

E-Commerce Marketing

Guide to Selling Products Online



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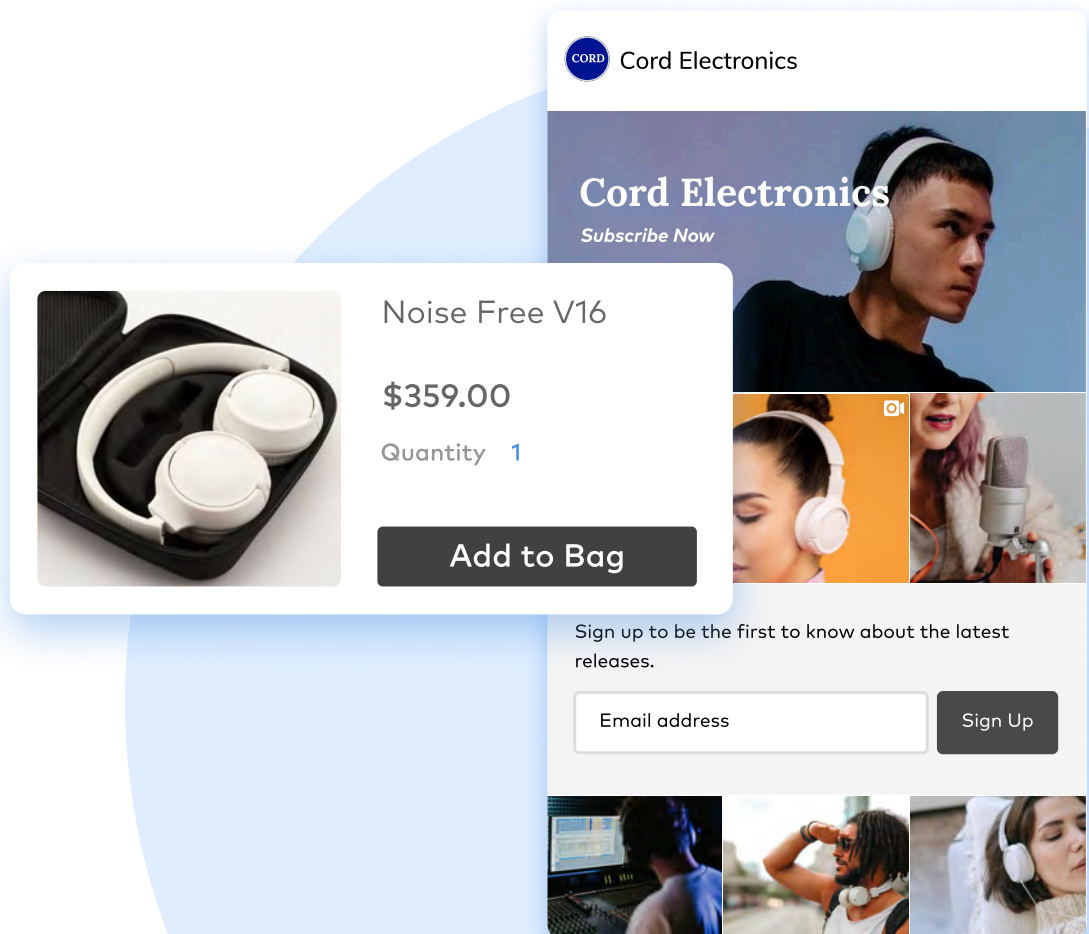
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Why E-Commerce Is More Important Than Ever

As the global marketplace evolves and consumer behavior continues to shift, one thing remains clear: e-commerce is vital to survival. Over the past decade, online shopping has steadily grown across various industries. The COVID-19 pandemic further fueled this trend, dramatically accelerating the expansion of e-commerce and social media. E-commerce sales have settled from where they were in 2021 and 2022, but the prevalence of e-commerce and social media hasn't wavered. Consumers have permanently changed what, when and how they buy.

The future of [social commerce](#) is still widely unknown, but businesses will continue to see long-term growth in online purchasing. While the gains will vary across industries, the brands that invest in the new technologies and platforms necessary to operate today will thrive in the years to come.

