

ONLINE BUSINESS MANAGEMENT GUIDE

Beginners guide to internet
business management -
Marketing & Sales Simplified

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Hello and Welcome!

Starting and running an online business or the idea of seeking customers through the internet is not a completely easy task, especially when you don't know how.

After starting and running 3 successful internet brands without any one of them getting clients through walk-in or physical marketing, I can surely educate and equip you with actionable knowledge you can hit the ground running with.

It is simple and fast but not EASY. Just as a physical business undergo daily activities to run or successfully manage their businesses for income, that's the same daily activities that must be carried out online if one intends to keep the income consistent. In these few pages I will dilute the noise into practical steps.

WHAT IS Online Business Management (OBM)?



The people, systems, projects, finances, & operations

Online business management (OBM) is simply the ability to create and oversee the people, projects, finances and operations of a business towards successful daily client acquisition and servicing the clients accordingly.

No matter how small or large a business is, the 5 pillars must be standing for any internet or online powered business to be successful. When I say successful, it means daily success not monthly or quarterly only. For this reason, we will be focusing on operations (marketing, sales, logistics).

A successful internet business is surely having a single operator, or multiple operators we call “people”, must have systematic tools that the person or people utilize for the day to day operations for results. **Yes, we are focusing on such result activities.**

OBM RESULT ACTIVITY

The Operator

A business be it online or offline is not a human being, it does not have feelings nor can it react to issues. The person in charge is often the only person talking, feeling, and reacting about the business with words or actions that can be motivating, optimistic or pessimistic/demotivating. Whereas they are simply reacting to their own actions.

A business can only succeed in the hands of a good operator who happens to be the owner. When you hear that a business is struggling from a business owner's words, you are directly seeing the struggling acclaimed business.

A business operator (often the owner), must have clear goals, think of his or her business as a tool to a means, not a thing that works fine sometimes and work terribly sometimes only.

Here are 3 signs to a good business operator

- ✓ Knows the income actions vs none income actions and focuses on the income action all times especially when it is needed.
- ✓ Knows the clients or is willing & very keen to understanding the clients and finds out in exciting notable way why none clients are not buying in order to work on the lapses if from his or her business.
- ✓ Stays positive no matter the situation, heavily optimistic and creates a long term vision that enables him or her prioritize today for tomorrow.

A good business operator doesn't count months in business but daily & monthly actions in business.

As Operator of A Business What Is Your Goal? - The Dream/Vision

Before you ever think of marketing, selling, or acquiring customers, the first thing to think about is your WHY.

Why do you do what you do or why the business? Most people will say “to make money”, question is “HOW MUCH?” is the amount truly worth it?

You see, your dream of exact things to achieve or amount to make is seen through the way you respond to clients, the patience level, the push level, the grind level and even the THINKING LEVEL.

Everything changes when your aim is bigger than the work. Especially when it requires same client quantity and same marketing costs. Just different goal that fuels different PATIENCE & RESULTS.

People that will not succeed their goals looks like

- ✓ ***“I just want to start a business and be busy”***: This could be a stay at home mom or someone who thinks he is just tired of job stress and want to start his own business, without knowing everything in life is stressful.
 - ✓ ***“I just want to make money. Any amount is okay for me”***: Especially those willing to do nothing and expect results to flow in. So they don't want to quantify their outcome because they can't dedicate a minute.
-

Set the goal - It is free - Make it BIG

Someone who wants to make ₦12million a year, will work differently from someone who wants to make ₦100million a year. Both can start same business with same amount and in same marketing space, 60% of the time the one with bigger goal gets there, and 25% of the time the one with smaller goal gets there.

This means the bigger the goal the better. But you must be willing to put the goal into system that actually would enable the outcome to be possible.

How much should your goal be?

Well, it all depends on your dream life, how you value tomorrow, your awareness of change of things like inflation vs stable price of things, your dream house, your dream car, your dream of offering helping hand etc.

