

## Useful tips to go digital with your Grocery Basket

### 1. Present your grocery basket shop

First tip, give a personal touch to your online platform so you draft an engaging customer experience. The digital world is a vast playground and your portfolio must help you create emotions. You can present images of your fruit & vegetable store, videos of your team and even some culinary creations if you have any. Allow your visitors to see your professionalism and the quality of your work. Just tell them who you are and why you are passionate about what you do.

### 2. Showcase your best products

To drive more traffic to your website, we invite you to upload a bunch of top-quality products very week, for instance photos of seasonal baskets that customers are looking for as a priority. You can also upload a list of limited offers (such as non-wasting food campaign) to attract new clients and encourage your regular ones to visit you several times a week. Never forget that a good online page has to be refreshed as often as possible! Creativity is key.

### 3. Highlight client reviews

Collect, publish, and share client reviews, this is super important to build trust and create an engaging and transparent customer experience. Do not hesitate to publish client reviews and give the opportunity to your clients to engage with others. It's a great way to show internet users why they should come to your store. Nothing is more convincing than having great reviews and recommendations to stand out, especially in food businesses.

### 4. Write a blog

Always bear in mind that you and your team are key to your brand so always show your personality. Talk about yourself, the way you work, your values and what makes your Grocery Basket stand out from the crowd. Be authentic and post the best content you possibly can. Don't forget that every post has to be engaging and original. Talk about your news, events or offers that you may have. Get your customer loyalty outside of your shop to generate new visits and more sales.

