SKYNET TECHNOLOGIES

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Ultimate Ecommerce Digital Marketing Guide to accelerate sales & revenue!

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Ecommerce is here to stay!

Do you know how much the consumers have been spending online in a year? Take a wild guess! Well, if you're are not aware, get ready to be surprised. As per a forecast, over $3 trillion was spent online by consumers across the globe. Experts predict that these staggering numbers aren't going down any time soon and this is further reinforced with the pandemic outbreak. Ecommerce web solution brought a drastic change to the face of the retail landscape and the way people shop. With over 24 million online stores worldwide, there is no doubt that the ecommerce industry is expanding at an accelerated pace.

Some astonishing business stats are presented here to give you a sneak peek at the current and future status of the ecommerce industry.

2020 The ecommerce revenue in the USA will increase by more than $55 billion in 2020, taking it to more than $600 billion.

2021 There will be more than 2 billion consumers buying products and services through ecommerce shops by the end of 2021

2022 Global ecommerce revenue is predicted to hit $6 trillion by 2022

2023 More than 90% of all purchases will be conducted on digital stores by the year 2023

2024 By the year 2024, it is believed that nearly 95% of all retail sales will be conducted through online marketing only.

The mind-blowing stats present both opportunities and challenges for retailers and digital marketers alike. As the ecommerce industry is booming, you can now reach out to a wider audience and improve your sales but you should also be geared up for the intense competition especially at a time where ecommerce is being the face of the new economy!

Why don't my customers come to me?



Most of the digital retailers showed great willingness in spending a fortune on the website build and displayed a strange reluctance in the case of marketing. They start tightening their belt when they have to promote and market their services and websites. Some even went to the extent of asking perplexing questions such as 'what would happen if digital marketing went away altogether when we have a fully-featured website and our products are cataloged in a neat and appealing way?' Relying solely on the merits of your products and services is a dangerous game that could bury your business altogether.

You may have to wind up one day and leave the market without looking back wondering what went wrong when you have everything at your disposal. There are proven results that showed many companies even with mediocre products and services to fare extremely well and even have a satisfied customer base. Apart from word-of-mouth marketing, these companies have invested smartly in marketing their business without which their survival would have been in jeopardy.

Marketing as a whole isn't likely to be eliminated any time soon and in fact, as customers are switching to different channels, digital marketers are also finding innovative ways to reach out to them. A smart ecommerce digital marketing strategy itself is enough to entice your targeted customers to visit your website and may even become your repeat customers. Don't ignore the marketing aspects and put your business in a vulnerable state. Ecommerce digital marketing encompasses various aspects of reaching out to customers including understanding buyer persona, getting their preferences right, spreading the word, advertising, and even optimizing your services if required.

New trends in ecommerce marketing!



In the early 90s, if you've to promote a pair of shoes designed for sports players, they were promoted with some ads on TV, radio, newspapers, and billboards. Celebrity endorsements were also a rage back then. In order to improve the targeting, it was also decided to run ads in sports magazines. These marketing tactics used to get requisite exposure, reach out to the ideal customers, and even fetched some sales.

With the internet explosion and smartphone revolution, you now need to find ways to cater to the coming-of-age consumers. Digital marketing channels provide you the leeway to promote your products and take them to the right audience.

1. You can run some ads on Google AdWords to target people searching for sports shoes
2. You can promote the same on social media channels such as Facebook, Instagram, etc.
3. You can send out an email to your list announcing the new arrival of shoes
4. You can also reach to some affiliates in the industry who help drive awareness and boost traffic to your website
5. You can create blog posts sharing how these could improve the performance of the players
6. You can optimize your product pages so that search engines like Google will rank you high in the SERP results and send you free organic traffic.
7. You can also buy banner ads across multiple ad networks
8. Also, retarget the consumers who visited your website and didn't make a purchase

There are endless options available when it comes to marketing your products. It is important to understand how each digital channel works and how it can help you achieve your marketing goals. Even if you are confidently growing your business on word of mouth alone, investing in a diverse marketing strategy will expedite the growth you're anticipating.

Ideate, Create and Execute a Thriving Strategy!



As ecommerce is booming like never before, digital retailers are competing to get a leg up on the competition. Remember, ecommerce is more than merely selling your products and services. You need an ecommerce digital marketing strategy to create a sense of trust and loyalty between your brand and your customers. In the ever-evolving and competitive retail landscape, it is highly unlikely that any business could thrive without a proper digital marketing strategy. You need proper lines of marketing channels that open communication with your targeted customer segments.

