Online Marketing Strategies for eCommerce

Find out which ones to implement based on your goals

In the article "How to Design a Marketing Plan for your eCommerce Site that Will Give You More Visits, Leads, and Sales", we saw how to develop a complete marketing plan.

However, you may have the following question right now:

"What marketing strategies are the best for my eCommerce site?"

The answer to this question is not simple. There are many factors that come into play that you must take into account to make the right decision.

This is where this guide comes in.

Its purpose is to help you **determine which strategies you should implement at any given moment** to achieve your marketing goals.

 We have divided them into 3 main groups:

- Strategies to gain visibility and leads
- Strategies to position your brand
- Strategies to increase your eCommerce site's conversion rate

Let's look at each one.

STRATEGIES TO GAIN VISIBILITY AND LEADS

1. ONLINE TRAFFIC

Aim: Increase online visits by 20 % over the next six months

It is often said that online traffic is the lifeblood of an eCommerce site.

And that is because **without visits, there can be no sales.** So, your first objective should be to attract users (potential customers) to your website.

There are several strategies that allow you to achieve this.

A. Organic traffic

Organic traffic is "free" traffic.

This means that you don't have to pay for the visits you receive (unlike paid traffic), which makes it the most cost-effective way to attract traffic.

This is a good strategy **if your eCommerce site is starting up, and you have a tight budget.**

On the other hand, if your store is already well established, and you can invest in advertising, combining organic traffic with paid traffic will allow you to increase the profitability of your online strategy.

These are the main ways to obtain organic traffic:

- **SEO positioning**: this strategy consists of optimizing your eCommerce website so that it appears in Google for different [keywords](). This includes [product pages]() and store [categories](), as well as blog posts. Check out [our eCommerce SEO guide to learn more]().

- **Content marketing:** it consists of publishing useful content for your target audience on your eCommerce blog. This way, you can attract qualified traffic (users really interested in your products) and also increase your authority (you will be able to position yourself as an expert in your sector thanks to offering quality content). For example, if you have an eCommerce site that sells decorations, you could write articles like "10 Ideas for a Minimalist Bedroom". [Here is more information on how to increase traffic with this strategy]().

- **Social media:** another very interesting channel to drive traffic to your online store. If you know that your potential customers are on [Instagram](), for example, you could use this platform to advertise your new blog posts or promote your products. This type of content will also help you to enhance your [brand image]() and create a community around it. For more ideas on social media content, [you can read this other post]().

As we were saying, organic traffic **is a very interesting option due to its high profitability.**

Another advantage over paid traffic is that it is a very stable strategy (with advertising, if you stop investing, you stop getting customers).

The only drawback is that this strategy pays off in the medium to long term, because it can take months before you manage to attract a high volume of traffic.

B. Paid traffic

This is the counterpart to the previous option.

Paid traffic (online advertising) allows you to attract potential customers immediately, but in return you have to pay for each visit.

There are many platforms where you can post paid ads, but the best known are:

- **Google Ads**: Google's advertising platform (formerly called Google Adwords) offers you different types of ads such as YouTube campaigns, Google Shopping, or search and display ads (those that appear in search results or as banners on other websites, respectively).
- **Social media:** you can also create advertising campaigns on Facebook or Instagram (using Facebook Ads), on TikTok, or even Snapchat.
- **Amazon:** offers an advertising service known as Amazon Advertising that allows you to run multiple types of campaigns.

These platforms work under the Cost Per Click (CPC) system in which you only pay when the user clicks on the ad.

2. POTENTIAL CUSTOMERS (LEADS)

Aim: Increase the database of potential customers by 15%

Once you start getting traffic, the next step is to convert those visits into leads.

A lead is a **user who has left us their info** (usually their name and e-mail) and with whom you can be in contact.

This allows you to stay in their mind and, through the right e-mail marketing strategy, get them to buy your products.

Let's see what you need to do to increase your lead database.

A. Content marketing

What does content strategy have to do with capturing leads?

Let's say you have a natural cosmetics eCommerce site, and in your corporate blog, you share posts with beauty tips.

To take advantage of the traffic that these posts are bringing you, create a checklist with "The 7 Essential Steps for a New Beauty Routine" and include a link to it in your content. If a user wants to access the checklist, all they have to do is give you their e-mail address.

This type of "downloadable gift" is known as a lead magnet.

B. Contests

Another strategy to get leads is contests.

To give you an idea, here is an example of a sweepstakes organized by Penguin Random House, in which you are asked for your e-mail address in order to participate.

