

10

GREAT THINGS TO DO WITH MARKETING APPS



**MARKETING APPS
ARE SOFTWARE SOLUTIONS
THAT ARE DESIGNED TO HELP MARKETERS
OR OTHER BUSINESS OWNERS
TO REACH THEIR TARGETS
IN MARKETING**

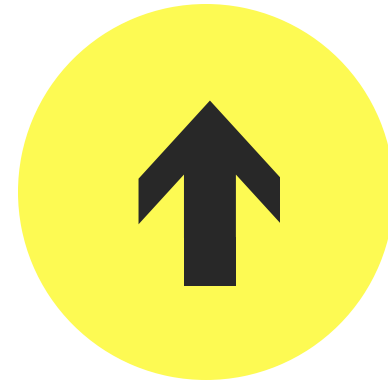
THE GOALS



ATTRACT MORE
VISITORS TO AN
ECOMMERCE SITE



REACH A BIGGER
AUDIENCE



RAISE TOP OF MIND
AWARENESS

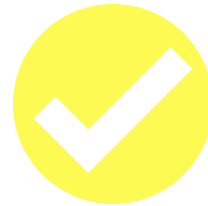
TYPES OF MARKETING APPS



SOCIAL MEDIA



EMAIL LIST BUILDING



COUPONING



MARKETING AUTOMATION



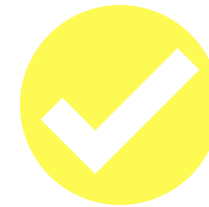
PERSONALIZATION



SEO



DESIGN TOOLS



CUSTOMER REVIEWS



EMAIL MARKETING

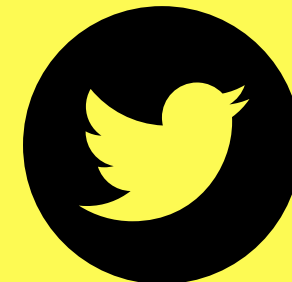


LOYALTY REWARDING

SOCIAL MEDIA APPS

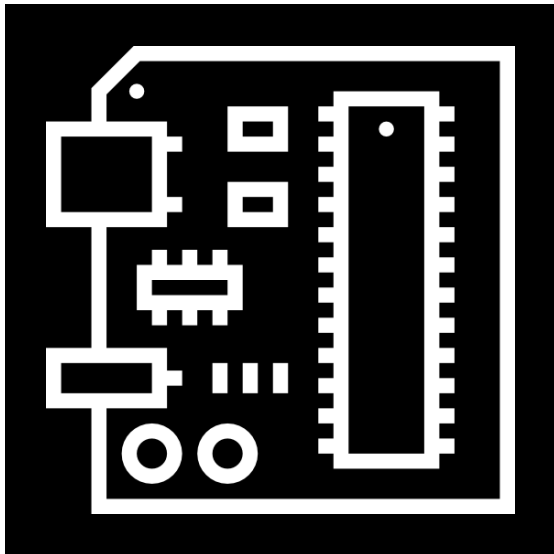
FOR MOST OF THE SMALL ECOMMERCE BUSINESSES, FACEBOOK AND INSTAGRAM ARE WONDERFUL SOURCES OF BRANDING AND SALES.

WHETHER YOU NEED TO SHOWCASE YOUR PRODUCTS ON SOCIAL MEDIA OR HELP YOUR CUSTOMERS SHARE THEIR SHOPPING EXPERIENCES ON THEIR OWN SOCIAL MEDIA ACCOUNTS, THESE MARKETING APPS HELP YOU NAIL IT ON SOCIAL MEDIA.



MARKETING AUTOMATION

THESE APPS ENABLE "IF THIS THEN THAT" KIND OF RULE SETTING



- SENDING AN AUTOMATED EMAIL TO THE SHOPPERS WHEN AN ITEM THEY FAVOURITED GOES ON SALES
- DISPLAYING A DISCOUNT COUPON POP-UP TO A VISITOR IF SHE DISPLAYS THE ITEM FOR 3 TIMES
- AUTOMATICALLY PINNING TO PINTEREST OR SENDING TWEETS WHEN AN ITEM IS ADDED TO YOUR ONLINE STORE ARE ALL EXAMPLES.