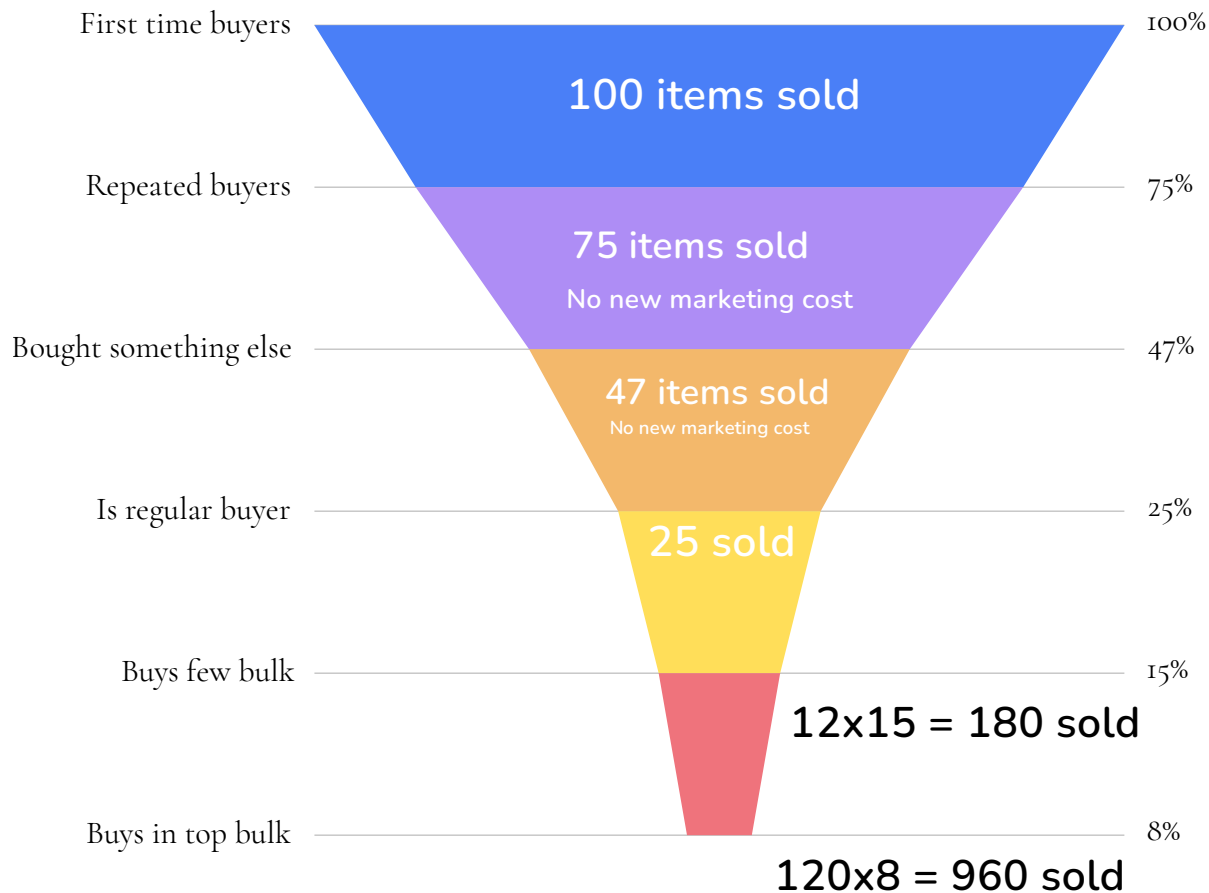
Set the goal, make it bigger than you could achieve

₦100million

- ✓ *Let's use this number as possible result number. I want you to pretend it is your own goal, when you don't even have ₦500k. I want you to see it as a do or die using your legit business. If you agree with me, then we can proceed... You will not die anyways.*
-

HOW IT IS POSSIBLE - The Funnel

A good operator funnel



Funnel explanation

- ✓ The funnel started with counting only customers not prospects. In 100% of the customers, each were assumed to have purchased just single item.

But as the funnel progresses, the business owner was able to close 8% of the 100% of clients to buy at least total of 120 items per client to accumulate 960 items sold.

- ✓ The big business dreamer goal is not just to sell to a client or group of clients, but to sell within those same clients in bulk.

This is the reason behind “customers are always right”

- ✓ Customers are always right because the business owner doesn't care about his/her personal feeling, but about the result, and thereby makes the customer “right”, with provision of every possible solution to make the customer RIGHT.
- ✓ With the right goal in hand, a good business operator will spend all his money to acquire all the top funnel clients, because he or she knows the “bottom line”.
- ✓ The good operator doesn't need external motivation, or any form of validation. He doesn't look at competitors, because to him/her such competitors does not exist, his only true competition are servicing his clients right enough to allow them decide to move to next level.

Business that once feel boring no longer feels so, you become invisible, unstoppable and always driven with a lot of excitement for the bottom line.

“There are no bad businesses, only bad business owner”



THE OPERATIONS Marketing

Everyone is a marketer. One of your best loved product, be it soap, perfume, cream, cloth, phone, laptop, or even a certain food, one of them at least are likely not your personal findings. You didn't know about such special type of soap until someone tells you to try it and probably added "it is a nice soap".

And if you think no one introduced you to the soap, you will introduce it to someone else without parrading yourself as a marketer.

It could be your kids, your wife, husband, girlfriend, boyfriend, school mate etc. You become the one who ended up selling to them the idea that such a product is the best for them, and they don't hesitate, they buy.

In most case, you don't get commission nor profit from the sale.

