# **100 Powerful Shopify Marketing Tactics…**

**Introduction:**

Do you struggle with growing the revenue of your Shopify business?

If the answer is “yes,” then maybe you’re simply not focusing on the right strategies that work.

This powerful guide lists over 100 of the best Shopify marketing tips that will help you grow your sales.

They’re creative, attention grabbing ideas aimed at giving your business an edge for a low budget.

The only rule of thumb here is to Be CREATIVE. Share what you do in a passionate authentic way.

**HERE ARE 100+ CREATIVE SHOPIFy MARKETING IDEAS**

**1. Post on your store's social media accounts**

The basic component of everyone’s social media strategy. Keep your followers engaged by updating your profile.

I always like to think of my social media followings as a prospect list. The immediate return will be small. But posting valuable content keeps you on the radar of your followers.

If you’ve got no clue about what to post, try creating content that’s educational, inspirational or entertaining. Those 3 categories usually work well.

Doing this well on any social media platform requires a good amount of time. Bonus points for consistency.

Resources:

[The Beginner’s Guide to Social Media](https://moz.com/beginners-guide-to-social-media/)

**2. Post on your personal social media profiles**

Next to your store’s social media profiles, you probably have got friends and followers on your personal account as well.

These often are people you are a lot closer to you. So the tone of the things you post might be different, more personal.

Your friends often won’t mind helping you out to spread the word, so use their kindness wisely!

Resources:

[How to Promote Your Business With Personal Social Profiles](http://www.socialmediaexaminer.com/how-to-promote-your-business-with-personal-profiles/)

**3. Be a guest on a podcast**

If podcasts are big in your niche but you don’t want to start one yourself, being a guest on another podcast is a great alternative.

You’ll be interviewed and have an opportunity to discuss your ideas or opinions.

Depending on how confident you are you’ll need to prepare for it. But being a guest is generally less work than writing the same information as a guest article.

Pro-tip: To get the maximum result from your podcast appearance, you’ll need to have a good offer for the people that are listing. Make it worthwhile and easy to get.

Resources:

[Why guest on podcasts?](http://doubleyouraudience.com/why-guest-on-podcasts/)

**4. Increase your email open rate**

Even if an email is delivered successfully, it won’t do anything for you unless it’s opened.

Having a good subject line and from address are essential.

But there are a few other things you can do to increase the chances that someone reads your email. The last couple of years, Gmail has been filtering email messages. Most of the promotional emails that you send will end up in the Promotions tab. Encourage people to drag the email from Promotions into the Inbox tab will give you more visibility.

Pro-tip: if you’ve got an email you want people to really notice, you can wait a couple of days and re-send that same email with a different subject line to the people that haven’t opened it. This can single handedly double your open rate.

Resources:

[eCommerce Email Marketing Benchmarks for 2016](http://www.remarkety.com/ecommerce-email-marketing-benchmarks-2016)

[10 Easy Ways to Improve Your Email Open Rate](http://optinmonster.com/10-easy-ways-to-improve-your-email-open-rate/)

**5. Improve email deliverability**

No matter how much time you spend on sending out newsletters or other email marketing, if they don’t land in the inbox, you’re just wasting your time.

Improving email deliverability makes sure your hard work is seen by more people, increasing its impact.

Before you start making changes you first have to know how well your emails are getting delivered today.

Look for the email deliverability rate in your email stats.

After you can take all kinds of measures to improve your numbers: use less spammy subject lines, verify your domain, etc.

Resources:

[5 Simple Ways to Increase Your Email Deliverability Rates](https://www.quicksprout.com/2013/06/24/5-simple-ways-to-increase-your-email-deliverability-rates/)

[Test the Spammyness of your Emails](http://www.mail-tester.com/)

**6. Repurposing content in other formats**

The biggest challenge store owners have with content marketing is simply to find the time to create any.

One solution to that is to repurpose content that you already have created into other formats.

If you have a text article, you can reuse it as the script for a video. An interview can be transcribed and turned into an article. A 2000 word blog post can turn into several shorter pieces. Take the main findings out of an article and create a nice image from it.

This will not only give you more content with little extra work, by varying with formats your audience will choose the medium they are most comfortable with.

Some people hate reading a long text but don’t mind watching a 15 minute video. Others might feel the other way.

Resources:

[11 Genius Ways to Repurpose Content](http://www.wordstream.com/blog/ws/2015/02/03/repurposing-content)

**7. Include your store’s URL in your email signature**

Chances are you send out a ton of email every day, personally or for your store and.

You never know where an email might go or who will end up reading it. So why not use the space at the end of each email as a way to promote your store.

Create a small and attractive message to encourage interested people to check out your store.

**8. Offline advertising**

These are traditional advertisements in magazines, newspapers, on billboards, on radio or TV. To use these to market your online store might seem counter-intuitive, but you can still reach a huge audience with them.

The biggest challenge when it comes to offline advertising is that it is hard to see the impact of what you are doing. This is often because it is hard to know when exactly people see your ad and what they do with the information.

Some might use the dedicated landing page you put in the ad. Others will just goto your homepage, still others will go to Google to find you. So make sure it’s worth for people to visit that specific landing page, or use that specific promo code.

A second downside is that with channels like TV or radio it’s often all or nothing. There is no try before you buy possible.

That’s why the more expensive it gets, the more certain you have to be that you can actually reach your audience this way.

