

Ideas To Spark Your eCommerce Marketing



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ECOMMERCE OWNERS STRUGGLING TO MARKET THEIR STORES BECAUSE -

Customers these days are
difficult to engage and
marketing an ecommerce stores
seems like a costly affair



WHY DOES MARKETING AN ECOMMERCE STORE BECOMES A BIGGER CHALLENGE?



New eCommerce stores often operate on a shoe-string budget making eCommerce marketing a greater challenge.

DRIVING TRAFFIC TO YOUR ECOMMERCE STORE IS A COSTLY AFFAIR AS –

One often gets confused as to which among digital marketing, SEO and other marketing channels will give them the desired outcome.



WHY IS IT IMPORTANT TO PUT ENGAGING CONTENT ON YOUR ECOMMERCE STORE?

Visual content such as videos and high-definition images attracts the online crowd, especially if it's something worth sharing.



HOW DOES BLOGS HELP?

Keyword-rich blogs allow you to build a community, and engage with your customers at a whole new level.

WHY IS IT EASY TO RUN A CONTEST ON ECOMMERCE STORES?

Running a competition is the easiest thing to do if you have an eCommerce store, because there is never going to be a dearth of gifts.

HOW CAN YOU SURPRISE YOUR CUSTOMERS?



Surprise your shoppers by gifting them a discount offer on their next purchase or just throw in a random free delivery.

WHAT ARE THE THREE ATTRIBUTES OF A GOOD EMAIL MARKETING CAMPAIGN?

Your email campaigns need
not be anything extra-
ordinary. It just needs to be
smart, visual and exclusive.



WHAT ARE DOWNLOADABLE FREEBIES?

Downloadable freebies can be content-rich and helpful ebooks which you can write and link with your online stores for customers to download free of cost.

Freebies

WHAT ARE THE 2 MAIN BENEFITS OF HAVING DOWNLOADABLE FREEBIES ON YOUR ONLINE STORE?

Putting some helpful resources on offer for customers have two benefits – your customers see some value in it, even if they don't buy anything from the store; and it builds your email list.

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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