



5 customer acquisition tactics you might be missing

You don't have to be a big-box retailer with a huge marketing budget to attract new customers and drive more sales.

Nor do you have to invest heavily in digital marketing, which grows more expensive and competitive by the day. These 5 tactics just might grow your customer base beyond what you thought possible.



Create a unique, modern experience

Your e-commerce experience can be as simple as a custom landing page tied to calls to action (CTAs) that you've used in social media, guest blog posts, or targeted ads. Or it could be something bigger, like Tamara Mellon's twist on the pop-up store and food truck craze. The designer shoe brand launched a [Mobile Closet](#) Tour, giving shoppers from Boston to San Francisco access to its shoes and a unique, luxury experience.

Whether you go big or small, capitalize on what many consumers want from brands today: a personalized experience. A 2019 consumer survey by [Avionos](#), a sales and marketing strategy firm, found that 78% of consumers are more likely to buy from a company that personalizes the shopping experience, whether online or off.



TIP

Not sure where to start? Try your website, which introduces you to potential customers. Having a mobile-optimized site that loads quickly on all devices makes a great first impression.

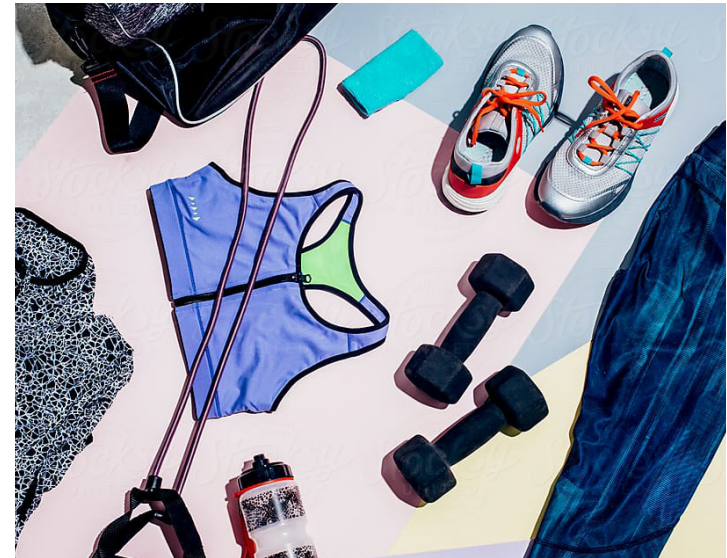
In fact, 79% of customers said they will not return to a site with [poor performance](#). Try this [interactive tool](#) that can quickly analyze if your site is mobile-optimized.

Engage prospects with content

The path to purchase is not always a straight shot. It can take **15–20 touch points with a brand** to make it top of mind for potential customers. Content is the way to keep engaging prospects.

Creating a blog, email newsletter, or podcast are a few ways to build engagement. Consumers' appetite for content is strong: 81% say they trust advice and information on blogs. Interesting content is also one of the top 3 reasons people follow brands on social media. And small businesses with blogs generate **126% more leads**.

Creating content could even transform your business. The beauty brand **Glossier started as a blog** in 2010. Eight years later, Glossier's revenues surpassed \$100M, and its valuation now tops \$1 billion.



TIP

Not sure what content to create? Focus on your mission.

Research shows **63% of shoppers** prefer to buy from mission-driven brands, and 74% want more transparency about how goods are sourced and made. Write about your company's passion, and readers will follow.

Let customers sing your praises

Did you know displaying 5 reviews on a product page can increase sales conversion up to 270%? Northwestern University's [Spiegel Research Center](#) also revealed these insights about the impact of reviews:

- Adding more than 5 reviews doesn't increase likelihood of purchase.
- Displaying negative reviews can actually work in your favor with potential customers, because it establishes credibility and transparency.
- The higher the price of the item, the greater the likelihood displaying reviews will boost conversion.
- When you consider the average conversion rate for e-commerce is just 2%, every incremental bump is worth it to win new customers.



TIP

Feature some reviews—or selected quotes from customer reviews—in your company's social media posts.

It's a simple, effective way to be genuine and create engaging content with little or no cost.

04

Don't ignore SEO

Search engine optimization (SEO) focuses on how compatible your site's content is with the ways search engines evaluate and rank websites. Of course, most brands aim to rank high enough to appear on the first page of search results.

But another advantage of SEO is that you can organize and code your site's content to reach customers who are searching for the exact details that match your product. When done right, this approach can reduce your customer acquisition costs (CAC) as prospective buyers discover you through organic search.

To reap the benefits of SEO, it's important to anticipate results for product searches based on specific keywords, known as long-tail terms. Instead of common, broad phrases (e.g., leather couch), be more specific in presenting and describing your products (e.g., chocolate brown leather 2-piece sectional with chaise). This intentional approach works because **70% of search queries are long-tail**. Shoppers who discover a product this way are more likely to find exactly what they're looking for, and thus more likely to buy.



TIP

Create a landing page for “coupons” or “discounts” associated with your site (e.g., [yourdomain.com/coupons](#)).

It's a very common search habit for shoppers. Learn how mattress retailer [Purple](#) used this and other SEO tactics to increase monthly traffic from organic search by 84%.

05

Acquire high-intent customers with Affirm

At Affirm, we have a tailored pay-over-time solution to help your business grow. We've also curated a network of 4+ million high-intent shoppers who enjoy the increased spending power they get with Affirm. When you partner with Affirm, we'll deliver these consumers to you through our marketing channels and campaigns.

Affirm customers deliver higher AOV (up to 92% lift) and conversion rates (+20%), and they make repeat purchases more frequently. Nearly 2 of 3 sales with Affirm come from repeat customers.

We're also set to refer over \$1.5B in 2020 sales to retailers that participate in our affiliate network. You can gain exposure across our website and app (up to 105K+ combined daily active users), along with our social media channels and targeted emails. The [Affirm app](#) also features premium placement for your special promotions, like interest-free financing, that can drive conversion without discounting.



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Affirm customers have become a valuable part of our fine jewelry business at Kendra Scott. Their buying activity has brought higher average order values for us and more repeat business. We're delighted to be part of the Affirm network!

Sean Whitehead,

Director of Digital Product
Management at Kendra Scott



About Affirm

Affirm is modernizing consumer credit and changing the way people shop. We enable customers to buy what they want today and pay in simple monthly installments—boosting conversion rate and AOV. Our quick and transparent financing options (no hidden fees, no compounding interest) improve customer satisfaction and drive repeat purchasing. Affirm also enables retailers to expand their consumer reach: Our advanced underwriting is designed to serve those overlooked by the traditional credit system. With a lightning-fast, mobile-first UI, we're built to seamlessly integrate with your checkout flow and make purchasing quicker, simpler, and more consumer-friendly.

Learn how Affirm can boost your AOV at affirm.com/business