

# 4 Ways to Win Online Sales

Harness the power of e-commerce and open up a world of new sales opportunities by following these helpful tips.



## 1 Barcode your products (the right way).

Small businesses can avoid lost sales opportunities and the unnecessary cost of relabeling by starting at GS1 US\*. Getting a UPC from GS1 US ensures that your barcodes are authentic, unique, accepted worldwide, and identify you as the brand owner.



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To determine how many barcodes you'll need and whether you should license a single GS1 US Global Trade Item Number\* (GTIN\*) or a GS1 Company Prefix, visit [www.gs1us.org/upcs-barcodes-prefixes/get-a-barcode](http://www.gs1us.org/upcs-barcodes-prefixes/get-a-barcode)

## 2 Get discovered digitally.

Did you know that the same numbers in a barcode are also used online, making it easier for your products to be found in web searches and on e-commerce platforms? On e-commerce platforms, if you want your product to be searchable, applying random or proprietary numbers won't work—your products need to be identified according to retailer requirements, or they may be hidden from search results.



## 3 Help the consumer picture it.

High-quality photos are a necessity to complement product details, leading to higher sales conversions and outstanding reviews. In today's competitive marketplace, photos are critical to confirm that your product meets the consumer's expectations.



## 4 Provide complete product information.

An online shopper relies heavily on product information to make a decision to buy an item. Launching a product with detailed information can be a great point of differentiation and help sell your product versus a competitor's product.



Work with barcoding and product content experts by exploring the GS1 US Solution Partner Program: [www.gs1us.org/services/find-gs1-us-solution-partner](http://www.gs1us.org/services/find-gs1-us-solution-partner)



More information about GS1 US tools and services to help small businesses achieve their goals is available at: [www.gs1us.org/industries-and-insights/by-industry/small-business](http://www.gs1us.org/industries-and-insights/by-industry/small-business)

In this publication the letters "UPC" are used solely as an abbreviation for the "Universal Product Code," which is a product identification system. They do not refer to the UPC®, which is a federally registered certification mark of the International Association of Plumbing and Mechanical Officials ("IAPMO") to certify compliance with the Uniform Plumbing Code as authorized by IAPMO.