

5 Surefire Ways to Attract More Customers to Your Online Fashion Store



Running a successful online fashion store is no mean feat. For starters, it's possibly the most competitive space to be in when it comes to selling products online. And secondly, if you're a smaller fashion brand, you're constantly competing with the likes of ASOS, AliExpress, and even Amazon! So how can smaller fashion brands keep up? With constant advancements in technology and the growing popularity of Augmented Reality and Artificial Intelligence, it's easy to feel like you're constantly on the back foot, and will never really be able to compete.

But in reality, there are plenty of actions that you can take to not only attract more customers to your online store, but also to keep them coming back for more.

In this eBook, we're going to look at 5 of the essential elements all online fashion brands need to nail in order to run a successful online fashion store.



Optimise Your Product Pages



01

Optimise Your Product Pages.

Product pages are arguably the most important pages on your entire website. Why? Because they are where the magic happens. Now don't get us wrong – of course your home page needs to be aesthetically pleasing to entice the user to dive deeper into your offering. And sure, you need to have a checkout page that offers a frictionless experience and makes paying for items a walk in the park.

But, the product pages are the real sweet spot for any fashion brand because it's where users make the decision to buy your product or not. And, if your product pages aren't optimised, your conversion rate is going to take a serious hit in the process.

So, how can you make sure that your product pages delight users and convert sales?



Here are our golden rules for keeping your product pages in tip top shape.

Cover all angles (literally)

Shoppers need to be able to experience products online in the same way that they would in person (or as much as technology will allow!). So this means examining the product from lots of different angles. Always have lots of high-quality images taken from multiple angles to ensure users can really examine your products.

Remember, if content is king, context is the crown. If you want to get sales over the line, not to mention get your **return rate under control**, you need to inject as much context into your product pages as possible.

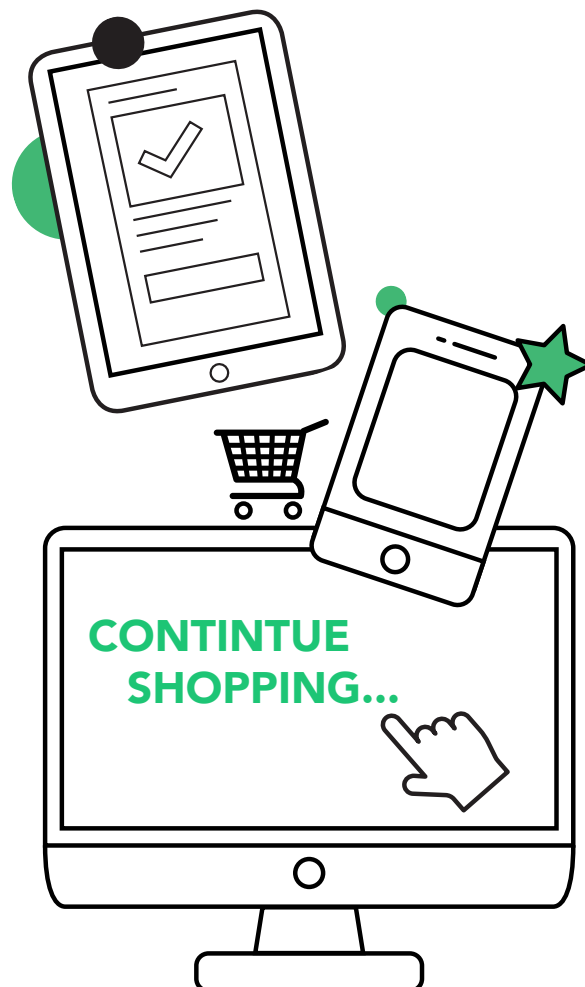
That means if you're selling a dress and you have all of these fabulous images on your product pages of a model wearing it, you need to list the model's height in the product description, so that potential customers can gauge how long or short it would be on them.

Don't (cross) sell yourself short

Research by **Forrester** shows that upselling and cross-selling strategies are solely responsible for up to 30% of eCommerce business revenues. So, if you aren't cross-selling your products to customers, you're probably missing one hell of a trick! But in order for your conversion rate to increase through cross-selling on your eShop, there's one very important thing to keep in mind, and that's navigation.

When a user has visited your product page, examined the goods, and decides that they want to buy something, what are they going to do? Well, they are going to click a button to add that item to their cart, right? Great! But what happens next in the user journey is going to be the difference between that customer picking up even more items and them simply calling it a day.

