How to Drive Visits and Conversion on Your Shopify Store with Inbound Marketing

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HubSpot

eCommerce Inbound Marketing is:

1. Getting found *online by creating, optimizing and promoting remarkable content*

2. Converting *traffic into transactions and re-marketable leads*

3. Measuring *your marketing and sales data to grow your business*

Contents

How Inbound Marketing Can Help Your Website and Shopify Store

Inbound Marketing is the practice of creating remarkable content to attract more potential consumers to your website and store, and converting them into customers through remarketing and reengagement.

Over the course of this eBook, you will learn specific inbound marketing methodologies that will help you grow your online sales. This ebook surveys the basics of inbound marketing: getting found, converting, and analyzing traffic and sales.

Build interaction and visibility for more traffic

An increase in new and repeat visitors to your website and Shopify Store will allow your products to be in front of more people more often, generating additional sales for your store. eCommerce businesses understand this principle well, and apply it daily with a traffic acquisition strategy that drives sales.

Think about your site and the pages on it. Does it include content beyond product pages? How much of your content is unique to your site? Do you blog? By employing unique content creation as a foundational piece of your marketing strategy, you create powerful assets to attract more consumers at different stages in the buying process. Unique, remarkable content that is relevant to your products and buyers will turn your site into a magnet for people researching, comparing, and purchasing your products. This vision of a site's content as a magnet for traffic is the central pillar to inbound marketing.

Capture more email addresses for more sales

Inbound marketing provides mechanisms to create value for site visitors earlier in the buying process. As the buying process evolves from research to purchase, you want your store to be in front of consumers as often as possible.

If you can capture consumer email addresses early in the buying process while using effective remarketing techniques, your store will be top-of-mind when the consumer is ready to buy. A key principle of inbound marketing is to present visitors who are not yet

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ready to buy with powerful content and offers that help inform their future purchase decisions.

With this structure in place, visitors provide their name and email in return for offers, generating marketable leads for your business and helping them reach a purchase decision with information from your store. How do you market to non-customers today? If someone comes to your store and doesn't purchase, what tools do you have to capture a future purchase? eCommerce inbound marketing offers a critical competitive advantage in visitor capture and remarketing.

Measure traffic and funnel yield

If you are able to get in front of the right consumers more frequently, capture visitor information earlier in the process, and nurture visitors appropriately, you can better understand the long-term value of every visit and unique visitor. Additionally, you can retain and grow traffic better through improved site interaction and remarketing to drive increased sales over time.
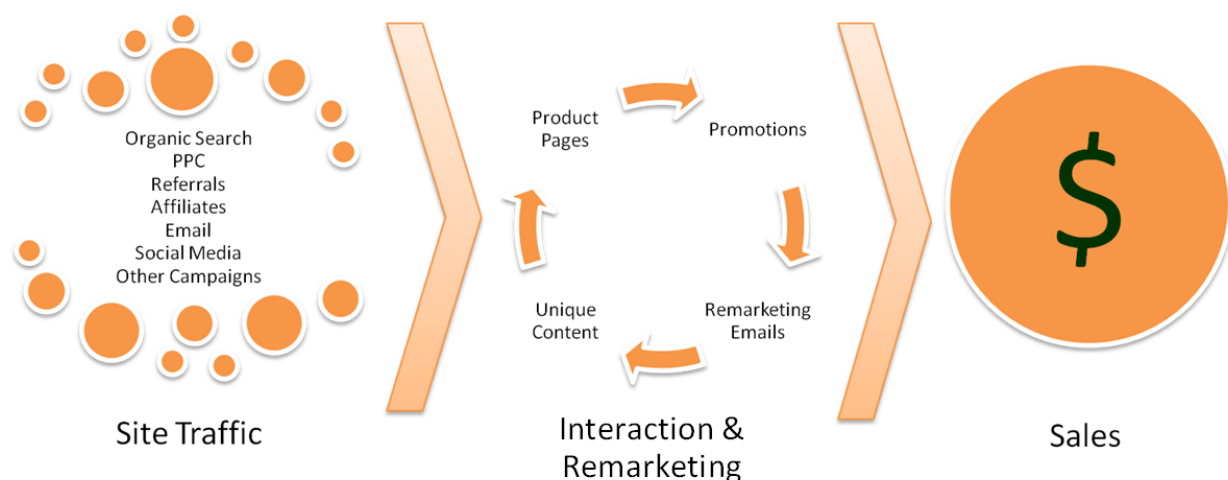
Do you measure traffic from all sources? Do you attribute each channel's sales to specific marketing efforts? By examining the entire process that creates a sale, you will understand which marketing events contributed to the sale. Implementing effective remarketing techniques, optimizing spend across multiple traffic channels, and measuring success of each campaign allows you to refine every step of the sales process.

Growing Your Sales & Marketing Funnel

The eCommerce marketing funnel

Inbound marketing helps businesses fill the top of the sales and marketing funnel. It also helps to convert more website visitors into leads, customers, and finally repeat customers.[i] Inbound marketing takes the existing eCommerce transaction funnel and amplifies its effectiveness at each stage of the sales process.

What is an eCommerce lead?

A "lead" is a core concept of inbound marketing, and often is an unfamiliar term for eCommerce businesses. Strictly speaking, a lead refers to a site visitor who submits her name and contact information to your site. A lead is anyone who signs up for a newsletter, registers with your site, or is on your email list. Some leads have purchased from you in the past, but all are potential future customers – new or repeat.

The beauty of leads is that you can market to them. Because these customers have submitted their email addresses, you can send them promotions, product updates and newsletters.[ii] Leads driven by inbound marketing are unique because they represent someone who has come to your site for information. These prospects are looking for a good reason to buy in the future, and your remarketing can provide them with one.

There are three types of leads that eCommerce sites should be concerned with:

- **Transacted Leads** – Visitors who have landed on your store and purchased a product. Why, then, are they called a lead if they have already purchased? These are (hopefully) happy customers who can be retained for repeat business. Marketing efforts to this group largely revolve around information and special offers that lead to additional transactions or referrals in the future. Based on their previous purchase, you can make educated decisions about other products they may be interested in.
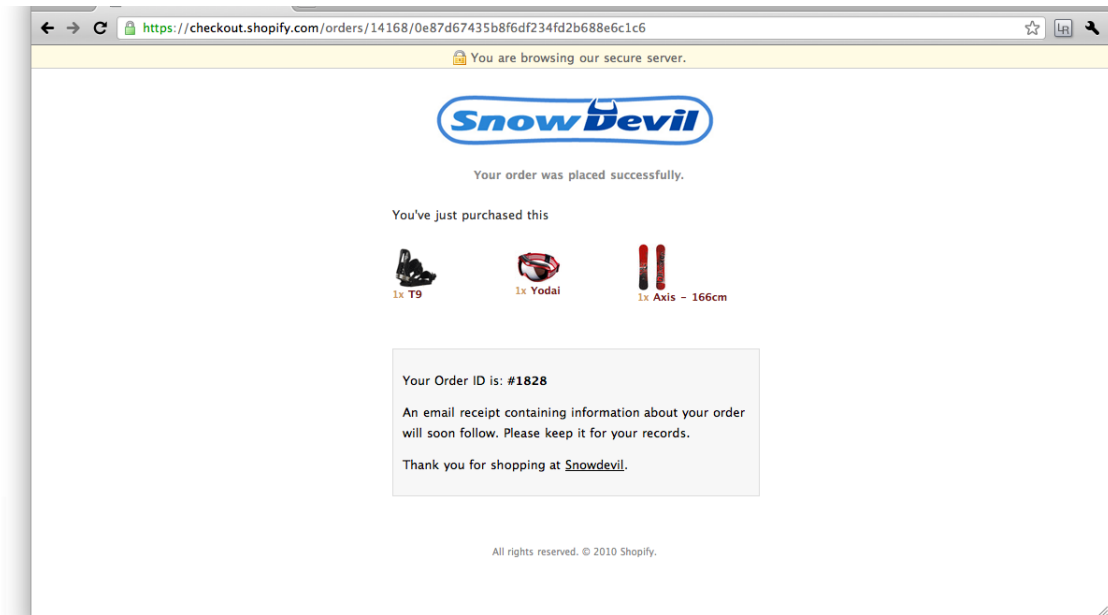
- **Non-Transacted Product Leads** – Visitors who have selected a product and have begun the checkout process. They have registered for an account on your store or at least provided their email address but did not complete the full transaction. Marketing efforts to this group should encourage leads to complete the intended transaction in the near-term, and come back for additional transactions in the future.   HubSpot and Shopify have worked together specifically to develop an integration that enables you to *track* and *market* to these abandoned carts.

- **Non-Transacted, Non-Product Leads** – Visitors who have not yet made a transaction but have subscribed to your email newsletter or otherwise submitted their contact information to you. These leads are not yet ready to buy. They have, however, demonstrated interest in your products, brand, and services, and are excellent prospects for future sales.

Sales
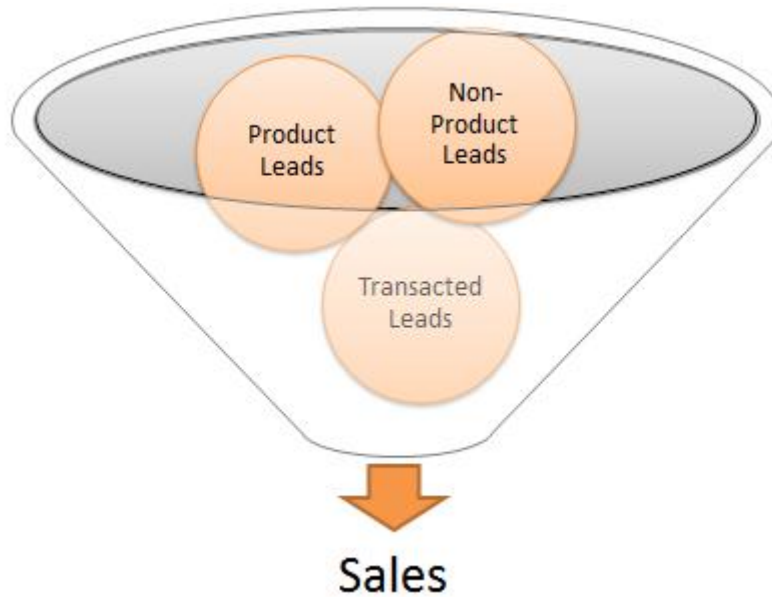
Which of the three types of eCommerce leads does your site capture today?

☐ Transacted Leads (i.e. repeat customers)

☐ Non-Transacted Product Leads (i.e. abandoned carts)

☐ Non-Transacted, Non-Product Leads (i.e. newsletter registrants)

How to Drive More Traffic to Your Website and Shopify Store

One of the primary inbound marketing growth strategies is to expand your reach – the total number of people who see your website and store's content and products. More traffic at the top of your funnel leads to more transactions. And even if you were not to make changes to the middle of your funnel (product pages, landing pages, and remarketing), you would still generate more sales by attracting more, qualified traffic to your website and store.

Utilize marketplaces and data feeds

To sell more items, you need to make your products visible to more consumers. Feature your products in every marketplace that will 1) host your products and 2) provide additional reach for your products. Although each marketplace has its own unique considerations for your business,[iii] more listings typically equate to more exposure and thus help boost sales.

When listing your products in a marketplace, keep in mind:

- Each marketplace requires separate attributes
- Manually uploading products to multiple marketplaces is time consuming
- Schedule automated XML data feeds to upload to marketplaces when possible[iv]
- If creating an automatic data feed is not financially or technically possible, create your own data feed and upload it on a regular basis

Consider using automated data feeds whenever possible to reduce the time required to list your products. This will reduce your investment of time and resources while still giving you the advantage of increased product exposure.

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Convert marketplace customers into customers of your website and Shopify Store

After you have made a sale on a marketplace and paid fees to that marketplace for the sale, you should be focused on reconverting that customer on another sale through your website and not through the marketplace where you have to pay the additional fees. Here are a few ways in which you can convert marketplace traffic to storefront traffic:

- In your physical packaging, include time-sensitive promotional fliers with a short link to a unique landing page on your website or store[v]
- Adopt product prices on your website or store that are lower than the ones in marketplaces
- Offer discounts for first-time customers on your website or store
- Offer coupons available for use on your website or store only
- To the extent that each marketplace allows, use email lead nurturing campaigns that encourage visits to your site or store
- Present discounts for certain existing customers based on their previous buying behavior

Marketplaces can be powerful customer acquisition tools to get your products in front of new consumers.[vi] Before you invest, however, carefully consider whether the price of acquisition is worth the price of admission. Ensure that you take listing fees, actual shipping costs, product costs, taxes, and processing charges into account when pricing your products. Then after a consumer first purchases from you on a marketplace, use remarketing strategies to turn those marketplace customers into repeat customers on your website or Store.

Store Visibility To Do List:
1. Submit your products to the most relevant marketplaces keeping your margins in mind.
2. Within each marketplaces' rules, use remarking efforts to reduce costs of future transactions.
3. Consider special promotions, messaging, and packaging for marketplace customers
4. _____
5. _____

SEO for Store Product Pages

Product pages need to be in front of potential buyers as often as possible. When optimized properly, your product pages themselves can greatly improve existing traffic opportunities.

Develop a uniform and clean website structure

A clear and easy-to-read URL structure makes understanding and categorizing your pages easier for search engines as well as for humans. Organize product pages in this way:

http://www.yourstore.com/productcategory/product

And ensure that your blog is either located at:

http://blog.yourstore.com or http://www.yourstore.com/blog

Instead of:

http://yourstore.wordpress.com or http://yourstore.blogspot.com

This product structure makes sense to both search engines and people, and provides short but important in-URL elements for SEO. Hosting your blog on your own domain will generally improve your site's ability to get found through search.

