

E-commerce Marketing Playbook

Providing you all you need to know to effectively market and advertise your e-commerce website.



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The 12 Pillars of Digital Marketing and Advertising

The 12 PILLARS OF DIGITAL MARKETING

1. Paid Search - PPC, Adwords, Bing Ads
2. Organic Search - SEO, Blog, Articles, Content
3. Website Conversion Rate - Boost It
4. Email Marketing - Drop the Mail, Monetize
5. Social Media - Engage, Boost, Excite
6. Shopping Engines - Product Level
7. Retargeting - Convert Visitors
8. Affiliate Marketing - Rev Share
9. Customer Referrals - Incremental
10. Customer Retention - LTV
11. Mobile - Gamify, Reward, Incent
12. Programmatic and Native Ads

1. Paid Search (SEM, PPC):

- Still #1 source of targeted traffic on the web
- Google Adwords is dominant and needs to be made to work
- BingAds is low hanging fruit at 1/5 the cost of Adwords
- Target keywords to custom ads and custom landing pages.
- A/B test with tools like [Optimizely](#) and [Convert.com](#)
- Incentivize ads and landing pages with discounts/promos
- Implement conversion boosting strategies to make them convert better
- Test relevant keyword phrases at lower CPCs
- Use Sitelinks for better ads and Call Extensions for more calls
- Seek to be #1 all the time, settle for nothing less

2. Organic Search (SEO):

- Write profusely on whatever your site is about

- Retarget your content and articles with Remarketing ads
- Make your content pages stickier (optin, like, follow, share, email, comment)
- Become a LinkedIn content publisher - great rankings in Google
- Do webinars and Google Hangouts - share and convert to written
- Make Videos and publish them to Youtube
- Google is ranking https:// sites higher than non

3. Website Conversion Rate (CRO):

- A/B Test - main image, product image size, taglines, Buy now buttons, Add to cart buttons, page layout.
- Testimonials and Customer Reviews - Ask for them, automate them ([Yotpo](#), [Trustpilot](#)). Put them everywhere.
- Live Chat - bring the human element to on-site interaction. [Olark.com](#)
- Don't be 2-D, be multi-dimensional
- Shopping cart abandonment emails - best thing ever - [SaleCycle](#)
- Social sharing integration - Every page, maximize it
- Sweepstakes and Contests - increases stickiness, goes viral
- Run Promotions - special offers for Facebook users for instance from Facebook ads
- Trust Logos - Nortons, BBB, Industry logos, SSL
- Pop-up email capture - [JustUno](#)

4. Email Marketing:

- Still #1 revenue source for ecommerce
- Affiliates should be emailing their opt-in lists more
- Sweepstakes to collect email addresses
- Invest in good HTML layouts, solo emails and newsletters
- Be clever in the subject lines, offer great deals
- Utilize good quality 3rd party email marketing ([ArcaMax](#))
- Utilize the latest tools to send email ([StreamSend](#))

5. Social Media Marketing:

- Become a heavy user of Facebook, Twitter, LinkedIn and Instagram
- Create and run Facebook pages for your sites, Twitter, etc.
- Social Media Managers are in huge demand!
- Learn how to run sweepstakes and contests ([WooBox](#), [Wishpond](#), [Rafflecopter](#))
- Create a LinkedIn Group on your Industry and invite all your contacts
- Build your LinkedIn with their invite features

- Cross invite on your networks by connecting your networks together
- Read [Mashable.com](#) everyday
- Learn how to advertise via social (types of Facebook and Twitter ads)
- #hashtag it to death

6. Shopping Engines:

- Use tools to compete ([Wiser](#), [TeraPeak](#))
- Use the best performing engines
- Optimize your product feed to get more traffic
- For Affiliates: [PopShops](#), [GoldenCan](#)

7. Retargeting (Remarketing):

- Cookie your visitors! [Adroll](#) probably the best.
- The hottest thing in digital advertising and social advertising
- Increase overall conversion rate, cost of the media is inexpensive and correlates to overall traffic
- Advertise to the non-buyers on the web and on Facebook and Twitter
- Advertise to your customer database on Facebook and Twitter
- Cookie your email openers ([Perfect Audience](#))
- Retarget Searchers ([Retargeter](#))
- Increase customer loyalty and retention
- Leverage on-site promotions based on user behavior

8. Affiliate Marketing:

- Leverage the bigger networks and their recruiting tools (CJ, Linkshare, SAS)
- Leverage an agency's abilities to recruit
- Grow an inhouse program
- recruit affiliates through Search ads and Facebook ads, i.e. "Dating affiliate program"
- Recruit through website/blogger outreach - See [5IQ.com](#)
- Diversify your traffic sources
- Maximize the ROI of the channel by adjusting commission levels by affiliate type
- Message really well and spoon feed your affiliates
- Build the relationship - it the affiliate managers job
- Don't be afraid to invest in the growth of your affiliate program

9. Customer Referral Programs:

- Incremental revenue all day long, make it part of the culture (top to bottom)
- Use the best tools - ([FriendBuy](#), [ReferralCandy](#))
- Put it everywhere - Site, auto-emails, Facebook, Twitter, Previous customers
- Companies like Bonobos get 25% of their revenue from referred customers

10. Customer Retention:

- Retarget previous customers on the web, Facebook, Twitter, and email
- Target customers by products bought
- Monetize your database with offers
- Do reciprocal rev share partnerships with other companies
- A lot of the profit is in the Lifetime Value, has no campaign cost

11. Mobile:

- Mobile optimized websites, HTML5
- Have an app for your company, market it to your users ([Como](#))
- Advertise in mobile apps and in mobile games as rewards ([Pretio](#))
- Instagram is where you need to be focusing your posting and hashtagging

12. Programmatic and Native Ads

- Run display advertising to targeted users based on data-points from data sources.
- Run targeted and recommended articles to users based on data-point targeting and retargeting.
- This represents to future of digital advertising.

Other Resources:

- The presentation slides are here: <http://bit.ly/evanpresoase14>

10 Proven Ways to Increase Website Conversion Rate

Are you looking to squeeze more sales or leads out of your current website traffic? Of course you are! Who wouldn't want to generate more revenue on the traffic you are already getting or will get in the future. In this hyper-competitive age of search engine advertising, you have to be actively implementing strategies to boost your website conversion rate or you won't be able to realize all of the search traffic available for your product or service, let alone capitalizing on the other great new traffic channels like Facebook Ads, Instagram Ads, and display advertising.

Background: Any company selling online, or generating leads, is relying heavily on their website to convert their visitors to an action (i.e. a sale or an inquiry for more information). Most ROI-focused online marketing is tracked electronically to determine how many clicks it takes to result in a sale, which leads to a determination of whether the campaign is working out or not. Every company has their own average "acquisition cost" that they are willing to pay to acquire a new customer, which determines how much they can pay to drive traffic to their website. Determining how many clicks it takes to make a sale or lead will give you your overall "conversion rate", ex. 3 sales for every 100 clicks would be a 3% conversion rate. Each different type of online campaign, as well as the traffic source, will have a unique conversion rate based on how targeted it is. Targeted search advertising on Google, Yahoo, and Bing should be the most targeted online advertising you can run, so the goal is to get a good return on your search advertising campaigns. The nice thing about Internet Advertising is that most of it is able to be tested and measured on a small scale to see if it converts for you. If the profit out-weighs the spend you have a successful campaign! Some companies even run campaigns while losing money on the first sale in order to build their customer database. But most companies strive to get a return on investment, or at least break-even, on the first sale. Here are some ways any website can improve their overall website conversion rate:

- 1. A/B Testing** - running split testing "experiments" on your website or landing page used to be cumbersome and only for large companies that could afford a

good software to handle it. Or they had to build something themselves to handle it. Recently, a software was launched called [Optimizely](#) that provides an easy way to run A/B test on your site. All you have to do is drop a piece of javascript code into the page you want to optimize (or your persistent header/footer) and you can run conversion improving experiments by rotating in different versions of the page elements such as: the header, main graphic, Go button, special offer, and any other part of the page's layout. You can even move things around the page to try different placements. Once you have set-up your experiments, it runs the variations to your live traffic and tells you which converts to sales most frequently, thereby giving you the intelligence as to what is working best with your customers. How cool is that?! In my opinion, Optimizely is a must for any ecommerce or lead generation company looking to increase their conversion rates and maximize their online advertising dollars. It's my #1 recommendation to clients and prospective clients.

2. Professional Look & Feel - all the A/B testing in the world isn't going to make your site more beautiful, so make sure you have a really good web designer working on your site and doing your graphics and layout. Study your competition and emulate their good design ideas, trying to improve upon them. Go for clean and professional looking and guess what: You don't know what looks good! Have some people outside your company give their opinions on your website's design and usability. Follow the big boys like Apple and Amazon, they have spend millions to make their websites convert well.

3. Capturing Information - one of the most frequent frustrations of companies I speak to is: why are 90-something percent of people leaving my website without taking an action? And how do I capture more of their information so they can be followed-up with? The old school answers are to add a newsletter sign-up box or a pop-under box so the visitor can get more information. The new school answer is encouraging them to join your Fan Page or Follow on Twitter. Another amazing newer methods is by using a 3rd party program like [WooBox](#) or [WishPond](#), which allows you to run various contests and sweepstakes through Facebook, which can be promoted on in your site's layout to capture their information. I am running an iPad giveaway using it right now and it's working amazingly at gather information and generating Likes to my Fan Page. This has become one of my top recommendations to clients. Another cool tool is called [JustUno](#), which pops up to offer a discount coupon in exchange for the visitor's email address or Facebook page like. This can be instrumental at building your list and increasing sales.

