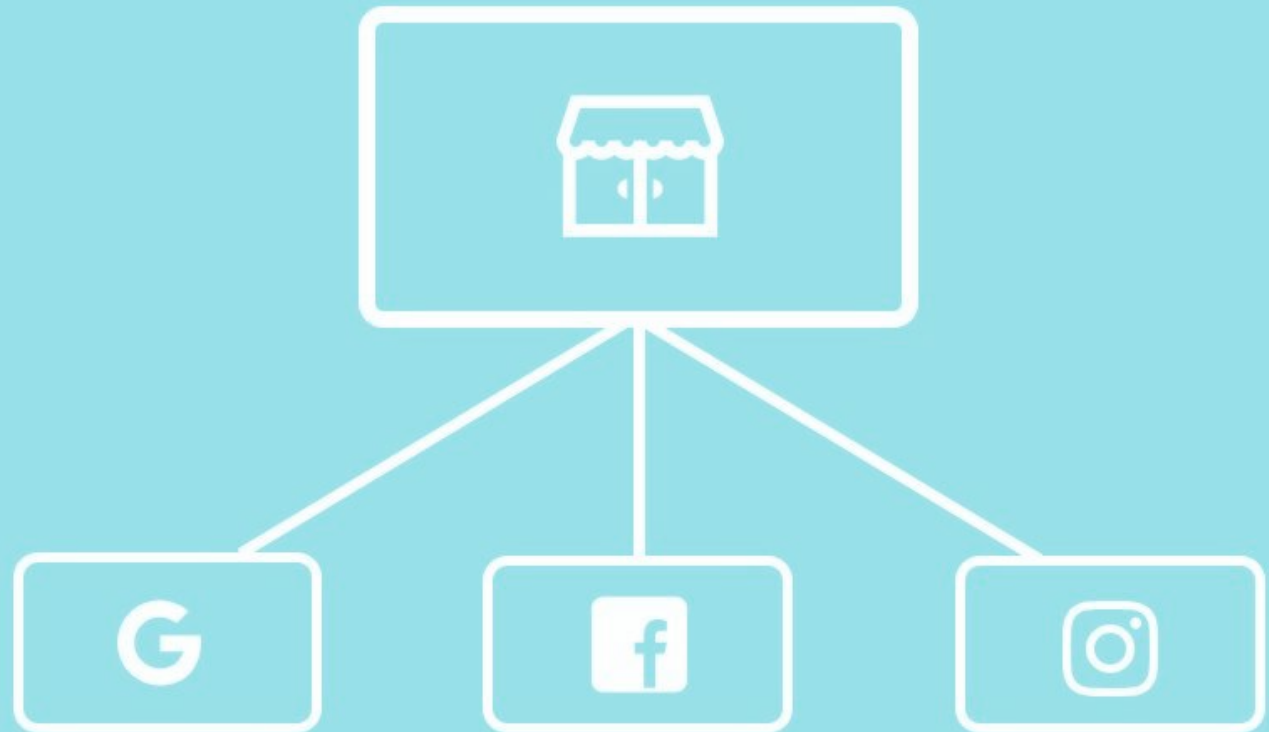




## eBook

Quick Start Guide to  
Digital Marketing for  
Retail & eCommerce



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# INTRODUCTION

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Welcome to our quick start guide to digital marketing!

This guide will cover all the 2018 best practice topics to get your retail and eCommerce stores into peak sales shape.

## Who is this guide for?

- New business owners starting out who don't have a lot of knowledge on digital marketing
- Social media and digital marketing managers looking to put the pieces of their strategy together
- Revenue and growth managers looking to see how the cool kids are driving conversions
- Anyone looking to expand or update their marketing knowledge to grow their business

# LEARNING OUTCOMES

## What you'll learn:

- Why we always come back to content and how to assess what content will work for your business
- The ins and outs of content and its various formats
- What, when and how to promote it
- Digital advertising best practices to move you into 2019
- How to develop irresistible creative that resonates with your customers

**ENJOY!**

# PART 1 | CONTENT BASICS



“LIKE IT OR NOT, CONTENT WILL ALWAYS BE KING”

Forbes ([source](#))

# It all starts with content

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Unless you've been living in a bubble the last two years, you've probably heard that '**content is king**'.



The internet is filled with infinite amounts of content that literally cannot be consumed in one lifetime. On YouTube alone, **60 hours of video content is uploaded** to the platform every hour, rendering it utterly impossible to keep up with.