SEO

SEARCH ENGINE OPTIMIZATION IS USUALLY AT THE HEART OF EVERY DIGITAL MARKETING ACTIVITY IN AN ECOMMERCE MARKETER'S AGENDA.

FROM ADDING ALT TAGS ON PRODUCT IMAGES TO PROVIDING TIPS ON FIXING SEO ISSUES, THESE MARKETING APPS HELP MERCHANTS INCREASE THEIR ORGANIC TRAFFIC.



EMAIL MARKETING

EMAIL IS NOT DEAD BUT REBORN FROM ITS ASHES! IT IS STILL THE BEST TOOL FOR RETENTION AND LOYALTY CREATION. MARKETING APPS THAT PROVIDE EMAIL DELIVERY SERVICES ARE USUALLY DESIGNED TO SERVE BUSINESSES IN ALL SIZES.

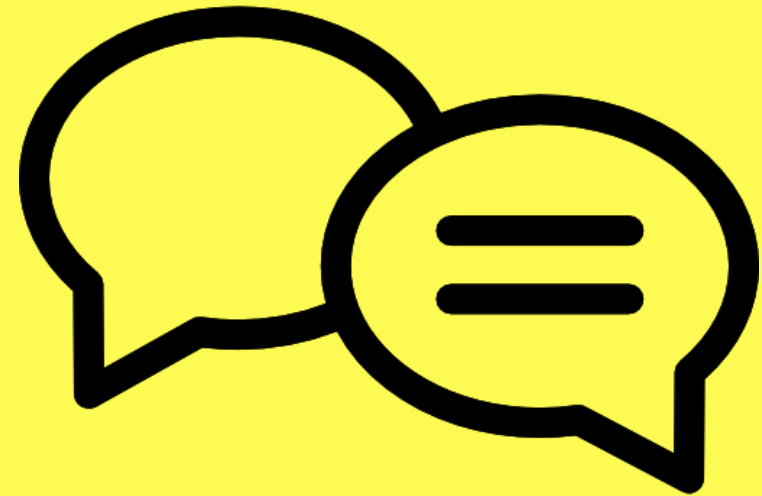


WITH EASY TO USE AND SLEEK USER INTERFACES, EMAIL DELIVERY APPS ARE THERE TO BE USED EVEN BY THE NEW COMERS TO EMAIL MARKETING.

CUSTOMER REVIEWS

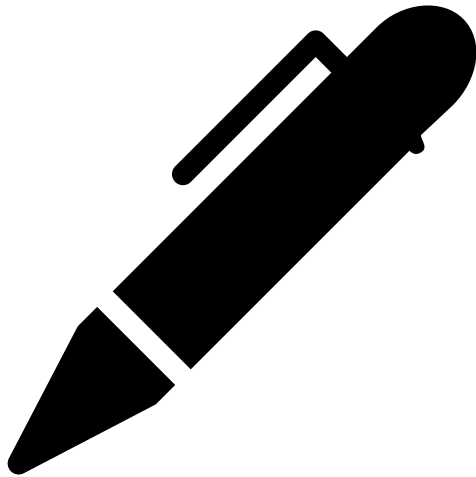
PRODUCT REVIEWS ARE PROVEN TO INCREASE INTEREST IN A PRODUCT BY CREATING SOCIAL PROOF.

MARKETING APPS IN THE FORM OF ADDONS OR WIDGETS CAN EASILY BE DISPLAYED ON PRODUCT PAGES TO SHOWCASE CUSTOMER REVIEWS ON THAT SPECIFIC ITEM.



DESIGN TOOLS

WHETHER IT BE THE WEBSITE'S OR A SINGLE T-SHIRT'S DESIGN, MARKETING APPS SPECIALIZED IN DESIGN ARE READY TO HELP.