Note: social media platforms are the perfect place to promote this type of actions and, by the way, also get some extra followers.

If you're up for it, [here's a post on how to run a contest on Facebook.](#)

C. Offers and promotions

The checklist we mentioned before is a good option for a lead magnet, but not the only one.

For example, **in eCommerce, it's very common to offer the user a discount coupon** in exchange for their e-mail address.

D. Online advertising

Online advertising not only serves to promote your products.

You can also use it to carry out **specific lead generation campaigns.**

Take a look at what Nescafé, for example, is doing, taking advantage of Facebook advertising to promote one of its contests in Instagram stories.

BRAND POSITIONING STRATEGIES

BRAND POSITIONING

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Aim: Duplicate mentions on social media

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Your eCommerce site already has a certain amount of traffic; you get constant visits and many of these visits end up becoming customers.

Now what you want to do is:

- Position your brand
- Gain authority in your sector

So how do you do this exactly?

Here are some strategies to achieve your branding objectives.

A. Social media

Social media marketing is the key to promote your online store.

There are many strategies to improve your brand image through this channel.

For instance:

- **Share viral content:** for example, you could create funny videos involving your eCommerce team or join a social media challenge or trend.
- **Organize contests:** to raise awareness of your brand and get more followers.
- **Incentivize user-generated content:** for example, by sharing Instagram stories in which users mention you.

An example of the latter is Tiendanimal, one of Doofinder's customers.

As you can see, they share the stories in which their followers mention them, as social proof.

B. Collaborations with influencers

Leverage the image and reputation of opinion leaders in your industry to achieve brand awareness.

Here you have two options:

- **Big influencers:** they have more reach and, therefore, will allow you to reach more people. You can read more about this strategy here.
- **Microinfluencers:** if your brand is still small you should focus on microinfluencers. They have a smaller audience but have other advantages over influencers (for starters, they require a lower investment).

Surely reading this has brought to mind an influencer you might be interested in collaborating with, right?

Well, write it down if you feel inspired by this strategy. ;)

C. Media appearances

Can you imagine the authority and visibility that appearing in a newspaper can give you?

You can contact media outlets like:

- Online newspapers
- Trade media and magazines

- Traditional media (television, radio, press...)

However, select these media based on the audience you are interested in reaching.

For example, if your audience is young (between 15 and 20 years old), it will be very unlikely that you will reach them through a radio interview (but maybe through a podcast).

The Numabela store, for example, appears in a digital newspaper with this headline highlighting its Spanish-made and designed clothing.

D. Guest posting

Another good way to position your brand is guest posting. That is, **write an article for another website's blog.**

To do this, just contact websites related to your industry and offer to write a post for their blog.

For example, if you have an eCommerce site that sells gardening tools, you could publish an article talking about the types of pruning (and appropriate materials) in a gardening website that is a leader in the sector.

SALES STRATEGIES

1. CONVERSION RATE

> *Aim: Increase sales by 20 % in the first quarter of the year*

From the moment you launch your eCommerce site, getting sales is one of your top objectives.

But as your store grows, you can implement several complementary strategies to increase the conversion rate (the percentage of users who access your website and end up buying).

We do this by:

- Launching attractive offers
- improving customer experience

Read on, we'll show you how to do it.

A. Sales promotions

When we talk about special offers, the first thing that comes to most people's minds is the typical discount.

And yes, this is a very popular (and effective) option, but there are many other strategies that you can use.

Here are some ideas:

- **Seasonal promotions:** if you have a sporting goods store, take advantage of the arrival of autumn to put all your swimsuits on sale.
- **Flash sales:** "25% off the entire store only until 11:00 p.m." How many times have you received an e-mail like this from your favorite store and rushed out to buy? With this strategy, we are using the mental trigger of shortage or scarcity.
- **Time-limited coupons**: offer coupons to your customers, but make it clear that they expire with a countdown (again, the scarcity trigger in action). AliExpress, for example, is an expert in this type of promotions.

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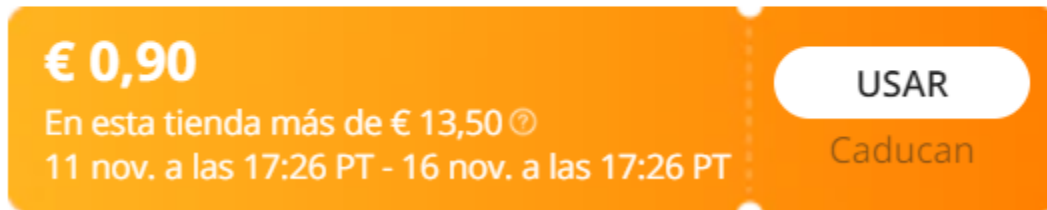
If you want to go deeper into this topic, we recommend that you take a look at these posts on our blog:

>> [Sales promotions: Discover the most popular techniques and the main objectives behind them.](#)

>> [14 sales promotions so your products become an irresistible temptation.](#)

B. Online advertising: retargeting

[Retargeting](#) is a type of advertising that consists of impacting users who have been on your website, but have left without buying.

