

25 EASY WAYS TO BLAST LAST-MINUTE BUYER RESISTANCE AND INCREASE ONLINE SALES



Selling online is an awesome idea. In fact, in today's omnichannel world, some would argue it's a necessity. But, as easy as it is to put your products online, it can be a lot tougher to get people to actually buy them.

For one thing, you need to market your online shop, so people know it exists. Only then will online buyers check it out. But even if you drive tons of traffic to your ecommerce store, you still have last-minute buyer resistance to contend with. Sometimes, people resist due to the *presence* of something on your site. Other times, they hesitate to buy because of an *absence* of something on your site.

It can be so frustrating to get buyers virtually to the end of the buying journey, and then lose them at the very last second. You might notice that you have a high shopping cart abandonment rate. People are coming to your store, they're putting items in their carts, and then they're leaving. *Poof*. The sale is gone, just like that.

What gives? There are tons of reasons why this happens. What you need to know is how you can blast this last-minute resistance and grow your online sales. This expert guide can help.

Get awesome at marketing

1. Add social proof

It's the ol' monkey see, money do. (Not that online shoppers are monkeys, of course). But the fact still stands: People are more likely to buy your products online if they see that others have done so and have been pleased with the results. Just like people are more likely to buy if they get a recommendation from a friend or family member, online shoppers are more likely to buy if they read positive testimonials and reviews.

Don't discount the value of customer feedback. Online shoppers are more likely to trust other real people than to trust your sales copy. If you have satisfied customers, share their reviews with the world. You can blast some last-minute hesitation by doing so. Pro tip: Add a "trending" widget, so people can see what products other people love and have been buying recently.

2. Add trust signals

Online shoppers aren't fools. They're well-aware of the possibility that they might get scammed. So, if new visitors are checking out your site for the first time, they might not entirely trust you yet. It's natural (and smart).

- **Are you a scammer?**
- **Are you going to rip them off?**
Maybe. (You know you won't, but they don't know that yet.)
- **Will they take the chance to buy from you if they don't trust you?**
Probably not. That's why adding trust signals is so important.

In fact, according to a Baymard study, 35% of people will abandon a website if it isn't secure.

Got these trust signals? Show 'em off:

- **Professional accreditations**
- **Security badges**
- **Contact info**
- **Trust by association**
- **Membership trust signals**

These trust signals will help customers feel more secure on your website, so you don't lose them.

3. Create urgency

Sometimes, people drop off at the last minute because they're not in a rush to buy. They're just looking around online, putting feelers out there, browsing.

By creating a sense of urgency, you can make visitors feel as though they have to buy now or miss out on a deal of a lifetime, like a great coupon offer (30% off ends tonight!) or a limited-edition product (only 3 left in stock!).

You might just persuade visitors who would have otherwise dropped off to buy before it's too late.

4. Offer less to sell more

It might seem counterintuitive, but offering online shoppers fewer choices actually increases sales. Many shoppers face resistance at the end of the buyer's journey simply because they can't make up their minds. If your range of product choices is simply too overwhelming, they might leave instead of being forced to make a decision.

Don't let indecision kill sales. Cut down your list of product offerings, and see your online sales increase.

5. Cut the marketing BS

You love your own products. You think they're the cat's meow. We get it. But you can't make claims about them that you can't substantiate. You can't claim it's a miracle cure or the best thing since sliced bread.

Today's consumers are more wary of brands' sales and marketing materials than ever before. They won't believe everything you say. In fact, your over-the-top claims and sales pitches might just turn away shoppers who are ready to buy. So, stick to being honest in your marketing copy.



6. Keep your messaging consistent

If you're using social media campaigns or pay-per-click advertising, it's important to keep your messaging consistent. One of the easiest ways to lose sales online is to "trick" visitors to get them to your site by telling them one thing in an ad and then showing something entirely different on your website.

7. Add an opt-in pop-up offer

Opt-in offers work surprisingly well online. All you have to do is encourage people to sign up to your blog, your newsletter, or your loyalty program in order to get a small discount on their first order. This often pushes people over the edge and convinces them to buy from you instead of a competitor. Plus, you get their email address for future marketing communications, which is a win-win.

8. Send out abandoned cart emails

Regardless of what you do, people are going to abandon their shopping carts. When they do, send them an email tempting them to complete the purchase. Be funny, engaging, and entertaining. Tempt and prompt them by making them feel like they're going to miss out if they don't buy the items in that cart.

Create a sweet, frictionless checkout experience

9. Streamline the checkout process

Go through the checkout process to buy on your website. How long does it take? How many clicks does it take? How much information are you asking for? If your checkout process is too lengthy, too invasive, or too cumbersome, you'll no doubt see a higher shopping cart drop-off rate.

