



# OSI Affiliate

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## 56 Ecommerce Marketing Ideas



# 25 Ecommerce Marketing Ideas



Sometimes we get stuck between choosing the ecommerce marketing ideas that are suitable for us and the ones that we are “supposed to do”. There is always room for doubt when it comes to choosing the right ecommerce marketing idea for your brand. We want to make sure to guide you in choosing the ecommerce marketing idea that will be perfect for your brand. From the list below, you can have a look at over 20 marketing ideas that you may consider for setting your brand in the right direction. We can assure you that the ideas we are going to provide in this list are going to give you a lot of information and exposure to the business world. So without further discussion, let’s dig in!

## 1. Go With Images Optimization For SEO

Google Images is a very effective and helpful SEO technique that can be used for promoting or advertising your products and services. Over 20% of the population in the USA searches using Google Images to get the best results. From this statement, you can imagine how important SEO is for any ecommerce business. If you haven’t been optimizing images for the purpose of your search, then there is a possibility that you are missing out on a lot of things including high traffic on your website. Just make sure that whenever

you are going to upload a product image to your store, it is fully optimized for search results.

Make sure that you are updating the filename correctly. By this, we mean that you must choose the words that describe your image accurately. For example, instead of choosing a filename that should be assigned to your camera automatically, try to go for blue-running-socks.jpg. This filename will help you a lot in ranking on the top in Google search results.

## 2. Upsell Your Products & Services

For those of you who have a habit of dining out, you may be familiar with the idea of upselling other products. For example, you ordered a burger at your favorite restaurant and the waiter asked you if you would like to get fries with that. You agree and there they made another sale. This is a great way to entice customers into purchasing related items along with the ones they are already purchasing. This idea makes room for loads of opportunities for you to sell your products and upgrades. Doing this will help you in expanding your e-commerce marketing goals and you can also have a look at many other promotion ideas that will prove to be quite helpful. So make sure that you are doing your best to build the trust of your customers by giving them exactly what they are looking for. You can also apply this technique to Amazon. Upselling your items will create a huge opportunity for your business to grow rapidly. Make sure that you are displaying the products that are bought together frequently. If you succeed in doing this then it will increase your average sales price.

## 3. Encourage Content on Instagram that is User-Generated

One of the many marketing tactics is to encourage user-generated content on social media apps like Instagram. As you know that Instagram is the hot social media app these days with over 1 billion monthly active users, there are chances that you will find your audience on Instagram. One of the best ways to apply this marketing strategy and grow your brand is through user-generated content. For example, you can have a look at how Wayfair uses the #WayfairAtHome to inspire customers in sharing the images of their products. Wayfair then reposts the user-generated content on their own profile along with a link in their bio from where people can directly purchase their products with fascinating images. In order to promote your hashtag, all

you have to do is include it in the bio of your Instagram account just like Wayfair.

#### 4. Build Trust of your Clients by Using Social Proof

If you are serious about your business and want to make it successful then it is recommended for you to consider another e-commerce marketing technique which is building trust of your clients by using social proof. It is an incredible way to drive more sales to your business. E-commerce is not like any other business where you just walk in a store and start walking in the crowd trying to find the best outfit. What you don't see there is that the crowd in itself is a social proof for the clients to see that the store is selling fantastic products which are high in demand and everyone wants to purchase from them. In the case of e-commerce marketing, you can do the same by adding testimonials and quotes from other customers who have tried your products and services. The best thing about social proof is that you don't need to have a high budget or connections for this. All you need is the right strategy and some loyal customers who will give you awesome feedback and help you in growing your business through the example of their experience with you.

#### 5. Arrange a Viral Giveaway

This is the new technique of advertising your products and services on Instagram or any other social media network. Viral giveaways have become a part of the e-commerce business as they will help in growing your email list and help you generate more sales. The procedure is pretty simple. At first, you have to decide the goal behind your giveaway. Is it for the purpose of social growing your email list? For gaining more followers on social media or simply for generating more sales? Once you have decided on the goal, you have to find some awesome prizes for the winner. Set up the giveaway and then promote it! Yes, the process is pretty simple and it is very effective.

