Best Methods for Ecommerce Store Marketing by Mark Wilston

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In the world of ecommerce website development putting up a store alone wonâ€™t add to your sales and revenue. It is a highly competitive market with many businesses selling similar products online and thus perfect ecommerce solutions should also encompass marketing techniques. This way you will be able to stay ahead of the competition and have a lionâ€™s share of the pie. This calls for proven marketing methods and here are some tips that can help you market your ecommerce store and stand out in the market. Adopt these and see the difference for yourself with your online store.

I. Search Engine Optimization - This is the most important factor when it comes to promoting an ecommerce store. Most of your traffic would come via the search engines and it is important that you rank high for the targeted key phrases. Each and every product listed on your website needs to be optimized for best results. Avoid using the product description â€˜word to wordâ€™ given by the manufacturer as dozens of other stores would do that. Write your crisp unique description as this attracts the search engine crawlers.

II. Promote in Social Media - Social networking websites such as Facebook, Twitter and Google+ etc. have emerged as the ideal place to promote an ecommerce website. You can start with creating a Facebook Page and updating your latest offers and discounts there. This will attract users who might share it in their own network and your campaign grows virally. A simple post can reach 1000s of viewers in a few minutes. You can similarly post offers in Google+ and Twitter.

III. Affiliate Program - Affiliate program is one of the smartest ecommerce marketing techniques. In this different affiliate programs display your products on different websites and blogs. They would send leads to your online store and once the lead is converted into a successful sale you pay a certain percentage of the revenue to the affiliate as commission. This is a highly successful formula as you donâ€™t incur any expense at the start and pay only on a successful sale.

IV. Create Newsletter - Once your store is up and running you can start sending regular newsletters to your existing customers. Donâ€™t do this frequently as you will end up lending in spam box as regular promotional offers can irritate your customers. You might see a lot of unsubscribe request It is wise to send customized newsletters to customers based on their interests, age groups etc. as this ensures a higher conversion rate.

Ecommerce development and marketing is a highly skill oriented business. You should always work with professional or else your store can fail. Take a look at their past records as this will let you make the perfect choice. They should have custom web development skills and should hand code the website for best results and use scalable technologies as this helps keep your website in sync with the changing demands in the market.

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PixelCrayons offers best a ecommerce website development & designing services, online shopping

cart development, a Magento development & designing services and other ecommerce software services.

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