



COMMERCE WELLBEING INTERACTIVE

WHITE PAPER:  
**7 Ways to Influence Your  
Customer's Purchasing Decision**

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## 7 Ways to Influence Your Customer's Purchasing Decision

According to Forrester's retail forecast report (US Online Retail Forecast, 2009 To 2014 and Western European Online Retail Forecast, 2009 To 2014) online sales in the US are expected to increase steadily by 10% each year over the next 5 years.

These projections are based on customer behavior: more than ever before customers are finding what they are looking for online, not just in products, but in service and offerings.

"Improvements in the supply-side increase customer satisfaction and drive growth: Some sophisticated retailers have implemented tactics to increase customer engagement and to develop better cross-channel executions, leaner inventories, and social shopping tools."

--Patti Freeman Evans, VP, Research Director Forrester Research

Online Retail Sales are projected to increase 10% every year over the next 5 years.

- Forrester Research

### How do customers shop?

Technology has transformed the way consumers make purchasing decisions. Customers today have a wealth of information available to them to influence their purchasing decisions, from what to buy to where to buy it. Customer are influenced by reviews, recommendations, detailed product information, retailer reputation, and price.

### Influence Your Customers Purchasing Decision

#### 1. Provide more detailed product information

Include product photos and images that romance the product and show the product in use. Allow customers to see details and options that are available, and view the product from different angles, in different settings.

#### 2. Answer their questions

Customers will have questions. Provide access to answers through FAQs and How To videos or features, and provide access to live support. This helps bring the interactive experience alive for your customer and engages them deeper. By being available to them, being proactive and supportive of their needs, shows a commitment to customer service and deepens customer loyalty.

#### 3. Offer real life use examples of the product

By including lifestyle photos, videos and audio features you can tell the expanded story of the product and how it works for other customers or industry experts. By offering multiple examples, you can tailor the customer experience so that they will be able to see themselves using and living with your product, personalizing the product for them.



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Online retail sales during the holiday season jumped 12% over the previous year.

-ComScore

Early reporting from Internet Top 500 consumer product retailers indicate an increase of over 40% in sales in 2010 over the previous year.

-Internet Retailer

### 4. Provide access to reviews

Consumers have long relied on the input of others, be it through recommendations or reviews, in aiding in their decision making process. Making this easily available to your customers allows you to keep them engaged and focused on your products rather than seeking out information elsewhere. Showing what customers also bought or looked at when they viewed this product also reinforces the recommendation value, as well as offers additional product options to your customer without them having to research further.

### 5. Offer cross promotion

If you offer related products or accessories for the product, show them to the customer so they can see and understand the full range of possibilities. If you have related content, such as articles, news or events that relate to this product, by including links to these you can deepen the customers interest in the product and the topic. It also enhances your brand's reputation as being a leader in the industry and topic.

### 6. Allow them to share

By incorporating share features on your product detail pages not only expands your ability to promote your products by using your customers as brand advocates, it also allows them to elicit feedback from their peers on their choices. The social aspect of shopping can now be fully realized by enabling this input in real time with their own social networks.

### 7. Tracking Analytics

Interactive platforms allow for the tracking of purchasing behavior, from the initiation through the decision-making process, right down to the sale. This data is invaluable and collecting this data enables marketers, merchandisers and retailers overall to provide tailored experiences to their customers and improve the user experiences.

More and more customers are completing the purchasing process online, not just researching online and then purchasing in brick and mortar retail stores. You can influence these purchasing decisions by offering them as much information as possible to allow them to experience both the technical product details that are traditionally offered in product descriptions as well as the story of the product and how it will fit them, personally.

Lorel Marketing Group has developed the Digital Catalog Suite to help engage your customers more deeply, across more channels. This product suite offers your customers a guided, interactive, content rich branded experience where the consumer spends much more time and are engaged by your merchandise, translating into increased sales, average order values and loyalty.

To learn more about the new Digital Catalog Suite visit: [www.lorel.com/digitalcatalog/](http://www.lorel.com/digitalcatalog/)

## Want to jump start your marketing strategy and programs?

Lorel Marketing Group can help you get started with a no-cost discovery meeting that can align your goals with a vision for your success. Care to learn more? Contact us today at [info@lorel.com](mailto:info@lorel.com)

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