



# E-Commerce 101

Advertising, Marketing, & Analytics

June 17, 2020

Getting Started -

**Time to make a plan.**

## In Case You Missed It - Who Am I Again?



It's hard to believe that it's been nearly a quarter of a century since I started on this 'internet thing'. Frankly half my friends and family - the 'non internet' half, they still don't get it. Heck, my mom often wondered (out loud) if maybe I was a criminal since I had nice cars and traveled a lot.

The current reality encompasses the maturity of the internet as a medium, both for distributing information and for convincing people to believe in something, and to act upon that belief.

It's not rocket science, but it takes persistence, craftiness, and a willingness to set aside one's ego and be willing to keep trying until you find the right formula and it all starts to click.

## Today's Topic List

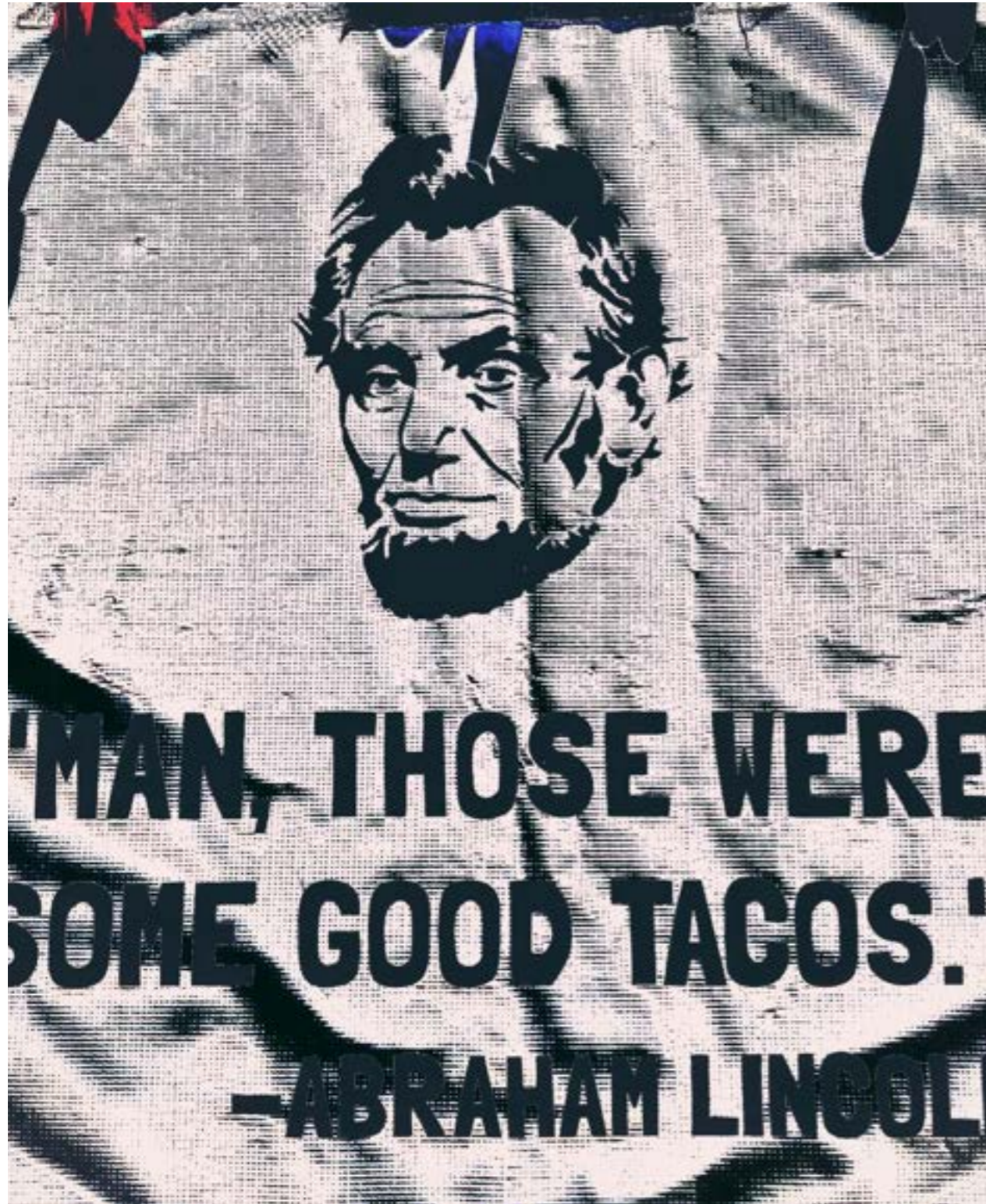
- Online campaign vs. offline campaign - same/different
- Narrowing your focus
- Landing pages and targeting
- Where should you advertise?
- Budgeting for help, not just buying ads (at least initially)
- How long until you pull the plug?
- Measuring your results
- Traffic vs. conversions



