

11 Essential Digital Marketing Tips For Ecommerce

This decade has witnessed the rising popularity of eCommerce because of its time-saving nature, ease of accessibility, comfort and affordability.

The number of business people (particularly involved in sales business) relying on digital marketing strategies is increasing every day. Because they know investing time and effort in traditional marketing campaigns to enhance sales will be like arranging deckchairs on the Titanic.

Thus, they need to opt for eCommerce-specific digital marketing to ensure they do not miss out on potential deals. If you are new to this 'Digital Marketing World', here are some essential digital marketing tips for running an eCommerce business successfully.

Don't Forget The Fact!

Digital Marketing is a vast term. It is divided into several categories – Search Engine Optimization, Social Media Marketing, Pay Per Click Marketing, Email Marketing, Mobile Marketing, Affiliate Marketing and Content Marketing.

To craft a successful digital marketing campaign that brings massive traffic to your eCommerce website, it is essential to study a business's target audience. Once you've learned, you'll know it better – 'Where can you find much of your target audience?' Only include those mediums in your digital marketing strategies, which according to your analysis, will prove fruitful in the long run.

But! But! But!

You can't omit social media at any cost. Almost everyone is

present on social media. The audience belonging to different niches and having other interests and preferences are found on social media. So you must never omit to include SMO in your digital marketing strategies.

Here are 11 Digital Marketing Tips For Ecommerce

1) Memes Marketing:

It's the era where graphics and video marketing are trending. On top of everything, memes are becoming highly popular. The memes pages on Instagram and other social media channels are becoming highly popular.

The way memes can convey the message is best. This is the main reason memes pages are becoming popular – @epicfunnypage, @sarcasm__only, @societyfeelings and @ladible. All the big brands are adopting the tactic of memes marketing.

Tips For An Effective Memes Marketing Campaign

- Make sure your memes satisfy two motives – trigger humor and enhance brand awareness.
- Please don't post any meme without testing it on a group of people. If the message you want to pass through that meme is manifested among them, expect the particular post to bring excellent conversions for you.

2) Retargeting Website Traffic:

Digital marketing is not always about – 'Acquiring new customers. It is also about regaining the lost customers. You need to retarget them by running successful [SEO Toronto](#) or email marketing campaigns.

You must have enabled a tracking code to run the retargeting campaigns successfully. Also, you need to follow the cookies, which is the best practice for retargeting.

Secret Tips For Retargeting Website Traffic

- Create personalized ads for the audiences which are to be retargeted.
- Set up your campaigns with the assumption that the user has already visited your website and so he knows about your services. So your retargeting campaigns must focus on presenting attractive benefits to the users so they get convinced to buy products from you.

3) CTA's Are Important:

When doing SEO for eCommerce websites, it is essential to include CTAs or Call-To-Actions. To ensure that the users take necessary calls to action, it is vital to place the call to action at several places.

Tips To Add CTAs That Drive Conversions

- Use different CTAs on the page – Some CTAs should be related to 'Add To Cart', while others must be connected to 'Claim Discounts' etc.
- Not all CTAs should be based on the assumption that you've provided users with all the services they need. Rather, there must be some CTAs, asking users for their feedback and whether the particular eCommerce page has provided what they have been looking for.

4) Use 'Discount' Alike Words:

Use catchy and highly appealing words like – Discounts, n% Off, Sale etc. Psychological studies have revealed that visitors that see 'Discount' like words are more likely to

convert into potential buyers.

Tips To Add 'Discount' Alike Words That Convince Visitors

- When we intend to add words like discounts, we must not invite our losses. Instead, cross off the extended price of an article and then write the original price as a discounted price.
- Offer Additional Discounts and Free-Shipping Alike Facilities.

5) Add LIVE chat:

Nowadays, Live Chat is catching the fancy of audiences. People deem live chat options as a factor of credibility. They know if a company has put BPO on jobs, it is trustworthy and values customer satisfaction.

Must-Know Tips About LIVE chat

- If your website encounters massive traffic, it would be difficult for your BPOs to handle all the customers. So, you also need some Bots to generate automated responses to prevent customers from cribbing or not obtaining the answer.

They may receive a personalized response after some time. But, for the time being, you can give them some responsibility to ensure 'NO REPLY' doesn't infuriate them.

- Study the consumer behavior towards the products and services you sell. Because only consumer behavior.

6) Hire A Creative Content Writer:

The text on the emails, social media banners and captions act as a decisive element in whether your campaign has the potential to acquire new customers and take them to the sales funnel.

Not only this, but the content is also helpful in retaining already-acquired customers. Since there is a no-one-size-fits-all approach to acquiring new customers and retaining previous customers, you need to understand your target audience and write content accordingly.

Tips For Writing Content For eCommerce Websites

1. Make sure the language for your content is simple and creative.
2. Use catchy and highly attractive taglines that convince users to take the necessary actions. Like – COUNT ON our services to lose COUNT FOR revenue earned!
3. Don't use any AI tools for generating content. Only humanized content can help you trigger psychological sentiments.
4. Don't use lengthy taglines. Keep them short and sweet.

