

The Introductory Guide to Promoting Your Online Store



Guide to Facebook Marketing Vol. 1



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Introduction

Promotions and marketing is an important part of an online seller's journey.

You might have great products but it won't move if prospects haven't heard about you. Which is why promotions and marketing are crucial to every online retail business.

The e-commerce industry is booming and profit is there for the taking. There are more shoppers today than ever before but there are also a lot more sellers.

So, how do you get noticed by customers?

You'll need to plan, strategize and execute the marketing of your store. And you need to do it well.

In this guide, you'll learn all the most essential components on promoting your online store. By the end of it, you should have a good foundation to run your own marketing campaigns and get more sales and turn prospects into customers.



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Content

There are many ways that you can promote your online store. But no matter which channel or method you choose, the quality of your content is even more important.

Content can be divided into:



Written Text



Still Image



Videos



Animations
(including gifs)



Infographic

**AND
MANY
MORE!**

Content truly is king. It's a showcase of what your brand is all about. At the same time, it also communicates key messages to prospects.

05 Social Media

Once you've figured out the type of content (and its look and feel) for your online store, you'll need a channel to communicate the messaging to potential customers.

And, of course, the best platform you can use are social media channels. There are a few main social media platforms, you can use them all or only a select few, depending on your branding and your store's type of products.

These are some of the must-have social media accounts for your online store:

- 1  Facebook
- 2  Instagram
- 3  Twitter
- 4  Pinterest

Facebook and **Instagram** will help you to reach the widest audience. They are also mostly visual-based platforms (especially Instagram), which make them ideal channels to promote your online store.

Twitter is a text-based channel and useful for directly communicating with potential customers. **Pinterest**, on the other hand, is also a visual-based social media platform that works great for fashion and food-related brands.



07 Blogs, Forums & Group



Other than social media platforms, you can also leverage off blogs and forums to reach out to prospects.

Getting your brand or product featured on a blog often comes with a fee (or gifting your product to the blogger as payment). If the blog attracts a healthy number of visits from a relevant audience, it might be worthwhile either paying (or gifting a product) to get a blogger to write about your product or brand.

Forums, on the other hand, are free to post. The users are highly engaged and often makes for a great targeted audience. But before you post on a forum, be sure that they allow individuals or brands to promote their product or solicit customers.

If they do, then great! You can also use forums as a litmus test. If you have a product in mind that you'd like to sell, share it on the forum and see what kind of feedback you'll get.

Similar to forums, groups like **Facebook**, **Google** or **Yahoo** groups also have highly targeted members. Between the three, Facebook groups are the most active. Some groups have an outright ban towards any promotional posts, while others require a fee for a member to post about a product or solicit customers.



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Digital Ads



Are digital ads
worth the money?

The short answer
is—

Yes!

Digital ads can be broken
down to two primary types:

- **Search Ads** Text-based Google search ads and display banners
- **Social Media Ads** Visual-based ads on Facebook and Instagram

Costs can vary but they can be
categorized between:

- **Pay-per-Click**
- **Impressions**

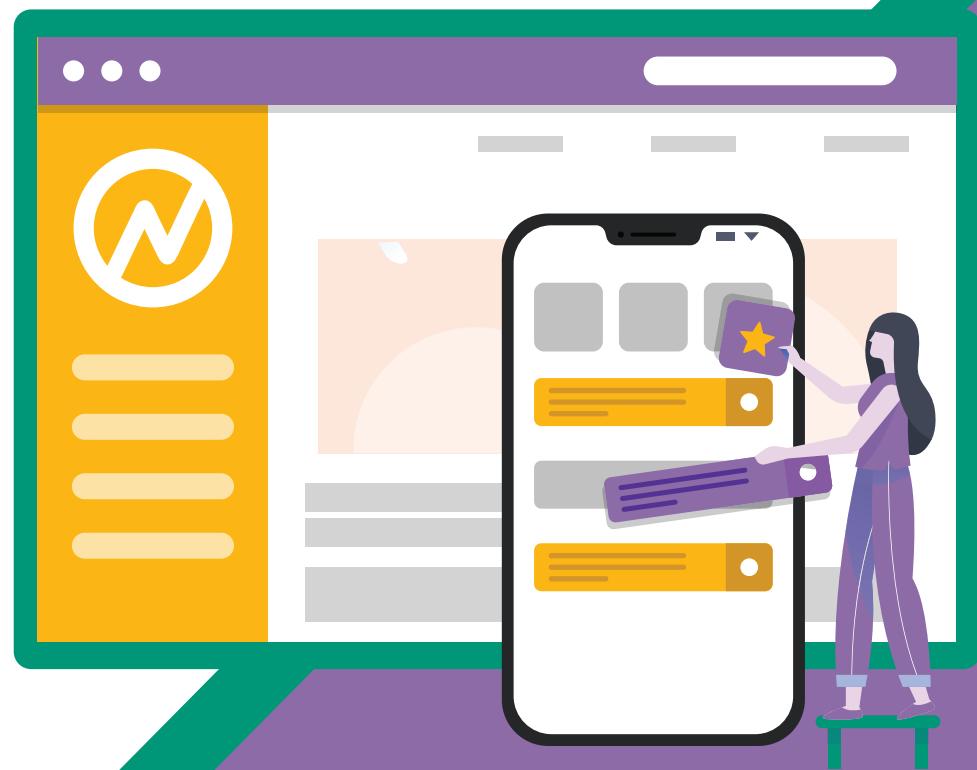
There's no one better type of ad than the other, the difference in the ad performance is down to how well they are executed. You'll need great visuals, good ad copy, and precise targeting.



