

BRICKS TO CLICKS: ECOMMERCE MARKETING FOR PIKE PLACE MARKET VENDORS



PRESENTED BY ROBBIN BLOCK

PART 3

DRIVE TRAFFIC



unsplash.com/@brookelark

- ▶ BE WHERE YOUR CUSTOMERS ARE
- ▶ SAY THINGS THEY CARE ABOUT TO ATTRACT & ENGAGE

TARGETING

PURCHASE PATH



TRIGGER (personal)
AND/OR
DISCOVER (external)

WHY YOU?

CONVINCE

CONFIRM/
RETAIN

EMAIL MARKETING

- ▶ Tools: [MailChimp](#), [Mailerlite](#), [Klaviyo](#) – design, automate, track
- ▶ Integrate with ecomm platform – customize notifications – branding opportunity
- ▶ Cart abandonment emails

SIGN UP FOR SAVINGS & NEWS

Be the first to learn about sales, new products or the latest about our *Ruff to Rescue* program



Enter your email

GROW YOUR LIST

- ▶ Visitors to your store
- ▶ Give them a reason – discount, deals, new products, first to know, events, gated content
- ▶ Referral discounts
- ▶ Pop-up boxes
- ▶ Convert social followers to email...before conversion

STAY CONNECTED AND TOP OF MIND



LIST

Your own
customer list



OFFER/ CONTENT

New online store *
News * Specials
Events *
Exclusives * Deals
* Coupons *
Thank-you's



