



The eCommerce Marketing Ecosystem



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Google Won't Do All The Work For You

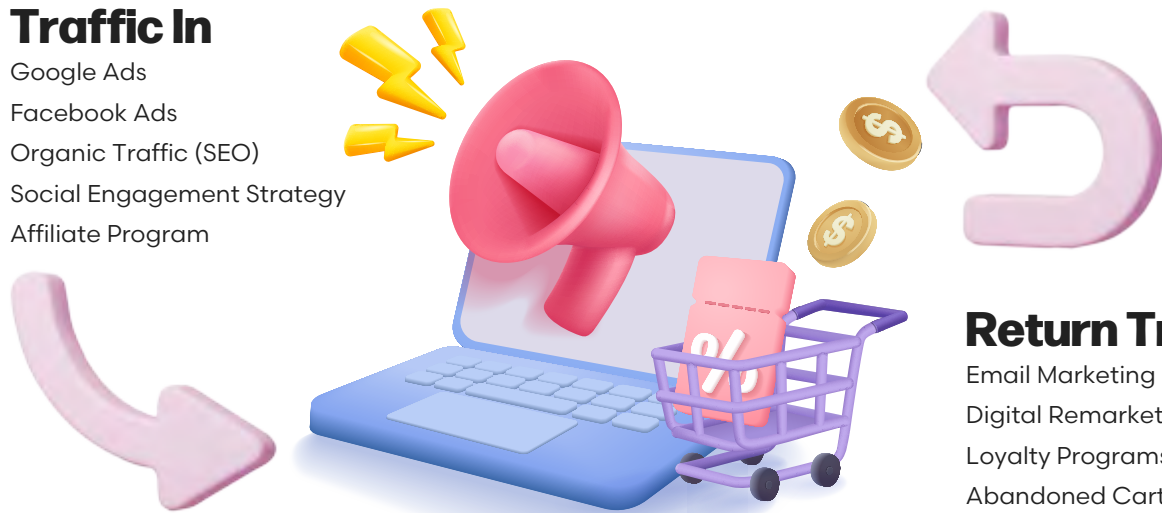
So you have built an online store — it's live and being indexed by Google. How exciting! A well-built online store is just the start. Sure, Google will start finding some traffic for you, but you shouldn't expect the Google search algorithms to do all of the heavy lifting.

Imagine you have a bricks and mortar store that is a few streets away from the high street. You will get a few people walking past but, by and large, you wouldn't expect a lot of foot traffic unless you have a strategy to attract people in. You may send invitations to a grand opening or buy some billboard space, radio or TV ads to encourage people to go out of their way and visit your store. An online store is much the same. Without a traffic generation strategy in place, the small amount of traffic Google sends your way is just like the walk-in traffic to a bricks & mortar store 3 blocks away from the high street.

To thrive, your online store needs some core marketing strategies in place. In short, you need a strategy to drive traffic to your store, to capture visitor details for your database, and to get people back to your store. This is something, here at CoBright, we call **The Ecommerce Marketing Ecosystem.**

Traffic In

Google Ads
Facebook Ads
Organic Traffic (SEO)
Social Engagement Strategy
Affiliate Program



Return Traffic

Email Marketing
Digital Remarketing
Loyalty Programs
Abandoned Cart Remarketing

Your Store As A Database Generator

Besides generating orders, one of your store's main objectives is to build your customer database. Your customer database will be your single most important factor in the future success of your store.

Generally, visitors who make a purchase through your store will be automatically added to your database — but what about people who don't purchase on their first visit? You have probably been to an online store where there was an offer to join their mailing list for 'Great Monthly Deals' or 'Sign Up for 15% off Your First Order'. These are great strategies to encourage sign ups to your database.

Consider these options for building your store's database:

- A prominent offer on your site encouraging sign ups explaining what they can expect to receive if they sign up.
- A reminder pop-up with a sign up offer that displays before the visitor leaves your store.
- Offer an incentive to sign up.
E.g. 15% off your first order or 500 reward points.
- Asking your bricks & mortar store visitors for their email as they checkout in store.

Your database will, over time, become your best and cheapest way to drive traffic back to your store.