To maximize your ROI, you'll need accurate audience targeting. And this is where Facebook excels compared to Google Ads.

Facebook allows for detail targeting, including age, gender, location, interests, and other consumer habits that may be relevant to the type of product you're selling.

E-commerce solutions like AVANA allow for seamless integration between your webstore and Facebook, where you'll be able to not just sell products directly on Facebook but also promote it through Facebook Ads through the Ad Manager feature.



12 Influencer Marketing

Although digital ads are a proven way to promote your store, there's actually another type of promotional activity that often yields a better ROI - influencer marketing.

Influencer marketing is a type of marketing where a brand hires a key opinion leader (KOL) to promote the brand or product to the KOL's audience.

Followers of influencers are largely loyal and highly engaged, which makes influencer marketing a very attractive option for brands to promote their products to a relevant audience.



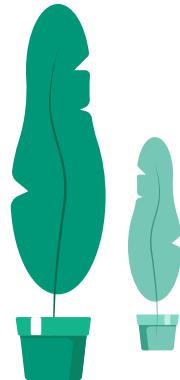
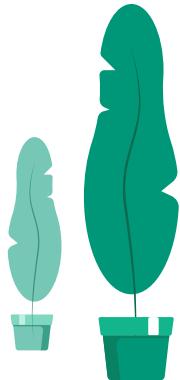
Influencers can be divided into two main categories:

Macro-influencers

Influencers with large followings of hundreds of thousands to millions of followers.

Micro-influencers

Influencers with smaller followings of a few thousand to tens of thousands of followers, often catering for a more specific niche.



If you plan to engage with an influencer, be prepared to pay a fee or to gift a product for them to review and promote to their followers. Influencer marketing may not be as scalable as paying for digital ads, though it usually gives a better ROI.

On top of that, due to the influence that KOLs command, partnering with certain types of influencers can be a good strategic move for your brand. It can help to increase trust among prospects in your brand.

14 Email Marketing



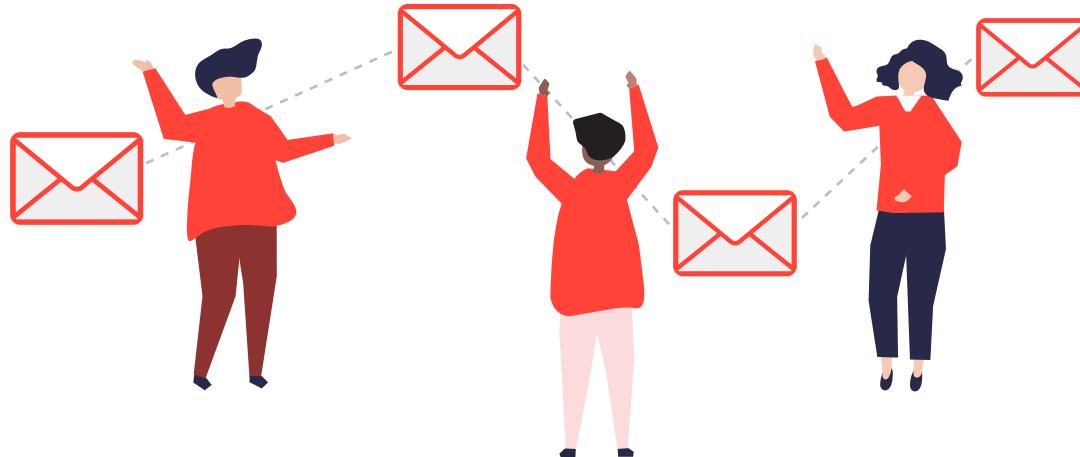
Promoting your online store through digital ads and influencers can cost quite a bit of money.

