

Home shopping

Home shopping, also known as e-commerce, commonly refers to the electronic retailing/home shopping channels industry, which includes such billion dollar television-based and e-commerce companies as Liquidation Channel, HSN, QVC, Jewelry Television, Patagroup.com, eBay, ShopNBC, Buy.com, and Amazon.com, as well as traditional mail order and brick and mortar retailers as Hammacher Schlemmer and Sears, Roebuck and Co. Home shopping allows consumers to shop for goods from the privacy of their own home, as opposed to traditional shopping, which requires one to visit brick and mortar stores and shopping malls. There are three main types of home shopping: mail or telephone ordering from catalogs; telephone ordering in response to advertisements in print and electronic media; and online shopping.

What is Ecommerce Marketing?

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Ecommerce marketing is the process of making sales by building and raising consciousness about an online store's product offerings and brand. The same tactics of traditional marketing can be applied to ecommerce marketing in a digital realm, as it allows businesses to reap the benefits from those who are in the mindset to buy.

An online market is a busy place, and it is ever-growing in popularity. Ecommerce marketing is a great way for stores and organizations to tap into that growing power, creating advertisements that guide consumers to an ecommerce website.

Ecommerce marketers can leverage digital content, social media platforms, search engines, and email campaigns to attract visitors and promote purchases online. Estores must utilize all of the above digital channels to advertise all of its products and grow the business. Channelizing on different platforms will open the consumer up to a new world of purchase opportunities and will help them become familiar with your particular brand in the meantime. All in all, ecommerce website marketing is often seen as a win-win situation.

Ecommerce Marketing Strategies

Ecommerce websites are profoundly visual. Ecommerce entrepreneurs must leverage social media platforms to steer attention and traffic to their online stores. The business people have to show off the product after all the success on social media depends on the use of imagination to steer attention and traffic to the online shops. It is one kind of the practice of driving top-of-funnel traffic to convert into

sales and customers. There are multiple strategies and tactics to make this possible. Some of the top ones include:

- **Market Affiliation** – The ecommerce site will use banner ads or referrals from better-known websites to guide prospective customers to their page.
- **SEO** – Increasing organic searches is always a good idea for e-stores, as it can drive relevance and popularity up at once.
- **Email Marketing** – This is a great way to reach out to current customers, sending them offers and promotions to keep them interested and loyal.
- **PPC** – This is a viable option. You can pay other websites to advertise on their site, and they will get paid each time a customer clicks on your link.
- **Display Advertising** – It is a great option for busy sites. You can create images and links that will end up in a clear view of the buyer, providing them with visual stimuli that encourage them to check you out.

Top Ecommerce Companies

To better understand what differentiates an ecommerce company from any website with a shopping cart, there is a list of the top Internet retailers that classify as ecommerce sites. This is where ecommerce marketing really comes in handy, as it allows users who are already a part of these top sites to get involved with new shopping opportunities. Example of some of the biggest ecommerce sites are –

- **Amazon, Inc.** – Founded in 1994 in Seattle by Jeff Bezos, Amazon, since then, has become a familiar name when it comes to online shopping. This online store today has the most significant revenue in the world, but its origins were humble.
- **Jingdong** – This online store is operating from Beijing and is considered to be the first of three major Chinese companies. Challenged by the renowned company – Alibaba, Jingdong obtained over a quarter of a billion registered users till 2018. The company was established in 1998 and started its online trading six years later. Today, the business flourishes with its high tech delivery system which comprises of robots, AI, and a fleet of drones.
- **Alibaba Group Holding LTD.** – Jack Ma, having been rejected from more than 30 job posts in the early 1990s, started producing websites for businesses with his wife and a friend. His business expanded exponentially, and in the year 1999, Alibaba Group was established, the world's largest retailer of present-day, serving in more than 200 countries.
- **eBay Inc.** – It is one of the first prosperous dot-com bubble companies that outlined online shopping. The company was established in San Jose, California, in 1995, and its most unique feature is the online auction feature, besides a conventional buy-it-now shopping option.
- **Rakuten Inc.** -Rakuten is a Japanese e-commerce company that originated in 1997. They serve Japan's largest online bank, in addition to online shopping and credit card payments.
- **B2W Companhia Digital** – It is a Brazilian based online retail firm. B2W Companhia Digital owns a market share of 50%. It was inceptioned in 2006 and is highly competitive as it holds numerous online ecommerce websites.
- **Zalando** – It is the first European company and is having its headquarters in Berlin. It comprises of the online stores that sell fashion items, such as apparel and shoes.
- **Groupon** – American e-commerce marketplace started in Chicago in 2008, reshaped the idea of group discount in online shopping. It connects its subscribers to local businesses in one of 500 cities worldwide.