Create unique product titles

Search engines discount the value of duplicate content. If you are using the same product title as many other stores online selling your same products, you will be out-ranked by higher authority competitors using the same content on their product pages. You can even be penalized for using the same copy as many other sites.[vii]

To beat the competition, you will need to move beyond the manufacturers' or distributers' titles and descriptions and create unique product pages. Include relevant keywords in the title, and be careful of removing keywords that are frequently associated with the product. Add in keywords that differentiate the title and consumers

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would use in qualified search queries.
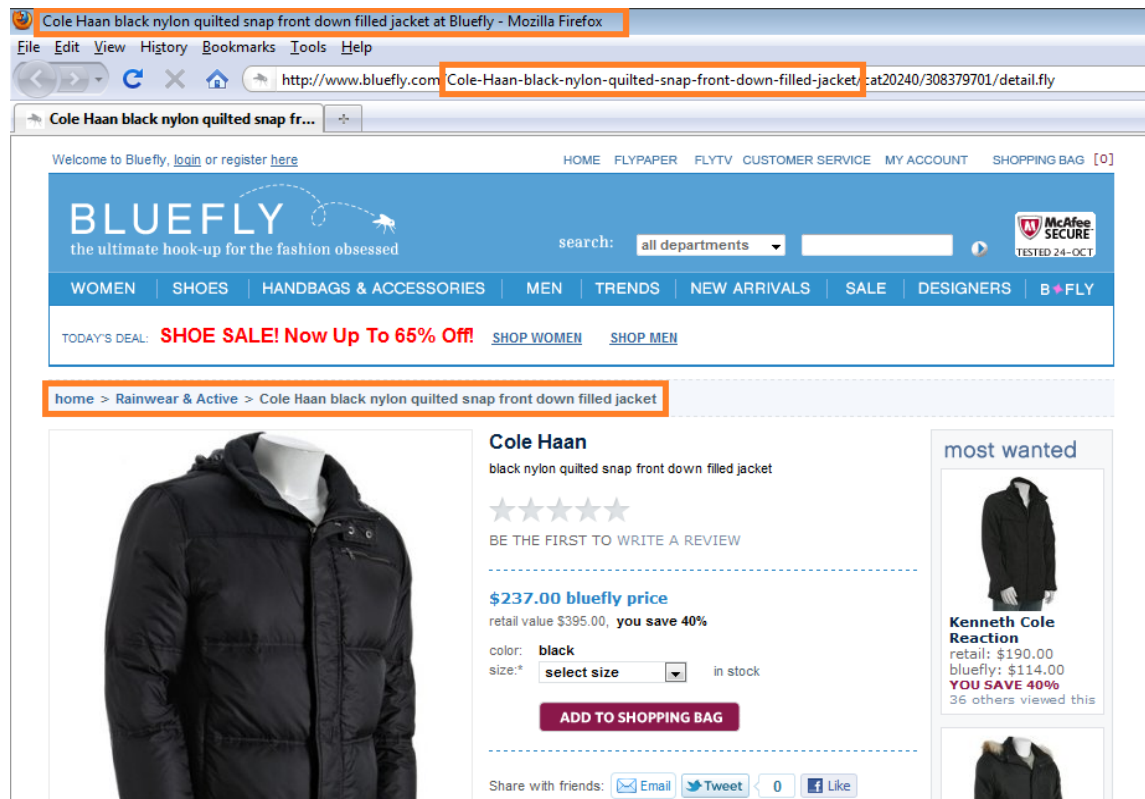
Above, BlueFly uses descriptive page titles, URLs, and breadcrumbs for its products. It would have been easier for BlueFly to use a simple "Cole Haan black nylon jacket" title. Instead, the page title is more specific, differentiating this product page from other pages selling the same item.

Potential customers will still be searching for the basics of the product title, so you need to make yours just slightly different.

Go beyond the manufacturer's description, too

Smart inbound marketers do not just copy and paste the manufacturer's description and images onto their product pages, either. Take the time to write your own titles, creative descriptions, and especially use your own images. If you want to stand apart from other stores selling similar products, be unique, remarkable, and relevant. Both search engines and people will recognize your efforts.

Create your own optimized images

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Product images can be the most important feature of an eCommerce store and can make or break a sale. Naturally, people want to pick up and touch something before they buy it.[viii]To appeal to this impulse, capture product images from multiple angles and allow the user to zoom in on the image for a closer look. This will enhance the user experience and lead to building additional value and trust within your store, an element critical to that "add-to-cart" click.
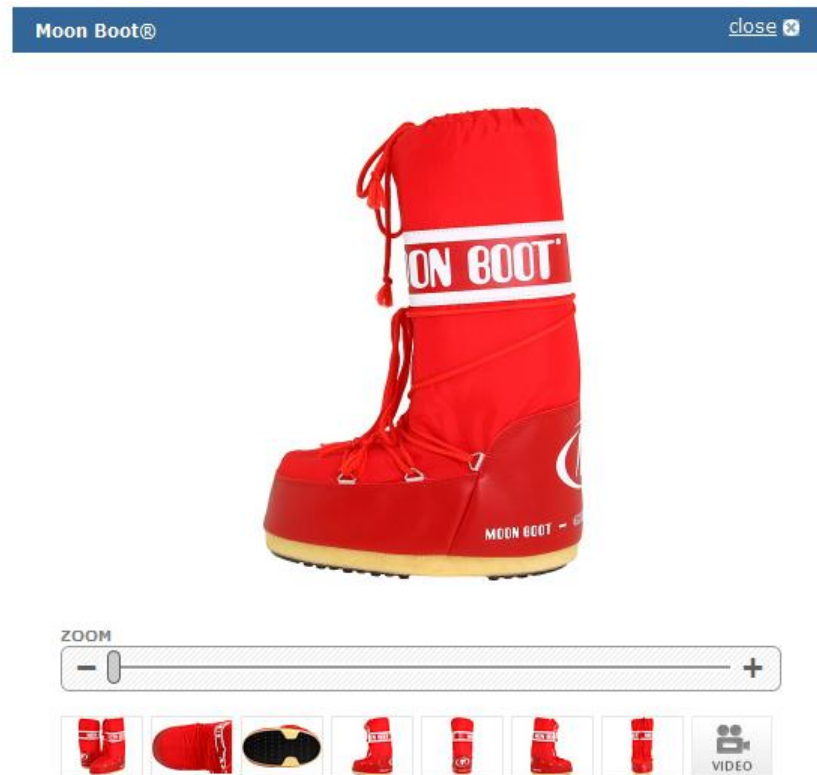
Above, Zappos shows 7 different views of its product. None of the images are supplied by the manufacturer and all images are high enough quality to allow a high level of zoom. This helps consumers feel as though they understand the product better and is a distinct selling point for Zappos over competitors.

In addition to adding multiple images, include an alt image tag to all the pictures of your products. Search engines cannot read images, but they can read the alt attribute of an image on a page. The alt tag is a means of ensuring that people can find your images through image search engines like Google Images. If you use product-related alt text, you can get your products found through yet another avenue.

Use heading tags

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Your heading tag (H1 tag, starting with <h1> on a page) should reinforce your page title and product name. Search engines give significant importance to heading tags, so it is critical to use them whenever possible on every page – especially on product pages. Using an H1 tag to reinforce the keywords in your page titles creates a well-optimized page that is more easily found for a specific keyword combination.

Optimize internal anchor text

Use keyword-rich, specific anchor text when linking to pages within your website and store. Use targeted keyword phrases as the anchor text for internal links, helping search engines understand the content available by following each link. By using good, relevant anchor text, more relevant content on your site will be surfaced and ranked higher.

