How to use e-commerce content marketing to grow your business

Even if your company isn't in the E-commerce sector, we all know marketing generally takes a considerable part of company resources. In fact, according to the Schonfeld survey on marketing expenditure, by Schonfeld & Associates Inc, B2C companies spend more than 10% of their profit on marketing campaigns.

If you're looking to drive traffic and build a successful e-commerce business, you need to know how to promote your content, attract customers, and do that better than others in your industry. This guide to e-commerce content marketing will cover running a successful e-commerce marketing campaign.

E-commerce content marketing

Content marketing is simply the creation of various forms of content, such as written articles, tutorial videos, infographics, and so on, to drive sales, engagements, and more traffic to your site.

In this day and age, a lot of e-commerce marketing campaigns are driven by SEO and social media marketing. This involves much more. The definition of an audience is a universal constant in content marketing. This will be explained in the next section.

Customer persona

A customer persona is often mistaken for customer segmentation. Segmentation, on the other hand, helps a brand understand various sets or groups of customers. This indicates a particular group's location, age range, and some of their typical buying behaviour. On the other hand, a customer persona allows brands to understand these homogenous groups better and recognise key traits within them. This data is further used in crafting customer-specific content.
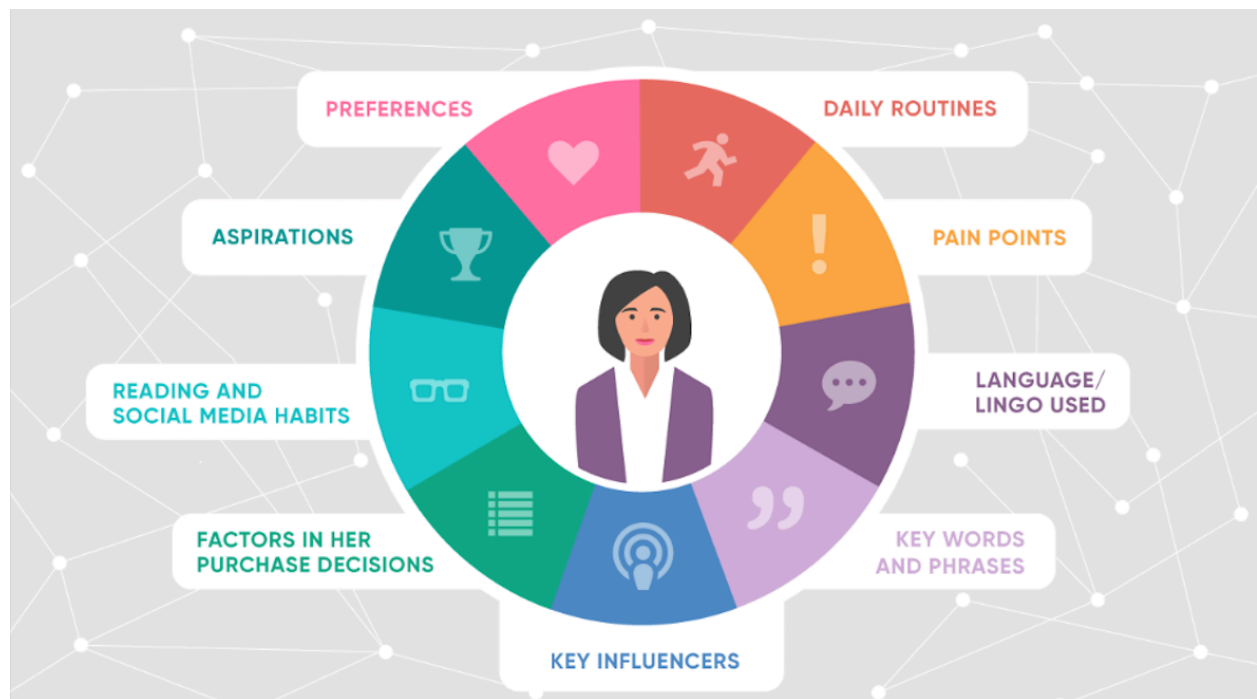
[Source](#)

Commercials appeal to the average family. A customer persona is essential in driving sales in the long run; for instance, Apple Inc's consumer marketing was previously family-oriented—no more. [Apple has refocused](#) some of its efforts on a new market segment-- the pre-professional business, which wants to use devices that make their job more effective and efficient.

A customer persona makes you a much more effective marketer. It is challenging to step into the shoes of the consumer. The persona will help you understand customer interests at every customer journey stage.