If you are setting up your e-shop or been around the corner for a while and looking for ways to accelerate your business to new heights, remember it's going to be a strenuous job without an experienced and erudite team. You need to cut through the noise and clutter in digital marketing to achieve ground-breaking results. You need to have someone who understands the dynamics of ecommerce digital marketing, someone who is willing to adapt to the evolving trends and technologies, and who modifies your strategies with a healthy mix of unpaid and paid strategies to keep your revenue levels in good shape.

A perfect ecommerce digital marketing strategy!



While perfect is an illusion, Skynet Technologies has been shining around the corners and is one of the successful agencies in not just ecommerce web development but also in handling the digital marketing efforts of our diverse clientele. Unlike many who promise you the moon but thin in merit, we stay realistic to the goals. We under-promise but over-deliver. Our satisfied and repeated client base is a testimony of our experience and expertise.

We incorporate multiple channels such as SEO, SEM, email marketing, content marketing, social media marketing, mobile marketing, retargeting, within our marketing strategy and focus on leveraging all of them to achieve success.

Our ecommerce digital marketing strategy has helped our clients in a multitude of ways -

Convert top-the-funnel traffic into customers

Building Brand loyalty and Customer base

Ramp up your sales

Drive Targeted Traffic

Increase top-line revenue

Get Your Ecommerce Marketing Strategy off the ground

In this ecommerce digital marketing guide, we are going to answer some of the most pertinent questions that pop up in every digital retailer's mind.

1. How to achieve customer loyalty and retain your customers?

Many businesses focus their marketing efforts primarily on attracting new customers even though they realize the importance of retaining customers and building loyalty. But do you dare to make customer retention and loyalty a second fiddle when we say that is 5x times cheaper to retain an existing customer than acquiring a new one? If you do not focus on nurturing and engaging your old customers, there are higher chances of customer churn. But don't worry, we will provide you ways on how to continue gaining new leads while improving your customer retention.



a. Email marketing : Email is the best way to connect with your customers. Once they make a purchase, you should send them a welcome message or a thank you message or even offer cross-selling and upselling options. You should also send some recurring emails to not let the customers drift away from your business. These emails could be on email-only discount codes or loyalty programs, new arrivals, promotions, that encourages them to purchase again. You should also include personalized emails with content that resonates with their preferences. Also email them around holidays and other special occasions such as birthdays, anniversaries, etc. to make them feel special. It's simple yet the most effective way to increase loyalty and credibility.

b. Social Media Marketing : Many companies like Nike have a vibrant customer base due to their strong social media footprint. Having a strong social media presence is another way to engage with your old customers especially if your target demographic is millennials and Gen Z. A powerful and active social media presence could be the differentiating element between customer retention and churn. You can monitor your social media mentions, hashtags, direct posts, or messages and respond to them promptly.Have a dedicated social media management team that responds to all the queries and comments posted on social channels. This is an opportunity for you to engage with your customers in real-time.

c. Content Marketing : Creating high-quality content educates your audience, increase your customer loyalty. You can create buyer personas to provide personalized content and make the conversations to build one-to-one relationships with your customers. You can add value to the content which improves their trust in you and your brand. You need to avoid being salesy but still go the extra mile to create high-quality, fresh, and relevant content to inform and engage them. Customers are more loyal to those who offer more than their products. Through proper content, you can communicate your brand message and reinforce your position as a niche authority that lets them make a beeline to your website.

d. Loyalty Programs : The magic formula of customer retention and loyalty is to make them feel special by implementing loyalty programs. Delight your customers with rewards, promotions, loyalty programs, freebies, exclusive discounts, and coupon codes. This could give them the rush to make more purchases. You can also educate them on how to optimize their shopping experience and earn more bonus reward points. As per a report, 66% of the consumers tend to buy more when they are offered some kind of incentive. You can either automate the process or set up a personalized offer that goes a long way in building long-lasting customer relationships.

e. Track Customers' behavior : Analyze customers' buying habits and preferences to create a persona and accordingly customize your shopping campaigns. Send a promotional email that makes them willing to buy more. You can track customers' activity, their favorites, most frequented pages, etc. to personalize the product pages. A personal touch to the product pages encourages them to stay on your website longer and even prompts them to come back at a later stage. Track what is gaining their traction and make sure that these items are more visible on your website.

