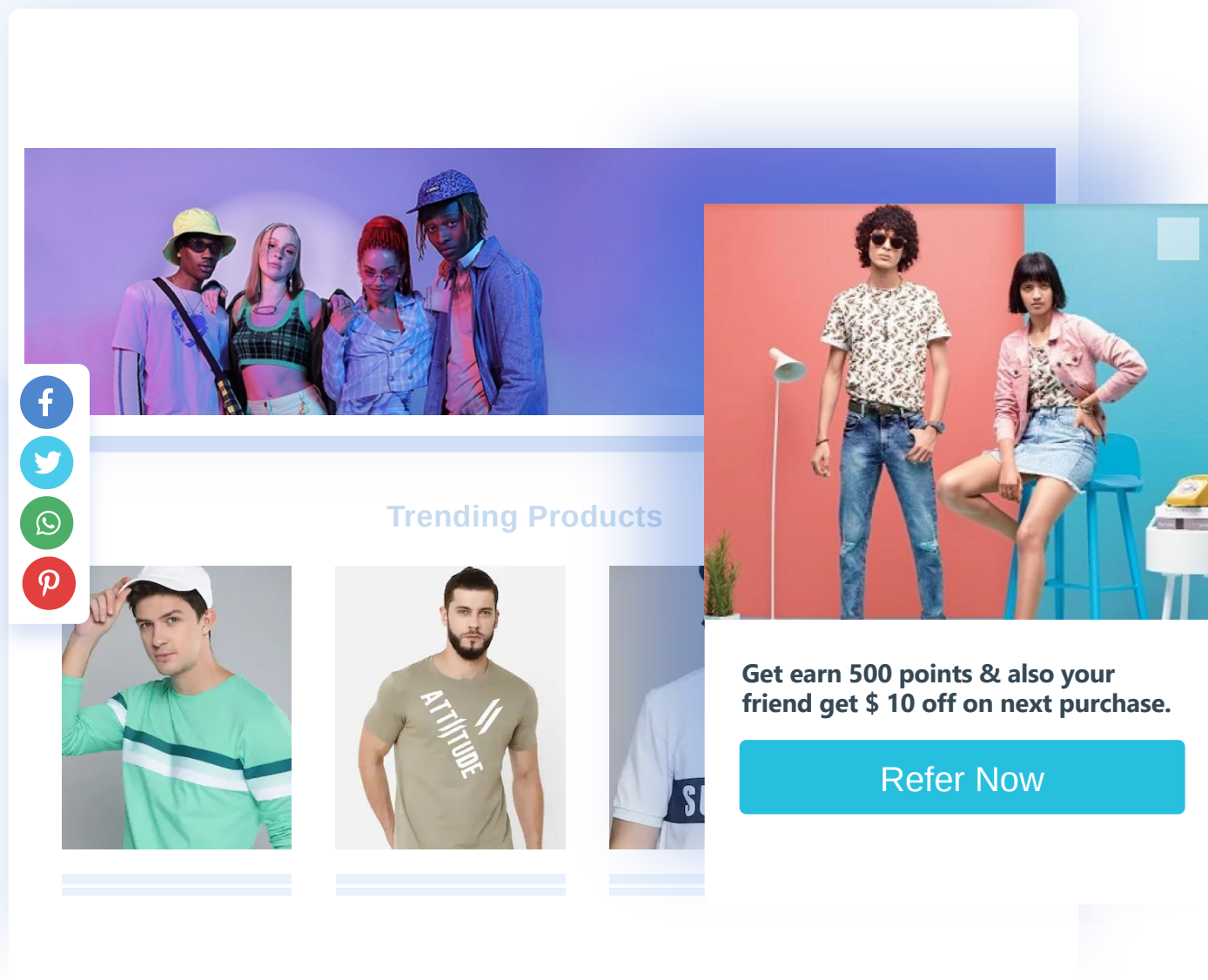




The importance of **social media** for an eCommerce store owner



Social media is an exceptional marketing tool that can drive traffic to your website while simultaneously creating a new platform you can market your products on. There are billions of social media users around the globe and social media platforms like Instagram, TikTok, Twitter, Pinterest and Facebook have made it easier for eCommerce stores to get their products in front of prospective buyers that otherwise may never have come across their store. Through effective tools on your website, you can turn first-time visitors into loyal social media followers. On social media you are able to market to followers with a level of frequency that would otherwise be impossible. In this day and age, an eCommerce store owner needs to be utilizing social media and here's why:



