

10

Signs You Should Invest In eCommerce Marketing



HOW DO I SELL TO A WIDER AUDIENCE?



You know that If you want to sell to a wider audience in the most cost-effective way, then an online business is your best bet.

WILL THE GROWTH OF MY ONLINE BUSINESS STAGNATE AT A POINT?

Even if your business is growing and people do know you, there's always scope for more growth.



HOW DO I ENSURE THAT 'EXTRA GROWTH'?

That extra growth will always
come with a good eCommerce
marketing strategy.



WHAT ALL CAN ECOMMERCE MARKETING HELP ME WITH?

Your marketing can be in the form of social media marketing or other digital marketing efforts and can help you in anything – be it SEO or driving traffic to your online store.



YOU KNOW YOU NEED MARKETING WHEN –

- Your business doesn't have a strong online presence
- Your website doesn't have too many visitors
- Your sales numbers have stagnated or are dipping
- Your business doesn't stand out from your competitors or doesn't have its own unique identity
- You don't have return customers or repeat business
- You don't know which channel your website traffic is coming from
- Your website has a slow loading speed
- You don't have a clear CTA on your website
- You have not built an email list
- Your online visitors are not converting.

WHY IS ECOMMERCE MARKETING NECESSARY?

As the eCommerce industry is solely based online, only digital marketing can give you your desired visibility.

HOW IS SOCIAL MEDIA IMPORTANT?

It helps you reach your target audience, create brand awareness, listen to what people have to say about your brand and act accordingly and keep a tab on your competitors.



EMAIL MARKETING IS CRITICAL BECAUSE –

eCommerce email marketing is your one-on-one conversation with customers. It helps you get new business and nurture your existing customers.



HOW DO I FIND OUT WHAT MY CUSTOMERS ARE LOOKING FOR?



Google Analytics

Tools like the Google Analytics gives you a cross-section view of every aspect of your website. With tools like this you can collect insights on things like, what your customers are looking for and what keywords they are using to search for a product online.

WHEN SHOULD I PLAN MY ECOMMERCE MARKETING?

It is one aspect which should be taken into consideration right from the conceptualization and design of your eCommerce store.

THANK YOU

**L O O K I N G F O R M O R E C O N T E N T
O N E C O M M E R C E ?**

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