In order to reach a wider audience pure online brands like Warby Parker have ran several TV ad campaigns.

Their goal is probably a lot less about direct sales and and about establishing their brand.

Resources:

[10 Simple Marketing Strategies to Promote your Product Offline](http://blog.vemono.com/10-simple-marketing-strategies-to-promote-your-product-offline/)

**9, Customer Service.**

Many store owners look at customer service simply as the cost of doing business. Others consider it a vital part of their success.

The way you treat your customers is why satisfied ones become advocates and why disgruntled customers can wreak havoc on your business.

So in either case, word will get out about your business. So it’s up to you if it will help or hurt sales.

And the bar for providing a good experience is lower than you would expect. Too many companies still get away with treating the customers like crap.

First you need to give customers that contact you the feeling that they are being heard. If you are really busy, send them a quick email that you’ve received their inquiry and that you will get back to them before a specific date and time.

Then really try to fix what’s wrong. Don’t be too stingy when it comes refunds, eating credit card fees or shipping costs.

Resources:

[5 Ways to Take Charge of Your Ecommerce Customer Service](https://www.shopify.com/blog/16817540-5-ways-to-take-charge-of-your-ecommerce-customer-service)

**10. Launch contextual marketing campaigns**

Contextual marketing campaigns are aimed at nurturing prospect relationships, and making people more likely to buy. Any info that you gather about your customer’s profiles, behaviors, and context can help you deliver highly relevant, and personalized content to the right person at the right time.

You can gather this data by:

Setting up analytics on your online store and tracking user behavior

Asking your store visitors and customers to fill out a form/survey

Using a marketing automation system in the back end

**11. Promote user-generated content**

Online consumers tend to place more trust in reviews, ratings, photos and other forms of user-generated content than they do in the traditional modes of marketing and advertising like TV and radio. Shoppers want first-hand experiences of customers who’ve already purchased that product. This is primarily because they people believe user reviews are more authentic and credible than an ad-campaign.

**12. Build more relationships and partnerships**

Do you know any online store owner or offline business that sells a complementary product? Partnering with them to sell packages/bundles could help new customers gain awareness of your store, and drive new traffic to your site. It won’t cost you or your partner anything extra, and yet you will both benefit by bringing new customer awareness to each business’s online presence.

**13. Create videos that show customers how to use your products**

YouTube channels are certainly a fun way to connect with your potential customers. People love the interactiveness of how-to videos, tutorials, and glimpses behind the scenes. Peeking behind the curtain makes people feel like they are getting to know you, and therefore they’ll be more confident about buying from you.

**14. Give away products, and create a buzz**

You can offer your products for free or dirt cheap in exchange for a glowing testimonial or review. Think ‘review bloggers’! The more of a following these reviewers have, the better. For just the cost of your product, you’ll be able to reach a wide audience. You can also host giveaways on social media to generate buzz. Something as simple as asking people to share a photo of your product in exchange for an entry to win said product could create a pool of raving fans. Speaking of social media …

**15. Drive engagement with your audience on social media**

You don’t need to spend hours on end daily to promote your online store via social media channels. In fact, some of the best social media campaigns take less than an hour per day to execute. Keep it simple by beginning with the platform your target market is most likely to hang out on. The key is not to have a dormant site. Respond to inquiries, comments, and reviews.

**16. Segment and target key audience personas**

Identify who is visiting your online store, and then cater directly to them. You can then create ad campaigns that speak to this type of person, showing them relevant content that would make them more likely to buy.

**17. Launch an affiliate program**

Joint venture and affiliate marketing campaigns encourage other people to sell on your behalf. They take a commission and you get more customers. It’s a win-win. Some affiliate marketers have large email lists that you might not yet have. By giving them a portion of the proceeds, they are doing all the heavy lifting for you.

**18. Build your own email list**

Email marketing is one of the best marketing channels for driving targeted traffic to your store. For someone to give you their email address, they are likely already interested in your product, making it that much easier to convert them into customers. And, email gives you enough space to mention things that you just can’t fit into a post on social media.

**19. Launch your store on multiple platforms**

From Ebay to Amazon, Etsy to Shopify, there are many options for hosting an online store which can act as an extension to your main store. Large platforms such as these may make it easier to spread brand awareness, while allowing you the opportunity to drive traffic back to your personal website.

**20. ANSWER QUESTIONS ABOUT YOUR INDUSTRY**

– Drives trust & authority

Do your research and see what are the popular questions people are asking around your products and services and create a Q&A about it and host it on your site. You can even take it further by amplifying it on your social media channels, hosting a live Q&A via video streaming or posts on your social media pages, and engage consumers in real time.

A really amazing success story of Q&A comes via Marcus Sheridan of River Pools and Spas. River Pools and Spas installs fibreglass pools, the cost of which is not always transparent. Sheridan decided to write blog posts about every aspect of fibreglass pools. Sheridan’s posts were so good that the New York Times profiled him with a headline: “A Revolutionary Marketing Strategy: Answer Customers’ Questions.” His blog posts often rank on the first page of Google for their search terms. And that’s driven both traffic and sales.

While different industries have different buying cycles and buying concerns, it really doesn’t matter, regardless of the journey to purchase customers will always have questions before they’re willing to part with their money.

**21. PROFILE YOUR TEAM**

TEAM

– Drives trust

This one allows you a little more creative freedom, to set yourself apart from your competitor, endear yourself to the potential customer, put a face and human element to your services and reassure customers of the calibre of people they will be dealing with.

