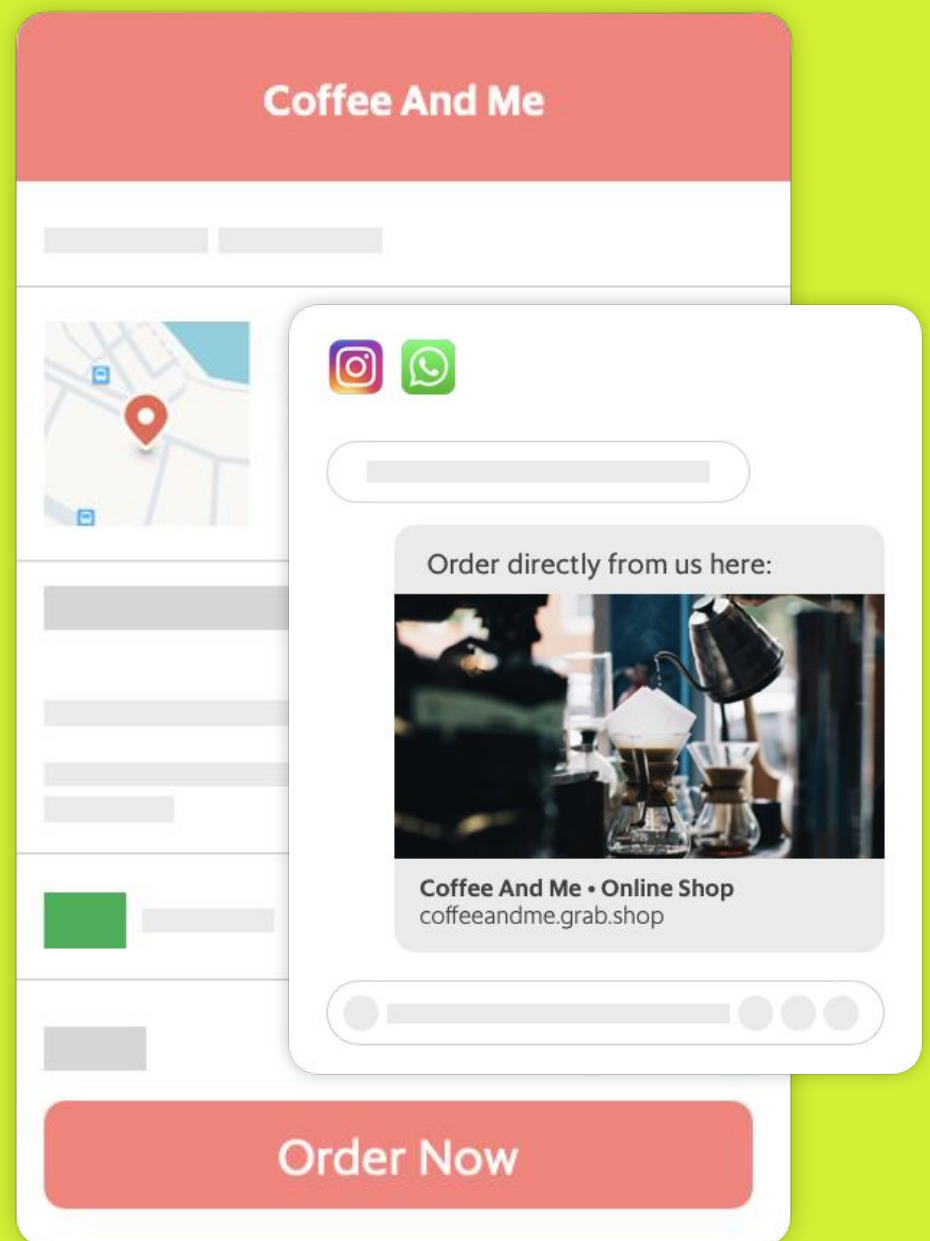


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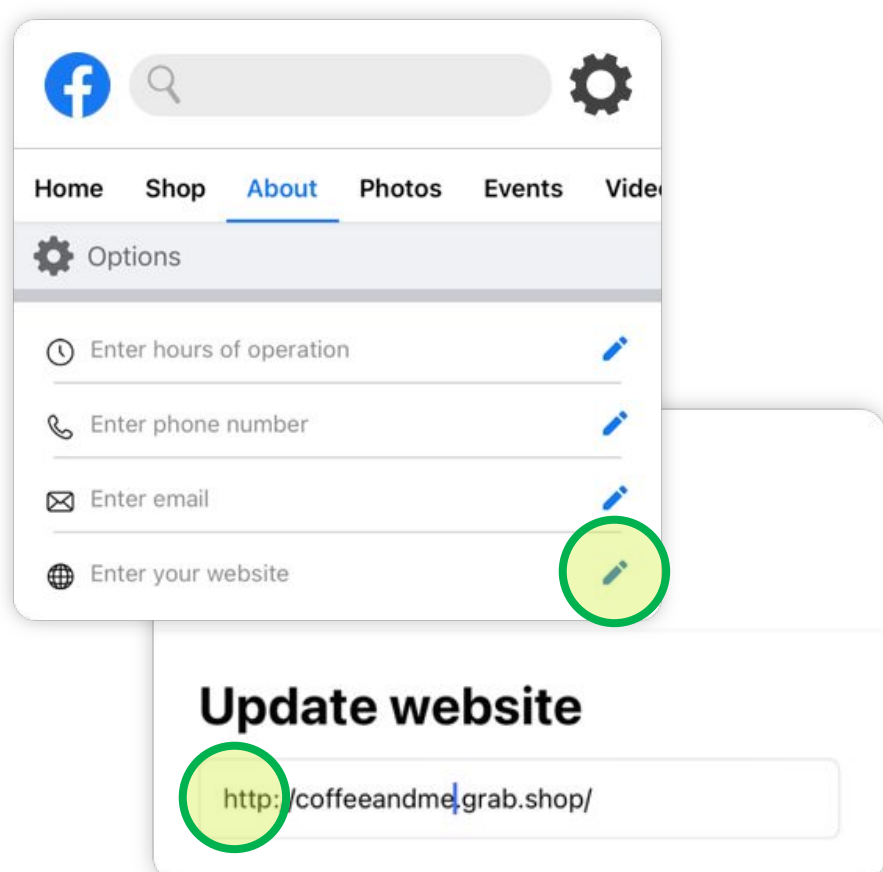
Getting more customers to your brand new Online Shop

It's time to get your first sale! With so many different channels to promote your business, where do you start? Here are 5 quick tips to get more customers to your new Online Shop.

