

Start offering Products Bundling & Increase Sales by 50%



There are many ways your business can benefit from such a marketing strategy. Besides increasing sales by more than 50% there are also other benefits from Products Bundling.

You should think of Products Bundling also as a win-win situation. What do I mean by that?! By offering Bundles your customers benefit from lower prices and you as a seller from bigger sales. This means that not only this strategy will help you to boost your online sales BUT will increase customer satisfaction too!

The benefits of product bundles for you as an online shop owner:

-Increase order value in your online shop; bundles are more expensive than standalone products. Simply, by steering customers to buy the products bundle you will have a positive effect on the average order value, which will increase your turnover.

-Lower shipping costs; selling two or more products in one can result in lower shipping costs. The latter is a great way to increase your profit margin.

-Inventory reductions; bundles can be a great tactic to reduce stock of products that have been stagnating for some time in the warehouse. You can bundle these products with some other more popular items. This is a great way to improve your efficiency by selling the remaining stock and increasing

The benefits of product bundles for your customers:

-Savings; the discounted price is in most cases what makes bundles attractive in customers' eyes. We all love savings, don't we?

-Convenience; customers get with single click two or more complementary products (not only do customers save money but also time by not wasting time to find the complementary product).

-Save on shipping costs; if you offer free shipping on sales above a certain value, offering bundles to customers can help them reach the amount necessary for free shipping much faster. We all know customers don't like paying for shipping so this could be one way for customers to avoid shipping costs.

How should you position Products Bundling in your Online Store?

The best way of positioning bundle products in your online shop is at the top of the page. To make bundles even more attractive think about this strategy: show a bundle product and next to or below it, display the stand alone products which are included in the bundle. In this way, customers can easily compare and immediately recognise the value of the bundle.