So if there is already so much content out there, why should your business produce even more?

For some retailers it may sound strange to hear that in order to sell products, you need to write educational pieces that interest your target audience. But it's true!

Digital content assets are the perfect way to attract attention *and* stand out from the competition.

# Creating a network

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A lot of businesses look at their customers as their network. But in contemporary marketing circles, your network is whoever comes to your site looking for information or solutions to their problems.

## Definition: Network

The most powerful tool to increase revenue. Your network is every single person that's been in touch with your business, from customers to suppliers to your neighbours.

As a growing business, you may only have 100 customers. But growing your network with a stellar digital marketing strategy can increase your potential customers and network to the size of the whole market.

**Creating a network is one of the key initiatives to increasing sales.** Once you've finished this eBook, you'll have all the tools and tricks you need to create content that is relevant to your potential network, and the right advertising strategy that will get you the results you want.

# Content formats

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Want to know which content formats grab the right eyeballs?

**Content comes in many different shapes and sizes**, and in this section we'll through through each type and how it can help build your businesses network:

- **Blog posts** - the bread and butter of content marketing
- **eBooks** - the lead generation machine
- **Emails** - the superhero for website traffic
- **Case studies** - the confirmation of your awesomeness
- **Infographics** - the overlooked virality superhero
- **Videos & gifs** - the king and queen of getting attention





# BONUS CONTENT

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“WHEN YOU FIND  
SOMETHING  
GOOD, SOUND THE  
ALARM.”

Larry Kim, ([source](#))

## UNICORN CONTENT

This is your best, most magical content, performing among the top 3 percent of all your content. Unicorns rank well in Google (Position 1-3) and drive the most traffic, engagement, and leads. Markers of unicorn content include:

- Higher time on page - people actually reading, for a decent amount of time
- A lower bounce/exit rate - people find this content engaging and stay on the page
- A high click-through rate - people see your content on Google search results & have to click!

If you have this content, then you've got unicorn content! **SHARE IT WITH THE WORLD** because they want to read it!

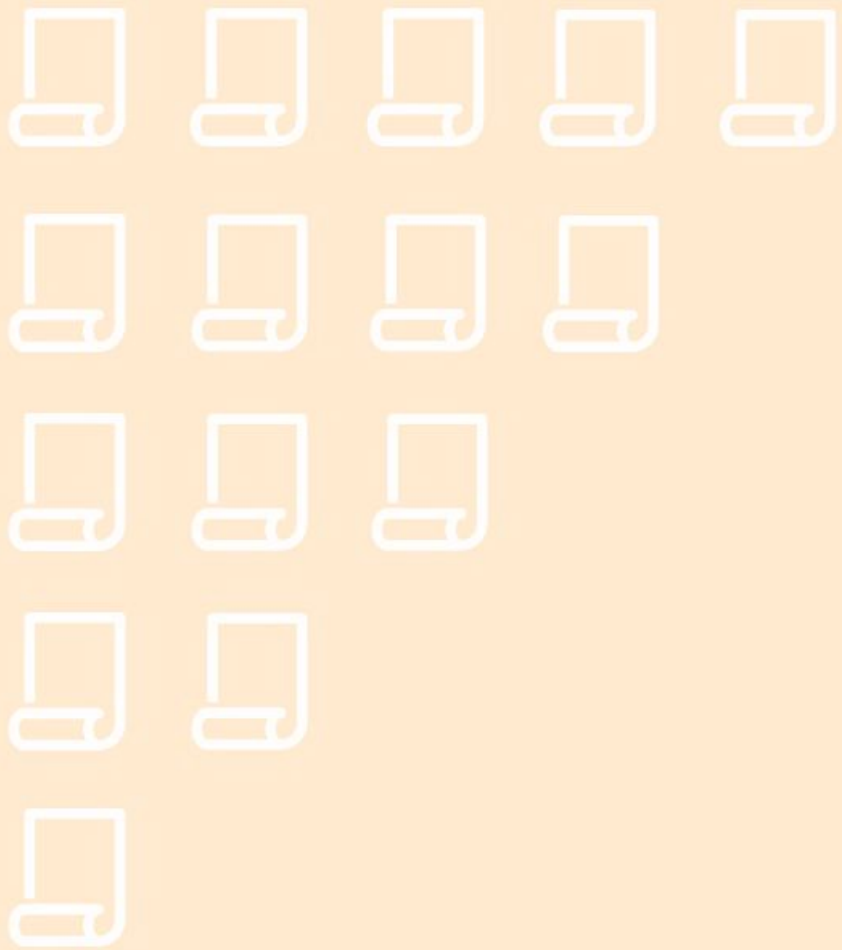
# BLOG POSTS

**There's a lot of cloud and uncertainty around blog posts. Are they meant to promote your products? House press releases? Entertain?**

**The short answer is yes. All of the above is correct.**

The long answer is no. Using blog posts solely to promote your products and to host your press releases is a bad way to educate your customers. So, what's the correct way to blog?

