

# TOP 3 WAYS TO GET REPEAT BUSINESS FOR **ECOMMERCE**



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Keeping repeat business for an eCommerce store is easier than sourcing new customers, so maintaining a steady cycle of repeat business is critical to your success and growing your online business. Making it easy and attractive for customers to become regulars can be a little tricky, but it doesn't have to be difficult.

There are a few key things that e-business owners can gain more repeat business and enhance the customer experience.

## 1. PROVIDE EXCEPTIONAL CUSTOMER SERVICE

Price isn't the only thing that customers consider when buying online, and sometimes, it's not even the first thing. When your customers trust you'll give excellent customer support, from safe transactions to detailed product descriptions and prompt replies to their questions, you'll reinforce their decision to buy from you again.

Keeping in touch with your customers throughout the ordering process is another way to provide excellent customer service. An email letting them know that the order was received, and then another one when it ships demonstrates that you appreciate their business. Once the order has arrived, follow up to make sure that it arrived on time, intact, and is what they expected.

## 2. INTUITIVE WEBSITE

Making your website easy for customers to buy from is another way to gain repeat business. If the site loads slowly or has lagged in videos displaying properly, customers will become frustrated and opt for a competitor.

Ensure that your site has enough bandwidth to handle spikes in web traffic and that all your videos are optimized for easy viewing.

Many people shop on the go or from their phones, and if your website isn't mobile-friendly, you'll lose a sale to a competitor.

Making it easy for customers to find what they are looking for on your site is critical to closing the sale. After all, if the product is hard to find, they

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won't buy it! Each category of products on your website should have its own landing page, making it easy for you to break down the products listed and allow customers to easily purchase.

### 3. **UNDERSTAND YOUR CUSTOMERS**

Knowing the target demographic for your goods is important. Not everybody purchases from your eCommerce store, and understanding who does can give you insight into how to market to them. For example, if your store sells primarily women's fashion, most of your customers are going to be girls and women who want your clothes. You may get the occasional male customer buying a gift, but your marketing efforts should focus on the characteristics of the people that are your main buyers. Once you've developed an idea of the "personality" of your target customer, you can tailor your approach to align with the way they communicate and their values. The way you write your emails and the extent that you interact with customers over social media helps build relationships with them and encourages repeat business.

Not all customers interact with your eCommerce business in the same way. Paying attention to the historical behavior of each customer can give you insight into those who may enjoy a new product or service you're offering. Using the right customer management software can help you find patterns and market certain features to certain buyers.

#### **PUTTING IT INTO PRACTICE**

Focusing on the overall customer experience is key to gaining repeat business for eCommerce sites. Review the website to ensure that customers are getting the best experience and make each interaction you have with customers exceptional. Having marketing efforts that speak to their needs will increase the volume of sales you get.