CREATIVE

Attn-Getting
Branded
Written for
Customers



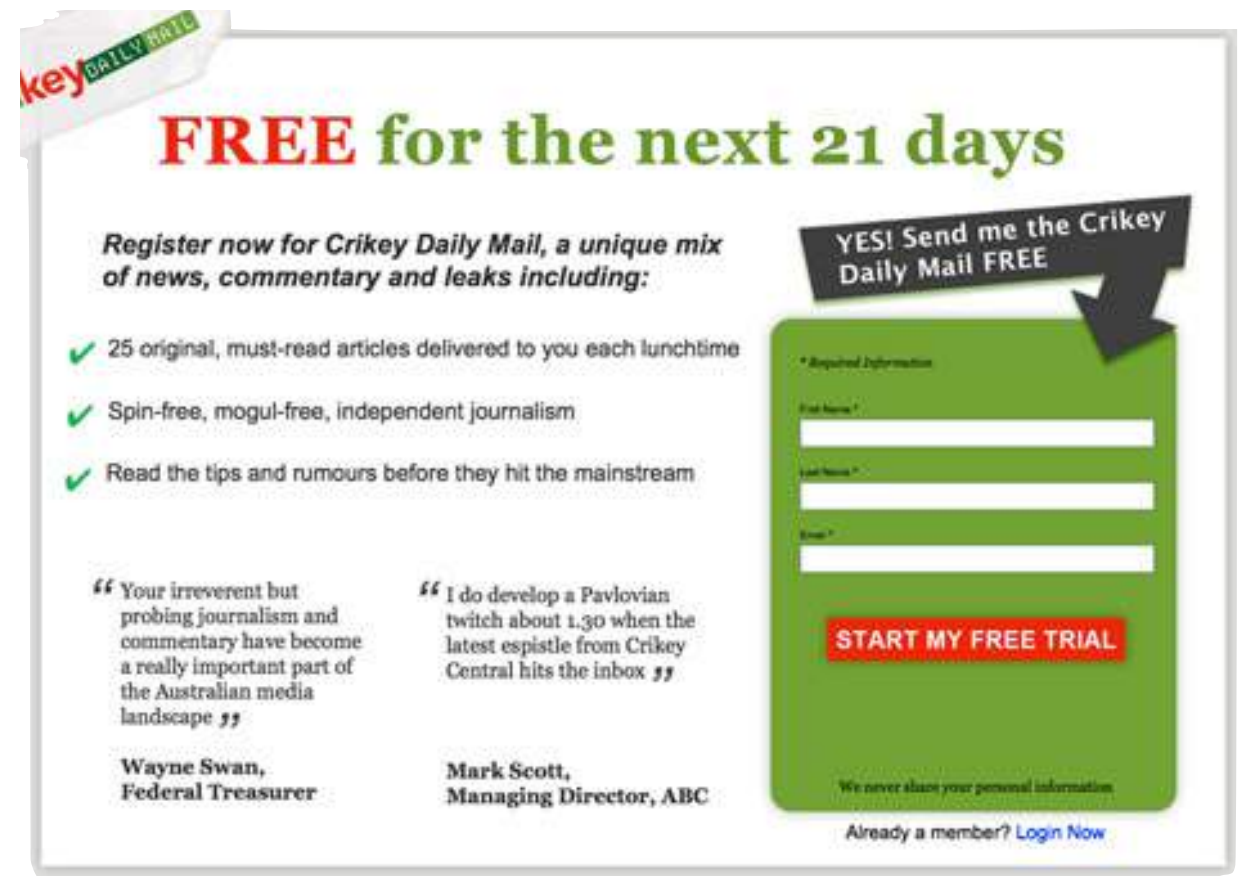
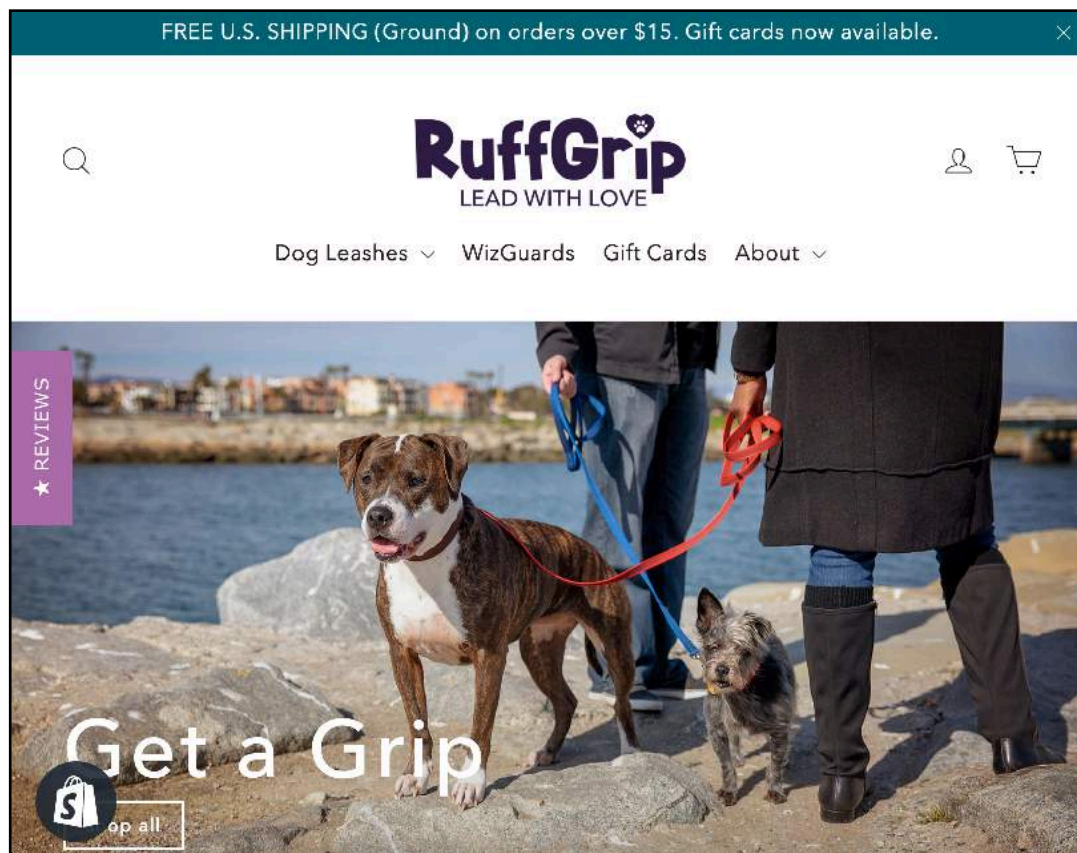
TIMING

Behaviors
Seasonality
Target dates
Note a special
occasion, remind
to refill or
replace...

