

What Are The Essential Digital Marketing Strategies For E-commerce Growth?

E-commerce business has swept the shopping scene. E-commerce accounted for almost 20% of retail sales in 2021. Estimates indicate that by 2025, these online stores will account for nearly a quarter of total retail sales worldwide.

Another significant factor in the growth of this online shopping modality was the Coronavirus pandemic. As people stayed at home, to keep away from the virus, they turned their attention to online shopping. Census Bureau announced that E-commerce sales increased by 43% in 2020, the first year of the pandemic.

As the number of E-commerce stores has risen, the need to compare competitors has increased. Considering that the E-commerce experience is virtual, digital marketing strategies from an [E-commerce digital marketing agency in London](#) are crucial to setting your brand from others. Implementing three fundamental strategies can be the best way to start.

1. Customized Outreach Campaigns

Since Coronavirus, more customers are craving an emotional connection to purchase. Many individuals are the ones who will show up on your SMS lists. It is because SMS is private. Your SMS list consists of people who want to hear from you and be informed about upcoming discounts or new products.

Email campaigns are another private way to invest in clients, especially for brands with a limited budget. While a few customers may say not to be emailed the data shows otherwise. The E-commerce industry has the highest ROI for email marketing.

2. Loyalty Programs

A recent survey studied that a top priority is the creation of loyalty programs that will build more meaningful customer relationships. More than half of the portion of the members indicated that they were planning to expand or launch loyalty programs.

For brands that want to increase their customer loyalty, focus on the emotional aspect of loyalty programs. According to a study report of over 320 worldwide corporates, as well as data from more than 25 million highlight the significance of emotional appeal in loyalty programs.

In an age where customers have access to an immense selection of web shops and retailers, a brand needs to get customers by the heart and not the wallet since discounts are currently less powerful than rewards that have an emotional component to them. Only 20.7% of existing system proprietors classified their program as more emotional than objective, while 53.6% of organizations during the time of launching their program would be more emotional than rational, flagging that later on, loyalty programs will focus on generating emotional loyalty.

It is worth featuring that emotional loyalty is certainly not a loss situation. You can still have value-based elements, similar to coupons and collections in your loyalty program — simply make sure to add two or three features and rewards that emphasize emotional attachment.

3. Optimizing Content for SEO

Regardless of the size of your organization or budget, SEO is a cost-effective digital marketing strategy that allows you to connect with your audience. A website optimized for Search engine optimization by

the [Digital Marketing Agency in London](#) serves as a significant tool for creating brand awareness, boosting engagement, and feeding your other marketing channels.

If you are wondering where to start with Search engine optimization, consider the content you now have. Among advertisers, content is king is a familiar phrase. Content is often considered the backbone of SEO strategy.

Keep your content quality, relevant, and fresh. These elements are vital as they influence how Google's algorithms will rank your web page. The higher your ranking, the more prospective clients will see your valuable content and the more they will connect with your brand.

Creative content agency London creates quality content which surfaces online and can impact the success of your marketing strategy. Each piece of content offers clients a chance to know your brand, engage with your offer and convert into paying clients or customers. Furthermore, so, a siloed approach guarantees your content is on-topic and relevant to the audience you are aiming to reach.

Implementing these three strategies can boost your digital marketing efforts and help support your E-commerce business. As traditional marketing shifts, shoppers esteem experiences regardless of anything else. Make sure to customize your campaigns, reward customers with reward programs, and enhance your content for search engines. As customers become aware of your presence and value your client-driven approach, you'll see your efforts convert to sales.

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