SMALL BUSINESS ECOMMERCE

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ARE YOU A YOUNG ECOREMERE 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