

— HOW TO —  
BUILD A PROFITABLE  
ECOMMERCE  
BUSINESS



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# About the Author



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An Entrepreneur, Search Marketing Guru or a gifted writer: there are many facets to Vishal Vivek's persona. His brain child, SEO Corporation, has assisted numerous businesses to leverage the benefits of online marketing, and drive them to the top of their respective domains. In fact, his company has changed the paradigms of the industry, and still continues to do so.

Apart from his venture, he is also the guiding light for numerous E-commerce businesses across the globe. He is blessed with the capability to recognize latest market trends, and execute them in a beneficial manner. At the helm of all is his never-say-never attitude, which enables him to knock down any obstacle.

His patrons belong to different industries; and seek his advice for understanding and surviving in the ever-changing online landscape. He is particularly interested in upcoming trends, and is naturally drawn to E-commerce opportunities. As a matter of fact, he has already played a significant role in establishing several reputed names in the E-commerce market.

When he is not working, you can find him immersed in reading or finding out newer ways to conquer the online market. If you seek an expert advice, feel free to contact him.

After reading this eBook , please send feedback or questions directly to Vishal Vivek by emailing [info@seocorporation.net](mailto:info@seocorporation.net) or by skype : [seo.corporation](https://www.skype.com/people/seo.corporation)

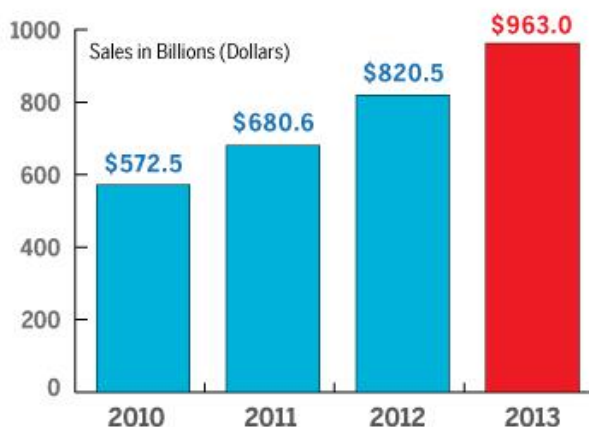
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# Introduction

The impact of Internet can be felt in every aspect of our life. It can be claimed that the mere existence of contemporary human society thrives over Internet connectivity. We socialize, read news, play games, and do a lot more on the web. Interestingly, it has also put forward a way to satiate our shopping impulses. Yes, we are talking about the advent of E-commerce industry, which is poised to be the next game changer.

Remember that Internet is all about empowering you; and this also includes awarding power to shoppers. Anyway, the numerous factors have already accelerated the wheel of growth for the E-commerce industry. Amidst all this development, numerous entrepreneurs are making their way to the market. But, setting up an online business is no cake walk! You need to do your home work before taking any step.

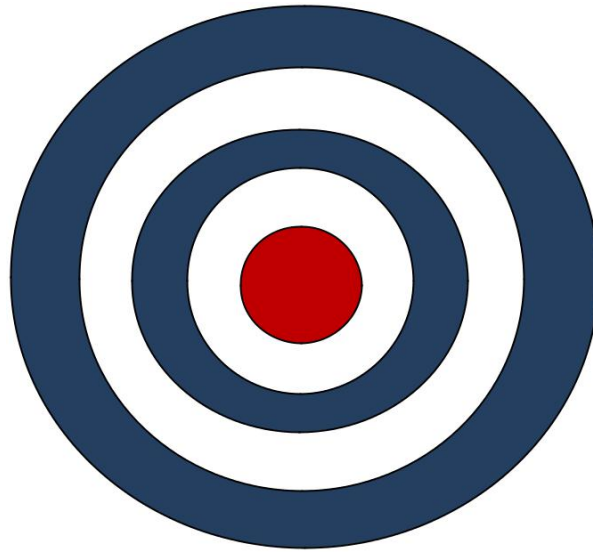


## Global e-commerce sales are growing at more than 19% a year

Worldwide retail web sales will reach nearly \$1 trillion by 2013, predicts Goldman Sachs. E-commerce is growing at 19.4%, the investment bank says.

Source: Goldman Sachs, Sales in billions of dollars.

To cater to this demand, tons of mediocre eBooks or help guides have piled up in the online space. They teach quick methods to become a SEO guru overnight; however, most of them rarely provide anything meaningful. Even many of them recommend outdated tactics that are certain to leave a negative impact on your business.



There is no need to panic, as we present an authentic guide to establish a successful E-commerce venture. Here, we will talk about the finest SEO and PPC techniques in the town. We are not concerned with short term profits or web traffic; instead, a strategy with long term & sustainable competitive edge is our focus. Note that farsightedness is the key to success in the industry. Read on to find out more.

# Inbound Vs Outbound Marketing

If you've setup your online business, the dilemma of choosing between inbound and outbound marketing is certain to strike you. Let us clear out the clouds of confusion for you. Inbound marketing is more effective when it comes to directing traffic to your shopping portal. It is estimated that roughly 81% of online traffic is earned through inbound marketing.

But, what's the dissimilarity between inbound and outbound marketing? Well, inbound marketing is consumer-focused, solutions-driven and content rich; it comprises of Search Engine Optimization, Blogging, newsletters, etc. On the other hand, outbound marketing is driven purely by the marketer, is product-focused; and involves print advertisement, cold calling, telemarketing, email marketing, etc.

Without acknowledging the difference between these marketing strategies, no business can thrive in the competitive online space. An appropriate acquaintance with both the concepts is essential for successful deployment of your marketing planning.