The following tactics and tips are some of the best ways to get started when creating or optimizing your e-commerce marketing strategy.



Exercise Agility To See True Success

For all brands in every industry, the need to be agile is paramount to success. This rings true for multi-channel campaigns, social media content and e-commerce strategies alike. While planning marketing calendars out weeks or even months in advance feels like it's helping set your brand up for success, it can actually hinder your ability to adjust and respond. The current marketing and trend landscape is moving faster than ever and has become increasingly saturated, especially across digital channels. Swift decision making is what differentiates the brands that capitalize on this market shift and the brands that fall behind.

The CPG brand [Made by Nacho](#) strongly emphasizes experimentation and agility in content creation. It took calculated risks after a TikTok trend video unexpectedly went viral and had enormous follower growth.

Using Dash Social, the brand also gained valuable insights into audience preferences, like the discovery that its followers did not favor its previous purple content but rather the brand's (and Nacho's) signature orange. The team at Made by Nacho was able to take this information and seamlessly pivot their creative strategy, serving users the exact content they wanted to see.

Brands must recognize the need for agility within their operations and swiftly adjust their e-commerce strategies to remain competitive. Now more than ever, it's essential to maintain flexible content calendars, dynamic digital footprints, and adaptable budgets.

Made by
Nacho®

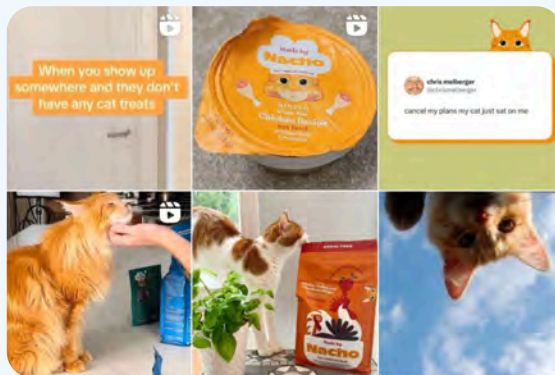
Before Using Vision AI



0.78%

Average
engagement rate

After Using Vision AI



2.20%

Average
engagement rate

Tap Into the Amazon Marketplace Advantage

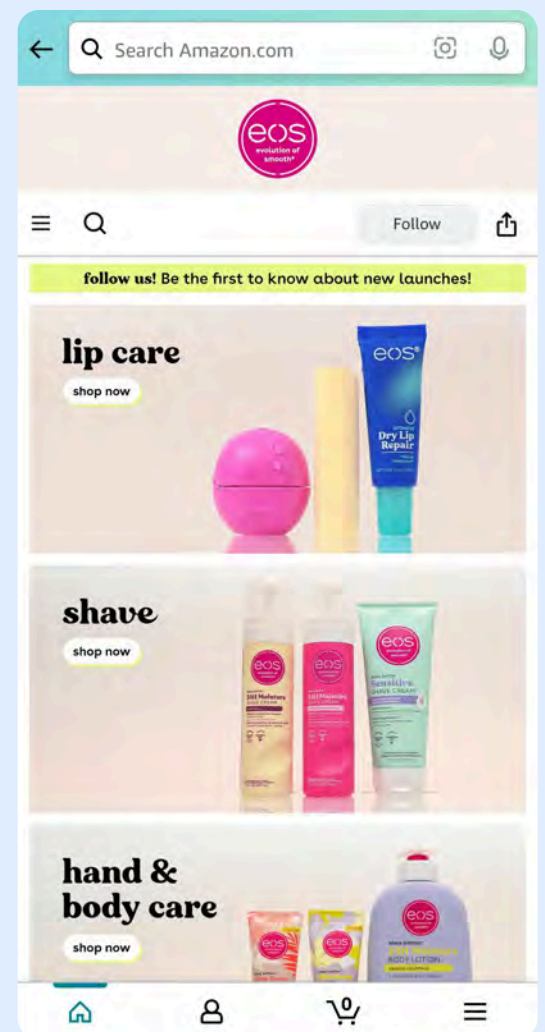
After hitting over \$575 billion in sales last year, there's no denying that Amazon is at the center of e-commerce.¹ The online retailer controls almost 40% of the e-commerce market in the US and has evolved from a convenient place to shop to a lifeline for many consumers.² This means that brands have the chance to meet consumers on their preferred shopping channel first before pushing them to their native platforms.