f. Personalize the experience : As an ecommerce company, you would have access to the customer purchasing history database. You can leverage this advantage by personalizing customer experiences based on their purchasing history. You can take a cue from how the ecommerce giants such as Amazon are doing it. You can share personalized and relevant content through newsletters, surveys, which are crafted based on their past purchases. Your dedication and efforts to retain will surely pay off and goes a long way in increasing customer retention and loyalty.

g. Optimized Websites (SEO) : As an ecommerce brand, you may have to pay special attention to optimizing your website look-and-feel, speed, performance, and consistency. There has to a consistent and signature brand visual, and other elements such as font, color schemes, in-built plugins, etc. A signature and premium look make it easily recognizable among your target demographic. It will make customers want to remain loyal to your brand as they are buying into the vibes you've created for your brand. Skynet Technologies have over 19+ years of experience in SEO services.

h. Mobile-friendly : Optimize your digital marketing campaigns for all channels and devices. A mobile-friendly campaign is one of the aptest ways to create a great impression on your customers as it is the primary channel of engagement and service interactions. They are always on the go and constantly search for products on their mobile devices. Your new-age customers who are glued to their smartphones also have a shorter attention span. Hence your websites and digital marketing campaigns need to be mobile-friendly.

2. Why your ecommerce business should invest in digital marketing and branding?



Most digital retailers find marketing and branding daunting and challenging. Once you build your website, it cannot promote itself. It needs constant care and attention to grow your business and based on your goals, you need to perform certain actions that may seem tedious but necessary. Each dollar and second you invest in your digital marketing and branding strategy has a clear ROI that makes all the difference.

Let's drill down a little deeper on why your ecommerce business should invest in digital marketing.

a. Omnipresent Customers : A potential customer today spends an average of more than 8 hours on the web and this is exponentially growing year after year. The reach and visibility of digital marketing are beyond anyone's imagination and it has completely overrun traditional marketing. It has proved to be more persuasive and much more effective giving full control to the customers over their experience. SEO, Social media marketing, Google Shopping are some of the ways that take you to places where your audience is.

b. Targeted Campaigns : traditional marketing media such as newspapers, TV, radio, billboards have a very limited impact on the consumers as you are not segmenting your audience. Through digital marketing, you can segment your audience effectively to identify your target audience and create tailor-made campaigns. There are various tools available to segregate your list based on demographic factors such as age, gender, region, etc. Email marketing, PPC campaign management, Google AdWords, social media marketing helps you target better.

c. Wider Reach : With digital marketing, you are going to erase the physical boundaries between geographies and expanding your reach to a wider audience. Never before, it was easy to advertise your products and services to places that are miles apart. Breakdown the barriers to access the new audience and explore new markets with minimum effort. If you plan of expanding your business beyond your borders, you need to contemplate seriously about investing in digital marketing and branding.

d. Unbeatable Speed : The speed with which you can identify your customers and reach them is unrivaled. There are fewer barriers when compared to traditional marketing channels. Negotiations can happen even much faster. You will also notice instant results, thanks to direct and immediate communication with your prospects. Everything happens on a single channel where you analyze the whole process while the consumers are interacting with your brand.

e. Better Engagement : Gear up for better engagement with your customers. You get to know your customers relatively easier wherein the digital marketing channels provide intuitive insights into your target audience so that you can re-strategize your campaigns, offer better products, and optimize your services. Many social channels serve as strong platforms to establish better relationships with your clients. You can have an overview of their opinions, comments, likes, and dislikes. Capitalize on these opportunities and kickstart your sales.

f. Measuring made easier : Digital marketing results are much easier to measure. You can follow up your actions through precise digital tools that offer incredible insights. All your digital strategies can be monitored on a real-time basis with utmost precision. Investing in digital marketing helps in making a judgment call on how you can re-strategize your campaigns for reaching your projected ROI. You can also leverage AI tech for automating your campaigns, finding the best demographic group, and measure the campaign performance.

3. What tactics & channels are required to create brand awareness & acquire customers?

Brand awareness is what drives engagement and expectations of your customers. It also builds connections with your customers as they develop an emotional connection with your brand. Branding is one of the most important KPI, if done right, every goal of yours will be surpassed.