Inbound vs Outbound	
Here are some of the key differences between traditional outbound tactics that businesses have relied on to push out their messages, and the powerful, relevant approach inbound marketing uses to connect with and facilitate sales to discerning buyers.	
Inbound Marketing:	Outbound Marketing:
Consumer-driven, timely, content-rich, solution based	Marketer-driven, disruptive, hard sell, product based
Blogging Social Media SEO Podcasting Email blasts to approved lists	Broadcast and print advertising Cold calling Telemarketing Tradeshows Email blasts to purchased lists

## Pay Attention to the Search Engine:

Note that search engine accounts for up to 72% of this inbound traffic. So, your marketing strategy needs to revolve around search engines; further, Google should dictate your entire focus. Remember that Google is the leader in the online search space, and its position is nothing less than a monopoly. No e-commerce business can afford to ignore this inbound channel.

Dealing with Google involves numerous tactics; for your convenience, we've categorized them in two fundamental categories. Have a glance at them:

**Search Engine Optimization:** This practice deals with efforts targeted at improving your page rank in the search results.

**PPC or Pay per Click Marketing:** It involves advertisements exhibited alongside Google search results.

Interestingly, Search Engine Optimization and Pay per Click mechanism gets most of the action. Approximately 43.4% of the online marketing budget is directed to Pay per Click. On the other hand, Search Engine Optimization accounts for 25.8% of the total marketing budget pie.





# Maximize Your Profits with Perpetual Growth Strategy'

Getting more traffic is beneficial. Isn't it? Well, it is always great to get more web traffic, but the sad truth is that there is no assurance of better revenues or profits. Perpetual Growth Strategy put forwards similar views. It clearly emphasizes on these three factors:

- Influx of Web Traffic
- High Rate of Conversion
- Winning Customer Loyalty

All these three factors are crucial for sustainable growth in the E-commerce industry. Note that they depend on each other, and your success relies on maintaining a perfect balance between them. Let's take a hypothetical instance; John is the owner of a firm [www.coolgadgets.com](http://www.coolgadgets.com). His venture deals in electronic gadgets of all sorts. Anyway, a quick search for related keywords on Google is definite to lower his spirits. His site ranks poor on each crucial keyword. So, he decides to take solace in Google Adwords. As an added measure, he raised his bids to \$1.5. But, is it worth his time & hard earned cash? Let's find out:

## Scenario I:

Avg. Cost per Click	Clicks	Conversion Rate	Sales	AOV	Revenue	Ad fees	ROAS
\$1.50	500	2%	10	\$50	\$500	\$750	0

If John receives 500 clicks, and 2% of those clicks get converted in to sales. In this scenario, he sells 10 products. The Average Order Value is \$50, which results in total revenues of \$750. Sadly, the expenses on the promotion overshadow the return. In this scenario, John is down by \$250. It should be clear to you that the Return on Ads Spend is the crucial factor deciding the success of promotional campaign. So, how the business will survive? Apparently, the stipulations need to be subjected to further modification.



**Scenario II:**

Avg. Cost per Click	Clicks	Conversion Rate	Sales	AOV	Revenue	Ad fees	ROAS
\$1.50	500	4%	20	\$50	\$1000	\$750	25%

After careful adjustment in the conversion rate, it is clear that conversion rate can make or break the day. The conversion rate is doubled to 4%, placing 20 sales on John's table. If the Average Order Value is

\$50, revenues will jump to \$1000. Now, let's do the calculation. Ad fees stand at \$750, leading to the benefits of \$250. So, the Return on Ad Spend accumulates to a decent 25%. But, after considering cost of goods sold, profit is fairly minuscule for John.

**Scenario III:**

Avg. Cost per Click	Clicks	Conversion Rate	Sales	AOV	Revenue	Ad fees	ROAS
\$1.50	500	8%	40	\$50	\$2000	\$750	62.5%

In this scenario, the conversion rate is again doubled to 8%. Sales will jump to reach 40 units, which offer \$2000 in total revenues. The Return on Ad Spend stands at 62.5%, which is pretty impressive by all standards. Now, after considering cost of goods, John will finally make some profit. Thus, a conversion rate of 8% is vital for John's E-commerce venture to survive and prosper. But, there's more to the equation. We are talking about customer loyalty.

John is aware of the fact that customers tend to change their gadgets quite often. He senses an exciting opportunity in this behavior. If he succeeds in attracting mere 30% of his customer in the next one year, his Return on Ad Spend will augment by leaps and bounds. See the table for further explanation:

Avg. Cost per Click	Clicks	Conversion Rate	Sales	AOV	Revenue	Ad fees	ROAS
\$1.50	500	8%	52	\$50	\$2600	\$750	260%

Everything remaining same, sales will grow to 52. The Average Ordered Value is still \$50. The total revenues will become \$2600. The ROAS will be a staggering 260%. After taking into account cost on goods, the profits will certainly please John and his online business. Let's suppose, the same customers are repeated again, the return on ad spend will experience further augmentation.

The example of John and coolgadgets.com showcases that even higher PPC bids are beneficial for your business. The focus point should be high conversion rate, repeat customers and higher Pay per Click bids. Note that higher bids are sure shot ways to attract more web traffic, which holds the potential to improve your page rank as well.

This example discusses the benefits of PPC, but inbound marketing comprises of several other techniques. A dominant force on the landscape would be Search Engine Optimization; however, remember the basic need of balancing web traffic, conversion rate and customer loyalty.

If you have mastered this technique, you're sure to take the leading charge in your domain. However, the sad truth is that most online shopping sites fails to concentrate on these three crucial provisions, and hence, suffer in the long run.

