E-Commerce Growth Guide
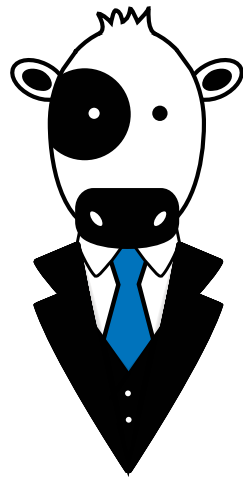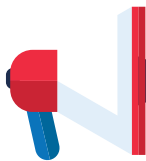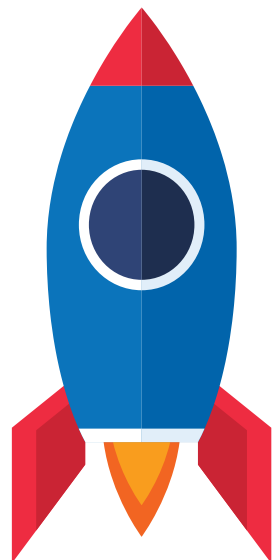
By Uptown Cow

What We'll Cover

This guide is stacked to the brim with ideas on how to increase traffic & conversions for your online store. We go over the top categories (Selling on Social, Video content, Paid Advertising, etc.) that are helping our clients convert traffic into customers every single day. Feel free to read, skim or skip to any section. This is meant to be a helpful guide for when you need it.

Video 4-5

One of the best forms of 21st century content. The possibilities of video are nearly endless with who you can impact and reach. Learn the power that video gives us all.

SEO 6-7

You're proud of your products and your website, so make sure people can find them. Learn the basics of Search Engine Optomization so that you can show off all your hard work.

Content 8-10

Organic traffic will beat paid traffic all day long. Learn succesful strategies to develop your brand content so that customers flock to your site without a single advertisement.

Mobile 11-14

You're site might work on smartphones but is it fully optomized? Creating the most fluid process possible is critical for a modern ecommmerce experience.

Existing Customers 15-21

We cover the most important customers, the ones you already have. Learn how through tracking, strategic offers, referral marketing, and email marketing.

Paid Advertising 22-33

It's a big world of advertising out there. We break down the basics of paid online ads and how you can get started without breaking the bank.

Video

Ever since the creation of television, brands have been using video content to present consumers with information in a dynamic, entertaining way. Unfortunately, up until about 20 years ago there was now way for small brands to consistently put out quality video content to the masses. Then came the internet! With platforms like Youtube, Instagram, and individual brand websites, there are more ways than ever for companies to put out all types of videos to all types of customers. Here are some of our favorite types of videos for brands to share.

Customer Stories

Creating a personal connection between your brand and your customers is as important as it is difficult. One promising way to create a connection between customers and your brand is by sharing customer stories. Showing off your best customers can demonstrate to people your brand character and values. YETI is an excellent example of effective customer story videos, which they are well known for. One of our personal favorites is this video showing off the relationship between a man and his dog. In the video, viewers form a connection with YETI using duck hunters. YETI shows its viewers that it is aligned with duck hunters and the dogs that they rely on. Viewers leave feeling that if they use YETI maybe you should too.

Share Tips and Tricks

Many customers will want to learn as much as possible about your product before they purchase, or will want to get the most amount of use possible out of the product. Sharing different ways to use your product can be a great way to help convince customers that your product is worth buying. One great example of this comes from a kerchief/ shemagh brand called North x North. They make instructional videos showing all the different ways their product can be used to show off it's versatility and value.

Case Studies

Case studies are a more direct approach to take with video marketing. Case study videos are great for showing off something your brand takes pride in. These can be corny gimmicks or powerful brand messages that highlight what is most important to your brand. REI recently released a case study video showing off their #optoutside campaign. When we watch this video we're impressed with how many people came together through REI's campaign and feel inspired to get outside.

SEO

Finding a way to get your website to the top of your customers search results is critical for a successful ecommerce website. Navigating the web of domains, links, keywords, tags, content, and optimization is a long and extensive process. Here we have tried to distill it to just the important information for you.
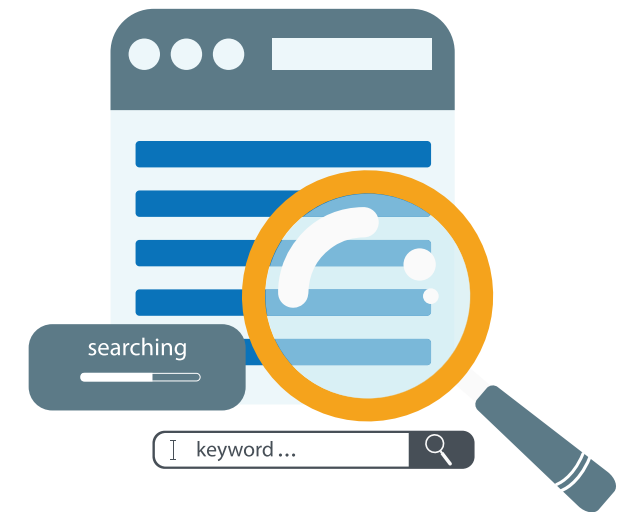
Links

Links provide a great way for search engines to recognize you're a reputable and search worthy website. They show google that other sites are talking about you or endorse you as a website. If they are linking to your website than they must trust you or think you have relevant information to the user. It is important that you not only focus on the quantity of links but the quality as well. A massive amount of low quality websites linking to your site is suspicious and google knows this, try focusing on getting links from reputable and popular websites.

