

RETAIL & ECOMMERCE

The primary goal for retail customers is to sell their products and services. Retail Customers want to drive traffic to their stores, and e-commerce customers strive for traffic to the website with good conversions.

MARKETING GOALS

- Increase sales for both online and brick-and-mortar locations
- Drive traffic to store website
- Increase qualified leads
- Increase social media reach, followers, and engagement
- Increase SEO ranking and organic traffic
- Build brand awareness and affinity



Social Media Engagement

Abandoned Cart Email

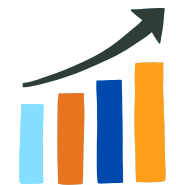


Email Marketing



SOLUTIONS

- Create Facebook Lead Ads, using Constant Contact forms and landing pages as a destination to collect new leads.
- Implement pop-up form(s) on store websites to increase subscriber signups.
- Launch an automated email series that helps nurture new leads and first-time customers with content like first-time discounts, giveaways with purchase, and valuable content that highlights competitive differentiators.
- Update business listings on Google and other search engines to increase discoverability.
- Strategic use of social media #hashtags to help increase visibility and engagement.
- Create a Google Ad to reach customers where they are and increase SEO ranking over time.



Sales Growth

REAL LIFE MARKETING MANAGER RESULTS

- With a limited budget at a highly competitive time of year, the Marketing Manager created a Mother's Day ad for a florist that reached a 35% conversion rate, resulting in \$1,775 in online sales over a 7-day period, for an ROI of more than 7 times their ad spend.
- Constant Contact helped a children's clothing store create a Facebook Lead Generation Ad targeting new parents. With a budget of \$300 over a 3-month period, the ad generated 250 new leads.
- The Marketing Manager assisted a retail client in promoting a Labor Day sale, resulting in one of their most successful holidays ever. The sale, promoted through a Facebook advertisement and a Google Search ad, produced more than \$2,000 in sales and attracted a significant number of first-time customers. The customer shared, "Our Marketing Manager did a great job sending out multiple emails to stay top of mind about the sale to [our] contact list."



- Over a 3-month period, an apparel client worked with a Marketing Manager as they sought to expand their gun leather offerings into Western wear. Ultimately, they chose to boost awareness and sales with Facebook flash sales. They experienced growth across followers (+3% to over 12,000), engagement, and subscribers, with "orders rolling in for both gun leather and Western apparel."