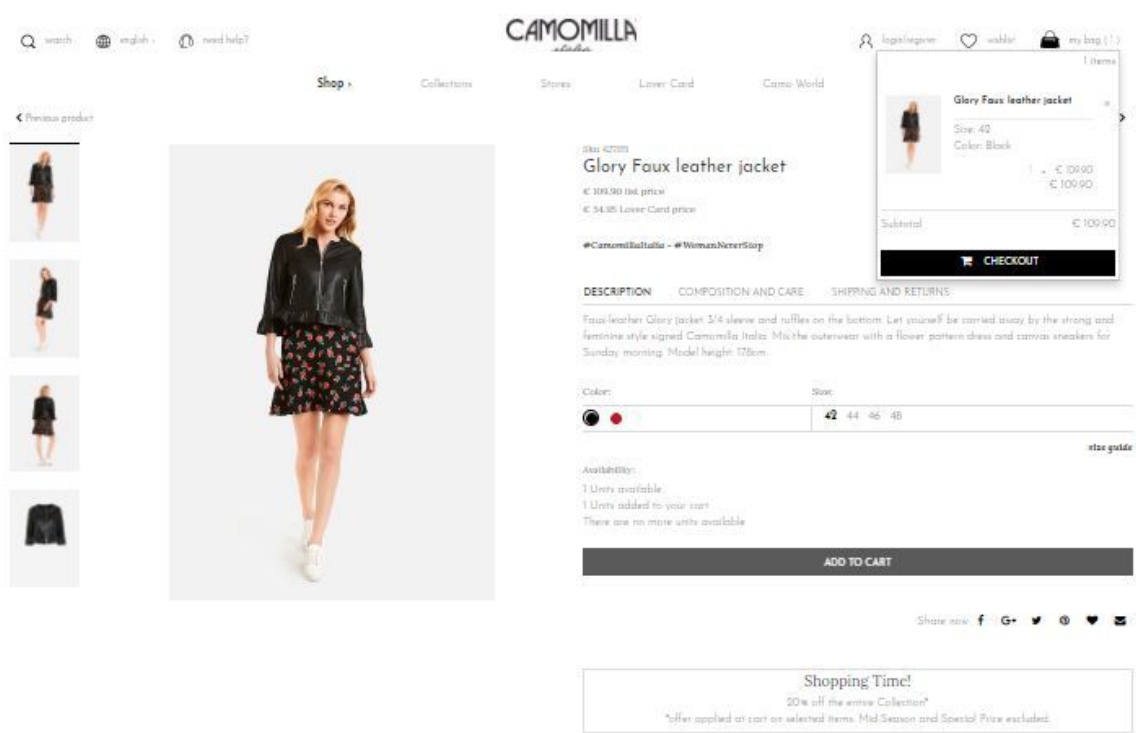
So, you can immediately bring that user to the checkout page, or you can trigger a notification to show that the item has been added to their bag with the option to either checkout or to keep shopping. No prizes for guessing which option tends to work better for cross-selling!



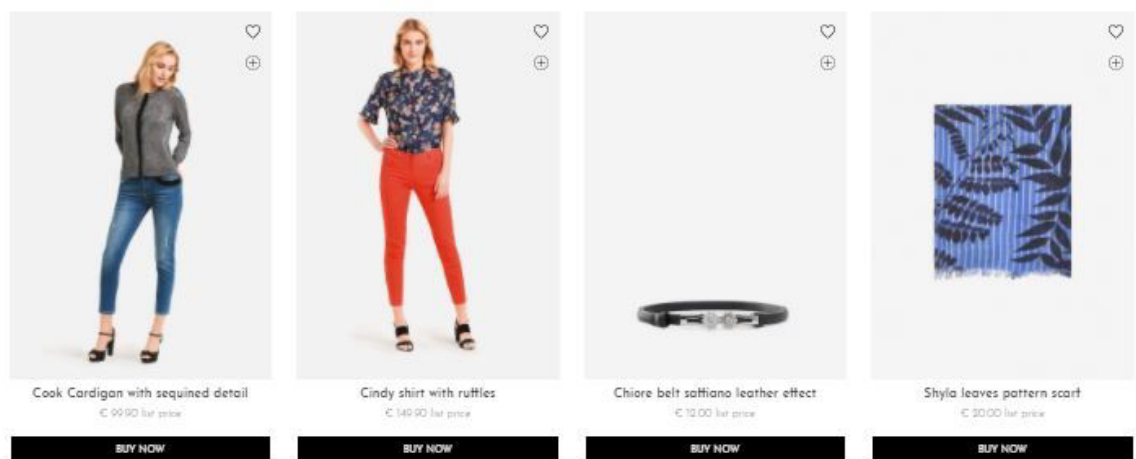
Furthermore, when you're offering suggested items on your product page, it's important to feature a range of complementary items.

Take **Camomilla Italia** for example. The hero product in question here is the leather jacket. But instead of suggesting lots of other jackets in various colours and styles, users are shown all of the additional items they

need to 'Complete the look' – a scarf, a belt, a shirt, and a cardigan. This not only showcases the diversity of their products across several categories, but looking at it from a user perspective, shoppers are far more likely to purchase elements of an entire outfit than they are to purchase three or four different styles of coats in a single shopping session.