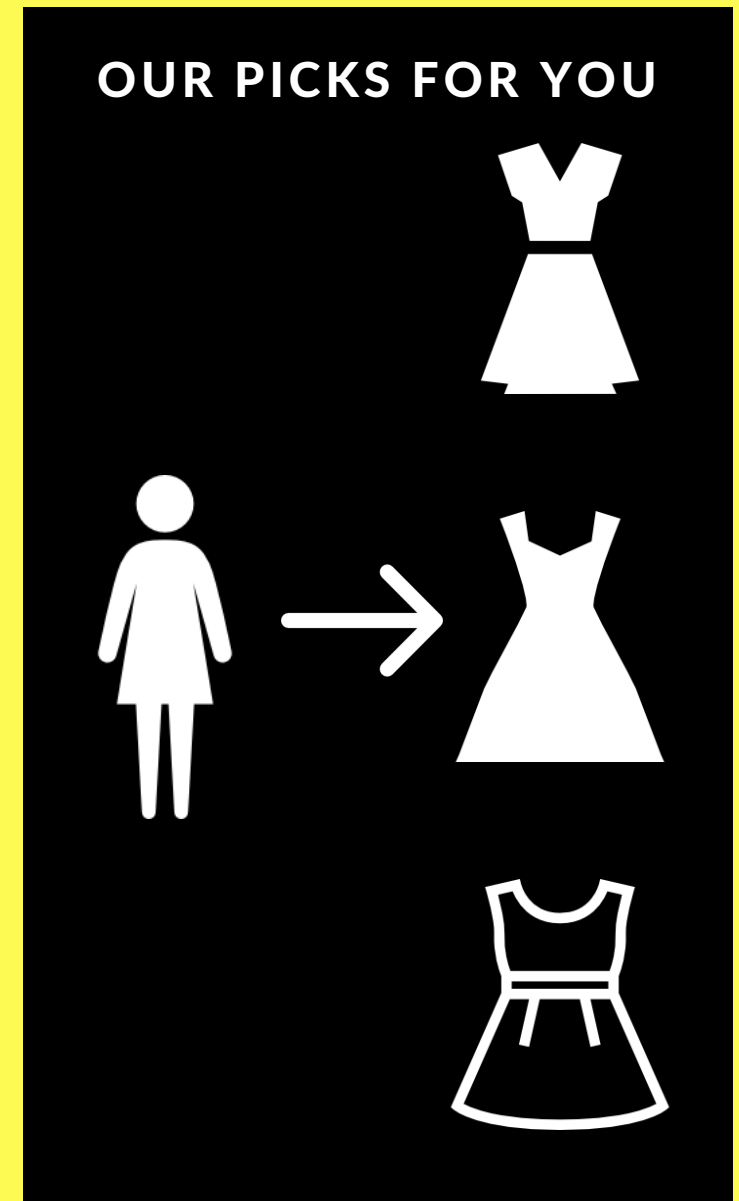


YOU MAY USE THESE KIND OF TOOLS TO GIVE A FRESH LOOK TO YOUR EMAILS OR VISUAL ELEMENTS ON THE FASHION ITEMS YOU'RE PLANNING TO SELL OR CREATE A MOBILE APP FOR YOUR ECOMMERCE BUSINESS.

PERSONALIZATION

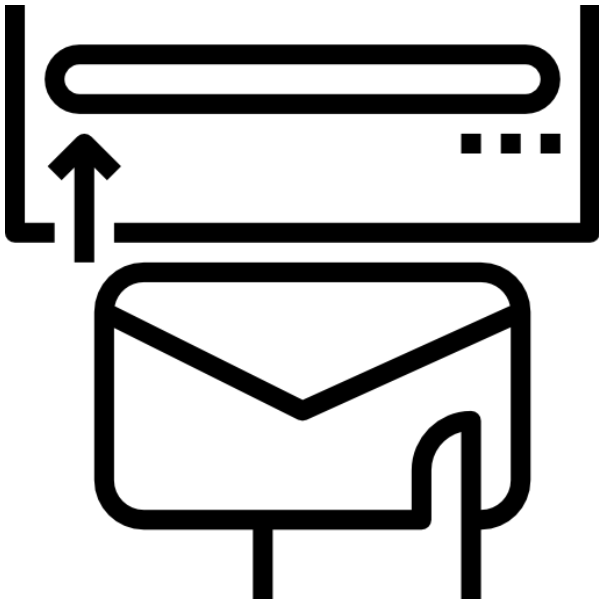
TODAY'S CONSUMERS ARE DEMANDING A PERSONALIZED SHOPPING EXPERIENCE. LUCKILY EVEN THE SMALLEST ECOMMERCE WEBSITES CARRY A MEANINGFUL AMOUNT OF BEHAVIORAL DATA.