External Links

Your Website
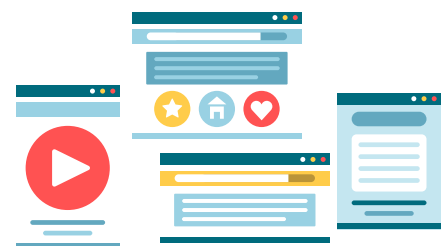
Traffic to your site

Keywords

It may be obvious to you that keywords affect SEO but the details of this relationship can be quite confusing. The good news is that the more you learn about keywords the simpler they become to work with. Good keywords are based in your business offerings and your customer's wants. A good idea to start working with keywords is to sit down and write down a list of keywords and phrases that describe your customer's wants and your business offerings. This list will be the starting point of your SEO Keyword strategy. Once you get an initial list, use a keyword research tool like Topics or Google Trends to expand your initial list based off of real world data.

Now that you have a list, pick a few keywords off the list to use on each new web page you make. Over time your website will develop an evenly distributed and diverse array of keywords. It's important to constantly be checking the performance of these keywords and optimizing accordingly, try using tools like Google Analytics or Google Search Console.

searching

keyword …

Where to use keywords

URLs

Static content

Title tags

Meta description tags

Most visible content

Internal links and surrounding content

Image and video file names

Image alt attributes

Image title attributes

ARIA tags

Video closed captioning and/or transcripts

Schema markup

Content

Creating your own content gives you a relationship with customers that is impossible to create in any other way. In a customer's mind, engaging content changes your business from only wanting money in exchange for goods, to a company that is adding value to their lives for free.

Content is now, more than ever, a critical component to your marketing strategies. The content that consumers look at is the center of connection between your brand and them. Because of this, it is crucial that this content is produced at a high standard and aligns with your overall business. Below are a few ideas to keep in mind while you produce content for your website, social media, and other platforms for your company.

Content Marketing Plan

It is paramount that you and your business develop a plan to help align content strategies with business goals. Having a documented plan allows for your business to produce goal oriented content. Sit down with others from your company and decide exactly what you are hoping to gain from producing content for your business. Firms with a good marketing plan will have their calendars filled to the brim with content.

Quality vs. Quantity

There is no need to rush the creation of content for your website. The content that you produce directly reflects your website and brand as a whole. Take the time to produce quality content that will impress your visitors and leave them with a strong view of your brand.

Original Content

As the internet continues to grow, it is becoming more difficult to stand out. Producing original content will help to draw in and engage consumers. An original blog or video post can stick with a customer and leave them thinking about your brand in a way that a paid ad never could.

Use Multiple Types of Content

Content is now consumed under a multitude of mediums. Consumers don't always want to read a blog post, sometimes they prefer short videos or social media posts. Mixing up the ways you produce content will help reach and engage a broader audience.

Decisions & Data

A strong way to plan how to create content is by making decisions based on data you already have access to. Looking into data from applications such as Google Analytics, can give you additional insights on your consumer base and how they interact with your website. This can help you decide the best type of content to produce. If you are unfamiliar with Google Analytics, you can learn more about it [here](#).

Focused Content

It is crucial to make sure that the content you produce is directed at your target audience. This will help draw in consumers that are interested in your products and will create more website visits and conversions. If your content is too broad, it will draw in visitors that won't convert to customers.

Switch It Up

To help keep the creative spirit alive, have others in the office create content. This can be a fun way to get co-workers from other departments involved in the content creation process. This can also help prevent your team from feeling burnt out and struggling to come up with original ideas.

Actionable Tip

Need something to post right now? Look through your new or old photos, or look around your office/workspace for something worth sharing. I bet you'll find something that your customers will find interesting.

Mobile

Smartphones have become our constant companion in life, the ultimate swiss army knife of modern day life. If your website doesn't work well on mobile devices you're guaranteed to scare away customers. There is nothing like a sub par mobile shopping experience to inspire a permanent no thank you from consumers! Since websites are built and used by their owners on desktops, it can be easy to forget about the mobile experience. Have no fear! We are here to make the daunting task seem just a bit less intimidating.

Don't Just Recognize, Optimize

Simply making sure your site is usable on mobile isn't enough to satisfy customers anymore. Modern e-commerce users demand a site that looks and functions on their phone just as well as their laptop. From a design standpoint this means you're essentially building two websites, one for desktops and one for phones. You should like every part of your website on a mobile device. As you're building or changing your site, have your phone out so that you can see the changes as you make them. Often web builder's "mobile previews" are flawed and it's best to experience

what your website feels like on mobile for yourself. It's usually a good idea to remove any pop ups or sidebars for your mobile site. When you're working with so little screen real estate, it's important that the most relevant information doesn't get cluttered.

