

HOW TO MARKET YOUR

DIGITAL RETAIL BRAND?

Global e-commerce market will touch \$2.41 Trillion by the end of 2020.

If you are planning to launch a digital retail brand or scale your existing brand, this visual guide will help you.



E-COMMERCE TRENDS TO BE PREPARED FOR



1 AI-BASED INVENTORY & SALES

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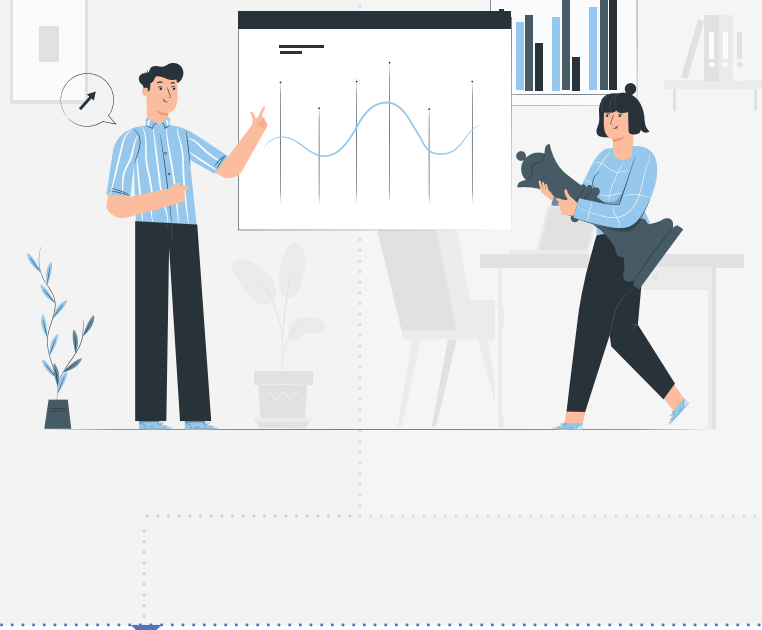
P2P ECONOMY BOOM



3

AUTOMATION AT SCALE

STEPS TO LAUNCHING YOUR DIGITAL RETAIL BRAND



1. FORMULATING AN ONLINE STRATEGY

Identify the online channels that will work the best for your brand. Then, test what messaging and communication yields better results on each channel.

- Make a unified marketing strategy for Email, SMS, Search, Display & Referral channels
- Conduct A/B split testing for your messages & creatives for each channel

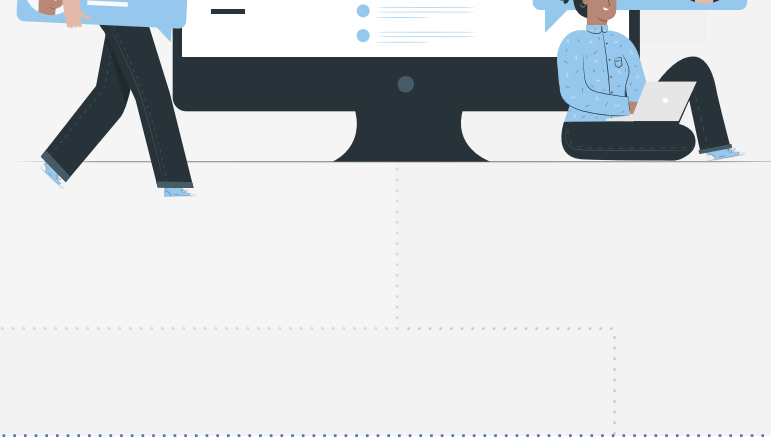
OUTCOME:

You'll then be able to decide the outcome of a few key metrics like total audience outreach, penetration rate, customer acquisition cost, and initial revenue projections.

2. BOLSTER YOUR DIGITAL PRESENCE

Your e-commerce success depends on branding & outreach. Keep the following practices in mind to enhance your brand's digital presence:

- Run branding campaigns aimed at customer awareness & education
- Keep building SEO backlinks for your digital retail store
- Keep your communication & messaging consistent - across all channels & all campaigns



OUTCOME:

These efforts will yield free organic traffic & conversions for your e-commerce brand in the long run.

MARKETING HACKS: SECRETS TO GROW YOUR BRAND ONLINE



1. STAY FOCUSED ON ROAS

ROAS will be a crucial metric for your digital retail brand. ROAS or Return on Ad Spend is the revenue generated by your ad campaign divided by the amount of money spent on ads. Keep these pointers in mind to **optimize your ROAS**:

- Test & Enhance your ad copies
- Cleverage urgency & social proof for your messaging
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- Optimize your pages for mobile-friendliness
- Leverage Google ad extensions

