



Health and Joy



**Cheat Sheet for  
Setting Up a  
Successful Online  
Shop on a  
Digital Platform**

By Evi Kathrepti



# 1. Choose the Right Platform

## **Research:**

Compare platforms  
(e.g., Shopify,  
Amazon, Etsy).

## **Align:**

Match the platform to  
your product type and  
target audience.

## **Cost:**

Consider fees, ease  
of use, and support.





## 2. Create a Winning Product Listing



### **High-Quality Images:**

Use clear, well-lit photos from different angles.

### **Compelling Descriptions:**

Highlight features, benefits, and unique selling points.

### **Keywords:**

Optimise for search by including relevant terms.





# 3. Set Competitive Prices

## **Market Research:**

Check competitors' pricing.

## **Value-Based Pricing:**

Consider perceived value, not just cost.

## **Discounts & Bundles:**

Use promotions strategically to attract buyers.



# 4. Build Trust with Customers

## **Professional Branding:**

Consistent logo, colours, and tone.

## **Customer Reviews:**

Encourage and display testimonials.

## **Responsive Support:**

Answer questions and resolve issues quickly.



# 5. Leverage Social Media



## **Engagement:**

Share behind-the-scenes content.

## **Collaborate:**

Partner with influencers.

## **Consistency:**

Post regularly and interact with your audience.





# 6. Optimise for Success

## **Analytics:**

Monitor what works and refine your approach.

## **SEO:**

Use keywords in product titles, tags, and descriptions.

## **A/B Testing:**

Experiment with different images, descriptions, or prices.





# 7. Plan for Growth



## **Inventory Management:**

Avoid stockouts or overstock.

## **Email Marketing:**

Build an email list for promotions and updates.

## **Expand Offerings:**

Introduce new products based on customer feedback.







**REMEMBER: SUCCESS  
DOESN'T HAPPEN  
OVERNIGHT. BE  
INTENTIONAL,  
CONSISTENT, AND  
ADAPTABLE. EVERY  
SMALL IMPROVEMENT  
COMPOUNDS INTO  
BIG RESULTS! ★**