For example, if a person has abandoned their cart, you can launch retargeting ads showing them the exact products they intended to buy.

This way you make sure they don't forget about you and (most importantly) increase the chances that they will come back and complete their order.

To give you an idea: a study conducted by Wishpond, a marketing platform, reveals that a user who sees a retargeting ad [is 70% more likely to end up buying](#).

C. Checkout optimization to reduce abandoned carts

Sometimes it's not about winning more sales, it's about avoiding losing them.

And that's what [abandoned carts](#) are: lost sales. These are customers who were about to buy from you but changed their minds at the last minute.

To give you an idea, on average, 7 out of 10 purchase processes end in an abandoned cart. And most of them occur at the checkout stage.

That is why it is so important that you apply practices like these:

- **Allow guest shopping:** some customers find it inconvenient to fill out a form and create an account, and this may cause them to leave your store.

- **Avoid distractions:** the checkout page should not display anything that might divert the user's attention and lead them to leave their purchase halfway through (recommended products, pop ups...).
- **Offer different payment options:** the more payment options you give your customers, the more likely they are to buy from you.

This is just a summary, but in this post we tell you all about how to optimize this critical part of your eCommerce site.

D. Improve customer service

Although nowadays everything is automated, when your customers have a problem or a question, most of them prefer to contact a real person.

This is someone who can:

- **Answer their questions:** about shipping, product features, return policies, financing options, etc. Any unresolved doubts increase the risk of the customer abandoning the purchase process.
- **Attend to complaints (and offer solutions):** in many cases, a well-managed complaint can turn an angry customer into a loyal buyer of your brand (because they feel heard, and their trust in you increases).

In some cases, a chatbot can be a good solution to assist your customers 24 hours a day and answer simple questions.

But for more complex cases, it is important to have a person behind the e-mail (or better, the phone) who listens to the customer and offers good service.

E. Flexible return policies = happier shoppers

"What happens If I don't like this product/it's not my size/it doesn't work as I expected? Can I return it? Is there a time limit? Do I have to pay the shipping costs?"

These are all questions that go through your customers' heads before they click on the "Buy" button. And the higher the price of the product, the more they will hesitate.

But we can also turn this around.

Clear and flexible return policies generate more confidence among your customers and can give undecided customers the "push" they need to buy from you.

So:

- **Simplify the process:** for example, offer the customer the option to have the carrier come to their home to pick up the package.
- **Offer free returns:** if you can afford it, this is a very attractive incentive.

- **Give the customer time to try the product:** the minimum is usually 30 days, but some stores go much further (for example, Zalando offers a 100-day return period on all its products).

One more thing.

Keep in mind that more and more users are using the search engine to find out about your return policies.

So, to offer them relevant results, it's important that you configure your search engine for [non-product search queries](#).

2. AVERAGE TICKET

> *Aim: Increase the average purchase volume by 12% from the previous year*

It's not about closing more sales. It's about **getting users to spend more on each purchase**.

And this is important, because it will improve your profit margin while reducing costs. Think about it. It's not the same for one customer to spend 10 euros, another customer to spend 20 euros, and another customer to spend 5 euros.

In this case, you will earn 35 euros, but you will have to make 3 different shipments, with the costs that this entails.

If instead, a single user spends 35 euros in your store, you will only have to make a single shipment, and your profit margin will be higher.

So, if you want to improve the average ticket of your eCommerce site, here are some strategies to help you achieve it.

A. Pricing

Pricing strategies consist of **varying the selling price based on different criteria to maximize the profit margin.**

To achieve this, there are different pricing strategies. For instance:

- **Dynamic pricing**: dynamic pricing is one of the most used tactics by airlines (when there is a higher demand, plane ticket prices go up, and vice versa). Taking it to the eCommerce field, if you have a sportswear store, for example, you can raise the price of thermal clothing during the colder months, taking advantage of the fact that demand will rise.
- **Price psychology:** between 5.99 and 6 euros, there is a difference of one cent. However, it has been proven that users react better to the first price due to a cognitive bias in the brain that causes us to give more importance to the first figure we read.

