

Blancminge

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Traditional direct marketing wisdom applies *online* too!

Direct marketing tip 1: make it easy for people to buy on impulse and you'll sell more.

It makes sense from a logical perspective. If you make the buying process complicated, long or multi-stage, you'll lose a percentage of your buyers along the way; people who are *almost* but not 100% convinced, people who like to buy on impulse and those with particularly short attention spans will desert you.

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