Adventures in marketing your online business.

HELP BUILD YOUR BRAND AND YOUR SALES WITH THESE STRATEGIES.
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It’s time for an adventure.

Your online business is up and running – and growing. You’ve taken steps to help ensure that your site is trustworthy and provides a seamless shopping experience. Now it’s time to focus on marketing your business so you can attract more new customers while helping to keep your current ones engaged and satisfied.

Ecommerce marketing may seem daunting at first, but building a loyal customer base can be fun. This guide will help you get started on this new adventure, with helpful tips on how to do the following:

- Raise your profile.
- Meet customers’ high expectations for email.
- Get serious about using social media.
- Reward your best customers.
- Expand your presence.
- Be proactive about planning for key shopping seasons.
Your cheat sheet.

1. **Use personalized content for one-to-one marketing.**
   Send customers personalized emails, retarget them, and create a customized experience on your site using dynamic content. Consider search engine marketing (SEM) to help attract new business.

2. **Get more strategic with email marketing.**
   Email remains an important marketing tool. Make sure your messages look professional – and not like spam.

3. **Use social media to help drive sales.**
   Use sites such as Facebook, Twitter, Pinterest, or Instagram to interact with customers. Be prepared to keep the conversation fresh.

4. **Develop loyalty and rewards programs.**
   Show your customers that they’re valued, and help earn their repeat business.

5. **Sell locally – and in popular online marketplaces.**
   Use online tools and services to sell in popular marketplaces to attract business locally and beyond.

6. **Ramp up early for selling around major holidays.**
   Help attract business before, during, and after major holidays by focusing on search engine optimization (SEO), making your site easy to navigate, and monitoring search trends.
Use personalized content for one-to-one marketing.
MAKE INTERACTIONS MEANINGFUL AND MEMORABLE.

Personalized content can be a powerful tool for rising above the marketing “noise” that pervades customers’ online experiences. Use these 3 strategies to help you stand out:

✧ **Personalized email.** You want all your customers to feel like VIPs, but they may not if you send generic emails, or do the “hard sell” in every message. Inform or entertain customers by sending links to related blogs, newsletters, online videos, and more. And don’t forget the simple things, like sending customers birthday emails with special offers.

✧ **Personalized retargeting.** Retargeting is cookie-based technology that allows you to “follow” customers online based on how they’ve interacted with your website or with emails. The level of engagement – whether a customer forwarded an email, clicked on a link, or left an item in a shopping cart, for example – will help you determine whether and how to retarget.

✧ **Personalized site content.** Today, there are many plug-ins and platforms available that help you tailor site content and display targeted promotions, based on customers’ preferences and interactions.

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1 For more on retargeting banner ad campaigns and remarketing strategies, see the PayPal ebook *Help grow your online business.*
Use SEM to help raise your profile.

Another way to help your business stand out from the crowd is search engine marketing (SEM). With paid online advertising, you can raise the visibility of your ecommerce business on search engine results pages, making customers more likely to encounter your brand as they search for specific products or services.

SEM allows you to target your ads to drive targeted shoppers to your website – “targeted” means the types shoppers that fit your customer profile, and who are more likely to purchase your product or service.

Search marketing ads range in size and format, from text-based messages to visual display ads. Advertisers bid on keywords that shoppers use to search for products or services. Depending on the level of spend for an ad, as well as the “value” of the keyword (e.g., is it a very specific search term? Are they many competitors for the term?), your ad will have the opportunity to appear on the search results page.

Before you get started with SEM, it’s important to understand who your target customers are and where you can find them, so you don’t burn through your marketing budget without maximizing results. There are plenty of resources online, including self-guided seminars or tutorials. There are even SEM experts who can help you develop your strategy.
Put a personalized payment experience in your checkout.

PayPal Checkout delivers smart payment experiences designed to help lift conversion rates and personalize the way customers shop.

Offer additional payment options – automatically.

Our payment buttons adapt to each customer, showing relevant payment options to help drive sales. Eligible shoppers see PayPal Credit and Venmo buttons in addition to their regular payment options.

Turn shopper insights into targeted promotions.

Get actionable insights on how your customers shop. Then, with a single click, show them customizable, smart incentives from PayPal on your website pages. Learn more at paypal.com/marketsolutions.

Customize the look and feel.

Easily enable new payment options and customize the button shapes, sizes, and colors to match your brand. You can choose either a horizontal or vertical layout to fit within your shopping cart page.

Sell globally – and offer local currencies seamlessly.