### Points to Remember:

- Focus on data. You need to collect objective data to take rightful measures.
- Accept changes and hit the right buttons. If you've made an error, don't hesitate to make amendments. Small incremental changes can go a long way.
- You need to attract, convert and retain your customers. Pay attention to all of them.

# Establish a Unique Identity for Your Company

Let's bother John's example once again; he is among hundreds (if not thousands) selling gadgets on Internet. But, what is his Unique Selling Point? Unfortunately, many e-commerce ventures fail to answer this query as well.

## What Makes You Different from Other Sellers In the Online Market?

Before you move approach customers, try to find out answer to the above stated question. Usually, online sellers offer similar answers, such they provide tempting price, their price is good, and so on. These reasons fail to strike the right chords with prospective customers, who are already bombarded with numerous options. If you don't have anything unique to offer, you are stuck in the generalist territory.

The trouble with being a generalist is that the approach is far from being sustainable in nature. In the long run, you could get lost in the crowd of similar-looking shopping sites. Interestingly, big brands in the business also suffer from generalist syndrome (pun intended). They offer all things at all prices to everyone. However, you are the new kid on the block. You need to make a statement to distinguish your business from others.

## Drawbacks of the Generalist approach:

- Your profit margins are certain to go on a downward spiral.
- With no or insufficient profit, your marketing budget is bound to fall.
- Final nail in the coffin would be decrease in overall sales.

## Will Inbound Marketing Save the Day?

No, inbound marketing cannot provide medication for this trouble, especially in the long term. Without any compelling reason for transaction, sales are bound to suffer. The only way out of this menace is walking the path of a generalist.

## Characteristics of a Specialist:

A specialist charts out his own course; he establishes his own set of rules. He sees the world from a different view, and this outlook conveniently carves a niche for his company. He is also not concerned with providing average value to the client; his eyes are set on offering an added incentive. Let's take John's example. He can target technology buffs with out-of-the-box site layout, which is accompanied by technical jargons. He has created a unique aura around his products, but many prospect customers could get offended. He is definitely targeting a distinct audience with this approach. The process could also comprise of lesser product selection or extended shipping time. It is like walking on a two edge sword.



But, he is offering a unique experience to his visitors! There are some downsides to the process, but providing everything is not possible in the long run. He needs to innovate and differentiate, or leave the way for others to move forward. As we stated above, a distinct group is targeted. Deciding a target customer base is not free from complications. Anyway, the decision will decide the future of your venture. A hasty approach is never welcomed; so, take time to ponder over the issue.

# What is Customer Lifetime Value?

Customer Lifetime Value offers a better understanding of general business performance; plus, it offers assistance while deciding target audience, product segments, promotion channels, and much more.

For calculating Customer Lifetime Value, you need to assume some aspects of your customer behavior:

- Customer life time i.e. the duration in which sales are anticipated.
- Purchase frequency i.e. customer's tendency to purchase.
- Average Order Value
- Your Gross Profit from the customer
- Acquisition cost i.e. money spend on acquiring a customer.

We will again take John and his site's example to evaluate customer lifetime value. For this, the above stated data points will be considered one at a time.

## Customer Life time:

The first in the steps to find our Customer Lifetime Value is the evaluation of Customer Life Time. As John sells electronic gadgets, the nature of his customers vary from technology enthusiasts to ordinary buyers. A technology buff would acquire newer technology at a better pace than an ordinary buyer. Under ideal conditions, John should conduct a survey and track customers' behavior. This will equip with an authentic estimation of numbers of years he should anticipate orders from a particular customer.

But, we don't live in an ideal world. So, John will have to resort to educated guesses in the present scenario. Experts who develop financial models also take refuge in this technique.

For John, his client base can be broadly categorized in three fundamental categories:

- An amateur or layman whose average buyer lifespan stands at 1 year.

- Hobbyist whose lifespan could go up to 2 years.
- Advanced or enthusiast buyers who will indulge in shopping for 5 years.

Let's suppose that an amateur buyer accounts for 30% of the total customer base. Hobbyists share 45% of the remaining share. Advanced buyers eat up 25% share, which appears quite miniscule. The average customer lifespan comes to about 2.66 years.

Employing marketing automation or order management systems could picture the expected number of orders by each segment discussed above. However, he is short of such facilities. So, he will have to resort to speculation.

### **As Per His Estimations for One Year:**

- An amateur will purchase only 1 product
- Hobbyists possess the tendency to order 1.5 times for the given period
- Advanced buyers are likely to order two times in the given duration

It should be noted that above mentioned figures are average calculations. If this data is to be considered, John will get 1.5 orders per customer.

### **Average Order Value:**

It is quite convenient to calculate the Average Order Value. For instance, John's total revenues stand at \$1 million for 10,000 orders. The hypothetical duration is taken as 3 years. The resultant average Order Value for the duration will be \$100.

### **Gross Profit:**

Profit to commercial establishment is what oxygen is for us; and the idea also holds true for E-commerce firms striving to survive in the overly-crowded online market. Gross Profit is calculated by deducting Cost of Goods from the total revenues. In this case, the more the merrier!

### **Acquisition Cost:**

John shells out \$10000 for attracting eyeballs through different promotional channels (Pay per Click, Search Engine Optimization, etc), and get a hold on 300

new customers. The hypothetical duration for the considered example is 3 years. The Acquisition cost will stand at \$33.33.

## Final Calculations:

It is time to add them all! In this manner, profit for each new customer could be calculated. The profit is Customer Lifetime Value for John and his company.