“LANDING PAGES”: FIRST PAGE AFTER SEEING MARKETING MESSAGE

DON'T JUST LINK TO THE HOME PAGE

AIM EMAILS AT A SPECIFIC PAGE



AWARENESS: TRIGGER AND/OR DISCOVER

Search & Google Stack	In-Store	Earned	Paid
	Signage	Reviews	
SEO	Receipts	Social Media	
Google My Business	Bag Stuffers	Off-site content	Marketplaces
Linking	Email signature	PR	Advertising
	Closed sign	Events	
	On-hold message	Partnering	

LINKING & CONTENT OPPORTUNITIES

Keyword
search

Related Sites

“Referrals”
from analytics

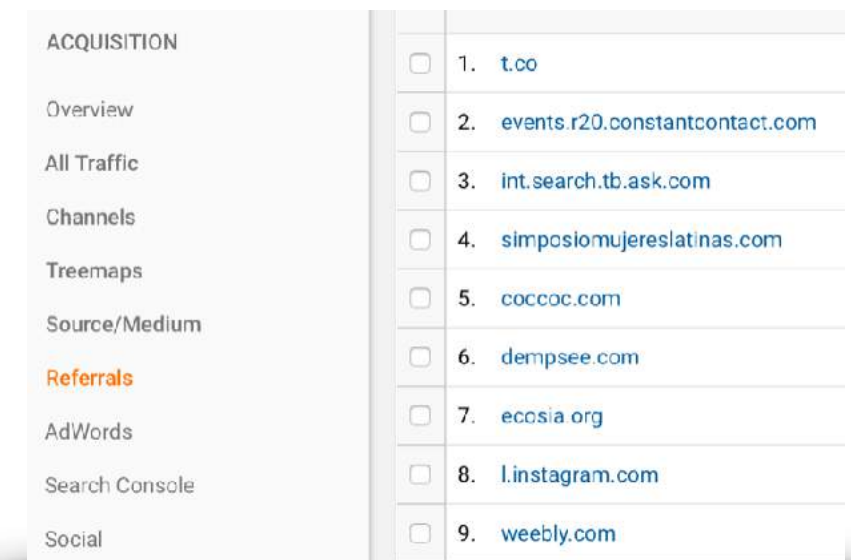
Directories

Organizations

Industry associations

Who is linking to you? Search Console

Links of competitors? moz.com/researchtools/ose/



The screenshot shows the Google Analytics interface for the 'ACQUISITION' section, specifically the 'Referrals' report. The left sidebar lists navigation options: Overview, All Traffic, Channels, Treemaps, Source/Medium, Referrals (highlighted), AdWords, Search Console, and Social. The main content area displays a table of referral sources with checkboxes for each.

<input type="checkbox"/>	1. t.co
<input type="checkbox"/>	2. events.r20.constantcontact.com
<input type="checkbox"/>	3. int.search.tb.ask.com
<input type="checkbox"/>	4. simposiomujereslatinas.com
<input type="checkbox"/>	5. coccoc.com
<input type="checkbox"/>	6. dempsee.com
<input type="checkbox"/>	7. ecosia.org
<input type="checkbox"/>	8. l.instagram.com
<input type="checkbox"/>	9. weebly.com

DIRECTORIES

- ▶ Targeted at your customer
- ▶ Make sure they have a decent ranking. Free to check at alexa.com
- ▶ Others that still matter – www.searchenginejournal.com/web-directories-list/287799/



EARNED MEDIA



ADVERTISING



CONTENT MARKETING (SELF PUBLISH)

SOCIAL MEDIA (USER-GENERATED)

PR / BLOGGERS (EDITORIAL REVIEW)

GOOGLE PPC/ GOOGLE SHOPPING

FACEBOOK ADS

AMAZON ADS



USE SUBJECT EXPERTISE TO BUILD TRUST, THEN SELL PRODUCTS

- ▶ Consumers find it's increasingly difficult to discern what to buy online
- ▶ The more complex or confusing (high involvement), the more this matters
- ▶ So people seek reviews and expertise to help them make purchase decisions
- ▶ Come across as an expert to gain trust – trust factors, expert content



Ask for our Trust
Factors handout

PUBLISH ON YOUR OWN SITE, BLOG, OR OFF-SITE — MEDIUM, LINKEDIN, YOUTUBE, SLIDESHARE, ETC.

- ▶ **Answer questions each audience is seeking through search**
- ▶ **Quality, engaging, shareable, linkable**
 - ▶ FAQ's
 - ▶ 3, 5 and 10 step how-to's
 - ▶ Video tutorials filmed in-store
 - ▶ Curate content (from others)
 - ▶ Pillar pages



ARTICLE BASED ON FAQ & KEYWORD RESEARCH



What Length Should I Choose for My Dog's Leash?



