

FREE PDF GUIDE

Marketing Your Dropshipping Store

There Are Two main Ways Of Marketing An Online Store

They both have pros and cons, both can be extremely successful, and both require hard work and consistency.

Free/Organic Marketing

Free marketing methods require more “work” but the profit margins are higher as you are not paying for ad spend.

Pros

- No ad spend costs
- Higher Profit Margins
- Brand credibility

Cons

- Takes longer to see results
- Requires more effort
- Can be inconsistent

Paid Advertising

Paid advertising will always be king in my opinion as you are letting social media algorithms do the hard work for you.

Pros

- Specific Targeting
- Quicker Results
- More efficient

Cons

- Requires capital
- Will most likely lose money in the long run
- Can possibly stop due to ad account suspension

[Free Marketing Strategy](#)

To market your online store for free, you will be utilizing Instagram and TikTok.

The strategy is quite simple in theory but will require daily discipline and action.

With Instagram Reels and TikToks “for you pag”, the potential to go viral has never been easier.

[The 5 Steps To Market Your Store For Free](#)

1. Create a TikTok and Instagram account with your store name and use your logo as your profile picture.
2. Either order one (or a few) of your products to your house (from Takealot) to film content by yourself or download TikTok videos of your products.
3. Start posting TikToks and Instagram Reels 1-3 times per day, with relevant hashtags.
4. In the caption direct people to the link in your bio.
5. Make sure your link directs customers to your product page.

The reason why this works so well is because with TikTok and Instagram reels, your videos can be seen by people who don't follow you but who are interested in your product/video. The chances of going viral and bringing 1000s of people to your site is really high.

Even if you are running paid ads, this is still a great way to bring in additional revenue and build up your brands credibility.

Paid Marketing Strategy

Paid advertising is definitely the best way to go about things if you have capital to invest into it.

Understanding how to run ads can be quite a learning curve, but like with everything – you can get use to it.

There are many different ad platforms to choose from – Google, Instagram, Facebook, Snapchat, Youtube, TikTok etc.

My advice would be to learn one, master it, and then move on.

The 5 Steps To Crush It With Paid Advertising

1. Select an advertising platform (I would recommend Facebook)
2. Choose which product you would like to advertise (It is better to advertise 1 product at a time, then all of them at once)
3. Design a video/photo creative to use as an advertisement.
4. Write your ad copy, so potential customers understand what they are looking at.
5. Select your countries, age group, and targeting – and publish your ads!

Paid advertising can be quite tricky to set up, we do have a Facebook Ads Course available as well as an Influencer Marketing Course. Please feel free to get them at www.e-comignite.co.za