This is just a summary, but in this post you have many more pricing strategies.

B. Cross selling and up selling

A very common resource to increase the average ticket is to suggest to the customer products related to the one they are planning to buy, either:

- **Complementary products:** this is known as [cross selling.](#) For example, if they are going to buy boxing gloves, it would be a good idea to also offer boxing bandages and a mouth guard (both necessary accessories for boxing).
- **A superior model:** here we are talking about up selling. Continuing with the previous example, in this case, we would offer the customer higher-end boxing gloves (more expensive but of higher quality).

If you have not already implemented this type of [product recommendation](#) strategy, we suggest that you include it in your marketing plan as soon as possible.

C. Product bundles

What if you offer the products in packs?

Product bundling is another popular strategy that consists of **grouping a series of related products and selling them in a batch.**

For example, [Yves Rocher](#) often creates different packs, such as this "Christmas kit" in which it groups four products that are also sold separately.

It not only saves the person from having to choose, but also improves the [customer experience](#) because it makes the shopping process faster (in one click you have several products in the cart).

If you also offer a small discount for buying all these products together, your conversion will go through the roof.

D. Free shipping

Free shipping is a great way to get a customer to buy more products in the same order.

How?

Let's suppose that the customer has products in their basket for a total of €50. Then you let them know that, if their purchase amounts to €60, they can save on shipping costs.

In that case, it is very likely that they will be adding another product to reach the minimum.

3. CUSTOMER LOYALTY

Aim: Increase the number of customers making a second purchase by 40%

Studies show that attracting a new customer costs 5 to 10 times more than retaining an old one.

So, retaining loyal customers not only improves conversion (you get them to buy more times), but **also allows you to improve the profitability of the strategy.**

You see, the greater the loyalty, the more you'll have a:

- **Longer customer life cycle:** the Customer Lifetime Value (CLV) is the amount that a customer brings you during the entire time they remain your customer, discounting the costs of acquiring, keeping, or recovering them. You can find out more about the CLV in this post.
- **Lower customer acquisition cost (CAC):** how much you have to invest to convert a user into a customer. Learn more about this metric in this other post.

Logically, the more times a customer buys from you, the more you will amortize what you invested in acquiring them (CAC) and, therefore, the more profitable they will be.

Let's see how we can get repeat customers.

A. Loyalty programs

Remember the old supermarket points cards?

Every time you made a purchase they gave you points, and after a certain number of points, they gave you a free product or offered you a discount on your next purchase.

For that reason alone, you always shopped at the same supermarket.

These types of purchase rewards have moved into the eCommerce world, and continue to be one of the most widely used loyalty programs. But you also have options like:

- **Rewards for specific actions:** for example, you offer a discount to the customer for subscribing to your newsletter.
- **Preferential treatment:** a kind of VIP program. The customer signs up for your loyalty program and in return you offer them certain privileges. For example, you can give them a code with a bigger discount or early access to all the offers you launch.

A real example of this is the Rituals cosmetics store.

They use exclusivity and offer members of their loyalty program:

- Invitations to events and workshops

- Access to their outlet
- Personalized content based on your interests

There are many ways to apply this technique: segmenting your subscribers, creating a private [WhatsApp Business](#) or [Telegram](#) group...

B. Discounts for customers only

Another common strategy to get a customer to buy from you again is to offer them an exclusive discount:

- **On special dates:** take advantage of days like Black Friday to send a special discount only to people who have bought from you before.
- **As a thank you for their loyalty:** to celebrate one year since they became a customer.
- **For their birthday:** give that person a special treat and offer them a discount as a gift.

This way, customers will feel valued and are likely to buy from you again.

Now you know the main marketing strategies that you can apply to your eCommerce site...

But we are missing a very important one: **improving the search experience.**

Your online store's internal search engine is a key element in any sales strategy, because:

- 30% of users who visit your eCommerce site use the search engine to find the product they want.
- The conversion rate among those users who perform a search is 4 to 6 times higher.

For this reason, among others, stores using the Doofinder search engine have seen **their sales increase by 10 to 20% after installing it.**

That's thanks to its intelligent search functionalities, which guide your customers through the store and allow them to get to the product they want in seconds. These are functionalities like:

- Personalized results based on their previous behavior (searches performed, files viewed, products purchased, etc.)
- Autofill and search filters
- Synonym and typo management using NLP technology
- Voice search
- Search statistics that allow you to better understand your customers and offer them more relevant results

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