6 Essential Apps to Increase your BigCommerce Store Sales

Launching a new e-commerce store is a huge task, and it doesn't end when your BigCommerce store is live. Growing a steady following and sales funnel is no easy feat, but smart store owners will learn quickly that they can take some of the work out of it by finding apps that do the work for them.



- [ ] In-stock alerts - Why it's essential: Capture lost sales, and validate your products before you make or stock a large amount of inventory.
- [ ] Mailchimp - Why it's essential: If you run an e-commerce store, you need an email marketing app. Mailchimp is affordable, and easy for anyone to use, while still offering robust functionality.
- [ ] Storemapper BigCommerce Store Locator - Why it's essential: If you have brick-and-mortar stores, or partner retailers who sell your products, your website can be used to increase offline sales as we
- [ ] Yotpo - Why it's essential: Build trust by letting customers add images and reviews of your products.
- [ ] Fav SEO - Why it's essential: Tackle SEO for your products — easily.
- [ ] Facebook Ads - Why it's essential: Facebook ads convert, but their ads platform is a bit of a gauntlet. If you're not an expert, this app will simplify things immensely.

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