4. Short check out - There is nothing worse than a multi-step check-out process to

hamper your conversion rate. Make sure your check-out process or lead form is as short and painless as possible. There are also technologies that can capture information keyed into your check-out or lead form, so that if people abandon the check-out you can still shoot them an email with a promotion as a follow-up, check out SaleCycle.com. Studying your abandonment rate and trying to counter it should be a focus of your internal efforts.

5. Trust & Security - In these days of cyber-crime, people want to feel secure that giving you their personal information and credit card info is going to be safe. As a merchant or lead generator, it's imperative to make sure your site is properly encrypted and safe from hacking. Using companies like Thawte, Norton's Trust Seal, and other secured certificate companies is a must. Displaying trust logos on your site is a must. I like the BBB Online logo as well to emphasize trust with your visitors. The HackerSafe logo is also good to display. A couple important industry logos might be a good idea as well. Make sure all your security logos are up to date and take it seriously.

6. Behavioral Re-targeting - showing people banner ads and Facebook Ads when they leave your website is known as behavioral re-targeting and has become quite the fad in online advertising. You may have noticed that when you are shopping online and leave the site, you start seeing that companies banners following you around the Internet. Personally, I think this is great for merchants, but a little annoying for consumers. But it does server the purpose of encouraging more of the people not buying on your site to possibly come back and buy. Some of the companies that offer this service are: AdRoll, FetchBack, and Retargeter.

7. Special Offers/Promotions - running special offers on your website is a must because people like to get a deal, especially in this day and age. You should try different deals and run them through split testing to see which ones resonate most with your consumers. Don't assume you know what special deal with work best, because you don't know what will resonate best with consumers. Be creative with it...don't be lame with it surely! P.S. Free Shipping is the #1 type of website promotion on the Internet.

8. Email re-marketing - having really good HTML emails with a good strategy behind your follow-ups is essential to re-marketing effectively to your customer base and the people that have given you their information to be followed-up with. Make sure to review your website's auto-responder emails and customized follow-ups quarterly to make sure they are well done and reflect your companies current promotions. Test out your subject lines and email copy. Include a special offer in your email follow-ups. Encourage people to join your Fan Page in all your site's

emails. Make sure to personalize your emails as much as possible. Always be really friendly and attempt to build rapport with your clients at every turn. Make sure to promote your referral program in all of your emails!

9. Customer Referral Program - one of the best ways to maximize your conversion rate is by launching an awesome customer referral program. It can be as simple as giving away a \$25 gift card when someone refers a new customer to your company. FriendBuy.com is a great cloud-based tool to inexpensively launch a customer referral program. Integrating Facebook into your website as much as possible should be the goal so your site can go viral more easily. Use the Facebook social plugins on your site where ever you can. Make sure to push your referral program everywhere you can, i.e. Thank you page, auto-responders, on Facebook with a boosted post, Twitter, on the site itself, etc.

10. Customer Reviews - customer reviews are extremely influential in converting more traffic into sales. It's said that 90% of people purchasing online are influenced by customer reviews. Check out Yotpo.com, they have built an amazing tool for automating customer reviews and posting them to your site and social networks. Utilizing customer reviews can increase conversion rate and repeat traffic back to your site, not to mention bring that personal touch that resonates well with your website traffic.

These are some ideas that you can implement to increase your website's conversion rate. The higher you can make your conversion rate, the more money you can spend on the front-end to drive traffic to your website. If you want to spend in Google, Yahoo, Bing, and on Facebook with the big boys, you need to focus on increasing your conversion rate. If you want to grow a large, productive affiliate program you will focus on increasing your conversion rate too. For most companies there is a ton of traffic out there, especially in Search, you just have to be able to convert it well to maximize your overall spend to get more of the traffic, otherwise all those searchers will be going with your competitors and you will be losing the sales. Let me know if you have any questions at all on any of these topics...I would love to discuss it with you.

13 Ways to Ready Your E-commerce Website for the Holiday Shopping Season

Here comes the holiday shopping season faster than you could have imagined, so here are some tips and strategies to get your ecommerce website ready for the surge in online shoppers. The better your website converts and capitalizes on the traffic it does receive, the more you can spend on the front-end to drive additional targeted traffic, and the better your ROI will be as well with a better performing website. So, every aspect of your ecommerce website itself has to be scrutinized to see where improvements and tweaks can be made to make sure you are ready for the holiday shopping season. Here are some of the key areas that can be looked at and improved upon:

1. **Email Capture** - all of the busiest, most modern ecommerce websites have an email pop-up capture widget that extends a discount on the customer's first purchase in exchange for their email. Then, followed up with weekly or daily special offers. Internal email sending is the #1 revenue generator for ecommerce websites and the email pop-up capture is the best way to build your email list. If you can't extend a discount code, you can run a sweepstakes they can opt into to win a prize, which is very effective as well. Check out: [JustUno](#) for this service.
2. **Holiday Themed Main Graphics** – Your website's home page or specific landing pages should be themed for the holidays with shiny new graphics. Include special promotions, killer sales, and a calls-to-action like Shop Now or Save Now. **Note:** Free Shipping is still the #1 promotion that motivates consumers on the web to buy.
3. **Holiday Themed Company Logo.** Adding a little graphical flair to your logo for the holidays, like garland, snow, and/or pieces of a wreath can be a really nice little touch. Also, you can add holiday themed messaging under your logo, like: The Best Deals for the Holidays!
4. **Launch a “Pre-Holiday Deals” Page** - if you want to get started early with the

deals you can launch a page of deals on the website that can be linked to with a graphic on the homepage, in the header, or side column. And promoted via email and social networks, i.e. "Check out our Amazing Pre-holiday Weekly Deals Page!"

5. **Page for Black Friday and Cyber Monday Deals** -that can be linked to via email, Facebook, and the home page main graphic. Create blog posts on your site with lists of category specific deals, such as "Top 10 Black Friday and Cyber Monday Deals on Gadgets." By dropping your re-targeting cookie on your article/blog pages, it can add to your advertising reach during the holidays. Building custom landing pages for the holidays is also a great idea for Paid Search campaigns.
6. **Holiday Themed Header/Footer**- Adding some ornaments, garland, or other holiday items can add a nice season touch and make visitors know you're timely. The header and footer are good places to advertise promotions as well. Don't overload these areas, but the header especially is a great place to promote special offers and encourage phone calls.
7. **Free Shipping Offer** – consumers love the free shipping offer, it's still the #1 most desired promotion in ecommerce. Push it in all emails, website graphics, social network pages, live chat, and in the phone sales center.
8. **Product Catalog** - Make sure your product feed is all updated so it can be syndicated to the shopping engines and tracking the conversions. You may want to only include products that sell during the holidays so you can maximize your ROI in Google Shopping, Bing Shopping, Amazon, and eBay. You can also add content to the product titles and descriptions about products being great gift ideas for mom or dad, etc. This can help your product catalog get more inexpensive traffic through these platforms.
9. **Website Load Time/Server Errors** - Make sure your website servers can handle the influx of traffic very easily and the website is loading as quickly as possible at all times. A NO EXCUSES POLICY needs to be in effect for your website during the holidays. Nothing kills conversions and sales like a slow loading website. Check into "load balancing" and server error reporting, to keep an eye on it. Use website monitoring alerts so you know when your site goes down. Don't reply on your tech department to make sure your site is online and running as fast as it should. Make sure they know it's their job and a high priority in Q4 to have the website loading as fast as possible and not having any server errors.
10. **Abandoned Shopping Cart Follow-up Emails** -Use abandoned shopping cart follow-up emails to convert more visitors into sales. You can make-over these emails for the holidays so they work great. We have a couple of providers for this service. It's a must in high-volume traffic time frames.
11. **Pro-Active Live Chat** – I LOVE this tool!! It's a widget that pops up from the

footer on all visitors with a Holiday themed box stating, "Hello, can we help you with anything?" It should be an info first, promotion/sales second chat management strategy that adds the human element to your web traffic. The effectiveness can be tracked with coupon codes. It's a proven strategy to increase conversion rates.

12. **A/B Testing** - this is always a must because you should always be testing some of your website's layout and page elements, one vs. the other (or more) to see which variations are leading to the most sales. Check out Optimizely and convert.com. This service can be outsourced to an agency as well (this is a service we provide).
13. **Holiday Sweepstakes** - Running on-site sweepstakes, powered by platforms like Woobox or Wishpond, are phenomenal ways to build your email list, increase Facebook fans, Tweets, and boost sales during the busiest time of the year. Here is an article about how to quickly and easily run a sweepstakes for your company/website.

These are some proven ways to better capitalize on your website's holiday shopping traffic. They are in no particular order of importance, they are all equally important. If you focus on improving these aspects of your website prior to the holiday shopping season, you are sure to generate more traffic, increase sales, and boost profit for the company. Let me know if you have questions about these strategies or would like to hire a digital marketing agency to handle them for you. Or I can be hired as a digital marketing and social media consultant to work with your in-house marketing department to make them more effective.