There’s a variety of things that you can do from can writing up a short bio of them that includes their interests and where they’ve been. Or as an interview in the format of a Q&A, when you spend 15 minutes chatting with someone on your team and then write up the questions and their responses.

Protip! These concepts and type of content can easily be translated to a video or podcast format and give you added exposure across multiple mediums.

Team profiles is an easy way to generate some good content. Most importantly, it gives your customers a sense of who they’re dealing with. When they purchase a product from your store, they know that they’re buying from real people with real passions.

I’m sure your team is made up of interesting people. Why not feature their stories?

**22. TELL THE HISTORY OF YOUR COMPANY**

Being an entrepreneur means something special, it’s synonymous with risk taking and normally has special motivations behind it. Few people think of it, and even fewer people act on it.

So what’s your founding story?

Share the story of why you decided to become an entrepreneur, why this field of businesses and how you aim to shape your business going forward. Was it driven by an event? Was it the result of a special trip? Were you struck by inspiration of some sort?

Tell the story that brought on the brand and connect better with your customers.

23. GIVE A SNEAK PEEK OF NEW PRODUCTS (AND ASK FOR FEEDBACK)

– Drives interest & authority

There’s two ways that this tactic can be valuable:

First, it generates excitement from your customers for a new product. If they like what you do and are loyal towards your brand, they’ll feel especially good that they get to see a new thing first.

Second, it has the potential to increase engagement. If you manufacture your products, consider floating a prototype for people to see; they may offer valuable input on what can be improved. And if you don’t manufacture your own products, ask your readers which of the options you can stock most appeals to them. Let them anticipate something that they’ll buy from you.

24. MAKE A TUTORIAL/UNBOXING OF YOUR PRODUCTS

– Drives authority

Not every product needs an in-depth tutorial on how it’s used. But for certain products, this can be a big help.Does your product have cool, non-obvious uses? Is it best enjoyed in a certain condition? Is there something that the customer should do to make the most of it?

By all means, point all of these things out. Potential customers may see one more way to use your product and existing customers may be pleased to discover a new way to use it.

Everybody wins when your customers know how to use your products.

25. WRITE ABOUT AN EVENT YOU PARTICIPATED IN

– Drives interest & authority

If you help put on an event then you should definitely write about it. But you can also write about something that you don’t own, like your thoughts on a conference.

Write up your impressions and thoughts about a conference or meetup you went to. It shows that you’re paying attention to where your industry is going and people will appreciate the insights. Make sure to snap a few pictures and post them up too.

26. MAKE A VIDEO

– Drives interest & authority

Content marketing is only blogging. It can be making videos, writing emails, and other kinds of content-generation too. Sometimes you just can’t write about how to use a product. You have to show, not tell. Then it’s time to post a video on Youtube (or some other platform).

Besides, video marketing is effective. By one estimate, consumers are 64% more likely to purchase a product after watching a product video.

Shoot a product tutorial, launch your product or service, its benefits, news on our business and more

27. MAKE A VIDEO: HOW YOUR PRODUCT IS MADE

– Drives interest

Our last suggestion for an easy piece of content: Make a video of how your product is made.

Do you have a very interesting manufacturing process? Does it require special tools and equipment? Is the process fun to look at? Shoot a video of its production.

28. CREATE CONTENT AROUND COMMON PROBLEMS

– Drives authority

This one is very similar to my fist point in this article but has more of a CRM focus and ideal for post purchase issues. Let’s face it not everyone who purchases your product or uses your service will take to it naturally. There are many reasons your consumers may not be getting the best out of your product or service. Creating content on common issues and how to get around them, how to optimise performance and how to extend the life expectancy or get the maximum use out of something will not only set you up as the go-to resource for many but also where customers will return to when they need a replacement product or as their preferred service provider.

29. GUEST POSTS FROM SUPPLIERS OR INDUSTRY PROFFESIONALS

– Drives authority

As you grow in your industry you should have built up some relationships, have friends with similar interests and expertise so why not take advantage of it. Have them contribute to your site with key insights, views, experiences in the industry, how they’ve seen your business or even their business grow. Do not limit their creativity, as long as the content they provide is relevant to your audience.

Check out the guest post section on our site for a better idea on how to execute this strategy

30. CREATING EXCLUSIVE CONTENT FOR NEWSLETTER SUBSCRIBERS

– Drives interest

Building a strong email database is key to creating a marketing mix that constantly grows traffic and lowers ROI at the same time. But people aren’t going to subscribe to your newsletter database unless there’s something in it for them. Using your emails to drive exclusive content or using it as the first medium of release is a great way to attract users to sign up without breaking the bank on monetary incentives like competitions, vouchers or discounts.

31. CHALK OUT A MARKETING PLAN:

Strategizing on how to initiate an eCommerce business is advisable since without a perfect scheme most of the ventures failed miserably. A movie before its release goes through the process of pre-and post production before its initial release. It is commendable to chalk out your agenda as in the ways you would connect to your customer and some other schedule as well.

32. COMPUTERIZED EMAIL MARKETING CAMPAIGN:

The procreation of a computerized email marketing crusade is an absolute necessity. The phenomenon of emailing your customer to promote your business and to provide an urge to buy commodities from your eCommerce is contemporary but an imperative one. Use e-mail in bulks since users generally check most of the emails appearing in their inbox. Sending them frequent emails about new arrivals and discounts will compel users to open some.