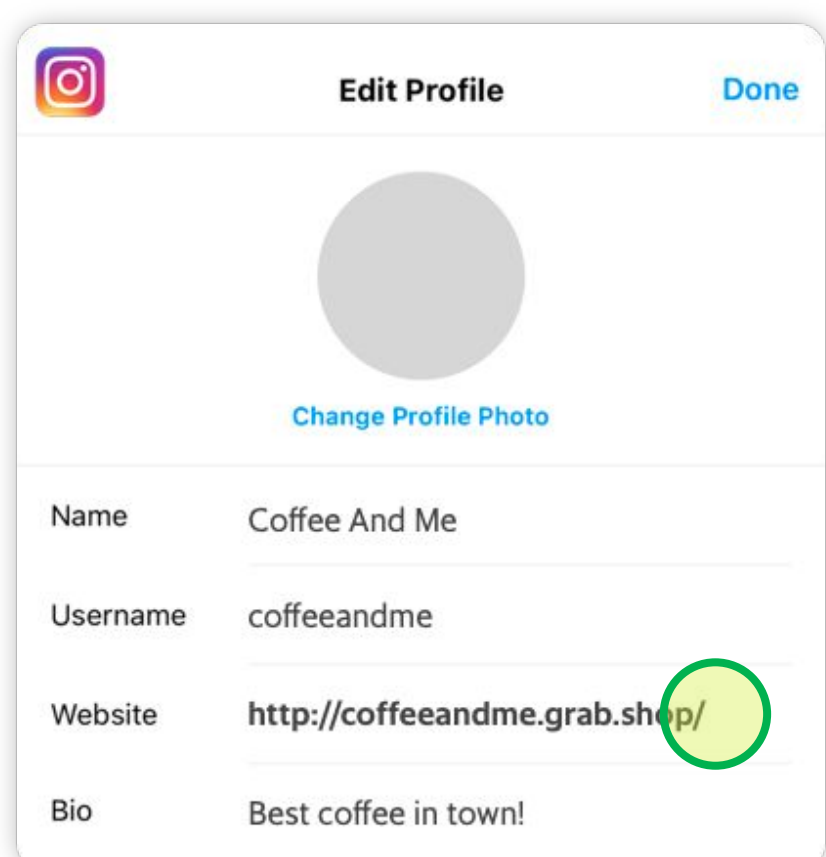


Tip 1: Add Your Website Link

Getting people to notice your Online Shop can be quick, easy, **AND FREE!** Let's get started with some easy ones - **adding your website link to your brand pages** on Facebook and Instagram.



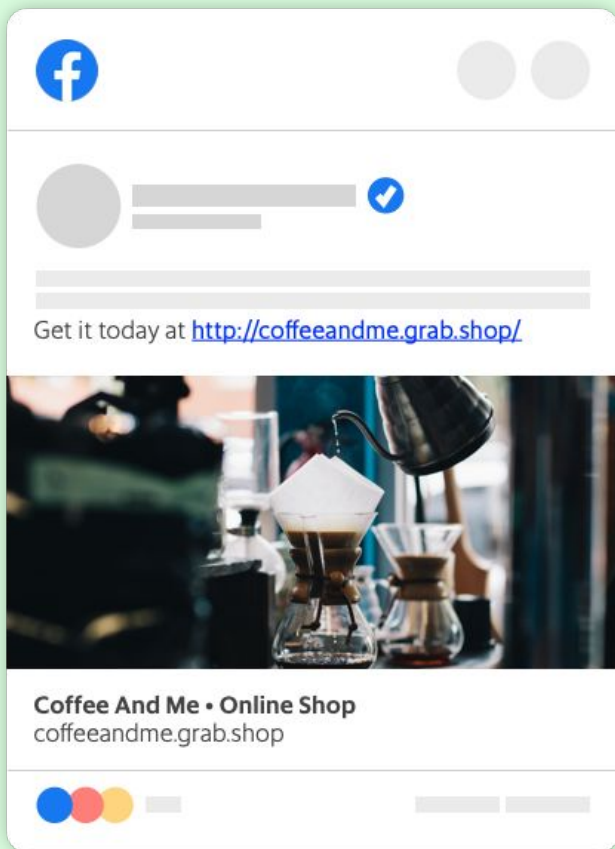
→ On your **Facebook Page**, tap on **About** to update or add your Online Shop link



→ On your **Instagram Profile**, tap on **Edit Profile** to add your Online Shop link

Tip 2: Remind Your Followers

Social media is a good way to get the word out there! Whether you're posting about a new item or reposting your followers' IG story, **just remember to always include your Online Shop link.**



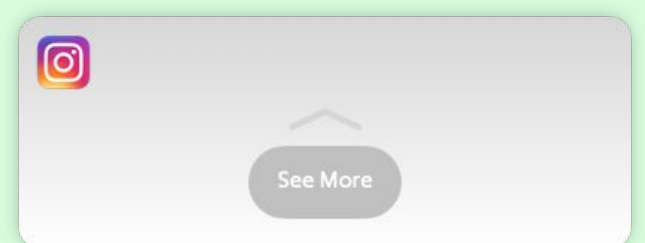
→ On **Facebook**, add your Online Shop link in the caption and a clickable link will show up



→ On **Instagram**, remind your followers to use the link on your profile



→ On **IG Story**, add a 'link in bio' sticker as a reminder



💡 **Did you know?** If you have >10K followers, you can add a link directly to your IG story