**Online advertising and marketing tactics should focus on executing your overall brand strategy .**

- 1. Online is one component - sometimes it's a lead generation element, and sometimes it is the entire transaction.**
- 2. Many components to a comprehensive story and strategy.**
- 3. Who are you? Why do your customers want to buy from you?**
- 4. The importance of authenticity, especially right now when things are in such crazy turmoil everywhere you look.**
- 5. What do you mean you don't have an overall brand strategy?**

# 01 Getting Started -



**Marketing and advertising are not identical twins, they are more like those first cousins that look an awful lot alike as toddlers.**

- 1. Home page - front page - main page of website is all about your marketing and branding efforts.**
- 2. Advertising campaigns should have a narrow focus - pick one product or service and build a campaign around it.**
- 3. Personas, avatars, target demographics - call it whatever you like, but make sure that you understand how to craft an ad campaign for each segment of your potential overall market.**
- 4. It's easier to start small and expand than it is to wait forever to launch and miss the market. Advertising works the same way.**

**Let's Build This Thing -**

**Jump In With Both Feet. Now.**



**Quality.**

**Quantity.**

**Cost.**

### The Advantages of Landing Pages

- Landing pages are like doorways into specific rooms of your online presence - not everyone is going to enter through the same door or wind up in the same room initially.
- Landing pages should be FULL of Calls to Action. The primary function of a landing page is to demonstrate a specific item or service that caught a prospect's attention elsewhere online.
- If you show an image in an ad, MAKE SURE that you are taking an interested prospect to that image on your site. Nothing pisses people off faster than being led around and never seeing the item they were looking for when they clicked through the ad.
- Landing pages offer the opportunity to fine tune campaigns, do A/B testing on price points, and enhance data gathering and retargeting at a later point in time, especially for abandoned carts or suspected price shoppers.

### **How Do You Know Where to Advertise?**

- **Search engines, display platforms (YouTube), in apps**
- **Social media - choosing a platform that works for you**
- **Influencers, partnerships, collaborations**
- **Should you pay for help?**
- **Russian River Chamber, other SBA resources**
- **Companion software for social or SEO advertising**
- **Don't forget mobile - ads should be mobile optimized, look at mobile strategies for now and for later - lock screen notifications**
- **Non-traditional insertions - podcasts, vlogs, bloggers - paid content, native content placement**