Include secondary navigation for all internal pages

Secondary navigation, otherwise known as breadcrumbs, helps potential customers navigate back to the main product category pages and other areas of interest. These also create useful anchor text for internal links.[ix] See the BlueFly example above for a well-executed breadcrumb example.

Product Page To Do List:
1. Whenever possible, use clean and uniform URL structure
2. Brainstorm 5 unique page titles and descriptions for your best selling products
3. Add multiple images and viewing angles to your product pictures
4. Optimize on-page elements such as H1 tags, anchor text, and breadcrumbs
5. _____
6. _____

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How to Blog for eCommerce

After optimizing your existing content, how can you drive more traffic to your store outside of product and category pages?

Most eCommerce businesses are familiar with paid methods of traffic generation. By creating unique, remarkable and valuable content you can supplement paid sources or augment existing non-paid traffic sources.[x] The most effective way to create this type of content on a regular basis is through a blog.

What to write about

Developing a topic to write about consistently is an important decision. Develop a content strategy that does not just include only your products, but addresses your industry and your customers' needs and interests. If you sell widgets, write about how widgets are used, new widgets features, and industry news about widgets. Avoid simply selling your products on the blog. Instead, consider how you can craft newsworthy stories relating to your widgets that people will find interesting and will want to share with their friends and colleagues.

Make your content remarkable

You can produce remarkable content by creating unique, creative, and valuable information. To this end, do not be afraid to experiment with other mediums like video and graphics on your blog. If writing text isn't your strong point, definitely consider video or graphics as a way to write fewer words but still create highly shareable content. Video demonstrations are a spectacular way of both showcasing your products and creating remarkable content. In fact, simply using different marketing techniques than your competition can be a shortcut to content that people will want to find and share.[xi]

Remarkable content attracts links from other websites pointing to your storefront, too. Each link is a double win: it leads to new traffic and builds up your site's authority in the eyes of search engines.

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Don't over-think it

Publishing regular content to your website will help drive more traffic to your site and store. To keep producing posts frequently, it's important not to over-think or over-write each blog article. After all, the more traffic you drive to your site, the more conversion opportunities you create, so you want to get into a habit of easy content creation that works for you.

Although the length of each blog post length will vary, most blog posts should be between about 200 and 1000 words.[xii] Keep in mind that the purpose of each piece of content is to attract traffic to your site, build your brand and get shared online. So while length isn't always the most important aspect of a blog post, it is typically difficult to create high-quality, text-only content in under 200 words unless there is a strong video or graphic element included.

Whenever we get asked by customers who don't know what to blog about, we ask, "What are the 10 most frequently asked questions you get about your business? Your product(s)?" There are 10 subjects for your first 10 blog posts!

Engage users with your brand and products

Create your own buyer community that wants to share relevant information across their network. Creating a content hub on your website provides an additional opportunity to market your products and promotions. Use original content to bring in visitors that will grow into qualified buyers in the long run.
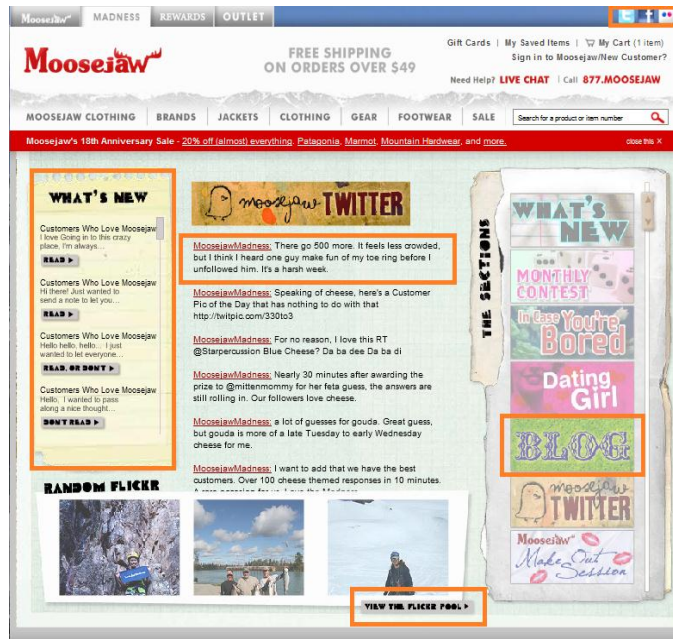
An eCommerce site with a strong community hub is Moosejaw.com. Moosejaw sells outdoor apparel and equipment online and their community page, called "Moosejaw Madness", centralizes Moosejaw's content from around the web (e.g. Twitter, blog, Flickr), offers monthly contests, and even contains dating advice. This provides their fans multiple ways to interact with the brand, creating a vibrant non-transactional destination online that promotes future purchases with Moosejaw.

Blogging To Do List:
1. Set up a blog on your own domain – avoid using yourstore. wordpress.com or yourstore.blogspot.com type addresses
2. Look through your customer service and sales inquiry emails for common questions and points of interest. These are your first 5 blog posts.
3. Try not to overwrite your blog posts – don't be Hemingway
4. Insert calls to action in the blog's sidebar and at end of blog posts that lead visitors to related products, promotions, and brand information
5. _____
6. _____

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Leveraging Social Media for eCommerce

Chances are that your potential customers — regardless of industry, age or gender — are active on social media networking sites.[xiii] You should take advantage of social media's increased popularity and get involved in new conversations to expand your visibility and reach.

Follow in your customers' footsteps

Your customers are on social media searching for answers, opinions and suggestions on what to buy and from whom to buy. The chances that you will stumble across these relevant conversations randomly are quite low. Monitoring conversations on social media in a strategic, targeted manner is necessary to engage efficiently and reduce the signal-to-noise ratio. Once you learn to listen, it's time to speak up.

Your primary goals on social networks should be to create brand awareness, observe the competition, build relationships, and convert social media traffic into leads and customers on your site. Begin with the mainstays —Twitter and Facebook — then start listening and searching for more niche[xiv] networks.
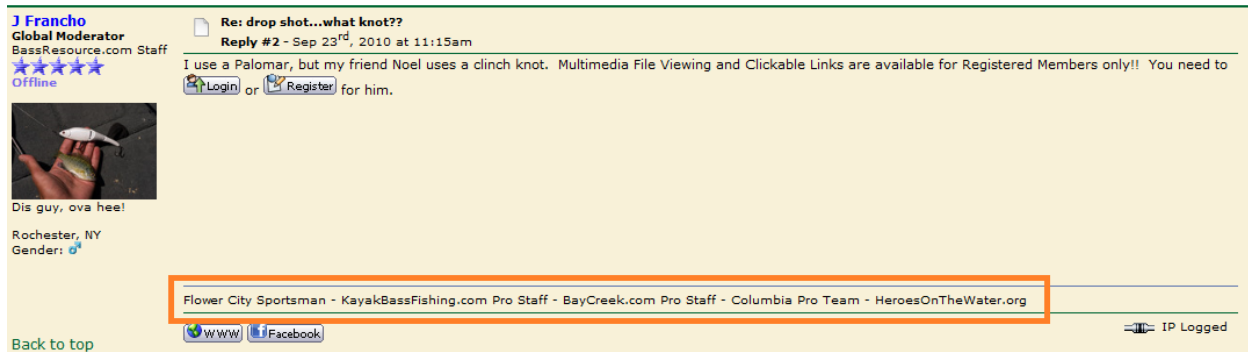
Secure your social media accounts

If you don't know where to begin, try Facebook and Twitter. For each social media network that you want to interact on, however, do the following:

- Set up an account and optimize your profile
- Learn community rules, regulations, and culture
- Search the community for brand mentions, competitors, and conversations concerning your products
- Find tools to utilize and engage with the selected social media network
- Market exclusive, compelling offers to each community
- Share unique, brand-building content that brings users to your site

With any existing community, the largest barrier to entry is understanding how the community works and operating within those bounds. Businesses marketing in pre-existing communities need to realize that they are no longer on their home turf, and may need to tread lightly within community norms.