### 1. Evaluate Orders per Customer

Customer Lifetime (in years)	2.66 years
Purchase each Year	1.5
Total Number of Orders*	3.99

\* For 3 years.

### 2. Evaluate Income for Each Buyer

Average Order Cost	\$100
Buy out in 3 Years	3.99
Income from Each Customer	\$399

### 3. Lastly, find out the Customer Lifetime Value

Revenue Each Customer	\$399
Deduct Cost of Goods	\$250
Deduct Acquisition Cost	\$33.33
Average Customer Value	\$115.67



So, Average Customer Value=**\$115.67**

By calculating CLV or Customer Lifetime Value, you can also evaluate the success of your marketing strategy. You need to master this methodology for creating a sustainable development model for the online venture.



# Customer Segmentation: Its Implications on Your Business

We have already discussed the significance of specialization in the E-commerce business; plus customers have been categorized as amateur, hobbyists and advanced. We also learned to calculate Customer Lifetime Value, but what if the entire spotlight falls merely on Advanced Users. The average Customer Value will surely scale new heights. Let's have a look.

## Evaluate Orders per Customer

Customer Lifetime (in years)	5 years
Purchase each Year	2
Total Number of Orders	10

## Evaluate Income for Each Buyer

Average Order Cost	\$100
Buy out in 3 Years	6
Income from Each Customer	\$600

## Lastly, find out the Customer Lifetime Value

Revenue Each Customer	\$600
Deduct Cost of Goods	\$400
Deduct Acquisition Cost	\$33.33
Average Customer Value	\$166.67

So, Average Customer Value for Advanced Customer=**\$166.67**

The surprising final figure clarifies that an advanced buyer is worth 144% more than average buyers. So, ignoring this segment is certain to drive you into the ground. Perhaps the most disruptive mistake occurs in this segment, as most entrepreneurs fail to identify different segments in their customer base. You need to set out your priorities, and allocate resources according to them.

### **Case Study: Hit the Bull's Eye with Right Marketing Strategy**

One of our clients deals in exquisite & rare paintings through an E-commerce portal. Since its inception, her site targeted prospective clients with inbound marketing channels, such as SEO and PPC. The traffic was great; however, conversion rate was quite disappointing. Considering the nature of her E-commerce site, her products are never on the affordable side. As a consequence, very few visitors actually bought anything.

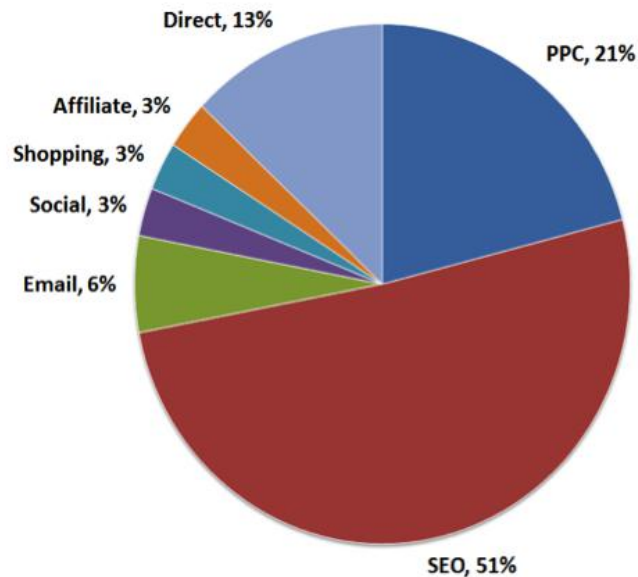
So, she made a strategic decision to avail our services. To accelerate the conversion, we took no time to identify the right audience. We decided to cater to wealthier buyers who would be interested in purchasing classy paintings. Although a small section of buyers was targeted, the conversion rate skyrocketed. The change in target audience enabled our client to taste decent profits.

# Which Inbound Marketing Channel is Appropriate?

The availability of marketing channels is just overwhelming for every business owner in the online space. However, such accumulation of options is not always a good thing. You need to set the wheel in motion, and any holdup could cause exodus of prospective buyers to a rival business. Most business owners try to do a little of everything, but excels at nothing. To set the momentum right, you need to prioritize certain marketing channels, especially the most lucrative ones.

The most enticing channel would be search engines, and Google takes the center stage when we talk about search engines. A brief analysis of web traffic for online sellers put forward a rosy picture for numerous inbound marketing tactics; particularly Search Engine Optimization and Pay per Click campaigns rule the rooster.

Have glance at this pie chart:



### **Some Vital Conclusions from the Pie Chart are as follows:**

- SEO accounts for a staggering 51% of the web traffic. In our view, the share is bound to increase further in the near future. So, you definitely cannot afford to ignore this tactic.
- PPC or Pay per Click holds the second position with 21% share.
- Direct visits accounts for 13% visits.
- Email marketing accounts for 6%, which put some weight on this method.

Thus, search engine enjoys monopoly over web traffic. There is no need to say that marketers should allocate most of their marketing budget to search engines. However, we would not like to underestimate the growing influence of social media outlets over the shopping behavior of the web savvy generation.

### **SEO & PPC for Success:**

Okay, both the techniques arrive with own sets of benefits and disadvantages. For a successful online marketing campaign, a balanced diet of SEO and PPC is highly recommended.

### **Search Engine Optimization:**

- This strategy is essential to improve your page rank.
- More appropriate for long term goals.
- In the long run, it is less costly in comparison with PPC campaigns.

### **Pay Per Click:**

- Tends to be on the expensive side.
- High rate of success.
- Appropriate for short term results.