The primary purpose of a dog leash is to keep your pup safe and under your control. The size, temperament, level of training and situation will determine the best leash length for your pup.

SERP: SEARCH ENGINE RESULTS PAGE

"LEASH LENGTH" SEARCH, PAGE 1

www.ruffgrip.com › pages › what-length-should-i-cho...

What Length Should I Choose for My Dog's Leash? – RuffGrip


5 feet or 6 feet is the ideal length for pups with good leash manners, whether they're large, medium or small. This gives your pup a bit more room to potty and ...

FEATURED SNIPPET: PAGE 2

Best leash length for small dog

6 feet

5 feet or **6 feet** is the ideal length for pups with good leash manners, whether they're large, medium or small. This gives your pup a bit more room to potty and explore, yet remain within your control. It's the perfect length for walking in neighborhoods, parks and other less trafficked areas.




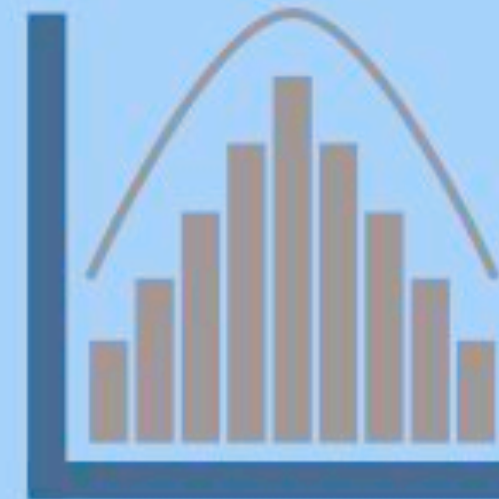
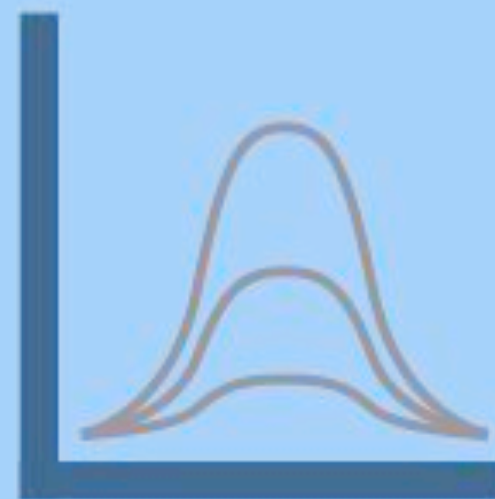
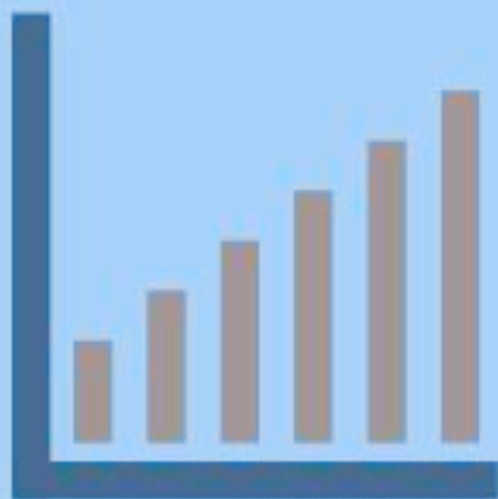
www.ruffgrip.com › pages › what-length-should-i-choose...

What Length Should I Choose for My Dog's Leash? – RuffGrip

About featured snippets • Feedback

WEBSITE TRAFFIC

Page ?	Source ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?
 Analytics		2,049 % of Total: 100.00% (2,049)	1,793 % of Total: 100.00% (1,793)	00:01:28 Avg for View: 00:01:28 (0.00%)
1. /pages/what-length-should-i-choose-for-my-dogs-leash/	google	887 (43.29%)	822 (45.84%)	00:04:11
2. /	google	133 (6.49%)	100 (5.58%)	00:01:07







IF YOU'RE SPENDING 20% OF YOUR WEEK ON SOCIAL MEDIA,
YOU SHOULD BE GETTING
20% OF YOUR WEEKLY TRAFFIC FROM IT

**ORGANIC SEARCH = 10X MORE WEBSITE TRAFFIC
THAN ORGANIC SOCIAL MEDIA**

REALITY CHECK: WHERE TRAFFIC COMES FROM - WHERE ARE THE OPPORTUNITIES?