Keep Your Friends Close, But Your CTAs Closer

Mobile customers usually know what they want and want to do it quickly without exploring or messing around too much on your website. This means that navigating and purchasing on your website needs to be totally streamlined for mobile devices. The purchase button is a great example of a place where a customer can either be very pleased or very annoyed. This button should be within one full swipe of the top of the product page, any longer and customers will start to become frustrated. Once customers start the purchase process it's also important to consider how many steps are involved in your purchase process. The easier and quicker the purchase process is for your customers, the less you'll lose them mid-purchase. This is a good rule to follow both on desktop and mobile, but on mobile this process being streamlined is even more important.
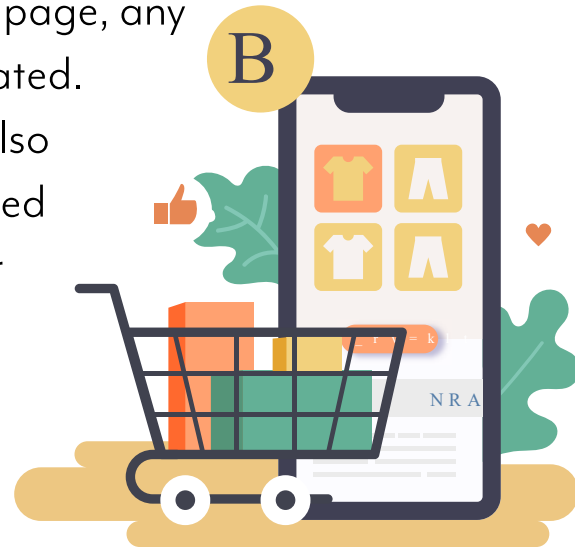
Sell On Social

Where do consumers spend most of their time online? Social Media. This is why Facebook and Instagram have released shopping features so that you can bring your product directly to the consumer. For e-commerce companies, these new tools give you two new platforms to sell on for no cost and no extra hassle. This is a relatively new feature that Instagram released in 2018. It is a feature that allows customers to complete their entire buying journey without even leaving the Instagram application. These posts are marked with a small shopping bag

icon in the bottom left hand corner. Once it is set up, tagging a product in a photo is as easy as tagging a person.

Pictured to the right is an Instagram Shoppable post from the backpack company Osprey. In the post there are two products being shown with their corresponding prices. To view the product, a customer simply clicks on the "view products" page. This will then pull up all of the products that are in the post, providing the customers an opportunity to view the products on your own website. The great thing about this shopping feature, is that it won't make you leave the Instagram application, everything is done within it.
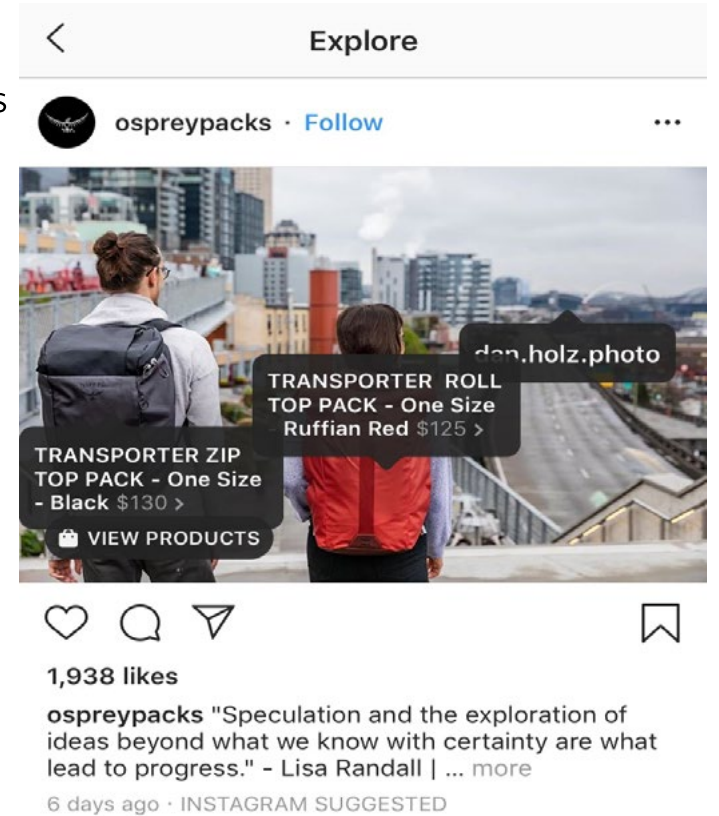
How does it work?

