

eCommerce Marketing Strategy: A Step by Step Guide for 2019



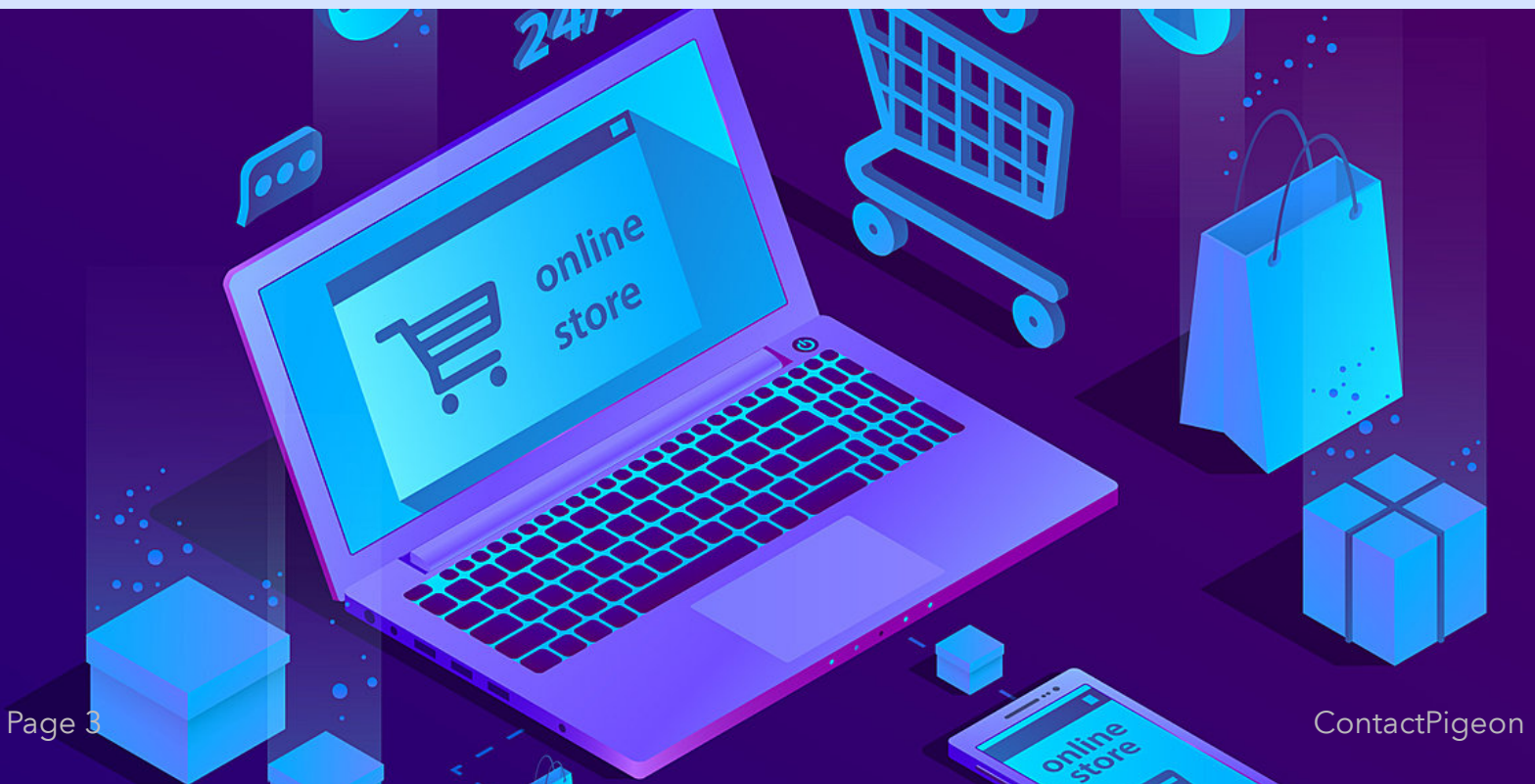
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- Intro -

The eCommerce "boom"

How big the eCommerce industry has become during the last few years?



eCommerce Stats and Numbers

The eCommerce industry has seen a dramatic boom in recent years, and there is no end in sight to the heights of which online sales may skyrocket. Just look at the [rock solid eCommerce stats](#) projecting that for 2019, online sales are expected to reach a minimum of \$3.5 trillion – put that together with the fact that [eCommerce sales accounted for 11.9%](#) of all retail sales worldwide in 2018, and you can see why having a responsive marketing campaign is vital to growing your brand.