Completa the look



Get your load time up to speed

3 seconds or less.

That's how long it should take for your product pages to load. In fact, **47% of web users** expect a page to load in 2 seconds or less, and a delay in as little as 1 second in page response can result in a **7% decrease in conversions**.

We talk so much about making sure that your product pages are full to the brim of **engaging content** like high quality images and cutting-edge videos, but they can also be the bulkiest part of your entire website.

Therefore, it's vitally important to make sure that media isn't sucking the life out of your site speed. The general rule of thumb is to always crop your images to the correct size required for your product pages, and use a compression tool like **WP Smush** or **Compressor.io** to ensure that they are fully optimised for your eShop.

You're aiming for the highest possible quality at the lowest possible size. Because the only thing worse than a product page that takes forever to load is one that loads in record time, but is littered with images that makes

a user question their eyesight (hello, pixellation!).

Tap into FOMO

We've all **been there**. You decide that there's a particular product that you need to have in your life, so you pay a visit to the brand's website, click through to the product page, and BOOM – it's out of stock. You have no idea if or when it's going to be back in stock, so you have no choice but to either go to a competitors eShop that possibly stocks the same product and hope for better luck there, or else you admit defeat, leave the site, and ponder why bad things happen to good people.

Now, optimising stock is another day's work, but as far as product pages go, there are three easy things that you can do to hang onto low/no stock sales.

1. Highlight low stock

Depending on the types of products that you sell, there could be an opportunity for you to flag the fact that items are low in stock when a user visits the product page. This can either be a specific number of units left, or simply a 'low stock' message next to the 'add to bag' button. Creating that sense of urgency



(read: FOMO) can make the decision making process a lot easier for users.

2. Introduce a waitlist

If an item does go out of stock, don't just remove the 'add to cart button' and let that be that until inventory is replenished – instead, encourage users to 'Join the waitlist' by simply submitting their email addresses on the product page. Then, as soon as that item is back in stock, you can notify those specific users that it's go time.

3. Show suggested items (but clearly list if any of them are also out of stock!)

If you're showing suggested items on your product pages (which we assume you now are having read our previous point!), it's so important that you either set a rule whereby products that are out of stock are filtered out of the suggested items feed, or else they are clearly marked as 'out of stock' in the thumbnails that are displayed. Offering a shopper an alternative item to the one they wanted only to learn that it's also unavailable is a sure-fire was to get users to say 'sayonara' to your site.

Keep shipping and returns front and centre

There's absolutely no point in keeping your shipping information confined to the checkout page of your site. Don't forget that the **number one reason for shopping cart abandonment** is extra costs such as shipping, taxes, and fees.

Therefore, you absolutely need to clearly show your shipping and returns policy on your product pages to ensure a positive customer experience. And isn't it much better for a user to discover that you clearly highlight the fact that you don't offer free shipping when they are looking at a particular item, rather than getting a nasty surprise that they didn't budget for at checkout? Customers simply can't be fooled into paying for shipping. Those abandonment stats are there for a reason and when it comes to user experience, transparency is always going to beat obscurity.

Remember, product pages are where users get to truly experience what it is that your brand has to offer. So make sure that their experience is one that ignites the desire in them, and before you know it, you're going to see that magic start to happen!



Optimise Your Shipping Options



02

Optimise Your Shipping Options

Free shipping. It's a real head scratcher isn't it? On one hand we know for a fact that customers want it - we know that not offering free shipping is one of the main reasons why potential customers leave sites without buying anything. So what? Has free shipping become a mandatory requirement for all online fashion brands? And what about the brands that simply can't afford to offer free shipping to their customers, are they essentially setting themselves up for failure?

There's no denying it - if you can offer your customers free shipping, you should absolutely do it. However, if it simply isn't possible, it doesn't have to be the be all and end all for your online store. As it turns out, there are plenty of ways that you can crank your shipping options up a gear to satisfy your customers without having to bump up the sale price of your products - overcoming this challenge lies in altering your customers' perceptions about shipping in the way that you frame it.

Option 1: Leverage your average basket size

Do you know what the average basket size is on your online store? If the answer is yes, fantastic! If the answer is no, on the other hand, it should unquestionably be the next thing on your to-do list (after reading this e-Book, of course!)

So let's just say that you know that your average basket size is €40. /why not offer free shipping on all orders over €50? That way, you're giving the customer the option of free shipping, as well as increasing your average order value. Obviously, offering free shipping is always going to mean sacrificing some of your margin to absorb the cost of shipping, but, if

done correctly, you can still ensure that you're still making a profit.

