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Boost Sales For Your Site

The following are 10 simple yet very powerful ways to increase your sales significantly:

1. After you make a sale, make sure you contact the buyer. Send an email thanking the customer for their purchase and include links to other products you advertise. You can email them once a week to make sure everything is working out well for them. The main objective of this approach is to build a relationship with the buyer, so constant correspondence is needed.
2. Offer your customer a better package before they cash out. When they're at your order page, tell them about a few extra related products you have for sale. Then add a button so they can add the new products to their order if they are interested.
3. Use giveaways when people refer 6 people to your product and they purchase, they will receive a full rebate of their purchase price. This will get your buyers to become your salespeople and you will make more sales because of it. Don't worry about the refunds, most people will only refer 1 or 2 people and just stop.
4. When you sell an item to a customer, offer your customers the chance of signing up for your affiliate program, then they can make money by promoting your items. This will help you multiply your sales without putting in any more effort.
5. Offer your buyers the chance to purchase the master resale rights to this product. You could include an ad on or with the product for other products you sell. You will make more sales both with a one time offer and as another purchase from the same customer.
6. You could cross promote your product with other businesses' products in a package deal. Create an ad to place on all your sales pages for all the products you put in your group discount package.
7. When you ship out or deliver your product, include a coupon for other related products you sell in the package. This will help to stimulate additional purchases from the same customer.
8. Send your customers a catalog of add-on products for the original product they purchased. Include in your catalog all items that you sell and include an upgrade to the product the customer has already purchased. If they liked the first product they will buy from you again.
9. Use gift cards or gift certificates for your website. You'll make sales from the purchase of the gift certificate. The recipient of the gift card may never use it, so you're in the money and if they do there is a chance they will buy more products from your site.
10. Send your customers gifts when they spend a certain amount at your website. The freebies should have your ad printed on them. You can simply place your website on a bumper sticker and give it to every customer. This is a great way to get free advertising for your website while people are wearing your ad.

That should do it. The great thing about these powerful strategies is that you can implement them immediately. As I said, they are easy to start using but the outcome could be a substantial increase in your conversion and/or buy rate which is the ultimate goal. Make sure to make your customer comfortable with you, this will be the main key to getting them to come back and purchasing more products.

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