### Decide Your Budget Wisely:

In this segment, a single metric is employed to decide the allocation of the budget. We are talking about Cost per Acquisition, which is calculated by dividing your total marketing cost by the number of conversions. In addition, perform this exercise for both SEO and PPC.

**CPA or Cost per Acquisition = Total Marketing Cost/ Number of Conversions**

If your CPA for SEO activities is low, shell out some cash for augmenting such activities. In the similar fashion, low CPA for PPC campaigns implies step up in terms of budget.

# Use SEO Correctly For Your Business:

In the earlier chapters, we discussed the importance of specialization and finding out the target audience. You cannot move forward without identifying long term goals for your business. Once you've decided, align your SEO activities with the set objectives.

## **Validity of Keywords:**

Here, online merchants need to adopt a vigilant and thoughtful approach. Remember our client selling exquisite and rare paintings through an E-commerce portal. As we explained earlier, a normal buyer will not be interested in buying such paintings. Hence, we formulated keyword strategy targeting elite class for our client.

It should be noted that keywords make the backbone of any successful SEO campaign. Lots of merchants will be competing with you on these phrases. Hence, it will take considerable investment and duration to defeat your arch nemesis.

A common mistake most online merchants do is emulating other businesses, focusing on certain crucial keywords. Most players in the online market fail to understand that less-specific and famous keywords can yield better results. It is easier to rank higher while competing on these phrases. Couple this strategy with long tail keywords, and expect some great results.

## **Proceed in a Systematic Manner:**

### **Stage 1:**

Set your priorities. We have repeated this statement earlier in this document as well. If you're an online merchant, chances are that your site would comprise of numerous categories and sub categories. Further, there could be countless





brands in your consideration list. Now, you need to identify the high-value categories and brands, so that the target audience is catered in an appropriate manner. Recognize the portions you need to optimize the most.

Let's take the example of John and his fictional shopping portal. He is involved in selling gadgets. Now, he needs to understand his core area of interest and focus. For instance, he decided to emphasize on selling mobile phones. Thus, his keywords should revolve around this category, along with associated brands.

### **Stage 2:**

Employ analytical tools to discover keywords. Generally, you will take assistance from Google Adwords Keyword Tool to lay hands on keywords. Such tools showcase the number of times people searched for in a given month. . However, this strategy could backfire on several occasions. The trouble lies in taking it too far. Many online merchants, knowingly or unknowingly, go over same keywords in dissimilar manners. However, such keyword stuffing has already raised eyebrows at Mountain View, California.

The way out of this mess is to employ Google Analytical tools to find out great keywords. The process does not end here. Try to sketch different concepts around these keywords. For example, John want to focus on 'Smartphone's', so he could also focus on keywords like Smartphone apps, Smartphone advantages, need for Smartphone cases, personalize Smartphone, etc. There is a dire need to inject ingenuity in your approach.

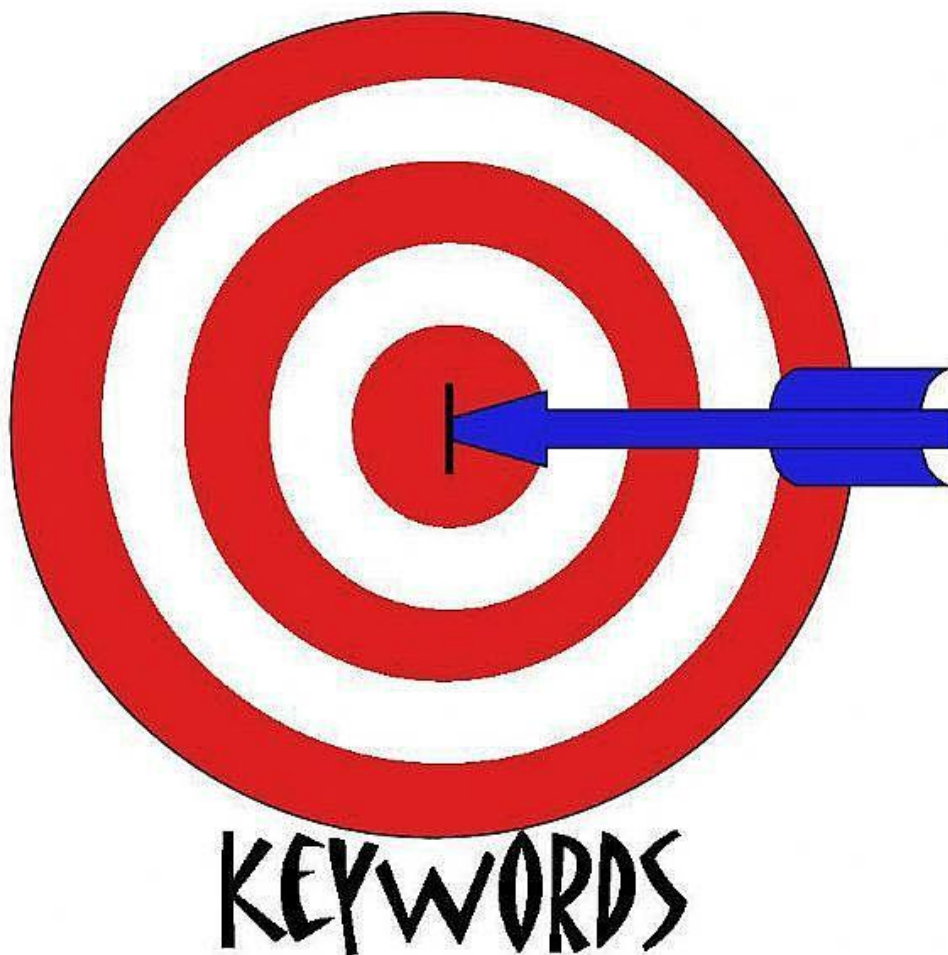
### **Stage 3:**

'The pen is mightier than the sword'

This statement by Edward Bulwer Lytton holds true for your business as well. The supremacy of content is already well-established in the online space. As we explained earlier, an E-commerce portal comprises of innumerable categories, sub categories, products, and much more. In the past, you could have managed with shady content. But, Google is way smarter now. Any unnatural or manipulative scheme is certain to attention trouble. You need to explore concepts, and develop high-quality content around your targeted keywords.

