DIGITAL MEDIA WORKS
make it easy to buy.

Make it Easy to Buy (tm)

1. Create your strategy
Showcase your 'store'—home page, landing page
What do you know about your buyers?

- Credibility—website design
- Where am I?
- What information can I learn?
- Anything worth buying?
- How much does it cost?

2. Follow your strategy
Map your "store" traffic
Don't send visitor down a road you don't want him to go!

- Engage me
- Persuade me
- Educate me
- Don't make me feel stupid!

3. Sell Products

- Is the price clear?
- Which product is right one?
  - features, benefits
  - multimedia formats
  - comparisons
- Value
  - added bonuses
  - upsell to cart
- Commitment

4. Check-out

- Fewest clicks
- Visuals of the product convert better
- I know the "terms"
  - shipping
  - 'wait' time
  - downloadable?
- Cart abandonment
  - over 50%

5. Reinforce the choice

- confirmation email
- additional gift
- tech support clearly offered
- stay in touch

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