40% of the e-commerce market in the US is controlled by Amazon

As businesses across various industries adapt their strategies to meet the demands of a constantly changing e-commerce landscape, it's essential to consider whether Amazon's marketplace should be included in the equation.

Once you've secured a presence on Amazon, the key to success lies in differentiating your products from the competition. The platform is designed for consumer convenience, making it easy to shop, discover new products and find the best value. For Amazon sellers, standing out in this crowded marketplace is essential to taking full advantage of the revenue-generating opportunities available. Whether through advertising, product pages or Amazon Stores, brands have a prime opportunity to engage with audiences ready to convert.

Brand names remain a critical trust factor, often the most significant for consumers, so there's no need to worry about competing with Amazon-branded products. With an estimated 310 million active users on Amazon in 2023, this environment offers an excellent opportunity to build awareness for your brand and products.³



Use AI To Do More With Less

Although marketing budgets differ significantly by industry, budgets for 2024 were around 7.7% of total revenue, a 9.9% decrease compared to 2023. Many brands are being tasked to “do more, with less.”⁴

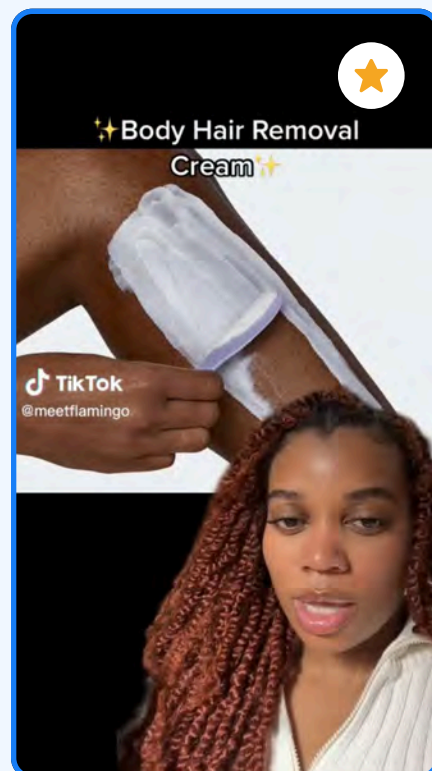
Forward-thinking marketing leaders are using this as an opportunity to expand awareness and set their brand up for long-term success by investing in AI to improve data quality and overall efficiency.

With [Dash Social's proprietary AI and Automation](#) technology, it's like having your customer in the room with you, ensuring you stay informed about the photos and videos that are driving engagement, your audience's specific tastes and preferences and the trends dominating the competitive landscape. Access data-backed dashboards and performance predictions for earned, owned, competitor and industry content, instantly. With the right data and insights, brands can capitalize on the heightened traffic to capture new customers and build brand loyalty with effective visuals.

flamingo

[Flamingo](#) leverages [Dash Social's predictive AI](#) technology to identify data-backed visual insights from competitors' content to inform its content strategy and understand how trends resonate with its audiences.

The team created a wrap report that included a mood board curated by the content found through Vision AI. It highlighted content that some competitors and aspirational brands are sharing that might work for Flamingo and helped the brand draw conclusions on what works and what doesn't for its competitors.