Option 2: Offer 'click and collect' as a shipping alternative

A whopping **32% of retail brands still don't offer click and collect** as an option to their customers. Are they missing a trick? In a word, YES! If you own a bricks and mortar store, offering your customers click and collect as a delivery option should be a no-brainer, especially if you don't offer free shipping on online orders. That way, you're still giving your customers the option to receive their items for free. Sure, it may not be free shipping in the traditional sense, but by giving your customers options, you can effectively see

their mentality shift from 'I'm buying your products, I don't want to pay for shipping because I don't get anything in return', to 'I don't have to pay for shipping, I've been given the option to collect my order in-store for free, which a) is fine by me, I can drop in and pick up my items, or b) I'd rather pay the cost of shipping than have to drop into the store to collect my order.

When you give your customers options, they feel like they are in the driving seat, and are no longer 'forced' to pay for shipping. Once you do this, you'd be surprised by just how many users start to see the value in shipping costs.

Option 3: Introduce an express/expedited shipping option

As much as customers are interested in free shipping, it turns out that they are just as keen on fast shipping too!

67% of shoppers want to be offered an expedited shipping option.

Once again, customers love to have options, and the the figures show that demand is high for express shipping. So maybe it's worth taking a look at what your average shipping time is and offering an expedited service at an higher cost and decreasing your standard shipping pricing. That way, your overall shipping costs should balance out, and you're still giving your customers value in that they know they will receive their items faster if they pay a little extra for delivery.



Decrease Your Shopping Cart Abandonment Rate



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Did you know that for every cart abandonment email that is sent, on average, **\$8.21 is generated in revenue**? That's because cart abandonment emails, well they just...work. The various reasons as to why a user leaves a website without completing the checkout process really are endless – unexpected shipping costs, having to create an account to complete the order, delivery times weren't suitable. Or maybe the user just ran out of time, or got distracted and left the site unexpectedly. Whatever the reason, the fact of the matter is that at some point in time, the user considered buying the products that they placed in their shopping cart. And the opportunity to re-engage those users is massive - here are our 10 do's and don'ts for nailing your cart abandonment emails.

DO capture email addresses as early into the checkout process as possible

Remember, without valid email addresses, cart abandonment campaigns are non-existent. Therefore, it's vital to ask the user to input their email address as soon as they start the checkout process so that you're capturing the information you need in case the user drops off the website.

DON'T wait too long to send the first email

Trigger your emails to send within an hour of when the user leaves your site. What you're aiming for here is to reinforce your offering before the user finds an alternative, ideally while they are still online. In fact, studies show that emails that are sent within 1-2 hours of when a user leaves a

site drive 105% more revenue than if you were to wait 24 hours to send the same email!

DO send more than one reminder

Customers who receive multiple cart-abandonment emails are **2.4 times more likely** to complete a transaction than users who only receive one. Three is generally the magic number when it comes to how many emails you should send as part of your cart abandonment campaign sequence. We've already established that you should send the first email within an hour of the user leaving your site. Ideally, you should then follow up with another reminder at least 24 hours after the first email, and the third email should be sent within 3-5 days of the initial abandonment. However, it's absolutely imperative that you

LA SPORTIVA

1. CHECKOUT METHOD EDIT

2. BILLING INFORMATION Required Fields

First Name *

Middle Name/Initial

Last Name *

Email Address *

YOUR CHECKOUT PROGRESS

BILLING ADDRESS

SHIPPING ADDRESS

SHIPPING METHOD

PAYMENT METHOD

DISCOUNT CODES

You may modify your discount codes for this order in your SHOPPING CART

set rules in your campaign sequence that removes users from the loop as soon as they revisit your website or convert off the back of one of your abandonment emails. Nothing will harm a customer's experience quicker than having to second-guess whether or not their order actually went through.

DO create a sense of urgency

One very effective way of influencing a user's decision to purchase the items they've left behind is to create a sense of urgency around timing or stock availability, particularly in your second follow-up email. This is the time to remind users of your offering, as well as highlight how long they have to checkout before their shopping cart expires. Just make sure that the timelines align with the send times of your emails (i.e. if items are automatically removed from a user's cart within 12 hours of abandonment, it needs to be mentioned in your first email).

DON'T forget to include shipping options and returns info

We already know that the reason why shopping carts are abandoned is down to extra costs, typically meaning shipping, taxes, or fees. So, let's just think about this. There's a high chance that a user left your website at the last hurdle of the checkout process because they've discovered that you don't offer free shipping. So, how is highlighting your shipping costs on your abandonment email going to suddenly make them change their minds? What you can also do is take the opportunity in your second or final email to offer the user free shipping as an incentive for users to complete their order. Not only does this drive conversions, but it also gives insight into the key reasons as to why customers aren't buying – for example, if you notice that conversion rates jump after you offer free shipping in your cart abandonment emails, it's potentially worth rolling out free shipping across your online store.

