Hector Garcia

5 conversion tactics you can add to your store this weekend

GUIDES · 9 MIN READ · SEP 30, 2026

You already have traffic. These 5 tactics get more of it to buy and to buy more per order: bundle discounts, customer videos on the page, a sticky add to cart on mobile, product recommendations, and trust badges by the buy button. Each one has the exact app or tutorial, the setup steps, and what to watch out for. Do one per evening and you're done by Monday.

THE 5 AT A GLANCE

TACTIC	WHAT IT FIXES	TOOL	COST	TIME
Bundle or quantity discounts	Low order value	Kaching Bundles	Free to install, paid plans from $14.99/mo	30 min
Customer videos on the page	Shoppers who don't trust photos	Moast Shoppable Video & UGC	Free plan	1 hour plus collecting videos
Sticky add to cart on mobile	Buyers who scroll away from the button	Free code tutorial	Free	30 min
Product recommendations	One item orders	Also Bought CBB or Search & Discovery	$19.99/mo, or free	45 min
Trust badges by the buy button	Hesitation at the last step	Trust badges tutorial	Free	20 min

BEFORE YOU START

Do them in this order. Bundles and recommendations raise how much each customer spends, customer videos and trust badges get more people to buy at all, and the sticky add to cart catches the mobile shoppers you're losing right now.

Important: the sticky add to cart uses custom code. Duplicate your live theme first (Online Store > Themes, open the three dots menu, then Duplicate), make the change on the copy, and publish it only after you test it on your phone.

Write down your conversion rate and average order value from Shopify Analytics before you touch anything. Check them again in 2 weeks so you know what actually moved the numbers.

1) BUNDLE OR QUANTITY DISCOUNTS

Someone buying one is good, someone buying three is better. This is the easiest lever for raising order value.

1. Install Kaching Bundles and open it from your Shopify admin
2. Create a quantity break on your bestseller with 3 options: buy 1, buy 2, buy 3
3. Start with **10 to 15% off for 2** and **20 to 25% off for 3**, and check your margins still work at the deepest discount
4. Label the middle option **Most popular** so most people pick it instead of the single
5. Add a reason to go bigger: free shipping on 2 or more, or a small free gift on 3
6. Preview the product page on your phone and confirm the price in the cart matches the bundle you picked

2) CUSTOMER VIDEOS ON THE PRODUCT PAGE

A real customer using the product beats another product photo every time, and one video is enough to start.

1. Install Moast Shoppable Video & UGC. The free plan covers up to 10 videos per widget
2. Collect your first videos: message your last 20 customers and ask for a 15 second clip using the product, and offer a discount on their next order as a thank you
3. Pull in videos customers already posted where they tagged you on Instagram or TikTok, and ask their permission first
4. No customer videos yet? Film yourself on your phone: unboxing, using it, a quick before and after. Real and simple beats polished
5. Add the video carousel on the product page, right under the images or right above the reviews
6. Tag the product in every video so shoppers can add it to cart without leaving the video

3) STICKY ADD TO CART ON MOBILE

Most people shop on their phone, and scrolling away from the buy button loses sales a sticky bar would catch.

1. Check your theme editor first: some themes already have a sticky add to cart setting, and if yours does, just turn it on
2. If not, duplicate your theme and follow the free code tutorial on the copy
3. Keep the bar simple: product image, name, price, and one red add to cart button
4. Test on your phone: scroll down a product page, pick a different variant, and confirm the bar adds the right one
5. Publish the duplicated theme once it works

4) PERSONALIZED PRODUCT RECOMMENDATIONS

"Customers also bought" turns one sale into two without spending another dollar on ads.