Blogs are first and foremost created to serve a highly targeted, limitless virtual audience of hungry Google searchers. These serial browsers are looking for easy to digest content that can answer their questions and get to the heart of their pressing issues. Blog posts need to be educational and informative first, and when you combine that with a laid back, conversational tone, readers love that they can learn about their favourite topics in a effort-free way.



Once you've built a pool of educational pieces written with curiosity in mind, you can begin to write about how your awesome products.

**Remember:** product pieces are like the fast-food of content. Publish with moderation.

#### KEY TIPS TO REMEMBER ABOUT BLOGGING:

- Blog posts should be **2,000 words in length** to get your site on the first page of Google
- Write about topics **relevant to your brand**. If you sell travel gear, a great blog post would be “How to pack light on long trips”
- Keep your blog posts **objective**: readers can spot sales-speak from a mile away
- Blogs increase your traffic, so make sure you have a strong strategy in place to optimise your new site visits
- Blogs are a great way to **test new ideas and products**

# EBOOKS

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**If blog posts are the honey that attracts new customers to your site, then eBooks are the honeycomb.**

Blog posts should be freely accessible on your website for anyone to read, however, eBooks are generally considered more valuable pieces of content which is why you can ask for the readers contact details to access them.

eBooks should always be **informative, educational, thought-provoking** (like this eBook), **inspiring** and should **address a very specific problem** your target audience needs to solve. When going down the creative road of writing something long-form like an eBook, your goal should always be to educate and inform first, with the added secondary benefit of growing your network.

If you're looking to demonstrate how amazing the products you sell are, then eBooks are the perfect opportunity to recommend specific products within the copy.



# STELLAR EBOOK EXAMPLE

Say you sell kitchen gadgets like **spatulas, tongs, amazing knives** and **oven mitts**. A clever way to promote your products is by create a recipe book that specifically references your products within the method section of the recipe. Other great ideas for our kitchen gadget store are:

- How to maintain your stainless steel cookware
- Essential kitchen tools for the beginner chef
- Top Christmas gifts your friends will love you for
- How to organise your kitchen like a pro chef

**Sounds too easy, right? It really is!**

If you've got amazing products, eBook's are the perfect way to show potential customers how much they'll change their lives. Whether it's in a recipe book, a starter guide to spring fashion, how to care for your homewear or even something like how to clean your car, these are all great examples of content that help make people lives easier.

# EMAILS

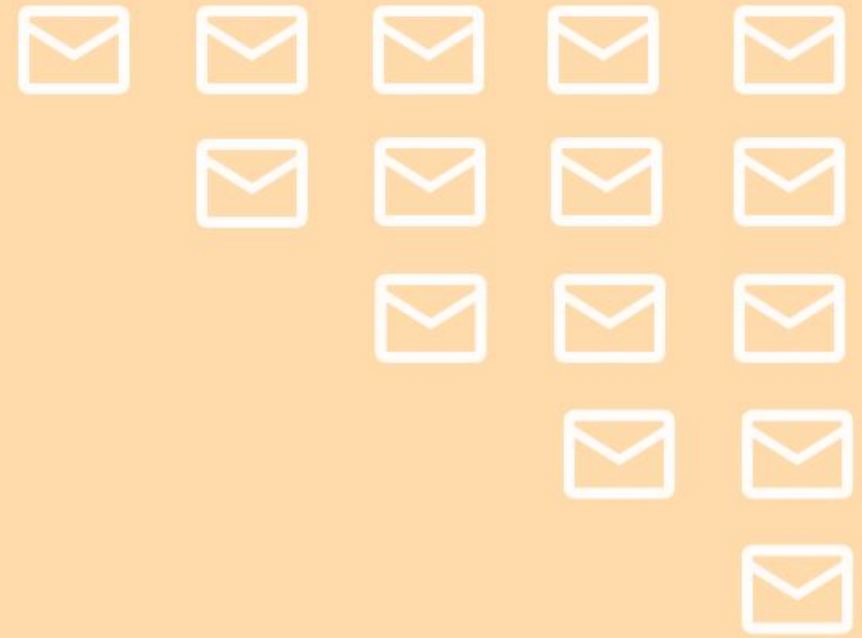
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You'd be hard-pressed to find an eCommerce store that doesn't send transactional emails to confirm orders or ask their new customers for reviews.

