

# 3 TACTICS TO GROW YOUR SALES, AFTER THE SALE

So you've made a sale from your direct-to-consumer eCommerce site. Now what?

Are you leveraging all the benefits that direct-to-consumer sales has to offer?

1

## Build a Customer Database

### Analyze



Tools such as Google Analytics provide critical marketing insights such as page views, geographical consumer information, which pages are most often visited, and what devices customers use to access your site.

### Promote



When you make a sale via your eCommerce site, you capture the consumer's name and contact information. Use this information with the analytics you gather to build a customer database that you can use for cross-promotions and future marketing efforts.

### Repeat



Now that you can identify your paying customer, you can more easily target them for future purchases. Having bought from you once, he or she is more likely to buy from you again.

2

## Establish a Direct Line of Communication

### Connect



A direct line of communication allows for education about your product and opportunities to gain valuable feedback from your audience. You can use this knowledge for future marketing and promotions.

### Leverage



Offer options that visitors can only find on your website (a blog; forums; exclusive author insights; related tips on your topics; ...) and not on other retail sites where your books are sold. Leveraging "only found here" options turns your website into a destination, not just a store.

### Strengthen



Creating a stronger bond between you and your customers by opening a direct line of communication and using "only found here" options will make them "sticky" and have them coming back to your website for more.

3

## Maximize Control of Your Products

### Relate



On your site, there are no distractions from competing titles/unrelated products that are not yours—ensuring that purchasers buy your book and not a competitor's. Take a cue from mass retailers' sites and show your related titles/products on each product page to increase sales across all products.

### Control



The beauty of selling books on your site is the ability to set and change retail pricing—allowing full control over margins (third-party retailers dictate the price an item must be sold for). Being able to change prices on the fly comes in handy for special sales and promotions.

### Customize



In addition to maintaining control over pricing and the similar products you want to show on your site, you also have the ability to update images and content—allowing you to feature products and change messaging to fit your current promotions.

Need help establishing your eCommerce site or making the most of the tools available?

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