Any retail or wholesale business would be interested in pursuing ecommerce marketing as a prime tactic for their niche audience. This type of strategy also encourages Internet competitiveness and a more global reach.

Ecommerce Tools:

Some **ecommerce tools** can be helpful to the business people to pace up with the evolving marketing strategies. Few of them are listed as below –

- EWCart
- Jazva
- Shipedge
- Shopaccino
- Ecom365cloud
- Shopify
- 3D Cart and many others.

Thus, Ecommerce marketing is a powerful tool that can be used to promote any online retail or wholesale business, as well as organizations that deal with trade.

Basic Ecommerce Marketing Concepts

Ecommerce is one of the most competitive industries on the Internet. No matter what you're selling, there's bound to be at least one other company selling the same products — or at least products that do the same thing.

That means it comes down to marketing to see if you can get more customers than your competitors.

But how do you market an ecommerce company? What specific strategies can help you achieve success?

1. Personalization

No matter what you sell, it's essential that your company relates to your potential customers on a personal level.

Personalization is the process of tracking what your site visitors look at on (and off) your site so you can get a better understanding of their preferences.

Then, once you know their preferences, you can use cookies to each customer an experience on your site that was designed specifically for them.

Personalized website content helps you build relationships with your site's repeat visitors by showing them the perfect message at the perfect time.

You can even go so far as to offer special deals to certain individuals who buy specific products on your site.

Whatever you choose, it's important that your site has some degree of personalization. Ecommerce shoppers love seeing messages that are tailored to their interests, and it's a great way to move more products.

2. Product recommendations

Along with personalization, you can also provide product recommendations.

Product recommendations show your potential customers that you pay attention to their wants and needs. It also allows them to get a bigger picture of your inventory and — as we mentioned above — move more products.

You can use product recommendations in a number of ways.

First, you can add your own company recommendations. These would most often be products that are similar to something a customer has already bought.

Second, you can highlight user recommendations. These can be items like wish-lists that your customers share with one another. This also requires your site to have the functionality to allow users to share items internally, but it can pay dividends.

After all, word of mouth is the most trusted form of advertising.

Third, you can use recommended products to show customers products that complement what they're currently buying. So if someone's buying a garden hose from your housewares store, you should also show them different hose heads or wall spigots so they're buying a group of products that work together.

However, once your customers have those items in their carts, there's no guarantee that they'll buy everything.

That's why you need this next crucial part of ecommerce marketing.

Video: How to find your ecommerce marketing partner

William Craig of WebFX talks about the major questions you should ask to find an ecommerce marketing partner.

3. Cart reminders

One of the most frustrating parts of running an ecommerce store is customers who leave your website when they have products in their carts.

That's why you need to use cart reminders.

Cart reminders are emails that automatically generate and send whenever someone has a cart of products and leaves your site. The emails can send out a day after the customer leaves, or sometimes as long as a week or month later.

Regardless, the point is always the same — to get that customer back to your site and have them finish their transaction.

Shoppers who have accounts with you have already given you their email addresses so you can communicate with them. They've also shown clear interest in the products they added to their cart themselves.

So you're giving them what they want by reminding them about their abandoned cart. And even if they're not able to finish their transaction that same day, they may finish it a week later when your email arrives in their inbox.

But carts aren't the only part of ecommerce marketing that you need to add.

4. Product social sharing

Social media marketing is a critical part of any Internet marketing plan.

But it's exceptionally important for ecommerce companies.

For every product on your site, you have an opportunity to cause an impact on social media. Someone shopping for your items might find something their friend would like, so it's important that you let them tweet, post, or share about what you have.

Then, the friends of the person who shared your product will see what they posted. That lets them click to your site — at their friend's recommendation — and possibly become a new customer.

In other words, social sharing lets your customers market for you. All you have to do is provide the product and the means to share it.

But there's still one more marketing concept that you need to implement if you want your ecommerce store to really succeed.

5. Product reviews

Did you know that up to 70% of customers check out ratings and reviews before making a purchase? And 63% of customers are more likely to purchase if a site displays product ratings and reviews.

Adding reviews to your ecommerce website provides value to customers and encourages them to buy from your site. Online reviews provide the social proof shoppers are looking for, and they can help your ecommerce store establish trust and credibility with customers.

