

Effortless

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There are 3 key objectives to make it easier for your customers to buy:

Use the right incentives

There are many ways to encourage customers to buy from you. Some customers appreciate product discounts while others might rather a gift or prize. Make sure you are sending the right incentives to the right customers. The flexibility of the digital channels including digital print allows you to personalise your incentives based on your target profiling. Games can be used to make things fun. Personalised codes on promotional messages encourage customers to go to your nearest shop (on or offline) to see if they have won a prize. Driving more customers to your store increases the chances of them wanting to buy from you.

Make it easy to purchase your products

Digital print can do geo-mapping, which means that customers will receive the address and map of the shop that is closest to where they live — also making it easier for them to buy. Technologies like Augmented Reality (AR) quickly and easily take customers from a non-digital/offline world to a digital online shop. By using AR customers can scan your direct mailer with their mobile devices and be taken to an online shop where they can buy the product or service being promoted. AR can even take customers through a three-dimensional experience online. Not long ago, customers had to get in their cars and drive a few miles to the nearest store to buy something that they needed or wanted. Often, customers are excited about a product, but don't have the time. Buying is often impulsive, and timing is critical. Adding URL links to emails, texts and even direct mailers will quickly send customers online to where they can buy what they want without having to drive to a physical store.

Optimise your website

Take time to navigate your website, making sure it is a clear and enjoyable experience that encourages the person browsing to learn about (and purchase) your products.