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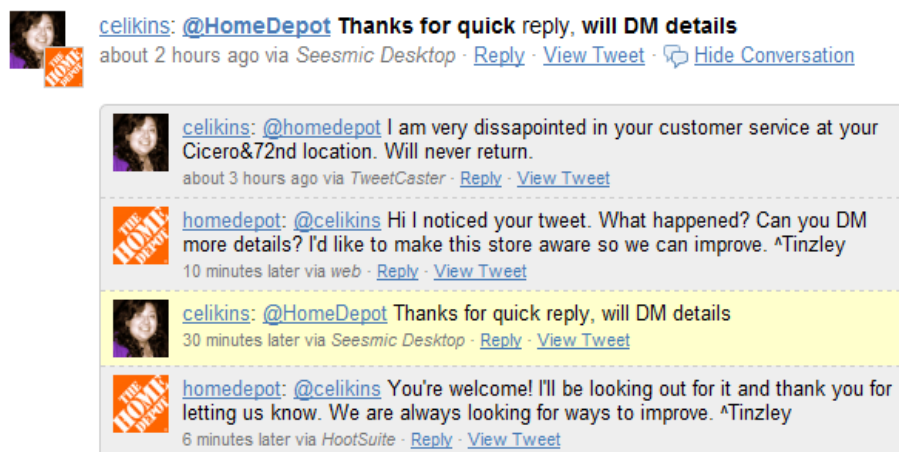
On BassResource.com, a bass fishing enthusiast forum and the first result on Google for "bass fishing forum", active community members link to their stores in signatures or posts. Because they are active and valued members of the community, these users' promotions are socially acceptable and a powerful magnet for highly qualified traffic. This is a common practice among marketers on community forums if (and only if!) the marketers first establish themselves as valuable community members and build the trust of the community prior to marketing actively. So interact first and promote later.

Listen and respond

People like to voice their problems on social networks because of the instant responses they receive. They use various platforms to collect advice, feedback, and recommendations – with many of these instances pertaining to specific products. Use this knowledge to create content that addresses these issues, later positioning your product or customer service team as a viable solution.

A prime example of social media monitoring aiding brand image and customer service is Home Depot. Home Depot actively monitors Twitter for customer complaints, questions, and frustrations. See above for a quick response and positive customer reaction

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between @homedepot and an unhappy store visitor. Within 10 minutes of a relevant tweet, Home Depot responds and defuses a negative situation before it escalates. Monitoring social media for brand conversations allows you to do the same.

Convert social media traffic into leads

An important consideration within social media is that the majority of your social media audience is not yet ready to purchase. Remember that these potential buyers are in conversational mode, not shopping mode, and respect this by offering them non-transactional ways to engage with your site and store. As a marketer, you can later re-engage them over email as well as social media.

Promote landing pages on social media designed to collect their email address in exchange for a compelling offer such as "20% Off Future Order for Members Only" or "Download an Exclusive Twitter Product Catalog." Then, continue to re-engage these new leads over time so that when they become sales-ready, they will purchase from your store and not your competitor's.[xv]

Monitor the competition

Follow your competition on Twitter, friend their fan page on Facebook, become a fan of theirs on Yelp, subscribe to their blogs and special offers, and actively search for their involvement in and around the blogosphere. The goal is not to copy your competition, but pick out effective strategies and make them your own and engage in conversations that concern your products.

Develop your own engagement approach and build your fan base; grow your reach by being better than your competitors.

Social Media To Do List:
1.   Protect your brand on social media by registering accounts for your store
2.   Configure social media monitoring tools for brand, product, and competitor terms
3.   Be active! Listen and respond to your customers
4.   Identify niche communities where enthusiasts reside online
5.   Create social media friendly campaigns to convert traffic into email addresses
6.   _____
7.   _____

Capture Visitor Information Sooner for More Sales Later

It is time to address the middle of the marketing funnel now that we've discussed best practices for traffic growth, content creation and product pages. Your store's primary goals should not be solely focused on optimizing conversion and checkout processes, but should instead also focus on converting non purchasing site traffic into marketable leads.

Investing time into developing a strategy for non-transactional offers is highly rewarding over the long term. The payoff is twofold. First, you will convert more of the site visitors you're attracting into leads. Secondly, you can remarket to these leads as you would to an existing customer. Strategies include using calls to action, landing pages and email marketing to nurture your leads down the funnel.

Create calls to action that drive traffic and transactions

A call to action is a button—literally, an image—used to capture interest and drive traffic to a specified page. A typical eCommerce call to action is "buy now" or "add to cart" or "checkout." Think of where these calls to action are on your site and store today, and consider their singular purpose: purchase.

What about the other 98% of your site visitors who don't purchase upon a visit?[xvi] Early-stage shoppers are in research mode, so capitalize on that mindset by placing buttons in their path that speak to their research needs.
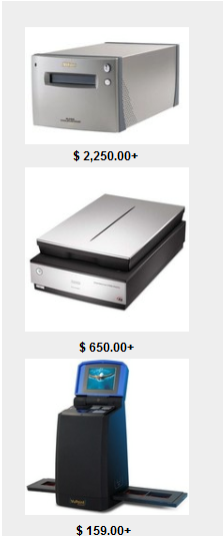
A compelling call to action for these visitors might be "10 Things You Need to Know About Widgets" or "Download the Spring Widget Catalog" or "Ultimate Buyer's Guide to

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Widgets." This is the sort of call to action that would interest and convert non-transacting visitors, the majority of your site traffic.

Above, a landing page from FotoBridge offers visitors two calls to action: one with "Buy Now" type messaging, and one with "Free Guide" type messaging. Note how the design differences of the two calls to action draw the eye to the "Buy Now" type button over the "Free Guide" type button, encouraging purchase-ready users to enter the product pages.

Landing pages that convert

Once a visitor clicks on a "Free Guide" call to action button, they are taken to a landing page. This is a page with the singular purpose of getting visitors to fill out a form in return for something they already indicated they wanted (the guide). Remember that everyone who sees a landing page has already expressed interest in the page's offer by having clicked to the page – the form just needs to complete the deal.