If you're looking for a costless way to promote, you can opt for email marketing.

Email marketing is a great option to promote your store to both existing and new customers. There are many types of email marketing solutions out there, but for a new, small online store, your best bet is Mailchimp.



With AVANA, you can easily integrate Mailchimp with your webstore to easily capture email addresses of customers and prospects. Through the email database that you capture, you can then send out periodic emails to remind them of your brand.



On top of that, you can also use email marketing to promote a newly launched product or to give out discount vouchers (especially during high shopping seasons like festivities and year-end periods).

One way to leverage emails to promote your online store to other potential prospects is to include a referral code. Your email subscriber can then use this referral code to claim a discount on your webstore when a friend or family member uses his or her code.

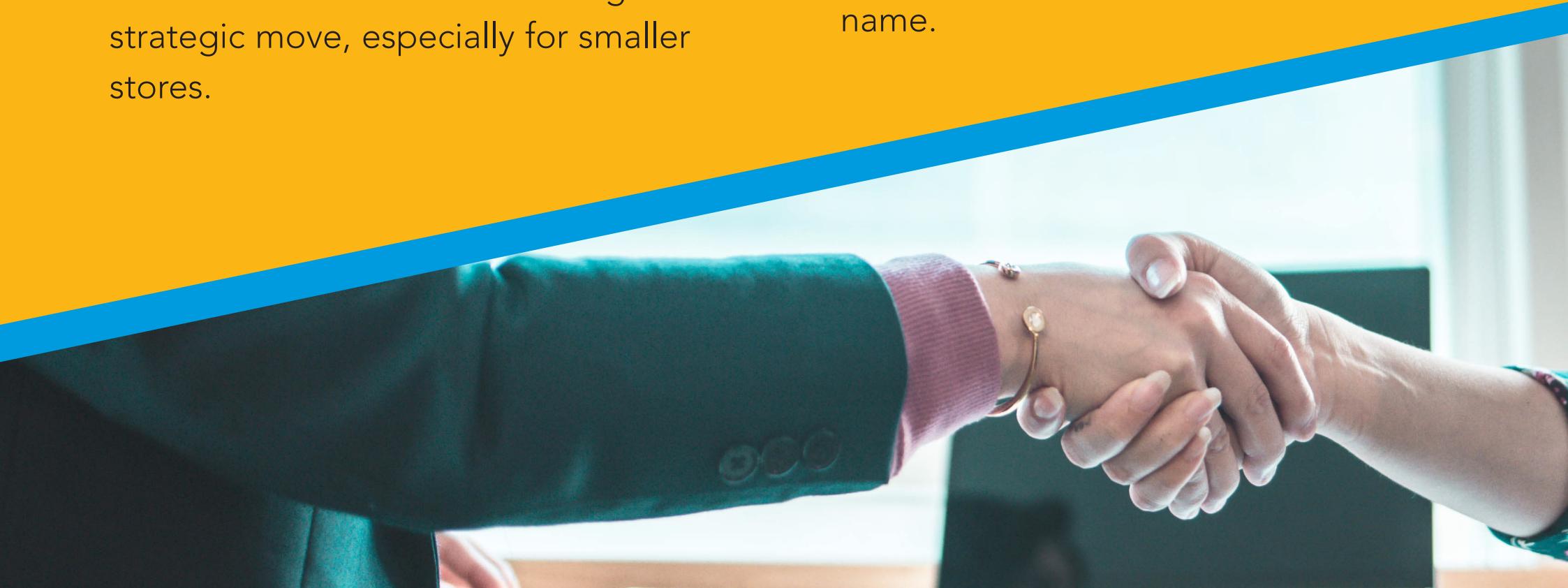
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Brand Collaboration

Similar to influencer marketing, brand collaborations can be a good strategic move, especially for smaller stores.

Be careful!

Though, as you may not want to partner with a larger, more established competitor. They might cannibalize your market and your webstore might be overshadowed by their more popular brand name.



Instead, look for brands in other niches that can be related to certain aspects of your brand or products. For example, if your webstore specializes in selling shoes for men, you can choose to partner with a brand that sells socks or custom laces.



The ideal type of brand collaboration is when both parties mutually benefit from the partnership. So, keep this in mind when looking to tie up with a brand.

Let's
Go.

Now that you have a clearer idea of the complete guide to promoting your online store, you can get started right now!



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