#### 6. Tell an Awesome Story

Most store owners focus on public relations because it is a great way to get in contact with potential clients. But some people believe that having a high PR comes with a high price too. But that is not always the case. If you are a good talker then having a nice PR will not be much of a problem for you. Once you have managed to get in contact with potential clients, they will feel relieved to have found your pitch arriving in their inbox.

#### 7. Create "Suggested Videos" For YouTube

Another awesome idea of ecommerce marketing is to promote your brand using YouTube. Marketing on YouTube has helped tons of people in increasing their sales and getting more followers. There are many bloggers and vloggers who have succeeded in earning a lot of money with the help of YouTube marketing. This idea will help you in reaching out to more people and spreading the word about your business. According to the research done by YouTube expert Brian Dean, around 40-50% of the views come in from the suggested videos. This means that if you haven't done this already, then you are probably missing out on a lot of views that you could secure in your bag! For applying this idea successfully make sure that you are searching YouTube for a few keywords that are related to your niche. Next, you may want to pay attention to the number of results. Make sure that you are optimizing your whole video based on the research of keywords that you have performed.

## 8. Make Offers for Deals Websites

Customers love to get massive discounts. And luckily for ecommerce marketers, there are deal websites that have gained a lot of popularity among potential shoppers. There are websites like LivingSocial and Groupon who are very popular. But regardless of the niche, you are in, there is always a possibility of getting the perfect fit for your website. Keep in mind that getting help from deal sites is not a long-term tool for marketing your business. However, if you are planning to get hold of the short-term growth of the business, this marketing technique is probably the best option for you.

## 9. Offer Free Shipping

According to authentic research, you are more likely to drive more sales if you have made shipping free. It increases the chance of sales by eighty-eight percent. If you have not experienced free shipping yet then you might want to consider it now because according to research, 28% of the people cited the shipping costs out of which were going to abandon their carts. As you know that free shipping is crucial to the success of your business, it is highly important to consider it and promote it wherever you possibly can.

## 10. Enhance Your Email Receipts

As you are an ecommerce business owner, ignoring your email list is something that you cannot afford at all. You need to make sure that your business is improving in every sector including the email receipts. Transactional emails are also called receipts and they have an open rate of

around four to eight times which is higher than the majority of other emails. If you sense someone who is interested in purchasing your products by looking at your email then make sure to utilize this idea to ensure that your brand has a great relationship with such customers who will help you in increasing the revenue of your brand.

## 11. Aid Product Discovery by using Messenger Bot

We are all familiar with how the messenger has become so famous over the past couple of years. There are around 1.3 billion people who are currently using messenger for the purpose of communicating with their loved ones as well as socializing. You might have heard about this marketing strategy before where you see the rate at which messenger has grown so rapidly. But the one thing that gets left behind when it comes to understanding is that if you build a messenger bot for your ecommerce business then it will give you an opportunity to get creative when it comes to dealing with customers at your web store and discover new products.

## 12. Integrate Instagram

As there are more than 500 million daily active users on Instagram, we can conclude that it is one of the most fast-growing social media apps that is connecting people, influencers, people, and brands. If you know how to take compelling photos and how to strategically use the hashtags as well as knowing the right times to post then you are on your way to building a very strong community on Instagram that will help you in expanding your online business. The key to success in this marketing idea is to engage with your followers in an effective manner.

## 13. Reduction of Abandoned Carts

The harsh truth to be known here is that there are high chances of customers abandoning their cart without proceeding with the payment. This is a phenomenon that is well-studied where visitors do visit your website but right before checking out they abandon their carts. According to the Baymard Institute, there are around 69.23% of shopping carts are abandoned. This simple ecommerce marketing idea will help you in reducing the number of abandoned carts by following up with a recovery email campaign that will convince your visitor to proceed with their order.

## 14. Launch a Store on Facebook

Although there have been numerous changes in Facebook, it is still considered as ideal for the purpose of ecommerce marketing. It is quite convenient to make sales through your Facebook store. This is because you can integrate your Facebook store directly with your Shopify store. In this way, there is no need to keep a separate inventory for each of them.

## 15. Capture More Email Subscribers

You cannot deny the fact that email marketing is still considered as one of the best ideas for ecommerce marketing. According to a study by Forrester Research in 2015, roughly 17% of the spending of digital marketing takes place in email. This may be a small number but it actually helps in increasing the revenue by 24%. There are numerous posts and tweets that promote email marketing and consider it as an intimate interaction. There are still some very sophisticated people around us who would rather consider choosing email conversations instead of sending a message directly.

