

# 7 ways to make your **first** **online sale**

by [Pixc.com](https://www.pixc.com)

# 1. Start **blogging**

Bloggging shows that you're an expert in your industry, keeps people informed, gives you plenty of shareable content for social media, and is great for SEO.

## 2. Participate in **forums**

Answer questions, give advice, and join the discussion just to get your name out there.

# 3. Join Pinterest

The **Pinterest "Buy It" button** is coming to eCommerce and if you need to be prepared for when it does. Get a Pinterest account and start pinning, building boards and interacting with other users.

# 4. Optimize your site for mobile

Make sure your site is optimized for mobile and tablet users so as to not miss out on valuable sales opportunities — **30% of mobile shoppers** abandon a transaction if the experience is not optimized for mobile.

# 5. Send free samples to influencers

Reach out to vloggers, bloggers, and social media users with a large following, who have a great reputation amongst your target customers.

# 6. Perfect your product photos

Remove the background and make sure your products are centred and take up the majority of the canvas. Pick a great hero image and complement it with close-ups, photos from different angles, and an in-context shot.

# 7. Go offline

Setting up a pop-up is a great way to get your brand name out there, just make sure you keep your visuals consistent between online and offline



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