How To Drive Traffic In

So, you've invested a heap of time and money getting your store built with all of your products loaded. Now is the time to get serious about generating the traffic your site needs to generate orders and start building your database. Here are the core strategies you should consider to generate the traffic your store needs to thrive.

Traffic In

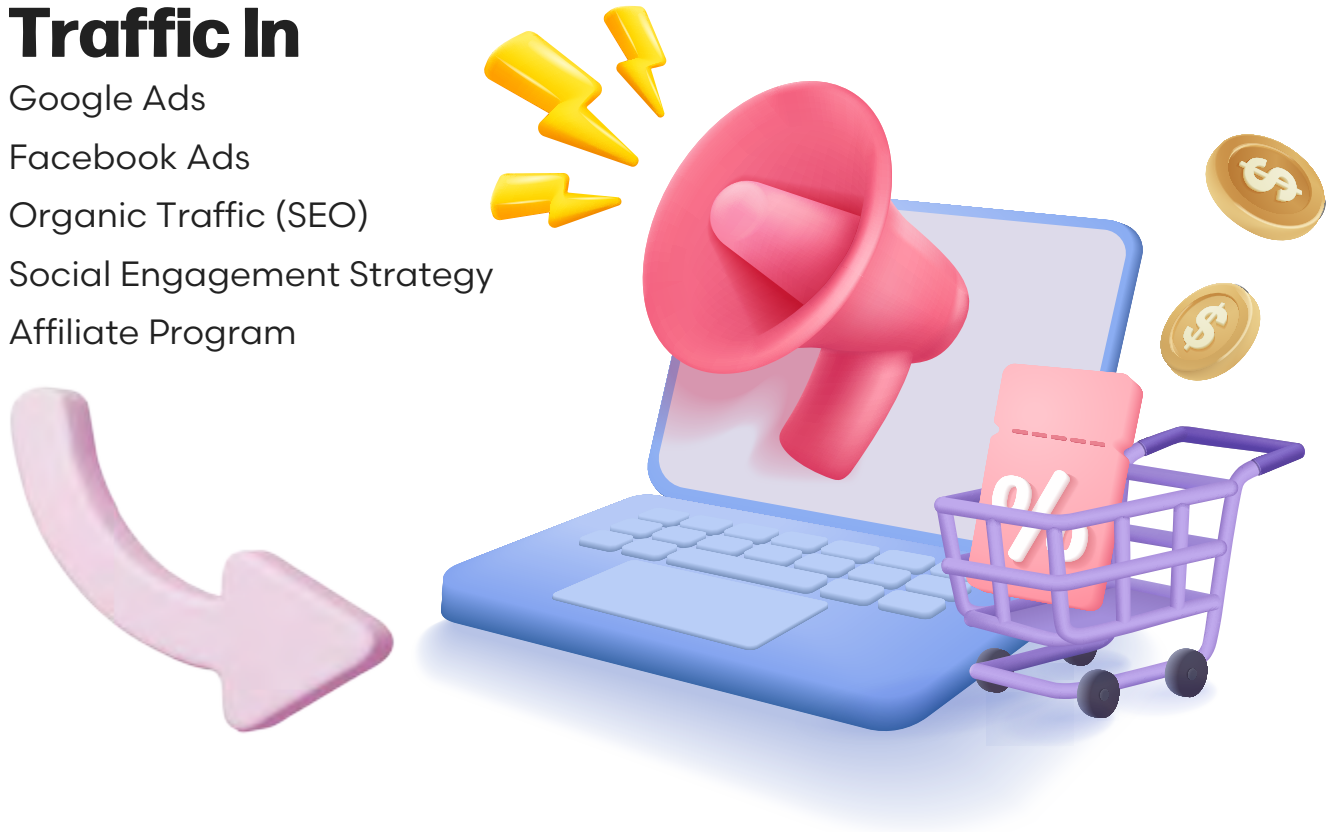
Google Ads

Facebook Ads

Organic Traffic (SEO)

Social Engagement Strategy

Affiliate Program



Google Ads

Did you know 95% of Australians use Google to search for products and services?

What other advertiser can promise that many of your customers are using their platform? It only makes sense to advertise where you know your customers are.

Source [↗](#)

Google Ads work on the principle of putting your business in the right place, at the right time, for the right people. Google refers to these interactions as Micro-Moments.