Let's turn our attention to the leader of the pack: when it comes to illustrating the dynamic growth of the industry no eCommerce brand does better than Amazon. With global revenues at \$108B and a growth rate of 19%, Amazon dominates eCommerce and overwhelmingly clinches 1st place among the [Top 10 eCommerce Companies in the World 2018](#).

In order to send your brand into orbit in 2019, you need to kick off the new year by staying on the cutting edge by gaining access to the most relevant eCommerce marketing strategy case study. And, while you're at it, why not add some new ideas into the mix? That's what we are providing to you. Check out our strategic guide that will walk you through – step by step – everything you need to create your perfect eCommerce marketing strategy 2019 to make this year your brand's best yet!

For convenience sake, we followed the same general outline that Google Analytics uses for User Acquisition. Let's break that down for you:



- STEP 1 -

Start by defining your persona(s)

Identify your customer persona(s) to be able to target her/him .



1. Start by defining your persona(s)



First and foremost, in any marketing strategy, the most important step is to identify your ideal customer. Figuring out your target customer is not as overwhelming as it might seem at first. Thanks to [marketing automation tools](#), you can easily analyze your current order data and combine that information with Google analytics. Follow these few tips to effortlessly define customer personas:

a. Define your ideal customer

Start by figuring out a rough idea or even create an eCommerce marketing strategy template of who your ideal customer is. Ask yourself: who do you want to attract to your eCommerce shop? You will most likely find that you end up with more than one customer persona. That's ok. Take a closer look at what customers are buying which products, and possible motivation of sales (such as gift giving, etc).

b. Analyze insights for customer demographics and behavior

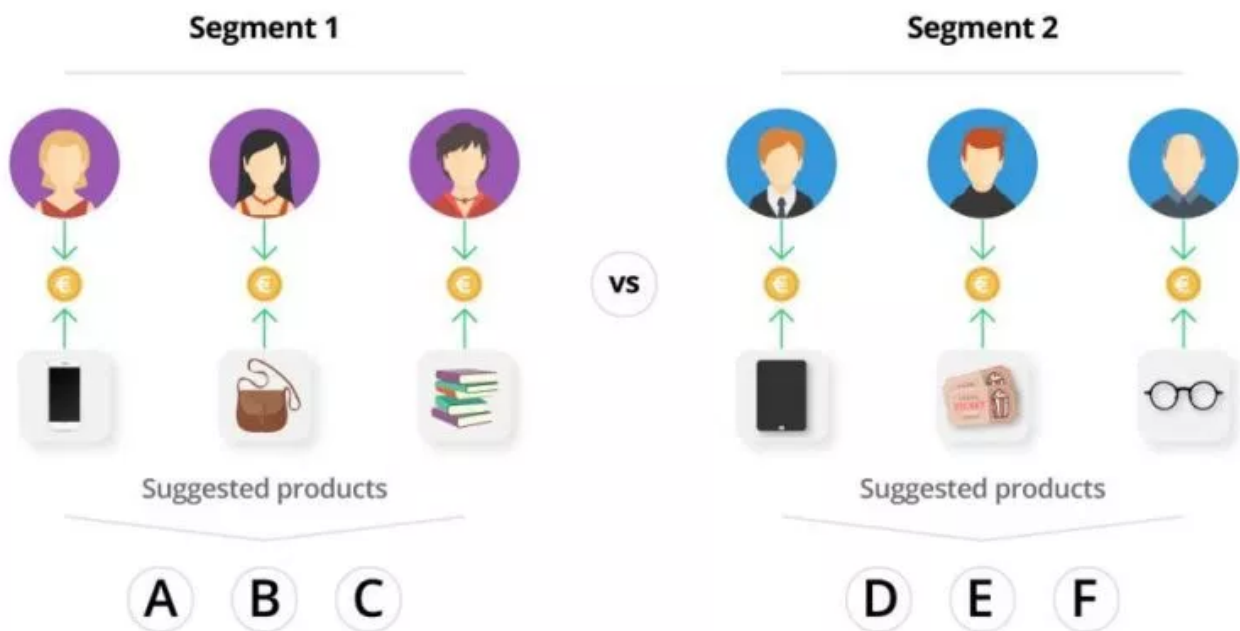
Once you have some basic persona types down it's time to look at insights gained from the data you have collected from your customer and contact database from your automated platform analytics reports and Google Analytics. Understanding the various demographics and patterns of traffic visiting your site is crucial to further refine your personas and helps you segment persona based on factors such as age, gender, income, location, and more. Also, this step allows you to analyze customer behaviors such as buying habits, interests, online activities, etc.

c. Send surveys

For an even further in-depth look at persona types, use an automated platform to go to the source itself by sending your customers questions via simple quick surveys. You'll uncover more insights and ultimately build an even stronger persona.

d. Put it all together.