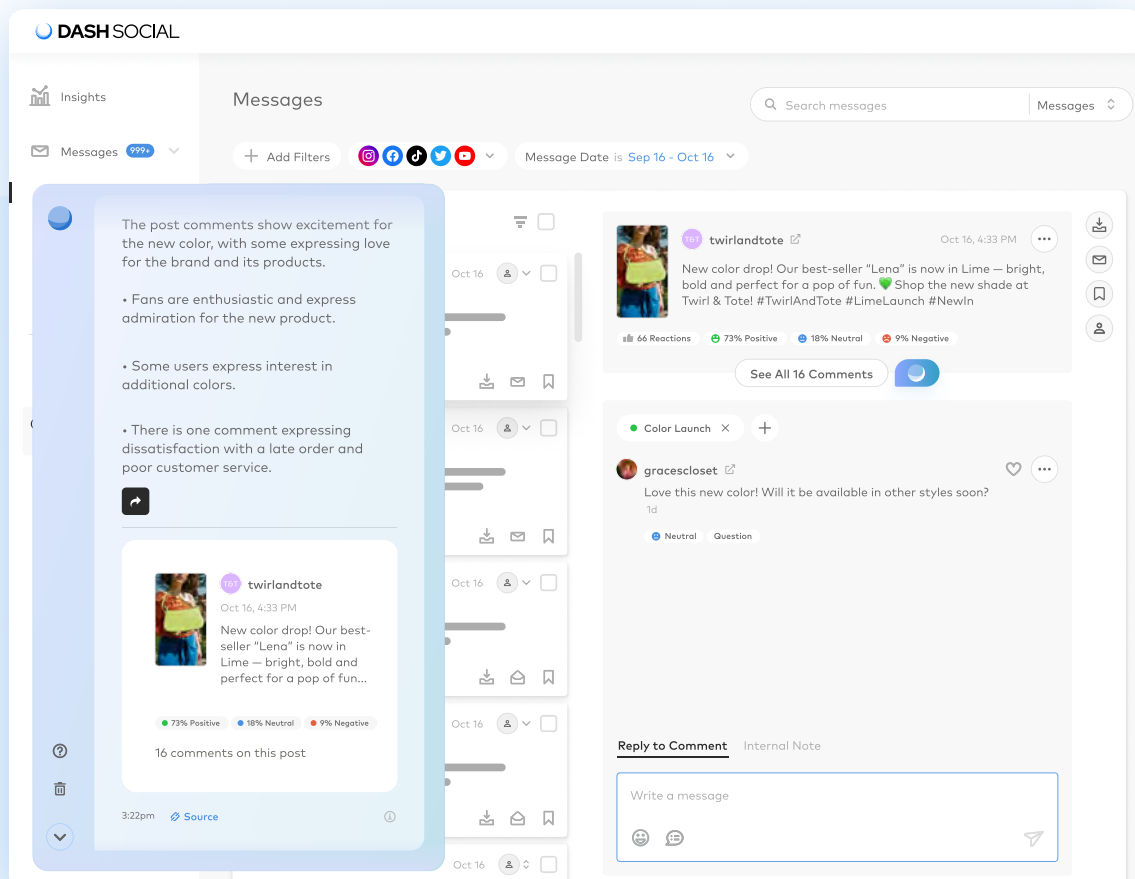
Prioritize Brand Loyalty and Community Building

Brand loyalty and top-of-mind awareness are long-term growth metrics that separate the e-commerce industry leaders from the rest of the pack. Whether people are using new avenues to shop or in search of different goods and services, e-commerce is a key moment for brands to make an impactful first impression and to market through authentic storytelling and refreshing content that sparks inspiration and positivity.

Brands need to stay engaged with consumers and test new tactics, creative and narratives to understand what their target audience actually cares about. Marketers can and should leverage these insights to dive deeper into their audience's tastes and preferences, consumer sentiment and to learn where they're missing out on key demographics.

With [Dash Social's Community Management](#) tools, brands can engage with paid and organic audiences in real-time, measure sentiment analysis and foster their multi-channel community. With inbox automation, creator measurement and multi-channel scheduling, brands can improve their overall responsiveness and interact with community like never before.

It's more important than ever to build awareness with new audiences and offer your customers a personalized shopping experience. Brands that effectively engage their communities and increase efficiency will continue to be top of mind for consumers.



Harness the Power of Creators

One of the best ways to build trust with your community is by leveraging and [building relationships](#) with creators they know and love.