20+ Multi-Channel e-Commerce Holiday Marketing Strategies to Boost Traffic, Sales, and Engagement

Hey there! Holiday shoppers are starting even earlier than ever this year, so I've put together some information and strategies for getting ready for and maximizing the holiday shopping season in channels like: website, email, search, social media, affiliates, retargeting, and more.

Website Related Holiday Strategies:

- **Holiday themed main graphic** - on the home page. Special promotions. Killer sales. -> **Free Shipping is the #1 promotion that motivates consumers.**
- **Holiday themed company logo** - Adding a little graphical flair to your logo for the holidays, like garland, snow, and/or pieces of a wreath, is a nice touch.
- **"Pre-Holiday Deals" Page** - page on the website that can be linked to with a graphic on the homepage, header or side column. And promoted via email and social networks.
- **Black Friday and Cyber Monday Deals Pages** - Create pages on your website for Black Friday and Cyber Monday Deals that can be linked to via email, Facebook, and the home page main graphic. Create blog posts for "Top 10" lists for multiple product categories, such as "Top 10 Black Friday and Cyber Monday Deals on Gadgets." By including your retargeting cookie on your article/blog pages, it can add to your remarketing reach during the holidays.
- **Holiday themed header/footer** - Adding some ornaments, garland, or other holiday items can add a nice season touch and make visitors know you're timely. The header and footer are good places to advertise promotions as well.
- **Free Shipping Offer** - consumers love free shipping, it's the #1 promotion in ecommerce. Push it in your emails, website graphics, social network pages, live

chat, and the phone sales center.

- **Server Load** - Make sure your website server can handle the influx of traffic very well and is loading as quickly as possible at all times. A NO EXCUSES POLICY needs to be in effect. Nothing kills conversions like a slow loading website. Check into "load balancing" and server error reporting, to keep an eye on it. Use website monitoring alerts so you know when your site goes down.
- **Abandoned Shopping Cart Follow-ups** -Use abandoned shopping cart follow-up emails to convert more visitors. We have a couple of providers for that. It's a must in high-volume traffic timeframes. See Yieldify.com for shopping cart abandonment followups and on-site offers.
- **Mobile Website** - make sure you have a good mobile version of your website live. I recommend mShopper or dudamobile.com. But there are other plug and play ones if you don't have a custom build mobile app. You absolutely need a mobile version of your site this time of year with more people shopping on their phones. I have contacts at these companies let me know.
- **Pro-Active Live Chat** - I LOVE this tool!! Pops up from the footer on all visitors with a Holiday themed box stating, "Welcome, can we help you with anything?" It's an info first, promotion second chat management strategy that adds the human element to your web traffic, tracked with coupon codes. It's a proven strategy to increase conversion rates.

Search Related Holiday Strategies:

- **SEO - Blog Posts** - post about holiday deals, ex. 10 Top Holiday Gifts for Kids for 2014 (insert product category).
- **SEM - Paid Search** - making sure your paid search ads are updated with holiday offers this time of year, especially for your branded terms. Expand keyword lists into holiday gift related product and niche search phrases.
- **Affiliate Marketing** - Holiday banners, text links, and offers/promotions. Recruit holiday-oriented affiliates and publishers.

Email Database Holiday Strategies:

- **Email Creative** - Launch a series of killer holiday themed email offers for Thanksgiving, Black Friday, Cyber Monday, and then leading up to Christmas, and then Post-Holiday. My designer can whip these up in a day or 2 if you need HTML emails turned around quickly.
- **Test Subject Lines** - Refine subject lines, include first name in the subject line whenever possible. "Best deals of the holiday season!"
- **Responsive Designed HTML Emails** - these are mobile friendly emails and a must this holiday season. We are able to design and code responsive emails, let

me know.

- **Email Platform** - Make sure you have well-performing email marketing platform that segments your database and personalized offers where appropriate.
- **Email Frequency** - I recommend daily deal emails and weekly seasonal emails into the holiday season, so you have to plan and design numerous promotional emails to send out in succession.
- **Don't be shy** - Email is the #1 revenue generator for ecommerce, so make sure not to under-do it.
- [Great Article on Holiday Email Strategy](#)

Social Media Holiday Strategies:

- **Holiday-themed Sweepstakes or Photo Contest** - Win the NEW iPad Sweepstakes! You can do an amazing Holiday Season Sweepstakes or Holiday Photo Contest to increase fans, email opt-ins, conversions, and viral sharing. Typical budget would range between \$500-2500 for a contest, depending on how big and exciting you wanted to go with the sweepstakes. Sweepstakes can be promoted on your website, on your fan page with Promoted Posts, and to your email databases. Not to mention when the winners get their prize they can be asked to share a picture on the fan page holding their prize which is promoted on Facebook. Press releases can also be done for the sweepstakes.
- **Holiday-themed Fan Page Cover images** - to be added in advance of all the main Holiday promotions. It's good to keep cover images changing and fresh.
- **Holiday-themed Fan Page profile thumbnail** - sure why not.
- **Facebook Fan Advertising** - consider allocating budget to advertise for more targeted fans (i.e. Page likes) on Facebook before and into the holidays so you can market deals to more people with "Boosted Posts". Then using Facebook Offers and Facebook Boosted Posts to monetize your fans and track the ROI of your fan advertising. Make sure to track with dedicated coupon codes and dedicated toll free numbers for Facebook.
- **Twitter Ads** - Ads can be run on Twitter to boost clicks, followers, and leads. Don't forget about Twitter Ads!
- **Instagram** - You MUST be on Instagram with a company page and posting pictures and links to it, with hash-tags to gain followers. Ramp up your Instagram strategy now to build your followers for the holidays.
- **Pinterest** - Make sure you are pinning all your products from your site and blog to Pinterest in your company account. Create board for your product categories to make it great.

Additional Website Conversion Rate Strategies:

- **Customer Referral Program** - launch a customer referral program to turn each customer and previous customer into a potential referrer. A great incremental revenue play.
- **Pop-up Live Chat** - [Olark.com](#)
- **Pop-up email capture** - in exchange for a coupon on traffic - [JustUno.com](#) is a good tool.
- **Testimonials/Reviews** - make sure your customer reviews are placed prominently on your site and you have a widget in place to ask your holiday shoppers for reviews going forward. Sites with reviews convert 5X better than ones that do not.
- **Shopping Cart Abandonment Email Follow-ups** - Salecycle, Yieldify
- **Retargeting on the Web and Facebook** - Adroll, Perfect Audience, Google Adwords, Facebook
- **Trust Logos** - Norton's Trust Seal, BBB Online, Industry logos
- **A/B Testing Tools** - use [Optimizely.com](#) or [Convert.com](#) on your website.
- **Internal email sending** - i.e. frequency, design, subject lines, promotions.
- **Running sweepstakes** that can be advertised on the website to collect more visitor data, so they can be remarketed to via email and Facebook. See: [WooBox.com](#)

Time is of the essence, let me know if you want to discuss these suggestions on a call or feel free to share internally and those staff members contact me with any questions.

30+ New Years Ecommerce Strategies to Grow Traffic, Engagement, Revenue, and ROI

Now that another New Year coming around, it's time to ramp-up and expand your digital marketing and social media marketing channels. Below you will find practical strategies designed to increase website traffic, social media engagement, and on-site conversion rates, which leads to more sales, revenue, and profit. If you know me, you know I believe in implementing a comprehensive, multi-channel online marketing strategy, so you need to be doing several things at once to full leverage Internet marketing and social media to it's fullest.

Website Tune-up Ideas:

1. **New Years themed main graphic (on the home page)**– Special promotions and great sales for the new year. Free Shipping is the #1 promotion that motivates consumers. “Resolve to save in the New Year with these killer deals!”
2. **New Years themed company logo** - Try adding a little graphical flair to your logo for the new year. Maybe it's time to re-fresh your branding or tweak it slightly for the new year.
3. **Launch a “New Years Deals” page** on the website that can be linked to with a graphic on the homepage, header, or side column. And then promoted via email and your social networks. Pages like this can get ranked organically in the search engines and bring in free traffic so make sure they are optimized with good content.
4. **Refresh your header/footer promotions** – your website's header and footer are good places to advertise promotions. Make sure you are effectively using your header with phone number, tag line, logo, navigation, and special offers.
5. **Free Shipping Offer** – consumers love free shipping, it's the #1 promotion in ecommerce. Push it in emails, website graphics, social network pages, live chat, and the phone sales center. Whatever your promotion, make sure all your

departments are mentioning it to your prospective customers and previous customers.

6. **A/B testing** – on product pages, homepage, and other important pages to boost conversion rates and see what works best. We use a couple of the top tools to run A/B testing on client's websites like [Optimizely.com](https://www.optimizely.com).