**But, not all retailers send marketing emails to generate more interest with their network of prospective customers.**

Did you know that welcome emails generate 320% more revenue than other promotional emails? If that's got you thinking, then there are is a limitless number of emails you can send your customers that aren't invasive, and offer them insight and education on your products and brand.

The next few pages will have a few examples of the kinds of emails you can start sending to generate more revenue.



## Educational emails

The products you sell online or in your retail stores are generally solving a problem for your customers. Educational emails should help give your customers more information on the problem your solving in an objective way. A great way to do this is to highlight new content on your website, like your top blog posts for the week, or you could even share thought leadership from industry relevant articles you've read.

## Welcome emails

As mentioned above, welcome emails generate 320% more than other promotional emails, so they truly are your secret weapon to success. Simply set up an automatic response for everyone that's signed up to your emails or purchased something from your store and send them a thank you discount code to keep them engaged with your brand.

## Reorder

If you sell fast-moving-consumer-goods or products that can be reordered once in a while, re-order emails are a great way to prompt customers to stay with your brand rather than moving onto a competitor.

**Statistics have shown that creating an effective reorder email strategy can generate \$2 per email sent - not a bad return on investment!**





## **Birthday emails**

Sending your customers a gift voucher or discount code on their birthday is the perfect way to generate extra revenue. To send these emails effectively, you'll have to ask your customers for their birthday at some stage in their buying journey, but statistics show these emails are more effective than mass email campaigns.

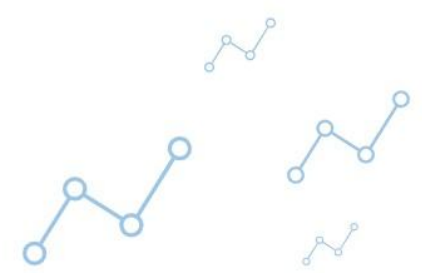
## **Sales announcements**

Sales emails are a fantastic way to let your existing customers know about your current promotions. eCommerce sales thrive on immediacy, and if you pop a time limit on your sale you're bound to whip-up an online buying frenzy in no time.



# Videos & GIFs

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Have you ever noticed that a short video or funny gif will get you to stop scrolling down your Facebook feed? Video content is now commonly used in messaging, emails, blogs, and social media, but there's still an art to getting it right in marketing campaigns, and they're the most engaging content format.

## Definition: GIF

A GIF is a file format that is commonly used for moving images. It's a small file format that is a perfect alternative to their larger video format counterparts. GIFs are more commonly shared than JPEG & PNG

The use of videos and GIFs in social media have become second nature to us, but from a marketing standpoint, many retailers are still straggling behind the gif bandwagon. GIFs are now searchable on Facebook, Instagram, Twitter and Messaging apps, so it provides a perfect opportunity to get your brand out there in the form of a funny short video.

But don't let us convince you: [statistics have show that email campaigns centered around a GIF increases conversion rates by 103%.](#)

# HOW TO PROMOTE DIFFERENT CONTENT FORMATS

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Having a solid strategy to promote your content is the most important way to show your customers that you offer great content and sell amazing products. But different content formats need be treated differently.

## **Blog posts**

Writing blog content is the first step of the journey, the second step is getting your amazing articles out there so your customers can learn from your expert opinion. Whenever you post a blog article, share it immediately on all your social networks, and work it into your next email campaign (see educational emails in the previous section).

If you think you've written a blog post that really gets your customers and their needs, consider boosting it on Facebook or creating a paid search campaign on Google and Bing to generate more views. If it's really relevant to your customers it will drive more traffic to your site and help boost sales.



## Long-form content

Creating original content like a recipe eBook is a lot of work, so you'll want to make sure you get great results from your efforts. Like blog posts, you'll want to share your long-form content across all your sales channels, but it will also be worth promoting your star content on all social media paid channels as well as potentially even paying to promote it on relevant websites (see the following section on paid advertising).

