



Quick Tips

3 Ways to Increase Sales Revenue

Full article:

<http://www.marketingforowners.com/3-ways-increase-sales-revenue/>

1

Increase Your Number Of Customers

- Sending **direct mail** offers
- Cranking up your **online advertising** efforts
- Increasing awareness with **social media**
- Finding a **new partner and trading lists**
- Dabble with **TV or Radio or Print Ads**
- Instituting a **“Tell a Friend”** program

2

Increase Your Order Size

- Offer an **upgrade / new product**
- Offer an **upsell/complementary product**
- Suggest they buy that \$10 product in a **discounted bundle** with other products
- If you sell a service, offer a **longer time period at a discounted rate**
- Throw in a **warranty**
- Offer **faster shipping time** for an extra fee

3

Increase Your Repeat Customers

- Offer a **membership** with buying/shipping benefits
- Offer an **auto-delivery** option
- Incentivize them to let you **automatically renew their order**
- Urge them to **save their credit card number on your site** for easier shopping next time
- Set up a **loyalty program**