So how do you start using the shoppable feature of Instagram? We found a great tutorial video linked here, or there are written instructions and tips below for you to follow.
• You must be located in a country where the feature is currently available, there are currently 46 countries.
• You must have an Instagram business account
• Must have the latest version of the Instagram application
• Your business must sell physical goods that are in compliance with Instagrams merchant agreement and commerce policies.
• Your business profile must be connected to a Facebook catalog. This can be created using a business Facebook page, Bigcommerce, or Shopify.
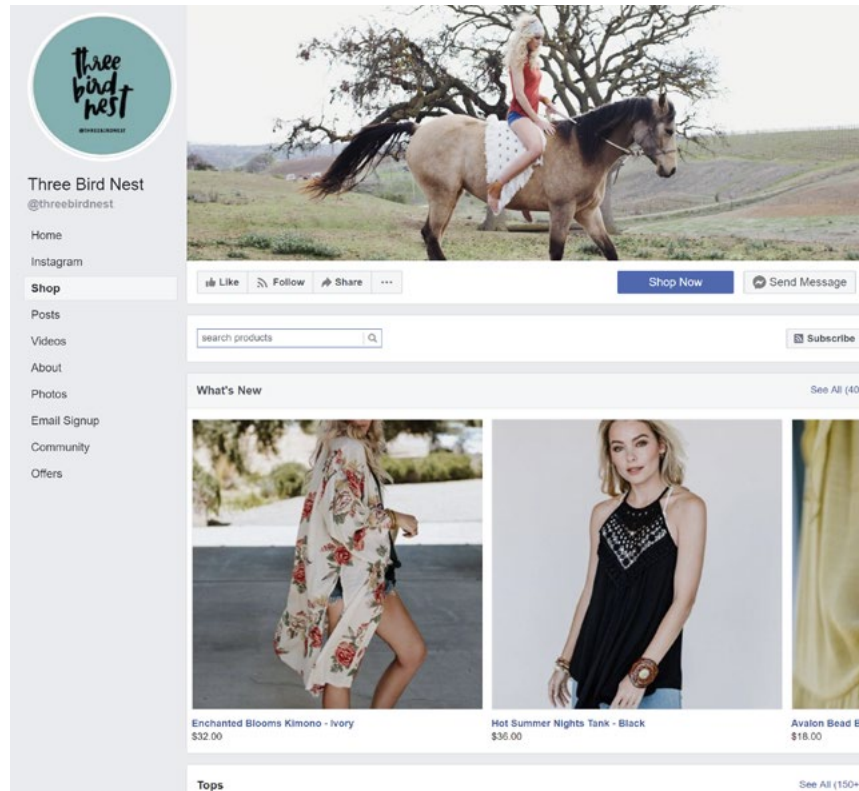
If you meet the above requirements, you can add the Instagram channel to your Shopify or Bigcommerce at no additional cost. Then you enable the "Shopping Feature" under the Business Settings on the Instagram Application.

Facebook is another great option for getting your product and product pages in front of consumers. With this option you can get a virtual store attached right to your Facebook page menu. Similar to Instagram, you can share different products and you'll get a "Shop Now" button directly on the post, making it incredibly easy for customers to get to your product page. We found a very comprehensive tutorial on how to set up your Facebook store, check it out here.

Actionable Tip

Sick of your customers being just a name and number? Send your local online customers a coupon that is only redeemable in-store.

Existing Customers

In an online world of limitless customers, it easy for businesses to find themselves always working to acquire the next one. That's how you grow a business right? Well when a business is always working on finding new customers they can forget about the most important customers, the ones they already have.

Who is easier to market to?

New
- Have no contact information
- Can only hope they have an interest in your product
- Not sure if they're willing to buy
- Only know what Google or Facebook thinks they know
- All their experience in your industry has been out of your control

Existing
- Know their name, email, and address
- Know they have an interest in your company
- Know that they're willing to purchase, since they already have
- Know what specific products they were interested in from when they visited your website
- Your company has been able to already make their life easier with a good first impression

I know what I would pick

Understand the Customer, New & Old

You have a good website, but how good is your website tracking? The more you know about your customers the more power you have when advertising to them. One of the best ways to learn about your customer is by tracking their actions on your website.

Identify

To get rolling, find out which of your current tools offer animation. Don't have any? Here's a list of some popular options.

- [HubSpot](#)
- [Active Campaign](#)
- [OptinMonster](#)
- [SaleForce](#)

Check out our Marketing Monday on existing customers!

Collect

Once you have pegged a tool to start using, make sure you are collecting the specific data points you'd like to use in your personalization/tracking strategy. If you want to send targeted emails to customers looking at teddy bears, make sure you are collecting their email, product interests, and any other data that may be helpful down the road. Between collection and analyzing it's important to track everything you can, and to be sure that your data being recorded is organized and useful.

Analyze

You've got data, now what? It's important to analyze the data you've collected and truly understand what the customers were doing or thinking. Some of our favorite actions to track are
- Abandoned carts

- Propensity for customers to respond to different types of offers you show them
- Identifying the step that turned a browser into a shopper
- What products get more views vs what products get more purchases
- At what stage in the shopping experience customers are leaving your site

For example, if the customer looking at a teddy bear added the product to their cart but never made it past shipping - you may want to send them a personalized email with the teddy bear and a "free shipping" coupon.