An advertisement for a business chat and training session. The background is a dark image of a man in a suit sitting at a table with other people. The text is overlaid on the image. At the top, it says "EXCLUSIVE" in a yellow box, "ROUND TABLE" in a red box, and "BUSINESS" in white. Below that, it says "CHAT & TRAINING" in large white letters. In the center, it says "How We Make Orders" in white, "Come in Without Talking" in white, and "to Customers" in white. At the bottom, it says "TURN" in a yellow box, "N50K TO N500K" in a red box, and "Click Here To Register" in white. There are also small icons for "NO" and "CHAT" in the bottom right corner.

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How We Make Orders
*Come in Without Talking
to Customers*

TURN **N50K TO N500K** **NO**
Click Here To Register **NO CHAT**

*Marketing is the only
first step to income. No
matter how the
marketing is done, it
brings positive outcome
overtime.*

- DEGENIUS

Marketer or business owner?

You don't need to be a "marketer" to start a business, you need to be a business owner and automatically marketing becomes your first inheritance in the new business. It is like being a parent and having responsibility. As soon as you have a child, you are responsible for the child.

Some people fear the concept of marketing. They instantly identify as shy or introvert when they hear the word "marketing". Well those are well crafted personal lies that end up keeping such persons poor. As the person will still wear designer t-shirts and freely market brands that are not his or hers immediately they wear the T-shirt in public.

It is about priority, everything about you right now is screaming "look at me, am a marketer"

Example, when you wear a nice perfume, do you really wear such perfume just for your pleasure? Maybe that's one of it, and at same time there's the need for people to smell it on you and certainly you want them to say "that's nice perfume, what's the name?" you reply with the name and a very large smile of "thank you". **You are a marketer.**



3 Ways To Market Any Product or Service Online

- 1.** Organic Marketing: This is the use of your time than money to put your products or services out there. This does not require instant payment from your pocket, you are paying with your time. If done right, you will have endless flow of customers.
- 2.** Paid Marketing: As the name implies, with this you will need to pay for the marketing using money and little time, the time is needed for effective creative of the marketing campaign which include the content, audience targeting and possible placement research.
- 3.** Affiliates & Influencer Marketing: Affiliate marketing is a deliberate use of other people's time and possibly money to promote your products and services, with a promise of certain amount as commission on every successful sale they generate. Influencer marketing requires the use of small or large size content creator to promote your business for sales, you pay upfront, commission or any other means you agree with the influencer



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ORGANIC MARKETING

Tools & Resources

These are checklists of organic marketing tools. You just need to drop your product image with caption and link and walk away.

FACEBOOK

- ☐ Facebook profile post
- ☐ Facebook groups
- ☐ Facebook pages
- ☐ Facebook comment sections
- ☐ Personal groups/pages



INSTAGRAM

- ☐ Instagram posts
- ☐ Instagram viral comments
- ☐ Instagram reels
- ☐ Instagram stories
- ☐ Instagram inboxes

ORGANIC MARKETING

Tools & Resources

These are checklists of organic marketing tools. You just need to drop your product image with caption and link and walk away.

TIKTOK

- ☐ Tiktok videos
- ☐ Tiktok people's lives
- ☐ Tiktok personal live
- ☐ Tiktok comments
- ☐ Tiktok stories



WHATSAPP & OTHERS

- ☐ Reddit, Quora, Stack Overflow
- ☐ Whatsapp status
- ☐ Whatsapp groups
- ☐ Youtube
- ☐ Telegram groups

ORGANIC MARKETING

HOW MANY CONTENT IS ENOUGH?

Social media is a talking environment, we never stop talking as humans. No amount of post has ever being considered enough.

Drop them like they mean nothing to you, and walk away.