7) Use Videos & Infographics To Convey The Biggest Chunks Of Information:

We know people usually don't prefer grabbing information through text. They need a visual representation of the information to get it right and clear. There can't be a better way to do it other than using videos and infographics.

Tips For Conveying Information Effectively Through Videos & Infographics

- Suppose you intend to convey information through videos and infographics. In that case, you must ensure that the

visuals and content you use are highly attractive and that grabbing the most significant chunks of information seems like a piece of cake.

- Don't keep video and infographics too long, or users will lose the motivation to go through each of them in the beginning.

8) Instill Trust With Testimonials:

Customer testimonials act as the most significant source of instilling trust and credibility. Make sure to gather feedback from the people you have provided services to. Make sure to craft a special section for 'Happy Clients' and 'Our Testimonials'.

Tips For Grabbing Positive Testimonials

When you want positive feedback from your clients, you must send them an email full of sentiments like –

Hello ABC,

It has been a pleasure working with you. We hope to have met your expectations. Also, we would like to know the room for improvement in our services—your feedback matters to us.

Regards, XYZ

Most people have a similar psychological mindset – 'To respond well if received a polite or heartwarming message'. So try to be as lovely in your response as you can.

Don't be too honest about posting negative reviews in the 'My Testimonials Section'. Only post positive reviews that can help you to win potential clients.

Apart from that, you shouldn't follow unethical practices like posting fake reviews. Many big businesses have lost their

reputation because they relied on this tactic.

9) Gathered LIKES On Instagram Can Turn Into Sales:

The total amount of LIKES you are getting on Instagram posts can help you target the audience that is genuinely interested in your products and services. This way, you can target the exclusively ready audience to buy your products.

If those people can take a moment to like your post, they are interested in your products and services. One more effort to convert them will prove highly beneficial.

10) Conduct Surveys To Measure Quality:

You can't assume that the quality of your goods and services is up to the mark. It would help if you took regular feedback from your customers on whether they like your products and services. If they do not like something about your products or services, you can get to know about them through surveys etc.

Tips To Measure Quality

- When gathering feedback from clients, you should not only count on having survey forms. There are other mediums, like making phone calls to customers seeking their input and offering gifts for providing services.
- Don't expect comprehensive or long verbal answers from people. You must create multiple-choice or objective-type questions. You can get the best solutions in that form.
- We live in a world where people don't advise if they don't find any benefit.

11) Create a Customized Customer Experience:

The internet is filled with countless digital marketing suggestions, but this critical issue isn't discussed as frequently as it ought to – User Experience.

We live in a world where technology and eCommerce are dominant; therefore, you must be careful about whatever digital marketing advice you incorporate into your strategy.

The objective is to impress the buyer with the distinctiveness of your brand and convert visitors into potential customers.

Personalization is one of the key brand differentiators. As businesses compete for consumers' attention and money, e-commerce has evolved into "me-commerce."

Customers increasingly want personal service and choose stores that deliver it. Online merchants have a distinct advantage over their brick-and-mortar counterparts since they have vast access to consumer buying data.

a. Make Sure Clients Provide Information Just Once

Modern consumers don't mind handing over their personal information but detest doing it repeatedly. The top service providers carefully manage each piece of data they get from customers, linking it to their database and delivering a seamless user experience at every touchpoint.

Receive Instant Feedback

We've all had the experience of utilizing a service or product and wondering, "Who thought of that?" Ideas about 'How a particular product or process could be refined' starts occurring in mind. Sharing insightful criticism with the company is essential under certain circumstances.

The key to developing user experience improvement techniques

is to create chances to collect and reward quick input.

Take Into Account The Human Touch

By making technology seem more human, businesses may enable staff to deliver better customer experiences and forge actual connections with their customers.

Customers demand more human interaction because it's essential to providing seamless, unobtrusive service. Additionally, for automated experience solutions to advance, technology must learn from human interactions.

Reduce Duplication in Your Process

Redundancy reduction requires ongoing attention. You should aim to have clients complete laborious, time-consuming tasks that demand particular documentation and verification just once.

Customers, for instance, should only need to confirm their identification once throughout each interaction with the system.

Create Content That Is Device-Adaptive

Create content that is easily customizable for every size of the device. Customers now use PCs, tablets, and cell phones to conduct online searches. It is crucial that business applications, websites, or information can be viewed on all types of devices.

A user-friendly app will draw more customers because it will provide a better user experience and increase their likelihood of returning.

Save Your Resources And Time

Implementing the advice mentioned above can be time-consuming and expensive if you don't have an internal team. As you can see, digital marketing for eCommerce is a skilled craft.

Curating and managing all the data for each strategy requires the appropriate solutions. The goal is to reach out to customers at the ideal moment and place with the perfect offer.

The majority of eCommerce companies believe that the complexity and time commitment of digital marketing has increased. To put the tools and approaches together and make everything work, you need an experienced team.

Please get in touch with us if you think it's time to outsource your marketing or if you need some direction.

Final Comments!

Conducting digital marketing campaigns for eCommerce websites differs from other business websites. It requires meticulous strategy formation and constant efforts. Non-professionals cannot do it, therefore; you need to hire a reputed digital marketing agency that can promise to provide you with guaranteed results.