

1.1 Identify various marketing options for use within e-Commerce web sites.

1.1.1 What is E-commerce Marketing?

E-commerce marketing is the practice of guiding online shoppers to an e-commerce website and persuading them to buy the products or services online. E-commerce marketing can include practices like:

- Search engine optimization to help a website to rank higher in organic search engine listings
- Affiliation with better-known websites through referral marketing or banner advertising
- Retention of current customers through email marketing

1.1.2 How is an E-commerce Marketing option/plan developed and employed?

- An e-commerce marketing option is developed by focusing on three objectives: helping new visitors to find the website, turning visitors into customers, and enhancing your website's usability and after-sale marketing to encourage repeat visitors.
- Enticing visitors and converting visitors work hand in hand. One without the other dramatically reduces the opportunities for creating new customers. A website needs to entice new visitors to visit and then provide sufficient incentive to turn those visitors into a buying customers.
- Helping new visitors find a company's e-commerce website is largely dependent on search engine positioning and banner advertising. A successful e-commerce marketing team needs to have expertise in search engine optimization, pay-per-click marketing, social media marketing, and display advertising to reach the top of search results.
- Search engine optimization, better known as SEO, is one of the most critical parts of e-commerce marketing. It is based on special algorithms that analyze the instances of specific keywords on your website. Because users navigate the Internet through search engines like Google, these results play a large role in the success of your website. A good SEO campaign can position your e-commerce website to rise to the top of the Google rankings. For example, Googling "pretty yarn" brings up Dragon Tale Yarns sold by the e-commerce branch of Earth Guild, a store based in North Carolina, as the fourth result. Earth Guild is not a large, well-known craft store, nor does it have a particularly appealing web presence. What it does have is excellent SEO – because it shows up so quickly in the search results, it likely experiences much more traffic than its competitors.

The Importance of SEO in Digital Marketing



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- Pay-per-click advertising operates similarly to SEO since it is based on keywords. However, whereas search engine optimization works organically (meaning that a marketing firm doesn't have to pay for it), PPC results are the results that show up in yellow boxes on Google. Marketing campaigns pay to be represented by specific keywords, and owe money each time a user clicks on one of these 'sponsored' links. PPC and SEO campaigns often work very well together, by covering a variety of organic and paid keywords. (See also [Pay-per-Click Marketing](#).)

Examples of PPC ads

The collage illustrates different types of Pay-Per-Click (PPC) advertisements:

- Shopping:** A Google search for "nike trainers" showing a grid of product listings with images, prices, and ratings. A blue "Shopping" label is overlaid.
- Search:** Two text-based ads. The first is for "UF Gym in York Online" with a link to a 3D virtual tour. The second is for "Quality Commercial Plumbing" with a link to a 24/7 emergency service. A blue "Search" label is overlaid.
- Social:** Three social media-style ads. One for "Happy Socks" featuring a 40% sale on pink socks. Another for "Hem & Here" featuring a high-heeled shoe. A third for "With & Sugar" featuring a potted plant. A blue "Social" label is overlaid.
- Display:** Two vertical banner ads. One for "Creative Cloud for teams" with the text "Good design is good business." and a "Buy now" button. Another for "Creative Cloud" with the text "Make it with Creative Cloud." and a "Join now" button. A blue "Display" label is overlaid.
- Text Ad:** A horizontal banner ad at the bottom for "We are raising the bar on wages." for warehouse team members in the Salt Lake City area, with a "join our team" button.

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- Social media marketing can be very important to e-commerce websites. By creating an effective Facebook business page and enticing potential customers to 'like' your page with exclusive offers and discounts, you will not only gain immeasurable word-of-mouth advertising through the network, but will establish yourself as a trustworthy, reputable Internet business.