BEST TIMES AND DAYS TO SHARE YOUR POST

		 MON	 TUE	 WED	 THU	 FRI	 SAT	 SUN
		7:00 – 9:00 AM	8:00 – 10:00 AM	7:00 – 9:00 AM	8:00 – 10:00 AM	7:00 – 9:00 AM	9:00 – 11:00 AM	9:00 – 11:00 AM
		1:00 – 3:00 PM	12:00 – 2:00 PM	1:00 – 3:00 PM	12:00 – 2:00 PM	1:00 – 3:00 PM	1:00 – 3:00 PM	1:00 – 3:00 PM
		7:00 – 9:00 PM	7:00 – 9:00 PM	7:00 – 9:00 PM	7:00 – 9:00 PM	7:00 – 9:00 PM	7:00 – 9:00 PM	6:00 – 8:00 PM
		6:00 – 8:00 AM	7:00 – 9:00 AM	6:00 – 8:00 AM	7:00 – 9:00 AM	6:00 – 8:00 AM	8:00 – 10:00 AM	8:00 – 10:00 AM
		11:00 AM – 1:00 PM	11:00 AM – 1:00 PM	11:00 AM – 1:00 PM	11:00 AM – 1:00 PM	11:00 AM – 1:00 PM	12:00 – 2:00 PM	12:00 – 2:00 PM
		3:00 – 5:00 PM	3:00 – 5:00 PM	3:00 – 5:00 PM	3:00 – 5:00 PM	3:00 – 5:00 PM	4:00 – 6:00 PM	4:00 – 6:00 PM
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		7:00 – 9:00 AM	7:00 – 9:00 AM	7:00 – 9:00 AM	7:00 – 9:00 AM	7:00 – 9:00 AM	9:00 – 11:00 AM	9:00 – 11:00 AM
		12:00 – 2:00 PM	12:00 – 2:00 PM	12:00 – 2:00 PM	12:00 – 2:00 PM	12:00 – 2:00 PM	1:00 – 3:00 PM	1:00 – 3:00 PM
		7:00 – 9:00 PM	7:00 – 9:00 PM	7:00 – 9:00 PM	7:00 – 9:00 PM	7:00 – 9:00 PM	7:00 – 9:00 PM	6:00 – 8:00 PM

Measure your content product posting by view, reactions and result. Every new content should emulate working one. If you have Dropazz store, you can visit our office to use your product to make video contents. Or buy the items to make videos at your comfort.

Paid Marketing

You want to never post a single content, and still have results faster than organic contents? Then paid advertising is your go to.

Paid ads (also called paid advertising or pay-per-click (PPC) in some contexts) are marketing campaigns where a business pays a platform or publisher to display its promotional content to a specific audience. Unlike organic content, which depends on algorithms or followers for reach, paid ads guarantee exposure based on your budget, targeting, and bidding strategy.

Think of paid ads as renting attention instead of waiting to earn it organically. Platforms include facebook, tiktok, instagram, google, youtube etc.

The result is as fast as 24 to 48 hours after placing the advert. That's if done right.

It is not recommended to read the process of ads setup, it is better you watch such steps and see exact places to click and what to not click.

You can request for a video link to get facebook, instagram ads setup guide according to our years of experience after managing over 1,000 paid ad accounts.

If you are Dropazz user, this resources is provided in your account for free. Just login and click on Video Training, then select Facebook Ads Conquest.

Important Facts About Marketing

All Online Marketing

- I. All Online Marketing Works: No matter the means of marketing you use, every single one of them are profitable when done right. Some perform better with results than the other depending on the product and audience type.
2. It is better to spend \$5 dollars daily on a paid marketing per day for a year, than to spend \$5,000 in a month and stop marketing. The \$5 in entire year will amount to \$1,825 but will produce more results over the period than the \$5,000 ads of just a month. This is because people naturally equate consistency with trust.
3. It is easier to measure results of online paid ads, than physical traditional media ads. Every data is self driven and given to you by the marketing platforms. Example facebook, google, etc has tracking pixels that enable communication of data from their platform to yours, in a way that allows for you to utilize the data for better performance tomorrow. Such data could be used for remarketing, re-engagement content, internal website follow up tags and much more.

4. Facebook ads is better in performance than google ads on consumer products that targets low ticket items. Low ticket items are items like daily use products like fashion items, home and kitchen items, fast tech products with video contents.
5. Google ads is better for items that has enough monthly search metrics of at least 10,000 to 100,000 search per month with less competitive active ads for that keyword or product line. See google ads as search intent, while facebook and other social media are none search intent.
6. Social media paid advert (facebook, tiktok, instagram etc) are the best place to get customer reaction about a product fast. Enabling you to measure and remodel your marketing content.

I have sold one item in over 16 ways, and each way still brings results. Such pivoting is only possible when you see people's reaction and actions, facebook and instagram ads provide that feedback for growth faster than the rest online marketing paid ads platforms.



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Operations Selling After Marketing

With marketing you may not need to sell. You may never, in fact, need to talk to a customer before they buy, just because they saw a marketing that showed them exactly what they are looking for.

That happens especially when you run online marketing targeted ads. Adverts that directly target the right audience that seek the product.

Let's assume that's the case, then the next question would be "what happens if the customer could buy something else as addition to what they already purchased and only needed you to talk to them about the second or third or even 100th item?"

That's right, selling starts exactly where marketing have successfully gotten the attention and interest and even when marketing have gotten a sale. If every business relied on marketing alone, such business will always struggle to survive.

Just as you saw in the FUNNEL of customer journey to multiple sales with same already marketed customers. Without a single customer buying multiple items in different interval business will never survive. You must learn to create important sales strategies to pull multiple sales per client.



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How To Sell After Marketing

I. Ask for The Additional Sale: Just as the bible says “ask and you shall receive”, if you don’t ask a customer for them to buy something additional together with what they already purchased you will not have the chance to multiple sale from one potential client.