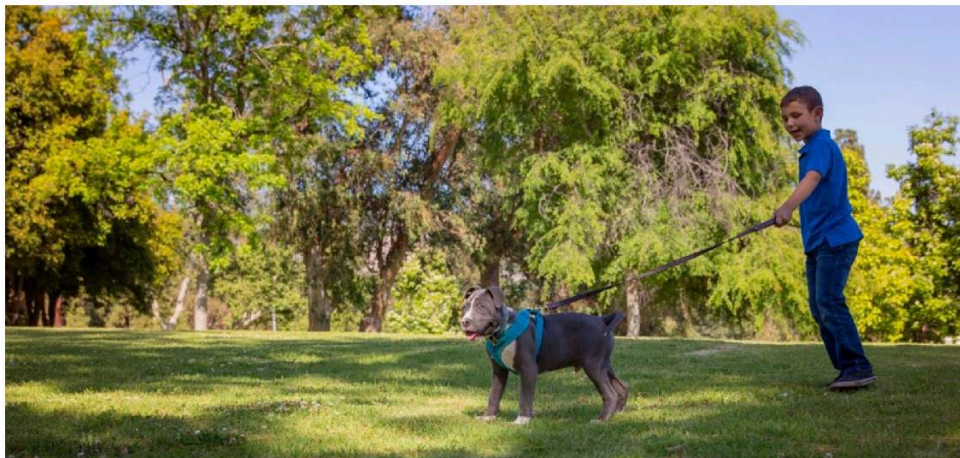


	Acquisition			Behavior			Conversions		
	Users ↓	New Users ↓	Sessions ↓	Pages / Session ↓	Avg. Session Duration ↓	Bounce Rate ↓	Ecommerce Conversion Rate ↓	Transaction... ↓	Revenue ↓
	4,764	4,755	6,096	5.56	00:02:02	5.00%	1.23%	75	\$3,758.70
2  Organic Search	1,317	<div><div></div></div>		8.18	<div><div></div></div>		1.71%	<div><div></div></div>	
4  Social	628	<div><div></div></div>		3.81	<div><div></div></div>		0.45%	<div><div></div></div>	
5  Email	486	<div><div></div></div>		5.30	<div><div></div></div>		3.04%	<div><div></div></div>	
6  Referral	93	<div><div></div></div>		6.82	<div><div></div></div>		3.25%	<div><div></div></div>	

WHAT ORGANIC SOCIAL CAN DO FOR YOU

AMPLIFY CONTENT

What Length Should I Choose for My Dog's Leash?



The primary purpose of a dog leash is to keep your pup safe and under your control. The size, temperament, level of training and situation will determine the best leash length for your pup.

