISTICS

According to the Baymard Institute,

1 out of 4

shoppers have abandoned a cart last quarter because of a "**too complicated checkout process**."

Most **abandonments** happen on a

Tuesday

$260 billion

are recoverable through checkout optimizations in the US and EU.

The first reason for cart abandonment is

shipping cost

(28%)

58.6% of shoppers abandoned their carts because they were just browsing.

STRATEGY 1:

Create an efficient checkout process

Needing as few steps as possible to actually complete the purchase process is a surefire way to increase conversions. Here are some of the top tips.

Avoid complex clicks and unnecessary steps

Make your checkout experience is completely linear - no confusing steps within steps. Never make objects clickable during the checkout phase so visitors get distracted and leave, abandoning their basket. You want the sole focus of the checkout page to be **the checkout!**

According to **VWO** (2017), a confusing checkout process is among the top five reasons for cart abandonment.

Don't push customers to register

Make it optional to create an account. Some customers just want to buy their goods and be gone, and that's fine. Have an express route for these shoppers. Baymard claims that 35% of shoppers leave a purchase if they're forced to create an account.

Create a compelling checkout page

We all like something to function and look good at the same time.

Think about the colors on your checkout page, the data fields you require, and even the calls-to-action you use. Don't forget to add credibility to your checkout too by informing the customer what payment methods are accepted, or how secure their data actually is by adding security icons to your website.

Also, be clear about your final pricing so customers can see where their money is going.

Reduce the amount of manual work

A shipping address that is also the billing address by default can save the customer a lot of time in their purchase. You should also inform customers as early as possible if an item is unavailable or will be subject to delayed delivery, rather than notifying them after they've gone through several steps.

Provide customers with a back button that leads to the previous page, so the customer doesn't need to fill in their details again. Providing users with real-time support can also be a crucial tool to keep them on the path to completion.
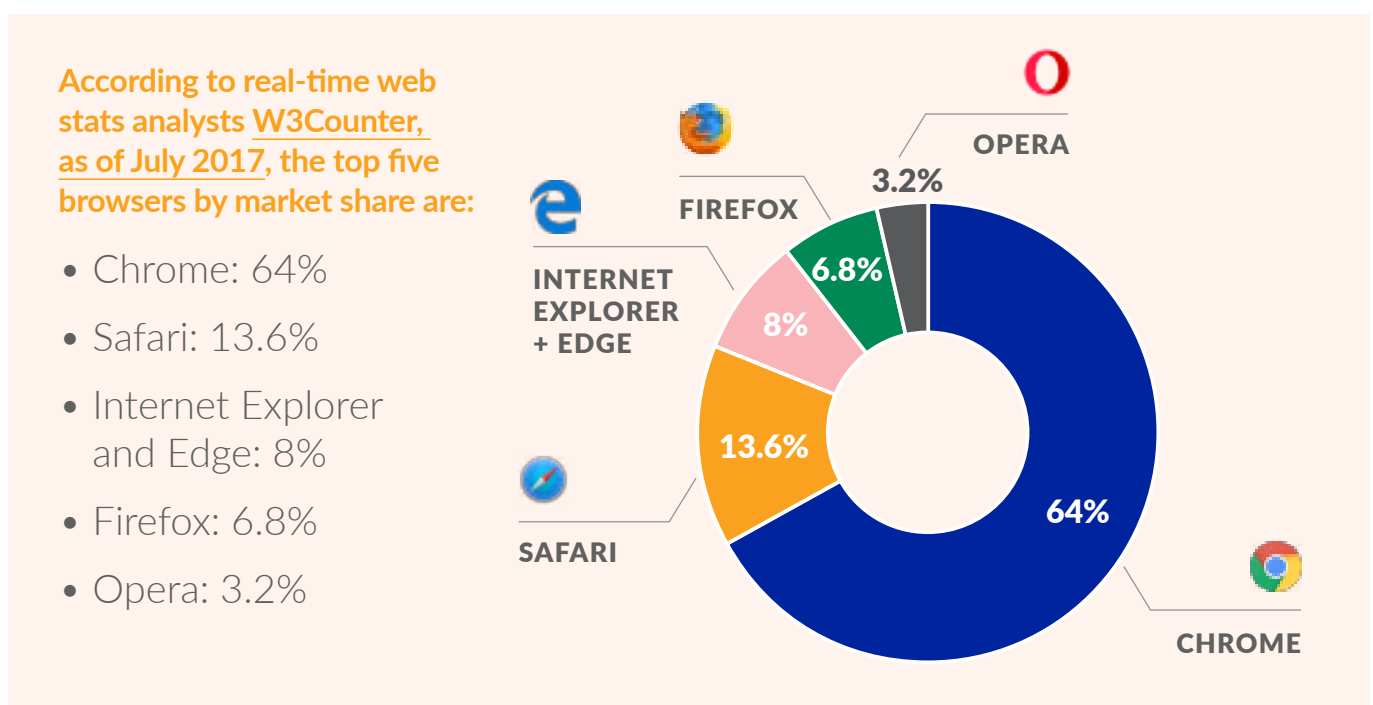
STRATEGY 2:

Optimize your site for common web browsers

Different browsers – and even different versions of the same browser – see your site differently. When you're designing your website, try to avoid your site relying on browser specific behavior, and test its appearance and functionality on multiple browsers to make sure that all your visitors are getting the experience you've worked hard to create.

Once your site is up and running, be sure to retest at regular intervals and adapt where necessary. A site that is not regularly upgraded will not keep pace with new browsers or new versions of browsers, affecting how the site is displayed.

