

Ways to Add Value & Create Buzz

Watch the video, "[Why You Should Never Discount Your Products](#)", for more information about discounting, adding value and creating buzz.

ADD VALUE

Value is created when you offer additional services, exceed the customer's expectations and offer outstanding customer service. Some ways to add value are:

Free Shipping: The cost of shipping is one of the biggest reasons why customers don't purchase a product. When you offer free shipping, your sales will increase which can offset the additional shipping costs. Free shipping can also incentivize a higher purchase amount by only offering free shipping on order over a specified amount.

Upgrade Shipping: If you offer upgraded shipping at no additional cost, make sure your checkout process communicates the added value. For example, include a notice that states, "Your shipping has been upgraded to two-day delivery at no additional charge."

Free Return Shipping: Free return shipping seems to be a service customers could abuse and be very costly to the business. Surprisingly, customers don't use the service as much as one would expect. Sales will increase because the purchase becomes risk-free.

Frequent Buyer/Loyalty Rewards Program: Obtaining new customers is more expensive than obtaining sales from repeat customers. Frequent buyer programs encourage repeat buyers and reward your loyal customers.

Gift with Purchase: Gifts can be added as a surprise upon receiving the product or used as an incentive to purchase. Using old inventory as the gift is a great way to move the stagnant inventory.

Bundling or Packaged Deal: Pair a slow-moving product with a popular product to clear out stagnant or old inventory. Or pair two products together at a discounted price. This will increase the total sale amount, but decrease your shipping and processing expenses.

Free Gift Wrapping or Gift Card: Make gift giving easy and eliminate double shipping for the customer by delivering a wrapped gift directly to the recipient.

Digital Bonus Content: Provide bonus, downloadable content that can enhance your products-- style guides, how to's, insider information, printables, patterns or recipes.

Excellent Support and Customer Service: Make checking out hassle-free and communication fast, helpful and easy. Wow customers by going above and beyond.

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Extended Warranties, Generous Return Policy and Easy Repairs: Stand behind the quality of your products. Offer warranties that outshine your competition and make getting products repaired quick and inexpensive.

Listen to Your Customers: Customers will often communicate what add-ons they perceive as valuable. Listen.

CREATE BUZZ

Giveaways & Contests: Have a goal for each giveaway or contest--to gain new customers, promote a new product, increase social media following, grow your mailing list, etc. Then make sure the entry rules facilitate accomplishing the goal. The opportunity to win a free product is always loved by customers.

Collaborations: Use the credibility of influencers to share your products with their followers. You'll gain new customers and elevate your brand when you work with the right influencer.

Attend Newsworthy Events: Show up where the press is. As a business, support and participate in events that are current and attract attention.

Give Back: Hold a fundraiser for a charity or create a product specifically for the purpose of donating proceeds to a cause.

Create Viral, Shareable Content: Give people something to talk about. Be creative, do the unexpected and document it on social media.

Create a Waitlist for Products: Use limited availability to create excitement and desire. Buyers are attracted to and motivated by limited availability.

Give Sneak Peaks and Offer Pre-Ordering: Buyers will wait in long lines to be the first to have a new product. Anticipation breeds buzz.

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