

How to Create Cross Sell and Upsell Campaigns



- **To launch a successful cross sell campaign, you need to figure out which of your products and services complement one another. Ask yourself:**
 - Who your target market is
 - What these customers usually buy as additions to their main purchase
 - Which different items they purchase at the same time
 - What items have done well in previous cross sell campaigns (if applicable)
- **You can find this information from customer purchase and browsing history, communications, and any repeat return or cancellation records. When it comes to upselling successfully, you should:**
 - Choose upsell products from the same category as the original product. For example, don't recommend a pair of dress shoes if your customer is shopping for runners.
 - Provide enough screen space to display the promotion and testimonials for the upsell product.
 - Choose your highest-reviewed or best seller products, as long as it's logical to pair them with the original product being purchased.
 - Offer your customers reasons and context for choosing the upsell item over an alternative.

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