Execute

This is the best part! Once you've identified your tools, collected the data, and analyzed for patterns, it's time to execute. Whether you are producing a video for a specific audience or personalizing a product email, it's important to start enacting your personalization tracking strategies so you can learn from them.

Find the right offer

One of the most powerful tactics a company can use to keep existing customers is to combine the customer profile and history to identify their next likely purchase. Target's maternal marketing is one of the best examples of this strategy. They have gone through their data with such a fine tooth comb that they can predict whether a woman is pregnant and what her due date is based off of products like lotions and vitamins.

"Take a fictional Target shopper named Jenny Ward, who is 23, lives in Atlanta and in March bought cocoa-butter lotion, a purse large enough to double as a diaper bag, zinc and magnesium supplements and a bright blue rug. There's, say, an 87 percent chance that she's pregnant and that her delivery date is sometime in late August."(Forbes)

Target's strategy worked so well that they even informed a woman's father that she was pregnant before she had even told him! We encourage you to look at your own customer profiles and see what trends or predictions you can make about their next purchase. Once you have a trend, try to cross-sell or upsell them for another purchase. If you see someone buy peanut butter, send them a discount for premium jelly or bread!

Referrals

Referral Marketing is the oldest form of marketing in business. The trust someone has in their friend's recommendation is unmatched by even the best advertising, making this form of marketing extremely powerful.

Impress your customers

Referral marketing is difficult because you can't buy customer satisfaction. If you want customers to talk about you and be willing to vouch for your company, you have to earn it. Some of the best ways to impress your customers are to deliver unexpected benefits/features, excellent customer service, or to have a meaningful story that goes with your product or service.

Make it shareable

If you want customers to share your product or your business, make it as easy and enjoyable as possible for them to do so. If you want your product shared, deliver your product to the customer in the most appealing, elegant way possible. This could be a well designed in store display,

Trunk Club Packaging

an awesome website experience, or thoughtful packaging. This encourages customers to take photos of your products and share them on social media, at the very least they will be impressed and want to tell others.

Reward the Referrals!

If you do the first two steps right, this last step will be almost unnecessary. Still, a properly thought out incentive can be the perfect cap on a referral program and still deserves a lot of attention. You might be wondering how someone could possibly incentivize referees wrong, free rewards are all fantastic right? Not quite. If you recommend a mattress to your friend and get 5% off your next mattress, that incentive will be almost worthless to you because how often do you buy a new mattress? A much better incentive would be to get 10% off your purchase of a pillow to go with your new mattress or just a simple cash reward. Generally, if you're selling rare or one time purchases, give cash incentives. If you're selling frequent purchase products like makeup or clothes, give a discount incentive.

Email Marketing

How does a business get a return on investment of $32 for every $1 spent? Email Marketing! Email is one of the most important and effective tools for a business to communicate with their customers. This multi-functional marketing tool unfortunately gets misused much more often than it gets utilized to its full potential.
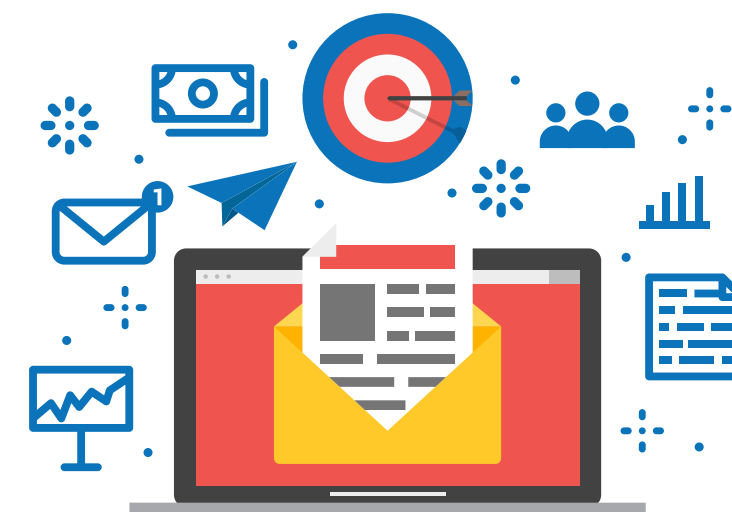
The List

Emails need addresses just like social media posts need followers. How do you get an email list? More importantly, how do you get an email list of people who actually want to open and read your emails? The first and most basic way of getting emails is by collecting them on your site with pop ups and check boxes at signup. This method should be your first step and set a baseline for your email collection. The next step is to reward customers for giving you their email. A common method is advertising a pdf that customers can only gain access to by giving you their email, like what you did to get this pdf :). It doesn't need to be a pdf though, other examples include ebooks, a cheat sheet of tips or resources, exclusive video, white papers or case studies, a webinar, free trials or samples, a free quote or consultation, quizzes or a self-assessment, or a coupon. (Optinmonster) Whatever you choose make sure it'll be thought of as valuable by your customer and that it will be easy for them to consume. After you become a pro at collecting emails you'll want to start segmenting, you can segment based on open rates to reward your high openers, send abandoned cart emails, or a million different things. You can find a creative list of how to segment your emails here.