It's no surprise that 27% of online shoppers leave because of a complicated checkout process, according to a Baymard Institute study.

Make it simple and easy for people to buy to make sure they make it through those last few critical steps.

- Cut out unnecessary steps.
- Ask only for the bare minimum in your forms (and according to the Baymard Institute, the ideal number of checkout form elements is 12).
- Eliminate the time-out option that makes them restart if they take too long.
- Don't ask for more address fields than necessary.
- Don't ask people to repeat their info.
- Make it clear which form fields are optional.
- Pre-fill fields where possible.
- Add a visual progress indicator so they know how much time (or effort) is left until the purchase is complete.

Think: effortless.



10. Provide more payment options

You might not realize it, but customers are very loyal to their preferred payment methods. People who pay by credit card will likely look for stores that allow them to pay with Visa. People who pay with Alipay or WeChat Pay may not shop at your online store if you don't offer these options. The same is true with Apple Pay, Google Pay, and Samsung Pay. Plus, 56% of shoppers expect a variety of payment options at checkout, according to data from comScore.

These days, customers are more debt-averse, so you can't expect everyone to pay with a credit card. If that's the only option on offer, you'll likely see potential customers drop at the last moment.

Offer more payment options, including:

- Cash-based payments like e-transfer and Interac Online
- Google wallets like Apple Pay and Google Pay
- Digital payment methods like PayPal, Alipay and WeChat Pay
- Cryptocurrencies like Bitcoin
- POS financing like PayBright

It's such a waste to lose a customer at the last minute. Make sure you offer your customers' favourite payment options.

11. Single-page checkout FTW

No one really enjoys paying for things. That's why Uber is so popular. You get to enjoy the service without ever having to think about how you'll pay. That's why so many deals are killed after the fun add-to-cart moment.

And that's why you need to cut down the checkout process to the bare essentials. If possible, get your checkout process down to one single page (but don't overload it). Your customers will thank you. Your conversions will improve.

Improve your logistics

12. Offer a money-back guarantee

Risk aversion – it's one of the biggest factors at play in buyer resistance. Fortunately, it's relatively easy to overcome. All you have to do is offer a money-back guarantee that takes the risk out of the purchase. Shoppers won't need to worry about buyer's remorse, so they'll happily click "buy."

13. Offer free shipping

Trying to sneak in shipping costs at the very end of the checkout process? Bad idea. A whopping 55% of customers leave a site if there are any hidden extra costs, like shipping costs, according to a Baymard Institute study.

Make it clear how much shipping will cost upfront. Or better yet, offer free shipping. Online shoppers LOVE free shipping. It might just be the reason they choose you over a competitor.

14. Display total order costs early

One of the biggest conversion killers is cost. Customers don't like surprises when it comes to hidden costs. Yet, so many ecommerce brands don't show total order costs early in the checkout process. In fact, most only show the true cost of a purchase once they ask for a credit card number. So, customers have to fill out tons of form fields just to see their order total. They have to go all the way to the checkout page to see if they ordered enough for free shipping. Talk about annoying.

What happens then?

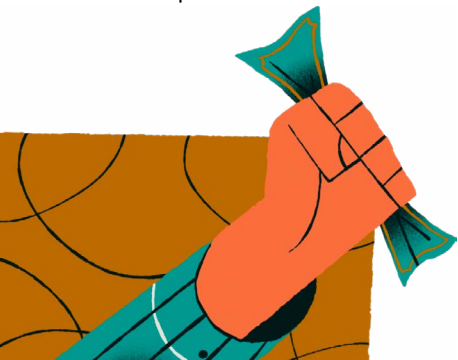
The customer is surprised by the cost.

Gets frustrated.

Leaves.

Goodbye sale.

This is a super easy problem to fix: Show the total order cost before, during, and after the purchase. No surprises. Just an enjoyable user experience.



15. Make your return policy clear

Online shopping comes with inherent risks:

- What if I bought the wrong item?
- What if the size doesn't fit me?
- What if I hate the colour?
- What if I'm unhappy with the quality?
- What if the product isn't at all what I expected?

A poor return policy deters 80% of online shoppers, according to Baymard. People are more likely to pull the trigger if you make them feel safe. Again, this is risk aversion at its finest. So share your hassle-free, easy return policy with the online world.



16. Make your delivery options clear

We've mentioned before that customers today are impatient. That's a big reason why they shop at brick-and-mortar stores—they get to leave with their purchases right away.

