



Making the Most of Your Online Store

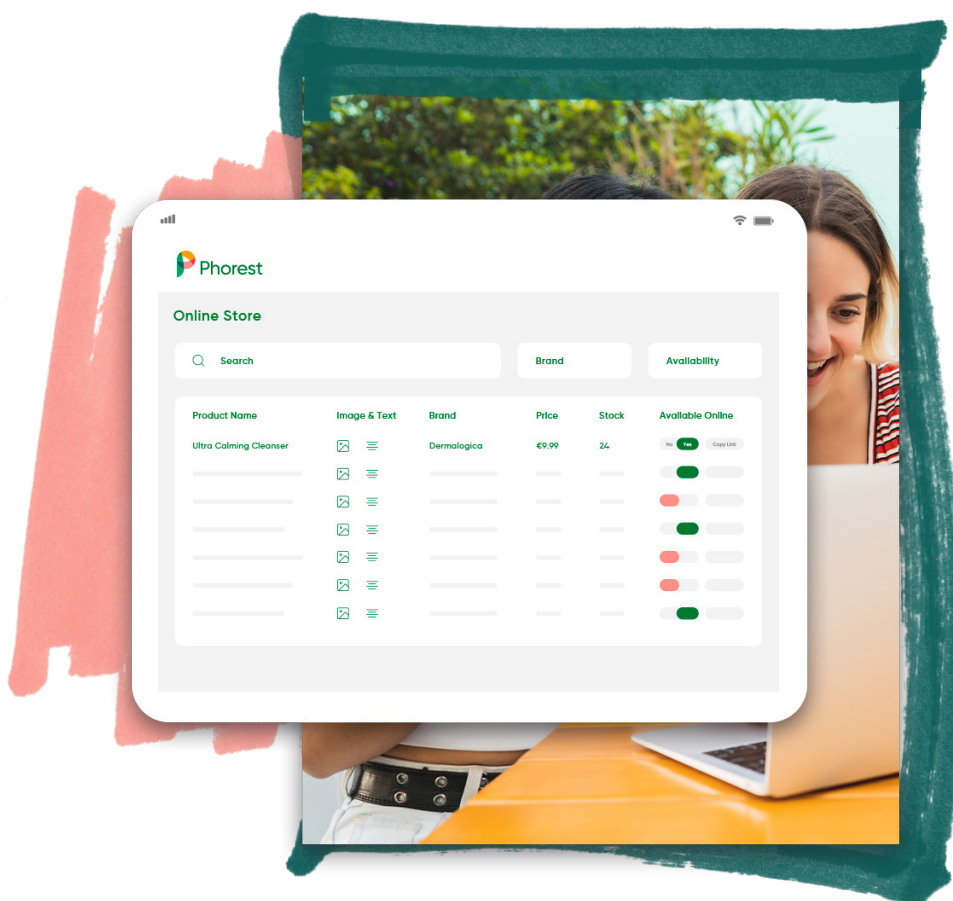
A Best Practice Guide



How do I get started?

Phorest's Online Store is a powerful way to continue making sales even outside of business hours. Phorest will automatically sync your existing product list to create your Online Store product catalogue.

See how quickly you can set up your store, and check out the **8 tips** below to make the most of your Online Store.



Why is Selling Online So Important for Your Salon?

Here's a quick look at some important stats:

1. **38%** of consumers make **retail purchases from their salon** – either online or in person, making it the **most common channel** for consumers to buy hair and beauty products.
2. **29%** of consumers buy hair and beauty products online.
3. **One third** of salon retail sales are **online**.
4. Phorest customers who open an Online Store see an **average 50% increase** in retail revenue within the first year.

(Source: Phorest Consumer Survey)

8 Essential Steps

To Make the Most of Your Online Store

1.

Maintain Accurate Product Lists

Avoid hassle by keeping your Online Store up to date with your inventory. Take note of changes in supply levels, new products, discontinued products, etc. to make sure you have the most up-to-date information on your Online Store.

★ See [here](#) about how to customise product lists on your Online Store.

2.

High-Res Images

Use high quality images that have a consistent style across your store.