2. Incentivise Their Purchase: Asking for additional purchase after a customer must have purchased a yet to receive item, this gives you the opportunity to create incentives that makes the customer feel they are getting multiple value for adding a little more money to their original purchased item amount.

Example; A customer who purchased a particular brand of perfume with strong flower scent, can be asked to add a mild oud scent of another perfume that could layer up the scent to a longer projection. And the oud could be selling for either lower price than the previous or higher, then “most importantly”, if the customer adds such additional scent, they get a gift that goes with that particular item which could be a unique EXTRACTIVE Deodorant Roll-Ons as example.

How To Sell After Marketing

3. **Offer Delivery Cost Incentives:** When a customer is buying anything online, they are already aware of additional cost of shipping. Use the shipping cost as incentive to upsell. A customer could be told “your order is confirmed, but it does not qualify for a free shipping, to qualify for a shipping you will need to add at least one other item”. If the customer rejects the additional item, request if the customer would be patient for a little delay on the delivery so that another customer’s item could be added to the deliverable item. In most cases, they will agree or they will opt for the additional item which still offers them product value plus free shipping.
4. **Extend Incentives To Friends & Family Members of Buyers:** Every buyer/customer has a friend, family member, in fact, some of them prefers to gift to their loved ones an item than they gift themselves. Remember, if you don’t ask them for their interests in gifting same item to someone they love, they won’t think towards that angle. So ask for making the item a dozen, or a paire for gifting to anyone of their choice on same free shipping or any additional incentive you already gave to them.

Before Selling You Need Sales Strategies

Before even marketing, a good online business manager or operator or CEO must think through the process of sales. With actual creative offers that compel customers to value the product more.

For example, when we first launched one of our online stores, we had no audience, no strong experience on buyer intent and this equally means no TRUST.

We came up with a strategy that ended up creating over 50 buyers for the launch, and massive amount of sales that not only happened the day of the store launch but as well for couple of weeks that followed.

The strategy did not just bring results on the launch day, it brought results EVEN before the launch day.

We made over 50 sales before actually buying and displaying the products for customers to see.

In the following page I'm not only going to explain this to you, I will as well share with you other sales strategies that made every piece of marketing exciting to the clients and persuasively create a rapport that drive home as many sales as possible.



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Sales Strategies

I. T.L.S.S: TLSS stands for The Launch Sales Strategy. Before you think of displaying products for people to buy. You need to inform them of your launch. Because the word “LAUNCH” or “LAUNCHING” is on its own a product. Read that again, it is a PRODUCT.

In fact, the only product that creates more excitement than actual physical product with lots of value.

Informing people (and I don't mean your family members, you could inform your family members, but they are not even 10% relevant than strangers in this scenario), means telling everyone ONLINE about your new venture.

With a continuous countdown that should last for weeks or even couple of months (example, three months),

Best time for reminder is 90 days up. Less relevant time is less than a month. This is because you need to make people trust you and understand you as a person with contents that drive home your brand and product uniqueness.

Sales Strategies

2. Gift Card Sales Strategy: This is the strategy that brought in over 50 sales on our T.L.S.S strategy. Yes, announcing a launch works, but it works better when you make people pay a certain amount to wait for the launch, even if it is \$1 or ₦1,000. But you don't just ask them to buy a card for an amount in anticipation of your launch, there has to be a value that comes with the gift card, and such value must worth at least 2 times the gift card amount.

In our case, this is what happened, and you can copy and replicate it too. And it costs nothing.

Step one: We designed a gift card using design tools. The gift card listed an amount and benefits of buying a gift card to wait for our launch.

Step two: The gift card was two and each with two different prices. One for ₦5,000 and another for ₦2,500

Step three: The promise. In our case, if you buy a gift card of ₦2,500 you get ₦5,000 worth of perfume or 2X value of your ₦2,500 which is ₦5,000 as discount on any item you purchase on launch day.

And if the client purchase a ₦5,000 gift card, they enjoy a ₦10,000 product or the amount is discounted on item higher than the gift card price.

And it worked like magic.

People bought gift card for not just themselves, they bought for their loved ones.

Although we restricted the gift card to one person one gift card, some people found ways possible to accumulate gift cards to themselves.

Well, the restriction is just a decoy. As no matter the amount of gift card they purchased, we are still going to be in profit on launch day.

How we are profitable?

Well, in case you think we over priced our items to cover the gift card costs, it is in fact the opposite.

We actually sold at normal market prices and in some products we sold cheaper than average street price of the same item.

The profit comes from the buyers not from the gift card, and I will explain.

First, we did make little profit when they apply their gift card code on single item, though may not be significant enough, but it helped us acquire customers for free, and with the opportunity to sell as many items as possible to same clients.