Creating and adequately structuring the content for each customer journey stage is essential. There are five stages of a customer journey:

- **Awareness:** Here, the consumer becomes aware of the product through searches, ads, and word of mouth.
- **Consideration**: Realizing a need must be met, the consumer considers whether to buy a product or service on offer
- **Purchase:** The consumer decides to purchase the item.
- **Retention:** The user loves the product and continues engaging with content from your store/company.
- **Advocacy**: The consumer spreads the word about your product/company.

source

Every e-commerce platform has various platforms for engaging with its customers; customers traditionally prefer to use their preferred method at every stage and at all times. According to

[IBM product analytics](#), Half of all online purchases in the US are now [made on mobile devices](#), but [75% of in-store shoppers are using their mobile devices while in-store](#). The journey becomes more complex, and customers want the trip to be increasingly personalised and tailored to their individual needs.

Keyword ideas

Using the right keyword can make all the difference in your business. Your already-acquired customer persona will serve as a base for keyword research.

Keywords are words or phrases that users or potential users type into a search engine in search of something. Your keyword research tool will help you develop **keywords,** but you have to find out if these phrases or words are being searched for.

A recommended widely used keyword research tool is [Keywords](#)Everywhere.

Keywords Everywhere is a browser add-on for Chrome and Firefox. It shows you the monthly search volume, cost per click (CPC), and competition info for various APIs. The data is inserted into the search page you used for easy access.

After installing Keywords Everywhere, search using any of the supported APIs. Your keyword metrics will appear below the search bar or, in cases like Google Analytics, will be inserted into the platform used.

In the accessible version of Keywords Everywhere, you can see the related and PASF keywords in Google and Bing. You get to see Youtube insights and Youtube tags as well, but no volume data. Lastly, you can get the keywords in any URL's content and density, but there is no volume data. You must pay to get the other features and see the monthly search volume, CPC, and competition data for Google and all the different APIs.

Other alternative keyword research tools include Moz, Ahrefs, Serpstat, SEMrush, and more.

Content creation

Simply getting your site seen by potential customers doesn't cut it. You have to provide valuable content and give them a reason to return. Content creation isn't easy either. That is when content strategy comes into play. Content without strategy is just words, videos, images, and other forms of data thrown into a blender. The result would be noise and a waste of funds. Below is an effective e-commerce content strategy:
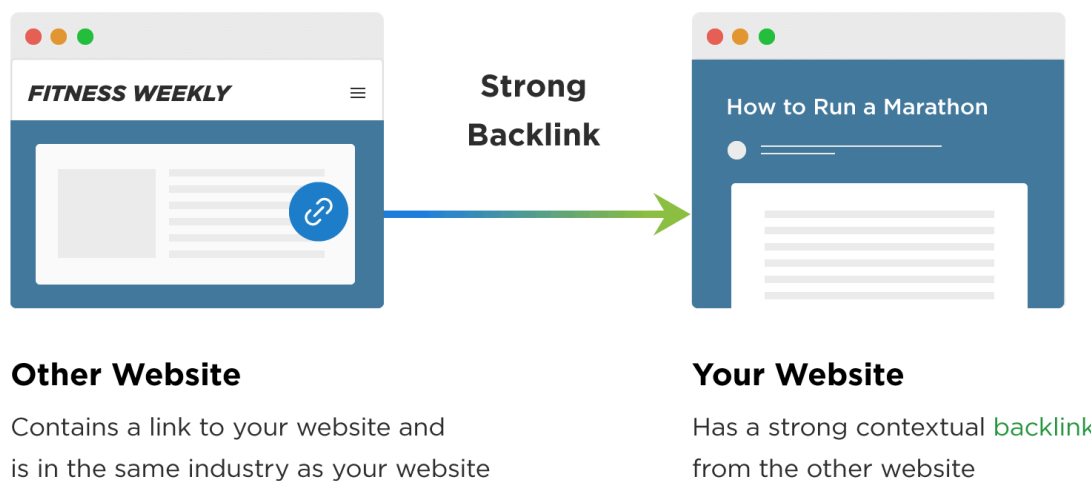
- **Utilise your customer persona**: Your customer persona will tell you who your target audience is, the average age of your audience, and much more. A content structure is present. Hence, you know what suits your audience: written content, images, videos, animations, or simple designs.

- **Research your competitors**: What questions are your competitors asking that you are not? In what format is their content delivered? After answering these questions, you create content that stands out or is unique. For instance, Apple reportedly came into the mobile device business late, but they were able to become a leader in that venture by creating unique content.

- **Create that content**: You should use a "[topic research tool](#)." This tool would help you identify the most popular and relevant topics, the headlines that give the best engagement, and so on. This automatically gives you a channel to follow when creating your e-commerce content.

- **Leverage social media:** [According to Hubspot](#), "There are more than 2 billion active social media users worldwide, and this number is projected to grow at a rate of 25% year over year." Social media will help you identify metrics, such as when your audience is most active or which channels they engage on the most. Instagram is known to be more visual, hence suitable for Images or infographics. Twitter is more text-driven and suitable for text-driven content.

