

**Really.**

**7**

**Top tips  
to sell  
better  
online**



## The customer journey as we knew it is gone.

With the challenges that 2020 has presented, customers have abandoned traditional approaches and found new ways to research, source, and buy the products and services they need. So, what does that mean for B2B businesses? Well, it means companies need two things - tactical, short-term activity to restart the sales engine and a long-term strategy to rebuild. And thankfully, both these solutions can be found in the same place...

online.

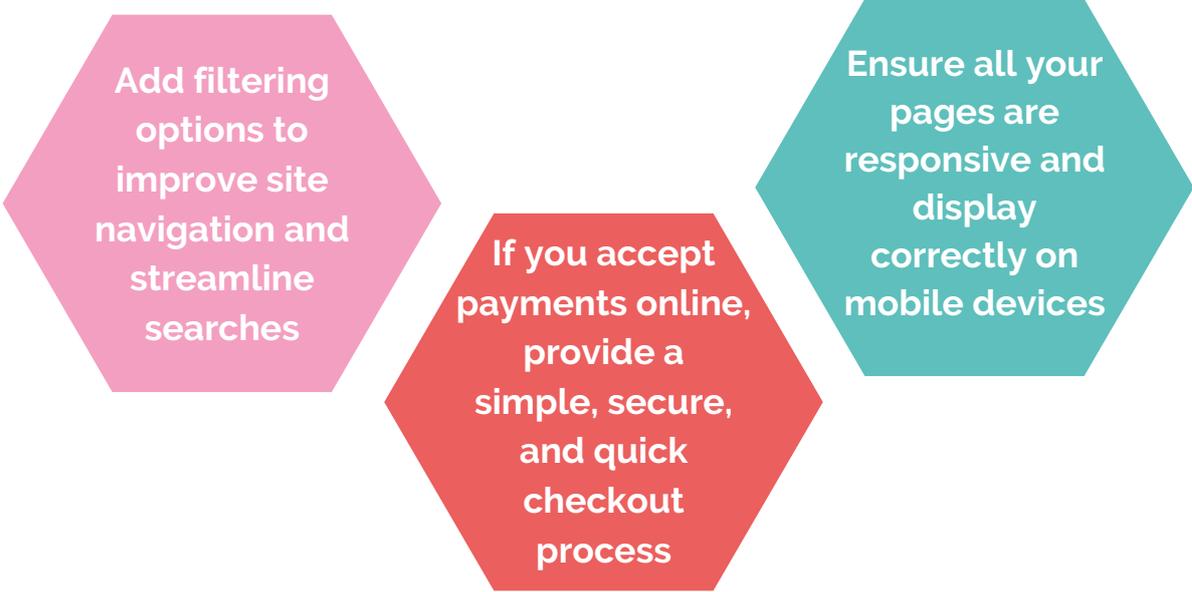


Here are a few tips to help you sell better online and create an infrastructure geared for success in the future.

# Tip 1: Improve your website design & infrastructure

**94% of first impressions relate to your site's web design<sup>\*1</sup>**

When you are looking to sell more online, it's vital that your website is in optimum condition. This means it needs to be well designed, easy to navigate, and built using the best-practise principles of user experience (UX). When reviewing or developing your websites, consider these factors...



Add filtering options to improve site navigation and streamline searches

If you accept payments online, provide a simple, secure, and quick checkout process

Ensure all your pages are responsive and display correctly on mobile devices

## Tip 2: Maximise your social media presence & strategy

Social media has seen a meteoric rise in popularity over the past decade – and this shows no sign of stopping. So, use this to your advantage and maximise your online sales. Whether you sell tangible products online or provide services to other organisations, social media is still a priceless a channel.



**Become active on social platforms that your customers use – don't waste time on those they don't**



**Create engaging and informative content – but don't make it pushy or salesy**



**Ensure you give users an easy way to click through to your site for more information or to purchase**

**60% of Instagram users say they find new products on Instagram (so it makes sense to sell to them on the platform)\*<sup>2</sup>**



## Tip 3: Go big on paid digital advertising

If you are looking to maximise your business sales online, then it's only right that you increase your advertising there too. Although social media advertising, GoogleAds, and Pay-Per-Click (PPC) ads can all seem daunting, it's actually a very straightforward process and comes with great benefits.

Digital advertising enables you to be hyper-personalised and target very specific audiences

Whether you're an SME or enterprise, digital ads enable you quickly compete with the 'big boys'

Tailor your budget based on your sales goals and how aggressive you would like to be



Google reports that search ads can boost brand awareness by as much as 80%.<sup>3</sup>

## Tip 4: Become top dog with your blog

Blogging is a communication channel that has been around for many years, and there is a reason it has passed the test of time - it works.

Whether you're looking to achieve brand awareness, drive organic traffic, or show you're an industry thought leader, blogging is a great tool for any marketer.

Experiment with different lengths (300-600 words and 1000+ words) to see what drives engagement

Many agree that blogging on a regular basis (2-4 times a week) offers the greatest return

Ask different people in your business to write blog posts as subject matter experts

**Businesses that blog generate  
2X more traffic  
than those who don't.\*<sup>4</sup>**

# Tip 5: Start to get really serious about SEO

Search engine optimisation (SEO) is the practice of improving your business' chances of appearing near the top of search engine results pages when buyers enter a particular word or phrase. Given that 70% of all traffic starts with a Google, Bing, Yahoo, or YouTube search , your online sales success could depend on your SEO.



**Start by writing content like blog posts that are relevant and authoritative with long-tail keywords**



**Voice searches via smart speakers are growing in popularity so consider this in your strategy**



**Be aware that SEO is an artform, so if you're in any doubt, speak to experts**

**57% of B2B marketers stated that SEO generates more leads than any other marketing initiative.\* 5**

## Tip 6: Start thinking virtually

The events of 2020 drove everyone into their homes and onto the internet – whether it was for work, shopping or socialising. But, as restrictions are eased and workplaces return to “normal”, it’s a perfect opportunity to maximise the technology we’ve grown to know and take for granted.

Avoid the disruption of on-site visits by offering virtual tours of your operation

Shorten the early stage of the sales cycle by replacing face-to-face meetings with virtual calls

Create online demos for your product/service to provide more information faster

**Microsoft said in March 2020 that Teams usage had grown to 44 million daily active users during the coronavirus pandemic, and it’s now jumped another 70%.\*** 6

# Tip 7: Capture and mine your data for the latest insights

An inherent benefit of doing business online is the data that can be captured. From website visits to cart abandonments, if it happens on your site, you can track it.

By collating all this information and identifying the key insights, you can improve your website, your products, and your business strategy.



**Look for trends in buying behaviour to see how you can maximise your sales opportunities**



**By tracking which products are selling best, you can look to develop similar products in future**



**See what content is being read most, then create more on the same topic**

**It is estimated that 95% of purchases will be made online by 2040.\*<sup>7</sup>**

**Really.**

**As a B2B demand  
generation agency,  
we have the skills and  
expertise in-house to  
transform and  
optimise your  
marketing strategy...**

...so you can  
increase sales and  
drive business  
growth.



1. <https://www.webfx.com/blog/web-design/website-statistics-2020/>
2. <https://www.bigcommerce.co.uk/blog/social-commerce/#what-is-social-commerce>
3. <https://valveandmeter.com/pay-per-click-statistics/>
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