The buyers simply pay a visit, and are allowed to apply their gift card on only an item. With additional incentives of free shipping when they buy additional one of same item or other items.

By nature of human, when their initial expenses was ₦5,000 and now they are buying an item worth ₦10,000 for just ₦5,000 but needs to pay for shipping fee for example ₦4,000, they will automatically wish for having to buy something else for ₦10,000 or more without paying the shipping fee of ₦4,000.

The gift card offer made principal net profit, and additional profit each time they add another item to cart.

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TO SEE THIS IN ACTION
USING YOUR OWN BUSINESS**
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Sales Strategies

3. **Bundled Sales Strategy (B.S.S):** This sales strategy happens when a business owner bundles or clusters multiple items of same item or kind, at a one small price.

Example: Buy 1 perfume, and get 9 arab 3ml oud fragrance oil for free.

Buy 1 shoe and get half dozen of socks for free.

Or you could make it sound UNREAL like “buy one shoe and get a dozen of socks plus half dozen of different shoe lace colour to match for free”

As you are reading this, you might think it would sound “too good to be true”

Well it does sound too good to be true, so make it true. Don't just allow it sound too good, let it be really good and true.

How do you do that?



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Your duty as a business owner is not to remain boring in business but to spice things up using every legitimate means possible.

Every business owner adds profit to sell a product, if the person misses to do so, then he or she is not running a business.

Every retail price of item you see today are over priced. Your duty is to find prices where it is competitively low that you can still sell at prices others sell, offer a sales strategy that will increase sale, and make more bulk profit at a time than your competitors will ever make in months selling at higher price.

The Bundled Sales Strategy allows you to not only sell at competitive prices but as well offer value beyond customers' wildest imagination.

In the example of the buy 1 shoe and get half dozen of socks for free, the shoe could be selling at retail for ₦45,000. At wholesale same shoe is going for ₦25,000.

The profit of ₦25,000 can be reduced to ₦10,000 while the balance of ₦15,000 is used to procure socks for your clients that will grab the promo. And surely they will. When you sell at volume of 20 to 50 clients, you will not only make more money in general but you are in enough cash in hand to go back to boring sales time for another one or two months to prepare for another incentivised sale.

The Consistent Operator Follow Up

Sometimes after attempting to sell when a very good marketing is done, you may get high number of interested people with low actual buyers or conversion.

For an average business operator, they shake, they panic and worse of all THEY GIVE UP.

People buy items when all the below roadblocks are removed:

- > They are not only interested but they need the item
- > They have the money
- > They have the time/condition to use/pickup the product

Someone might show interest for an item for the future, not for the moment. When they saw your advert and indicated interest, but deep in their thoughts it is for next year, it is for next purchase, it is for keeping tab of a new seller that has it cheaper (which is you) than previous seller they usually buy from so that when they are ready they buy.

Yes you spent money on ads, that is not guarantee for forcing people to align with your “deserving” purchase time.

Some people will surely buy within the time of your marketing, sometimes majority do not buy.

When your expectation is for all people to buy, you end up frustrated and the thought for giving up becomes a thing to give a chance.

When you then give-up and the prospective clients becomes ready to buy, automatically you lose the sale.

Your job is to be there when they are ready after showing interest, no matter how long. And be there when they are to buy again.

If you are interested to know how long they will be ready then you ask them.

Instead of blindly assuming the customer is a time waster, you ask them when they will be ready for the purchase.

And if they tell you, you follow up till then. If they don't tell you and simply ignore your messages, your duty is to keep tab with them by consistently following them up with offers, deals, and promotions that would trigger their emotion.

There's no enough moment for sending message to a prospective customer, except they unsubscribe or request the messages be stopped. In such case, you happily bid them farewell. Although if the messages are informative enough, they will never stop them from coming in.

Know Your Conversion Rate Per Month

Many businesses focus on getting more buyers, website visitors, social media followers, or advertisement clicks. While these metrics are important, they do not measure what truly matters “how many people actually become paying customers out of the multitude of visits, clicks and interests”.

Knowing this metrics solves issues of business fatigue, giving up thoughts and constant blame game that never allow your mind be at peace.

A conversion rate is the percentage of people who complete a desired action, such as making a purchase, after clicking an advertisement or visiting a website. For example, if 1,000 people clicked your advert and 30 make a purchase, your conversion rate is 3%. Knowing this number helps businesses understand whether their marketing is profitable or simply generating traffic without results or generating less than amount that help the business owner save after expenses.

In as much as clicks, views, are important, I prefer to track what I call INTEREST THROUGH RATE.

This is where we only measure interests vs sales. This is because of the funnel I initially share with you.

If a single buyer ends up buying items worth ₦1,000,000 and your actual cost of marketing is ₦100,000 which brought about maybe 100 interested

potential clients, the 99 that didn't buy are not your problem, they are a list for follow up.