The Content

Remember when your mom would say if you don't have anything nice to say then don't say anything at all? Her advice applies to emails too. In a world where companies can send an unlimited amount of emails with an unlimited amount of content packed in, it's easy to see why so many email promotions go bad. It's hard to summarize what makes a good email but for general guidelines it's quite simple, a clean design and a clear call to action(CTA). Take a look at some examples.

I have been wanting a new pair of pants, good thing I clearly understand that there is a sale and it's easy to see where I should click.

Well look at these nice people enjoying a beach. No I'm not World Cup Ready, I better click on one of the two clearly defined buttons and get myself a shirt!

I'm happy to get Father's day deals, but why do I need 19 different links to do so. I don't know about you, but I probably wouldn't be getting my dad anything from the women's department, so why is that my first link?

The image is clean but I need glasses or a magnifying glass to figure out what the text says.

(Econsultancy)

It's clear what emails we'd rather get. The pattern of good vs. bad emails is the pattern of simple messages vs unclear messages. The next time you're about to send an email, ask yourself if the email is easy on the eyes and clear about what you want the customer to do.

Paid Advertising

"The real fact of the matter is that nobody reads ads. People read what interests them, and sometimes it's an ad."
– Howard Luck Gossage

For many people this seems like the easiest solution to get more customers, and if your pockets are miles deep they're right. It's easy to pour money into advertising and eventually gain results. It gets a lot harder when you have a budget because the wrong strategy can cost a fortune and deliver disappointing results. We'll do our best to navigate you through the web of modern day advertising from "pay per click" to whatever the heck an influencer is.

Where To Start

The internet is absolutely filled with people with ads targeted at them. A well defined target market will never be more important than when launching an online ad simply because of expenses. The broader your marketing, the more big brands that you will have to compete with to get consumer views, driving up your "pay per click". Additionally, most people will simply not be interested in your product, it's a big world and there are a lot of specific brands. Finding the consumers most likely to align with your brand is critical to making consumers into customers. Some baseline knowledge you should begin to accumulate and target for includes age, behavior, and income.

Track

With so many marketing options out there, sticking with anything but the most efficient options is silly. The amount of tracking needed for each different advertising option varies. If you're using Google or Social ads, you should be paying attention to that data on a daily basis. With influencer marketing you don't need to pay as close attention but should still be checking in regularly.

Google Ads

When people think of online advertising, this is often the first thing that comes to mind. Google offers a wide variety of advertising options to their customers making this a good option for a variety of different businesses.

Text Ads

These ads are ideal for reaching customers who are already searching for your product or something similar. Because they are searching for something specific, it is clear they know what they want. A text ad will ensure they will see your products first.

Product Listing Ads

This is another good option if you suspect customers will be searching for products like yours anyway. They will appear on the side or on the top of the search results with a picture, name, and the price of the product.

Display Ads

These ads are best for reminding your customers to buy the products they were looking at on your website. The two display ads you see in the screenshot are examples of display ads correlating with web history. The jackets come from a

Product List Ads

Text Ads

Display Ad

Display Ad

visit to the Black Diamond website and the automation ad is from visiting the ActiveCampaign website.

Pay Per Click

Understanding the mechanics of "pay per click" is critical to making or breaking your Google ads campaign. On the surface, pay per click is amazing because you only have to pay for the ad when it works. Dive a few layers deeper and it becomes much trickier. Let's say you pay $3 per click, and every 10 clicks gets you a $20 sale. If you go through with running that ad you're losing money because you paid for $30 worth of clicks for a $20 sale. So, to run an effective ad you need to have a good understanding of your customer conversion and how much you'll be paying for ad clicks. Be careful with what keywords you choose as well, if you're keywords are too general you'll be paying outrageous prices per click because of how many advertisers are bidding on those same keywords. For example the keyword "Casino" will run you about $55 per click because it has so much competition.

> **Actionable Tip**
> You don't need to make a brand new ad, take a recent social media post that performed well and pay to promote it through the social platform.

Social Media

These ads bring your content to where the customers already are. When choosing a platform(s), make sure you take into consideration a few different factors. Your current following and success rates on your current platforms should be your main guide on where to advertise. If you have a massive Instagram following don't waste your time restarting your following on Snapchat. Another consideration should be the platform demographics. If your target market is 30-40 year old brides, then you have no reason to be running ads on LinkedIn. Feel free to research your competition at this point and check out what type of ads they're running or what platforms they're using.

Facebook

Facebook has a lot of different ad options. As the biggest social media platform, the amount of consumers you can reach is unparalleled. The current Facebook audience is aging a bit so it's not the best for targeting younger audiences. Facebook gives you three campaign objectives, from which they will recommend different ad types.

