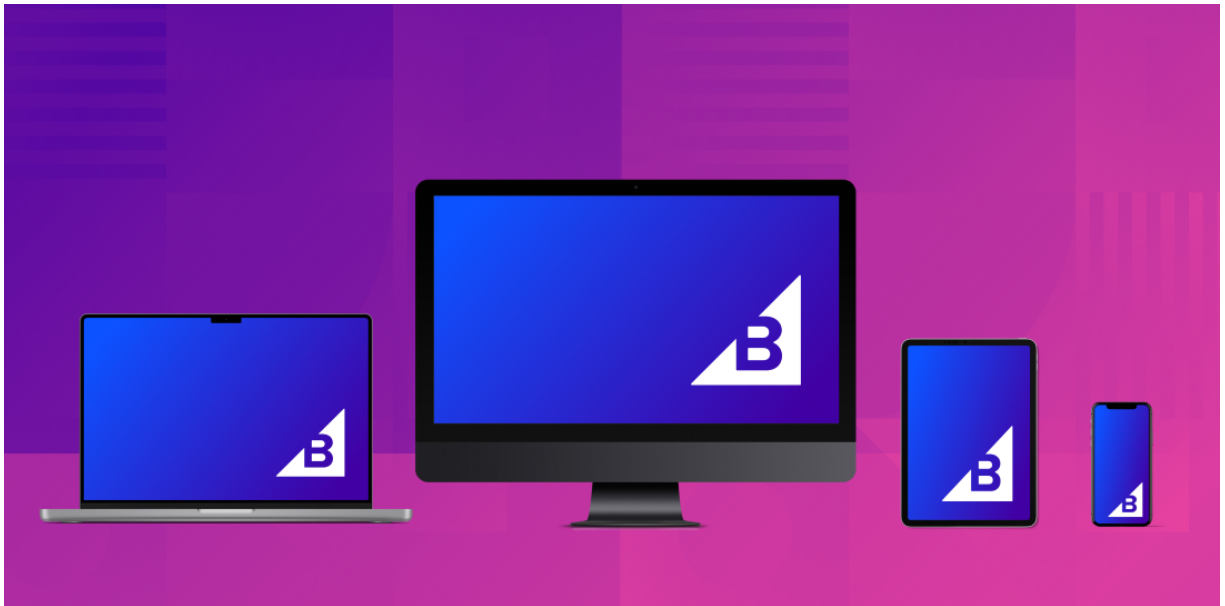


Ecommerce Marketing Strategies That Drive Traffic and Sales



Once upon a time, simply having a website was enough to attract customers. Those days are long gone. With over **1.2 billion websites** live today, standing out online takes far more than a good-looking homepage.

That's where **ecommerce marketing** comes in — the art and science of driving traffic, converting visitors, and turning happy customers into loyal advocates. The digital marketplace is crowded, but it's also full of opportunity for brands that know how to connect with the right audience in the right way.

And the investment proves it. In 2025, global advertising and marketing spend is expected to reach **\$1.87 trillion**, according to [Statista](#). Meanwhile, **U.S. ecommerce stores spent \$3.5 billion** on advertising in 2024 alone.

But effective ecommerce marketing isn't just about pouring money into ads. It's about building a holistic strategy — one that blends SEO, content, email, social media, and data-backed insights to

create meaningful, lasting customer relationships.

Ecommerce marketing explained

Ecommerce marketing includes every effort to promote your online store, from SEO and paid ads to email campaigns and social posts. At its core, it answers three questions:

- How do you attract the right traffic?
- How do you convert visitors into buyers?
- And how do you keep them coming back?

The benefits add up quickly. Strong ecommerce marketing **lowers acquisition costs, boosts average order value, and increases lifetime customer value**. As tools evolve (think [AI-driven personalisation](#) or instant SMS offers), the field keeps shifting. Staying ahead means blending proven marketing tactics with fresh execution, all while keeping the customer experience front and centre.

Create a successful ecommerce marketing plan.

A clear plan aligns every tactic with your online business goals. Follow this step-by-step framework to build one that adapts as you grow.