Tip 3: Chat Them Up

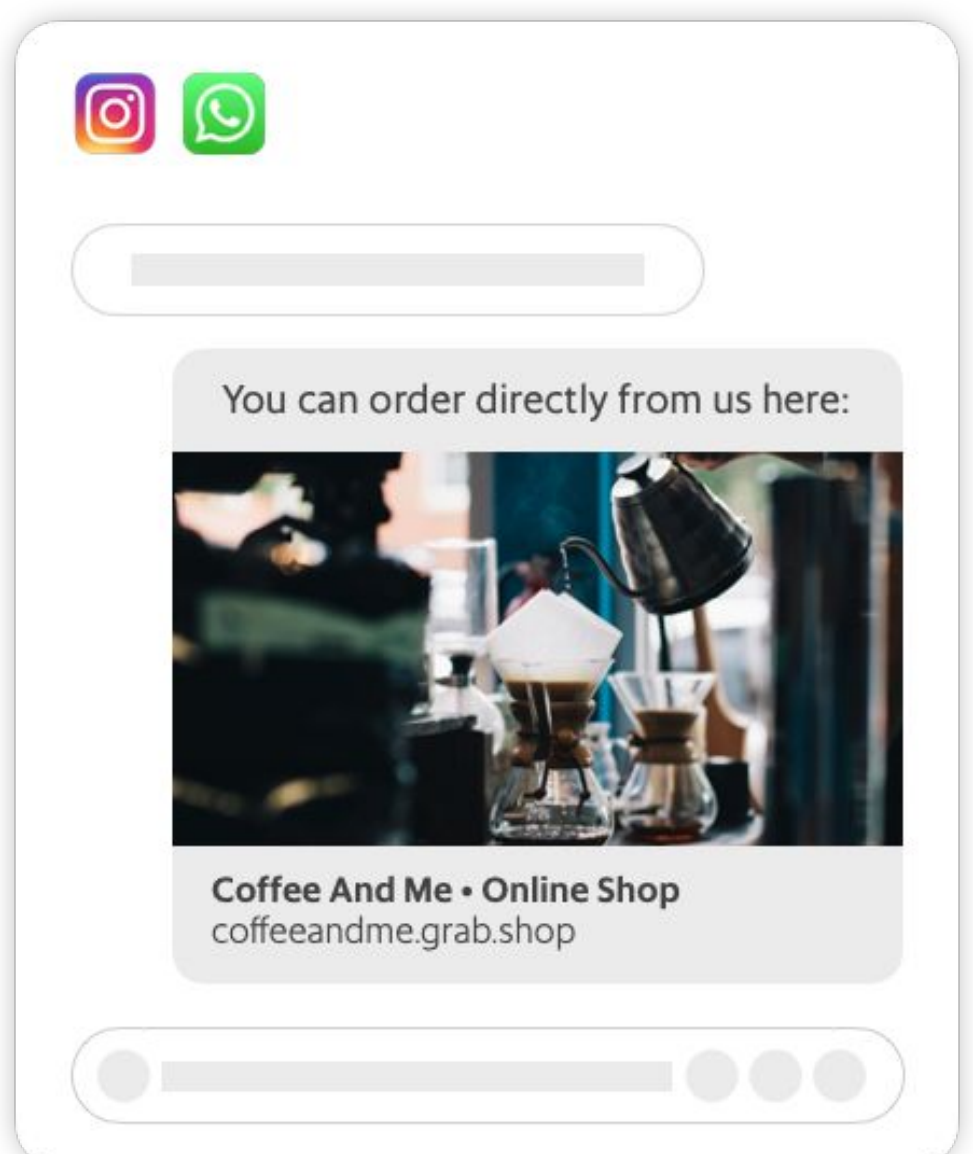
Do you use chat apps like WhatsApp, Telegram or Instagram to connect with your customers? **Time to convert them with a few simple messages. Here are some ideas to get you started:**

1. Send them a message to promote a **new menu item**
2. Inform them about any **promotions you're running**
3. Include a **reminder when you respond** to queries



Pro Tip!

On Instagram and WhatsApp Business, create **Saved Replies** with your URL to send them out quickly!



