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TOP 7 Marketing Tools Of A Digital Download Shop

You are about to discover the TOP 7 marketing tools of a Digital Download Shop.

I've just come out of a 3 hours long brainstorming about our newest Digital Download Shop and I can tell that we had some really cool idea on the desk.

If you have a digital shop right now or you are wondering how you can make an extra \$100-\$500/day by building up a digital shop and automate all the hard work then you have to read this.

TOP 7 Marketing Tools of a Digital Download Shop

1. Build relationship with your customers

A customer is a special visitor who trust you, need your product and give you his/her money. You have to treat your customers as a special group. You have to focus on their needs, their feedbacks even their complaints. Lets start a conversation with these people. Treat them as special individuals, ask your customers opinion, figure out their needs, spend time to get feedbacks.

If you do it properly, you will have all the necessary informations to build up a successfull online business and a huge customer base.

2. Build your list

If you have an online business, the only value you really have is your list. Larger and more relevant is the better. You have to collect potential buyers from the beginning.

My number one advice is that you have to build your list separately. One list for your buyers and one list for your subscribers. The first list will be the value and the second list will be the potential value. The potential value will be able to transform to real buyers. Never ever forget to communicate with them.

3. Over delivering and under charging

People are looking for good deals so you have to deliver it to them by adding extra value to your product. Best tools in your shop can be a special discount, a bonus offer, an extra product package for the first few members, etc.

4. Optimize all your product pages for Search Engines

When somebody build up a digital shop, usually focus on the optimisation of the whole website. Sometimes gives the subpages something unique, like a title tag or keywords.

Now this way of Search Engine Optimisation is not enough. Why? Because someone who is searching the web not looking for a shop. A visitor comes from Google looking for a specific product or solution.

Your entry pages form search engines will be the properly optimised product pages not the main page.

Automated SEO softwares or plugins are not enough for this purpose. If you have no time to do the optimisation one-by-one of just simply have hundreds of products, then here is a shortcut for you.

As I mentioned I haven't find any automated wordpress plugin fit for all my needs to optimize separately all product pages but the near best solution is SEOPressor Wordpress plugin. If you use Wordpress, then give it a try.

5. Totally automated checkout system

Automate the everyday work of a shop as technically possible, so you can spend your time to create a marketing machine. If a routine job needs your time and effort that will kill your shop in a minute.

Use automated checkout systems, autoresponders, download management, etc. All for the satisfaction of your

customers.

If your buyer gets quality solution from you, gets quality customer service, receive friendly and helpful emails, then they leave positive feedback, suggest your shop to his/her friends and will come back to buy other stuff. This guideline is strongly relate to my next marketing tool.

6. Sell good products

As Eben Pagan said once: "The best marketing is a good product". Focus on the need of your customers and commit your self to satisfy these needs.

7. Be reliable

People like reliable things. Nowadays an average customer's life is so unpredictable. Just think about the lots of scams out there, the bad customer service, economic situation, unemployment, etc.

People desperately seeking for reliable things, providers they can count on.

Be reliable and prove your reliability with testimonials or success stories.

Last but not least take care of all technical items then can influence your reliability. F.ex: a good hosting company, regular backup, honest team members, etc.

p.s: Subscribe here to get noticed when the [Digital Download Shop](#) v2.0 Will be released.

The fastest members will receive a huge bonus pack.

Gordon

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