That's why a lot of ecommerce businesses struggle (and why Amazon reigns supreme). If it's taking you 4 to 6 weeks to deliver your items, you're going to have a huge customer drop-off problem. Delivery needs to be a top priority. Make it as quick as possible to remove the friction of buying online.

Making your delivery options very clear from the start of the buying process will give shoppers realistic expectations. If you can deliver an order before Christmas day, just in the nick of time, make that clear, and you'll earn yourself more loyal customers. It's a good idea to offer multiple delivery options too. If people want to pay more for faster shipping, give them the option to do just that.

17. Create detailed size guides

If you're selling anything that requires a certain size, then a detailed sizing guide or chart is an absolute must. This is not only true of clothing and shoes but even appliances, furniture, jewellery, and electronics, too.

Why?

It'll eliminate uncertainty, which is the enemy of conversion.

One of the biggest advantages that brick-and-mortar stores have over

ecommerce is that shoppers can touch, feel, and try on products. They can't do that online.

So how will they know whether the dress or the dog booties fit?

Sizing guides.

Even better: create a sizing calculator or a virtual try-on environment.

Pro tip: It's also a great idea to tell shoppers the size worn by the model to further reduce sizing anxieties.

18. Allow guest checkouts

Listen, the truth might hurt, but you need to hear it: Not every customer is going to want to register to become a member. So don't force the issue, OK?

According to the Baymard Institute, 35% of online transactions are dropped because the merchant forced a required registration. It's not cool. Allow customers to checkout as guests, and they'll register later of their own accord if they really like you.

19. Offer a simple third-party login option

Another easy way to streamline the online store experience for your customers is to offer a simple third-party login option. It's an ideal option for those who want to log in to save their purchase info, items in their shopping cart, etc. A third-party login makes it simple for them to sign in using credentials they already have, instead of having to waste time or having to remember yet another username and password. (P.S. Busy people won't waste time signing up. They'll just leave).

If they can sign up by logging in with Facebook or Gmail, though, you've just made shopping with your brand convenient. Congrats!

Optimize your ecommerce store

20. Improve your first impression

Poor presentation makes it really tough to make a good first impression. If your ecommerce site looks bad, people will think your brand is bad.

These make a bad first impression:

- Weird colour combos (especially the ones that hurt the eyes, like white on yellow, for example)
- Weird font choices (just say no to Comic Sans)
- Badly displayed images
- Old-school animation

A site with bad web design is going to kill your conversion rate, so get it redesigned ASAP if it needs a facelift.



21. Optimize for mobile

This is going to be a sticking point with your customers, and it will become a more pressing issue as time goes on, so it's best to prioritize it now: mobile optimization. If it sucks to search for products or complete the checkout process on a smartphone or tablet, people aren't going to buy. It's as plain as that.

You have to make your shopping experience great not only on a desktop but on smaller screens, too, if you want to keep people on your site until the very last step.



22. Speed it up

People today are impatient and require instant gratification, so don't make them wait. If you remember anything from this guide, let it be this:

Slow load times kill ecommerce sites.

If your pages take too long to load, people will have no qualms about bailing on the checkout process. Speed up your site if you want more conversions. Use a tool like Google PageSpeed Insights or Pingdom to measure your site's speed.

23. Build a chatbot

Whether it's a chatbot built on artificial intelligence or a live chat agent, it's a good idea to make it easy for your customers to get answers to their questions. Chatbots and live chat agents can blast last-minute resistance by giving customers all the information they need to make an informed purchasing decision.

24. Optimize your site search functionality

The easier it is for online shoppers to find what they're looking for, the more likely they are to buy. If they get frustrated that it's taking too long to find the exact product they want, they'll leave and go elsewhere. That's why optimizing your site search functionality is key to increasing your conversion rate.

Some ways to optimize search:

- Organize your products into categories.
- Use category tags.
- Have a prominent search box.
- Add in all possible synonyms and misspellings for all your search terms.
- Offer autocomplete suggestions

Pro tip: Monitor your site search data, and if you keep seeing the same search terms, add a new category to allow an easier path to purchase.



25. Optimize your checkout page CTAs

It's a simple way to convince people to buy: Ask for the sale.

But don't just ask people to buy on product pages...

Too many ecommerce merchants assume that CTAs are only for product pages. They think prospects don't need any more convincing to buy once they've placed the item in their cart.

Of course, staggering shopping cart abandonment statistics would tell us otherwise. That's why I want to remind you to add strong CTAs on your checkout pages, too. This can help strengthen a prospect's commitment to complete the purchase.

Remember, ecommerce is a LOT more fun when you're making sales. Implement some or all of these tips and start making more sales online. Woot.





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