DO use different subject lines for each email reminder

Make sure that you use engaging subject lines for each of your cart abandonment emails, ensuring that you're using the right approach and tone for each stage of the process. The first email subject line should be short and sweet - simply drawing the user's attention to the fact that they still have products in their cart. For example:

Did you forget something?

We couldn't help but notice that you left this behind...

Still thinking it over?

The subject line for your second cart abandonment email should start to focus more on the ticking clock concept:

***Only 24 hours left to make it yours
The clock is ticking – grab your items before it's too late!***

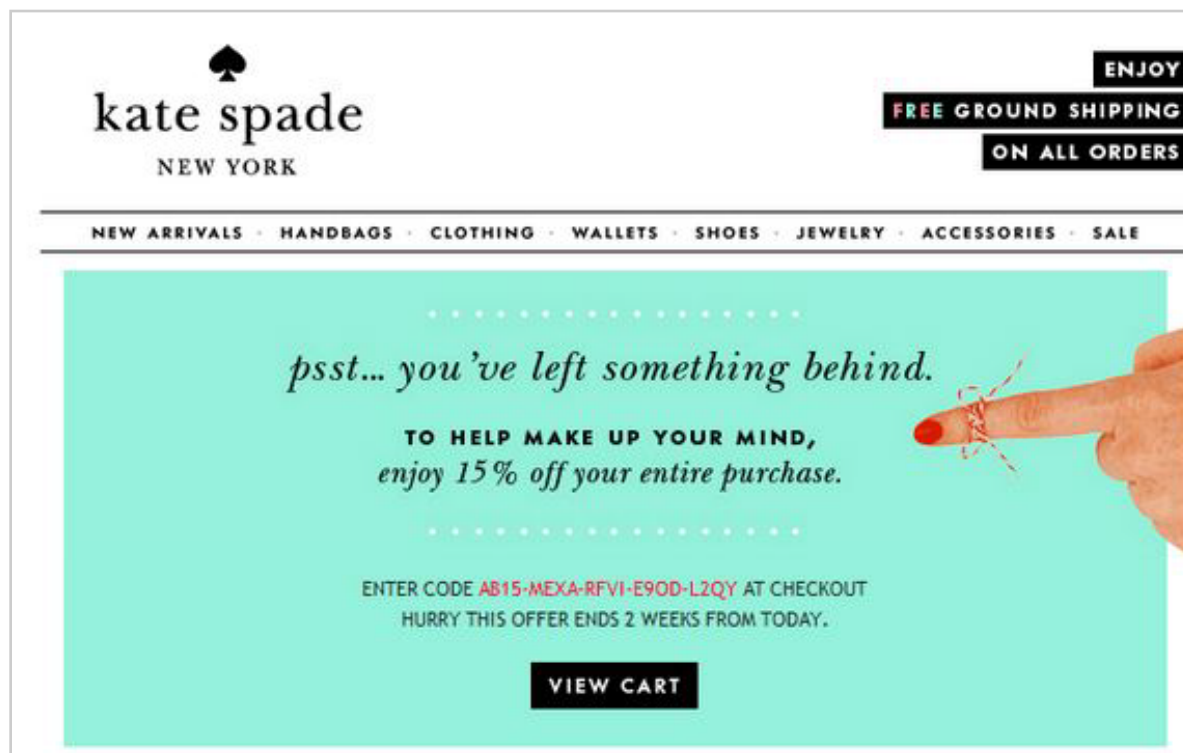
Your shopping cart will expire in 24 hours. Don't miss out!

The third and final email subject line should typically include an incentive to give the user one last chance to checkout:

Check out NOW and receive 10% off your order!

We're feeling generous – complete your order and we'll throw in FREE shipping!

We miss you...come back and grab a bargain with 15% off!



You might also like...



Product Name

Price

VIEW



Product Name

Price

VIEW



Product Name

Price

VIEW

DON'T overcomplicate your email content

When it comes to crafting the perfect cart abandonment email, you should always follow the KISS method (keep it short and simple). The aim is to get the user to revisit your site in as little time as possible once they open the email. So keep your templates clean and focused on the job at hand. A nice header graphic, a couple of lines of copy, followed by images, pricing, and CTAs for each of the items in question will do nicely.

DO include suggested items

Take the opportunity to upsell and cross-sell by plugging a couple of 'suggested items' into your cart abandonment emails. These should by no means be the main focus of the email, and should always feature below the 'abandoned' products in the body of the email.

Remember, upselling can often account for up to 30% of eCommerce revenues, so make sure that you suggest **a range of complementary items** to users because, who knows? They may have gone elsewhere to purchase the dress they were originally browsing on your site, for example, but your email might trigger them to pick up the perfect shoes to go with it!