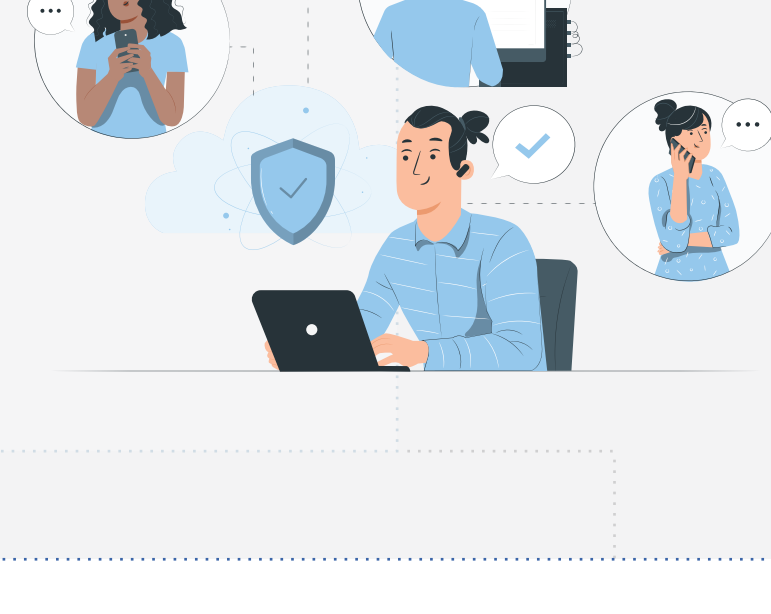
OUTCOME:

Optimizing for ROAS will help you optimize your ROI for digital marketing budget - in essence, you'll know when you are hitting positive cashflow.

2. BUILD AN AUDIENCE-LIST EARLY ON

A bigger audience list will help you build a quality sales-funnel and get the required sales-traction for your brand. Keep the following practices in mind to achieve this:

- Build your Top Of Funnel (TOFU) list with email, SMS & push
- Automate list building with marketing automation tools
- Run campaigns to increase your subscribers



OUTCOME:

Your TOFU list will help you get revenue traction and form the basis of your omnichannel marketing strategy.



3. USE LOOKALIKE AUDIENCE LIST

A lookalike audience is a list that is similar to your existing customers based on their age, gender, location, interests, preferences and other such information.

For e.g. Facebook & Google allow you to build a lookalike audience list on the basis of an existing audience list that you have built.

OUTCOME:

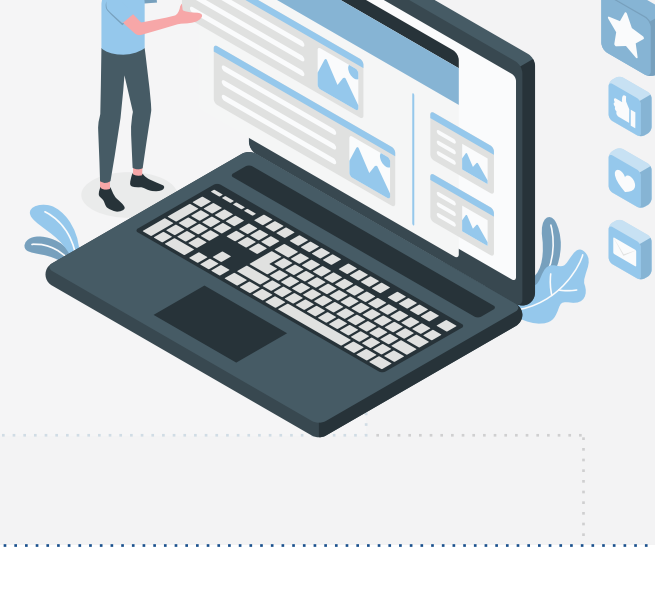
You can upload existing audience (list built via email or other channels) in the CSV format to build a lookalike audience.

DO NOT FORGET THIS KEY TO E-COMMERCE SUCCESS: CX

CX is crucial, especially considering that 86% of buyers are willing to spend more in return for an excellent Customer Experience. Allow your digital retail brand to deliver great CX with these techniques:

PERSONALIZE & AUTOMATE

Without personalization, your users are less likely to convert into loyal customers. Use personalized emails, product recommendations, exclusive offers, etc. for your campaigns. **Personalization is the core of great CX.**

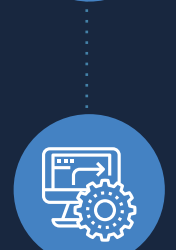


OUTCOME:

You can automate your customer experience across all the channels with tools like **Wigzo**.

BONUS RESOURCES:

BEST TOOLS FOR MARKETING YOUR DIGITAL RETAIL BRAND



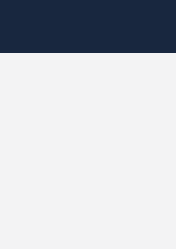
Content Marketing
- BuzzSumo, Ahref, Canva & ClickFunnels



Automation, Personalization & CX
- Wigzo, RightMessage, Hotjar



Analytics
- Google Analytics, Wigzo, Adobe Omniture



Order Management Tools
- NetSuite, SAP Commerce Cloud or Brightpearl



BEST OF LUCK FOR YOUR E-COMMERCE BRAND!