For creating brand awareness and acquiring customers, you need to focus on

a. Omni-channel Marketing

Omnichannel marketing essentially means creating a seamless experience with a brand on any channel or device. You need to hone the art of taking your message to all the mediums without sticking to a one-size-fits-all approach. What we've observed is many companies have their own most dependable marketing channels and they keep pushing their message across them even with shoddy results. But, if you want to establish yourself in the market and acquire consistent results, go beyond your comfort zones and engage with customers or prospects on wherever channels you are.

Fine-tune targeting and deliver a laser precision message to gain their trust. With omnichannel marketing, the chances of losing people at different stages of the funnel are very low and the chances of converting are high. Digital marketing channels such as social media posts, PPC ads, are capable of generating hot leads for you who are ready to make a purchase. They are one of the best channels to help you create a high level of awareness.

b. Pay heed to Feedback

In the digital era, the customers are also savvy and they engage with those companies where their voices are heard. They do provide feedback on channels like social media which shouldn't be ignored. In addition, you would also observe certain subtle signs such as high drop-out rates, poor click-through rates, and open rates, meager conversions which on proper analysis provides you the insights behind their behavior. You need to monitor multiple channels so that engagement with clients and prospects isn't missed. If you do not pay attention to these elements, you may have to pay a heavy price.

Many successful ecommerce companies are doing their best to capture the enthusiasm of their customers so they can channel it into advocacy. A strong brand reputation is built when people become satisfied with your brand and get a consistently good experience.

c. Jazz up your profile

Firstly, your ecommerce website is the face of your business that creates credibility and loyalty among your visitors. Improve your SEO by optimizing the website with all the elements such as image optimizations, meta descriptions, improve performance, etc. You can also invest some time in picking the right email template and design before you kickstart your email marketing strategy. Your social media channels also require unique profiles and dedicated management as each of these channels and networks have their own set of customers who are distinct from each other. The users on each of these networks consume and discover content in varied ways. To engage with them on these channels, you need to pep up your profiles a bit and also rely on customized messages. Find unique offerings and innovative ways to attract prospects and take extra time to make sure the content and branding messages are customized yet consistent across the spectrum of channels.

4. How to keep your online store up to date with the ever-changing Google search engine algorithm?

Google algorithms have a heavy impact on the success of your online store as they crawl your content and rank them based on different elements like ease of navigation, keywords, speed, etc. You can build a high-ranking ecommerce site if you keep up with the search engine algorithm updates.

Need to keep up with the Google algorithm updates

- Increased visibility
- Improved User experience
- Organic search traffic
- Better Search Rankings
- Higher conversions
- Incredible ROI
- Augmented Revenue



How to track Google Algorithm Updates?

Except for core/bigger updates, Google doesn't not make any announcements. Remember, Google is reported to make around one to two updates to its algorithms every day which may come around 600 updates per year. Hence you need to track them if you want to maintain your search visibility and ranking. Failing with you may wake up to a rude shock of finding your website knocked down to the bottom of search rankings.

a. Focus on Traffic

If you track your traffic fluctuations, you can understand that Google might have made some updates and it might have affected your rankings. Search for your website using the most valuable keywords using different browsers and even in private mode. Google uses cookies and also prioritizes personalization, so even if you are using the private mode, Google shows you the most personalized results based on relevance.

b. Stay updated

Google updates are constant and important for your ecommerce website visibility and traffic. You can avoid a slump in your rankings by updating the algorithm changes and creating high-quality, user-friendly content. Develop a content calendar, set goals, post frequently, with which the users will find informed and engaging content.

c. Follow experts

You may get easily overwhelmed with Google's constant stream of updates. You don't have to keep up with every update. There are already many experts' blogs and websites who are making it easy for you. These are avid followers who keep tracking and analyzing the updates as and when they happen. Find credible sources and sync them to your RSS feeds, or subscribe to the newsletters.

d. Monitor your SEO data

Don't jump in once the algorithm updates are released. Monitor your SEO data to see if your website is weathering the recent changes. Before and after scenarios provide you a glimpse of how the changes are going to affect your website. You may decide if you want to go with the updates or not. This will prevent you from making unnecessary changes. It also gives you time to plan out your strategy and also incorporate them.