33. BRANCHING AIDED BY SOCIAL MEDIA:

Branching out your platform with the help of social media is also advised by experts. Similar to stock investment this is a process where you are the parasite who would feed off hosts such as Facebook and Twitter. Post advertisements and create groups on these social media platforms so that you eCommerce marketing venture is fruitful.

34. AUTHENTIC CONTENT CREATION:

Creating an impeccable and an authentic content is a must while strategizing the steps for the onset of an eCommerce business. If you have a content that is primordial and legitimate then customers will automatically dig your website and will be surely interested to come back and visit.

35. PERSONALIZATION SCHEME:

Customizing and personalizing your own website is crucial in case you don’t want to invest in other companies for your work to be done. Discuss some of the particulars of your product with your customers via occasional emails. This will bolster the bond between you and your client and will serve as a culminating eCommerce marketing strategy.

36. CIRCUMSTANCIAL MARKETING:

Involvement of circumstantial marketing would trigger your business in incredible ways. Endorsements must have such a layout which can be easily blended to your census with the perfect messages put across at the right moment.

37. GENERATE CONTENT FROM THE USER:

Content generation from the user’s side is a commendable way to get acquainted with your users without any humongous expenditure. Hosting a commercially inclined competition every single year by collaborating with reputed brands would help you during the latter stages of your business.

38. LOYALTY PROGRAM:

If you can earn the trust of your customers, there isn’t any better way for eCommerce marketing you could ever find. In case your customers are paying an extra buck for services, you can always accolade your customer by providing day to day leverages.

39. INDUSTRIALIZE YOUR SOCIAL NETWORKS:

Daily posts on social networking sites such as Facebook and Twitter would certainly trigger traffic sent out to your website. One social post per day would allure abundant users to pay heed to your content.

40. USE OF INNATE DIALECT:

Using an innate dialect which would be hassle free to your customers is really crucial. Start selling amenities using disparate languages so that your services are widespread and independent of prose and terminology. Translation settings must be user-friendly and immaculate.

41. MONITORING CHECKOUT METHODS:

Monitoring check out methods can also provide a stellar growth as well as generate a good amount of revenue for your eCommerce campaign. Marketing ideas include the incorporation of certain buttons which would naturally draw the attention of end users.

42. CONSOLIDATING A MOBILE APPLICATION:

Once you have commenced your website, you must also think of alternate ideas such as consolidating a mobile application which can be initiated over Android and iOS platforms which would come handy for your customers.

43. MOBILE WEBSITE ENDORSEMENT:

Endorsing your website or its amenities with a sense of mobility would certainly help customers in connecting with you, the admin without any hassles.

44. ON HAND TECHNOLOGY:

Watches and glasses being outstanding wearable automation can be used to create a stronger connectivity and bond between you and the end user. People often prefer wearing technology on their wrists so that it holds their hand for times incalculable.

45. LENGTHY CONTENT:

Protracted content comes out prominent among other general blogs being posted each day. An individual who might be interested in such a long term project must be hired. This is one of the best eCommerce marketing ideas.

46. PUBLIC ADVERTISEMENTS:

Public endorsements are intriguing since only a meager amount of time is going to get used up in such an eCommerce marketing strategy. Posting links and information about your website over Facebook pages would fetch you likes and comments which is also a way to preach your venture.

47. BRIDGE THE COMMUNICATION GAP:

End users are basically interested to communicate with the ones who have pursued the venture or the ones who have an operational hand in your endeavor. Make your authors and other departmental heads aware of the business to make sure that they never falter while communicating with the audience.

48. DISCLOSE YOUR TEAM’S IDENTITY:

Disclosing the identities of your writers to your audience is a laudable effort. The audience would always want to know the person who has penned the blog or the person who has filmed a video content.

49. CREATION OF A STELLAR ICON:

Create an impeccable icon which can be the face of your business. Be it fictional or real, the whole motive is to draw the attention of users.

50. ONLINE FORUM CREATION:

Creating online forums on a daily basis is an exquisite idea in eCommerce marketing. Be open to suggestions proposed by your customers and try to work them out maturely.

51. SEND OUT EMAILS IN BULK:

Relying on bulk e-mails and text messages in order to allure traffic to your website is fine as long as your end user is okay with it. Sending occasional emails with your customer’s name mentioned on it will make your audience feel special and more connected.

52. HASSLE FREE DELIVERY SYSTEM:

In case you are starting an online food delivery business then make sure the delivery system is convenient to your customers. The quicker you deliver food and other amenities the better your reputation becomes.

53. LOCALLY AIDED SCHEME:

For small eCommerce ventures, you can ask a favor of your local store to assist you in marketing and branding strategies.

54. AUTOMATED EMAILS TO BE SENT OUT:

Automated e-mails must be dispatched out very often so as to stay connected to the customer. Once your customer has registered to your website an email notification must be sent out to the customer which would be a reason for them to come back to your website.

55. CREATE HOW TO DO BLOGS:

Suppose you have command over a particular subject or your artistry is of superlative form, then you can create tutorial content where you can explain how to carry out different tasks immaculately. There might be commodities which the customer won’t be acquainted with. Uploading tutorial videos on those amenities will be helpful to the customer and will also entice them to your website on a frequent basis.