If you want to share it with your network this is also a great idea. Consider putting together an email for a specific segment of your database to those who'll be interested in the topic.

## Videos & GIFs

In the last few years, videos and gifs have taken over as the most highly engaged pieces of content among customers. With the increasing availability of mobile data, customers are no longer restrained by how much video content they consume.

If you've created a standout video or GIF campaign, sponsor it on Facebook and Instagram, and share it in your next promotional email.

# IS CONTENT MARKETING RIGHT FOR YOU?

Before you jump in and start creating content that will rule the world, there are a few considerations to think of.

## **Can you meet your customers expectations?**

Customers today are very savvy. They're able to search online and read reviews before they purchase a single thing. Before you consider creating a content strategy to feed your digital marketing efforts, **think about what you have to offer your customers, and how you can keep your content new and exciting.**

## **DID YOU KNOW...**

*Online readers have an attention span of 8 seconds. That's only 8 seconds to grab and hold their attention!*

## **Can you keep your content exciting?**

It's been shown that businesses that blog at least 16 times a month get 3.5x more traffic than businesses that don't. With so many blog articles being posted on your website so often, you run the risk of repeating topics or writing stale blog posts. **Make sure you have a wide range of topics to cover to keep your readers interested in your content.**

## Can you produce good quality content?

With attention waning so steadily, the only way for a retailer to compete is to offer high quality content that resonates with readers. That means it needs to be:

- A good length – 2000 words and up
- Visually pleasing – broken up with relevant headings and imagery
- Grammatically correct and error free
- Correctly formatted for skimming
- Written with the correct tone
- Valuable

## Can you measure its success?

A rock steady content strategy should start to bring in better results from your advertising campaigns. You should notice your website traffic increase, or even better, an increase in sales since you've been creating such amazing content. **If you can't measure or attribute success to your content, then this strategy might not be effective for your business or industry.**



# PART 2 | DIGITAL ADVERTISING BASICS



”DIGITAL ADVERTISING IS THE FASTEST GROWING CHANNEL, WITH NO SIGNS OF SLOWING DOWN.”

Marketo ([source](#))

# A paid advertising strategy to bring you into 2019 with a BANG!

Now that you've got the right content for your audience, it's time to start promoting your business like there's no tomorrow. Gone are the days where businesses buy television advertising space and hope for the best.

In 2018, paid advertising consists primarily on digital marketing channels, and coincidentally, these channels offer the best visibility into what works and what doesn't for eCommerce businesses.

## **DIGITAL ADVERTISING FORMATS**

### **Paid social**

There are literally billions of people on social media, in fact on Facebook alone there are 2.23 billion active users as of October 2018.

With such a vast array of people available so easily, it makes sense for growing businesses to pay to access their desired target audience. Facebook is said to be the **king of paid social media**, with Instagram trickling along behind it. When you're looking to pay for advertising on social media, you'll need to establish your goals first.



Knowing your goals will establish the kind of advertising format you use:

- Photo ads are great for getting attention with high-quality imagery
- Video and story content are great for telling a story and driving awareness
- Messenger campaigns are perfect to get personal with your customers by giving them exclusive deals
- Carousel ads are perfect if you have more than one thing you want to communicate

The above formats are specific to Facebook as it's a great place to start testing which formats perform well with your customers.

**Each business is different, and Facebook offers a cheap way to test new campaigns that will still deliver better results than most of the other social media channels....RIP Snapchat.**





## **Paid search**

Paid search simple means you're paying to display your business and products in the results of specific search queries. For example, consider you sell shoes and you're looking to boost your sales of men's shoes. You can pay to have your products display whenever someone searches for "men's shoes".

The targeting options for paid search are incredibly flexible, and you can also choose to remove particular terms from your campaign to keep your costs down. Rule of thumb is to create at least one paid search campaign for your brand, and then for the main keyword that can be applied to your products.

**Proving to be another giant in the numbers game, paid search offers you access to over 40,000 online searches per second.**

## **Remarketing**

Remarketing is a little bit more sophisticated than paid social and display advertising, but it's a clever way to remind your website traffic that you're awesome.

