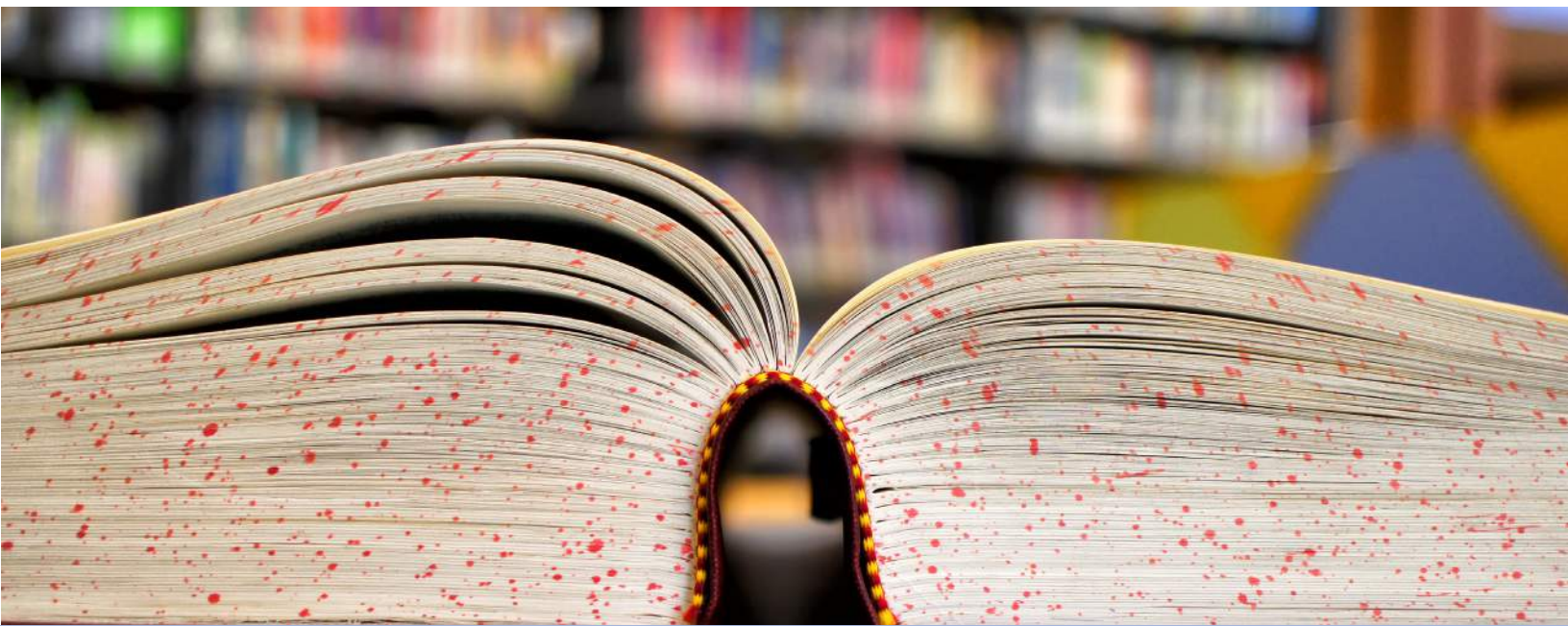




ECOMMERCE MARKETING PLAN

A Marketing Plan Template by SMC



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Search Engine Optimization

For ecommerce websites, search engine optimization (SEO) is a crucial task. Without SEO, it's difficult to rank highly on search engines. This means less traffic, less sales, and less business generated by your website.

There are two "types" of SEO: on-page and off-page. On-page SEO is anything you do to improve your ranking on your own website. Examples of this are copywriting, keyword research and placement, and the creation of good content. Off-page SEO is anything you do on other sites that affects your ranking. This includes link building, social shares (which lead to more links), and local SEO.

ON PAGE

☐ Keyword Research

☐ Good Content

☐ HTML Optimization

☐ Site Architecture

OFF PAGE

☐ Link Building

☐ Social Shares

☐ Local SEO



Pay-Per-Click Advertising

Pay-per-click (PPC) advertising is a great way to generate short-term revenue and attract visitors to your website. PPC can be used to supplement your SEO efforts, as a second revenue stream, or it can be used temporarily while waiting for your optimization to “kick in.”

PPC advertising is available through two main providers: Google (through its AdWords program) and Microsoft (through its Bing Ads program). Typically, PPC has a very high ROI, since you will only pay a few cents per click unless you are bidding on very popular keywords.

☐ Keyword Research

☐ Ad Optimization

☐ Landing Page Optimization

☐ Strong Headline

☐ Strong Call to Action



Content Marketing

Content marketing is one of the most popular ways to inform, engage with, and educate visitors to your website. It can take on many forms, including blog posts, whitepapers, infographics, testimonials, and so on.

As more consumers choose to learn about products themselves before making a purchase - that is, doing independent research instead of contacting the manufacturer directly - it is crucial to have content available so that you can satisfy the curiosity of consumers. Content marketing is more than a tool to make your company more interesting: it is a way to answer questions, solve problems, and make sure your shoppers are getting the information they need to commit to a purchase.

☐ Blog posts☐ Infographics☐ Motion Graphics☐ Research Study☐ Breaking News☐ Storytelling☐ Testimonials



Social Media Marketing

For ecommerce websites, social media marketing is both a way to stay present in the minds of consumers and a customer service method. Social media networks like Facebook, Twitter, Pinterest, and Instagram allow brands to share content, connect with customers, receive feedback, and resolve potential problems quickly.

Note that you do not have to set up every social media account on this list. You can also join different or new social media networks later depending on your interest, time, and usage plans.

CHANNELS

☐ Facebook

☐ Twitter

☐ LinkedIn

☐ Instagram

☐ YouTube

TACTICS

☐ Videos

☐ Photos

☐ News



Email Marketing

Email marketing is a great way to keep in touch with both current and potential customers, offering them updates on new products, special promotions, and information that will ultimately drive them to make purchases from your store.

For ecommerce websites, a robust email marketing program can be one of the biggest sources of revenue. The return on investment on email is also typically very high, since email platforms are inexpensive, content can be repurposed from your website and existing product images or photography, and the reach is widespread. However, remember that you can only send emails to those who have agreed to receive them!

☐ Promotions

☐ New Products

☐ News/Updates

☐ Follow Up

☐ Newsletters



Conversion Rate Optimization

Conversion Rate Optimization (CRO) is an ongoing set of processes by which website owners make their website visitors more likely to convert – that is, make a purchase. CRO typically involves A/B testing, as well as changes designed to speed up and streamline the website so that users are more willing to use it.

CRO can involve very simple tasks, like comparing the conversion rate of one “add to cart” button color vs. another, as well as complex ones. CRO may also involve testing different landing pages, website design elements, and navigational options to determine their effectiveness on a shopper’s journey and decision-making process.

- ☐ Responsive
- ☐ Site Speed
- ☐ Form Optimization
- ☐ A/B Testing
- ☐ Imagery
- ☐ Ads
- ☐ Site Design



Additional Resources

The Complete Ecommerce Startup Guide

Learn how to plan, build, improve, and market an ecommerce website with this free guide.

Ecommerce Quote Calculator

Thinking about building a new ecommerce site? Need help marketing your current site? Get an instant quote from this calculator, and learn how WebpageFX helps online stores get more from the web every day.

On-Page SEO Checklist

Download this guide to learn how to get all the crucial elements of SEO on each and every page of your ecommerce site.

101 Free Ways to Drive Traffic to Your Website

Short on website traffic? This guide has plenty of ideas to get more visitors (and more sales).