Online Marketing Campaigns:

1. **Retargeting Banners and Facebook Ads** – make sure your web retargeting banner ads and Facebook retargeting ads are using a New Year theme with a trackable promotion and call-to-action designed into them to be more effective. If you need a good retargeting company let me know. We are retargeting on Facebook now with Adroll, and to email subscribers with Perfect Audience. Make sure to use Facebook Custom Audiences to target ads to your email lists.
2. **Product Catalog** – Make sure your product catalog feed is all updated so it can be syndicated to the shopping engines and tracking the conversions. We are using [GoDatafeed.com](https://www.godatafeed.com) to track conversions from shopping engines and making sure the feed is formatted properly. Less than \$100/month to use their service. Adds and manages your product catalog on several shopping engines.
3. **Site Speed/Server Load** – Make sure your website server can handle the influx of traffic very well and is loading as quickly as possible at all times. A "NO EXCUSES POLICY" needs to be in effect. Nothing kills conversions like a slow loading website. Check into "load balancing" and server error reporting, to keep an eye on it. Use website monitoring alerts so you know when your site goes down.
4. **Abandoned Shopping Cart Follow-up Emails** – Use automated, abandoned shopping cart follow-up emails to convert more visitors into sales. We have a couple of providers for that like Yieldify.com. They do shopping cart abandonment emails and on-site overlay offers through pop-ups that capture email.
5. **SEO – Content/Blog Posts** – posts about New Years resolutions and deals, ex. "10 Top New Year Resolution Ideas for the Family." Have a proactive content marketing strategy is a great idea to land people searching for topics and products related to the new year. I have a team of writers for blog posts, we do articles at \$39/each for a 400 word optimized post. We also do online press releases through PRWeb.com, the leading online press release company.
6. **SEM – Paid Search** – making sure your paid search ad content and keyword campaigns are updated with New Years offers especially for your branded terms. Expanding keyword lists into New Years-related product and niche search phrases. Make sure to leverage Google and Bing shopping for your

product catalogs, it's a must. I have 12+ years of paid search management experience, let me know if you want me to analyze your Google Adwords or BingAds accounts.

7. **Affiliate Marketing** – Freshen up banners, text links, and offers/promotions with New Years offers. Recruit new affiliate partners. My agency is the leading affiliate agency on the CJ.com network and we manage in-house programs as well. I have personally been managing affiliate programs for 12+ years.
8. **Mobile Website** – make sure you have a good mobile version of your website live, I recommend mShopper or dudamobile.com for an automated mobile site. But there are other plug and play solutions if you don't have a custom built mobile app. If you don't have a mobile-optimized website or directing mobile users to a mobile optimized version of your website, you are completely missing the boat and the issue needs to be addressed immediately.
9. **Pro-Active Live Chat** – I LOVE this tool!! Pops up from the footer on all visitors with a nice message stating, "Welcome, can we help you with anything?" It's an info first, promotion second chat management strategy that adds the human element to your web traffic, tracked with coupon codes. This is a proven strategy to increase conversion rates and boost interaction. Great for selling and resolving customer service related issues.
10. **Exit Pops** - launching an "exit offer" for website visitors abandoning the website is a great way to offer an incentive to those folks and convert more sales. Check out ExitIntent.io for a great performing, easy to implement entry/exit pop up for your site.

Social Media Strategies:

1. **New Year or Valentine's Day-themed Sweepstakes or Photo Contest** – "NEW iPad Sweepstakes!" You could do an amazing New Years Sweepstakes or Valentine's Day Photo Contest to increase fans, email opt-ins, and viral sharing. It's also a great strategy for converting your email databases into fans on Facebook so you can engage with them there. Typical budget would range between \$500-2500 for a contest, depending on how big and exciting you wanted to go with the sweepstakes. We use a sweepstakes tool called Woobox.com which is \$29/month and handles all of the functionality. All you have to do is fund the prize budget and we can handle all the design elements for you. These can be promoted on your website, on your fan page with Promoted Posts, and to your email databases. Not to mention when the winners get their prize we ask them to share a picture on the fan page holding their prize which is promoted on Facebook. Press releases can also be done for the sweepstakes to boost reach. My agency launches and manages social media

strategy for clients. We do quite a lot of sweepstakes and contests to grow and excite fans, followers, email opt-ins, and web traffic.

2. **New Year-themed Fan Page Cover images** - always keep your Facebook cover image timely!
3. **Refreshed Fan Page profile thumbnail** - Fan page profile pic too!
4. **Facebook Fan Advertising** – consider allocating budget to advertising for more fans on Facebook through 20145 so you can market deals to more people with “Boosted Posts”. Then using Facebook Offers and Facebook Boosted Posts to monetize your fans and track the ROI of your fan advertising. We can handle this process for you really well, we have the Facebook formula down to a science.
5. **Facebook Custom Audiences** – upload your email databases to Facebook to run advertising against the lists. Very effective for converting prospects into buyer and previous customers into repeat buyers.
6. **Twitter Ads** – Add targeted followers, sponsored posts to targeted audience, and NEW Twitter audiences which works like Facebook custom audiences.
7. **Instagram** – You MUST be on Instagram with a company page and posting pictures and links to it, with numerous hashtags per post to gain followers.

Email Database Strategies:

1. **Email Creative** – Launch a series of New Years-themed email offers. We have design capabilities for HTML solo emails and customer newsletters.
2. **Test Subject Lines** – Refine subject lines, include first name in the subject line whenever possible for personalization. Make sure you are getting full deliverability, check out Ongage.com.
3. **Responsive Design HTML Emails** – these are mobile friendly emails and a must with the surge in mobile phone usage.
4. **Email Platform** – I highly recommend pop-up email capture on site traffic to grow emails and then sending drip follow-up emails and measure the conversion. I know how to work with any platform and I have an excellent newsletter editor that works for me, so if you need newsletters or emails created and deployed let me know.
5. **Email Frequency** – I recommend daily deal emails or weekly emails throughout the New Year. I’m on all the major ecommerce retailer’s email lists, so I see everything they are sending out. Ramping up frequency is definitely en vogue for big ecommerce sites.
6. **Retargeting Email Openers** – this is a newer element of “retargeting” where you can drop a cookie on email openers and then advertise to them on the web and on Facebook via retargeting campaigns. Check out Perfect Audience for this.

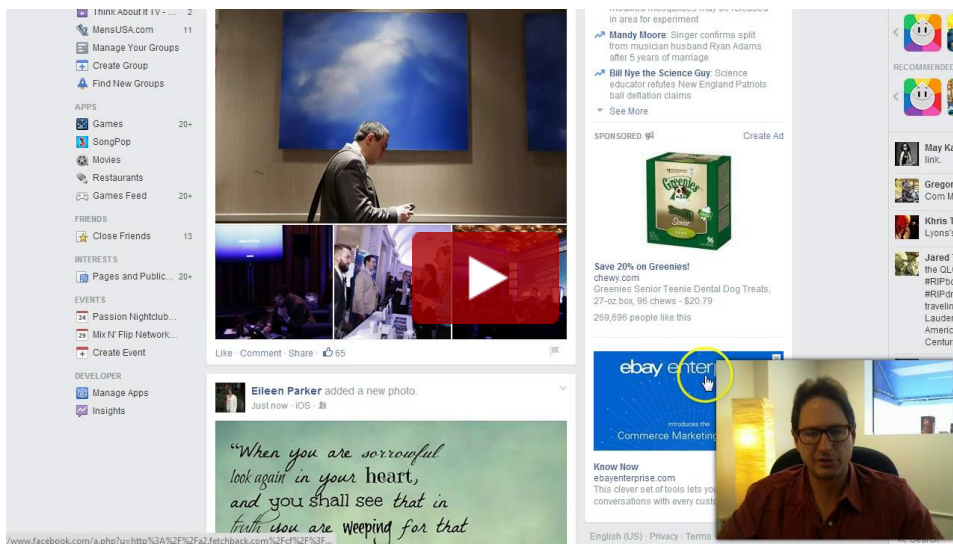
7. **Don't be shy** – Email is the #1 revenue generator for ecommerce, so make sure not to under-do it.

Bonus! 10 Website Conversion Rate Boosting Strategies:

1. **Customer Referral Program** – Use tools like [FriendBuy.com](#) or [ReferralCandy.com](#) to launch a Thank You page widget and/or stand-alone customer-referral program sign-up page. [Bonobos.com](#) generates 25% of their online revenue with their referral program.
2. **Pop-up Live Chat** – boost interaction with website traffic and provide promotions through proactive live chat.
3. **Pop-up email capture** in exchange for a coupon on organic traffic – [Yieldify.com](#) or [JustUno.com](#) for email and/or Facebook Like capture.
4. **Testimonials/Reviews** – important to boosting confidence in the website and products. Make sure to properly leverage your customer reviews on your product pages and social media with tools like [Yotpo.com](#) and [TrustPilot.com](#).
5. **Shopping Cart Abandonment Email Follow-ups** – [Yieldify.com](#) is the recommended tool for automated shopping cart abandonment email follow-ups.
6. **Visitor/non-Buyer Retargeting on the Web and Facebook** – [Adroll](#), [Facebook](#), [Twitter](#), [Perfect Audience](#).
7. **Trust Logos** – [Norton's Trust Seal](#), [BBB Online](#), [SSL logos](#).
8. **A/B Testing Tools** – you use [Optimizely.com](#) or [Convert.com](#) on your website to split test page elements of any page or set of pages.
9. **Internal Email Sending** – i.e. frequency, design, subject lines, promotions. Make sure not to under do it.
10. **Running Facebook Sweepstakes** that can be advertised on the website to collect more visitor data, so they can be remarketed to via email and Facebook. Running sweepstakes with Facebook apps like [WooBox.com](#) are a great way to ramp up Facebook likes, email opt-ins, which in time will boost overall website conversion rates because it makes your site stickier and creates excitement with your brand.

There are some of the areas you need to be looking to have a great strategy with in the new year to really maximize traffic, engagement, and revenue.