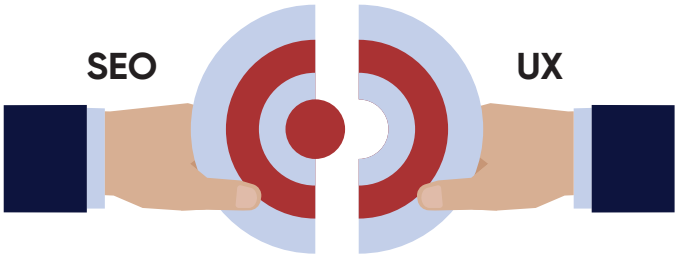
e. One change at a time

Since search engine algorithms are constantly evolving, jumping in to overhaul your website with a major update is not just time-consuming but ineffective. One of the best strategies is to choose one thing at first and monitor the effects of one change at a time. This prevents from making unnecessary changes and focuses on producing improved content. Avoid changing too many variables as it becomes difficult to understand which changes are most effective and which aren't.

f. Focus on end-goals

Even with the help of experts, it can be difficult to fully prepare for a major Google update. Having an end goal in mind helps you to head in the right direction. The end-goal is to provide fresh, most relevant, and informative content to the users. Updates serve as an incentive to constantly focus on the needs of the users not just on the search rankings. Stick to your end goals so that even with the frequent updates, your results remain unscathed.

5. How to propel a perfect blend of UX & SEO?



While SEO drives lead traffic to your website and help you reach a higher ranking on SERPs, it is the UX that determines the conversion.

Both SEO and UX go hand-in-hand and the need to blend both while building a website has gained importance. Google also made it clear that users should be the center of attention when it comes to SEO optimization which essentially means create pages and websites primarily for users not for search engines. The focus on keywords alone was long gone and SEO cannot work in isolation anymore. Let us understand how UX can blend with SEO to improve a website's performance.

a. User at the center stage

Both UX and SEO should put the user at the center stage and focus on creating content for the users. Be it the design or optimization, the emphasis should be on the user and there are higher chances of being rewarded by the search engines.

b. Readability

Aim for quality, relevance, and engagement while creating content. If UX is coupled with it, the appeal and readability would be enhanced. Keywords and on-page optimization also improve readability aspects. The users who access a page will have a great overall experience and this may boost SEO as well.

c. Visual appeal

Humans comprehend visual elements better than written information and hence these are vital for a great UX. In terms of SEO, you need to optimize the visual content so that users can have a great experience accessing your pages. Both SEO and UX advocates believe that heavy visual elements disrupt the page layouts and increase the load time.

d. Usability

Focus on ease of navigation as it allows the users to explore your pages and stay on them. Without proper usability elements, the user experience would be sub-par and it is going to affect the SEO as well. Both design and functionality are hence crucial for a great user experience. SEO elements such as sitemaps, page speed, optimized images, responsiveness, ADA web accessibility all will have an impact on both page rankings and UX.

e. User retention

UX aims to provide ease of navigation and SEO complements it which improves the user retention on your site. Both UX and SEO should focus on having clear CTAs, guidelines, relevant content, etc. which provide a great browsing experience and help you reach your business goals as well. Site experience and navigation patterns are crucial for user retention.

Impact of SEO-UX combination



End-goals

- Improved website performance
- Reduced cart abandonment rates
- Higher lead traffic
- Better rankings in SERPs
- More chances of conversions

Take the help of UI/UX web design experts to design your pages so that they are intuitive and easy to navigate. A skilled UX designer knows how to optimize your pages for both the search engines and users. Professional designers create user-friendly websites that have great UI and UX, improving the customer experience.

Get things rolling...

Are you planning to set up your own ecommerce store? Or do you already have a store and want to drive traffic to your website? Do you feel you hit a plateau and worried about your survival? No matter where you stand in the ecommerce journey, Skynet Technologies is your go-to place for all your digital transformation needs. You can shoot your questions to our brilliant marketing team who are ever-ready to help you achieve your business goals and beyond.

We offer a full suite of digital marketing services such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), Email Marketing, Pay-Per-Click (PPC) advertising, Google Shopping, Content Marketing, and more to propel through your growth plateau, wow your audience, outrank your competitors, and achieve an incredible ROI. We have over 20 years of experience in delivering the best digital experiences to our clients and helped them set up a thriving business.

Let's get in touch!



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