

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Successful Online Gift Shop Marketing – Part 2

By Shannan Hearne

Successful Online Gift Shop Marketing – Part 2 by Shannan Hearne

7. Organize

To a great extent, we've been covering this all along. But it can't be emphasized enough. Don't make me, the shopper, search high and low on your site for a statue that perfectly matches my wizard logo. Combine the wizard, sorcery, magical, knights of the roundtable products together. Think of every way that someone like me – or any other shopper – might go looking for them. And make them easy to find by organizing.

8. Monopolize

Many merchants worry that this is a taboo form of marketing. Not at all.

Would it have been taboo to sell flags on 9/11/01? Perhaps. But every day since then they have been selling like hotcakes. And if you offer American patriotism in the form of products on your gift site, then you need to monopolize on the new American patriotism. For years merchants have monopolized on Christmas, Mother's Day, and every other gift giving occasion. Let's face it, Hallmark and American Greetings would go belly up if this year we all decided to boycott our moms on Mother's Day.

So how do you do this? Jog your memory by looking at everything we've covered. Specialization and categorization. Organization. Preplanning. They all come into play.

You don't need a crystal ball to see what trends are coming along in consumerism. And if you see them, you need to monopolize on them if you

want to run a successful gift sales business.

Look at what eToys.com, Walmart.com, BlueLight.com, etc. did this year. A rather unstable economy kept people from spending quite as freely as they have in years past. Rather than give up all together, merchants increased their specials and discounts. And didn't we all buy at least one thing this past holiday season not because we or our gift recipient needed it, but rather because it was too inexpensive not to buy?

9. Design Your Site Carefully

This could be an entire article on its own. But let's look at the

general mechanics of a site that would rank high in the search engines.

Quality and quantity keywords and meta tags are imperative if you want the right kind of traffic. Speed of loading and ease of navigation are required to get visitors where you want them to end up – the order page. Aesthetically pleasing visuals make shoppers happy and turn them into buyers. And finally, the more payment methods you are able to accept, the more buyers you will receive.

Invite a friend, preferably an internet newbie, to shop from your site. Perhaps even offer a free gift as the incentive. See how long it takes them to find what they are looking for and order it. Do they get frustrated? Do they smile or frown? Re-think your gift site design accordingly.

10. Market Every Day

What no holidays or Sundays off? That's right. You should always be prepared to hand out a business card or zap off an email when you see a marketing opportunity. And you can be marketing even when you aren't marketing. Your signature text in your emails should ALWAYS contain a link to your business site. Every thing you ship should have your URL printed everywhere. When you leave a pen at the bank, it should have your business contact printed on it. If you stop at a yard sale and see that someone obviously likes Teddy Bears, you should tell them how to get to your Teddy Bear Site.

What about getting other people to market for you?

Groups like <http://www.mompack.com> are all about having other people help promote your business for free. When you ship a product, always include at least THREE of your business cards, one for the recipient to keep and

two to give away. Affiliate programs are a great way to get people to sell for you. Don't overlook any option.

And when you are running a special, don't forget to advertise on sites that compile savings information. My favorite is <http://www.clearancecrazy.com> But there are tons of them.

11. Utilize Every Contact as a Potential Marketing Contact

One category of products that I sell is gourmet coffee, tea, and snacks. It has absolutely nothing to do with my primary business, <http://www.SuccessPromotions.com>. However, it is very successful in its own right. [Http://www.coffeeteaetc.com](http://www.coffeeteaetc.com) gets more hits regularly than Success Promotions. Why? Because I tell everyone about it. For example, every time I get a free cup of coffee somewhere, I leave a couple business cards and web cards. (see www.mothersdayout.com/ for web cards) I participate in marketing material exchanges through the

Mom Pack mentioned earlier. When I meet someone who sells any type of home party product whether it be food/kitchen oriented like TupperWare or completely different like PartyLite Candles or House of Lloyd, I tell them about my business. It is easy to recruit for and easy to promote. Almost everyone I know drinks coffee or tea. I give away samples. I invite neighbors over for gourmet coffee. Everyone I talk to is a suspected buyer or reseller until they prove themselves otherwise.

You should assume the same.

Wear the clothes that you sell or the jewelry. Drive the car that you sell. Drink the coffee that you sell. And be prepared to share them with anyone who even casually asks.

Along the same lines, encourage your own customers to do the same.

I have purchased many shirts from SIRR Max, <http://www.sirrmax.com>. Their positive logoed apparel fits my personality and I enjoy sharing their messages of hope with anyone who takes the time to read my clothing. At least twice a day, when wearing SIRR Max apparel, someone will comment on how much they like my shirt or admire the message on my tote bag. I'm always prepared to give a business card to them. Ordering from this online giftwear site is easy. But potential customers have to get to the site to order. So I help Pamela Jordan of SIRR Max by advertising for her every time I wear her clothing.

If you sell anything besides underwear, then your customers' friends are

going to eventually see it. Make sure they are prepared to tell their friends how they can get some too.

12. Network

The dreaded "N" word. This has nothing to do with multi level marketing. It is all about who you know and what you know.

When you network, you invariably make potential business/client contacts. So do it wholeheartedly. Don't just join a group like Digital Women <http://www.digital-woman.com> or The Network for Women <http://www.thenetworkforwomen.com>, but participate in them. Join the email lists. Advertise. Donate time, products, services, etc. Make yourself visible enough within the group that your networking is accomplishing something. The contacts will be invaluable. And you never know who you will meet who either is just now looking for gifts like you sell or knows someone who is.

Its a new year and all of us are ready for a fresh, new start. Make an effort to utilize these suggestions in the way most appropriate for your business. Sell more gifts by working to sell more gifts.

And remember, Success Promotions, <http://www.successpromotions.com> is always just a quick browser surf away with tons more tips, tools, and tricks.

Online Gift Certificates

By Simon

Online Gift Certificates by Simon

Yes.
Holiday shopping season is here, again. Again, it is time to roll out your wallet and start worrying about your gift choices as well as your bank balance.

Choosing the right gift for the right people has become a hassle that people increasingly want to avoid. Gift Certificates from gift vendors that carry a wide variety of gift selections may be the answer to our prayer.

Happy Holidays!

Simon Lim, about



This Free E-Book has been brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!