VIDEO: Today's Hottest Strategies in Digital Marketing and Social Media



Thanks for checking out my video! Here are all the presentation notes:

Today's Hottest Trends in Digital Marketing

Twitter: @experienceads

Retargeting - all over the web and social media

- Facebook Custom Audiences
- Retargeting website visitors that haven't converted on the web - Adroll
- Retargeting through Google Adwords - in their vast network of sites and Youtube
- Retargeting through Twitter

- Retargeting email openers on the web and FB - Perfect Audience
- [Retargeting ebay searchers](#) - intent targeting from Ebay searchers
- Facebook Lookalike Audiences
- Retargeting with Videos through Google AdWords on Youtube - AMAZING

Pop-ups:

- Both entry and exit pop-ups work well
- ways to build email lists, offer promotions, and increase website conversion rates.
- Pop-ups on blogs and websites - [aWeber.com](#)
- Marketing Automation emails - see: [Drip](#)
*see: [exitintent.io](#)
- [Article on pop-ups with examples](#)

HTML5/Mobile-Optimized Emails:

- are the best way to reach mobile users.
- 74% of smartphone owners use their devices to check their email.
- Mobile now makes up the majority of email opens at 51%.
- 68% of Gmail and Yahoo opens are coming from mobile devices
- By the end of 2018, worldwide mobile email users are
- expected to total over 2.2 billion. By this time, 80% of email
- See: [Rare.io](#)

Customer Reviews and Testimonials:

- **Survey:** 90% Of Customers Say Buying Decisions Are Influenced By Online Reviews
- **79% of consumers** trust online customer reviews as much as personal recommendations.
- **31%:** How much more a customer is likely to spend on a business with "excellent" reviews.
- **Less than 5:** How many reviews read by the average consumer before making a decision about a business.
- Examples: [GothamCigars.com](#), [Montce.com](#)

Facebook Advertising - There are numerous ways to advertise on Facebook

- Advertise for targeted fans (page likes) at all times
- Use Facebook Offers and Boosted Posts to measure ROI
- Run sweepstakes on Facebook to boost likes, emails and excitement.

- Boost posts to current fans to measure ROI on the fan base
- Boost posts to fans and their friends to pull in new likes
- Boost posts to targeted non-fans to drive traffic and new page likes
- Use Facebook mobile ads to reach mobile users
- Use Facebook videos ads - RED HOT
- [Facebook Ads Manager, Sweepstakes Examples](#)

Twitter Advertising:

- Great targeting for sponsored posts and sponsored followers
- Retarget website traffic and customer email list
- Advertise for downloads, website traffic, lead generation
- Measure the ROI with tracking scripts.

Conversion Rate Optimization:

- Every type of website or blog can utilize some form of conversion rate optimization to increase actions and results. See: [Optimizely.com](#)
- A/B split test on webpage elements, landing pages. See: [LeadPages.net](#)
- Trying various promotions and incentives - [Restaurant.com](#) vouchers
- Impart trust and website security as much as possible - Norton's Trust Seal, BBB
- Leverage reviews and testimonials - [Yotpo.com](#), Reseller Ratings
- Utilize widgets and tools - pop-ups, customer referrals
- Interact with website visitors with Live Chat - See: [Olark.com](#)
- Retarget as much as possible and make it work
- Accentuate calls-to-action above the fold - Toll free; Order Now; Contact Us
- Mobile-optimized website for mobile users
- Use short videos on landing pages to convey the message - direct response
- Overlays and shopping cart abandonment - [Yieldify.com](#)

Instagram:

- Hottest social network on the planet
- #Hashtag the heck out of your posts
- Tag your best followers
- Do giveaways to your popular followers - [Instagram contest example](#)
- Post graphics with deals on them
- Post 10+ times per day; Snoop Dog, Miley
- See: [Montce Swim](#)

Email Marketing:

- Email is still a very effective marketing tool.
- Move to HTML5 (mobile optimized) emails
- Test subject lines and calls to action; Personalize the subject line
- Follow the big brands that are doing it well - [NastyGal.com](#), [1800Flowers.com](#)
- Capture emails address through pops, webinars, lead forms, co-registrations, sweepstakes, Facebook tab, referrals, Twitter Lead Cards.
- Advertise to reputable email lists; Email List Swaps - [ArcaMax](#) - tell them I sent you
- Make sure you are getting delivery as close to 100% as possible - See: [Ongage.com](#)
- Use marketing automation, drip email campaigns to convert prospects

Content Marketing Strategies:

- Content is the best way to generate free traffic from the search engines and shared links.
- Video is as powerful, if not more so, than content. Videos rank well in Google
- Give away great information in exchange for contact info - pop-ups
- Use webinars to convey information and engage
- Use surveys to collect and then publish statistics
- Use customer questions and feedback as F.A.Q.'s
- Tap Google Analytics for keyword-based content ideas
- User generated content with videos - [Modulates](#)
- Working with bloggers to promote the company and reviews
- Publish articles on LinkedIn - [My Articles](#)

Mobile is EVERYTHING!

- Mobile optimized websites and blogs
- Mobile advertising - through Google, Mobile ad networks, via affiliate apps
- Mobile apps for your company
- Partnering with mobile companies for ad inventory
- Mobile HTML emails
- Developing mobile apps in general
- See: [Dudamobile](#), [Mshopper](#)

Referral Marketing - Customer Referrals and Affiliate Referrals

- [bonobos.com](#) - 25% of new customers come from their referral program
- Leverage each customer into a referrer
- Leverage website visitors into referrers

- Turn Facebook Fans in referrers
- Convert previous customers into referrers
- Recruit affiliates through networks
- Recruit affiliates via website/blog contacting
- Recruit affiliates through Search ads and Facebook ads
- Partner with other companies as reciprocal referrers - rev share
- Manage customer referrers and affiliate marketers
- Motivate referrers and affiliates; invest in the channel
- See: [FriendBuy.com](#); [Get Ambassador](#), [Referral Candy](#)

Thanks for checking it out! Let me know if you have any questions or would like to ask me anything.

5 Great Ways to Boost Customer Retention, Loyalty, and Revenue

One of the most fundamental issues to any company engaged in online e-commerce is whether to place more focus on customer acquisition or customer retention. Of course both are extremely important to making your business a success, however frequently much more effort is placed on acquiring new customers. This would make sense due to the fact that most of a company's initial revenue is generated by new customer acquisition. However, if a company doesn't care what happens to a customer after they are "on board", the company will have a high attrition rate and not do well long-term. Here are some ideas and suggestions for making your customers happier with your company and stay customers for life.

1. Great Customer Service - right from day one, your company should place a strong emphasis on customer-relations and treating your customers like they are the most important people in the world. Making sure your call center and customer service staff answering emails are treating your customers like gems is a must. Your quality control manager should be getting CC'ed on emails between staff and customers. Strict customer service monitoring and training on how to be friendly, helpful, and doting on your customers is recommended. Having a company philosophy in place as it relates to treating your customers really well is always a good move as well. You can also analyze the entire consumer experience on your site from homepage on through to confirmation page to make sure your customers are being taken care of from beginning of the process until the end. Having good "auto-responder" emails, that look personalized, is also a good measure to have in place to make your customers feel warm and fuzzy about their purchase. Always be upfront and clear to your customers and prospective customers as to exactly what they have purchased, the benefits, and how long their order will take to arrive. Managing customer expectations is always a good policy because it alleviates pressure on your call center to answer questions that could have been answered

on your site or through the ordering process. Having really good and comprehensive frequently asked questions (FAQs) can also reduce needless calls to your customer service department.

2. Post-purchase Customer Relations: There are many ways to treat a customer well after they become your customer. Whether you are a one-off type purchase or have the ability to sell additional items to your customers, treating them great after they purchase is a must. You may even want to have someone in your customer support center place calls to your new customers to welcome them as a new customer and to assure them that their order is being processed quickly and properly. This is also a great opportunity to reinforce the sale and up-sell additional accessories and products they may want. Up-selling should always be done tastefully with the customer's best interests in mind...never pushy. Members of your customer service staff can also place follow-up calls or emails a couple of weeks after the purchase to see how it's working out for them. Again, this reinforces the fact that you as a company are sticking by your customer and really care. This will make your customers more likely to purchase from you in the future. Don't forget to send the customer review email!

3. Handling Complaints Well - How your customer service department handles complaints can make or break your company's retention and long-term revenue growth. Frequently, customer service reps. are afraid to report complaints to their managers unless they are encouraged to do so. This is why I always recommend customer service be handled in the USA by your in-house call center. Outsourcing this aspect of customer service can be a nightmare and cause your customers a lot of frustration, risking your relationship with them. Complaints, if handled well, can be a source of loyal customers. Look at complaints as an opportunity to build the relationship with the customer and make them love your company.

4. Encouraging Referrals - Once you have loyal customers that like doing business with your company you can launch a customer referral program to reward your customers for spreading the word about your company to their friends and family members. This can be accomplished through an online referral system that can keep track of referred customers and reward the referrer with a gift card or cash. Customer referral programs can be a very powerful word of mouth marketing tool and open up an entirely new channel of revenue. And, happy customers always tell others about your company and what a good experience they had.

