

# WAYS TO MAKE YOUR E-COMMERCE BUSINESS STAND OUT

**LONG AGO** (ahem, the 1990's), people were afraid to put their credit card information online. My, how things have changed. In 2000, 22% of Americans had made a purchase online. Here's how the e-commerce landscape has shifted.

**8 IN 10**  
Americans are online shoppers

**15%**  
of Americans buy online on a weekly basis.



**51%**  
of adults purchase online using a cell phone.



In 2015, Americans spent almost

**\$ 350 BILLION**

online

Of course, more online shoppers means more e-commerce competing for those wallets.

In an age where many of us have our credit card info saved in our phone, **how can you make your e-commerce business get noticed?**



# 5

## E-COMMERCE STRATEGIES

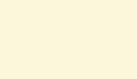
THAT WILL PAY OFF IN

# 2017

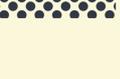


### USE YOUR BRAND

Are you running a brand campaign? You should be. **Bidding on your brand terms** helps you create a SERP monopoly and protect your brand from competitors. Win-win.



Brand campaigns typically have a **higher CTR**, **lower CPC**, and **lower CPA** than other campaigns.



### GET SMART ABOUT YOUR COMPETITION

Many shoppers care more about a good price and good reviews instead of brand name. If you know you offer a better product than a competitor, why not use a competitor campaign to tell the world? **Bidding on competitor keywords and bragging about your free shipping or 24/7 customer service might convince someone to buy from you instead.**

In some cases, we've found that competitor campaigns reduced the cost-per-lead by

**100%.**

### TRY HYPERLOCAL TARGETING

Location targeting goes far beyond simply cities or states. With hyperlocal mobile ad technology, you can use a device's GPS to reach customers on a hyper-specific level. **Try targeting shoppers by zip code, a specific radius, and even context.** If you're an e-commerce site that sells college gear, don't just target the city that a university is in. You can target the university itself.

**22%**

of marketers believe they're making the most of hyperlocal targeting.

### LEVERAGE THE POWER OF REMARKETING

Everyone's familiar with those dynamic remarketing ads that follow you around after you've browsed an e-commerce site. That's not the only way you can harness the power of remarketing. **Try remarketing to past converters or to your trusty email list.**

Remarketing conversion rates can actually **INCREASE OVER TIME.**

### REVIEWS, REVIEWS, REVIEWS

Be sure to include reviews in your online ads (remember that review extension!) and on product pages. Make sure that your audience can explore your site's reviews easily--or else you might lose their business.

**82%**

of Americans consult reviews when shopping online.

#### SOURCES

<http://www.pewinternet.org/2016/12/19/online-shopping-and-e-commerce/>  
<https://www.clickz.com/mobile-marketers-are-missing-out-on-hyperlocal-report/97682/>  
<http://www.wordstream.com/blog/ws/2015/10/01/remarketing-facts>