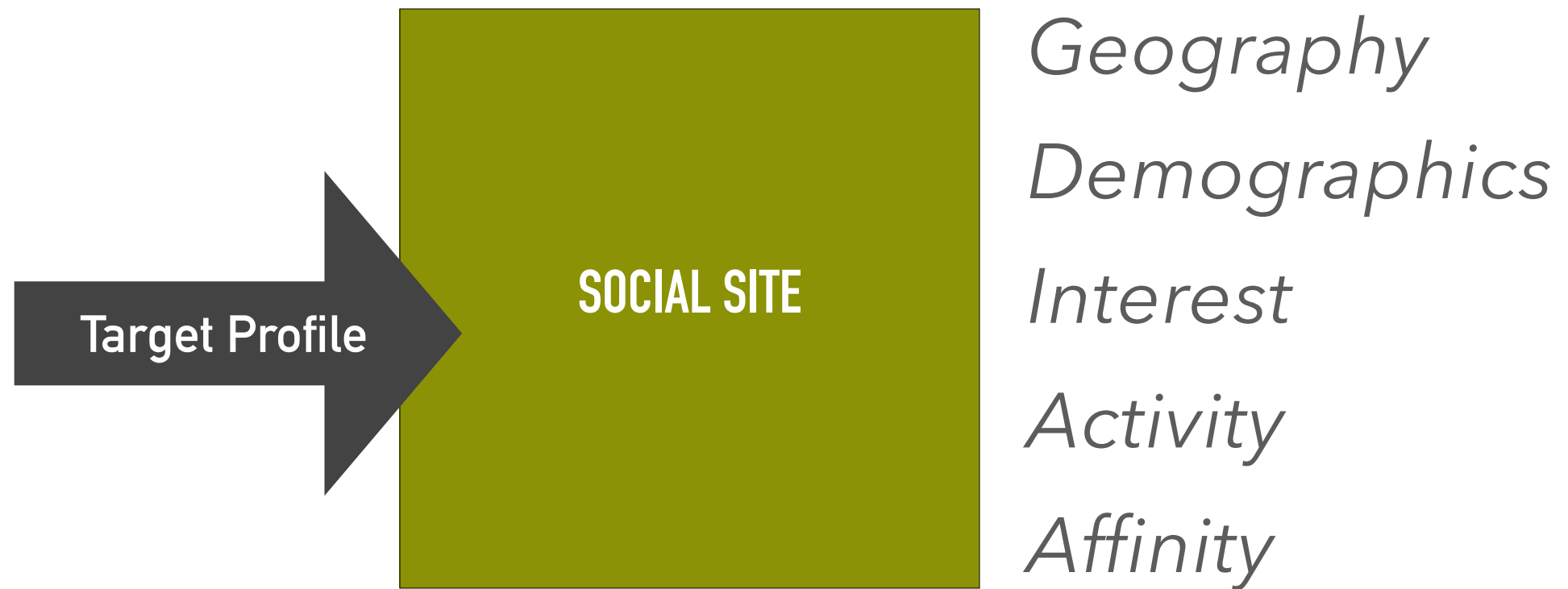
SEND ENGAGEMENT SIGNALS TO GOOGLE

MAINTAIN TOP OF MIND AWARENESS

GROW AWARENESS

MAYBE GROW EMAIL LIST

PARTICIPATE IN THE RIGHT SOCIAL SITES





Affinity Groups,
Tribes

(psychographic)

VS

Boomers, Millennials

(demographic)

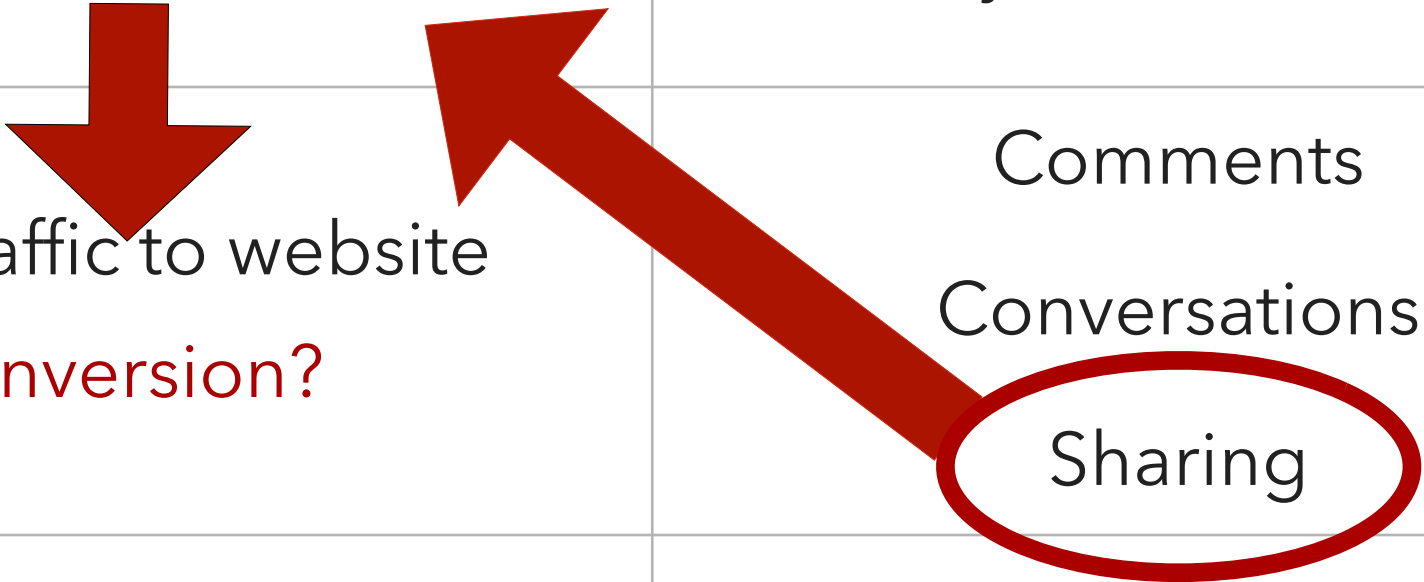
PSYCHOGRAPHICS BEAT DEMOGRAPHICS

LEARN MORE AT: PEWINTERNET.ORG



SOCIAL MEDIA’S STRENGTH

	Awareness	Engagement
Audience	Doesn't know you Not in your networks	Knows You In your networks
Objective	Drive traffic to website Conversion?	Comments Conversations Sharing
Social Tactics	Join networks/groups Attract bloggers Get reviewed	Posts on social networks



