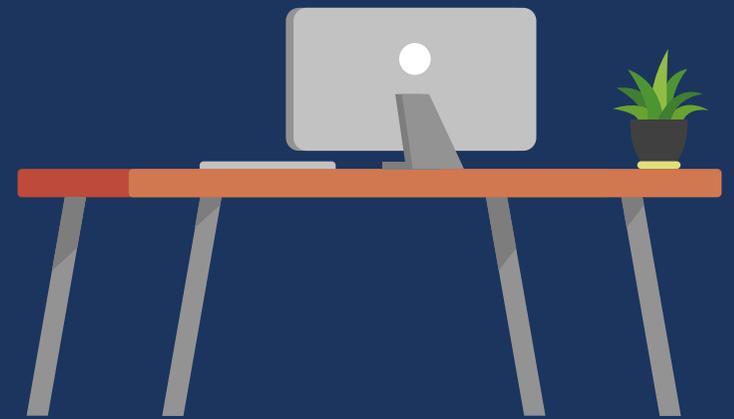




Packlink[®] PRO
Simply Shipping

6 tips to get the most out of your business



01. Research your niche

What are you selling? Who are your most loyal customers? You can build on local knowledge and turn it into a broader strategy. Define your “*target buyers*” by specific characteristics (demographics, behaviour, interests and similar values), so it will be easier to satisfy the market, even in the absence of a direct relationship.

For example, a pharmacy e-commerce may expand its offer by including supplements, if its buyers are also passionate about sport.

02. Create your own website

You don't need to be a web developer to create an e-commerce site! There are platforms that allow you to create websites in just a few steps, taking care of both aesthetics and usability.

[Wix](#), for example, is based on a very intuitive drag and drop system. [PrestaShop](#) separates between content, graphics and programming, so that each professional figure can take care of a different section. And there are many more tools!



03. Design your online catalogue

The next step is to organise the products in the catalogue (especially if there are different brands in your e-shop). You can organise them **by brand** or **by functionality**.

How?

Ask yourself: “Do my buyers know the brands I sell?”

✔ **Yes:** go for organising your products in a way that highlights the brand.

✘ **No:** go for organising your products in a way that highlights the function.

For example, in the case of clothing, the consumer is often driven to buy by the strength of the brand. In contrast, in B2B the practical-functional aspect is of greater interest.



04. Develop a SEO strategy

Working on SEO allows you to optimise your conversion rate by doubling the traffic and sales of your website.

How?

Figure out how your customers search for a certain product online:

- **Identify the keywords** that respond to your potential users' request for information. Use **Google's** Keyword Planner! The tool is free and will allow you to select the suitable keywords to include in your Google Ads, and get useful data related to the impact and performance of those keywords.
- **Use them in the texts** of your website, writing product sheets that respond to a specific need with the right words.
- Don't forget **to optimise the URL**: put your reference keyword here as well so that the search engine finds your page easily.

05. Promote your shop online

Around 75% of those who bought a product saw it for the first time on social media.

Building a social presence is essential!

How?

- **Identify the channels** most frequented by your audience.
- **Define your brand's tone of voice:** it will be the guideline for the right way to communicate with your audience.
- **Set up an editorial plan** of constant and interesting posts. Think about varying your content:
 - Informative (“who are we”, “what do we do” and “how do we do it”)
 - Engagement-orientated (with the aim of creating a community)
 - Educational (linked to the conversion objective).

Don't forget: social media is also a sales channel. Customers can now buy in Facebook and Instagram shops, directly from posts.



06. Choose the right tool for shipments and deliveries

Maximising the level of automation of your tasks will help you to speed up and simplify your processes, but also to offer your customers an optimum experience.

Planning shipments through a single tool is a first step. [Packlink PRO](#), for example, integrates into your e-commerce and allows you to import and monitor received orders with flexibility, and also ship with national or international services, **saving up to 70%**, all without contracts or monthly fees.