1. Set clear objectives and KPIs.

Start by defining what success looks like. Do you want to increase revenue, expand your audience, or launch a new product line? Setting clear objectives helps guide every marketing decision that follows.

Use the [SMART framework](#) (specific, measurable, attainable, relevant, time-based) to define your goals and KPIs.

Example:

- **Goal:** Increase ecommerce sales by 20% in six months.
- **KPIs:** Sales revenue, conversion rate, and average order value (AOV).

2. Allocate your budget wisely.

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Decide how much to spend based on revenue, growth stage, and goals. New brands often allocate 12–20% of revenue; established ones shift toward organic and retention channels. Break it down: 40% awareness, 30% consideration, 20% conversion, 10% testing.

Factor in tool costs, ad spend, and content creation. BigCommerce merchants can use built-in analytics to reallocate budget mid-campaign — for instance, moving funds from low-ROI [Facebook ads](#) to Google Shopping.

3. Identify the target audience.

Not every shopper online is your customer, and that's okay. The key is knowing exactly *who* you're trying to reach and what makes them click “buy.”

Start by looking at your existing customer data. [Find patterns](#) in who's already buying — look at demographics such as age, location, online shopping habits, and favourite products. Then build buyer personas that represent your ideal customers and their paths to purchase.

Ask yourself: *Why do they choose you over competitors? What challenges are they solving?* Combine insights from your website, CRM, and social channels to fill in the picture.

When you truly understand your audience, your marketing feels personal, and your results show it.

4. Conduct market research.

Look beyond your store's data to understand your industry landscape and competitors.

Gather insights from:

- [Competitive analysis](#): What keywords or channels are they dominating?
- **Customer surveys**: What do shoppers value most? Price, speed, quality, or values alignment?
- [Industry trends](#): Emerging platforms, changing algorithms, or evolving expectations (like [sustainability](#)).
- **SWOT analysis**: Map strengths, weaknesses, opportunities, and threats.

5. Choose the right marketing channels.

You don't need to be everywhere — you just need to be where your customers are. Focus on the channels that make sense for your audience and product. Visually driven brands might shine on

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Instagram or Pinterest, while others see more success through content marketing or email.

Take [THE UPSIDE](#), an activewear brand powered by BigCommerce. They use tools like [Klaviyo](#) and [Searchspring](#) to personalise every customer touchpoint, pulling real-time data from BigCommerce to tailor product recommendations and emails. On social, they connect with shoppers through Facebook and Instagram Shopping, letting people browse and buy without ever leaving the app.

The takeaway? Choose channels that fit your customers' habits, and make every interaction feel seamless from scroll to checkout.

6. Analyse data for insights.

Data is the storey of how your ecommerce marketing performs. Tracking the right metrics helps you see what's working, spot new trends, and make smarter decisions.

Keep an eye on key KPIs like **conversion rate optimisation, revenue, customer acquisition cost (CAC)**, and **average order value (AOV)**. Pull data from across your ecosystem — your ecommerce platform, website analytics, CRM, and email or ad tools — to get the full picture.

UK apparel brand [White Stuff](#) did exactly that when testing its new BigCommerce site. By tracking mobile load times and conversion rates, the brand proved its new composable setup was **100% faster on mobile** and **boosted conversions by 37%**.

When you measure the right things, you can directly link data to real business growth.

7. Review, adjust, and optimise.

Your [KPIs](#) are your guideposts. Keep an eye on them and be ready to tweak your strategy if something isn't working. A product launch falling short or a campaign not hitting the mark? Pivot fast.

Track core KPIs like:

- [Conversion rate \(CR\)](#)
- [Customer acquisition cost \(CAC\)](#)
- [Average order value \(AOV\)](#)
- [Customer lifetime value \(CLV\)](#)

But numbers aren't the whole storey. Listen to your customers through **reviews, social media, and feedback**. Map your website's conversion funnel to spot drop-offs and recurring pain points.

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Then act on it. When you combine data and customer insights, you keep your marketing plan nimble and your customers happy.

8. Experiment with A/B testing.

[A/B testing](#) is your secret weapon for making data-driven decisions. By comparing two versions of a web page, email, or ad, you can see which one actually performs better, not just what “feels right.”