Use the following best practices to maximize your landing page conversion rates:

- Provide enough information for visitors to realize the value of the offer
- Do not overwhelm the visitor with text
- Use bold text to highlight important information
- Use pictures, video, or graphics to demonstrate the value of the offer
- Keep the form short and only ask for necessary information
- Remove site navigation to force the visitor to either fill out the form or leave the page

- Redirect to a Thank-You page that fulfills on the offer and links back to product pages

First-class landing pages with first-class offers can convert at 40%+.[xvii] These non-transactional leads represent critical pieces of visitor information you're leaving on the table unless you use value-added marketing offers like buyer's guides, eBooks, and checklists on your site. These types of offers also tend to address a large portion of your site's traffic.

Above, Newegg's "Ultimate SupremeCombo Sweepstakes" offers a chance to win a $6,000 desktop computer in return for personal information. Consider following suit by using attractive call to action buttons linking to landing pages advertising sweepstakes, quizzes, and contents to expand their email lists.

Email nurturing campaigns that drive repeat traffic

Just as you would email a previous customer about promotions and new offerings, you should remarket to visitors whom have expressed interest in your store or products but not yet purchased. Because each lead has opted into your form and has given you their information, you have the right to remarket to them.

A campaign to nurture these leads through email should provide a few different reasons for the recipient to revisit your site. As you stay in communication with visitors by referring them to current promotions and product updates, you position your site as the preferred purchase destination.[xviii]

To increase the value of a non-transactional lead, email nurturing campaigns should:

1. Present research-oriented shoppers with more information
2. Push products or high-value free offers in the middle of your campaign
3. Present coupons or discounts

Consumers have an overwhelming number of buying choices, so it's imperative to be top of mind when they reach into their wallets. Use lead nurturing campaigns that include a clear call to action that drives leads to your site while also being relevant to their most recent conversion on your site. Your lead nurturing campaign should consist of multiple emails that last weeks and months, not days.[xix]
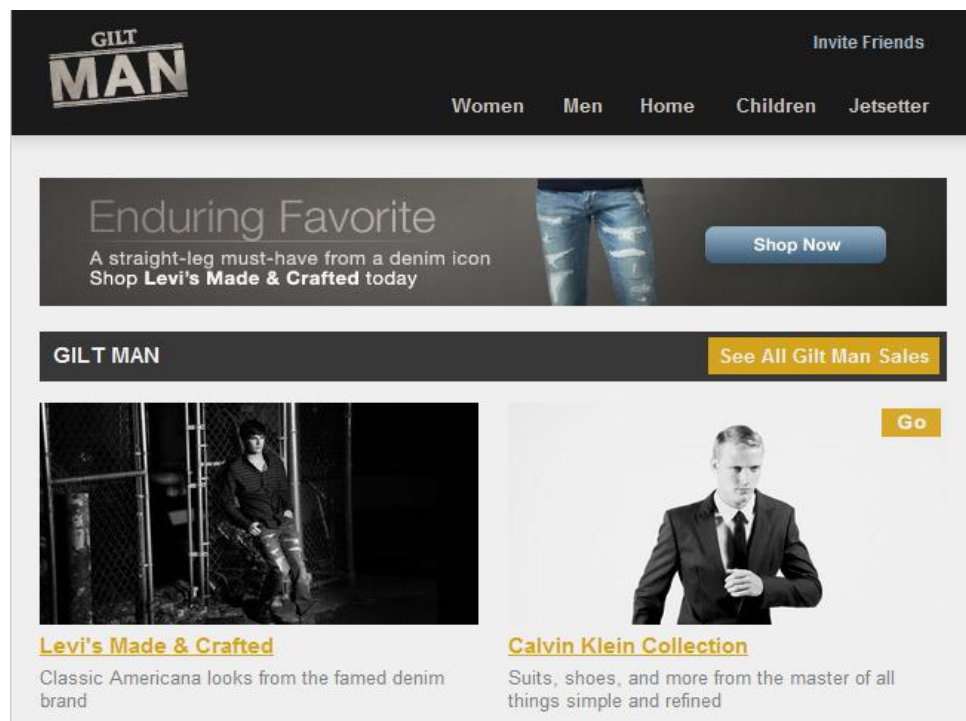
Gilt Groupe, an online clothing merchant, sends segmented emails to its customer base advertising new daily deals on a regular basis. The emails contain clear calls to action

and highlight what their customer base is most likely to buy through the use of color and imagery.

Non-Transacting Leads To Do List:
1. Create offers and call to action buttons that address visitors who are ready to buy as well as those still in research mode
2. Use landing pages on your non-transactional offers to maximize conversion rate
3. Consider sweepstakes, contests, buyers guides, and promotions to grow your email list
4. Once emails are captured, use lead nurturing campaigns to drive repeat traffic and sales
5. _____
6. _____

Measure and Optimize Traffic Sources

Your website and store traffic should consist of more than one source, so you need to measure each visit and transaction for proper analysis. Track ROI on campaigns, terms, and lists when measuring PPC campaigns. Compare organic vs. paid traffic, social media vs. direct, and weigh which channel you should be investing in most on a regular basis. Your investment of time and money in traffic acquisition should be based on the sources bringing you the most transactions.

If you do not have beginning-to-end funnel visibility into what is bringing you traffic, abandoned carts and cart sales, you are sure to be wasting a lot of marketing dollars and effort. Whether you combine data from various sources or use an integrated platform like Shopify and HubSpot, you need to connect the data to do more of what's working and improve or stop what's not.
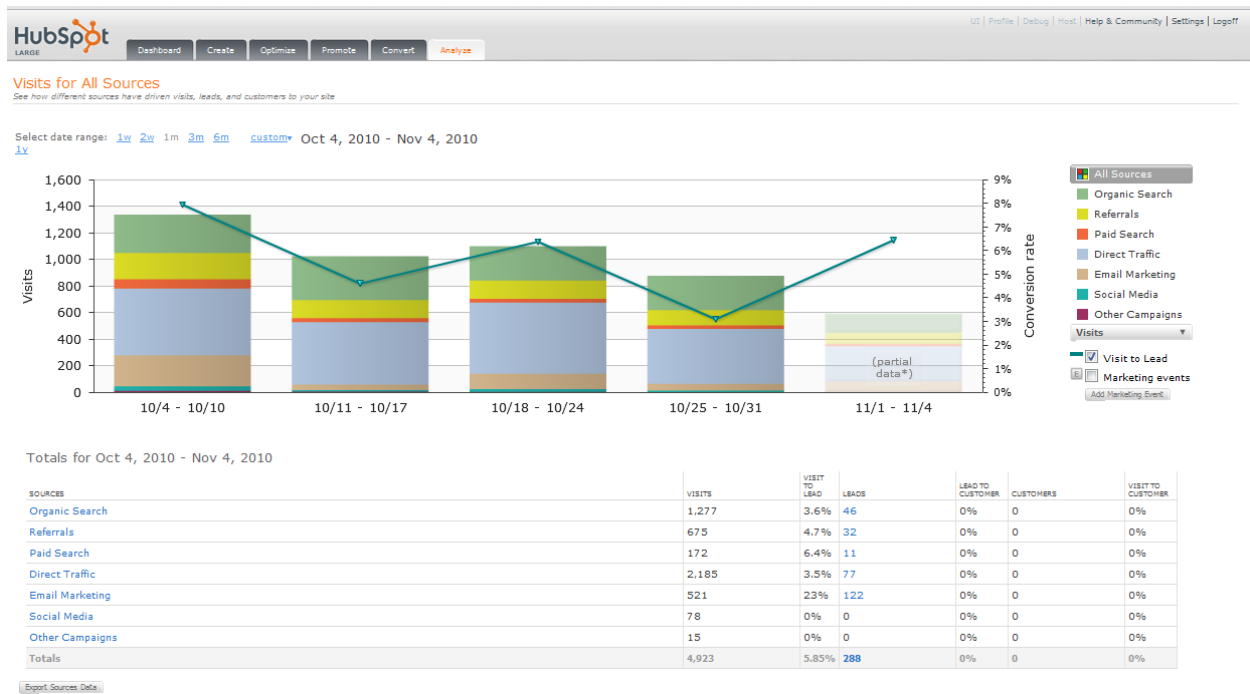
Attributing purchases to traffic sources