DO include customer care info

Always give users the opportunity to contact your customer care team in your cart abandonment emails. There's a chance that the only reason that they left your site in the first place was due to a technical glitch, or perhaps they aren't 100% sold on the product because they want more information on its specifications. Either way, having contact information to hand could easily be the difference between making and losing a sale.

DON'T stop testing!

So you've followed all of our tips and tricks, and built a cart abandonment email campaign that dreams are made of. I guess all there is to do now is to call it a day and watch those sales start to flood in, right? WRONG! You should constantly be tweaking and testing your emails

to not only make sure you're using the best subject lines, and to optimise the amount of time you leave between sending each email, but also to gain insights into ways that you can improve your website to reduce the number of users that abandon their carts in the first place!



Integrate User-Generated Content & Reviews



04



Integrate User-Generated Content & Reviews

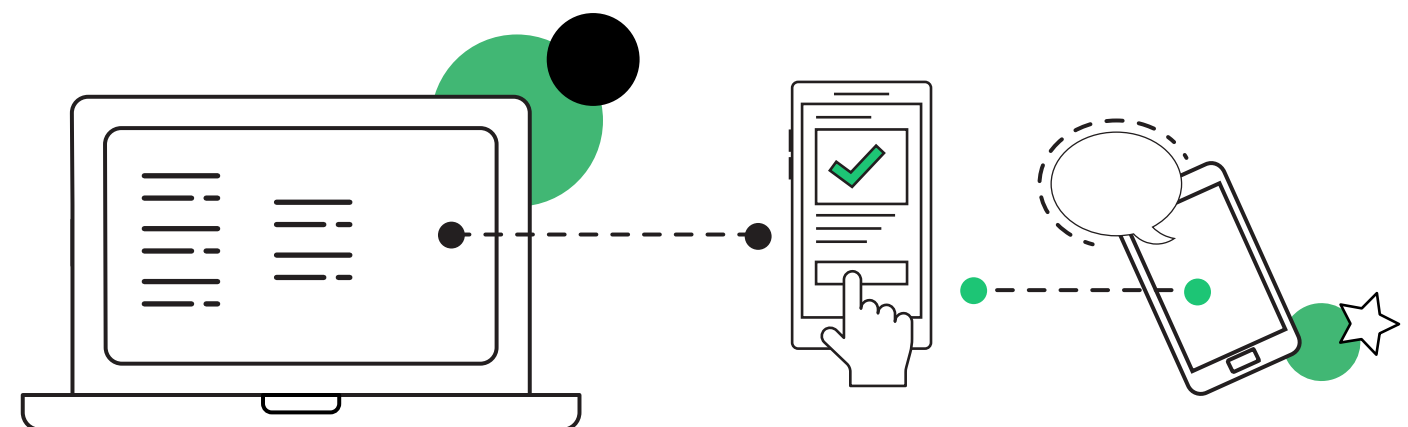
There are more statistics about the power of UGC and online reviews than you can shake a stick at. **93% of customers** find user-generated content to be helpful when making a purchasing decision. **71% of consumers** feel more comfortable buying a product after researching user reviews. And **70% of consumers** trust online peer reviews and recommendations more than professional content and copy.

So even though your online store needs to have top-notch product descriptions, images, and videos as we've mentioned previously, chances are that most shoppers are still going to want to see what other people who bought your product thought about it before they commit to the purchase. They want to see your products in the light of day. If you sell clothing, they want to see how they look on different body types. If you sell handbags, they want to know what kind of wear and tear can be expected. So the best thing that you can possibly do for online shoppers is to plug all of this information into your website, so that it not only adds that layer of social proof to your offering, but

further supports the decision-making process, as well as the overall customer experience.

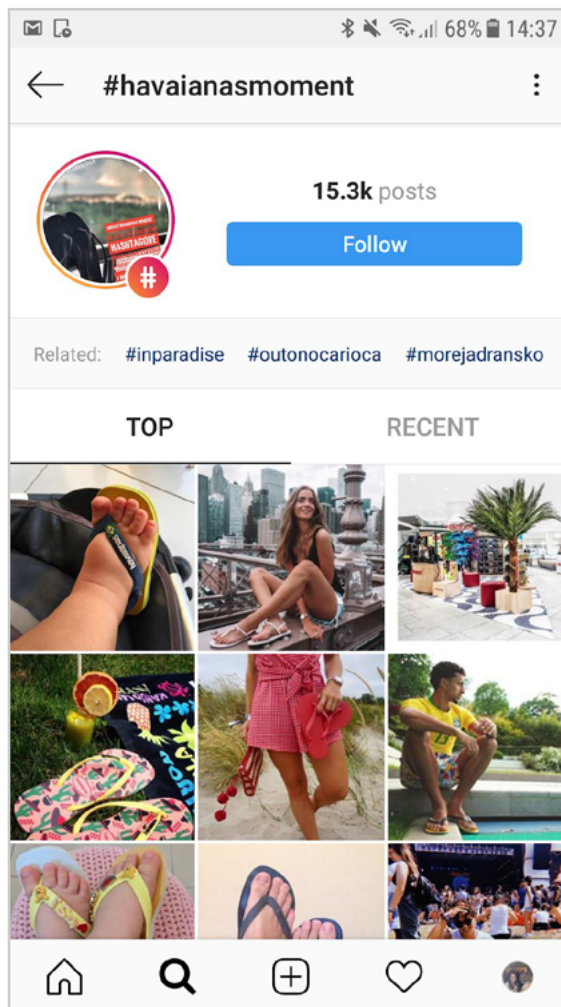
But wait, there's more! For online fashion brands that don't have a bottomless pit of budget to spend on marketing campaigns, building up user-generated content is one of the most effective ways to gain brand awareness, promote customer advocacy, and ultimately drive conversions without breaking the bank.