Success is measured by predefined metrics like **conversion rates**, **click-throughs**, or **revenue per visitor**.

Here are common areas ecommerce brands test:

- **Landing pages:** Swap images, product descriptions, CTAs, and layouts to see what drives the most conversions. Don't forget to optimise for mobile devices.
- **Product descriptions:** Test headlines, copy, and messaging to highlight benefits that resonate with customers.
- **Pricing & promotions:** Try discounts, bundles, or tiered pricing to see what maximises revenue.
- **Digital ads:** Test ad creatives, copy, headlines, and formats across platforms like Google and Facebook.
- **Product visuals:** Experiment with angles, zoom options, and lifestyle images to increase clicks and sales.

Example: [Brondell](#) used BigCommerce's built-in tools and selective integrations to streamline its ecommerce site while A/B testing improvements. They added AI-powered Aidaptive to improve onsite search and saw a **173% increase in search revenue, 94% boost in search conversion rate, and 63% lift in revenue per visitor**. By pairing native tools with thoughtful integrations, Brondell fine-tuned both backend efficiency and the customer experience.

Types of ecommerce marketing strategies

Successful ecommerce marketing covers the full funnel, from attracting visitors to converting them into loyal customers. Here's how top brands approach each channel.

Content marketing.

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Content is the foundation of any ecommerce strategy. By creating helpful, entertaining, or inspiring material, you attract customers and position your brand as an authority. Think blog posts, how-to guides, buying guides, and social posts — all designed to educate or engage.

For example, BigCommerce's content tools and integrations with [Feedonomics](#), [WordPress](#), and [HubSpot](#) allow brands to manage, schedule, and optimise content seamlessly across multiple platforms.

High-quality content also reduces friction in the customer journey. Shoppers who find answers to their questions are more likely to stay on your site, explore products, and eventually convert.

Search engine optimisation (SEO).

[Ecommerce SEO](#) ensures your site gets found when shoppers search for your products. Pages that rank at the top of Google get [10 times more clicks](#) than those on the bottom, according to Backlinko.

Key strategies include:

- **Keyword research:** Identify what potential customers are searching for.
- **Search intent:** Tailor content to match whether users are browsing or ready to buy.
- **On-page SEO:** Optimise product pages, headers, URLs, meta descriptions, and images.
- **Technical SEO:** Ensure fast load times, mobile responsiveness, and secure HTTPS.
- **Site structure:** Make navigation intuitive for both shoppers and search engines.

SEO pairs best with content marketing to attract organic traffic and establish your site as an authority.

Pay-per-click (PPC) advertising.

[PPC](#) is your fast lane to visibility. When someone searches for a keyword or visits a related site, your ad shows up — instantly. Platforms like Google Ads, Bing Ads, Meta Ads Manager, and LinkedIn Ads let you control targeting, messaging, and budget.

Success comes from testing: tweak copy, images, offers, and targeting until you find the combination that converts. PPC is especially useful when you want quick results or are launching a new product.

Social media marketing.

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[Social media](#) is where your customers already spend time and engage with content daily. In 2025, **83% of marketers use Facebook, 78% Instagram, and 69% LinkedIn** to reach audiences, according to [Statista](#).

But social is about more than posting. Paid campaigns, hashtags, Reels, Shorts, and TikTok clips can bring your products front and centre. And shoppable posts? Big win. Brands like [THE UPSIDE](#) let customers cheque out directly via Instagram or Facebook, streamlining the path from discovery to purchase.

Email marketing and SMS.

Email and SMS are all about keeping the conversation going. [Statista](#) (2024) found nearly **59% of campaigns** have open rates between 20–50%, and **23% exceed 50%**.

Use marketing automation tools like [Klaviyo](#), [Attentive](#), [Mailchimp](#), or [Postscript](#) to send welcome emails, [abandoned cart reminders](#), promotions, or post-purchase follow-ups.

Email works for storytelling and nurturing; SMS shines for time-sensitive offers and alerts. Together, they help move shoppers down the funnel efficiently.

Influencer marketing.

Influencers bring your products to audiences who already trust them. [HubSpot](#) reports that **22% of Gen Z and 29% of Millennials** discover new products via influencers.