56: IMPROVE YOUR FAQ PAGE:

The box which holds “Frequently Asked Questions” might be appealing for some and might not be to some. Still, it is advisable to create a FAQ list which would hold up certain criterion which your business is pursuing.

57. INSERTION OF PHOTOS:

Insertion of photos in some particular places makes your website appealing. Customers generally stick to clicking on links and taking a peek through pictures rather than reading blogs which are lengthy and boring.

58. COLLABORATING WITH TV CHANNELS:

Many monumental enterprises endorse themselves through advertisements while others stick to collaborating with TV channels or formulating a magazine. Both the ways are pertinent.

59. GATHERING UP TO DATE INFORMATION:

Gathering up-to-the-minute information about the market is pivotal while advocating such a pursuit. The industry will keep on offering regular updates which you can also be able to share with your customers. Certain content which will be incoherent to the customers must contain a simple explanation as well.

60. ACCEPT CRITICISM:

Controversies generally boost the ratings of a venture initiated in the world of media. Try to accept criticism with open arms and provide more space to welcome disputes and debates. Getting into a squabble would drive the attention of the press and media towards you.

61. INGENIOUS CAPTIONS AND CREATIVE HEADERS:

Ingenious captions and creative headers are better than optimization of keywords. Developing social platform sharing schemes has no relation with keyword optimization at all.

62. PAY PER CLICK MODEL:

Monetization of your project would depend inadequately on pay-per-click models. A brief research would initially propose ways of generating revenue from such an endeavor.

63. PLUNGE INTO REDDIT:

Get yourself a Reddit account where you can create a forum for questions and answers. You can also endorse your product or your website on such websites.

64. MAINTAIN UPSELL CAMPAIGNS:

Upselling of your commodities is okay until a level of decency and discipline persists. It is meaningless to push hard in order to achieve a good upsell value. Compatible links must be shared with visitors while beating around the bush and provoking an upsell must be discouraged.

65. SHARING PHOTOS ON INSTAGRAM:

Sharing photos of products over social media applications such as Instagram would help in flourishing your prospect. Instagram is a platform savored by millions. Stay rest assured that both your product data and description will reach out to audience immeasurable.

66. BUY/ SELL PRODUCTS:

Auctioning your products on websites such as Amazon and eBay would aid in the generation of additional revenue. This is how you can connect with audience indebted to Amazon or eBay.

67. UPGRADE OF E-MAIL APPREHENSION CURRICULUM:

E-mail apprehension curriculum needs to be upgraded since customers have a preconceived adverse notion towards pop-ups. On signing up it is advisable to provide the customer with an eBook or an offer.

68. E-MAIL NEWSLETTERS:

E-mail newsletters must be put to action for weekly updates which the customer is bound to receive. Out of the box content can be shared through e-mail newsletter making it viable for both the customer and admin to share a rock steady relationship.

69. WISHLIST MAINTAINANCE:

If you can help your users recollect their wish list, you will be considered a deity. Wishlists are often disregarded while on the other hand it also helps to investigate as to which commodities on your website are alluring enough to have a higher selling rate. Mail your customers and give them the urge to finish the unfinished i.e buy the product which is already on their wish list. Such an endeavor is definitely one of the most meritorious eCommerce marketing tips ever stated.

70. SIMPLE CHECKOUT PROCESS:

Keep in mind that the checkout process is simple and elementary so that with a minimum number of clicks the end user would get whatever they have asked for.

71. DAILY PRODUCT REVIEWS:

Auditing and reviewing a product boosts traffic sent to your online store. Reviews indirectly persuade customers to check your website out. Ratings must be displayed as well so that new users can have your faith.

72. CREATION OF AN ONLINE BLOG:

Formulating a blog online for marketing propositions is way effortless than posting an advertisement on a reputed magazine. With the least expenditure of money and time, one can now have his whole content under a blog which is of small-scale.

73. INTRODUCTION OF CHATBOX:

Create a messenger where your customers can share their thoughts privately and vice-versa. This is a praiseworthy venture since the discussion remains personal and the visitors would get a chance to speak directly to the back end team.

74. ADD RATINGS TO THE FORUM:

In online gatherings and forums, it is always a good practice to add something which would captivate the audience. Addition of ratings and other aspects will entice more spectators to your venture.

75. GENERATION OF REPORT:

Spawning of a report is crucial since without this you will not be able to estimate the growth or even flaws in your investment. Research and generate reports so that you are familiar with the rise and fall of the market.

76. RESEARCH ABOUT THE MARKET:

A thorough research in the market would give you a proper idea as to how would you initiate a fresh product on your website. Don’t be confused whether to display the latest commodity on your website or not. Sneak peeks every week into the market will dismantle your bewilderment.

77. REWARD YOUR LABOURERS:

In case a writer is freelancing for your website and needs to pen an article on your newly released product, it is always commendable to provide them with a piece of the product as a goodwill gesture. In return, this will trigger the pace of the venture and your writers will be indebted to you.

78. FORMATION OF ONSITE SEO:

Establishment of a decent onsite SEO is highly advisable. Search engine optimization is carried out since you definitely would want your web page to top the search engine homepage.

79. PROVIDE GOODWILL GESTURES:

Bestowing gifts and occasional gestures is certainly the best eCommerce marketing strategy taken up by most of the online businesses. People would be involuntarily recommending your business to others.