As soon as you have all of your information gathered, put it all together and create actionable insights for targeting your personas. Using a marketing automation platform makes the process simpler since it gathers the key data and offers segmentation capability to define your persona segments.

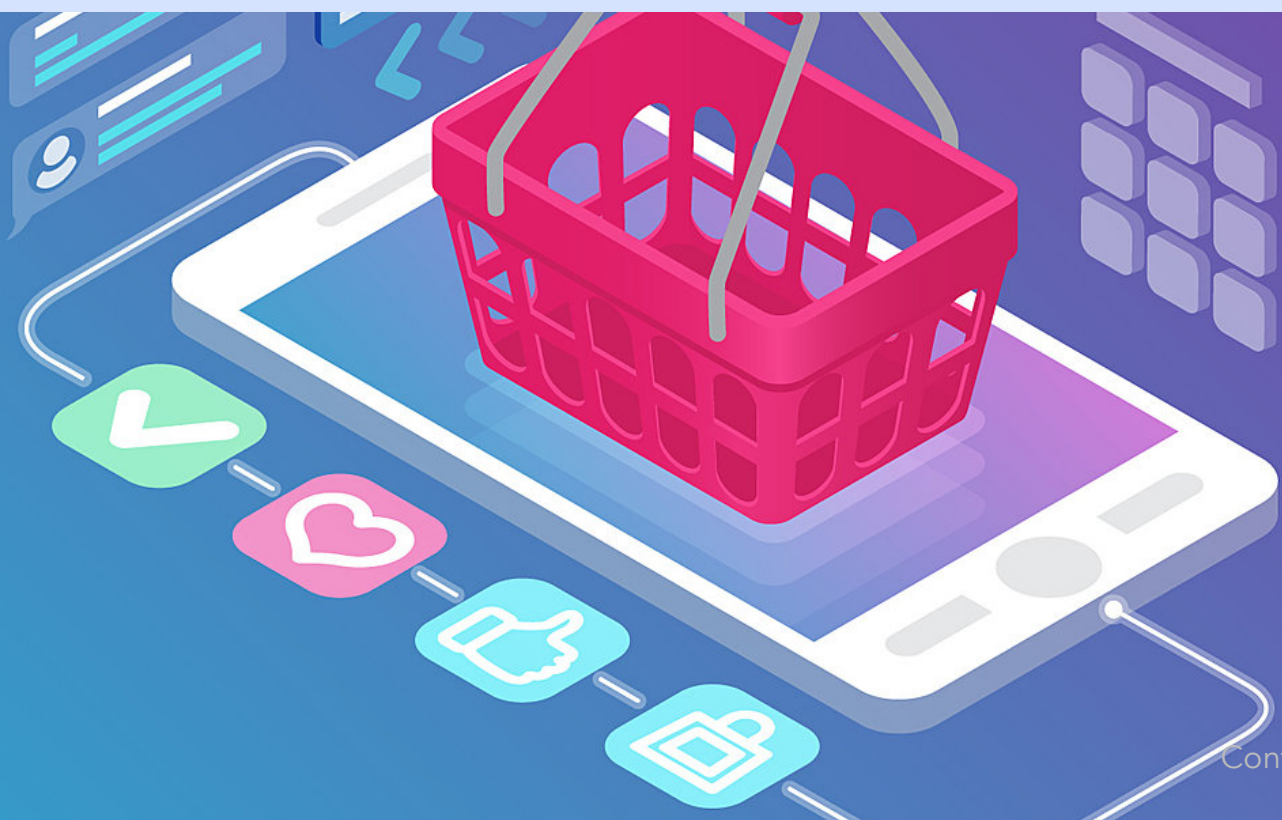


Audience segmentation by browsing history and interests

- STEP 2 -

Build your eCommerce marketing strategy plan

Define your marketing mix



2. Build your eCommerce marketing strategy plan



Once you define your target customer, the next step in creating a successful responsive eCommerce marketing plan is to select the best marketing tactics to include in your marketing mix.

