



SMALL BUSINESS ECOMMERCE

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ARE YOU A YOUNG ECOMMERCE BUSINESS? OR A MATURE ONE?

There are some marketing methods that any small business owner in the ecommerce sector can use regardless of the fact that you are just a start up or are looking for more efficient ways to market your small business ecommerce website.

3 MOST EFFECTIVE WAYS TO MARKET AN SMALL BUSINESS ECOMMERCE



**SOCIAL
MEDIA**

**PAY
PER
CLICK**

**PUBLIC
RELATIONS**

THE THING ABOUT SOCIAL MEDIA MARKETING IS...



**You don't need to spend hours each day just to
promote your business through social media.**

THE CHALLENGE OF SOCIAL MEDIA IS

there's no foolproof way to calculate the ROI from social media.

**PLATFORMS MOSTLY USED BY
SMALL BUSINESS ECOMMERCE
ARE**

FACEBOOK

TWITTER

PINTEREST

COMPONENTS OF PPC



**SEARCH NETWORK
ADVERTISING**

RETARGETING

**GOOGLE PRODUCT
LISTING ADS (PLA)**

THE THING ABOUT PPC

PPC is considered as a truly fine way to advertise an ecommerce website in a reasonable and profitable way.



WHAT YOU DO NEED TO INCLUDE IN PPC ARE

Product Listing Ads and Retargeting



WHAT DOES PUBLIC RELATIONS DO?



PR mainly involves generating a buzz about your brand or website.

THE THING ABOUT PR IS

In some niche domains, PR is considered as a great way of housing a reputation and to market your products and services to your target audience.

THE MARKETING TOOL OF THE FUTURE

Various enterprise level retailers now look forward to a SaaS solution if they wish for a fast go-to-market offering to try a new product piece or to compete directly against their competitors.

THANK YOU

LOOKING FOR MORE CONTENT
ON ECOMMERCE?

DISCOVER