Here are some of the best examples of brands that has mastered leveraging user-generated content across their social media platforms, as well as on their online stores:



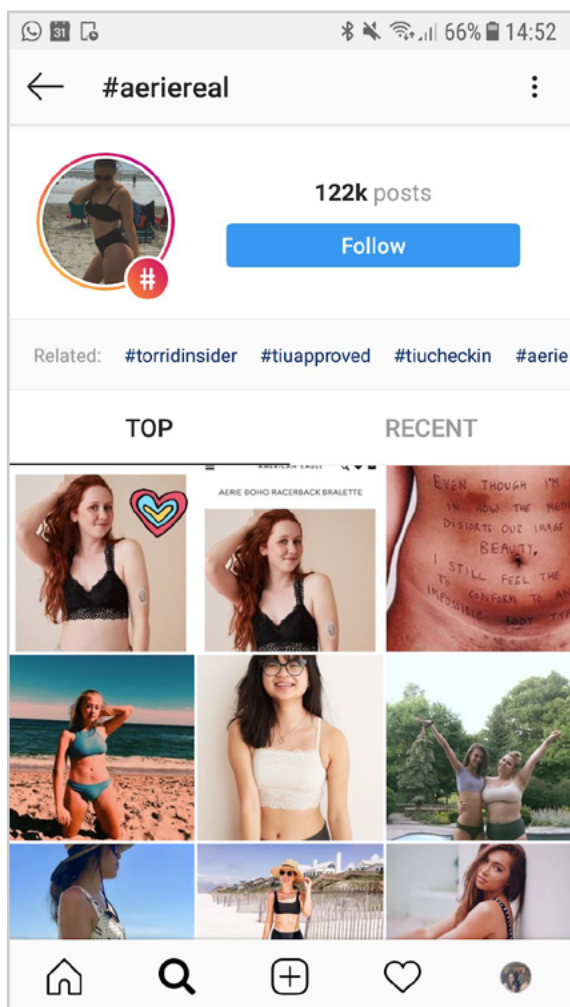
Havaianas: #HavaianasMoment

When it comes to user-generated content, Havaianas certainly know a thing or two! On the homepage of their website, users are encouraged to share images of themselves in their Havaianas gear by either uploading an image on the site, or alternatively posting their image to Instagram using the hashtag **#HavaianasMoment**. Then, as users click on any of the featured images, they will also be served a direct link to the product page of the item featured. To date, over 15,000 posts on Instagram have been tagged with #HavaianasMoment



Aerie: #RealAerie

Aerie is a brand that has been in the user-generated content game for a while, launching their first #RealAerie campaign back in 2014, whereby the company took a stand to no longer retouch any of their images. This move launched the #AerieReal movement, encouraging customers to share unedited pictures of themselves across social media using the hashtag to promote all body shapes and sizes. To date, images using #RealAerie have been posted on Instagram over 122,000 times with Aerie consistently featuring these customer photos on their website.



Besides encouraging user-generated content, you should also be using a customer review plugin such as Feedaty, ReviewBuddy, or TrustPilot, on your product pages to provide valuable insights into the 'why' of your specific product offering. Sales

reports will easily show you what your best and worst selling products are, but it is customer reviews that will reveal **why** customers love or hate them. And that information is seriously powerful when it comes to shaping your future sales strategy.



Offer a Top-Notch Customer Experience



Offer a Top-Notch Customer Experience

We've become so fixated on customer experience from a technical perspective - making navigation simple, streamlining the payment process, speeding up delivery times, the list goes on. And let's not make any bones about it - these are all essential elements that retailers should be applying to their eCommerce strategy. But 'customer experience' goes far beyond removing friction from the customer journey. It's about how you make your customers *feel*. And that right there is the sweet spot for getting customers coming back to your online store time and time again.