When it comes to understanding and targeting the right persona(s), smart online marketers fall back on the age-old, tried and tested 4Ps of marketing. That's right, it's time for Marketing 101! This oldie but goodie basic concept of identifying product, place, promotion, and price is an awesome and very relevant marketing model when creating a top eCommerce marketing strategy.

A closer look at how the 4Ps apply to eCommerce marketing

a. Product:

A perk of selling online is that marketers have significantly more opportunity to provide in-depth product detail about their products. From accurate product descriptions and specifications to even creating HD videos and multi-angled photos to showcase the capabilities of a product, marketers can influence their customers.

Include recommendations, expert reviews, and links to related products to create a profitable atmosphere. This is the opportunity to present your products to your target audience in a way that most appeal to them.



b. Promotion:

In online selling, promotion (or in eCommerce, channels) play a key role. Freebies, BOGO deals, and discounts – now this is something everyone loves! And, there is no better place for marketers to provide customers with deals and offers. There is a range of promotional selling mechanics available such as recommendations, discount codes, loyalty discounts, offers, and more. Really, the possibilities are limitless to how creating the perfect online promotion can help boost your e-shop conversion rate.



c. Place:

Place is super, uber important. Why? Your customers are looking for a well-designed, easy to navigate website that provides quick and friendly service in a safe and secure environment, just as if it were a physical store. That's why the set up of your online store is so important. This "P" is pretty cool – since your online store travels with your customers wherever they go and operates 24/7!

d. Price:

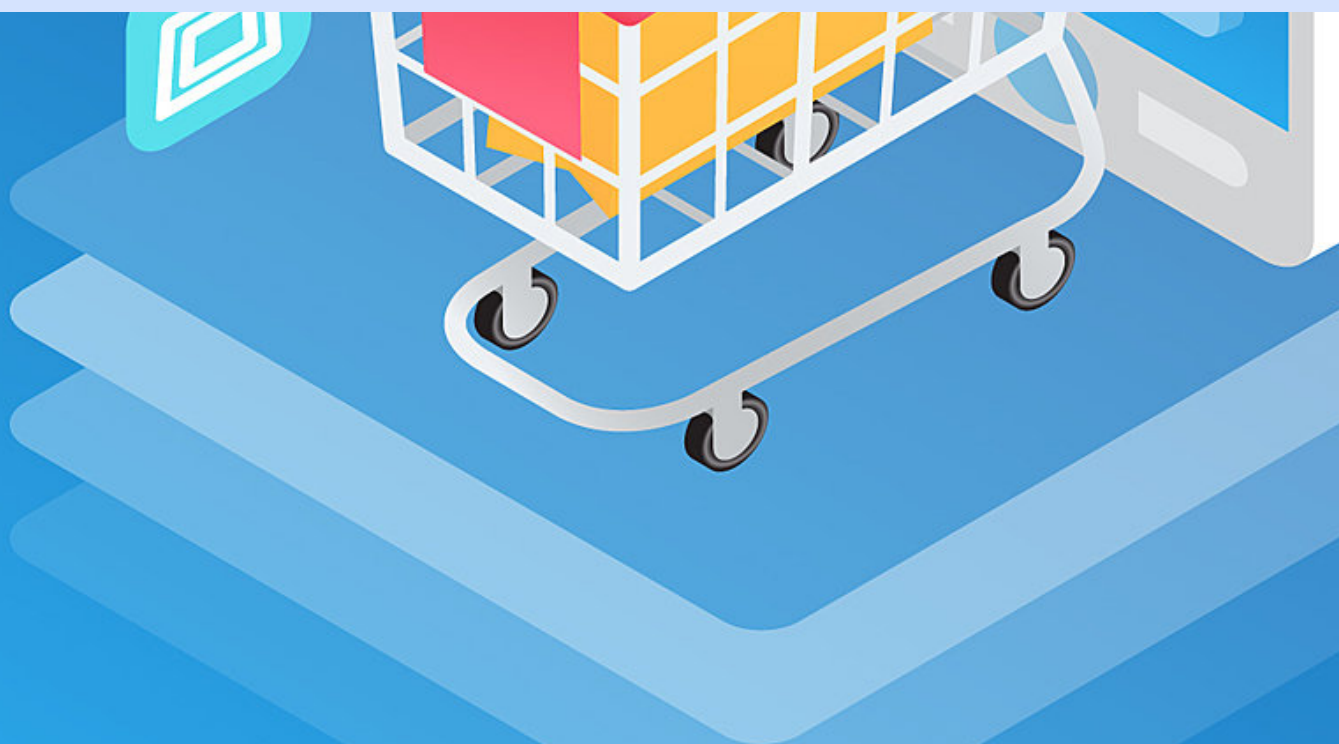
This is where offers such as free shipping and no-hassle returns comes in handy. When we talk about price in relevance to your online marketing plan, remember that it's really easy for your customers to price compare by simply navigating to another site. You need to be sure to offer them a deal that they can't say no to.



