

# Effective E-commerce Marketing Strategies That Won't Break the Bank

The world of e-commerce can be elusive at best and well, downright frustrating might be a better description.

The sales are definitely happening. In 2018, global B2C (business to customer) e-commerce sales are forecasted to reach [2.35 billion U.S. dollars](#).

In 2016, the average e-commerce order was \$143 via desktop and \$114.52 via mobile.

But still, some e-commerce business owners are sitting there staring at a big fat 0 for the number of sales earned.

Are you one of these disheartened owners? Well, don't give up on your store just yet.

We've put together a list of creative e-commerce marketing strategies to help you get your first sale.

Read on to get some ideas on how to market your e-commerce store without spending much money on advertising.

# Effective E-commerce Marketing Strategies That Won't Break the Bank

The same technology and globalization that allow us to sell products we never physically own are what will give you the tools to market your store. You just need to get creative!

## Email Marketing

You can get started with email marketing without spending anything at all, but if you do decide to pay for an email service to help you get started, the returns are well worth it. The return on investment (ROI) for every dollar that you spend on [email marketing is \\$44.25](#).

This is because consumers are looking to email rather than traditional circulars when making their purchase decisions. And when information about your brand is available in their inbox, they can reference it when anytime they need to.

You can also use email to try to convince potential customers to return to your site. Track for abandoned baskets so you can offer them a discount if they come back and finish their purchase.

## Get On Social Media

Social media is an essential tool for effectively marketing to Millennials and Generation Z. It's true that updating and maintaining social profiles can be time-consuming, but think about it this way, you're building rapport with potential clients and creating a community.

One mistake some new e-commerce businesses make is spreading themselves too thin when they try to build a presence across too many different social media networks. Instead, focus your efforts on one or two networks that are popular with your target market.

Once you have built a following on social media, you can also reach out to social influencers about promoting your product. This doesn't need to be expensive! Many influencers will promote a product for a small fee or, depending on the product, share a review with their followers.

Finally, you can build your social media presence by getting your customers excited about contests or promotions. Run a contest where people have to follow your page to enter and you're guaranteed to see your reach on the social media network increase.

## Make Sure Your Website is Mobile Ready

Building a website that is mobile-optimized is important for several reasons.

For one, Google announced at the end of the first quarter of 2018 that they had started rolling out [mobile-first indexing](#). This means that sites with a responsive mobile design will receive higher priority in search engine results pages compared to competitors who have not taken this step.

More importantly, however, are your customers. With mobile internet usage surpassing desktop use, you know that many of your customers are viewing your website from their smartphones or tablets.

## Create a Blog

Creating a blog will significantly help drive traffic to your e-commerce store. Think about it this way, there are many more people searching "cute videos of corgis" than "buy a corgi leash".

By producing engaging and consumer-relevant posts, you're increasing your visibility in your niche on search engines. Don't worry if you're not a true born writer.

For one, there are many successful bloggers who have no official training (whatever that means!) when they get started. As they write posts for their blog, they develop a voice that their audiences resonate with.

If you don't want to write your own blog posts, that's okay too. There are many digital media agencies and content firms that you can outsource your blog articles too. While many of these services provide great work, it's still a good idea to double check these posts for grammar, writing style and the quality of links they're including in the posts.

## Optimize Your Website for Search Engines

Even if your marketing plan is to primarily drive traffic from social media, you need to optimize your website for search engines as well.

The good thing about learning search engine optimization (SEO) is that the internet is full of free resources to learn the best tips for improving your website's rank. The downside, however, is that it will take you some time to learn the strategy of it.

## Offer Promotions to Entice Customers

How many times have you found yourself in a store buying something just because it's a really good deal? Sure, you may not love the item you're buying, but hey, it's 70% off!

People love feeling like they're getting a good deal so offering a promotion is bound to attract customers to your e-commerce sites. You can use this strategy in a few different ways.

You can offer a discount to first-time customers. Alternatively, you can give a discount in exchange for their email address which will help you build up your mailing list. It's also a common strategy to have a pop up offering a discount if someone is about to navigate away from your site mid-purchase.

## Be Creative With Your Marketing Strategies

You don't need to have a big budget to be successful at e-commerce marketing. With a little creativity, there are many low-cost ways to get your brand out there and in front of customers so you can get a piece of the e-commerce pie.

Learn more e-commerce marketing strategies from [client name], an Analytics and AdWords qualified marketer.