



Portland Marketing Exec Underscores Importance of Packaging for Goods Ordered Online

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Augusto Beato, CEO of Portland SEO, emphasized the importance of optimizing product packaging as a way to boost sales online.

While retailers are using various methods to bring shoppers online such as free shipping and discounts on online orders, online shopping minimizes the impulse purchases in the store.

According to Beato, the focus now is not just on making an initial impression and standing out on a shelf but in making a lasting impression about a product based on its packaging.

When shopping online, the first physical contact customers have with a specific brand is often handling the package that has been delivered to them, said Beato. Through the packaging, manufacturers can make a favorable impression and strengthen their brand identity.

Online retailers who are hoping to boost sales can tap the expertise of Portland SEO through this link.

Based on a survey commissioned by brand empowerment specialist API Group, around 25 percent of the respondents identified packaging as a major contributor to fuelling online sales.

With an increasing number of consumers preferring to shop online, manufacturers should invest in providing the right packaging that creates a connection with the customer.

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Clear Health Talk

We wanted to see every Clear Health Talk follower to have a healthy lifestyle. We aim to provide consistent and updated health care tips and encouragements to everyone who wanted to take the journey to a healthy lifestyle.

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