Learn More [↗](#)

Think about the last time you opened your phone and looked for a restaurant near you, or started researching the latest running shoe, or a puppy school for your new dog. These are Micro-Moments where Google can place relevant information and ads to help the user find what they are looking for.

Google Ads, when set up properly, have the benefit of being able to track the campaign's Return on Investment (ROI). This means you will not only be able to see how much you spent and how much traffic you generated, but also how much in dollars you sold as a result of your campaign. This ability makes determining the value of your campaigns very easy.

The Google Ads platform is very powerful in its targeting and ability to track and measure ROI, however, the backend ads platform is complex and daunting for an inexperienced user. There are a lot of variables that could mean the difference between success and a miserable waste of money. Unless you have months of time to dedicate to training, choosing a Google Partner to run your Google Ads is a wise decision.

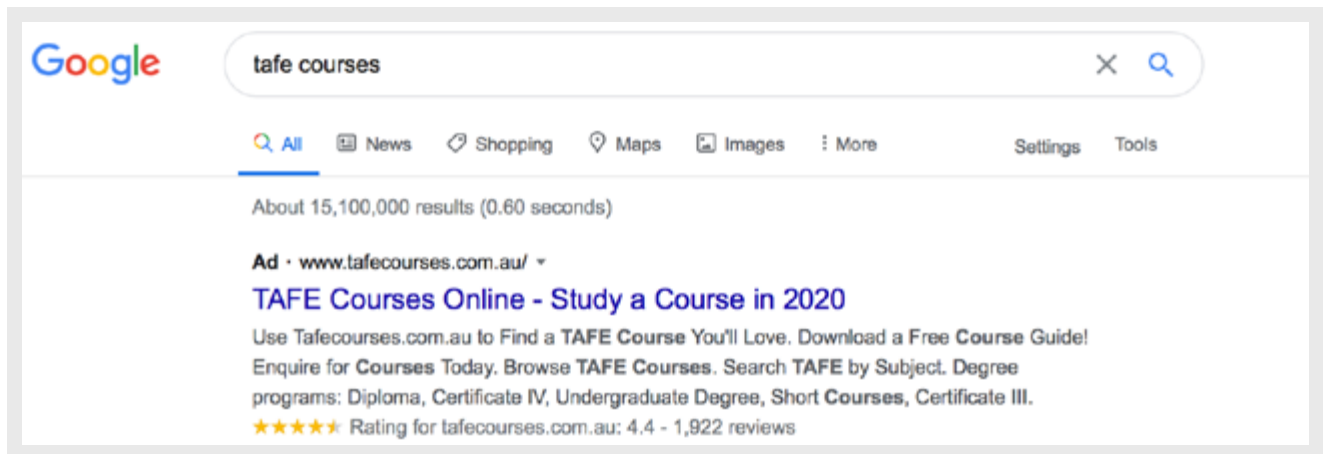
Google has 3 ad types that are relevant to an online store:

Google Search Ads

These are the ads you see at the top of your Google search results.

Advertisers bid on keywords to have their ads display when the right people, in the right location search for their chosen keywords.

This platform is specifically useful in targeting people who are in the market for your products now. Why else would they be Googling it?



Google Display Ads

These are the picture ads you see on websites that have enabled Google ads. These are often news sites, blogs, directories, and catalogue sites.

Display ads have some powerful targeting methods that may suit your store.



In-Market Targeting

In-Market targeting allows you to define an audience by what they are currently searching for and looking at on the web. For example, you may have been recently searching Gumtree or similar sites for a new puppy. You then start seeing Google Display ads for 'puppy food'. This is an example of an advertiser placing their ads in front of people **in the market** for a new puppy.

How does Google know that you have been on sites looking for puppies? Most websites have Google Analytics installed, which gives the owner of the site some visibility into their site's performance. This data is also available to Google, giving them the ability to place ads that are relevant to what you have been looking at recently on the web.

Affinity Targeting

Affinity targeting allows you to target people who, by their activity on the web, have shown an interest in something over time. Affinity targeting is similar to In-Market targeting, but differs in that an affinity is an interest that the user has sustained over time rather than just in recent times. For example, an affinity audience for horse lovers would include people that are regularly online reading news, buying products, participating in groups relating to horses.