In conjunction with marketing channels like Instagram, TikTok and YouTube, the right creators offer brands the chance to create an experience that speaks to their unique social communities. And with social media activity among consumers only growing, influencer initiatives are a place for brands to gain real-time insights to understand their audience's tastes, test new creative and optimize visuals across marketing and e-commerce touchpoints.

The fluid nature of social media and influencer marketing is what makes it the perfect launchpad for storytelling, product launches and new initiatives. As we continue to advance into a predominantly e-commerce-driven world, reaching your audience through the help of creators has shifted from being merely an option to a crucial business move.

59%

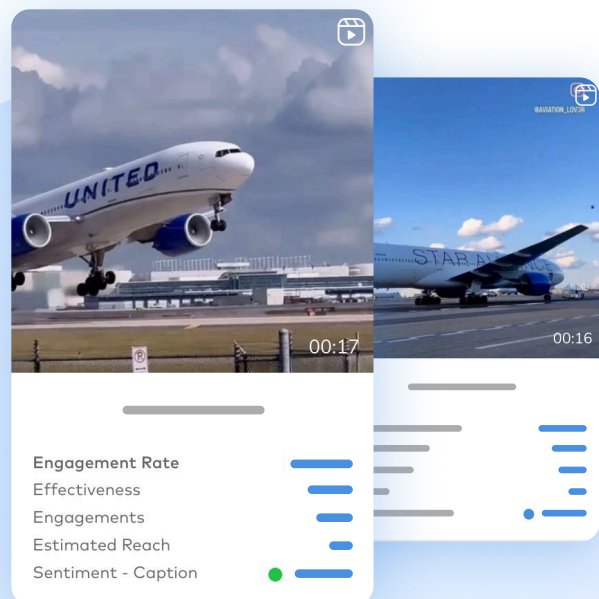
of users 18 years or older make purchases online based off of content they have seen from creators.⁵

Because of this, influencer and creator marketing has quickly become the backbone of many e-commerce strategies. The smartest companies will continue to invest in this type of marketing to maximize e-commerce sales.

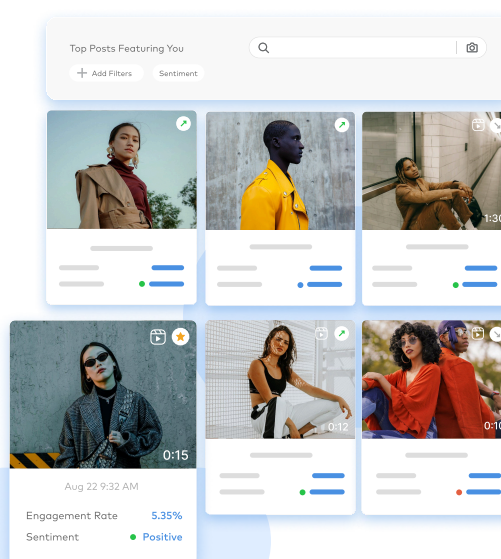
Develop Creative That Converts

It is a well-known fact that product pictures directly influence consumers' online purchases. To effectively drive revenue online, brands need to understand what types of visuals speak to their target audience to convert consumers into customers faster. This rings true across marketing and e-commerce platforms alike.

Creative is at the heart of building a brand and maximizing ROI on any channel. As more brands shift to e-commerce, high-performing visuals are critical to success. Whether it's choosing an image for your organic social post, paid social ad or your native e-commerce website, data-driven insights are necessary to optimize for conversions. Brands need to curate imagery that resonates with their unique audience. This means understanding your audience as it evolves.



To keep a flow of fresh content across digital touchpoints, innovative brands are incorporating [user-generated content \(UGC\)](#) and repurposing community-created visuals. In fact, when UGC is done right, it often outperforms brands' average engagement.