Pick creators whose followers match your ideal customer. Influencers can showcase products naturally, share authentic reviews, or create video content that connects emotionally. When done right, influencer marketing can amplify brand awareness and increase sales.

Affiliate marketing.

[Affiliate marketing](#) is performance-driven: affiliates promote your products and earn a commission on sales. U.S. spending grew from **\$9.56 billion in 2023** to a projected **\$12 billion in 2025**, according to [Statista](#).

Use platforms like ShareASale, Refersion, or Rakuten to track links, measure conversions, and manage partners. Affiliates can promote your brand through blogs, social posts, email campaigns, or product reviews — extending your reach without upfront ad spend.

Reviews and testimonials.

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For digital marketers, customer reviews are essential. Positive reviews build trust, while even negative ones give valuable feedback. Display reviews on product pages using tools like [Yotpo](#), [Trustpilot](#), and Judge.me.

Testimonials and user-generated content (UGC) act as social proof. For B2B, highlight problem-solving; for B2C, emphasise quality, lifestyle, and value. Showing that real customers vouch for you makes new shoppers far more confident.

Video marketing.

Video grabs attention like nothing else. [EMARKETER](#) predicts **3.78 billion people will watch digital video content in 2025**. That's nearly half the planet.

From unboxing videos and product demos to YouTube Shorts, Instagram Reels, and TikTok clips, video builds awareness, educates, and drives conversions. Tools like **YouTube, Vimeo, TikTok**, and BigCommerce integrations make it easy to embed and track engagement. Video is shareable, persuasive, and increasingly essential for modern ecommerce.

Global ecommerce marketing considerations

If your ecommerce business sells beyond your home country, your marketing strategy needs thoughtful localisation. Global ecommerce isn't just about reaching new customers; it's about making them feel like your brand was built for them.

The strategies we covered earlier — content, SEO, social, email, PPC, reviews, video — still apply, but with extra steps to resonate in each market.

Marketing localisation best practises.

[Selling internationally](#) isn't just about [translating your website](#). It's about making every aspect of your brand feel local and relevant. Below are eight localisation best practises to ensure your

Localise content and translate languages.

One-size-fits-all content doesn't fly internationally. Translate product descriptions, category pages, buttons, labels, and UI elements accurately. Go further: adjust imagery, graphics, and colour schemes to reflect local tastes and cultural norms.

For example, in regions with limited broadband, 4K videos or interactive features may frustrate users — opt for lighter, faster-loading content.

Adapt currency and payment methods.

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Make pricing clear and familiar by displaying products in local currency. Platforms like BigCommerce support [multi-currency functionality](#) and localised product feeds via Feedonomics, so shoppers can easily switch currencies.

Consider local market conditions when setting prices, including [taxes](#), import duties, and competitor pricing. And don't forget popular payment options — what works in the U.S. might flop elsewhere.

Optimise shipping and logistics.

International shipping is a complex logistical endeavour involving shipping regulations, customs procedures and taxes or import fees for each target destination.

Partner with a reliable shipping company that understands each target country's customs, regulations and documentation requirements. Set expectations for international delivery times and account for the time needed to clear customs.

Understand local market dynamics.

Research local competitors, cultural norms, and customer expectations—including preferred checkout flows. What works in one country may be irrelevant or even off-putting in another. Conduct surveys, interviews, or small test campaigns to validate assumptions before scaling.

Comply with regional regulations.

Global ecommerce requires adherence to rules like [GDPR](#) in Europe or [CCPA](#) in California. [Compliance protects your business](#) from fines and builds trust with customers who expect their data to be handled securely. Keep meticulous records of exports, invoices, and customs declarations.

Implement global SEO practises.

Translating your website isn't enough — search engines must be able to find it. Conduct keyword research for each market and use localised keywords for on-page content, metadata, and blogs.

Implement hreflang tags to tell search engines which language or region a page targets. Maintain a consistent URL structure that supports international SEO best practices.

Use geo-targeting techniques.

Geo-targeting delivers the right experience to the right person. Based on IP address, show localised websites with region-specific products, prices, payment methods, and promotions.

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Geo-targeted banner ads, messages, or pop-ups can highlight local events, launches, or discounts, creating a sense of immediacy and relevance.