## Remember these stipulations While Creating Content for Your Site:

- Original content will do the trick for you. On the other hand, duplicate content is a big no.
- Keywords should be incorporated naturally.
- Get a cup of coffee, and do some research about your product. Your message should be clear to the reader.
- Final proof reading is a must. Spelling mistakes or punctuation errors will fetch havoc to your shores.



### **Stage 4:**

The final stage is replicating the above mentioned stages across different sections and pages of your portal. Over time, your site will witness in page ranks. But, success should be measured in terms of growth in overall revenues.

### **Who Should Write Your Content?**

Okay, we've already discussed the importance of content in Stage 3. But, we often tend to outsource the content part to a professional writer. Content is way more than just accumulation of words; they represent your commitment to high quality and customer convenience. Be very selective while deciding on a writer or writing service provider.

# Keyword Stuffing: How Much is Enough?

Back in the days, SEO primarily concerns the incorporation of keywords to attract maximum web traffic. This practice saw the end of the light with Google Panda update; with further updates, the search company fortified the importance of appropriate keywords placement techniques. Interestingly, the search mogul displays a favorable attitude towards sites with suitable keywords placement.

For instance, if John is striving to optimize the product page selling Smartphone, an aggressive approach will definitely raise red flags. As we explained earlier, try to draw out a concept around your keywords.





# Streamline Your Pay Per Click Campaign:

The thumb rule is that high conversion rate is the key to success. High conversion rates also pave the way for more spending on PPC campaigns; so, your business will reach new horizons. For John and his portal, streamlining the entire process is the key. For your convenience, we've listed different steps that will provide an easy-to-comprehend guide to ace this tactic. Have a look:

## Step 1:

### Define Your Category:

In earlier chapters, we shed some light on the importance of identifying your target audience. While crafting the layout of your PPC campaigns, bear in mind the targeted category and its requirements. As we've seen in John's example, advanced users tend to provide better returns. If the PPC campaign aspires to allure such buyers, the thought process should turn to parameters concerning advanced users.

Now that John clearly knows where his buyers are, he can source the mightiest weaponry to shoot for success.

## Step 2:

### Effective Copy writing

Crafting a marketing campaign is an art. Your message should be conveyed in a clear manner; plus, you have to scream for customer attention among the horde of rivals. Ironically, the online landscape is flooded with generalist ads. As a matter of fact, it is quite hard to distinguish one from another. If you are a start up, this gets more important. You need to tout your strengths in front of the world.





Identify your Unique Selling Point, and tempt users with it. Hire a copy writer who knows how to play with words. The text should make tempting claims to entice users. Just think why a user should click on your ad? And don't forget to experiment; a bold & out of the box attitude can go a long way. Note that these few words can make or break the day.

### **Step 3:**

#### **Strategic Placement of Keywords**

The ads on PPC campaigns usually suffer from characters limit. So, placement of keywords becomes more complicated and tiresome. Once again, generalist ads are certain to doom your ambitions. With all the successful marketing campaigns floating around, sensible keywords placement is the common focus. Let's suppose that John publishes an advertisement `` Smartphones with Lowest Prices''. Now, this is something definitely out of a generalist's bag.

Sure, people care about affordable pricing. But, customer posses more needs than low process. You need to find out your expertise. In John's case, it could be funky cases for smartphones. So, the advertisement could go like Funky Smartphone Cases''. In the end, the focused keyword is funky smartphone cases, which is unusual and could allure potential customers.

### **Step 4:**

#### **Manage Your Account**

It is highly recommended that online merchants manage their accounts in a responsible manner. Sadly, most players in the online world tend to make the terrible mistake of keeping their accounts unorganized. A popular approach would be synchronizing account to the structure of the portal. For instance, we have classified an Adwords account in two different parameters: Campaigns and Ad Group. Here, campaigns refer to categories, and Ad Group refers to products on the site.

## Step 5:

### Keyword Strategy

Final step would be formulating your keyword strategy. Similar to Search Engine Optimization, PPC campaigns also require brain storming. Online merchants can choose from these four types:

- **Broad:** Here, the search giant employs close variation and synonymous to their consideration.
- **Modified Broad:** Only close variations are concerned.
- **Exact:** Only an exact keyword search will lead to display of your advertisements.
- **Phrase:** Even when your keyword is present in a lengthy query, your advertisement will be displayed.