Awareness

Objectives that generate interest in your product or service. Increasing brand awareness is about telling people what makes your business valuable. For example, Jasper's Market is going to launch a small regional chain of grocery stores. Using the Brand Awareness objective they can create a campaign that highlights their fresh, organic produce to people in the local area.

Consideration

Objectives that get people to think about your business and seek more information. For example, Jasper's Market has a website that tells their story and lists some of their store's unique offerings. Using the traffic objective they can create a campaign that encourages people to visit their site to learn more.

Conversions

Objectives that encourage people interested in your business to buy or use your product or service. For example, Jasper's Market has opened a few new locations. Using the Store Visits objective they can create a campaign to encourage potential customers to stop by their nearest store.(Facebook)

Ad Types

Photo Ads

A photo that can include 125 characters of text, a link, and a call to action button. Great for showing off your newest product.

Video Ads

Nearly unlimited potential, ranging from 1 second to 240 minutes.

Stories Ads

While not everyone uses Facebook stories, if these fit your target market go for it. Photos last 5 seconds and videos can last 15 seconds. Make sure to shoot your video or photos vertically if you're making one of these ads!

Carousel Ads

A slideshow of up to 10 images, each one individually linkable. Use this to tell a story, show off multiple products, or show off multiple product features.

Slideshow Ads

Upload multiple images and Facebook will turn them into an automated video slideshow.

Collection Ads

The face of an Instant Experience Ad. Usually focused on one product with a selection of other products feature below it.

Instant Experience Ads

Full screen, interactive mobile ads. The ad can have images, video, text, and a call to action button. These are the best looking and most fun ads Facebook has, check out examples here.

Messenger Ads

Photo and text ads that appear in the Facebook messenger app

Lead Generation Ads

Ads that are meant to collect emails for free trials, newsletters, or quotes. Ask for as little information as possible so consumers don't have to dedicate a lot of time to give you their information.

Instagram

A popular social platform centered around the sharing of photos and videos by brands and individuals.

Photo and Video Ads

This is essentially a normal Instagram post, just inserted into the feeds of people that don't follow you.
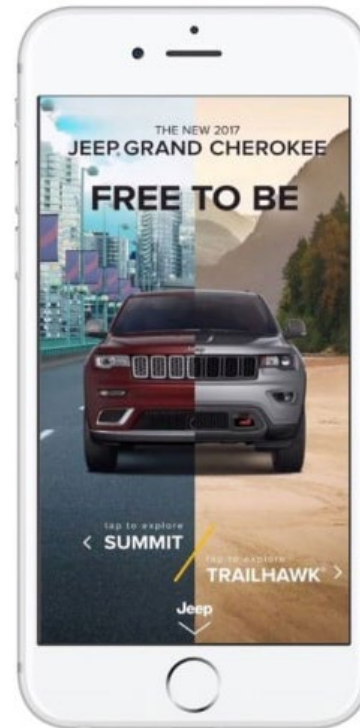
Collection Ads

These are similar to Facebook Instant Experiences that offer consumers the ability to enter into your immersive ad. You can show them products, images, text, video, and call to action buttons. To see it, click here.

Instagram Stories

These ads will appear on Instagram stories (usually tucked in between the stories of people that you follow). These ads can be photos or videos. Adding in an interactive feature like a voting poll can be a great way to increase the interactions with these types of ads.

Youtube

As one of the most popular websites on the internet, Youtube is a great place to advertise to giant groups of people, or very specific niches. You can run a few different types of video ads depending on your goal and the length of your video.

Linkedin

Great for advertising to business professionals. Since their platform is targeted for connections and business profiles, you can target your ads off of different job positions and seniority with accuracy unmatched by any other platform.

Snapchat

If you're trying to connect with a younger audience, Snapchat could be your best bet. They have a few different ad types that are unique and fun. Due to Snapchat's limited size, it will be harder to accurately target your ads towards specific groups.

Influencer Marketing

Influencer marketing is a new strategy of advertising that has risen with social media. Certain people in all types of industries have found large followings due to their standing or the content that they're putting out. The success of influencer marketing lies in the idea that consumers have already decided they like the influencer and want to pay attention to what they post. Over time the influencers become a trusted source of information. When the influencer endorses your brand or product, it carries a lot of significance in the consumers mind.

The first step in a successful influencer marketing campaign is to find your influencer(s). This can be challenging due to the sheer number of influencers you have to choose from. We recommend you spend time on social media doing independent research on the influencers in the industry or product category that you'll be targeting. Feel free to ask customers and other industry professionals who they follow. If you're still stuck, check out the influencer research tools offered by Mention, BuzzSumo, Insightpool, or HYPR. When you're choosing influencers keep in mind your advertisements goals. If you're focusing on engagement then a small influencer could work better because their audience will be a more specific audience. If your focus is brand awareness than a bigger influencer will have the audience to get your brand out there.