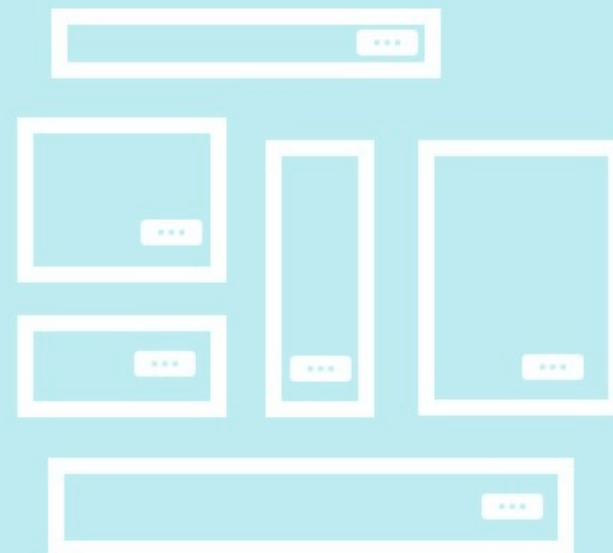
Remarketing often requires a snippet of code to be added to your site, but if you can start remarketing your web traffic you can really personalise the advertising experience for your customers.

## Display advertising

Display advertising is simply banner ads that display on third party sites. Two of the main platforms used for display ads are Google AdWords and Facebook. Using Google AdWords to promote your products gives you access to a limitless number of sites that run Google Ads. Facebook on the other hand only shows display ads to Facebook users.

Display ads came in a variety of sizes, but the general rule of thumb is to make sure you **keep your messaging and content consistent across each ad size**. Standard display ad sizes include:

- **728 x 90** – Leaderboard.
- **300 x 250** – Inline Rectangle.
- **336 x 280** – Large Rectangle.
- **120 x 600** – Skyscraper.
- **160 x 600** – Wide Skyscraper.
- **300 x 600** – Half-Page Ad.
- **970 x 90** – Large Leaderboard
- **320 x 50** – Mobile Leaderboard



# GET YOUR TARGETING RIGHT

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Whether you're using Google AdWords, Facebook or Instagram, the targeting options you use will be pretty similar.

Each business will have their own specific targeting requirements, but we've listed the top options for eCommerce sites below:

- Location targeting
- Age
- Gender
- Language
- Education
- Relationship status
- Work
- Financial
- Generation
- Life events

With so many options, each business will need to find which options generate the most revenue but as a rule of thumb you don't want your targeting to be too broad or too specific.

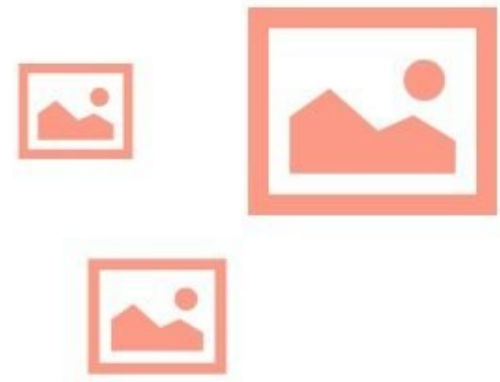
# GET YOUR CREATIVE RIGHT

According to one of the leading marketing technology publications MarTech, **great creative starts with great strategy.**

Great creative shows that you understand what your customers are looking for, while also showing them you can provide it.

The best way to demonstrate that you're the answer to all your customers' dreams is by launching an ad campaign that simply can't be ignored. Best practices to do this are:

- Keep your copy simple and to the point
- Use high quality assets - video, imagery and graphics
- Don't follow the crowd - make it stand out
- Be relevant to your customers
- Stick to your brand guidelines



# RECAP

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## The best marketing doesn't feel like marketing

In an interview with Tom Fishburne, the Founder and CEO of Marketoonist, Tom famously said that marketing is most successful when it's subtle and meaningful.

We hope that this guide helped you:

- Gain a better understanding of content formats used in digital circles
- How to promote different formats appropriately
- When to start (or stop) your content marketing strategy
- Digital advertising formats
- How to target your audience correctly
- How to develop irresistible ad creative



# Shipping Made Simple.

With these 6 digital marketing skills, your retail business will be able to attract and convert more customers than ever. Now to the next business challenge in the digital era:

**Does your business have the right shipping strategy in place?**

If your shipping is in ship-shape, then you're on your way to eCommerce sales utopia!

But if your business needs a bit of shipping help and guidance, maybe send us a quick note so we can help you plug your shipping gaps.

GET IN TOUCH