Tip 4: Make Use of Online Communities

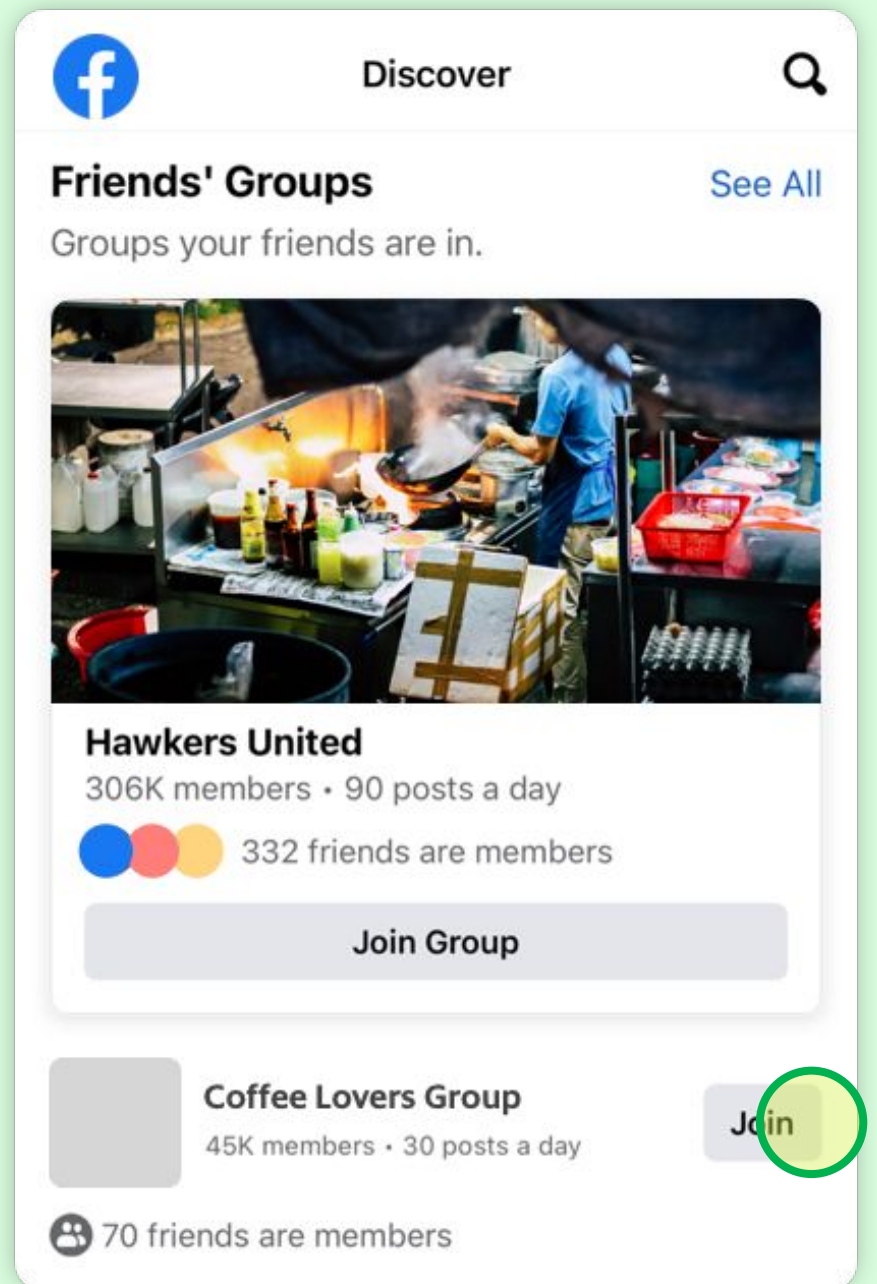
Look out for online groups and forums that may be interested in your products. Join these communities, **post a short message with a link to your Online Shop** and watch your orders grow!

- On **Facebook Groups**, you can easily discover lots of community groups, join them and share the love!
- You can also try **searching on Google** or even LinkedIn to find other community groups to connect with.



Pro Tip!

Create a promo and share it with your community to get them started!

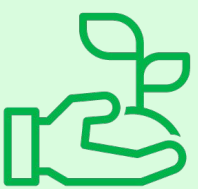


Tip 5: Send Out Those Emails

If you've been managing your online sales through other website or even Google Forms, you would have collected some customer email addresses. **It's now time to engage them!**

Tell them about a promotion, or new items that you've recently added. And make sure to link them to your new Online Shop!

Better yet, create and send them an offer code that rides on an upcoming holiday/festivities. **Everybody likes a good offer!** You can easily create an offer on your GrabMerchant App.



In the next **Quick Guide**, get more tips on nurturing new leads with some paid advertising for your new Online Shop.