## 16. Improve Your Email Campaigns

You might be thinking that capturing a couple of email addresses is all you need but do not forget that the valuable emails will only be received by the businesses who are participating in the ecommerce market actively. You may think that you have got every event covered but make sure that you are sending emails to your subscribers for every occasion. For example, start with a welcome email as soon as your customer makes their first purchase. Offer free gifts and promo codes so that they keep coming back and a lot more.

## 17. Send Emails for Wishlist Reminders

If you are running a successful online store then chances are that your customers are already adding items to their wishlist. A wishlist is something that customers add to when they intend to purchase an item later. But there are some customers who are less likely to come back and proceed with the purchase. For this purpose, you must send them a wishlist reminder email that will convince the shopper to go ahead with the final step of purchasing the products they were intending to buy.

## 18. Give Your Customers the Comfort they Need

Let us be honest with you. You cannot expect your store to become famous or successful if your website is anything but well designed. Customers are always looking for a website that has a clear font, is up to date and there is

no confusion in the navigation. If your website lacks these qualities then you need some serious improvement. Always segments your products in the right way in the correct category. This will help you in making a convenient website that will allow the customers to operate easily.

## 19. Engage Your Visitors with Live Chat

There are many other ways to promote your ecommerce business and one of them is to use the method of live chat with your website visitors. Although email is a great way to interact with potential customers, live chat is still considered an effective way to keep your visitors engaged on your website and assist them in a case they have any doubts or questions. Live chat will help your customers in getting their doubts cleared and proceeding to the final step of payment instead of getting frustrated and closing the browser.

## 20. Prediction of Future Sales

There are many marketing tips but this one is surely going to change your life. If you are blessed with an opportunity of expanding your product line then you can most definitely consider evaluating the market demand and analyze if the process is worth the cost. For this purpose, you can try a variety of approaches like geographic validation, keyword research, social media trends, and a lot more. Another awesome way to test your market is to pre-sell your products to see how many people are interested in placing orders.

## 21. Get Started with a Content Marketing Program

If you are an ecommerce store owner then you must definitely consider blogging on regular terms in order to engage with customers and improve your possibility of ranking higher in the search engines. If you are considering content creation already then it's time for you to consider doing it actively and feature your blog on your online store as well. You won't believe the number of buyers and followers that will come your way right after doing this.

## 22. Adopt Personalization

Another effective ecommerce marketing tactic is personalization, if you want to improve your online sales then make sure that you are using personalized experiences and behavioral data to serve the customers in a better way based on their own preferences. According to BCG, personalization will allow you to lift sales for as much as 10% but the opportunity is much greater than that because there are only 15% of the companies who are actually



considering this effective technology. Personalization will create a very comfortable environment for your customers and it is the best way to fill up that shopping cart.

## 23. Invest in User-Generated Content

User-generated content (UGC) is an awesome way of generating social proof. This helps potential customers in seeing that there are people just like them who are purchasing the products regularly. This marketing idea will build more confidence in other customers to try out your products. According to a study by Salesforce, there are around 54% of customers who trust the information that is given in online reviews and recommendations from their peers as compared to the 20% who are loyal customers.

## 24. Think Local

If you think that the business owners of brick-and-mortar are the only ones who have chances of jumping into the local movement then you are wrong. There are online retailers who have taken a local approach to their ecommerce marketing tactics that will help them in increasing online sales. Identify the point where you have the most concentration of the customers and arrange a promotion in that location. You can also consider offering a promotion with free shipping to your customers who are in the vicinity.

## 25. Product Pages Optimization

Another great way to boost the sales of your online store is to practice Conversion rate optimization (CRO) for the purpose of increasing sales. If you practice CRO then it will also help you in identifying any underlying problems that may be in specific areas of your website. By applying this marketing idea to your ecommerce business you will be able to analyze where you are losing sales, where you are dropping off, and the reason behind it as well as all the opportunities that you might have missed. So conduct your research to identify all such challenges and opportunities and then develop some tests and hypotheses to see which areas need improvement and which areas need to generate more sales.