### **Alternatives to “traditional” online advertising.**

- Influencer marketing - this can be tricky - you need to find the right influencers to connect with your target demographic. Just finding someone with a lot of followers is rarely going to produce enough ROI to make it worth it. Research those with engagement that meshes with your customer base or the group you are trying to reach, and make sure they can provide proof of effectiveness
- Amazon product feed - putting a few products into the Amazon feed as a 'loss leader' in order to gain reach and brand recognition is a good way to utilize the platform without having to pay hefty commissions to Amazon on every sale
- eBay, Etsy, Facebook Shops, Instagram shopping - also good places to introduce a couple of products that you can break even selling while leveraging customers towards your own site
- Local publications with strong web presence - a lot of the smaller pubs have online components that offer cheaper rates for ad placement or bundles with print advertising buys
- Sponsorship, partnership, co-branding - is there someone that fits your brand or style that you can partner with and drive more traffic or sales to both parties? Do your vendors provide co-op money for ads?
- Affiliate marketing - Clickbank, JVZoo, MaxBounty, Pepperjam - follow same rule of thumb as Amazon
- Social media organic growth - groups, giveaways, #hashtags, Instagram 'takeovers', etc
- Mobile advertising, lock screen notifications, geo/time based; advertising in mobile wallet or apps

### **Strategy Comes First.**

- **Incorporate story, benefits, allure**
- **Cohesive artwork, tag lines, promotions, Calls To Action**
- **Generate excitement, interest**
- **Create templates - changing colors, text, images as needed**
- **Analytics ready before buying any ads**
- **Determine how long you need to understand if a campaign is working and be ready to pause if unsure you are getting results**
- **Have a backup plan at the ready**
- **Don't blow the budget until you start seeing positive indicators**

**The Next Steps -**

**Good measurements are huge.**

### **Expect to make mistakes. Try to learn from them.**

- Setting up goals and measurements is difficult, look for ways to simplify reporting.
- Understand how to read the reporting, and to know what to look for in the reports.
- Work on one type of campaign distribution method until you master it.
- Consider allocating some of your budget on training for the ad platforms you intend to use.
- Do not get caught up in someone else's marketing and advertising if it's not what you need.
- Ask others in your niche what works for them.
- Keep a close eye on the total costs for ads and campaigns - this includes collateral, your time spent learning and deploying, correcting errors, etc.
- It's OK to stop and take a breath if you are struggling.



### Zeroing in where it counts.

Not all strategies are universally applicable; your niche will have quirks and specifics that are unique and can be used to help drive sales.

Enhance your current campaigns and marketing ideas with your online presence. Don't forget to leverage one into the other.

**HOTELS** - SHOULD be connected to an allocator so you can get your inventory promoted on OTAs. You will get a lift from the billboard effect even if you don't sell through the OTA. But make sure your website rocks, because those direct bookings make you a lot more money.

**WINERIES** - take that age-gate off your site, it is NOT required, and costs you a lot of business.

**RESTAURANTS** - Please please please put your address and your (accurate) hours on your homepage, prominently.

**EVENTS** - keep the ticket sale form concise, don't ask for too much information.



### Advertising Platform Resources

There are SO many options for ad placements on the various platforms that are available to you. It can be quite confusing.

You are going to see terms - many of them - that are new, unexplained, referred to in acronyms or initials; the same thing happens with the metrics you need to gauge campaign effectiveness.

I've pulled together a few links to resources that might help you to make better informed choices.

Some of these may look like a lot of heavy reading, and it's true - becoming proficient and seeing a positive ROI with social or search advertising is not something that anyone "just knows how to do" without spending some time learning.

- [Hootsuite - Social Media Definitions](#)
- [Sprout Social - Paid Social Guide](#)
- [G2 - Social Media Advertising Platforms](#)
- [Canva - online ad graphics creation \(free, paid\)](#)
- [Instapage - 7 of the Best Mobile Ad Platforms](#)
- [Wordstream - Search Advertising: Learn How To Advertise on Search Engines](#)
- [Google - How to Get Started with Google Ads](#)
- [AdEspresso: Pinterest Ads - A Guide to Everything You Need to Know to Get Started](#)
- [Instagram Business: Getting Started](#)

That's all for today.

# Thanks for participating.

Kim Stuart - [KimStuart.net](http://KimStuart.net)

Roger Coryell - [Brandhound.com](http://Brandhound.com)

Russian River Chamber of Commerce - <http://resources.russianriver.com/>

Sonoma County - [sonomacounty.ca.gov/Home/](http://sonomacounty.ca.gov/Home/)

