



# FIVE STRATEGIES to turn lookers into buyers

start making money from the  
cart fillers and show-roomers  
with five super easy to implement  
retail strategies

[salenaknight.com](http://salenaknight.com)



# STRATEGY **one**

## DOUBLE DIP

Expand your selling options

Are your customers double dipping? Checking you out online before they come in store? Coming in store and then buying online?

With up to 75% of customers "researching" before they buy you can't afford to sit on your hands when it comes to offering your customers as many opportunities to buy from you as possible.

Your flag ship might be your brick and mortar store but EVERY physical store should have an online store to take advantage of shoppers who look and buy later..

In the essence of fairness (and good business) every online store should also set up a physical store (market, VIP event or collaboration) on a regular basis.

### INSIDER TIP

If a customer can't see it they can't buy it. Always ensure your inventory is synced across your physical and online stores

NOTES



## STRATEGY **two**

### EMBRACE YOUR INNER SINGLE

"Can I have your email so we can hook up later?"

Capturing your customer's details mean you can continue to hook up with them way after they've clicked away or walked to the next store.

You can ask straight up, if you're so inclined OR you can be slightly less Captain Obvious and offer a reward in exchange for their details.

And YES (hold onto your undies) that includes physical stores. Gasp! Every person who walks into your store or past your market stand should be added to your Little Black Book (aka customer data base or email marketing database). And the only way to do that is, you guessed it; ask or reward.

E-commerce stores; the sooner your grab a potential customers details the higher your chances of converting a looker into a buyer.

#### **INSIDER TIP**

Don't fall for "20% off" or "free shipping". Create a killer lead magnet (just like this one) and have customers lining up to give you their details.

# NOTES



# STRATEGY three

## BABY I'M BACK

Use the power of Back In Stock notifications

There's nothing more annoying than being ready to buy only to find the product you want is out of stock.....

A simple "notify when back in stock" plug-in on your e-commerce site will ensure your customers next click is **not** on your competitors page.

Don't let a customer walk away just because you don't have something in store at that very moment. Offer an alternative, ask for permission to contact them when the stock comes back in, give an estimated arrival date or offer to back order the item for them.

### INSIDER TIP

Had a popular item out of stock for a while? Throw a come back party - all the rockstars do.

Make a song and dance (via the socials, your email newsletter, FB Ads, sky writing...maybe not that) when it's back on the shelves.

NOTES



# DON'T JUST LEAVE ME HERE

Go convert those abandoned carts

Stats show 10-20% of abandoned cart re-targeting emails result in a **sale**.

Which is a nice way of saying; It really doesn't matter how strongly **you** feel against abandoned cart reminders - you're losing money if you don't.

Sure there's a whole lot of people who don't want to be reminded they wasted their time putting something in the cart only to walk away and leave it there. But there are also a stack of people who had to rescue the dog, stop the bath from overflowing, lure the baby away a high ledge... Or something totally undramatic like the phone rang and they forgot to finish their order. Those people LOVE abandoned cart re-targeting.

Think of those people and start sending!

## INSIDER TIP

Got in-store customers who put items on hold and don't come pick them up...? **PHONE THEM**. Not coming back to pay doesn't automatically mean they don't want the items.



## THE POWER OF WOO-WOO

**You thought it was all coincidental - but it's not...**

Ever been cruising around a website, then popped on over to Facebook only to find an ad for the EXACT thing you were looking at?

It's all woo-woo, like the Universe is saying "Buy me! Buy me!", right? Wrong!

You too can set up a simple Facebook re-targeting campaign to be shown to folks who added to a cart but didn't purchase or you can show products to anyone who visited your site and put a little woo-woo in someones day!

Customers who see your Ad on Facebook are much more likely to convert because they're already familiar with your brand and feel they have a connection with you. Seeing you in their "social space" gives them a warm fuzzy feeling.

### **INSIDER TIP**

With over 2.4 BILLION active users on Facebook, chances are your customers are hanging out there - even if you're not!

## NOTES



# hey there

I'm Salena Knight!

Are you **tired** of the well meaning (but incorrect) advice that creating the retail or e-commerce store of your dreams is only possible if you hustle just a little bit harder...?

You're in luck! Welcome to the **Hustle Free Zone**. I'm all about helping you work **SMARTER**, hustle **LESS** and enjoy **MORE**; more time with your kids, more holidays in Fiji, more sleep. Whatever the dream was for your business, I'm here to help make it a reality.

As a Retail Strategist, I take my past experience as an award winning, multi store retailer, team it with my superpower to make things happen and my passion for helping people and work with **YOU** to deliver outcomes in your business. As a client you'll have access to;

- ▶ proven retail strategies
- ▶ step-by-step implementation guides
- ▶ professional knowledge & resources
- ▶ accountability & focus sessions
- ▶ confidence building support
- ▶ my team of marketing & tech professionals





# Need some help?

## Retail growth for every stage of business

The information in this download makes up a small part of the core course work in all my retail growth programs. Each program focuses on building and developing a thriving, profitable and productive retail or e-commerce store; whether you're a retail veteran or working off your kitchen table.

Access all my courses and programs here



### Private Consulting

Ready to be the CEO of your business but not sure how to get there? Working together 1:1 enables you focus on solutions and strategies that are exactly what your business needs, right now.

Designed for independent or corporate retailers with a proven history of market success and commitment to business growth.

Book a time to chat today.

[CLICK TO LEARN MORE](#)



### Small Group Program

Know you're onto a good thing but want to make it great (and profitable and not devour every minute of your day)? Over six months you'll focus on growing your knowledge and confidence around the foundations of your business.

Limited numbers ensure you have ample opportunity for professional guidance, support and networking opportunities throughout the program.

[CLICK TO LEARN MORE](#)



### Membership Group

Retail can be a lonely business. Connect with other retailers AND grow your business knowledge with a monthly implementable action and access to my insider hints and tips.

Join our retail community and surround yourself with support, knowledge and confidence. Perfect for start-ups and early growth businesses.

[CLICK TO LEARN MORE](#)