- STEP 3 -

Experiment with customer acquisition channels

Test and define your customer acquisition marketing mix.



Channel #1: Search Traffic

It cannot be stressed enough that every eCommerce marketer needs to implement ways to drive search traffic, so that when customers are searching the web for your products, they are able to find your e-shop and purchase from you. In fact, according to reports, 39% of the total global traffic comes from search, out of which, 35% is organic traffic.

Here are the latest Best Practices for driving organic traffic to help you develop a rockin eCommerce marketing strategy for 2019:

- **Best Practice #1:** Keyword research and optimized content on category page
- **Best Practice #2:** Optimizing your categories and category titles – keeping it simple. This is where main organic traffic is coming from
- **Best Practice #3:** Optimize the best 10 organic products you are selling. This will have immediate results in your sales.
- **Best Practice #4:** Showcase your most popular selling products on your category page. It helps them rank better and it is good CRO-wise.
- **Best Practice #5:** Write blog posts with great content about your industry. This is clisse but is a great competitive advantage and a great source for link building

Channel #2. Social Media

Instagram Marketing

Best Practice: Instagram influencer marketing

Instagram is nearly a [\\$2 billion industry](#), and using influencer marketing is trending. This marketing tactic is the perfect way to get your brand to stand out from the crowd and reach your target audience with this seamless concept of allowing influencer to sell your products for you.

Facebook Marketing

Best Practice #1: Keep your posts short and to the point. Facebook posts under 40 characters receive [86% higher engagement](#) than other posts.

Best Practice #2: Drive business with contests. [80 percent of marketers](#) believe that contests and other forms of interactive content attract more views than static posts. Try offering unique incentives such as contests to capture the imagination and attention of your customers!

Pinterest Marketing

Best Practice: Distributing blog posts. According to Shopify, [90% of consumers](#) say that Pinterest helps them in deciding the products that they want to purchase. Combine this with the fact that Pinterest is a huge driver of website traffic across all industries, and there you have it – the perfect channel to distribute your blog posts!

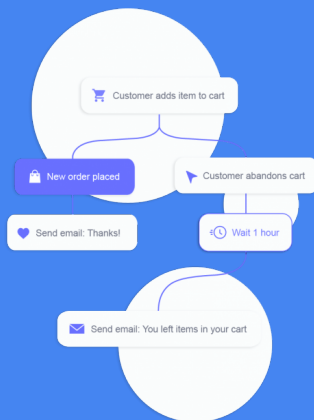
Snapchat Marketing

Best Practice: Originality is everything! This marketing channel is the perfect outlet to reach younger demographics, as it is dominated by users [under 35-years-old](#).. Be creative.

Channel #3: Email Marketing

Best Practice #1: Personalize your emails campaigns

Something as simple as adding personalized subject lines to your emails means they are **26% more likely to be opened**. Overall, by executing this best practice and implementing a segmented email marketing campaign, you can expect to skyrocket your business and achieve as much as a **760% increase in revenue!**



Best Practice #2: Behavioral Trigger Emails

Another automated feature is using behavioral trigger emails. This eCommerce marketing tactic is proven to drive in 152% higher open rates for emails, compared with traditional emails.

Best Practice: Send Abandoned Cart Emails

Sending abandoned cart emails will help you recover 15% of revenue that would have otherwise lost when shoppers abandon products in their carts!



Channel #4: Referral Traffic

When it comes to Ecommerce conversion rates by traffic source, referral traffic is by far the best performer. In fact referral traffic outperforms other channels' conversion rates by bringing in 5.44%. So, what exactly is referral traffic? This channel of traffic consists of visitors who find your website through external links. Now, let's look at some eCommerce best practices that can help you score big in referral traffic:

Test. Measure. Repeat.