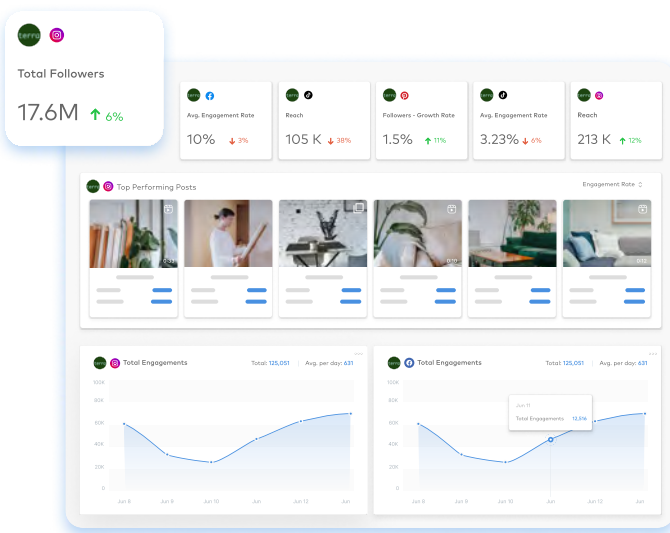
Brands need access to data and real-time insights to understand which visual styles – including UGC, lo-fi imagery, campaign creative and product shots – will perform with their unique audience across digital channels.

Make Data-Driven Decisions

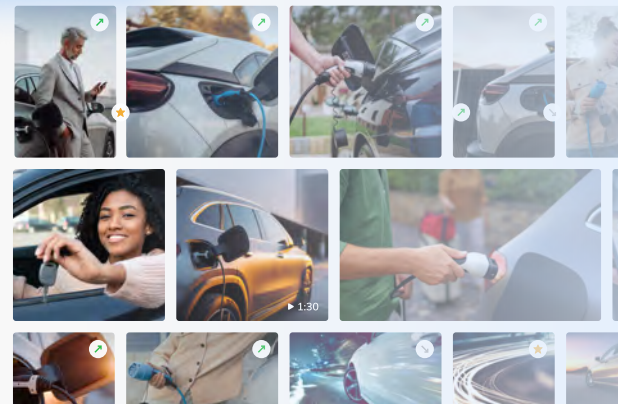
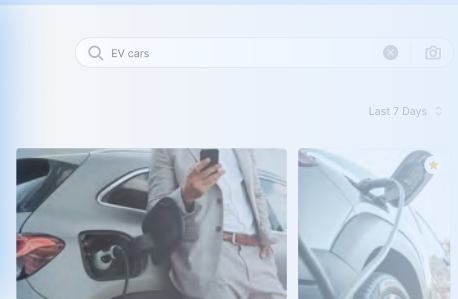


More access to e-commerce and social media data means the ability to make decisions quickly. Marketing leaders need to move fast and make smart decisions because today's users don't want to see the same imagery seven times – they expect personalization.

This means that brands need a constant flow of fresh creative to test, optimize and keep consumers engaged.



To drive revenue, it's crucial that brands leverage organic photo and video performance through thorough [analytics and reporting](#) to fuel visual selection across channels. Equipping your team with data empowers them to deliver visuals that truly resonate with your audience and maximize ROI across every visual touchpoint.



In order to iterate quickly and maximize creativity, you need access to all your company's creative at your fingertips. [Dash Social's Content Library](#) allows you to consolidate all your owned, earned, paid, and newly created content in a single, organized location.



Balancing Traditional Retail and E-Commerce

Traditional retail as we know it has fundamentally shifted. Companies that have embraced e-commerce and harnessed new technologies to drive efficiency are poised to lead the market for years to come. Whether through advertising, product pages or social media, all digital channels offer brands an invaluable opportunity to engage with audiences who are ready to convert. Visuals power revenue for brands across the board and bringing your existing owned and earned content to your e-commerce platforms will optimize conversions and maximize revenue for your brand. With an abundance of quality, data-backed creative to draw from, brands can create a full-funnel experience across marketing and e-commerce channels alike.

You don't have to navigate the challenges of starting or growing your e-commerce brand alone.

Learn how Dash Social can support you every step of the way.

Get a Demo

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