

# Legler marketing tip: that's how you'll make your online shop even more successful!

To stay continuously „up to date“ with your store and boost your sales, we recommend these three optimizations for your shop:



## 1. Build up trust with your store visitors

If your store looks untrustworthy to your visitor, it won't come to a purchase. The following design elements belong to a trustworthy store:

### a. Provide a responsive and comprehensive design:

- ✓ a serious, individual and appealing design
- ✓ a quick loading time for your website
- ✓ compliance with every legal requirement
- ✓ many different payment options
- ✓ certificates (such as Trusted Shop), customer reviews, product details and availability info

### b. Offer help and contact details prominently:

your contact information should be as prominent as possible. If you place it in your homepage, the visitor will immediately acknowledge that he can ask for help anytime. Your contact information shouldn't be only hidden in your legal disclosure page.

### c. Provide a „behind the scenes“ look:

show to your visitors who runs the company, it's something personal and the visitor builds up a connection to it. Show that there are real and nice people behind your online shop and present your sales team with names and pictures. That way you won't look anonymous, as in the case of Amazon and Ebay.

### d. Reviews and social networks:

Shop visitors orient themselves a lot towards other customer behaviour. Allow customer reviews to be posted and link them to your store. Introduce your bestseller and express other item recommendations, such as „Other customers also bought...“. Link your social network page directly to your shop – your customer base will quickly raise with it!

## a. Optimize the search function in your shop

A clever searching machine brings satisfaction to your shop visitor. If your visitor quickly finds what he is looking for, the possibility of a purchase are much higher. Check if your searching machine can provide the following:

- ✓ **Does your searching machine have an „auto suggest“ feature?** Something that gives complete article suggestions while you're typing?
- ✓ **Do typos and spelling mistakes get automatically corrected?** Does your machine, for example, automatically correct „metalic“ to „metallic“?
- ✓ **Do synonyms get recognized?** Such as „mobile phone“ and „cell phone“





## 2. Build an email-address database

Ultimately, the only thing that counts is a purchase from your visitor. A qualitative, relevant newsletter is an additional tool to ensure further purchases. In order to gather as much interest as possible, it is mandatory to collect as many email addresses as possible, ideally via a **prominently placed newsletter form** in your shop. Additionally, you could even use a layer for the email address generation (information about the real shop content)- The layer should only be shown to a visitor once and not merged to the order process.

**A final advice:** is an item currently out of stock? Offer to your interested customer the possibility to get a mail notification as soon as the requested item comes back in stock again! Integrate the form field for the email address to the item detail page.

## 3. Banner ads on partner sites

Would you like to advertise your shop on partner sites with a banner but don't have anybody that can make it? We can do it for you for free!

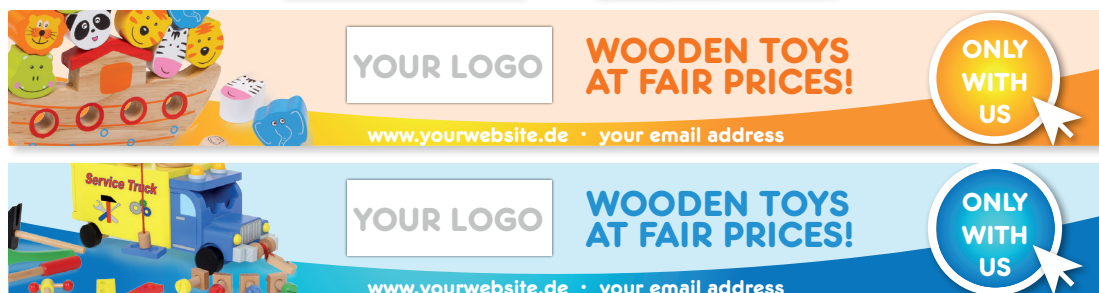
Pick one of these templates and contact our marketing dept.! We will be glad to create your customized banner ad: [marketing@legler-online.com](mailto:marketing@legler-online.com).

**We look forward to your inquiries!**

Skyscraper 160 x 600 px



Superbanner 728 x 90 px



## Toys 2014: actual trends!

Changes in society influence the needs and desires and also the behaviour of families and children as well. New trends often mean a chance for extra income – Neue Trends können somit eine Chance für mehr Umsatz schaffen – the toy fair deals every year intensively with the definition of new toys trends and introduces these in their trend gallery. We would like to present to you the most important toy trends for the incoming Xmas season.



9359 Dominoes „The very hungry Caterpillar!“



1503 Marble Run



6387 Knitting „Lisa“



6742 Greenhouse „Pyramid“



9540 Fairy house in a suitcase



9770 Finger animals

### 1. Retromania

Parents love to forward their own childhood heroes and positive experiences to their own children. They will look for items from the past or find similar toys from back then, thus getting a „revival“ effect – same goes for new developments with a retro look. These products are attractive to the parents for their children thanks to their style.

**Chance for retail:** Parents prefer toys they are already familiar with – it gives them a safety feeling. Train your sales team accordingly and see your store as business meeting place.

### 2. Fit4Life

Teach skills that kids will need further in their lives in a playful way. Education has always been important for parents – yet, it's not only important to gather academic competences but also everyday knowledge such as gardening, sewing, cooking and home works. The time spent together with the parents plays an always more important role. Feelings and experiences gets shared, time is spent together, grow up happily in order to make sure the later life feels complete and full with social life – that is our goal.

**Chance for retail:** Your store as central point for activities, hobbies and courses so that both your customers and their childrens get continuously involved. Arrange a corner where the kids can show what they can do, such as sewing afternoons in the toy store.

### 3. Mini is King

Social change entails that families travel a lot and toys must be taken with more frequently, or that families live in small apartments with little space for the kids room. Small toys and toys that are easier to transport are particularly useful and have a high play value on a very small area. With these toys the play factor doesn't miss even when driving or with little space. „Mini is King“ also helps countries with economic problems too – small toys are usually cheap.

**Chance for retail:** small toys do not require too much room and may easily lead to an impulse purchase. Extra business through small articles is not an idea to discard for many shop owners. Zusatzgeschäft durch kleine Artikel ist für viele Ladeninhaber nicht mehr wegzudenken. The sales counter is often enough a good choice to present such items.

### 4. Tech-Toys

With the combination of traditional toys and digital elements, new interesting toys have come to entertain both young and old. Parents have become especially intense users of technical applications, thus raising kids interest for it more and more, making the need for a suitable variant for them a must. The father will often play with Tech-Toys too. This makes it even better, because he can be actively involved to the playing activity of the kid.

The limit between real and virtual world blurs always more and opens new horizons.

**Chance for retail:** Talk to the children and adults. Offer them product presentations about new technologies and develop an app that makes the purchase process even easier.