Turn on local payment methods based on a shopper’s location without any additional integration work. Don’t worry — transaction processing and settlement happen in U.S. Dollars, so there’s nothing additional you need to do.

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2 PayPal Credit is subject to consumer credit approval.
Get more strategic with email marketing.
EMAIL MARKETING STRATEGIES YOU SHOULD GET RIGHT.

With so many ways to engage customers in digital channels, you might think email isn’t the vital marketing tool it once was. But done right email marketing can be an important tool to help keep your brand on customers’ minds. Follow these tips to help set up your email for success:

1. Make sure your email displays well on all screen sizes. Long gone are the days of reading emails only on desktop computers. Use responsive templates that adapt to multiple devices and screen sizes, and highlight calls-to-action.

2. Create an email calendar. It’s important to be strategic with the number and timing of the emails you send. Organizing your email strategy into a calendar helps you visualize how many emails you’re sending.

3. Use segmentation to deliver personalized emails. Sending the same email to everyone can create email fatigue. If you have a database of your customers, segment your list to personalize messages, for example to new contacts, leads, opportunities, and customers.
More ways to help ensure a successful email program.

A/B test your emails.
In an A/B test, you compare 2 versions of something to see which performs better. For example, you can test 2 subject lines for better open rates; test click-through rates by changing the style, length, and voice of the email’s body copy; and even test different colors of your call-to-action buttons. Keep records of your tests so you can implement the winning versions and iterate your tests.

Use marketing automation technology.
Consider using a Customer Relationship Management (CRM) system, a tool that helps you to keep track of interactions with prospects and customers, throughout their lifecycle. CRM tools allow you to segment your database into marketable lists, from which you can create targeted, automated email campaigns to nurture the customer relationship at every stage.

Know local laws for email marketing.
Make sure you familiarize yourself with any local laws applicable to email marketing. In the U.S., the CAN-SPAM Act establishes requirements for commercial messages and gives recipients the right to have you stop emailing them. The fines for non-compliance can be severe.

Work with a third-party email provider.
There’s no need for you to reinvent the wheel when email providers have years of experience developing best practices for email marketing. More importantly, their email servers should be whitelisted, so you don’t need to worry about being categorized as a spammer.
Use social media to help drive sales.
Engage with customers in online social channels.

Building relationships with customers through social channels such as Facebook and Twitter can help you grow your brand and generate site visits – especially through referrals. However, if you decide to use social platforms as part of your marketing strategy, be prepared for significant hands-on effort.

To gain followers, you may need to update your content regularly. If a customer reaches out to you, a best practice is to respond promptly – otherwise, you could risk damaging your business’s reputation.

It’s important to do your homework before jumping into the social sphere. These resources⁴ can help:

- Facebook provides a Marketing on Facebook page with a step-by-step, general overview of how to use the social networking site to help your business grow or meet other specific business goals.
- The Twitter for Business site lets you explore curated content based on specific business goals, from creating or managing a Twitter presence to finding leads on Twitter.

For more tips, also see the PayPal ebook, Your guide to social selling.

³ Links to the third-party sites are provided for informational purposes and in no way represent an endorsement or approval by PayPal, Inc.
A picture is worth 1,000 customers.

Consider using these 2 highly visual social platforms to help boost awareness of your business and brand:

- **Pinterest** is like a big bulletin board where you can “pin” content and get people talking about what you’re sharing. The site offers **business accounts** and features “Promoted Pins” that let you track and build campaigns around user engagement.

- **Instagram** is a photo-sharing, video-sharing, and social networking service. Users can share videos and pictures across multiple social networking platforms. Like Twitter, Instagram supports hashtags, which you can use to attract attention from your target audience.

*Links to the third-party sites are provided for informational purposes and in no way represent an endorsement or approval by PayPal, Inc.*
Develop loyalty and rewards programs.
Understand loyalty and rewards program options.

Rewards and loyalty programs show your customers how much their business is valued, and they can help increase customer engagement, which can equate to higher spend. There are various types of programs:

- **Loyalty programs** create a personal connection between the brand and the consumer, tailoring offers based on the consumer’s profile. These programs are often called “consumer engagement programs” since they provide personalized offers based on the customer’s experience with the brand.

- **Rewards programs** are based on behavior, not so much on the customer profile. Successful rewards programs use a tiered approach, offering customers an easy-to-earn reward for participating in the program – and greater rewards as their engagement increases. For example, points programs let customers earn points for certain behavior, which they can then redeem for rewards.