Same when the advert brought leads of 100 and you spent ₦100,000 and made ₦120,000 back.

The reality is that, the ₦20,000 or less than half made as profit is enough to justify the first buyer intent, and the rest are 100% free money.

Yes, free money because your cost of marketing is already made back, plus additional left over. Knowing fully well, you are not acquiring just customer but human that will buy from you in many years to come.

And if you keep going with the ₦100,000 every business cycle of a week or a month, the audience gradually gets better at buying, while you pay attention to both buyers and none buyers to study their behaviours, who they are, where they are coming from, and effectively improve the marketing for better results.

If you happen to have only one person as customer out of 100, then we are talking of 1% conversion rate.

Most people fail in marketing or online business management just because they don't know their conversion rate, or they know but ignore it and prefer to keep "wishing"

Note, the conversion rate is measuring the human factor in the entire marketing done. And with that you can always earn from humans, as no clicks, views or impressions is worth more than a human buying action.

Average Industry Conversion Rate

The below is only measuring sales coming from paid ads accross all industry. This should help you understand why your ads is performing in a certain way, and iif it is far below the margins here, you kill the ads and adjust. This does not mean final, you can do far better, they are just average according to most businesses in each industry.

INDUSTRY CONVERSION RATES

FROM CLICK THROUGH RATE (CTR) TO PURCHASE



CLICK
(CTR)



VISIT

(LANDING PAGE)



PURCHASE
(CONVERSION)

INDUSTRY	CONVERSION RATE (CTR TO PURCHASE)
 E-COMMERCE / RETAIL	2.0% - 5.0%
 COMPUTER & ELECTRONICS	1.5% - 4.0%
 FINANCE & INSURANCE	2.0% - 6.0%
 HEALTH & WELLNESS	1.5% - 4.0%
 EDUCATION & E-LEARNING	1.5% - 4.5%
 REAL ESTATE	1.0% - 3.0%
 BUSINESS SERVICES (B2B)	1.0% - 3.0%
 LEGAL SERVICES	1.0% - 3.0%
 AUTOMOTIVE	1.0% - 3.0%

INDUSTRY	CONVERSION RATE (CTR TO PURCHASE)
 TRAVEL & HOSPITALITY	1.0% - 3.0%
 FOOD & BEVERAGE	1.0% - 3.0%
 FASHION & APPAREL	1.5% - 4.0%
 BEAUTY & COSMETICS	1.5% - 4.0%
 FITNESS & SPORTS	1.5% - 4.5%
 HOME & GARDEN	1.0% - 3.0%
 ENTERTAINMENT & GAMING	1.0% - 3.0%
 NON-PROFIT & CHARITY	1.0% - 3.0%
 OTHER INDUSTRIES	1.0% - 3.0%



CONVERSION RATES VARY. TEST, OPTIMIZE, SCALE.

SOURCE: INDUSTRY BENCHMARKS 2024-2025
RANGES MAY VARY BY BUSINESS MODEL & AUDIENCE

The above is mainly when clients are not communicated with for the actual purpose of buying, depending on the product type.

Average Industry Conversion Rate Leads to Sale

The below is based on the business owner's communication skills, or the website heavily narrowed to a sales copy that does the heavy lifting of converting the prospective clients across all industry.

CONVERSION RATE FROM INTERESTS / LEADS TO BUYERS

Measure how many people who show interest in your business actually become paying customers.



THE FORMULA

$$\text{Conversion Rate (\%)} = \frac{\text{Number of Buyers}}{\text{Number of Leads}} \times 100$$

EXAMPLE

If 100 leads result in 10 buyers:
Conversion Rate = $(10 \div 100) \times 100 = 10\%$



KEY TAKEAWAYS

- More interest is good, but conversions are what drive revenue.
- Improve your lead quality and follow-up to increase buyers.
- Track, test and optimize every step of the journey.

This is mainly when clients are communicated with and that's lowest a business should convert from a 100 prospective client list, depending on product or service. You can convert more than 20% if you have call skills. **You can hire sales call freelancers on [incometise.com](https://www.incometise.com).**

LOGISTICS

Selling conclusion

The difference between an online scammer and a real business person is simply logistics.

This part is as important as marketing and selling. However it is important to note this part of business is a very disturbing and problematic side of internet business.

Even with a more structured road and google map systems in the united states, amazon struggled with logistics for decades until they introduced amazon prime in 2005, as a flat-fee shipping membership program offering unlimited two-day delivery.

As a customer of amazon you pay \$14.99 per month for a promise to receive your items faster within two days.

And yes, this means if you don't buy anything at all, you are still charged the price, and any time you buy you receive your item faster.

They introduced that not because customers don't pay for products, but because they need to control the shipping process by keeping the customers loyal and receiving money ahead to buy and hire enough hands pending when a loyal customer decides to buy item.

