



When it comes to marketing, one of the most important strategies is to find and target people who are looking for what you are offering. Whether their reason to shop online is ease and convenience or the desire to find the specialty products they love, you have the opportunity to drive more sales to your online store.

TIPS

Start Living Well!

Improve your health with the use of AIM's high-quality dietary supplements and nutritional concentrates. AIM is Nutrition That Works!

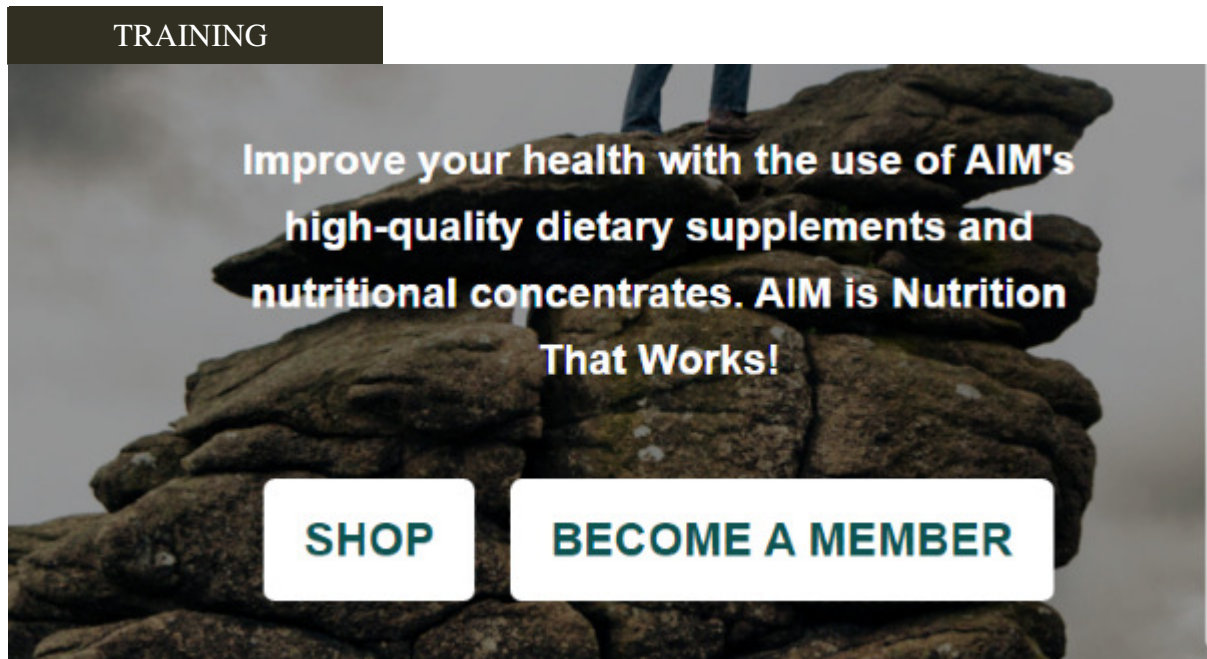
[SHOP](#)

[BECOME A MEMBER](#)



Here's a Tip - Customize your site by updating the Background image slide. Login to your site by visiting <https://myaimstore.com/your-store-name-here/wp-admin/> or use the Login link in the bottom right corner of your MyAIMStore Website.

- Log in to the dashboard of your site
- From the left menu, click **“Pages.”** Then, find the page labeled **“Home”** and click **“edit.”**
- Scroll down to Slide Area
- To update the background image slide, make sure to use an image which is at least 1280px wide. However, make sure that the image isn't TOO large, as that can cause your site to load slowly.
- To remove an existing image, click the X.
- Click **'Add Image'** and select a new image from your media library.
- If you're happy with the new image, click **“Update”** on the top right of the page.



Customize the Products or Join Now button on your Home Page

- From the left menu, click **“Pages.”** Then, find the page labeled **“Home”** and click **“edit.”**
- **Products Button Text** - For the left button
In the image the button was changed to **‘Shop.’**
- **Join Now Button Text** – For the right button
In the image the button was changed to **‘Become a Member.’**

- Update the content as desired and then click on the “**Update**” button on the top right of the page.

BLOG



FREE GRAPHIC EDITORS AND A FEW CHEAP ONES

Whether it's creating new images or editing photos, there's no dispute that Adobe Photoshop is one of the industry's best graphics editors. However, many people don't want to pay for the monthly or annual plans ... [Read more](#)

DO YOU HAVE A QUESTION YOU NEED ANSWERED?

Email your question to myaimstore@aimintl.com (be sure to include your name and AIM Member ID in your email). We may even use your question in a future newsletter! We hope you enjoy the MyAIMStore Connect newsletter and find it useful for your AIM business.