In addition, new reviews can help keep your site content fresh and improve your chances of earning higher rankings in search engine results.

Be sure to make it easy for customers to leave reviews on your site. You can even offer incentives like coupons, discounts, and sneak previews to encourage customer reviews.

6. Email campaigns

Email marketing accounts for over 7% of all ecommerce transactions, so incorporating a strong email strategy can help your ecommerce store attract more customers and earn more revenue.

In addition to sending abandoned cart emails, you can use email marketing to send personalized updates to customers and potential customers. For example, you can send personalized emails on customers' birthdays or other important milestones. Studies show that personalized birthday emails have almost five-times the transaction rate of standard emails.

You can also use email to let customers know about new products and even offer exclusive coupons or promotions to email subscribers. Email marketing is also a great way to connect with customers after they make a purchase and encourage them to review the item.

7. Responsive design

Your customers don't just shop on desktops or laptops. They shop on phones, tablets, and other devices that all show your website in different ways.

So how can you make sure every one of your customers gets the same great experience on your site?

The answer is responsive design.

Responsive design automatically adjusts your website to fit the device that a person is using. So if someone's on your site with their phone and their laptop at the same time, they can still see and read your site perfectly.

That's essential to ecommerce because if your site isn't responsive, you'll lose mobile customers left and right. Mobile customers are becoming more and more common as well — they make up nearly half the market of ecommerce shoppers.

In other words, if you want to make sure you reach your customers, you need a responsive website right away.

What Is Telemarketing?

Telemarketing is a very common form of marketing companies use to connect with potential customers of their products or services. Historically, telemarketing consisted of companies making telephone calls to existing or potential customers. With new technology, telemarketing has expanded to include video conferencing calls as well, although those are typically conducted with existing customers. Telemarketing is often used to try to sell a product or service, but it can also take the form of surveys or information gathering. For instance, political campaigns use telemarketing heavily prior to elections to inquire about voting preferences.

When companies call new customers, the activity is referred to as cold calling. This means the consumer has not purchased from the company before nor have they requested a call from the company. Companies can buy a list of potential customers to call from a list service, which will provide a list of consumers who have similar interests or purchasing histories who fit the company's target market.

There are many industries that rely heavily on telemarketing, such as:

- Cable and Internet services
- Home security systems
- Financial services
- Vacation and time share
- Charitable organizations

Laws Affecting Telemarketing

There are many federal and state laws that govern how companies can telemarket their products. One type of law protects cellphone users from receiving telemarketing calls to their cell numbers. Additionally, two other common and impactful laws are:

Telemarketing Curfews

There are rules that govern what time telemarketers can make calls to private phone numbers. The federal laws state that telemarketers cannot call before 8:00 am or after 9:00 pm in the individual's local time zone. Likewise, telemarketing calls cannot be made on Sunday or holidays. Each state can alter the federal laws if they restrict the times even further. They cannot extend the federal curfew, but each state is allowed to restrict the curfew times to later than 8:00 am and prior to 9:00 pm locally.

Do-Not-Call List

The Do-Not-Call list is an opt-in service that allows consumers to add their telephone number to the federal list of phone numbers companies cannot call. This law applies specifically to companies calling consumers that do not have an established business relationship with the company.

E-business:

E-business may be defined as the business system properly networked by modern information technology so that all the major constituents of the business system, e.g., suppliers, bankers, customers, departments of the firm, etc are systematically interlinked for the efficient conduct of the business. E-business offers tremendous opportunities to business firms for expanding their sales and business relationships globally. Some of these opportunities are given below:

Growing use of Internet: More and more people are making use of Internet. Millions of people around the world exchange information and conduct transactions through E-commerce. The number is increasing day-by-day. E-commerce is being widely used in business as well as in social sectors.

Huge Potential: E-commerce offers tremendous scope for growth. It is very cost effective. Buying online can reduce the costs by 90%. The number of internet subscribers is growing at about 250% every year. Introduction of broadband and improved connectivity will boost the growth of E-commerce.

Trust Building: E-commerce website provides a forum for interaction between business firms as well as business and customers. Buyers and sellers get website easily and secrecy of information exchanged is assured. Companies operating website facilitate exchange of ideas and viewpoints between various interest groups in addition to promoting their own business interests.

Value Creator: With the help of E-commerce, business firms acquire knowledge and information on the basis of which they improve their intellectual capital. E-commerce has created several new markets and business opportunities due to quick and inexpensive communication.