

## 1) Product Photography

A picture is worth a thousand words, and it is usually a brand's first chance at drawing in customers. It is important that pictures of your products say the right words. Make sure your product is well lit, in good condition and avoid clutter in the background.

## 2) Product Description

Customers want to know what they are buying. Buying a product online requires a certain level of trust, and brand's can build that trust by creating a quality product description. Don't be afraid to go into detail and really let them know what to expect.

## 3) Product Pricing

Pricing a product is never easy. You want to make money, but it needs to be realistic. The best step is to do your research. What are others selling your type of product for? Keep in mind - big brands like Nike or Gucci - will always sell it for more.

## 4) Product Packaging

It may seem obvious, but nobody wants a broken product in the mail. This is why it is crucial to be mindful of your packaging, and don't be afraid to send a test. It may save you customers, money and stress in the long-run.

## 5) Wow The Customer

What are you doing to wow the customer? The product may be great, but that's what they paid for. Think of ways you can go above and beyond for them. It could be as simple as a handwritten note. Give them an experience they will remember.

## 6) Keep Them Coming Back

Now that you have successfully earned a customer, why not keep them? Help the customer invest more into your brand and product by sending asking them to stay involved. This keep be posting a picture online or simply following you social media.