Creating content that appears personalized for your target audience is guaranteed to get your content scaled.

Improving page ranking with backlinks

Backlinks (also known as "incoming links" or "one-way links") are links from one website to a page on another website. Google and other major search engines consider backlinks "votes" for a specific page. Pages with a high number of backlinks tend to have high organic search engine rankings.

Strong Backlink

Other Website

Contains a link to your website and is in the same industry as your website

Your Website

Has a strong contextual backlink from the other website

[source](#)

For instance, if you own an e-commerce store that sells shoes, you would go to Google and type in "shoes," "shoes for sale," or "cheap shoes." If you want to narrow your search down to articles or blogs writing about your niche, then add that to your search, such as: "shoe blog." Once you find blogs with similar content, you ask if they accept guest posts. If so, you can write a great article on their website and get a link back to your website in return.

It is best practice to write guest posts for blogs within your niche.

Monitor your content

Getting more traffic to your site is only the first step in growing your business; the current campaigns must be monitored to sustain engagements and offer the best value.
One commonly used technique is setting KPIs (Key performance indicators) for your campaigns. A Key Performance Indicator is a quantifiable value that demonstrates how effectively a company is achieving key business objectives, in this case, marketing objectives.

For instance, a [customer satisfaction KPI](#) may require regular, carefully constructed customer surveys to build the right amount of data. You'd then have to decide what sort of customer satisfaction score represents the benchmark you want to achieve.
Data collection frequency has to be established. For instance, sales data can be collected daily, while data collected from numerous sources can be collected monthly or weekly. After