5. Customer Loyalty Program - this is one of my #1 recommendations for companies. There are some great, mobile apps like [LoyalBlocks](#) that can be used to create an instant customer loyalty program. It's great for local businesses. There

are also great web-based customer loyalty like [SweetTooth](#). Make sure to implement a great loyalty program so your customers purchase and refer more frequently.

These are but a few ideas for increasing your company's focus and emphasis on customer retention. Having as long a life-time value (LTV) for your customer base can really increase your company's value and make you a more attractive buy-out candidate.

VIDEO: 10 Ways to Increase Paid Search Conversion Rates

The screenshot shows the homepage of Hurricane Shutters Florida. The website features a navigation menu with links for HOME, ABOUT US, PRODUCTS, SHIPPING, GET PRICE ONLINE!, TESTIMONIALS, and CONTACT US. A prominent call to action is "Call Today for a Free Estimate: 888-474-3555". The main content area includes a "Get Your Free Shutter Quote" form with fields for "Width (in.)" and "Height (in.)", and a "GET PRICE!" button. Below the form, there are four product categories: Roll Down Shutters, Accordion Shutters, Storm Panels, and Bahama Shutters, each with an "Estimate Online!" button. A testimonial from Gary F. is displayed, along with a "PRODUCTION TIME" table. A "FREE Shipping!" banner is visible at the bottom right. A large red video player overlay is centered on the page, and a chat window is open on the right side.

Product	Production Time
Accordions	5-7 Days
Bahamas/Colonials	2-3 Weeks
Clear Panels	3-4 Days
Hurricane Fabric	5-7 Days
Impact Windows	3-4 Weeks
Roll-Downs	7-9 Days
Storm Panels	3-4 Days

13 Effective Digital Marketing Strategies to Boost Traffic, Revenue, and Profit in Q1

Regardless of the type of company or website you have you need a great strategy in place so you can achieve the goals you are setting for the New Year. If you are an established company you are likely looking to grow sales and revenue 20-30% over the previous year. This is usually a decent way to look at revenue goal setting however it may not be realistic depending on how big you already are, how competitive your vertical is, and if you have the budget allocated to marketing in more areas than the previous year. I always recommend looking back over the previous year, month by month, to see what strategies were successful and which were not. You can look to expand what worked and attempt to make work what didn't by revamping the strategy in that area. For instance, if you ran a banner placement on a high traffic website that had related traffic, but didn't get your return on the ad spend, you can look to redesign the banner, try a more aggressive offer, and change up the landing page the traffic is dropping to. If you didn't do well with a set of keyword phrases in Google Adwords you thought would work better, you can re-write the ads and make the landing page the traffic is dropping to more effective or more targeted to the keyword phrase. If your affiliate program didn't meet your expectations you can re-vamp all of your ad creative, text links, recruit new affiliates, and send better/more frequent messaging. These are some ways that a marketing channel can be made more effective for the new year. At my agency Experience Advertising, we are committed to making increase revenue and profitability a reality for our clients, so we are already looking at what worked and what didn't so a better, more effective strategy can be utilized. In this post, I thought I would put together some surefire strategies (that I have discovered personally over my 17 year digital marketing career) for you to utilize so you can make absolutely sure you have a big January and Q1! Note: these suggestions are in no real order of importance. They are ALL extremely important and areas of your

online marketing that should be looked at and possibly revamped. Whether you do it all inhouse, with any agency, or a combination, all of these areas should be analyzed and a better strategy put forth. Some of these channels may not be applicable to what you are doing, so feel free to ignore what isn't relevant and focus on what is.

1. **SEO** - SEO is still extremely important to getting your free traffic, but seems to become less important over time as the search engines squeeze as much revenue as possible from their searchers. You could always be revising some of your SEO optimization on the site, adding content, adding new pages, posts, articles, how-to's, expand F.A.Q.s, stuff like that to enhance and expand your current content. If you want to get more organic traffic in the new year, you need have some fresh content going up on the site in the new year, because it can take time for new pages of content to start ranking. Another good idea is to create some videos for YouTube that focus on topics that your target audience would get value out of. Adding new pages of content to your site as well as adding more videos to your Youtube channel can only help you get additional rankings in the search results. Make sure you focus on topics related to things people want to do in the new year or things they might be interested in to increase the likelihood that your content will get traffic. Never scrimp on your content, if you are going to create some new posts for the site or videos, make sure they are thorough pieces that are well-optimized with the keyword phrases you are going after. If you are going to do it, do it well so the new pages actually do something for you. Take a look at your Google Analytics reports and see what keyword phrases and content brought you traffic last year and try to piggyback on that by beefing up those pages or adding pages for keyword phrases you didn't get much traffic for but would like to. It's never a bad idea to take a look at your SEO optimization and make some improvements. Make sure your site is connected to Google Webmaster tools so you can get their feedback on the site's SEO.
2. **Email Marketing Strategy** - take a look at how effective your emails were the past year, i.e. open rates, click through rates, conversion rates, and see what can be improved. Most email platforms have A/B testing on subject lines which can help figuring out what opens best. Did you personalize subject lines in the last year? You can see if it improved open rates. Are your emails mobile optimized? In this day and age they absolutely should be, so that's an area you can address with some mobile optimized templates to improve click-throughs in the coming year. How about promotions and incentives? How aggressive were your promotions to your databases? See what worked and what didn't so you don't make the same mistakes this year. You would be shocked how many companies

don't look to make improvements in their email channel. Also, are you actively collecting emails on your website traffic with pop-up email boxes? Add a pop-up box with a nice discount can double your conversion rate. Then when you email that list it increases conversion rate even more.

3. **Paid Search** - the end of the year is a great time to take a look at the entire year of paid search results and see what worked well, what didn't, and what could be re-optimized for the new year. You can edit the ad copy for the new year and try some new year promotions in the ads to motivate actions. You can see what keyword phrases performed well and make sure they are boosted up where they should be come January. You can see if there are any additional phrases that are similar to the ones that converted well, or brought in sales with a positive ROI, that can be added to the account. Google has done a great job with their keyword suggestion tool, so you can build out new campaigns with targeted ad copy quickly and easily in the account. You can then import those campaigns over to you Bing Ads account so they are running there as well. Now is a good time to get on the phone with your Adwords rep. and see if they have any valuable suggestions, or make your agency get on a conference call with Google and yourself to see what their suggestions are, so you can evaluation what to authorize. Every year Google and Bing come up with new features that most advertisers are clueless about, so you can definitely get some good ideas from speaking to Google and Bing. Bing reps are fairly clueless so don't expect much there in the way of strategies besides insisting you go "broad match," but Bing just revamped their shopping campaigns so if you have a product catalog it needs to be running in Bing ads. Recently, Google Adwords rolled out per call campaigns that run on mobile phones and don't even visit your website. This is great for service-type businesses where you can tell them all of that on the phone and sell them. Whenever you direct people to your website you risk losing in that impulse moment, so you can try Google per call campaigns with or without the option to visitor your site.
4. **Shopping Engines** - the end of the year is a great time to see about revamping your feeds on the shopping engines like Google Shopping, Bing Shopping, Nextag, Shopping.com, and a couple others. Are your product titles well optimized? What about your product descriptions. A lot of companies doesn't put enough effort or optimization into their product descriptions. Not only does it help with SEO but it can help get your shopping feeds more traffic from the shopping engines. What about the bid amounts? Are they aggressive enough? Did you over-bid last year? You can make sure that doesn't happen again if that was the case last year. There are tools that can keep you a penny lower in price than your competition, like Wisser. Make sure to check out tools that can help optimize shopping engine performance since it's a more cost-effective channel

typically than phrase-based paid search advertising, like RetailTower, so it needs to be optimized and maximized really well.

5. **Amazon** - Amazon has changed things around recently. They got rid of product ads and keyword ads, so basically you one have 1 option of selling on Amazon, which is to sell through Amazon. So make sure to give Amazon a call and make sure you are selling through them in the best possible way. They're pretty decent about helping merchants over figuring out how to sell on their platform. It most definitely should be utilized as well as possible since they have a huge audience and consumers searching for products more and more over time.
6. **Retargeting** - what's your retargeting strategy? Meaning how effectively are you advertising to your website visitors after they leave your website? How well is it working? Which retargeting channels are producing ROI and which aren't? Are you running promotions in your retargeting ads? How well are those promos working and could they be changed up? Your retargeting ads could always be revamped and improved to increase click-through-rate and conversion rate. There are many different ways to retarget your website visitors so you need to make sure you look at what was tried over the past year and see how well it performed. Did you know you can retarget your email lists? What about running retargeting ads to your customers to sell them complimentary products to what they purchased. That can perform really well. Have you tried "lookalike audiences" on Facebook and Twitter, you could give that shot, although I recommending maximizing your retargeting campaigns to your website visitors and previous customers before testing lookalike audiences. So your entire retargeting strategy needs to be re-optimized so it works better this time around and is more pervasive than it was last year.
7. **Website Conversion Rate** - this should probably be up at the top of the list. It's a fact...how well your website converts traffic literally dictates how all of your online marketing campaigns will perform, so it needs to be a constant focus of your marketing department or the agency you use to manage your marketing. If you use an agency for your marketing and they don't do anything to attempt to improve the effectiveness of your website, you need an agency that works to improve conversion rate (like mine). That being said, there are many ways you can spruce up or "tweak" your current website going into the new year to make sure it capitalizes better on the traffic you are going to receive during that time period. You should reference my conversion rate tips but in general these areas could be improved on the site: the usability of the site, A/B testing on the site's page elements, are customer reviews visible enough, are trust/security logos emphasized well enough, are you capturing data on as many visitors as possible (i.e. sweepstakes, pop-ups, coupons, giveaways), do you have a customer referral program up and running, is your mobile site optimized for user

experienced as much as it could be. I could go on but those are some of the questions you need be asking in order to boost conversion rate on the site.

