5 Marketing Tips to Drive Online Summer Sales

Consumers get bored - just like business owners! They want something new and different to grab their attention in the summertime and they're looking for fun, breezy and easy ways to spend their time - and their money!



1. Host An Online Pop-Up Sale: Buyers are used to visiting pop-up sales in the mall or their favorite shopping area - a temporary virtual store is a way for you to surprise and entertain your visitors - and increase your sales!

2. Invite a TakeOver: Does your business have loyal customers and fans whose social media you love - and want to leverage for your own brand? Invite them to do a social media takeover and introduce their followers to your brand!

3. Create a Limited Edition Summer Product: Whatever you sell, create a limited, only available in the special summer version or offer. If you can't create a special product, bundle an existing service into a summer-only deal - and stick to it!

4. Create A Summer Box: Bundles are a popular way to introduce customer's to new products. Think of the subscription bundle models like FabFitFun or Dollar Shave Club.

5. Partner Up: Find a complimentary business and partner up for the summer: when someone buys their product, they get an invitation and special offer for yours - and vice versa. Often called referral partners or marketing partners or affiliate marketing, make sure they have a product your customers will love - and a customer base that you want to target!