

TOP6

TOP 6 SUGGESTIONS TO MAKE YOUR E-COMMERCE PROGRAM BETTER!

256 e-commerce programs run through our company! The good news for you is that we've got a team of experts to help your brand.

- 1. Too much inventory.** If your program is only going to do \$200,000.00, then why would you want to own \$250,000 in inventory? *Be Lean and Mean — Keep the inventory low and turn it often!*
- 2. Keep it Fresh!** The only way users will keep coming back to buy is if they see something new. So, go ahead and sell out of an item. Bring on a new SKU instead. Keep 'em coming back for more!
- 3. Too many choices.** You don't need 4 colors of every wearable available. This increases your inventory investment. Pick the top two colors and wait until they sell out before you re-merch with new colors.
- 4. Make it fun!** Find ways to promote the program to keep your buyers coming back — contests, testimonials, user photos.
- 5. Reward your team.** Provide gift certificates for big wins, celebrations and Year of Service awards. There's nothing better than a free shopping trip and someone wearing your brand!
- 6. Drive traffic** to the web store through advertisements in your lunch area, intranet, and custom email marketing e-blasts.

CONTACT US

Grapevine clients enjoy programs that offer these features to their employees and customers. For more information, email jgaunce@grapevinedesigns.com or call 913.563.4528.