### Rise of Google Shopping

Google is a restless entity. But, we love the search giant for this trait. Anyway, Google Shopping is one such endeavor that holds the potential for changing the dynamics of the online industry. The facility allows marketers to display product listing ads. It is observed that this tactic yield better results in comparison with traditional PPC campaigns

The screenshot shows a Google search for "samsonite luggage". The search bar contains "samsonite luggage" and the search button is visible. Below the search bar, the results are displayed. The top result is a sponsored link from "LuggageOnline.com" titled "Samsonite Luggage Blowout" with the text "Amazing Deals Save up to 75% Off Get Free Shipping Now". Below this is another sponsored shopping carousel from "Suitcase.com" titled "Samsonite Luggage" with the text "Save Up to 70% on Samsonite Luggage at Suitcase.com - Free S/H Options!". The carousel displays six different Samsonite luggage items with their respective prices: Samsonite Luggage Aspire GRT 21in (\$95.95), Samsonite Luggage Silhouette 11 (\$176.00), Samsonite Luggage Silhouette 11 (\$214.00), Samsonite Luggage Silhouette 11 (\$214.00), Samsonite Luggage Silhouette 11 (\$264.00), and Samsonite Luggage Aspire GRT (\$39.95). Below the carousel is another sponsored link from "eBags.com" titled "Samsonite Luggage - Sale" with the text "Free Shipping on Samsonite Luggage. Huge Selection & 100% Price Match". At the bottom, there is a regular search result for "Samsonite" from "www.samsonite.com" with a brief description of the Cosmolite luggage line.



# Mobile E-commerce: The Next Big Thing in Online Market

For a generation that survives on their smartphones, the rise of mobile E-commerce should not come as a surprise. Especially, the younger generation holds the biggest appetite for shopping on their mobile phones. And it is time for online merchants to sit up and take notice. In fact, many established players are still trying to play the catch up game. The race has begun, and you need to invest your resources to tap into the potential of this segment.

The real winners would be the ones who will understand the needs of customers. Note that many of these individuals could be first time shoppers, and bad experience could be devastating for your reputation and business. You need to update your business philosophy. Getting a responsive layout for your portal would be a welcome step. Then, try to make your visitors experience as convenient as possible. Text should be clear; plus, images should depict products in their full glory. Remember that you cannot afford to offend your customer fondling the screen of their smartphones.

Many big players have introduced the concept of one click payment mechanism in their mobile sites. The idea is noble, and ensures a hassle-free experience for buyers. Another great idea would be developing a mobile application for your site. Many online retailers already offer apps for their buyers, and you can also walk on this path to ensure better sales.

## Points to Remember:

- Consider the need of different screen sizes, and develop a site accordingly.
- Ensure transaction security for your buyers.
- The home page should be free from unnecessary things.



- Home page should provide roadmap for other features on your site.
- Employ different text sizes for landscape and portrait modes.
- Search option is a must on every mobile E-commerce site.
- Provide easy access to your offerings.
- Utilize `m` as sub-domain in the URL; it will make it convenient for Google to crawl it.



# Role of Social Media

Moving on, social media outlets have become important sources of web traffic. These outlets comprises of Facebook, G+, Twitter, etc. Traditionally, online merchants have focused on Search Engine Optimization, Pay per Click, and other related mechanisms. Now, the burning question is how to taste success on this medium. Well, the first step would be injecting the element of fun in your approach. You need to adopt tactics that hit the right notes with the audience. People love to hang out on social networking sites, and they expect you to be equally fun-loving. A vibrant presence is certain to allure visitors from all walks of life. In addition, your Facebook page should be engaging and needs to talk a lot about your company.

Once you have established your credibility on a particular social network, visitors will definitely start pouring in. Don't forget to provide easy-click links. Amusingly, spoon feeding your prospect customers is the right way to go. They need to feel comfortable, and a successful social marketer should not be afraid to travel an extra mile to ensure it.

## Some Recommendations for Budding Social Marketers:

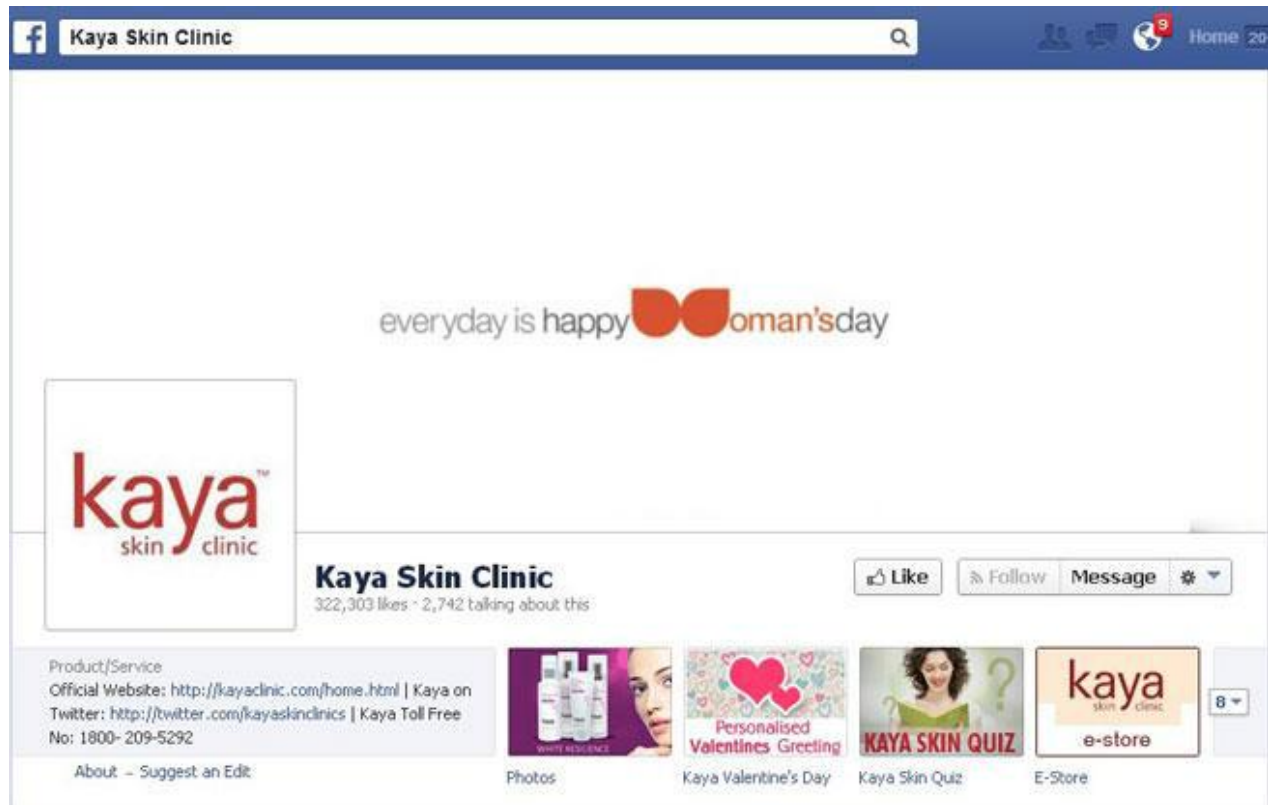
- Promoting a giveaway is a tried and tested tool for attracting prospect clients.
- You need to exhibit your products in an appropriate manner. Remember that a picture says a thousand words.
- Your message should be clear. Here, focus on both content and design.
- A fresh layout will certainly do the trick. Be innovative, and fetch new ideas to the table.