So how can retailers tap into their customers' emotions to offer an unrivalled customer experience?

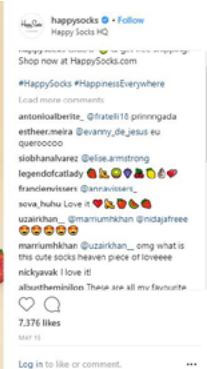
Think inside the box

As a retailer, you can look at packaging in one of two ways. Either it's nothing more than a vehicle that gets your products from A to B without getting destroyed in the process, or it's an opportunity to make a lasting impression on your customers.

We can all agree that receiving a package is one of life's little pleasures. It ignites the same kind of joy in us that we experienced as kids opening presents on Christmas day. As a brand you can tap into this emotion by getting creative with your packaging. Steve Jobs once famously said *"Packaging can be theater, it can create a story."* So tell a story through your packaging - one that is completely unique to your brand. That could mean customising

your shipping boxes with a quirky design, or including a personalised note, or using branded tissue paper - the options are endless. Here are examples of just some of the brands who have mastered the art of packaging:

Happy Socks



Missguided



Warby Parker



Not only does creative packaging create a memorable experience for your customers, it's also a really effective way to encourage user-generated content too!

Just remember that more certainly isn't more when it comes to packaging. In fact, **61% of online shoppers** take into consideration how green a brand's packaging is before they make a purchase, so if you're going to up your packaging game, make sure that you're conscious of the materials you're using and aren't just throwing the kitchen sink at it!

The human touch

While there's so much to be said for all of the advancements in technology that make it easier for customers to make purchases, you should never underestimate the power of the human touch in eCommerce. That means offering an unrivalled customer service experience that supports customers throughout their entire journey with your brand.

Having a live chat option on your store means that users can quickly and easily chat with an actual human to get the information they are looking for. The same thing goes for social media. Being hyper-responsive when it comes to answering queries, making suggestions, and dealing with feedback across all of your social media accounts is key to offering your customers a positive experience.

However, there are two VERY important things to remember if you want to make an impact on your customers:

1. It's just as easy to make a bad impression on your customers as it is to make a good one, so you're going to need to actually have a stellar customer service team and seamless process in place if you want to make the right impact on your customers!

2. If the above applies, then you need to start shouting it from the rooftops! On your website and in your email campaigns, make it clear that your team is on-hand to help, and give details of all of your various customer service channels (social media handles, email address, live chat, etc.) Create some 'Meet the Team' posts across your social networks introducing users to your customer service team by name. By doing this, you're developing a layer of trust and comfort with your customers where they know that if, for any reason, they ever need any help from your brand, that they will be in good hands.

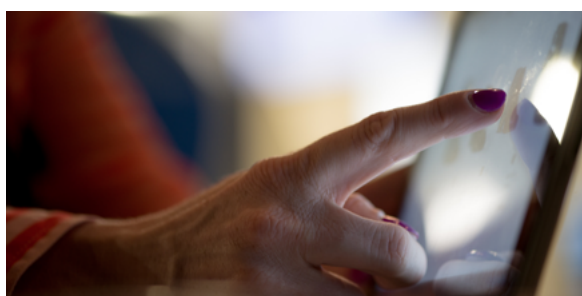
Options, options, options

We've said it before and we'll say it again - as consumers, we love nothing more than to have choices. And if you have a bricks and mortar presence as well as an online store for your fashion brand, there is no better way to tap into your customers' desire for options than implementing omnichannel into your online strategy.

Let's just say that I need to buy a birthday present for my sister, and I've decided that I want to get her a new pair of trainers. Only I've left doing this to the last minute, her birthday is tomorrow...oh, and did I mention that I'm not 100% sure what her exact shoe size is (whoops!) So what am I going to do? On my commute to work, I'm going to order

the trainers online from a brand that I know offers 'click and collect', I'm going to pick the order up on my lunch break. Then, I'm going to give them to my sister for her birthday tomorrow along with the receipt so that if they don't fit she can return or exchange them by post, or in store, whatever suits her best. Crisis averted.

Omnichannel is all about options. Giving your customers the option to click and collect their orders, to check stock availability, to buy online and return in-store, to order in-store and have items delivered to their home. Omnichannel connects online and offline in a way that retailers can tap into to offer the kind of experience that can set you apart from your competitors in a huge way.



Summary



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There's no question or doubt - if you run an online fashion store, there are many challenges that you'll need to overcome to make it a success. However, with every challenge comes an opportunity to make an impact on your customer base and stand out from all of the competition in the market.

By optimising some of the key elements of your online store such as your product pages, shipping options, cart abandonment emails, and customer experience, you'll be positioning your business as a real player in the online fashion arena.

