



Article Side

Gain New Customers through New Techniques after Improving Old Techniques by
[LogicSpot](#)

Article published on August 7th 2012 | [Web Design](#)

You have tried every legitimate route of gaining online customers and are starting to hit a brick wall. If we assume that your sales are consistent this means that there is an online demand for your product, so you are doing something right. The best advice is to continue what you are doing. Do not compromise your current sales in return for risking a new strategy. Moreover, the more you do something, then the more you learn. You should focus on maintaining and improving your current business and advertising process. An athlete's running did not get faster without running a few laps first.

You should dip your toe into other ways of getting new customers but do not do it at the expense of risking what already works. Firstly, you should try a referral scheme to have your current customers do all the hard work for you. Basically, if they refer a person who spends money on your site, then they get a reward. You could offer the existing customer a discount on your products but that will not inspire them into action very effectively. Your best bet is to offer them a cash prize for referring a person who spends money on your site.

Test market a new angle on your product. Many mainstream companies have test marketed their products in a new way and have found a new niche market to appeal to. Use a keyword such as a place name and try a new Online Marketing London campaign with a slightly different twist. Make it a little more modern or a little more colourful. Highlight one aspect more than you normally would. For example, if you sold lager, you could highlight the fact you use fresh clean and pure water to make your lager instead of the normal adverts about how fun your lager is. You may just get lucky and find a new angle with which to sell your products online.

If you are selling online, then you are probably using pay per click. Instead, try working towards qualifying for Google pay per action (PPA) advertising. You may need to alter your site a little so that can correctly monitor your actions, but it is worth it. You will also need to have a certain number of actions per year. So let's logically assume that your action is going to be a sale. The great thing is that you can charge the extra money you pay, onto the sale price. Unlike Pay Per Click (PPC), you are not paying for every click - you are only paying for every sale. You can get away with charging a little more because if the viewer does not buy then you don't pay. If you go to the extra effort of setting the scheme up, it is well worth the effort.

Create a little buzz marketing. Try to work out an advertising campaign that will disseminate your message automatically. Research in depth and come up with viral campaigns and release them. Most of them will fall flat as the general public feels unmoved to pass on your message to their friends but every now and then your campaign will take light and your message will bounce around the internet like a power ball in a blender.

Article Source:

<http://www.articleside.com/web-design-articles/gain-new-customers-through-new-techniques-after-improving-old-techniques.htm> - [Article Side](#)

[LogicSpot](#) - About Author:

LogicSpot have been designing a [Online Marketing London](#) for a huge number of client base. Their team of professionals are the best when it comes to designing websites.

Article Keywords:

Ecommerce solution, Web design London, Online Marketing London, SEO London, Website redevelopment.

You can find more [free articles](#) on [Article Side](#). Sign up today and share your knowledge to the community! It is completely FREE!