8. **Affiliates/Referral Partners** - what's the current state of your affiliate program and customer referral program? Consider having someone in marketing reaching out to all of your current affiliates and see how they are doing, i.e. personally touching base. Ask your affiliates if there's anything you can do for them to facilitate them in the new year. Or insist that your affiliate agency does that for you. Nothing ensures the future success of your affiliate program like reaching out to every affiliate personally and checking in with them. How about surveying your affiliates? That's a great idea because often times you will hear all of their suggestions and grievances that need to be address to make your affiliate program a better one. What is your affiliate recruiting strategy? If you don't have a solid strategy in place to recruit new affiliates, you should look to implement a great plan to prospect new affiliates into your program. A surefire way of increasing your website's traffic over what it was the previous year is to bring in some new affiliate partners.
9. **Customer Referral Program** - Take a look at your customer referral program and how broadly you are "pushing it" across everything you do, i.e. on the site, in your auto-responder emails, through email blasts to your databases, on your thank you page, in your call center on the phones, on Facebook with boosts, on Twitter with ads, and anywhere else you could possibly be emphasizing your customer referral program. The more places you can promote your customer referral program the more uptake it will get over time. I often hear companies making the judgement that their referral program "isn't doing much" and "not meeting our expectations." It's partly because it's the type of thing that needs to become part of the very fabric of your company in order to get the most uptake as possible. Companies that really get it, will promote it here, there, and everywhere, even through TV commercials. You can even advertise the fact that you have a referral program on Facebook to your audience and to new customers because not all referral programs require the referrer to be a customer. Check out FriendBuy.com for an affordable, feature-rich affiliate widget for you website.
10. **Sweepstakes, Contests, and Giveaways** - ask the question, "How many sweepstakes did we run this year?" Ouch. The answer probably isn't going to be too impressive. In my opinion, I haven't seen a company yet that runs enough sweepstakes or contests to build their audiences and increase engagement. And you may think you have a good social media strategy but if you aren't running frequent sweepstakes and contests, **you don't have a social media strategy!** Because nothing increasing email opt-ins, page likes, Facebook sharing, and tweets like a sweepstakes or contest. People LOVE entering sweepstakes and

contests to win stuff.

11. **Social Media Strategy** - this is the channel that is evolving faster than any other, so you have stay on top of what social media strategies should work for your company and make sure you are leveraging them to the fullest. Do you have a New Year's Sweepstakes planned? That's a great idea to kick the year off with excitement! How are you advertising on Facebook? What about Twitter? Are you running ad campaigns on Instagram and Pinterest yet? Well you should be, or whoever handles your ad campaigns should be. One of the most effective ways to get social sharing going on is to post what are known as "teaser headlines" on Facebook. These are posts that link to your website where a viral video (usually) is hosted on the page. You just find a video on Youtube in your niche that has a lot of views and post it to your site. Then when you share the page url to Facebook you tease the title with something like "This kittens friendship with a dog will have you in tears." You've seen them. These types of teaser headlines get shared like nothing else, so it's a good way to get more company page likes for the future without having to spend anything on Facebook advertising, although I do recommend advertising on Facebook in certain ways.
12. **B-to-B Sales** - companies selling to other companies is most definitely the hottest thing in e-commerce. If you products or services lend themselves to it, look to see what businesses you could sell your products to. A lot of the upside in e-commerce is in the Business to Business vertical. Part of the reason is because companies make larger purchases than consumers, so you can spend more in advertising to acquire the account than what you are accustomed to with B to C. Orders from companies also have better retention than the B to C channel, so they order more over time. So again you can spend more to acquire the customer that what you are used to.
13. **Partnership Marketing** - This is one of my favorites! Bringing in partnerships with other companies is a great way to boost revenue. Look at them as another type of affiliate or referrer that can produce sales for you. If you can reciprocate by generating sales for them as well, that's even better because you can land the deal easier if you can reciprocate with traffic. You can have someone in your marketing department in charge of reaching out to other companies to see if they might be interested in partnering up. These types of partnership can really produce, i.e. when I was at my last corporate position running the marketing, I brought in a partnership that produced 150 sales per month on a steady consistent basis. So you can see that if you had several of those it can really add up and pad the bottom line big time because they have a fixed acquisition cost you can set in your comfort zone. Each year you can look to add 100 more of these types of partnerships, and if you keep the previous ones

active you can ensure you will have a seriously growing channel with the partnership marketing strategy.

Whew! What a heck of a list! Looks like you have your work cut out for you. Or you can bring on a digital marketing agency to help out (like [Experience Advertising](#)). Unless you have a large Marketing Department, you will likely need additional resources to implement and manage all of these strategies, but it's definitely possible.

How to Dominate Any Industry Through Digital Marketing

1. Do Your Competitive Research/Due Diligence: it's important to not only investigate who is big in the space, but to sign-up for their service and see how well they do what they do. You should emulate their best features and look to make them even better as it relates to your own company/website. These are some great tools to help you achieve that goal:

- **SimilarWeb** - top websites sorted by category. This tool will give you a ton of demographic detail about most of the websites on the Internet.
- **SpyFu** - Download Your Competitors' Most Profitable Keywords & Ads For PPC & SEO. Great tool to guide your paid search marketing strategies.
- **JumpShot** - tells you which keyword phrases lead to conversions or sales or leads. A MUST to know what already works in SEM for your industry/niche.
- **WhatRunsWhere** - online advertising intelligence tool. See what ads work and where your competitors advertise. Invaluable for finding working online advertising campaigns across channels.
- **Google Alerts** - monitor specific phrases daily including: niche/industry news, publishing activity, articles, posts, and web pages about any topic.
- **5IQ** - recruit affiliates by category, advertiser, or network. Complete game-changer for affiliate recruiting. The #1 tool for finding affiliate marketer data in any niche. (Tell them I sent you or we can run your affiliate recruiting campaign to build your targeted affiliates and referral partners).
- **Google Trends** - monitor overall trends and what's popular in the world of search. This can give you good ideas about what types of content to focus on producing that people are interested in so you are spending your time in content creation in the right areas.
- **Data.com** - this is the largest corporate directory with full contact information, including most corporate titles and contacts at each company. Great for business development and partnerships. The bet tool for finding quality

corporate contact information.

- **LinkedIn Company Pages and Groups** - follow companies and what's going on with them. I also recommend following their Facebook company pages and Twitter accounts. Once you are following bigger companies in the space, you will quick get great ideas for promotions and other things they are doing well that you can emulate and make better.

2. Design a Better Web Presence or App: Always look to take a concept and make a better version of it on the web or on mobile.

- **SEM Ads and Landing Pages** - Look at the major players in the space and what landing pages they are advertising in paid search or other paid advertising. Often times, they have split tested landing pages, so that cuts out a lot of the work for you. See the example of what 1-800-Flowers is advertising in paid search: "[Buy Flowers Online](#)" - this is a good example of sending paid search traffic to a custom created landing page with a higher conversion rate than the homepage.
- **Emulate their Best Qualities** - Take the best qualities and features of each competitor and make them into your own super-amazing website or app. Chances are they have them for a reason.
- **"More" in All Areas** - Look more professional, more modern, more helpful, more knowledgeable, more trustworthy, more recommended by people on the web, more loved by customers, more reviewed...**more everything than the competition.**
- **Better User Accessibility** - Be more "available" to your visitors and customers, more "human," more ready to assist. - **Use tools like: [Live Chat](#), [Vanity 800](#).** People get a sense of whether they can get a hold of a real person and they like that, as opposed to a website without good customer support. Having the appearance of being easily accessible can boost trust and security with the online purchase.
- **Capture More Visitor Data** - Have several ways to capture your visitors information and serve them up irresistible promotions they readily sign-up for. Multi-channel data gathering is a good idea, website tools/widgets such as: entry pop-up with a huge discount for first time customers, exit pop with offers, sweepstakes entry, and social network follow widgets. Website that have effective ways for people to opt-in to access discount collect much more data and have a higher overall conversion rate than websites that don't prioritize data collection.
- **Retargeting Ads** - Advertise to them when they leave your website with

targeted ads. This is one of the ways to boost overall conversion rate. You can retarget through Facebook, Google Adwords, and through other 3rd party services to access additional web inventory to retarget with your ads.

- **Add Value** - Enrich their lives where they follow you on social networks. Let people see the good your company does to help the world, ex. helping charities, helpful content. Boost your posts on Facebook and Twitter to get something out of them. Use “teaser headlines” in your social media posts to entice people to see the content and share it with their friends, this can boost page likes dramatically and even drop cookies on visitors that can be advertise to later through retargeting ads

3. “Out-Convert” the Competition: Put the goal of increasing your website conversion rate at the very top of the list of “how are we improving this business?” And keep it there.