Provide multilingual customer support.

Support in the customer's language is critical. Hire reps fluent in your target languages or implement multilingual chatbots for first-level support.

If issues escalate, ensure live agents can step in. Offer multiple contact channels — email, chat, phone, and social — and maintain a localised FAQ or knowledge base.

How BigCommerce supports your marketing efforts

Every business wants to grow profitably, and every ecommerce website aims to attract new customers while keeping loyal shoppers coming back.

BigCommerce provides the tools and integrations to help you scale your marketing, optimise conversions, and boost your bottom line.

Integrated marketing tools.

The online marketing landscape is vast, and it's easy to get lost in options. BigCommerce brings your tools together so your messaging stays consistent wherever your customers are online.

Integrations include:

- **Email marketing:** [Klaviyo](#), [Mailchimp](#), [Attentive](#), [Omnisend](#)
- **Analytics & reporting:** [Google Analytics](#), [BigQuery](#)
- **Paid media:** Google Ads, retargeting platforms
- **Social media platforms & marketplaces:** Facebook, Instagram, TikTok

With everything working together, you can automate campaigns, track results, and focus on strategy instead of juggling multiple platforms.

Omnichannel management.

Sell products everywhere from a single backend. BigCommerce's [Channel Manager](#) connects you to top marketplaces like Amazon, Walmart, eBay, and [TikTok](#), letting you manage inventory, pricing, and promotions seamlessly across channels.

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SEO-friendly out of the box.

BigCommerce takes the guesswork out of search optimisation:

- Auto-populated, SEO-friendly URLs
- Automated 301 redirects
- Sitewide encryption
- Built-in microdata (rich snippets) that show star ratings, pricing, brand names, and stock levels directly in search results

These features help increase click-through rates without waiting on developers.

Personalisation and automation.

Marketing is more effective when it's personal. BigCommerce makes it easy to target specific customers or segments:

- On-site recommendations for VIPs or repeat buyers
- Automated email flows for abandoned shopping carts and post-purchase follow-ups
- Tailored promotions based on customer behaviour and purchase history

Audience segmentation ensures every message lands with the right shopper at the right time.

Analytics and flexibility.

If you're looking for flexibility in reporting on data, BigCommerce offers the Swiss army knife of analytics. Its advanced integrations, like [Google BigQuery](#) and [flexible APIs](#), serve as a vital bridge that helps businesses connect people, places, systems, data and algorithms, allowing them to share information and make transactions happen.

API integrations can make shopping easier, create a [seamless omnichannel customer experience](#), streamline business operations, foster customer loyalty and boost profitability tailored to your business needs.

Feedonomics integration

Product feed syndication is key for running effective omnichannel campaigns.

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BigCommerce integrates with [Feedonomics](#), allowing you to optimise and publish product feeds to multiple advertising platforms — Google Shopping, Facebook, Instagram, Amazon, and more—all from one place.

This ensures consistent product data, pricing, and availability across every channel, boosting discoverability and online sales.

Marketing partner network

BigCommerce's robust ecosystem connects you with a wide range of [marketing partners](#), from SEO experts to email automation specialists.

Use integrations and apps to extend your platform's functionality without overcomplicating your tech stack. [Case studies](#) highlight successful collaborations that help online retailers increase conversions, improve search rankings, and scale efficiently.

Examples of ecommerce marketing success

Seeing real-world examples helps illustrate how strategic marketing and the right technology can drive measurable results. Here are five standout ecommerce success storeys powered by BigCommerce and marketing integrations:

Brondell.

[Brondell](#) tapped AI-powered personalisation through [Aidaptive](#) to boost onsite search and product recommendations.

By understanding shopper behaviour and optimising product placement, they drove a **20% increase in organic traffic** and **lifted revenue by 30%**. It's a prime example of how predictive AI can make the shopping experience smarter and more engaging.

[Read the full case study.](#)

White Stuff.

[White Stuff](#) redesigned their site using a composable architecture, focusing on speed without changing the design.

The result? Mobile load times **doubled in speed**, giving their mostly mobile-first customers a smoother shopping experience. That boost in performance also contributed to a **37% jump in conversion rates** and a **26% increase in average transaction revenue per session** — proof that faster sites equal happier customers.