Best Practice #1: Test growth via partnerships.

Partners like price comparison platforms can drive a great volume of traffic to your business and help you grow. Start by spying your competitors and replicate their strategy.

Best Practice #2: Create quality content to attract valuable link building to credible sources

Focus on building elements such as good content, in order to effortlessly create an environment where you can acquire links from credible 3rd party sources.

Best Practice #3: Targeted advertorials on important brand keywords

Bidding on your own brand keywords to dominate your domain by appearing in both the organic and paid ads columns creates an even more trustworthy reputation for your brand, as you appear to be the authority on your products or services.

Channel #5: Paid Channel

Paid channels are also commonly referred to as search engine marketing (SEM) or pay-per-click (PPC). You have many different paid channels to choose from, however, the two heavy-hitters are Facebook Ads and Google Adwords. In fact, Facebook videos out-perform YouTube by 478%!

These channels are valuable because they allow eCommerce marketers to quickly acquire a variety of customers effectively and quickly. Try these best practices on for size:

Facebook/Google Ads:

Best Practice #1: Invest in video ads. It's super simple to create relevant content to target specific audiences with Facebook video. In 2017, facebook videos outperformed text and static images [by 1200%](#) and drove an astonishing 135% more organic traffic!

Best Practice #2: Invest in multiple ad variations and A/B testing. Change up your ads to test variables, one at a time. An example is changing your target age demographic, but keep your location the same. That way you can see what's really working to drive more views and conversations.

Dynamic Remarketing:

Best Practice: Dynamic Search Ads (DSA) and Remarketing Lists for Search Ads (RLSA)

Using these two campaign subtypes from Google Ads means creating and then targeting your site categories based on how your site is indexed couldn't be any easier. All you need to do is provide Google Ads with your homepage, and Google does the rest to help you effortlessly reach your users via DSA!

Combine the RLSA campaign, and you've got yourself a hybrid campaign, where eCommerce marketers are able to focus on insights provided by your audience lists in your search campaigns!

Don't forget to test dynamic remarketing ads on Facebook and Instagram too!

Channel #6: Direct Traffic



Best Practice #1: Create loyalty programs.

Designing a customer loyalty program helps to drive the chances of repeat visitors, therefore driving up your site's direct traffic. Whether you use a simple points-based system, offer coupons for next order, run a monthly contest, or use a tier system to reward initial loyalty and encourage more purchases, you'll be sure to boost your traffic and sales.

Best Practice #2: Use marketing automation

Marketing automation for loyalty programs is a must. This way, you'll be able to focus your campaign on personalization. Customers love to receive offers of gifts and reward programs, however, these offers need to be tailored to their shopping persona!

""The common question that gets asked in business is, 'why?' That's a good question, but an equally valid question is, 'why not?'"

Jeff Bezos



Book a free Marketing Automation Consultation

Learn how ContactPigeon can help your brand grow by automating your personalized omnichannel strategy. We did it for our 250+ customers, we can do it for you too.

"With the ability to see users and what they have looked at on our site, we can get insight into our customer profile that we had never had before. The automated emailing of ContactPigeon is also an amazing tool which we never had access to before. We can now target customers based on previous purchased/what they have viewed/related products to these - opening a whole new way to communicate and service our customer. The customer support from ContactPigeon is also second to none. They have an amazing, dedicated team who have your business' best interest at heart at all times. They provide amazing support and recommendations and will work tirelessly to ensure you are getting what you need from the platform."

- Emily C.

[BOOK YOUR FREE CONSULTATION](#)

About ContactPigeon



ContactPigeon

ContactPigeon is an all-in-one marketing automation platform specialized in eCommerce.

It offers a suite of sophisticated features and built-in eCommerce scenarios across multiple channels like email, push notifications and SMS, in order to create a personalized omni-channel strategy that works.

ContactPigeon is currently trusted by 250+ enterprise customers in the US and Europe including some major brands and corporations like L'OREAL, Marks & Spencer, HERTZ, the BODY SHOP, Delivery Hero and others.

So far major media like TNW, Fortune, Smartinsights and MarketingProfs has featured ContactPigeon while financesonline.com named the company as one of the TOP 20 Marketing Automation platforms for 2019.

For more info and eCommerce hacks visit

www.contactpigeon.com