



## Quick and Easy Incentives to Attract Customers

You've got a product listed at the same price as your competitor. So how's a customer going to decide which company to go with?

You need customers now but you've waited until the last minute to start an advertising campaign. How are you going to get customers at such a late date?

One word: perks.

Use these perks to help you turn a potential customer into a paying customer.

### Free Shipping

People love the convenience of shopping online. But they don't like paying for shipping. Offer your customer free shipping and you'll generate more sales than you'll lose in shipping costs.

Tip: When developing your free shipping special, consider a minimum order amount before the free shipping offer kicks in.

### Discounts

Who says 10 percent doesn't go a long way? Discounts can help you obtain long-term customers the easy way.

### Gifts

If a customer orders an item you specify or a minimum amount of products/services, give them a special gift. The gifts you give don't have to cost too much. They're just a way for you to show your customers your appreciation for their business.

### Specials

Having different specials every month gives customers a variety of reasons to keep coming back. Give your specials a variety so they can appeal to all customers. For instance, you wouldn't want to offer a free coffeemaker with every dishwasher purchase month after month after month.

### No Payments

If you can offer financing or delay someone's payments for a period of time, this is an excellent way to get people in your store. Be sure you have the proper financing restrictions and policies in place before offering this option to your customers.

**Easy Billing**

Splitting your billing into two or more easy payments for your customers gives customers more of an incentive to make expensive purchases.

**Giveaway**

Giving away products drives people to your store with little to no cost to you. You can require customers to have to fill out an entry form for your giveaway in person to get them in your store.

**Sale**

The most basic of advertising opportunities is often the most overlooked. Having a sale requires advertising through outside mediums but if your sale is good, customers will flock to your store with wallets in hand.