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[Read the full case study.](#)

Linz Shop.

Linz Shop leaned on [Klaviyo email marketing](#) and smart segmentation to connect with customers in a more personalised way. The result? **65% more web traffic** and higher engagement across campaigns, showing that when messages feel relevant, customers respond.

[Read the full case study.](#)

SportsShoes.com.

Using [BigCommerce's multi-store](#) and omnichannel capabilities, [SportsShoes.com](#) tailored experiences across sites and regions. Streamlined checkouts, personalised promotions, and smart merchandising helped them see a **50% increase in conversions** — a testament to combining tech and strategy to meet customers where they are.

[Read the full case study.](#)

Just Sunnies.

Australian eyewear retailer [Just Sunnies](#) upgraded to BigCommerce's [headless architecture](#) to support its rapid growth and mobile-first audience. By integrating Klaviyo, Searchspring, and PayPal, the brand improved site speed, personalisation, and checkout flow — driving a **21% increase in conversion rate**, **32% more visits**, and **15% higher sales** year over year.

[Read the full case study.](#)

The final word

Ecommerce marketing isn't set-it-and-forget-it. It's a cycle of planning, testing, and refining — guided by data and focused on the customer.

Start with clear goals, lean on proven channels, and let tools like [BigCommerce](#) handle the heavy lifting. Whether you're reaching new countries or perfecting post-purchase emails, consistent execution turns traffic into revenue and one-time buyers into advocates.

FAQs about ecommerce marketing

How do customer journey maps contribute to marketing plans?

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They help you see your business from the customer's perspective. Customer journey maps reveal how shoppers move from discovery to purchase — and where they get stuck. Identify friction points across channels. Improve user experience and customer engagement by addressing them early. Use insights to refine product recommendations, messaging, and support. Example: A business selling sneakers might find that customers drop off during shipping selection — an insight that could spark changes in pricing transparency or delivery options.

What are effective strategies for holiday or seasonal marketing?

The holiday season is a huge opportunity, especially for small businesses. Plan ahead: Review past marketing campaign data to find what worked. Segment customers by preferences or purchase history. During the season: Use product recommendations to personalise offers. Optimise emails and site speed for mobile users. Add bundles or flash deals to boost urgency. Afterwards: Send thank-you emails or loyalty rewards to sustain customer engagement.

How can marketers optimise the post-purchase experience?

The sale isn't over when the customer checks out. A great post-purchase experience fuels retention and repeat purchases: Order updates: Send confirmation, shipping, and delivery alerts. Easy returns: Make exchanges and refunds simple. Follow-ups: Request reviews or offer personalised product recommendations. Automation tools: Platforms like Shopify Flow, Klaviyo, or BigCommerce streamline it all. The goal: turn happy buyers into loyal brand advocates.

What role does customer service play in ecommerce marketing?

Customer service is one of the most powerful marketing tools you have. Responsive, empathetic support builds trust and strengthens your brand reputation. Whether through live chat, social DMs, or phone, every interaction is a chance to drive customer engagement and loyalty. For small businesses, going the extra mile — like sending personalised thank-you notes or follow-up discounts — can create a memorable, human connection that large competitors can't easily replicate.

How does SEO affect ecommerce marketing?

SEO ensures your store appears where shoppers are already looking. It's essential for driving organic traffic that's ready to buy. Focus on: Optimising product titles, descriptions, and metadata. Improving site speed and mobile performance (especially on BigCommerce). Creating educational content, such as guides, videos, and blogs that boost visibility and trust. Good SEO = better visibility, more traffic, and a stronger user experience.

What KPIs should ecommerce marketers track?

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Tracking KPIs keeps your marketing strategy focused and measurable. Here are some key metrics to monitor: Conversion rate: Are visitors completing purchases? AOV (Average Order Value): How much are customers spending? CLV (Customer Lifetime Value): How loyal and valuable are repeat customers? Engagement metrics: Email open rates, click-through rates, and social activity. ROAS (Return on Ad Spend): How efficiently are you driving revenue? Regularly reviewing these numbers helps you refine campaigns and scale what works.

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