80. Creative Gift Card

Top Awesome Marketing Ideas For Ecommerce Business

You know? In most ecommerce businesses Gift cards are a necessity, for the purposes of networking and extending your reach and reeling in potential clients.

You might keep track of client birthdays or send thank you gift card after purchases. Yeah, People appreciate a personal touch. Gift card is a great way to get repeat clients.

Check out for Gift Card now

81.Guerrilla Marketing For Posters

The best thing you might do when it comes to guerrilla marketing is take a traditional form that people are used to, and turn it on its head. Posters and flyers are another great example of this.

You should get creative. You should also do something that will stand out. It might be humorous, shocking, mysterious. Anything that will grab people’s attention.

You Flyers and posters have great guerrilla marketing potential for trade shows or other . Yes.It is a best way to grab client’ attenttion.

82.Free Stuff

You know? The best way to gets people’s attention is free swag. You should Slap your logo or website or other branding materials on something fun and people will happily take it home. Pens, t-shirts, refrigerator magnets…it might be anything.

The potential for guerrilla marketing ideas for ecommerce business is really only limited by your imagination. You should think of it as a sort of performance art. You’ve got a winner If you might dream up some free item that’s somehow related to your business and also fun for the client.

83.Stickers

People are going to get to wondering and try to find out what’s behind sticker, If people see a mysterious sticker everywhere they go. You should make up stickers and put them up everywhere. They might be mentioning your website, straightforward and obvious, or they might be mysterious.

Related: 6 Shortcuts for Building an E-Commerce Entrepreneur to $1M in 10 Months

84.Social media

Top Awesome Marketing Ideas For Ecommerce Business

Any ecommerce business that tells you he outsources social media or delegates it to other team members is crazy. Social media is the heartbeat of your ecommerce business, as it gives you an uninterrupted glance into the lives of your clients. it’s pertinent that you’re involved with social- media manager While it’s perfectly fine to have a social media manager.

85.Sponsoring Events

Event sponsorship might be a great way to get your business name out there.By getting creative with how you participate, or orchestrate your advertising at the event,you might bring in guerrilla marketing tactics.

You should talk to organizers and see what they’re willing to do. In addition, attention grabbing guerrilla marketing tactics really do work.Events are also an excellent place to give away free promo materials. You know? People will pay attention If it’s big and exciting.

86.Affiliate Marketing

Top Awesome Marketing Ideas For Ecommerce Business

And what about joining another company’s affiliate program? It’s all about extra revenue. You should think about your clients’ needs: What other products or services would interest your site visitors? Join those affiliate programs. Affiliate programs might increase your sales with no upfront cost to you. It just takes a little time to plan your strategy and select the partners that will have the greatest impact on your ecommerce business.

Check out for Affiliate Plus Marketing now

87. Put the focus on the user

It’s no secret that the biggest shortcoming of ecommerce businesses is the inability to let their clients touch, feel, smell, and see products before making a decision. you might compensate for this deficiency in other areas of the ecommerce business While there’s currently no solution for solving this problem. In addition, Some of the best tips such as giving free shipping , offering appropriate pricing and making the checkout process easy with simplified shopping carts.

88.Local Newspaper Advertising

To use print media to promote your ecommerce business might be surprisingly effective. Moreover, you should not forget though, that guerrilla marketing is all about surprising clients. People have certain expectations of what newspaper advertising looks like.

You should get out your thinking cap and find a way to do something different. Shock client, client will remember you If you might make them laugh.

89.Hold Cool Contests

Top Awesome Marketing Ideas For Ecommerce Business

People love to win in the same vein as giving away free stuff, and throwing parties, . You might have a handful of expensive items that you are giving away in a contest or raffle rather than having a ton of cheap giveaway items, .

You should make clients want what you have and they will give you contact information, which might be valuable in terms of building a mailing list or client base. Yeah, his guerilla marketing tactic might be extremely effective.

Alright, it’s time to sit down and do some thinking, now that you’ve got some marketing ideas about how to go about implementing guerrilla marketing ideas for your ecommerce business. What are the specific angles unique to your business that you might take advantage of? What might you do that will be fun for potential clients? How might you make people stand up and take notice? Don’t be afraid to get creative. That’s what guerrilla marketing is all about.

90. Gmail Ads

Gmail Ads (formerly known as Gmail Sponsored Promotions) are ads that show in the Gmail Inbox. Google analyzes the content of your inbox / specific emails (a bit creepy right?) and match that with suitable ads.

Similar to banner ads on the Display network or on Facebook, people aren’t really looking for the things you’re promoting so you have to stand out.

Generic campaigns, like Check out this cool fishing store, don’t tend do so well, they get impressions and clicks, but few buyers.

The ads that generated profitable sales were for specific, timely campaigns (like Get your free Mothers Day gift).

Resources:

[Cracking the Code on Gmail Ads](http://www.wordstream.com/blog/ws/2016/02/01/gmail-ads)

91. Google Remarketing ads for Search

Advertising, $$, paid, medium

Normally retargeting works by showing display ads (banners) to people that have visited your store.

Google Remarketing ads for search (RLSA, or Remarketing Lists for Search Ads) allows you to run specific search ad campaigns (= text ads) to people that have been on your site.

The good thing is that this allows you to target keywords that normally are way too generic and high volume. If you’re selling special running gloves, the keyword gloves might be too expensive to advertise on. But if you know a certain person has been on your site in the last 30 days, chances are that when they are looking for gloves, they might still be interested.