These people have an **affinity** for horses and are more than simply 'in the market' to buy horse products.

Remarketing

A properly set-up Google Ads account will have the Google Remarketing tag installed on your website. This essentially gives you the ability to show display ads to people who have recently visited your website.

This type of campaign is a great way to generate some value from users who have already visited your store, but have not yet signed up, and stay top-of-mind throughout their buying journey. As they are already familiar with your brand and products, the ROI on these types of campaigns can be very worthwhile.

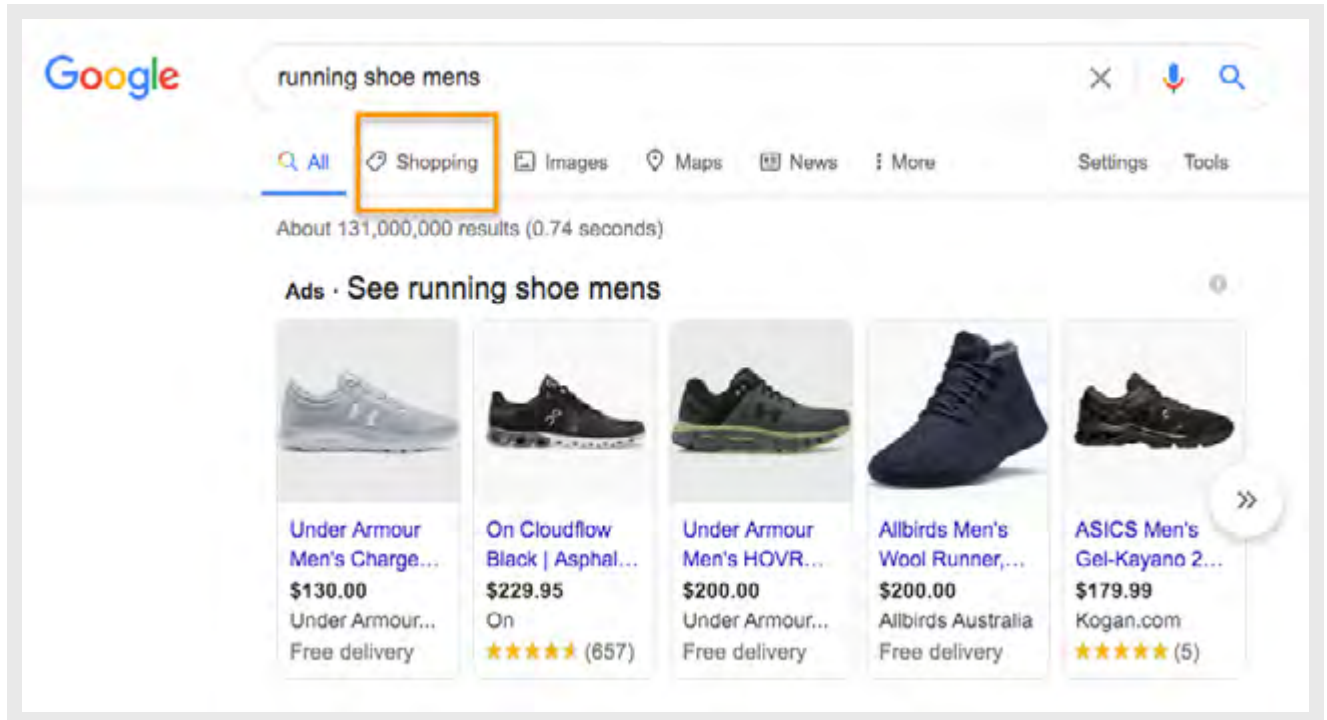
An example Remarketing campaign could look like this:

An offer to return to the store and redeem a \$5 coupon for anybody who has visited your store in the last 7 days, excluding those who have already made a purchase or subscribed to your mailing list.

Google Shopping

Google Shopping is a good choice for many eCommerce stores. Essentially, your catalogue is shared with your Google Ads account via the Merchant Center. Google then uses your product titles and descriptions to place your products in the 'Shopping' tab at the top of Google searches.

The key here is your product title and description. If these are light on detail or 'keywords', Google will have trouble placing your product into relevant searches.



Try it out for yourself!

