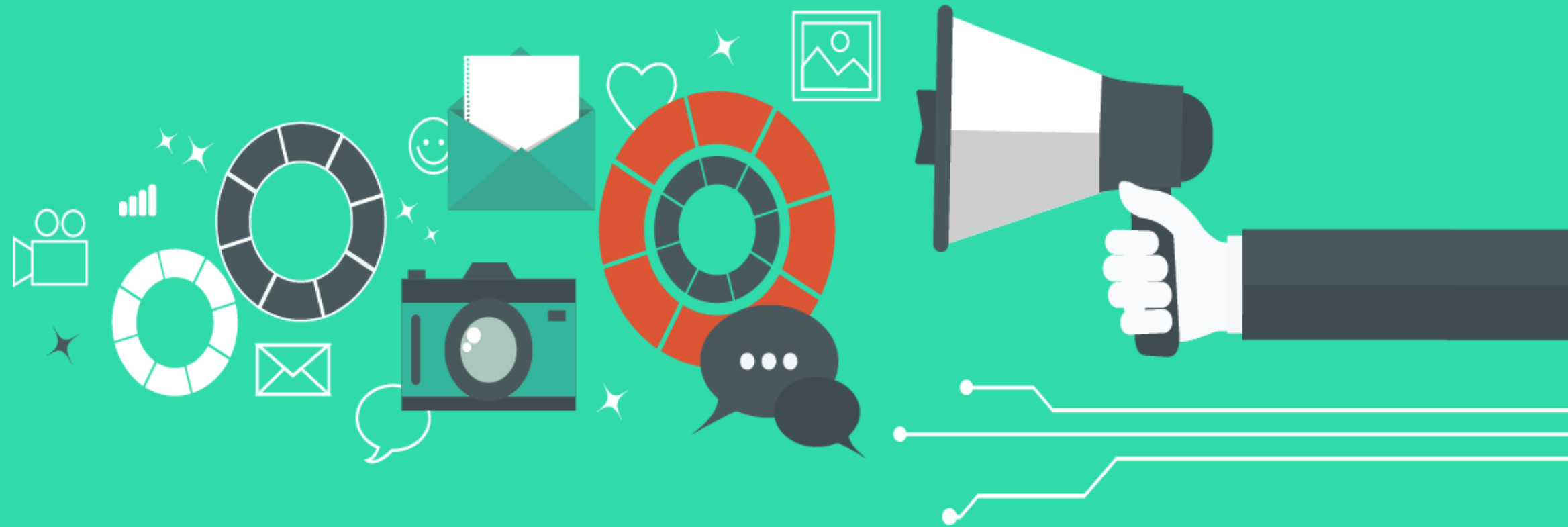


The Choicest Digital Marketing Tools For Your eCommerce Business



ONLINE MARKETING BECOMES BOTH EASY AND COMPLICATED –



depending on the tools you choose – given the huge array of platforms and services available for internet marketing.

THE BENEFITS OF USING THE GOOGLE ANALYTICS ARE -

Google Analytics

- It has a pretty simple interface
- It tells you where your marketing strategy is working, and where it is not.
- the tool also delivers reports on site traffic, visitor sources etc.
- It drives better conversion for your eCommerce store.



MailChimp

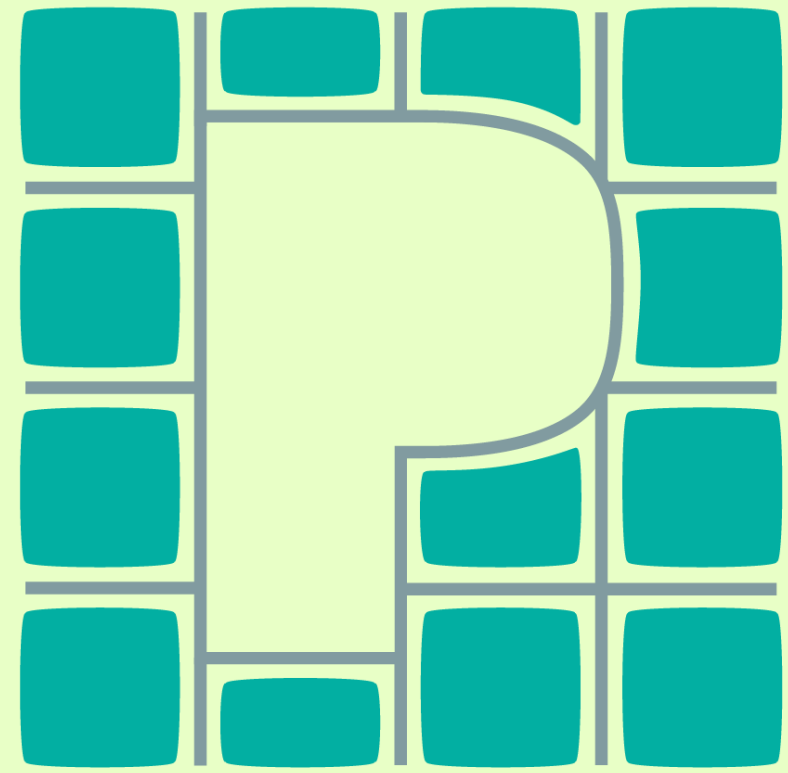
WHY IS MAILCHIMP IDEAL FOR EMAIL MARKETING?

- It is a great platform for your email marketing campaigns.
- The platform provides an easy access to your products on the internet.
- You can design, send and save any kind of templates of your emails.
- It is absolutely free for up to 2000 subscribers and 12,000 emails per month.
- It is great for newsletters, sign-up forms and templates etc.

NAME A TOOL WHICH CAN HELP ME CREATE IMAGES FOR SOCIAL MEDIA



Piktochart helps you create some amazing infographics along with some other types of visual content like presentations and posters.



Piktochart

make information beautiful

WHY IS PIKTOCHART SO POPULAR?

It has a simple drag-and-drop interface, it is really easy to use and the outcome is slick and professional.

WHAT IS THE WOOCOMMERCE CURRENCY CONVERTER?

It is a great tool which allows global customers to convert product buying prices as per the daily currency rate of their respective countries.



The advertisement features the WooCommerce logo at the top left. Below it, a screenshot of the Currency Converter Widget is shown. The widget displays a price of \$24.95 on the left, a calculator icon in the center with the number 403.20 on its screen, and two price options on the right: £15.91 and €19.18. Below the screenshot, the text 'Currency Converter Widget' is written in a large, bold font, followed by the subtitle 'Dynamically switch the currency of displayed prices'. In the bottom right corner, there is a small cartoon illustration of a ninja character holding a sword and a scroll.

CAN YOU NAME A TOOL WHICH FACILITATES EMAIL MARKETING ON ANY PLATFORM?

Personalization helps eCommerce businesses with email marketing. Their tools help drive traffic to eCommerce sites through our recommendations on campaign emails.



HOW DOES HOOTSUITE HELP?



Hootsuite allows you to specify a date/time and schedule social media posts ahead. The tool then automatically posts these when it is time, with absolutely no help required from you.

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 ?**

CLICK TO DISCOVER