Attributing a purchase to one, final visit is flawed.[xx] Instead, capture early-stage leads, extract their information, and attribute their eventual purchase based on that prior engagement with your site and store. This adds intelligence to an otherwise opaque process of attributing purchases to just the final traffic source. This can help answer questions like:

- Are your PPC dollars on high-volume terms pulling in unqualified buyers, or just early-stage shoppers who return later to buy?
- If a visitor purchased via paid search, but originally engaged via organic search, should you be investing more in content?
- Does social media traffic eventually translate into revenue?

If you are able to capture visitor information earlier in the process while nurturing visitors appropriately, you can better understand the long-term value of each traffic channel. This, in turn, allows for better adjustments to your marketing efforts. The key, though, is to measure traffic by the early signals of buying intent given by a visitor - and a website hit isn't enough, and a purchase is too late.

Cart abandonments

eCommerce sites lose a high percentage of interested shoppers in the checkout process.[xxi] In between submitting an email address and the final checkout page, most eCommerce sites lose about half of their potential buyers. If we re-envision these cart abandonments as "leads" instead of "visitors who did not purchase," we open up a wide array of opportunities.

Here is a new way to think about cart abandonment and convert abandoned carts into sales:

- Cart abandoners have demonstrated the highest possible level of buying intent without actually purchasing
- In many cases, carts are abandoned for reasons unrelated to not wanting to purchase the product[xxii]
- The near-term potential value of a cart abandonment is large and measurable
- You've already captured their name and email; reach out to them and make an offer they can't resist

Cart abandonment campaigns that include a quick email with messaging like "you left this in your cart, we'll hold it for 24 hours" can work well for visitors who abandoned accidentally or just need a subtle reminder. Offers of free shipping, a few dollars off, or extra loyalty points can help price-sensitive visitors purchase.

These are just two of the many ways in which you can convert visitors who abandon carts into paying customers. An analytics system that measures visitors, cart abandonments as leads, and customers is the prerequisite to successful cart nurturing.

On the prior page, Williams-Sonoma sends an email saying, "This is a friendly reminder that you may have items saved in your Shopping Basket and your basket will expire soon. Have product or ordering questions? Call our Customer Care Center…" This is an example of a company utilizing cart abandonments to their advantage, reminding the customer to purchase the product and offering to answer question through a direct channel.

Analyze and repeat successes

Whether using email remarketing, tweaking the checkout process, or optimizing product pages, you can always tie these changes back to actual revenue and determine revenue-based ROI on your tweaks. The same methodology applies for high-level traffic sources or non-transacting leads.

The goal of any change to your eCommerce site is to grow incremental revenue through proven methods. Identifying factors that contribute to revenue and investing in the most successful ones will grow your bottom line: do more of what works and less of what doesn't. By regularly analyzing every piece of your marketing and sales process, you can rapidly reduce your cost of customer acquisition.

Measure and Repeat To Do List:

1. Measure and analyze traffic sources to properly attribute product purchases
2. Measure your traffic and conversion rate by traffic source, and invest in channels that perform
3. Configure a cart abandonment email to remind shoppers to purchase or offer assistance
4. _____
5. _____

Get Started with Inbound Marketing

This eBook has defined inbound marketing for eCommerce best practices. Ready to get started? See the below checklist for a condensed version with actionable steps:

1. **Make Remarkable Product Pages.** Product pages are the most important element of your storefront. Make sure that they are both unique and remarkable.
2. **Improve Store Visibility.** Utilize marketplaces and social media to expand your reach of potential buyers.
3. **Use Lead Nurturing** to lower marketplace fees and customer acquisition costs by sending timely emails enticing marketplace customers to purchase from your store.
4. **Start a blog.** And remember: the blogging platform you choose is much less important than the content you produce. Write content people want to read 2-3 times a week.
5. **Create an offer** that doesn't require a credit card. This can be a newsletter, buyer's guide, checklist, or tip sheet. Make it compelling and helpful.
6. **Put your offer on a landing page**. Keep the page's form short and collect visitor information for remarketing to visitors who are not yet ready to purchase.
7. **Link to your landing page**. Link to your offer with a call-to-action button. Help buyers who aren't ready to purchase find useful information and grow your email list of non-transacted leads.
8. **Optimize your upper funnel**. Reduce friction in your buying funnel. Remember that a purchase doesn't always happen on the first visit, and use methods to remarket to non-transacting traffic.
9. **Configure a cart abandonment campaign**. This campaign remarkets to a traffic segment with extremely high value. Offer reminders and incentives they simply can't refuse.
10. **Track everything** and attribute leads and customers to their original traffic source. Actively analyze this data to reduce your cost of customer acquisition.

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How HubSpot Can Help

HubSpot offers a simple, integrated marketing platform to make your eCommerce business work hard for you. With HubSpot's tools and education, you can easily identify what needs to be done to make your website and Shopify Store work as well as it can. Each of our customers is paired with an Inbound Marketing Consultant to make sure you get off to a fast start, and we put an Inbound Marketing Education into your hands so you have the knowledge you need to be successful.

Tracking and Improving SEO: HubSpot's Keyword Grader allows you to manage terms that are important to your business. With HubSpot's *Difficulty* measurement, you can determine which keywords and phrases drive traffic and identify which keywords you can rank for in search engines. HubSpot's Page Grader and Link Grader also offer specific SEO suggestions that will improve your website and store's visibility.

Blogging for Business and Content Creation: HubSpot's blogging platform allows you to easily create content that is optimized to help you get found online, grow your organic keyword footprint, attract valuable inbound links and differentiate your site.

Tracking Customer Happiness and Protecting your Brand: HubSpot's Social Media Monitoring Tool helps you track real-time conversations about your brand and products, enabling you to easily respond to both positive and negative conversations on the Web. Grow traffic and leads with content creation based real consumer issues and interests.

Capture More Visitor Information to Grow Your Email List: HubSpot's landing page tool and wizard help you create landing pages in minutes. Bring in those non-transactional leads quickly and easily while testing the effectiveness of different landing page types to increase conversions.

Follow up on Visitors and Customers to Nurture Future Purchases: HubSpot's lead nurturing and email remarketing tools give you what you need to keep customers and prospects informed of specials, product updates and newsletters. With the HubSpot API, you can automatically nurture abandoned shopping carts. Tailor your marketing offers and you will increase the probability of reconversions and sales.