Do a search for a product in Google, then click on the shopping tab at the top of the search.

Facebook Ads

There are approximately 15 million active Facebook users in Australia — so like Google, Facebook is a platform many of your potential customers use.

The Facebook advertising platform is a powerful tool for defining and targeting your desired audience. What a lot of people don't know is that Facebook advertising is more than just boosting posts to a few demographic options. Harnessing the huge amount of data Facebook has on its users is the real key.



Once you have created a Facebook Ads account, you have access to your 'Pixel'. The Pixel is a piece of code your web developer should add to your site. Its primary function is to track who visits your store. Now can you see why Facebook knows so much about you? Using this tracked data, we can then start creating audiences.

The first audience you can create is the 'Website Visitors' audience containing all of the visitors to your site in the past (up to 180 days). We can then send 'remarketing' ads to this audience. The real power, however, is when you create Lookalike Audiences. For example, we could create an audience of the next 1% of the population in Australia that is most alike the people in our 'Website Visitors' audience. Facebook will use what it knows about your website visitors to define a broader audience with similar interests, demographics, behaviours, etc.

By using Facebook Audiences in this way, you can create more cost-effective and powerful ads than if you simply chose a few demographics for a boosted post.

Here are a few custom audiences and their related lookalike audience that are often used:



Custom Audiences

Related 'Lookalike' Audiences

Website Visitors



Website Visitors - 'Lookalike'

Page Followers ('Likers')



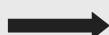
Followers - 'Lookalike'

Customer / Email List



Customer - 'Lookalike'

Page Engagement



Engagement - 'Lookalike'

Website Conversion Data



Conversion - 'Lookalike'

Further refined by demographic and geographic location

Just like Google Ads, a well set up Facebook Ads account can track your conversions. Conversion tracking is the second function of the Pixel. This will enable you to see how much you sold (in dollars) related to each Facebook campaign and track the ROI on your ad investment. If your digital marketer hasn't set up conversion tracking, you will only be able to see how many impressions and clicks the ads have generated — interesting, but not that helpful. You need to find another digital marketer.

Organic Traffic (SEO)

This is the free traffic that comes to your site from search engine results. Generally, if you are doing the right thing by driving traffic to your site and encouraging return visits via your email marketing, organic traffic looks after itself.

Strangely, people are prepared to pay a lot of money for 'free' organic traffic. Often people get caught in the trap of spending money on SEO consultants and programs that are expensive and of questionable quality.

Before spending any money on 'SEO Services' here is a checklist of simple things you can do to enhance your site's SEO:

1. Have **good content on the home page** with a clearly defined H1 title that describes your store. Google indexes your site and pays particular attention to the home page content and the H1's for hints on what your store is offering.
2. Have a **good title and content on each of your category pages**. Many stores have little-to-no content with unhelpful titles like 'Products' or 'Womens'. With a good title and content, your category page has every chance of turning up in search results as well as the homepage.

3. Make sure your **page is fast**.

(Check here! developers.google.com/speed/pagespeed/insights)

Your page should load in under four seconds, but less than one is even better. If you are using a subscription platform like Shopify, you have little control over the server speed but can ensure images sizes and other elements are optimised. For hosted platforms like Magento, CS-Cart, Woo Commerce, etc., a proxy hosting service like **Cloudflare** can dramatically speed up your site.

4. Have **good titles and descriptions on your products**. If you have only synced your products with your accounting software, your titles and descriptions are probably not good enough.

Social Engagement Strategy

Building your own audience through social media channels like Facebook, Instagram, and LinkedIn, etc. are a proven strategy for building your own audience and driving traffic to your site. Whilst these platforms are free, there is a significant time investment required to build and engage with these audiences.

A properly set up Google Analytics account is a great way for you to monitor traffic and conversions on your site generated from these platforms.

Affiliate Programs

There is a whole world out there of affiliate networks and social media influencers looking for products to sell to their audiences. Through an affiliate program, you can give affiliates unique links to your store or specific products that they can share with their network. Sales generated via these links are tracked and the affiliate receives a commission from you. There are lots of affiliate programs out there that have integrations available for your store.