Once you have an influencer or a few influencers picked out it's time to determine your compensation model and how you will track their impact. According to Mention.com, here are 5 popular compensation models.

Cost per engagement: This is when you compensate influencers according to the number of engagements they drive with their content. This is one of the most effective compensation models.

Cost per click: With cost per click, you compensate influencers according to the number of clicks they drive to your landing page. It's considered to be just as effective as the cost per engagement model.

54% are planning to spend more than $250,000 annually on influencer marketing, and 17% are going to spend more than $1 million.

influencer marketing budget in 2019

What is your annual influencer marketing budget?

	2018	2019
$0	10%	
Under $50K	16%	13%
$50K - $100K	12%	20%
$100K - $250K	17%	13%
$250K - $500K	16%	22%
$500K - $750K	7%	8%
	8%	

Pay per post: With this model, you pay influencers a fixed amount for each post they create for your business. It's the third most effective model.

Free products/experiences: Instead of (or in addition to), monetary compensation, you can offer influencers free products or experiences in exchange for their partnership.

Cost per acquisition: Also known as "cost per conversion" or "cost per action," is when you compensate influencers for the number of actions or acquisitions they drive. The action could be submitting a form, subscribing to your newsletter, or making a purchase.(Least popular)(Mention)

Whatever method you choose be sure that you are able to measurably track the results and are open with the influencer about how you plan on paying them.

Best Practices
Hands off!
This is the first and most common mistake that brands make when working with influencers early on. Brands will try to control what content the influencers put out or even give the influencer impersonal, brand content to share on

the influencer's page. This is a mistake. Influencer's success stems from their originality and relatability, consumers can smell inauthentic content a mile away. Try to take a hands off approach with your influencers. You might not love every detail of their posts but measure by results not methods.

Personal storefronts

These can be a great way to track how many customers your influencers are actually sending to your site. If you have influencers promoting certain products, it can be hard for influencers and their followers to keep track of every individual product over a period of time. Giving an influencer their own page on your site, filled with the products they promote and information about the influencer, is a fantastic way to solve this problem. Not only does it make the influencer feel valued, the storefront shows the customer each and every product the influencer has vouched for. If personal storefronts don't work for your brand, make sure your influencers get custom, trackable links to your site so that you still know what web traffic they're driving.

Promotion

The beauty of working with influencers is the abundant possibilities for how you can work together! Here are a few common promotions done with influencers. Contests are a favorite amongst brands and influencers alike. It lets followers feel like they're being let in on an exclusive contest and rewards

people for following the influencer and paying attention to the brand. Discount codes work in largely the same way. Followers get let in on an exclusive deal and the influencer gets to reward their followers. Another good option is promoting a local event through local influencers. This can be a great and unique way to promote your events.

Wrapping Up

If this guide has taught us anything, it's that we can talk about e-commerce forever. There is so much an online business can do to set themselves up for success that it's hard to know where to stop talking. That being said, we hope that you were able to take something from this guide and feel inspired to launch or improve your online business. If you have any questions or comments we would love to chat and you can reach out using the buttons below. Good luck!

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Check out our packages
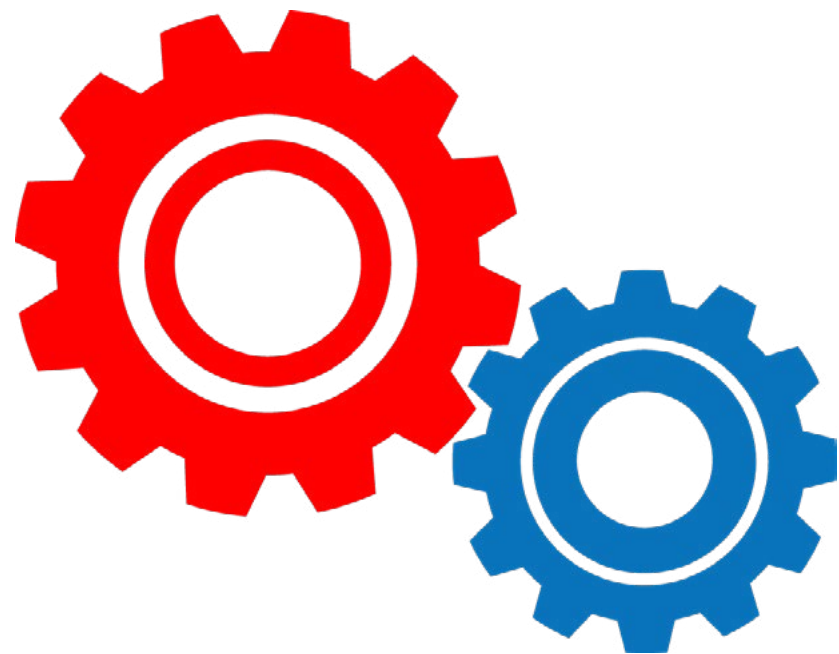
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Growth Mode

We help online stores increase conversions through done-for-you marketing services.

Say 'Hey' at UptownCow.com

Schedule a Call

Send a Message

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