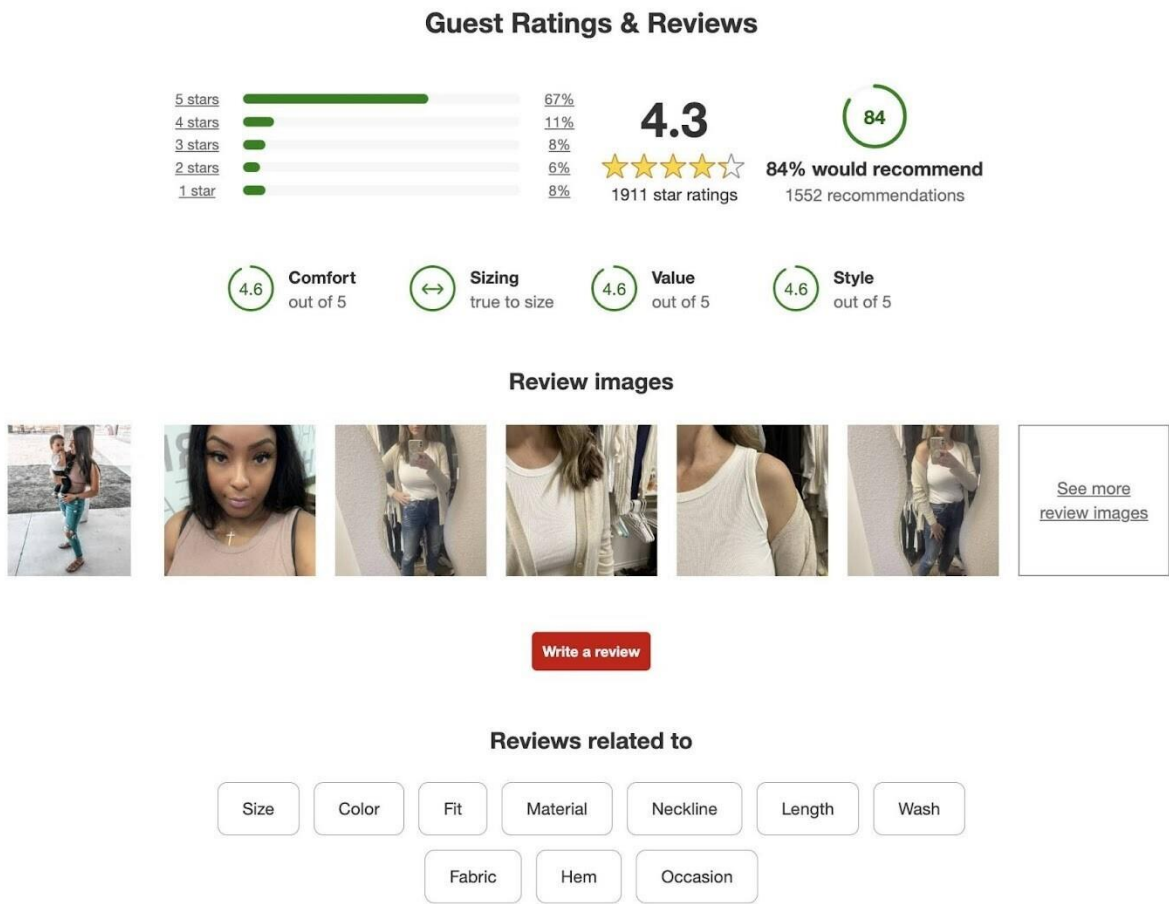
§ Display advertising can be intimidating to smaller Internet retailers, but it has been found to be very worthwhile. By buying small banner ads on related blogs, message boards and other websites, you can showcase your business in front of people who wouldn't have found it otherwise.



§ Effective, strategic marketing is sometimes enough to attract visitors to a website, but the work doesn't end there. Next, an e-commerce marketing campaign will convince them to purchase the available product or service. Website visitors become customers because of their experience on your website. While the quality and pricing of the product is important, the user experience is just as important. The domain name should be easy to spell, it should load quickly, and it should look good and be easy to read.



§ On product page, it is essential that all offerings are easy to find, easy to understand, and are accompanied by extensive details and photos. Online shoppers are drawn to purchase if they know right away how much your product and shipping costs, if they can see multiple views of a product, zoom in on your photos, read reviews from other customers, and save products they're considering in a shopping cart. All of these actions mirror the way they shop in a brick and mortar location.



4.6

Comfort

out of 5

Sizing

true to size

4.6

Value

out of 5

4.6

Style

out of 5

[See more review images](#)

Write a review

Size

Color

Fit

Material

Neckline

Length

Wash

Fabric

Hem

Occasion