



E-commerce : augmentez votre chiffre d'affaire (French Edition)

kadysz Bruno

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Mettre en place une boutique en ligne, un site marchand vous permet de vendre vos produits ou services mais l'objectif premier pour votre entreprise, c'est de l'optimiser et augmenter votre chiffre d'affaire pour permettre une évolution constante de votre business.

Nous aborderons dans cet ouvrage les points suivants qui vous permettrons de mettre en place les points essentiels pour augmenter votre chiffre d'affaire :

1. les ventes croisées
2. les assurances facultatives
3. la livraison
4. les produits complémentaires
5. les relances panier abandonné
6. inciter l'utilisateur de passer à l'action
7. les remises, bon achat à partir d'un certains montants
8. les facilités de paiement
9. rassurer les clients (entité, service clients, retour, SAV, sécurité de paiement)
10. des prix attractifs
11. les informations sur les produits
12. le remboursement de la différence

A l'issue de cet ouvrage, vous serez en mesure vous-même de mettre en place une stratégie et les outils nécessaires pour augmenter rapidement le chiffre d'affaire de votre boutique en ligne et atteindre ainsi vos objectifs.

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