A study has shown that **30%** of shoppers won't buy products online with missing or low quality pictures. [Source](#).

★ Read [here](#) about how to add or remove a product image.

3.

Detailed Product Descriptions

Be sure to add a bulleted list of product benefits. This helps your customers make the best decisions for themselves.

46% of shoppers will not buy a product if there isn't a detailed description. [Source](#).

★ Learn more [here](#) about how to edit products on your Online Store.

4.

Offer Free Shipping on Orders Over a Certain Value

When surveyed, **nearly half** of shoppers said that the primary reason for abandoning an online purchase was due to a lack of free shipping, while businesses that activated free shipping saw the value of online orders rise by 30%. When a Free Shipping threshold is set, consumers are likely to spend more to reach that threshold. ([Source](#)).

★ Read [here](#) about how to add Free Shipping to Online Store for purchases over a certain amount.

“Consistency is key to a great user experience.”

5.

Include In-Store Pick-Up

This is a great way to add flexibility to your ecommerce strategy. In-Store Pick-Up can be used as an alternative to delivery during busy periods, or can be offered in addition to delivery as a more convenient option for your customers.

★ Learn how to set up in-store pick-up [here](#).

Pro Tip

If you have an **In-Store Pick-Up** order, add some **product samples** to the customers' bag and let them know that these products are available in the store if they want to purchase them.

Pro Tip

Why not target clients with an **appointment next week**? Send an email campaign to these clients including a **discount code**. Set **In-Store Pick-Up** as the delivery option and then they can collect their online purchase when they attend their appointment.

“94% of consumers say a positive customer experience makes them more likely to purchase again.” (Source)

6.

Set up a Promotion

Setting up **promotions** are essential to attracting both new and returning buyers. Adding a limited-time **promotional code** email/SMS campaign is a straightforward way to boost sales volumes and market your store to new customers. There has been a massive upsurge in interest in discount codes, with volumes of searches increasing by 100% year-on-year. (Source).

★ Read [here](#) how to set up promotions on your Online Store.

Pro Tip

If you use **promo codes** with **free delivery over x** you will get higher order values as customers are likely to purchase more to reach free delivery.



Pro Tip

Want to easily and quickly clear out certain products from your inventory?

Follow these steps:

- (a) Run a short term promotion code campaign in your store.
- (b) Deactivate all other products from your store for the same duration as the promotion code, aside from the products you wish to clear out.
- (c) Enable In-Store Pick-Up only for this same period so that you don't have to spend time and money on posting or packaging.
- (d) Send an email campaign to your customers including the promotional code and duration of the special offer.

“Retail product margins in the salons are 4 to 5 times higher than service margins.” (Phorest)

7. Use Marketing Tools to your Advantage

You can find a range of pre-made email and SMS templates in your Phorest Marketing Suite that are easy to edit, customise, and send to your customers.

There couldn't be a better way to stay in touch with your customers than sending promotional emails and SMS, tailored to clients' previous purchases, loyal customers, or a mass communication about special offers.

★ We have guides on how to run [email](#) and [SMS](#) campaigns.

Pro Tip

Salons sell more products by sending an email marketing campaign containing a limited-time only promotion code. Try it out!

8.

Promote on Social Media

Make sure you add the link to your Online Store that is visible on all your social media pages, including your Instagram bio.

Utilising discount codes on your posts and stories is a free and effective way to build hype. Adding links to your store will ensure people can immediately visit your store and avail of whatever special offer or campaign you are running.

★ We have more helpful tips [here](#) about marketing your store on social media.

Pro Tip

Create a **QR code** for the link to your Online Store and add it to your printed promotional material in the salon.

Pro Tip

Give each stylist their own unique limited time discount code that they can post on their social media stories. This is a great way to build engagement with their followers and can ultimately result in new loyal customers. **Choose 1 stylist per week** and alternate in subsequent weeks so that you receive a continual stream of newly interested customers.



Contact your Phorest Business Advisor today to learn more about **PhorestPay** features.

Click [here](#) to schedule a free demo today.



PhorestPay

Simple, Secure Payments