Track, Measure, and Repeat the Marketing Activities That Bring in Money: HubSpot's closed loop marketing analytics give you instant insights into your business

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process without having to dig through piles of data. Determine which marketing initiatives bring in the most sales and eliminate what's ineffective.

How to Get Started:

Enroll in a 60-Day Shopify Trial http://www.shopify.com/hubspot and receive a free 30-Day HubSpot Trial as well!

Additional resources & footnotes

[i] For specific case studies of how inbound marketing helps businesses grow, see HubSpot's case studies: http://www.hubspot.com/customer-case-studies/

[ii] Depending on your privacy policy, this may require minor changes for full CAN-SPAM compliance. Learn more at See Why's Blog: http://seewhy.com/blog/2010/10/20/email-remarketing-compliance/

[iii] For a mostly complete listing of marketplaces and their fee structures, see eCommerce Optimization's "Shopping Portals and Product Listing Guide" at http://www.ecommerceoptimization.com/comparison-shopping-listing-guide/

[iv] For more information on XML data feeds, see Google's "Data Feed Instructions" at http://base.google.com/support/bin/answer.py?answer=59537&hl=en. For a how-to specifically on Google Product Search, see http://www.youtube.com/watch?v=eGf-c617ugk

[v] In an April 2009 MarketingSherpa survey of 1,481 ecommerce businesses, 43% responded that "Limited time/limited inventory promotions" were "very effective" (the highest effectiveness rating of offered choices). See chart in "Tactics that do (and don't) work today" at http://www.marketingexperiments.com/improving-website-conversion/optimizing-your-ecommerce-site.html

[vi] "eBay's own data on sellers which have opened shops claims that the average sellers see an increase in sales of around 1 quarter (25%). Depending on the market sector you are in the increase in traffic can rise by 100s if not 1000s of potential buyers all looking for your items." From Duncan Beech at eZine at http://ezinearticles.com/?9-Reasons-to-Open-an-eBay-Shop&id=4952627

[vii] "The end result is that product with duplicate content will never rank as well in Google's search engine as a unique page. This is not a penalty, merely the natural consequence of an overlooked problem." From Practical eCommerce, "SEO: The Duplicate Content Penalty" at http://www.practicalecommerce.com/articles/444-SEO-The-Duplicate-Content-Penalty

[viii] "Without the ability to touch, hold, smell, taste or otherwise handle the products they are interested in, potential customers have only images to interact with. Ultimately, the softer, tastier, flashier and more attractive your products look to shoppers, the more confident they'll feel about purchasing from you and the better your conversion rate will be." From Smashing Magazine, "Improve Your E-Commerce Design With Brilliant Product Photos" at http://www.smashingmagazine.com/2010/08/24/improve-your-e-commerce-design-with-brilliant-product-photos/

[ix] "As a highly cost- and time-effective way of helping to reduce abandonment rates and prevent consumer disorientation, breadcrumbs are a standard navigational element on a vast majority of today's successful eCommerce sites..." From "Happy Trails: Benefits & Implementation of Breadcrumbs" at http://www.blueacorn.com/blog/ecommerce-usability/ecommerce-breadcrumbs/

[x] For more information, see HubSpot's blogging kit at http://www.hubspot.com/blogging-kit/. For a related case study, see http://www.hubspot.com/customer-case-studies/bid/5753/Pool-Construction-Company-Reduces-PPC-Spending-50-Grows-Organic-Leads

[xi] For a notable example, see the BlendTec Will It Blend? Viral Video Case Study by SociaLens at http://www.socialens.com/wp-content/uploads/2009/04/20090127_case_blendtec11.pdf

[xii] [A]verage blog readers stay 96 seconds per blog…the general opinion seems to be that a page of at least 250 words are probably a reasonable length. Similarly, many advise keeping pages under 1000 words." From Problogger.net, "Post Length – How Long Should a Blog Post Be?" at http://www.problogger.net/archives/2006/02/18/post-length-how-long-should-a-blog-post-be/

[xiii] "People are 67% more likely to purchase products from brands they follow on Twitter and 51% more likely to do so if they follow a brand on Facebook." From "Study: People who follow brands in social media are much more likely to shop with them in the real world" at http://econsultancy.com/us/blog/5609-study-twitter-and-facebook-boost-sales

[xiv] For an up-to-date list, see Wikipedia's "List of Social Networking Websites" at http://en.wikipedia.org/wiki/List_of_social_networking_websites

[xv] "Social media traffic does not want the offer. At least not the offer you are interested in selling. They think that the offer is in the way of the deal. When they trust you, then they will come to your page for that offer through a brand search. If you only highlight your offer, then you will be stuck with only a fraction of the value you could generate from the users you receive from social media traffic." From "Top 5 Misconceptions About How Social Media Traffic Converts" at http://jesperastrom.com/social-conversion/top-5-misconceptions-about-how-social-media-traffic-converts/

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[xvi]A recent study conducted by Forrester as presented in an article from the August 2007 edition of Target Marketing Magazine. The article stated, "Forrester research indicates that the average conversion rate – that is the ratio of orders to overall site visits – is 2.9 percent." From Search Marketing Standard's "What is the average conversion rate?" at http://www.searchmarketingstandard.com/what-is-the-average-conversion-rate/comment-page-1

[xvii] Internal HubSpot.com data, 2006-2010

[xviii]"Today's best tool for retention is still a generous, creative, and smartly segmented email program. That's been the case since the dawn of ecommerce, and some 89% of merchants still say email is their highest-ROI channel." From Timberline Interactive's "5 Powerful Tactics for eCommerce" at http://blog.timberlineinteractive.com/post/5-Powerful-Tactics-for-eCommerce.aspx

[xix] From Search Engine Land's "Everybody Deserves A Second Chance" at http://searchengineland.com/everybody-deserves-a-second-chance-using-remarketing-to-reach-abandoned-shoppers-2-42609

[xx]"As ecommerce marketers strive to get the best return for every dollar they invest, there is a danger that they will fall prey to the last click effect, attributing all of a campaign's success to just the last interaction a customer has before arriving on site or making a purchase." From "eCommerce Know-How: Avoid the Last Click Effect" at http://www.practicalecommerce.com/articles/1307-eCommerce-Know-How-Avoid-The-Last-Click-Effect

[xxi]"Online shopping carts are abandoned at a high rate of 56.2 percent. The report also indicates that using remarketing techniques, such as triggered emails to remind users of their uncompleted transaction can result in more than 20 times the transaction rates, compared to sending standard bulk emails. From eCommerce Guide's "A Buyer's Guide to Remarketing Services" at http://www.ecommerce-guide.com/solutions/advertising/article.php/3886596/A-Buyers-Guide-to-Remarketing-Services.htm and Experian's "The Remarketing Report" at http://www.experian.com/assets/marketing-services/white-papers/EMS_remarketing_WP.pdf

[xxii] 48% of cart abandonment is caused by using shopping cart for research or for reasons other than product price. From "Understanding the Causes of Shopping Cart Abandonment" at http://onlinebusiness.volusion.com/articles/understanding-the-causes-of-shopping-cart-abandonment

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