In Nigeria, the amazon process is not near possible. Even Jumia introduced all manners of loyalty programme to get Nigerians to buy items and paying shipping fees upfront with cost of items, and it never worked.

Jumia was later forced to sell on payment on delivery, and in fact, introducing payment on delivery to make just enough sales to survive, with a plan to stop it in the future, and each time they tried to stop payment on delivery, sales drop in a noticeable way.

Till this day Jumia still sell on payment on delivery in some locations in Nigeria.

If you are selling physical items you either build strong trust with the customers or you allow them trust nothing but item in their face before they commit payment.

Even though PAYMENT ON DELIVERY is a challenge it does help bump up the sales faster and 25% to 60% of the time you have your items delivered to your customers without issues, and other times you get failed delivery.

With Dropazz, you can have your items stored close to customer location in a way such item could be used for another available customers. This is why Dropazz users that run a supply chain dropshipping business never worry about returning items to themselves nor even shipping cost.

Yes with Dropazz, sellers enjoy refund on shipping that failed even if item is already in the state where customer is located.

How to sell without COD/POD

A good business operator follow through logistic processes, and does feel unrest until his or her customer receives the item, be it on payment on delivery or not.

This kind of intention in the way you feel about delivery is the only thing that will create that confident to actually sell without Payment on Delivery (POD) or Cash on Delivery (COD).

It takes a confident logistics minded person to put up the price on a website and request for payment before delivery.

Knowing in your hearts that this customer needs to be serviced in a way he or she could be taken to your bottom line funnel.

Most of my items sold are for payment before delivery, but there are a few things I use to create that confident especially in Nigerian market in order to get the clients to pay before delivery on items that I sell without showing face nor video of myself.

- 1. Insist On Payment Before Delivery:** Yes, you might have less sales, but you will still make sales on that cover costs of marketing and profits if the marketing is consistent enough. Let the clients pay before delivery. Add your price, place your ads and look away - Wait and see clients reactions. You will definitely receive comments requesting for payment on delivery, nicely respond to them with comments that make them feel good about the situation by painting your own pain of taking payment on delivery, like clients placing order without being available to receive etc.
-

2. Use COD In States Your Ads Is Not Targeting: As a human, we think about something as true when it at least has a place it could be considered true.

When a potential client sees an advert that says if you are in Ibadan you get free shipping because we are in Ibadan and can take payment on deliver in such location where we are, outside Ibadan intending customers needs to pay before delivery.

Customers even though they read that payment on delivery is only allowed for a certain location where they are not would still proceed to place order, this type of prospective customers can be called and solicited for to make payment before delivery is carried out, some will pretend they didn't see the none payment on delivery outside their area and still ask you to deliver on COD, do all you can to keep it calm with the client, and offer part payment before delivery.

A lot of them will proceed to make full payment or part payment for the item. And on their next purchase they won't mind paying full payment if they initially paid part payment for first order.

Digital products requires no physical logistics, so you simply sell using the instant payment before download or access of products.

Final Thought

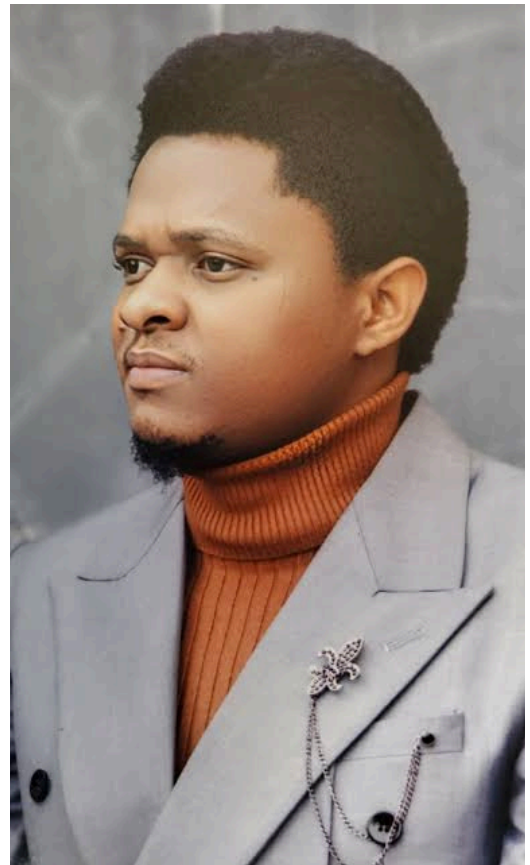
Business should not be boring, should not be another wicked cycle of tedious job that enslave the business owner.

Business should be fun and as well exciting fast means of making money for creating a better life for the owner.

I hope you got value in this few pages of mine.

If you do, please share to someone who needs to read and improve their digital business experience.

Thank you!



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