- **Experiential rewards** can generate higher engagement and loyalty, and can actually cost less money. A tiered program (e.g., silver, gold, and platinum levels) allows customers to participate in different types of rewards, such as private shopping opportunities.
DEFINE THE GOAL.
Understand what your program should accomplish. For example, do you want to acquire new customers? Increase site visits of existing customers?

DEFINE YOUR CUSTOMERS.
To understand what motivates your customers, examine each customer segment and whether you want that segment included in your program. Provide a status level showing recognition and appreciation, along with access to exclusive experiences or rewards — they’ll go a long way toward increasing engagement.

BUILD YOUR VALUE OFFER BASED ON CUSTOMER EXPERIENCE.
Once you’ve defined your goals and your customers, you can start crafting your program. Keep in mind whatever motivates your target customers.

PROMOTE YOUR PROGRAM.
Remind your customers of the offers they receive when they actively participate in your loyalty program. An omni-channel approach ensures you’re communicating the way that your customers prefer.

Once you’ve launched your program, leverage the data to develop and understand customer segments, and refresh your program by offering different one-time promotions to segments based on what appeals to them and what you want to achieve.
Sell in popular online marketplaces.
Connect with customers in your own backyard.

Got a bricks-and-mortar location in addition to your online business? Several services can help new customers find you. Here are 2 examples:

✧ **Google My Business**: This free service helps small businesses increase their online presence across Google Search, Maps, and Google+. You can use keywords, images, and videos, and encourage user reviews to raise your visibility.

✧ **Yelp**: Yelp is a review site and app that publishes crowdsourced reviews about local businesses. The service is essentially “word of mouth” marketing online. It does require regular monitoring, however. You’ll need to address negative reviews promptly and connect with customers who provide raves. You can also set up your own business page on Yelp.

5 Links to the third-party sites are provided for informational purposes and in no way represent an endorsement or approval by PayPal, Inc.
Expanding your customer base? Leverage marketplaces.

Attract shoppers from countries worldwide through online marketplaces like these:

✧ **Amazon Marketplace.** Amazon Marketplace has millions of customers. Decide what you want to sell, select a selling plan, and set up an account.

✧ **eBay.** Known as "the world's online marketplace," eBay has millions of active users worldwide.

✧ **Etsy.** If your focus is selling handmade goods, vintage items, or craft supplies, consider opening an Etsy shop.

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6 Data from Amazon.com. Grow your business. eBay.
Ramp up early for holiday selling.
Help attract new business you can keep all year.

Holidays present opportunities to earn new customers and deepen relationships with existing ones. Here are a few tips to plan ahead:

**OPTIMIZE FOR SEARCH.**
Update your keywords for better SEO, adding any keywords you know will be hot. If budget allows, consider investing in paid search campaigns. You bid for ad placement in a search engine’s sponsored links for keywords related to your business. You pay the search engine a small fee for each click.

**CREATE “QUICK NAVIGATION” PATHS.**
Make it easy for customers to find what they’re looking for – and what they didn’t even know they wanted – with navigational elements (“quick links”) on your home page, linking shoppers directly to seasonal bestsellers.

**EXPAND EMAIL LISTS.**
Entice customers to provide email addresses when they arrive at your site. A special offer – such as “10% off your first purchase” – can help.

**BUILD SOCIAL MEDIA CAMPAIGNS AROUND HOLIDAY PROMOTIONS.**
Launch a holiday promotion through Facebook and Twitter, offering special coupons to your online followers. Fans are likely to forward discount offers to family and friends, bringing more first-time visitors to your website.
Stay on top of shopping trends.

Optimize your online ad strategies during holidays by monitoring Google Trends pages to see the searches most popular in geographic regions – identifying emerging searches that can benefit your business.

For example, if you sell artisanal chocolates and you notice a spike in searches for artisanal chocolates among Boston shoppers, you can get in front of those customers online with a targeted Google AdWords campaign.

Read more about using Google AdWords to target ads to specific locations here.
Set a course for sales success.

You don’t have to adopt all of the steps we’ve discussed to help attract more new customers while keeping your current ones engaged and satisfied. Following just 1 or 2 of these steps can help you become a successful marketer.

Lastly, be sure not to overlook another potentially untapped area for your online business: international selling. Learn about opening your market beyond your country’s borders in our ebook, How to sell internationally.

Visit www.paypal.com/business to learn more.
FIND OUT HOW PAYPAL CAN HELP SUPPORT YOUR BUSINESS. CALL US AT 1-888-430-6611 OR VISIT PAYPAL.COM/BUSINESS.

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