For example, a blogger who writes about 4 wheel driving may have a following of 100,000 people. They write an article or review on your new 4x4 accessory and share their affiliate link directly to the product on your website. Any website visitors generated from this unique link that make a purchase will earn a commission for the blogger.

This link to a popular affiliate marketing platform will give you some more information:

www.leaddyno.com

Once you have an affiliate program in place, you can directly approach influencers with audiences that would be interested in your products and offer them to join your affiliate program. You could offer them a sample product they can review and refer to their audience.

Affiliate marketing is a great way to scale up your store's reach by piggybacking on ready-made audiences created by these influencers.

Strategies for Generating Return Traffic

Return traffic is generally cheaper to get than new traffic. The conversion rates are normally higher given these visitors have already been to your site, are familiar with your brand, and have likely already purchased from you before. This is where you can capitalise on the database you have worked hard to build.



Return Traffic

- Email Marketing
- Digital Remarketing
- Loyalty Programs
- Abandoned Cart Remarketing

Email Marketing

All stores should have an email marketing system (EMS) connected. These are readily integrated with your store or may even be built-in to the store platform.

Emails sent to your database via an EMS:

- Are less likely to end up in spam
- Provide great analytics on open rates, click-throughs, bounces, etc.
- Enable A/B testing options so your campaigns can become smarter over time
- Are a much cheaper method of generating traffic to your store

Email marketing is the cheapest way to drive traffic to your store and, depending on the quality of your database, gives you the best return on investment. For a small monthly subscription, you can contact thousands of people in your database with your latest offers and product news. As most are previous visitors to your store, they are already familiar with your brand or have even purchased from you before. Your conversion rate on this type of traffic is typically better than any new traffic you generate to your site.

The secret to developing your email database is to use segmentation. For example, if you had a water-ski store, it would be great to have segments for people interested in wakeboarding vs skiing. When sending out the latest deals on “wakeboards”, you can target the wakeboard segment without boring the keen skiers.

A well curated database of potential and past customers to send your latest offers, product launches, and news is the ‘holy grail’ for most online stores.

Popular EMS platforms include:

- www.mailchimp.com
- www.campaignmonitor.com
- www.vision6.com

Digital Remarketing

Both the Google and Facebook advertising platforms have the ability to remarket to people who have recently visited your store. Often you will present them with a new or revised offer — for example, a \$5 off coupon for their first order.

Remarketing campaigns often have a good click-through rate and conversion rate as the visitor is already familiar with your store and is in the market for your products. A gentle reminder to come back to the store is a great strategy to have a second chance to convert your site's traffic.

Loyalty Programs

Loyalty programs are a great way to encourage your customers to return and reward them for their loyalty. There are many built-in and 3rd party integrated loyalty apps that can help you manage your program.

Typically your customers are rewarded with points for making purchases, signing up to your email list, referring friends, birthdays, and sharing your link on social media.

The best programs have:

- **Reward milestones** that encourage customers to reach a points milestone before being able to redeem points. This encourages your customers to keep spending until they accumulate enough points to redeem a coupon.
- Have a **referral program** that gives your customers a unique link they can share with their friends. A great way to turn your loyal customers into advocates.
- **Built-in notifications** that let your customers keep your customers informed of their points balance, impending milestones, and other ways they can earn points. These notifications can be a powerful incentive to revisit your store.

Check out www.smile.io
for an example of a good
loyalty program

Abandoned Cart Remarketing

Most eCommerce platforms have built-in abandoned cart email remarketing. You just need to set it up. In fact, the abandoned cart rate and strategies to reduce the rate is a science in itself.

According to Shopify, 60-80% of online shopping carts are abandoned before the customer completes the sale.

Abandoned cart emails are sent to customers who have added products to their cart but didn't finalise the check-out. These can be automated in most eCommerce platforms. The email generally reminds the customer what they have left in their cart and invites them to come back and complete their purchase, sometimes with an offer of a discount coupon.

Sending abandoned cart emails doesn't cost you anything and, depending on how you craft them and the offer, can deliver some great results. Why wouldn't you set this up?

See www.shopify.com.au/blog/abandoned-cart-emails for some great examples of abandoned cart emails

So there you go. The not-so-secret sauce to successfully marketing your online store.

If you would like some professional help and guidance for your online store, please contact us at CoBright and book a FREE 30 minute consultation.

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