



# Grow grocery sales checklist

Smaller grocery businesses may have found it difficult to compete with the larger chains in 2021 because of a lack of resources. This doesn't mean, however, that they should forego the chance to expand their business by moving into eCommerce.

Take a look at the following checklist to understand how to grow your online grocery store and increase sales while maintaining your local brand.

## ✓ Add variety to your bestseller items

If you give people more ways to personalize these items, you'll make more sales and keep them coming back for more. Customers should be able to order online and change each item's price and color using a template.

## ✓ Improve the shopping experience

This includes, firstly, the checkout process. If you don't want your customers to abandon their cart in the middle of a purchase, consider optimizing the ordering steps.

## ✓ Ensure your website is mobile-friendly

Users expect a straightforward, seamless user experience when using mobile devices to browse for and purchase products. You need a mobile-friendly eCommerce website to compete in today's online retail economy.

## ✓ Surprise your customers with bonuses

Loyalty programs tend to increase customer retention and even grow your customer base. Offer your customers discount coupons, bonus points for free items, free shipping, or other possible services.

## ✓ Aim for flexible payment options

Multiple payment methods for your online grocery store provide extra ease for your clients. Several payment options allow users to shop using their smartphones, adding to their versatility.

## ✓ Consider packaging and shipping

Review your shipping strategy. Expect a lot of last-minute orders on holidays, and be ready to deliver them seamlessly.

## ✓ Up-sell and cross-sell

In the case of the first, you must motivate users to purchase a more expensive version of the product. You can design a block with recommendations on the site. And when cross-selling, offer users related products.

## ✓ Offer set of goods

Collect products from one or more similar categories and package them into a set. Users' attention will be drawn to one or two products. Milk, for example, can be featured with cereal.

## ✓ Apply merchandising

You can bring a number of items to the most visible areas of your e-store, just as you would in a brick and mortar store. Create clickable banners highlighting your desired products on the front page of your online store.

## ✓ Define your marketing strategy

Outline a marketing plan. Create your social media accounts or update the existing ones. Launch email and social media marketing campaigns to engage more online customers. Keep your customers updated on all the news and promotions.

