

Online Shopping Hacks You Need To Know

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Online shopping is frankly unavoidable these days because certain original or imported products are available strictly online, and our daily schedules often limit us from taking long shopping trips.

In the context of social media pages and website orders for fashion and lifestyle products, people commonly have many concerns. After countless orders of products that both satisfied and surprised me, here are some hacks to follow.

VIDEOS OVER PICTURES

Many photos online do not truthfully represent the product being sold because of different camera quality, lighting, and angles. Videos are a lot more trustworthy because it gives a better representation of the feel and design of a product. It is also less likely to be distorted, purposely or inadvertently. If a product seems legitimate on video, it is less likely to disappoint you.

MULTIPLE IMAGE SOURCES

Even if you are set to order a product from a certain page, check if similar pages sell the same product. You are more likely to get a clearer look of the product or even identify image distortions if you check more than one business. Then order from whichever business according to your judgement.

CHECK ORIGINAL WEBSITE

In the case of an imported product, the original website of the brand as well as online retailers such as Amazon should always be checked. Beyond reviews, the price in dollars of the product should translate the same amount in taka. Certain importers do buy in bulk, which may reduce markup, but if the product is priced suspiciously close to the dollar value, then it is likely

to be fake. Do keep in mind that prices do fluctuate particularly around certain times of the year and during sales.

CHECK COMPETITOR'S PRICING

Comparing prices of multiple pages allows you to identify a fake product. Certain pages have a reputation of a high markup but if a business prices their products significantly lower than all its competitors, this may be a red flag.

COLOURS

The colour of a purchased product and its picture not matching is a very common phenomenon. If someone doesn't want to take risks, then ordering something black, white or off-white reduces your chances of disappointment by a big margin. Ordering something in a colour such as blue creates a wide spectrum of disappointment.

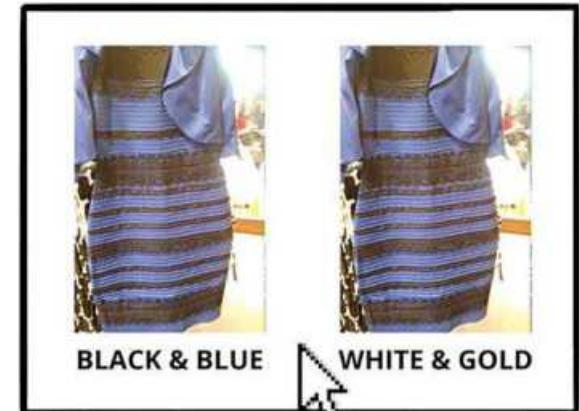
SIZES

Size is another area of concern. Free size clothes and unstitched clothes are always safer buys. Jewellery with adjustable sizes (such as rings that are open in the back) are good options. Many sellers stick to international size charts for shoes and clothes which makes life easier.

TALK TO THE PAGES

Most importantly, ask as many questions as you want about the product to the sellers to clear all concerns and not leave any detail to chance or surprise. Successful pages almost always have good customer service. If a page is unresponsive or has bad customer service: abort mission. This only means they're not serious about selling and have little reputation to protect.

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HOW TO TURN YOUR PET INTO AN INFLUENCER



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Have you ever gazed into your pet's eyes and asked, "Do you have what it takes to be an online sensation?" If no, disregard this article and move on. Otherwise, look no further. Following a few simple steps can ensure social media stardom for your beloved pet—cat, dog, and imaginary—setting them up for a life of mild celebrity status and free products.

Firstly, your top priority should be the account username, as it's the banner that will adorn your pet's online presence. It must ooze with quirkiness or possibly highlight your impeccable sense of humour with a pun. Most importantly, it should be catchy enough to imprint itself onto people's brains ensuring a lasting impression.

After taking care of the name, you need to focus on the posts themselves. The pictures are undoubtedly important but what will set your little companion apart are the captions. The captions reflect your pet's personality that you choose to assign to them. There's a wide variety of personalities to pick from: your pet can be a naughty flirt, or deep thinkers who always comment on how life is fleeting. They can even be like that one weird cousin you always avoid at social events. The possibil-

ities are truly versatile and endless.

Once the account gains some stability and a growing fan base, it's natural that your pet will receive products or offers from interested companies. This can be for reviews or endorsements. Regardless, this is a clear indicator that your pet is definitely on the right path. However, if you truly want to achieve peak influencer status, a few questionable sponsorships here and there might be necessary. After all, the road to fame is paved with immortal "detox" tea.

When the sponsorships have been dealt with, it'd be wise to release some form of merchandise for other household pets. This can include small hoodies, collars, bath water, cute sunglasses etc. If you're lucky, your pet will be in the middle of an online argument prior to the release of the merchandise. This will boost visibility and promote your products, all the while your pet's PR team tries to cover a scandal with one of the sponsorships. Regardless, your pet will emerge victorious with an arsenal of screenshots and high sales.

Finally, your pet will ascend from being influenced to influencing others and they wouldn't even have to lift a paw.

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