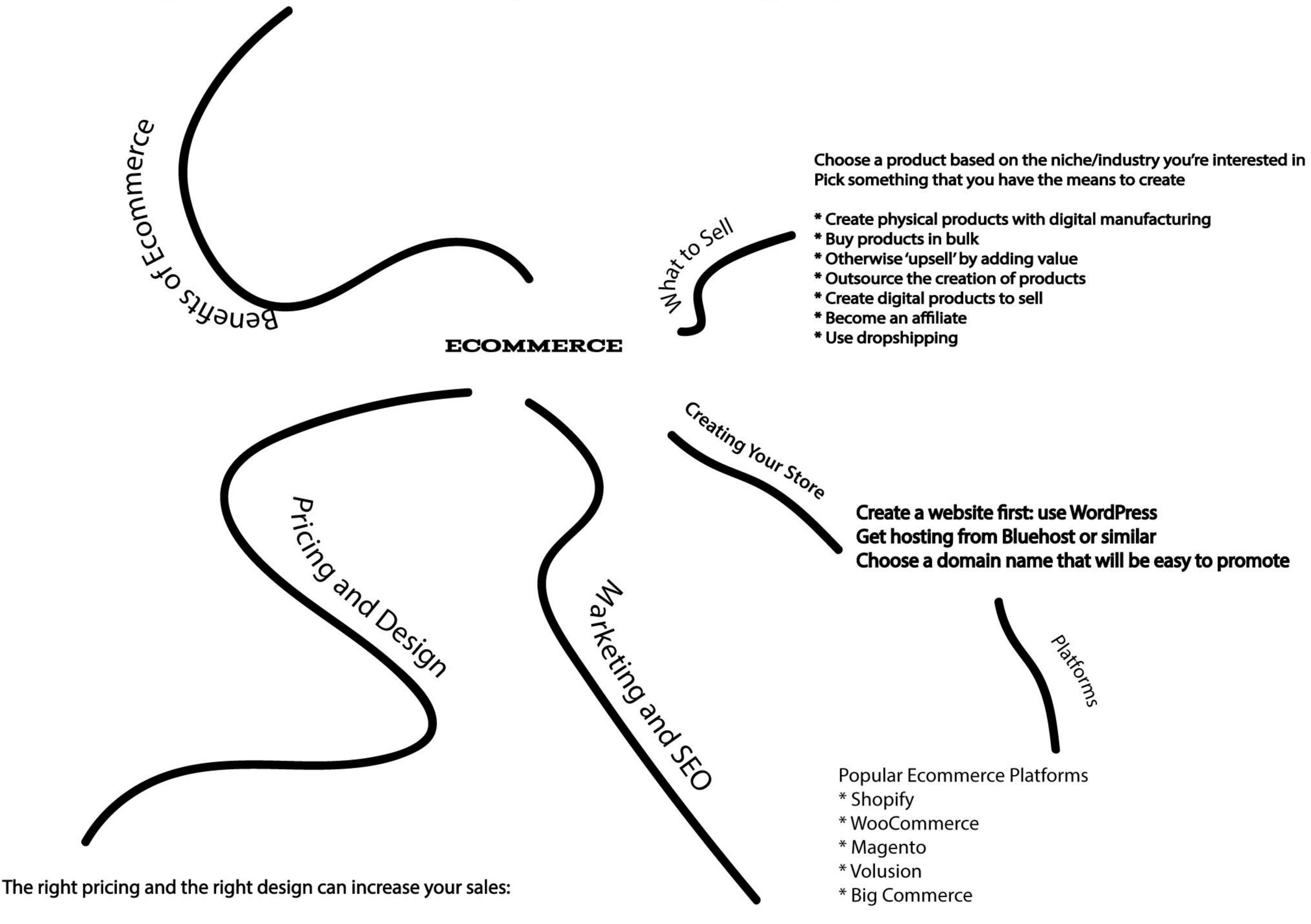
Rapidly growing thanks to familiarity with Amazon and other big stores
Allows you to sell multiple products
Puts you at the top of the 'foodchain' rather than getting paid small amounts to direct traffic elsewhere
Can appeal to a MUCH wider audience than many traditional internet marketing techniques



- \* Use special offers and discounts to bring people to your store
  - \* And to get people to act quickly
  - \* Create scarcity and encourage impulse buys
- \* Use contrast to make some products seem cheaper/more premium
- \* Use Point of Sale products
- \* Allow reviews to increase trust
- \* Use PayPal to reduce 'barrier to sale'
- \* Carefully pick your color pallette for maximum contrast

## Sell products by:

- \* Creating a blog and using content marketing
- \* Creating a social media page and demonstrating the value
- \* Using SEO to rank for certain search terms
- \* Paying for PPC to get your linkt o the top of Google/on Facebook
- \* Use influencer marketing
- \* Get blogs and magazines to publish your link

## Your Ecommerce Store-MIND MAP