PUBLIC RELATIONS: GET PUBLISHED ON OTHER WEBSITES

Media Kit	Newsworthy	Media List	Opportunities
Fact Sheets	New products/ services	Bloggers	Media's Editorial Calendars
Images		Editors	Gift Guides
Press/Newsroom	Angle	Journalists	HARO
		"Beats"	

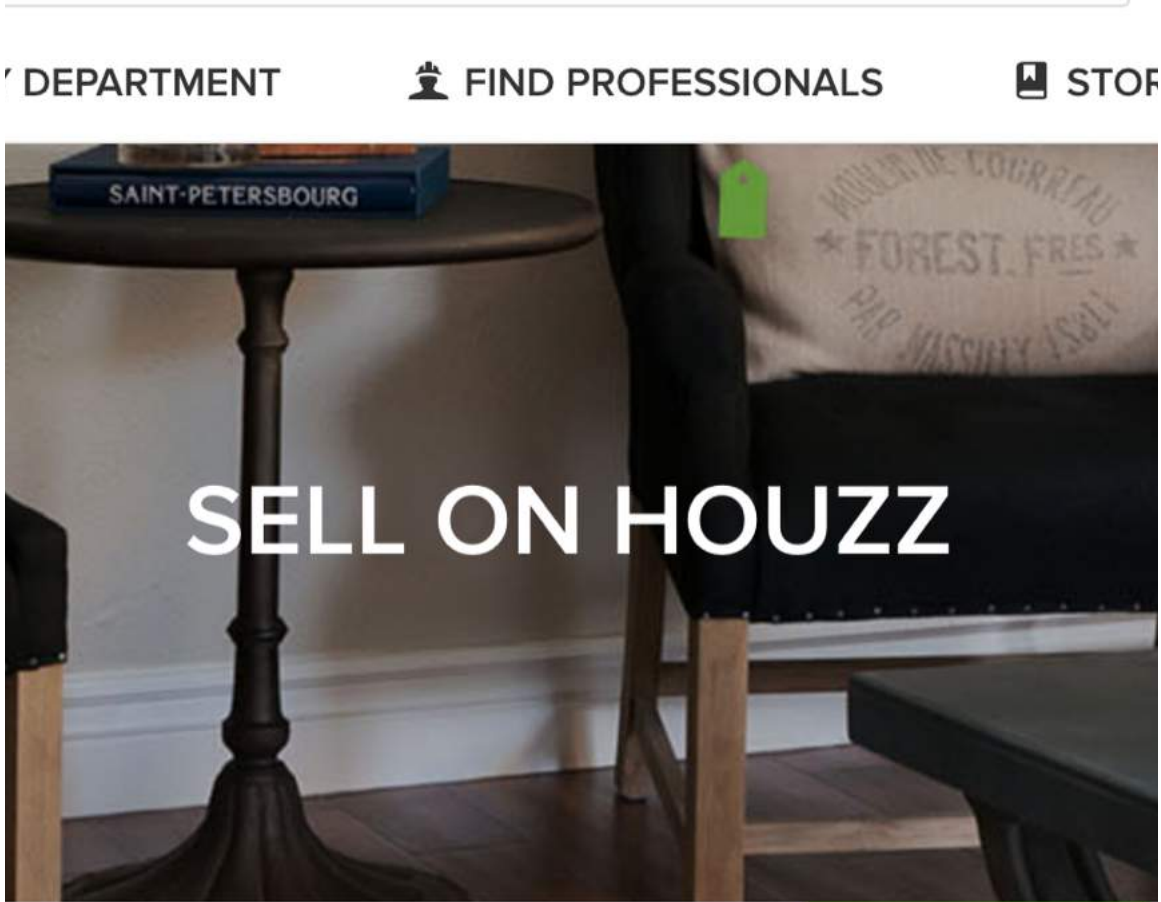
PARTNERING AND EVENTS

- ▶ Partner with complementary, but not competitive, businesses to cross-promote to same audience
 - ▶ Pike Place Market opportunities
 - ▶ Co-branded online gift guides
 - ▶ Shared discounts
 - ▶ Reciprocal-linking
 - ▶ Facebook livestreams
 - ▶ Participate in or host webinars, online demos, virtual conferences