1. **Paid route:** install Also Bought CBB for automatic Amazon style recommendations ($19.99/mo, 14 day free trial)
2. **Free route:** install Shopify's Search & Discovery and set related and complementary products yourself
3. Start with your top 5 sellers. Give each one 2 to 4 add ons that make sense with it (a case with a phone, a refill with a bottle)
4. Show recommendations on the product page and again in the cart, where people are already buying
5. Skip anything that costs more than the main product. Cheap add ons get added, expensive ones get ignored

5) TRUST BADGES NEAR THE BUY BUTTON

Three or four small badges next to the price, like secure checkout and a real return policy, and hesitation drops fast.

1. Follow the trust badges tutorial to add badges to your product page
2. Place them right under the add to cart button, not in the footer where nobody looks
3. Use 3 or 4 max: secure checkout, free returns, free shipping over a set amount, warranty
4. Only show what you actually honor. If the badge says 30 day returns, your policy page has to say 30 day returns

5 Add the payment icons your checkout accepts (Visa, Mastercard, PayPal, Apple Pay) under the badges

PROMPTS TO WRITE THE COPY

Paste into Claude or ChatGPT, fill in the brackets, and you have the copy for each tactic in a minute.

BUNDLE OFFER COPY

```
You are a conversion copywriter for Shopify stores.

My product: [product name and what it does]
Price: [price]
Bundle options: buy 1, buy 2 at [discount]%, buy 3 at [discount]%
Extra on bigger bundles: [free shipping / free gift / none]

Task:
1. Write a title and one short line for each bundle option.
2. Write the badge text for the middle option.
3. Write one sentence under the button that tells people how much they save.

Output format:
A simple list, one bundle option per block. Plain language, no hype words.
```

ASK CUSTOMERS FOR A VIDEO

```
Write a short, friendly message I can send to past customers asking for a video.

My store: [store name]
Product they bought: [product]
Thank you I'll give: [discount or gift]
Where I'll send it: [email / Instagram DM / WhatsApp]

Task:
1. Thank them for their order.
2. Ask for a 10 to 15 second vertical video using the product, filmed on their phone.
3. Tell them exactly what to show and that it doesn't need to be perfect.
4. Mention the thank you and how to send the video.

Output format:
One message under 90 words, plus a subject line if it's an email.
```

TRUST BADGES AND RETURN POLICY SUMMARY

```
Help me write trust badge text for my product page.

My real policies:
Returns: [days and conditions]
Shipping: [free over amount / times]
Warranty: [length and what it covers]
Payment: [methods accepted]

Task:
1. Write 4 badge titles of 2 to 4 words each, with a short line under each.
2. Write a 2 sentence return policy summary for under the add to cart button.
3. Flag anything that could be read as a promise my policies don't back up.

Output format:
Badges as a list, then the summary, then any flags.
```

TEST IT ON YOUR PHONE BEFORE MONDAY

Run through these on your phone with the store open, like a customer would.

- [ ] Pick the buy 2 bundle and confirm the cart shows the right discounted price
- [ ] Play a customer video and add the product to cart from inside the video
- [ ] Scroll a product page and confirm the sticky bar appears and adds the right variant
- [ ] Check that recommendations show on the product page and in the cart
- [ ] Confirm the trust badges sit right under the add to cart button
- [ ] Read each badge and make sure your policy pages say the same thing
- [ ] Place a test order with a bundle and a recommended add on
- [ ] Note your conversion rate and average order value so you can compare in 2 weeks

QUICK LINKS

Bundles: Kaching Bundles
Customer videos: Moast Shoppable Video & UGC
Sticky add to cart: Free code tutorial
Recommendations, paid: Also Bought CBB
Recommendations, free: Search & Discovery
Trust badges: Trust badges tutorial

WANT IT DONE FOR YOU?

These 5 turn more of your visitors into buyers. The next step is getting more of the right visitors: ads with new creative tested every week, and a store built to turn those clicks into orders. That's what I build for Shopify brands.

If you want to see what that would look like for your store, book a free call here.

WORK WITH ME

Business owner looking to automate?

hexgarcia.com/free-call

Questions? Reply to the newsletter or reach out via email.

Hector Garcia
@hex.gar · contact@hexgarcia.com