Don't forget to consider your site's overall accessibility. Not all users may have JavaScript enabled in their browsers and technologies such as Flash and ActiveX may not render well (or at all) in every browser.

According to real-time web stats analysts W3Counter, as of July 2017, the top five browsers by market share are:

- Chrome: 64%
- Safari: 13.6%
- Internet Explorer and Edge: 8%
- Firefox: 6.8%
- Opera: 3.2%

OPERA

FIREFOX

INTERNET EXPLORER + EDGE

3.2%

6.8%

8%

13.6%

SAFARI

64%

CHROME

STRATEGY 3:

Optimize your site for mobiles and tablets

It's no secret that mobile ownership and usage has **surpassed desktop use**.

Mobile marketing is arguably the closest you can get to the consumer, as there is no other device that is as personal or portable.

If your website doesn't automatically resize to fit the screen that it's being viewed on, you are running the risk of losing a lot of business. More than this, Google might not consider your website as much if you avoid mobile adaptability, thanks to a 2015 update to their algorithms (popularly dubbed 'Mobilegeddon'). Without a mobile-optimized site, your mobile discoverability will suffer.

STRATEGY 4:

Display online reviews to boost trust

There's no better way to build consumer trust than by showcasing the experience of your customers with your company.

Vendasta research shows that 92% of consumers read online reviews, and 80% trust reviews as much as personal recommendations.

Having customer feedback on your site gives customers the encouragement they need to complete a purchase. More than that, customer reviews give you unparalleled insight into customer trends.

You might notice the same kind of feedback appearing again and again in reviews. If so, this tells you you're either doing something great, or there's something that requires attention.

Make sure you're encouraging customers to leave reviews - and quickly respond to all of them, whether they're positive or negative. It shows that you are listening and that you care. No matter how great your product is, if people don't trust you, they won't want to engage with you.

STRATEGY 5:

Use social media to drive online sales

Savvy ecommerce managers are now exploring social media as a tool to directly boost sales. Over a quarter of respondents in a Trustpilot survey (29%) say brands that are active on social media are more "human", meaning they appear more approachable and helpful by having real conversations with customers online.

Don't forget, there are customers and prospects out there ready to connect with you on social media. Here are some tips to transform your social media success.

Develop a content strategy for your social media channels

Facebook, Twitter, and Linkedin have become great vehicles for content, meaning brands are paying attention and making the space more competitive than ever. Make sure you have a well-thought out strategy around your messaging, what you want to promote, and how you'll differentiate yourself.

Use YouTube playlists to showcase your own products

YouTube playlists allow channel owners to select which videos will play sequentially, so a company's use of this tool enables it to present viewers with additional products they may be interested in, increasing potential sales.

Manage and monitor social media and customer feedback in one place

To succeed in social media, you need to effectively monitor it. Save time and energy by monitoring your online reviews and social media activity from one console. If you use Hootsuite, Trustpilot has just the Hootsuite **app** for you.

Share your customer reviews on social media

In the past two years, content consumption on Facebook has increased by 57%. So why not share your customer feedback? It's a great way to showcase great stories from your customers and convert prospective customers. We recently released our **Image Generator**, making it easy to pair beautiful images with reviews to share across your social channels.

STRATEGY 6:

Dedicate staff to web design

If your company has separate departments or suppliers for marketing and web design, the responsibility for turning website visits into sales tend to fall between two camps. This can be bad news for any business hoping to turn their online investments into real profitability.

A web designer is a technical expert who can dedicate their time to testing and retesting website variations to further optimise your website's buying process. However, a marketer should have a unique understanding of the needs and wants of your customers, and therefore a valuable insight into what will convert visitors into clients or customers, and what won't.

Ideally, the staff dedicated to website conversion should have a background in both areas. Including financial incentives for reaching performance goals will also correlate in getting your conversion rates closer to where you'd like them to be.

If you're working within a smaller budget, consider investing in a professional developer, or try Shopify, the leading e-commerce website building tool. With **Trustpilot's online review app for Shopify**, so you can get designing a sleek site that displays customer feedback in no time at all.

STRATEGY 7:

Consider a retargeting strategy

Retargeting can help reduce shoppers' concerns and turn hesitant visitors into happy customers.

Start by determining which shoppers have added something to their cart, but haven't completed their purchase. Once you have identified your audience, it's important to decide how long you want to target cart abandoners.

Reaching consumers as soon as they abandon is a must, but the length of time you target them should be determined by the products your business sells. Bigger purchases such as furniture, holidays, or electronics can have a longer consideration cycle, whereas other products like clothes or cosmetics don't usually have a very long decision-making cycle.

SMS retargeting

According to Search Engine Watch, SMS messages are more effective than emails. Consider sending a reminder to cart abandoners. In 2016 (Q4), **90%** of all SMS messages were opened, and 90% were read within 3 minutes.

It's a great way to convert those hesitant shoppers but if you'd rather use display retargeting, here are some of our top tips.

DISPLAY RETARGETING DONE RIGHT

Test the kinds of displays to show cart abandoners - personalised, or static?

Use a promotional offer like free shipping to increase conversions.

Offer a discount on future products to encourage a repeat purchase.

Key Points

By now, you should have a long to do list to ensure you're optimizing your eCommerce business for conversions and checkouts. But if you need a cheat sheet, here's a quick list of key points.

Turn your ecommerce conversion rates around by:

- Making sure your checkout process is optimally designed

- Optimizing your site for mobiles and tablets

- Using social media to drive online sales

- Making sure your site is optimized for your visitors' browsers

- Using online review widgets to boost trust

- Assigning responsibility for online performance and conversion goals to a dedicated member of staff.

Want to learn how reviews can improve your conversions?

REQUEST A DEMO