Social media drives traffic to your website

You can build a social media following organically or through paid social media marketing; either way, it is an effective way to drive traffic to your website. For example, if you sell clothing, posting pictures of real people wearing your clothing in an attractive setting and using hashtags will draw people to your Instagram account. Once they are there, they are likely to check out some more of your photos and your stories. In your Instagram bio you will have the link for your website, new potential customers can then click. Just like that you've improved your store traffic! On the other hand, let's say a visitor came across your website through a Google search. They like your brand but aren't ready to purchase today. You can keep engaging with this prospective customer through social media touchpoints embedded on your eCommerce website. You can even send them prompts asking to follow you. This way, you will still be able to market to them every time you post a new picture or story.

Social media provides several marketing opportunities every day

The number of times a person is going to visit your website in a day vs. the number of times a person checks their social media in a day is vastly different.

42% of Instagram users check their Instagram multiple times a day

By posting on your social media a few times a day, you are advertising to your followers every time they check their social media. This is unique in that if you were to send several emails every single day to a customer, they would likely mark it as spam. However, on social media, this is the norm and actually encouraged. If done properly, posting multiple times a day can increase your following and engagement on social media.

By having your current customers follow you on your social media, you are significantly more likely to turn them into a repeat buyer.

Social media allows you to reach new customers through multiple platforms

There are many social media platforms out there that are great for eCommerce store owners such as Instagram, Pinterest, Facebook, TikTok, LinkedIn and Twitter. Some platforms are better than others, depending on the demographic you are marketing to.

For example, LinkedIn is great for business products and Instagram and Pinterest are great for products that are highly visual like jewelry, clothes, or homeware. The one thing all of these platforms have in common, is that they are a great way for you to engage with prospective clients. Through comments, direct messaging, posts and tweets you can quickly answer questions, post polls, surveys, and updates.

59% of users use social media as buying influence

Social media provides several marketing opportunities every day

Social media is a great place to share positive reviews and testimonials for your products. If a customer shares a video or image of your product and tags your store – share it! This is free marketing for you and the social proof means so much for those followers sitting on the fence. By encouraging your customers to share pictures and videos, they are also creating content for you. The more you share your follower's posts, the more other people are going to feel inclined to do the same. Customers expect eCommerce stores to have social media, and when they don't, it can result in a lost sale. A website with no social media can raise red flags for a potential customer so if these are missing from your website, a visitor is likely to leave and not come back.

| *3 out of 4 consumers consult social media before buying*

Social buttons can increase followers and engagement with visitors

Social media icon buttons are available for every social media platform out there. You can add various social media buttons to your website to encourage social sharing of your website and products. These social media icons can be displayed under products as well as on the footer of your page. They can either be connected to your social media page and direct the visitors there or, allow them to share an image on their own social media page. Additionally, to ensure these visitors also follow your social media accounts, you can add share icons to your automated email campaigns or pop-ups. Buttons will say share, follow or visit depending on what you want your call-to-action to be.

Access to influencer marketing

As you grow your following, you will continue to get noticed, and you just may get noticed by an influencer. Influencers typically have very engaged followings and can market your product to their audience in exchange for money or free product. There are great returns on these arrangements if you have a social media account already. The effectiveness of these influencer marketer campaigns decreases significantly if the product they are promoting does not have a social media account they can link to.

Summing Up

There is a great deal of importance placed on social media for eCommerce store owners, and rightfully so! There are tremendous benefits as well as negative consequences when a store does not have a social media presence, or when it is not clearly visible on their website. AiTrillion's all-in-one channel can automate and integrate your social media accounts into your website and email marketing. You can ensure that new and returning customers are kept up to date on new sales, events and products through effectively incorporating your social media accounts into your website and email marketing strategy. Increasing your followers through effective tools and an intelligent marketing strategy, will pay off in increased sales – it really is a win-win scenario!

Let's target the right people at the right time with the AiTrillion eCommerce marketing platform! For more details contact us at md@aitrillion.com

Launch your email marketing with AiTrillion!!



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