collection, the KPI can be run against company objectives to understand the current content success/failure rate.
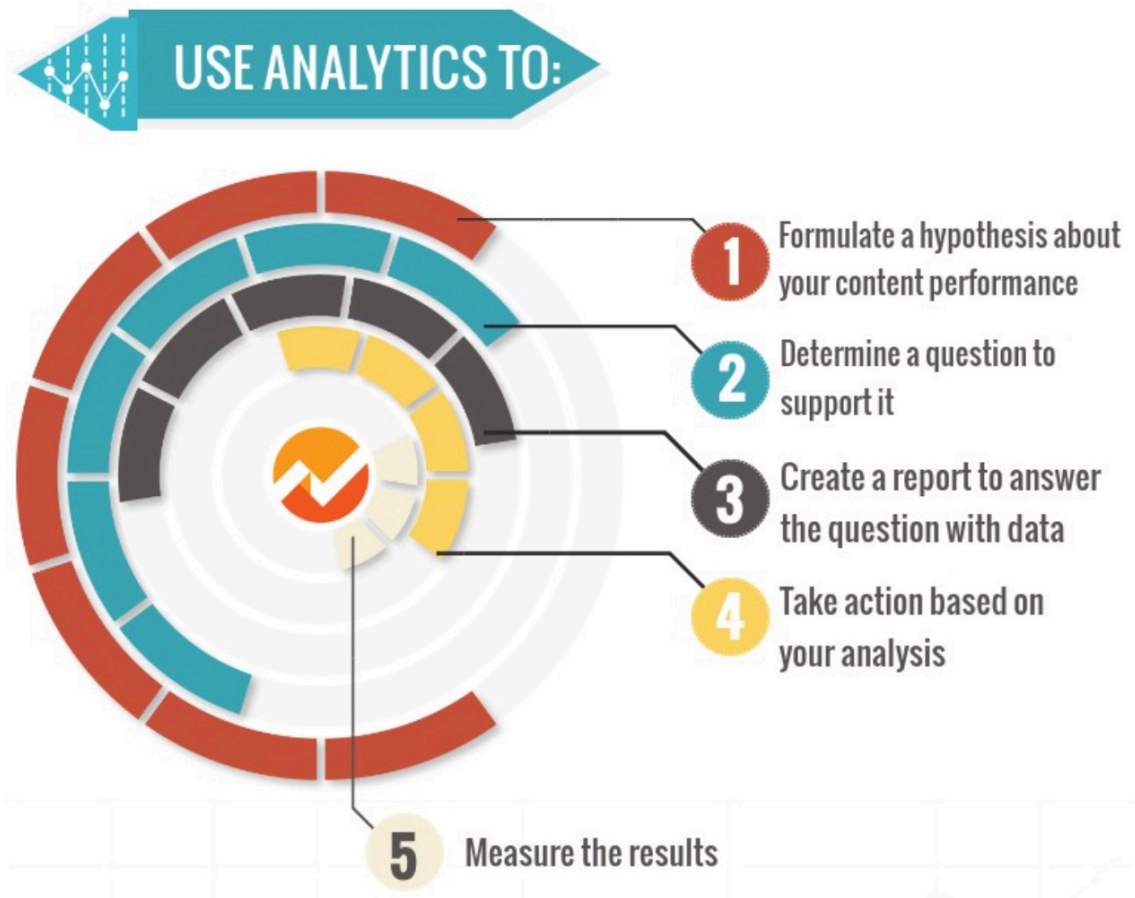
[Google Analytics](#) is a free tool for tracking website performance. Google Analytics can display how your content marketing strategy is performing and which specific areas you can improve.
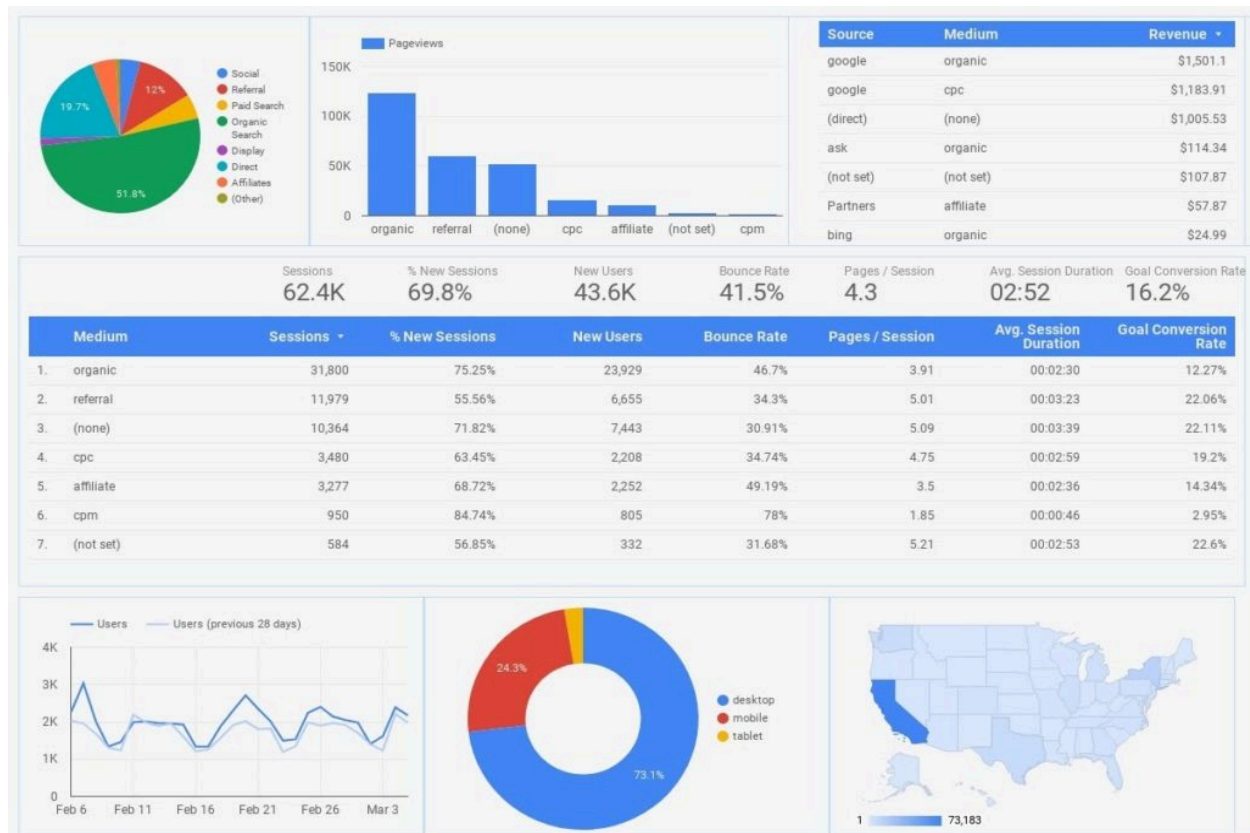
[Source](#)

The above illustration illustrates using analytics to track how the company's product fares in a particular state in the US.

Analytics also helps in developing an actionable business strategy. Analytics eliminates the need to "guess and check" by providing accurate statistical data.

USE ANALYTICS TO:

1. Formulate a hypothesis about your content performance
2. Determine a question to support it
3. Create a report to answer the question with data
4. Take action based on your analysis
5. Measure the results

Source

You can analyze the location of your audience, how they interact with your product and content, and how long they spend on your site. All these metrics culminate into a perfect business strategy.

Se Fin / conclusion

E-commerce content marketing requires a lot of strategy and resources. It needs to be done right; otherwise, it could be catastrophic. Researching the right keywords, crafting compelling and eye-catching content, and using the right tools all form the structure of an unbeatable content marketing campaign.