- Support a cause to gain momentum. For instance, flaunt a new post or banner to celebrate women's day.
- Getting some votes on a quiz is also a great way to attract eyeballs. Ask for views of your visitors on different trends.
- Educate your members to gain traction. Post some facts related to your expertise.
- Post some enchanting videos and images.
- Contacting you should be convenient for users. Note that your visitors have a short attention span.
- Flaunt your strengths through visuals and content.
- If you have a seasonal offer, show it off through social media outlets.





## Case Study:



The above displayed Facebook page for Kaya Clinic several important criteria. The most important criterion would be the simple yet effective exhibition of products and services. The banner page shows some products, which send out the intended message. Further, the page also suggests informative posts quite often. A skin quiz is also present, which is definite to engage visitors. Remember that you should not try to aggressively push your products; instead, a subtle approach should be adopted.



# Importance of Web Design

Design is where the heart of An E-commerce site is! Your visitors cannot touch the products, so the responsibility of convincing buyers falls on the designer's shoulders. Visualize a customer walking into a physical store; the layout of the store is the first thing to get noticed. How the products are displayed says a lot about your business. Now, apply these conditions to your online store. A poorly-designed site is certain to offend your visitors; and all of your efforts will go down the drain. The layout of your portal should be easy to use; the aesthetics should be stunning. Beautiful graphics and informative videos are sure shot ways to win the confidence of the customer.

The layout of your site should convey the message that you are a customer-centric and purpose-driven company. It is also advised to develop an emotional bond with your customer, which generates customer loyalty. For this, you need to understand the needs of customers, and respond accordingly. Collecting feedback and suggestions is very helpful. Note that our business should be ever-evolving, and adaption is the key to survival in the corporate jungle.

## **Some Methods to Enhance User Delight:**

### **Go for User-Centric Design:**

Think from a user's perspective. Is your site easy to use? Does it successfully leave a positive impression? Try to answer these questions. Investing in a user-centric design is definitely rewarding. A successful web designer is able to translate customer's needs & hopes in to a great design. It's better to define buyers' needs in the first stage, and then proceed forwards.

## Convenient Navigation:

The next time you visit a hyper market, notice the intelligent usage of space to display different products. Everything is carefully categorized, which maximizes buyers comfort. The similar philosophy is applied to every online store out there. Test your portal again and again, and ask for opinion of other users. Never be afraid of criticisms. As a matter of fact, they help you to improve your tactics.

## Responsive Layout:

Responsive design is a layout that elegantly gets adjusted to suit desktop, smartphones or tablets. No business in the online business can afford to ignore this trend. Anyway, your customer base is highly likely to be scattered among desktop, mobile phone, tablets. Plus, the consumer market is brimmed with products flaunting different screen sizes. The screen size for smartphones could vary from 3inches to 5inches. And there are 'phablets' with screen sizes between 5 to 7inches. Remaining users could be accessing your site from tablets. Don't forget the conventional desktops, which still control a big chunk of the market.

So, there is a dire need for a one-fit-all solution. Responsive design is the solution. It saves your buyers from a sub-optimal experience while using different devices.

## Benefits of Responsive Design:

- It is comparatively easier to manage a responsive layout.
- Responsive design is beneficial for SEO as well. An easy-to-use website will be appreciated by users and Google alike.
- One design is appropriate for different devices. It will increase your reach.

## Compelling Imagery:

It is wisely said that first impression is the last impression. Before reading about product or service, your visitor is definite to notice the pictures around it. Thus, it is highly recommended that compelling pictures should be focus of your design philosophy. Mediocre images will not appeal to buyers' senses, and could impact your revenues. Beautiful professional shots in your catalog will give buyers a powerful reason to recommend your site to their friends.

## Give Your Site a Personality

Don't limit your site's potential with a common design. Give your creativity wings, and come up with something out of the box. There is no dearth of shopping portals on Internet; so, you need to give a buyer some reasons to remember you. Give your portal its own personality. A unique design could do the trick, but don't try to make things complicated.

The design mirrors your business philosophy. Employ this philosophy to create an exclusive persona for your site. Don't be afraid of experimentation. Remember that a great design allows brand to shine. Splash some unusual colors, try some wacky navigation graphics, and push your limit.