Resources:

[Google support on Remarketing Lists for Search Ads](https://support.google.com/adwords/answer/2701222?hl=en)

92. Blog Commenting

Content, $, free, easy

Yes, blog comments!

When you leave a comment, most blog systems will ask you for your name, email and optionally your website. When the post is published your name will link to your site.

But let me clearly say that this tactic is not about getting a backlink. Most blogs add a nofollow to the link, which means none of that sweet Google juice is passing.

So how does this benefit you?

The way you get people to click through is by adding real value to the conversation. If people read your comment and think you’ve got something interesting to say, there is a big chance they’ll want to know more and visit your site.

Pro-tip: to get more out of this tactic is to focus your comments on new or recent posts. Most articles see 75% of their traffic within the first 24 hours after they’ve been published. So you’ll need to make sure to get your comment in as soon as possible. You can use an RSS feed reader or Google Alerts to alert you of new articles in your industry.

Resources:

[10 Insane List Building Secrets I Discovered While “Comment Hacking” Neil Patel’s Blog](http://largerlist.com/10-list-building-secrets-comment-neil-patel/)

93. Forum posting

In fora it’s all about discussion. So if you’re an expert in what you’re selling, it’s time to shine. Even if you’re just good at helping people out (or you’re simply good at Googling), do that.

Be helpful and point them in the way of your store when it makes sense. For other helpful posts there are always the links in your signature 🙂

Pro-tip: If one forum is particularly valuable to you, try to get on the good side of other members of the forum. People are spending enormous amounts of time for which they are not compensated. A free product or discount can go a long way. But don’t be too salesy and openly buy their loyalty, make sure it’s coming from a genuine place.

Resources:

[Using Forums to Generate New Business](http://www.practicalecommerce.com/articles/4138-Using-Forums-to-Generate-New-Business)

94. Guest blogging

If you’ve got no one visiting your store, there probably aren’t too many people reading your blog either.

But luckily there are other blogs out there in your space with a good amount of readers. Think about which blogs you like to read.

If you could write a great article relevant to that site (and your store), you can pick up a good amount of new visitors.

Not sure if they accept guest bloggers? Look at who wrote the latest 10-20 articles on the blog. Any links in the bio at the end of the article that point to different sites? If you can’t figure it out, have a look at the contact or FAQ pages or simply get in touch with the person behind the site.

Guest posting doesn’t happen overnight: you have to find the right blogs, reach out to them, pitch your article, write the article and get it published. This takes time but is worth if you get published on the right sites.

Resources:

[Guest-Posting on Steroids: A 4-Step Blueprint That the Top Guest Posters Use](https://www.quicksprout.com/2015/06/17/guest-posting-on-steroids-how-to-get-real-results-in-2015-and-beyond/)

95. Email outreach

With this approach you grab the bull by the horns and reach out to people via email.

Your family and friends care about you (I hope), so if they can help you by visiting your site, sharing a link on Facebook or forwarding an email, they will be happy to do it.

With people that you don’t know that well, like with professional contacts, you have to be more selective in who you reach out to. Think about who your store or products are relevant to?

Spend some time on creating a good core message and tweak it slightly for every person you reach out to.

One way to supercharge the effectiveness of this approach is to include a referral hook. This simply means that you not only mention your store or product, but that you also actively request them to share it with others.

The easier you make it for them, the more they will share it.

Example: “I’m working really hard to get this things of the ground, and can use all the help I can get! So if you could share it on Facebook, that would be awesome. Below I’ve included a short description that you can use if you want to.”

Resources:

[Sumo Jerky: The result of the 24-Hour Business Challenge](http://www.appsumo.com/sumo-jerky/)

96. Social media outreach

Almost any social media platform has the ability to send private messages, use it!

On some platforms, your connections might be a bit more distant. With people you don’t know that well, the basic rule is even more important: tailor your message to the person you are writing to and add value.

If you know and old colleague of yours has a little girl, catch up with her and casually mention your line of headbands for children.

Don’t just limit yourself to the people that you interact with often. All your contacts on all platforms are potential ambassadors.

Even if you don’t get a visit or sale, it’s never wasted time to connect a bit better.

97. Reddit

Reddit is a ton of fun to use, but can be tough to use for marketing your store. People using the site have a good sense for the true intentions of the people that are posting.

So if you’re posting blatantly promotional things, they won’t get a lot of traction.

The posts that do well have a couple of things in common: they are well-targeted at a specific subreddit, provide value before asking it and loosely mention to your products or store.

Building up credibility within a certain subreddit also doesn’t hurt. People will start recognizing your name and expertise. Which you can leverage to (soft) promote your ecommerce business.

98. List products on classifieds sites

Online classifieds might seem like a backward way of doing business. Why would you want to list your products on their sites?

One reason: they have the customers you need. Sites like Craigslist or even your local second hand site get a ton of visitors that are actively looking for the products that you are selling.

You can list some of your top selling products, add photos, a description and a link back to your site. If that’s not possible, just pass the link to your product page when people contact you through the site.

Classified sites are also great to validate your concept if you’re just starting out. You can see if the products will sell, before investing in your own store.

99. Get Your On-Page SEO Right

On-Page SEO is the practice of making the pages on your site as attractive as possible for search engines.

To do that you first have to make sure your pages are accessible for search engines (something called indexing).

Then you need to work on the actual content of the page. What is this specific page about? Is that reflected in the content? Are the most important keywords actually used in the text? In the page title? The headers? The URL?