- **We're The Best** - Come across as **THE Destination** for whatever it may be. Come across as big in the space and you have a lot of respected partnerships. Make your visitors think there is no need to look elsewhere.
- **Conversion Rate Boosters** - Use the best web conversion tools available such as: 1. 5-star Customer Reviews, 2. Trust Logos/seals, 3. Vanity toll-free, 4. Live chat, 5. A/B testing, 6. Pop-ups, 7. Visitor retargeting, 8. On-site offers, 9. Abandon cart email follow-ups., 10. Knowledge base/F.A.Q.s, 11. Customer referrals, 12. Social sharing tools (Addthis/Sharethis)
- **Actively A/B test the site** - split test all of the important parts of the pages and “check out” process. Simply a/b testing your main headline on the landing page to see which one of 5 works best can be incredibly valuable. You can split test website page elements like your logo, headline, bullet points, call-to-action buttons, main images, and other page elements to see which version and combination leads to the most sales.
- **Leverage Retargeting of All Types** - Facebook Lookalike audiences, display targeting, searcher targeting, Facebook Custom Audiences, Twitter Custom Audiences, and Instagram retargeting...all great ways to increase traffic and sales. They need to be tested to see where you can get a return on investment like anything, but tend to have a good chance of working out well since these types of campaigns are based on the demographics of your ideal customer profile, so it has a great likelihood of working out, as opposed to targeting people that do not meet your ideal demographics.
- **Close the Sale on Phone** - Once you do get them on the phone with an inbound call, don't let them not buy/book. Boost ticket value with upsells. Have all

rebuttals ready to go. If you are able to close greater than 25% of your inbound calls you are in a good situation.

- **Mobile-Optimized Everything** - mobile-optimized emails, website, apps, and Chrome notifications (Facebook is doing a great job with this).
- **Monitor Your competition** - follow all of their social networks and get all of their emails. Follow big companies to see what types of promotions they run. Set-up Google Alerts on your competitors to keep close tabs on them.

4. Win at Customer Loyalty and Retention: Increasing customer loyalty and customer retention will ensure you have a profitable and growing business model for years to come.

- **Excellent Customer Service** - Treat your customers or members like gold, incentivize them to share/refer. (ex. [FriendBuy](#) is a great customer referral widget for your website)
- **High Employee Morale** - Treat your staff like gold and incentivize them to be great!
- **Increase Average Ticket** - Strategize on ways to increase revenue per customer to boost numbers through: product upsells, offers on your thank you page, offers in follow-up emails, cross-sells in your call center that can generate leads for other companies that you get paid for.
- **Increase LTV** - Strategize on increasing customer lifetime value to boost ROI/profit. (i.e [Facebook Custom Audiences](#)). Ask the question: "How are we going to sell to this customer again and again?" Look to implement a continuity program with monthly re-billing if possible to build up residual revenue.
- **Messaging Your Data** - Message your databases frequently, delivering value when you do. Seek to gather mobile phone numbers to send SMS campaigns. Treat your data like gold.
- **Surveys** - Ask for user and customer feedback, run surveys, ask their opinion on how well you are doing as a company. (See: [SurveyMonkey](#))
- **Sweepstakes** - Run frequent contests, sweepstakes, and giveaways with apps that facilitate. ([Woobox](#), [Wishpond](#)). "You don't have a social media strategy without a sweepstakes!"
- **Ask and Incentivize Actions** - Ask people to share your content. Incentive users to share your content with rewards and cash. (See: [Social Toaster](#)). See [Shopify Apps Directory](#).

5. Increase Your Reach Across the Web: the more sources of quality traffic you have coming to your website over time, the more sales you can generate through

those sources, thereby ensuring you are growing your traffic and revenue annually.

- **Online Ad Platforms** - tap into every possible online advertising platform that could possibly produce customers and run a winning campaign that grows larger over time. (i.e. Google Adwords, Bing Ads, Facebook Ads, Twitter Ads, LinkedIn, Retargeting, Email Marketing, Youtube, Content marketing.) These are some of the proven advertising platforms, however there are others that could be tested to see how effective they are for you.

Note: Using a digital marketing agency like [Experience Advertising](#) can ensure that you are effectively advertising on these platforms and realizing all of the search volume for your products or services for instance. Otherwise, you may not be able to adequately convert your search traffic which will prevent you from driving as much traffic as possible through paid search for instance.

- **Business Development Outreach** - using tools like Data.com, LinkedIn, and B-to-B lead generation campaigns, can lead to amazing partnerships that produce revenue. Put together partnerships to drive traffic to each other on a revenue share with other companies with similar enough audiences. These campaigns are like gold and are nothing but pure upside to the bottom line.
- **Web Publisher Outreach** - primarily blogger and "influencer" outreach to bring in new sources of relevant traffic. You can partner 3 different ways typically: paid placements/posts, affiliate-basis, or free product reviews. (See: [Group High](#) for blogger outreach campaigns) These are very effective ways of growing targeted traffic from quality websites that tend to rank well in the organic search results and typically have audiences that the content can be marketed to which increases exposure further.
- **Webmaster Affiliate Outreach** - reaching out and pulling in revenue sharing partners for website traffic, solo email traffic, newsletter placements, social network placements, banner ads, boosted posts on Facebook, and sponsored tweets on Twitter. Utilize platforms like: CJ.com and Shareasale.com for network-based affiliate data, 5IQ for affiliate data mining and contacting). It takes a concerted effort to build your affiliate marketing channel. (my agency can conduct effective affiliate recruitment campaigns to achieve these goals).
- **Paid Website/Affiliate Placements** - CJ.com just opened a paid placement service on their platform. You can find web placements easily that may work for your website. The Google display network is powerful for targeted display ad placements. You can also just contact websites in your niche and ask them if they might be interested in becoming your affiliate or ask what types of paid advertisements they have available on their website, so you can test it out for a month and see if there is any ROI for the campaign. If it works you keep it, if it

doesn't you drop it and keep moving and finding more to try out.

- **Targeted Email Placements** - targeted email newsletter placements with big publishers can work well with the right targeting (see: [Live Intent](#)). Use [ArcaMax](#) and [Life Script](#) to do paid email marketing campaigns to general consumer email lists. There are also email-oriented affiliates that can generate customer acquisition on a cost-per-sale basis.
- **Recommended Articles** - These are content based ad networks (see: [Taboola](#)) with “recommended article” inventory. Very powerful and can be retargeted to increase ROI. **Hottest thing in digital right now.**

6. Mastering the Art of Monetization:

- **Actively Create Referrers** - Turn **EVERY** customer into a referrer of their friends, family and social network contacts. Integrate your customer satisfaction philosophy with your customer referrals and rewards programs. (Note: Get Ambassador, FriendBuy are great referral platforms to power your customer referral functionality)
- **Customer Loyalty** - Choose the right customer loyalty platform so it's used. (See: [sLoyalty](#)). A good customer loyalty program can increase repeat purchasing and boost sales at a low cost-per-additional sale usually. You can never have enough customer loyalty going on so make it a priority.
- **Home-based Business** - Turn your business into an income generator for your customers and website visitors. Your app should be a cash register for your users. Every touch point should be an opportunity to refer and earn through your affiliate program or your customer referral program. Give your customers the ability and the tools to earn money by promoting your company to their friends and family. It's flat-out a great way to boost traffic and sales through what is typically a largely untapped channel of new customer acquisition. Over time, it can become a great way to boost sales, but is definitely the type of strategy that needs to be emphasized and re-emphasized over time to gain profound uptake and participation.
- **B-to-B is the Future** - develop the Business to Business side of your business. For instance, if you are a flower company with a local store, you can sell to insurance agents and mortgage brokers that need gifts to send to their new clients or business partners. Or via a company's HR Manager. The more businesses you have as customers of your business, the more repeat customers you will have, as well as higher average sale averages through B to B channels. They are also great because they re-order at a much higher rate than the typical consumer.

- **Mobile Apps** - mobile will continue to be the biggest grower in digital marketing. Look to utilize your audience on mobile and advertise on mobile and make it work. Make sure to have a really good mobile optimized website and possibly a mobile app that can be given out to your users. Mobile apps are great because you can use “push notifications” to increase usability and repeat users. Google Chrome now allows desktop websites to do notifications for website's traffic, which is a reaction to the mobile craze but a great idea to bring repeat traffic to websites on desktop.
- **Thank You Page Upsells** - Monetize your "Thank you" (i.e. order confirmation) page with upsells or use it to cross-promote other companies that are doing the same for you. Can be a power traffic and sales generator. This is another channel you can never have enough of because the more companies you have with your advertisement on their thank you page, the more affiliate referral traffic and sales you will have through those types of partnerships.

These are six distinct areas that you can utilize to either break into a new industry or grow your current project to achieve industry domination. I believe in implementing comprehensive and cohesive digital marketing and social media strategies that utilize several channels in the Internet advertising space to drive as much targeted traffic as possible, convert the traffic as well as possible, and then monetize your traffic on the back-end to maximize profits. If you are able to address these core areas, you will be able to truly muscle in and dominate your chosen industry through digital marketing. Let me know what you think!

If you would like to discuss your company or what you are doing through online advertising, let me know and we can have a conversation about what my agency can do to help you achieve significant growth or break into the industry you would like to. I am well-versed in B-to-C as well as B-to-B digital advertising and social media strategies. I am also proficient in national as well as local-regional online advertising campaigns and strategies. If you want to work with one of the best digital marketers on the planet on a consulting or digital agency basis, let me know and we can have a conversation.

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