

Utilize social media platforms to engage with your audience, share updates, and run targeted advertising campaigns. Partner with influencers or industry experts who align with your brand and have a significant following. Their endorsements and recommendations can help increase brand visibility and attract new customers. Share user-generated content on social media platforms to showcase how others use and enjoy your products.

Secure and Diverse Payment Methods

Customers who can't pay for their purchases using their preferred methods will abandon their carts at checkout, and businesses will suffer from lost sales. Offering various payment options, such as credit/debit cards, digital wallets (e.g. PayPal, Apple Pay), bank transfers, or buy now, pay later options (e.g. Kueski Pay), allows customers to choose what's convenient and familiar and improves the chances of completed transactions, leading to higher conversion rates and increased revenue for retailers.

Competition is high in the digital space, but retailers who strategically market their brands and products, incorporate important SEO tools and streamline the checkout process will see a positive impact on their bottom lines.

Photo by: [Karen Herrera](#)

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