Pro-tip: Use Google Webmaster Tools to discover keywords which keywords already bring you traffic and start optimizing those.

100. Send out an online press release

Create an online press release. It’s not too hard to write something up about your store, products or even your content and send it out.

You can use a free or paid service to spread your press release. But most of that is automated: sites will simply publish the it as an article on their site.

The real magic happens when what you were writing about is so interesting that a real person reads it and uses your information or story to write a new piece.

You can only accomplish this if you have a great story that has more value than just promo babble about your company.

## **BONUS: 100 More Marketing Ideas For SHOPIFY!**

1. Start a blog for your niche (#1 because it enables so many of the following)
2. Capture visitor emails in exchange for a 10% off coupon
3. Create Infographics for your niche (steal this infographic & adapt)
4. Run a giveaway
5. Start a facebook/twitter/instagram page for your store
6. Guest post on other website
7. Give free products to bloggers in your niche in exchange for reviews
8. Make an email delivered course teaching something useful
9. Do a roundup blog post of useful ideas for your niche
10. Reward people for sharing your site with a friend
11. Ask for product reviews
12. Start a podcast and interview interesting people
13. Join clubs and associations surrounding your niche
14. Experiment with Facebook, Google and Bing ads
15. Claim promo credits for running paid ads (most networks give free credits)
16. Use re-marketing for your paid ads
17. List your products on product review sites (and respond to reviews)
18. Run holiday related sales (Xmas, Easter, Fathers/Mothers Day, Valentines)
19. Do an SEO audit on your site
20. Test free shipping as an incentive for shoppers
21. Up-sell, cross-sell and down-sell every chance you get
22. Goto tradeshows for your niche, even if you are just an attendee
23. Start a wholesale side to your online store
24. Proactively email cancelled orders to find out why
25. Create an unboxing video
26. Make a glossary of industry terms for your niche
27. Create videos for all of your products
28. Revise product descriptions and make each one unique
29. Create a list of challenges customers face & answer each in a blog post
30. Add a live chat feature to your store
31. Survey your existing customers and publish the results online
32. Improve the trust signals on your website
33. Simplify your shipping costs (usually leads to higher conversions)
34. Delight your customers with surprise freebies with their order
35. Add a thank you card with orders giving a coupon for their next order
36. Add a knowledge base or FAQ to your store for commonly asked questions
37. Offer a cheap/free way to trial your product (eg. sample sizes, demos, etc)
38. Leverage current events in your marketing materials
39. Start an affiliate program and send out invites to join
40. Partner up with a store in a related niche for a joint promotion
41. Apply for business awards (boosts credibility)
42. Get magnets for your car printed up for cheap
43. Sponsor something (event, podcast, charity)
44. Create a new product/service that existing customers want
45. Contact a niche magazine for an editorial/advertorial
46. Hand out branded items at big events
47. Offer gift certificates
48. Exploit daily deals websites promos
49. Get included in a “gift box” type deal
50. Actively comment on blogs in your niche and leave your URL
51. Create a free info product for your niche
52. Have a clearance sale
53. Create a shopping/gift guide for your niche
54. Create seasonal how-to guides
55. Convert your content to a slideshow and share on slideshare
56. Find your best posting times for social media for maximum response
57. Answer niche questions on Quora
58. Create your own #hashtag
59. Show off your new arrivals
60. Share niche related puzzles and quizzes
61. Schedule social media posts with timers
62. SEO all of your product page titles
63. Optimize your website loading speed
64. Revise the design of add to cart buttons (more button-like, contrasting color)
65. Provide a phone number (if you can)
66. Tweak your email signature to point to a newsletter subscription
67. Add an offer or email sign up to your customer invoice emails
68. Send personalise product recommendations via email
69. Add an urgency trigger to your next offer
70. Add push web notifications to your blog for people get alerts for new posts
71. Sponsor someone else’s newsletter list and give readers an offer
72. Start an eBay store to sell end of line/slow moving products at a discount
73. Create a face for your company (like a mascot)
74. Copy your competitor’s deals, but make yours slightly better
75. Add a wishlist feature to your store
76. Make sure every post and product has an image (for image sharing)
77. Give a coupon for a social share
78. Add a notification system for out of stock items
79. Join a bunch of facebook groups in your niche and participate
80. Write a press release for your product/s and send to news outlets & PR firms
81. Test promoted tweets on Twitter
82. Sell wholesale to other retailers
83. Tell family & friends about your store and ask them to share
84. Submit your products to comparison shopping engines
85. Create a viral/funny video to market your store
86. Give price breaks to customers for buying in bulk
87. Run a BOGO offer (Buy One, Get One)
88. Create gift bundles of your products for easy gift giving
89. Participate in big sales events like Click Frenzy, Black Friday & Cyber Monday
90. Offer testimonials for other companies to get links back to your site
91. Ask for links from manufacturers/suppliers in their “Where to buy” sections
92. Conduct usability testing on your store
93. Translate your store into other languages
94. Run a deal of the week/day promotion to your audience (be consistent)
95. Encourage photo submissions of customers using your products
96. Target existing customers with deals rather than new customers
97. Add an exit intent popup to capture details of customers leaving
98. Countdown to Christmas with unique gift ideas
99. Create sizing charts, buying guides & anything else that helps customers
100. Figure out your buyer personas and adjust your marketing