MARKETING APPS IN THIS CATEGORY CAN HELP YOU INCREASE YOUR REVENUES AND CONVERSIONS.



EMAIL LIST BUILDING

IF YOU CANNOT BUILD AN EMAIL LIST, YOU CAN NEVER BE SUCCESSFUL IN EMAIL MARKETING.

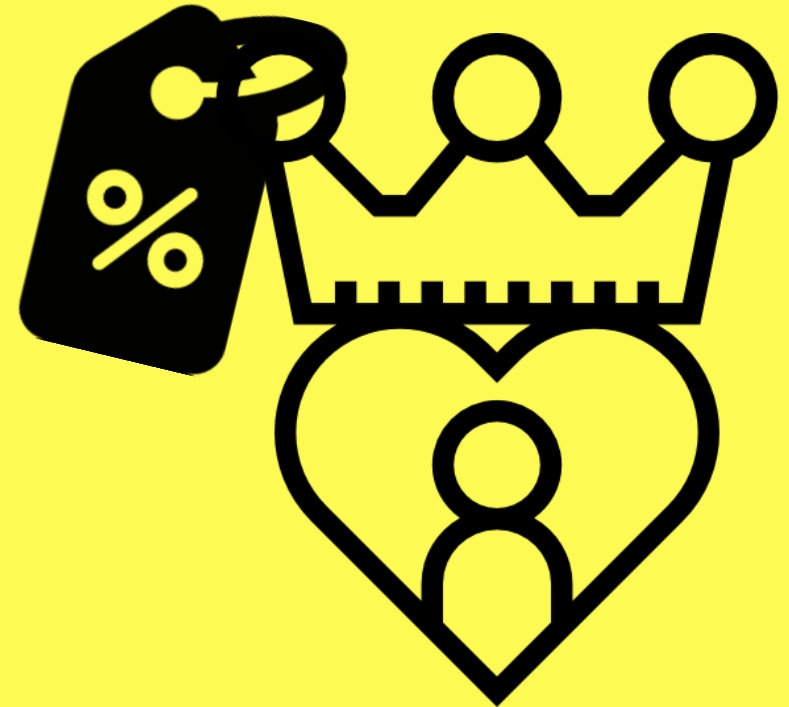


AN EMAIL LIST BUILDER APP'S MAIN OBJECTIVE IS TO CONVINCING AS MUCH VISITORS AS IT CAN TO LEAVE THEIR EMAIL ADDRESSES. AS A MARKETER IT IS YOUR TURN TO RETAIN THESE CUSTOMERS.

LOYALTY REWARDING

WE ALL LOVE GETTING REWARD POINTS, RIGHT?

YESTERDAY'S CRM AND LOYALTY CARDS ARE NOT REPRESENTED AS LOYALTY MARKETING APPS IN ECOMMERCE.



COUPONING

YOU MAY THINK THAT COUPONS ARE DEAD, NO THEY'RE ALIVE AND THIS TACTIC STILL WORKS!



THANKS TO MARKETING APPS, IT'S EASY TO OFFER DISCOUNT COUPONS TO SITE'S VISITORS IN THE FORM OF POP-UPS.

FEATURES OF MARKETING APPS

- MODESTLY PRICED (FREE - \$99 /MONTH)
- COME WITH A FREE TRIAL



**SMALL ECOMMERCE
BUSINESS OWNERS!**

NO NEED TO FORM AN INTERNAL MARKETING TEAM

JUST FORM A HEALTHY AND BALANCED

MARKETING TECHNOLOGY STACK !!!

THANK YOU

LOOKING FOR INTERESTING CONTENT ON
SMB E-COMMERCE AND PERSONALIZATION?

[PERSONALIZATION RESOURCES](#)