AFTER AMAZON, THERE ARE 50+

ONLINE MARKETPLACES: GROW AWARENESS

- ▶ Match target audience/market
- ▶ Implement via platform integrations:
 - ▶ Shopify: Google Merchant, Amazon, Ebay, Etsy, Facebook, Houzz, etc.
- ▶ Load products that draw website visitors
- ▶ Fill the shelf
- ▶ Optimize for organic search



The screenshot shows the top navigation bar of the Houzz website with links for 'DEPARTMENT', 'FIND PROFESSIONALS', and 'STOP'. Below the navigation bar is a large banner image featuring a dark wooden side table with a blue book titled 'SAINT-PETERSBOURG' on it. A green tag with a white outline is visible in the upper right corner of the banner. The text 'SELL ON HOUZZ' is overlaid in large, white, bold, sans-serif capital letters. Below the banner is a horizontal menu with four options: 'ps', 'Advertise', 'For Professionals', and 'Sell on Houzz'. The 'Sell on Houzz' option is highlighted in green. Below the menu is the heading 'Sell Your Products on Houzz' in a large, dark, sans-serif font. Underneath the heading is a paragraph of text: 'arget homeowners and professionals who are actively engaged in home decorating, design and remodeling projects.' At the bottom of the section is a green button with the text 'Create Free Seller Profile' in white, sans-serif font.

DEPARTMENT FIND PROFESSIONALS STOP

SELL ON HOUZZ

ps Advertise For Professionals Sell on Houzz

Sell Your Products on Houzz

arget homeowners and professionals who are actively engaged in home decorating, design and remodeling projects.

Create Free Seller Profile

MARKETPLACE PLUS & MINUSES

Plus

Gain exposure

Get revenue faster

Minus

Products shown side by side

Can't advertise or mention your website

They send follow up emails selling your competitors' products

Check fees and requirements (20%+)

USE CHANNEL, THEN SHOW THE LOVE

► Email new customers

- Offer bigger margin when selling direct, so reward customers:
 - Same products, slightly cheaper price
 - Advertise deals in email newsletter
- Announce exclusive products, services and offers





Target Advertising by Data

“FACEBOOK KNOWS YOUR INTERESTS, GOOGLE KNOWS YOUR INTENT AND AMAZON KNOWS WHAT YOU DO COMMERCIALLY.”

Pivotal Research Analyst Brian Wieser



WHEN IT PAYS TO PAY

Average CPC: \$2.69

Highest CPC, legal industry: \$6.75

- ▶ Budget?
- ▶ Conversion?
- ▶ Why?
 - ▶ Precise timing
 - ▶ When ranking organically is difficult or slow
 - ▶ May make it easier for searchers to find what they want
 - ▶ Bid on your brand name for more real estate on SERP
 - ▶ Break through social clutter

IT'S COMPLICATED. YOU MAY WANT TO HIRE HELP ON THIS ONE ESPECIALLY.
DON'T TRUST THE MEDIA TO CONSIDER YOUR BEST INTERESTS.

ADVERTISING TIPS

- ▶ Target!
- ▶ Understand purchase behavior
- ▶ Landing pages
- ▶ Go beyond Google, Facebook, and Amazon. Consider YouTube!
- ▶ Plus smaller sites and local publications may have less traffic, but will be more targeted, cheaper

BEFORE YOU GO ANY FURTHER, SET YOUR PRIORITIES

▶ **Start** with a great website, on-site SEO, and Google Stack

▶ **Not enough traffic?**

- ▶ Tweak on-site SEO
- ▶ Leverage in-store, email marketing to existing customers
- ▶ Grow your email list
- ▶ Build awareness: Content, advertising, PR and/or social media

▶ **Low conversion?**

- ▶ Improve targeting to drive the right, qualified, traffic
- ▶ Better connection between promotional messaging and entry pages
- ▶ Improve website product mix, content, and calls to action

▶ **Always** be measuring what is working or not

Q&A



A Big Picture Approach to Small Business™

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