

5 Tips to Sharpen Your Ecommerce Edge

Advice from Season 2

01 Make it a pleasurable shopping experience

This is about efficiency. Iron out wrinkles in the online check-out process. Also, think twice about requiring customer accounts—you may be driving shoppers away if you don't have a guest checkout option.

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02 Think proactively about customer service

What questions frequently arise? SEO-focused research can expose what's missing on your product pages, FAQs and any other website page that makes sense.

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03 Encourage user-generated content (UGC)

It's much cheaper to retain a customer than attract a new one. Draw them closer to your brand by asking for a review or photo showing off your product. (Plus, UGC can be the factor that converts a browser to a customer.)

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04 Look beyond the social media giants

Brands with limited budgets have more options than ever to make noise in the social media landscape. Stand out with a unique twist on "alternative" channels like Pinterest or TikTok.

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05 Bolster your loyalty program

If enrollment numbers are lackluster, entice sign-ups by awarding welcome points. Then, add their points tally to any order confirmation emails along with how many are needed to reach a reward.

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