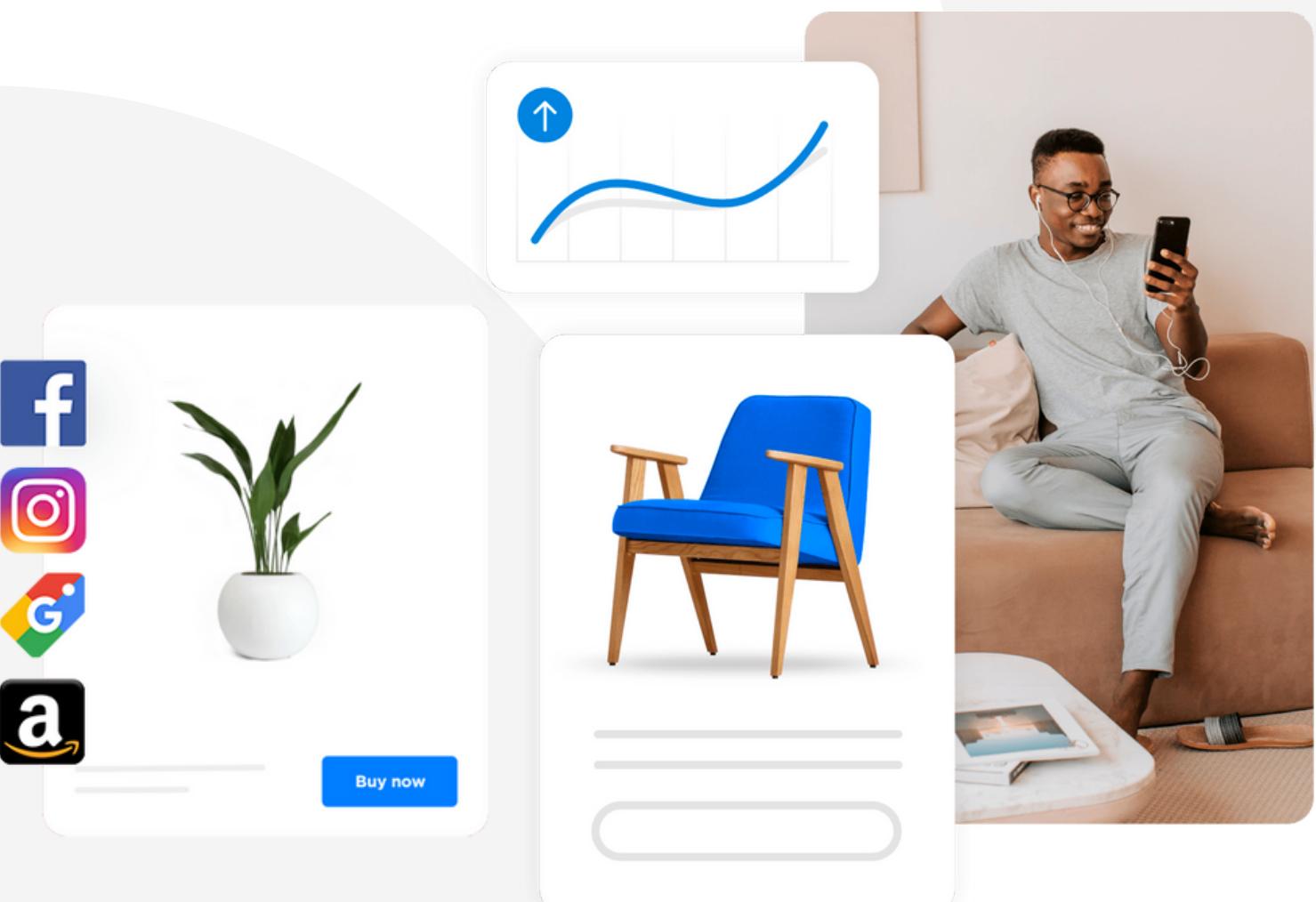


How to Promote Your Ecommerce Platform

Partner's Playbook



How to Promote Your Ecommerce Platform

Grow your customer base with these proven strategies

So you've decided to make the leap and offer your customers an ecommerce platform — congratulations! With the exponential growth ecommerce has seen over the past year or so, there's never been a better time for you and your customers to start selling online.

You've got the platform; now what? Just offering an ecommerce platform is only half the battle. It's time to start promoting your platform to raise customer awareness and grow revenue for both you and your merchants.

But how should you go about promoting your ecommerce platform? What's the best way to reach new merchants who would be interested in selling their products online? And should you focus on several promotion methods, or spend time perfecting just one strategy?

Here are some proven tactics and tips to help you promote your new platform to your customers, including talking points to highlight, information about specific marketing and advertising channels, sample messaging you can use and more.



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Key Messaging

Things to keep in mind when talking about Ecwid and

We're thrilled you've decided to partner with us in offering ecommerce to your customers. As we said above, it's a great time to start selling online. And as an Ecwid partner, you have a huge opportunity in front of you.

We know all about the great features that make Ecwid stand out from the competition — and your customers will want to know, too! Following are a few key things you should use in your messaging to your customers to help sell your new ecommerce platform.

Omnichannel selling

Depending on your merchants' personal preferences, you'll likely have some sellers who want to focus on selling on more traditional ecommerce websites like eBay. You'll also likely have some sellers who want to make sure they can sell their goods and services on social media channels like Instagram. And you'll probably have some sellers who want to sell their products on their own website and in person.

One of the great features of working with Ecwid is the ability to market and sell products using more than one sales channel, such as through social media, a brick-and-mortar store, and your own website. This "omnichannel strategy" lets businesses reach customers where they like to shop, including popular social media channels like Facebook and ecommerce giants like Amazon, with just a few clicks of a mouse.

What's more, merchants can do all of this omnichannel selling while managing a single inventory — all from a single dashboard.

As an ecommerce platform provider, you

- Deliver a comprehensive, omnichannel solution that makes selling online quick and easy for your merchants, no matter which or how many channels they want to sell on;
- Offer your merchants a platform that is easy to use, intuitive, and requires no maintenance or developer know-how;
- Enable merchants to set up a store that works with most social media channels, site builders, payment processors and pre-existing websites — all in minutes!

Ease of use

Unlike some other websites, Ecwid's ecommerce solution is designed with both our partners and your clients in mind. Merchants don't need to have any specialized knowledge or training to get a store up and running through Ecwid, and they don't need to hire developers or designers to launch their store, either. There's no maintenance or upkeep to worry about.

We designed our ecommerce platform to be as intuitive and merchant-friendly as possible, with a handy onboarding wizard to help merchants walk through the setup process. Now, more than ever, we think it's important for anyone to be able to sell just about anything online — vintage auto parts, custom art pieces, musical instrument lessons, exclusive wines, customized nutrition and workout plans — and we don't think a hard-to-use website or a website that doesn't integrate with other platforms should stand in the way of that.

Platform-inclusive

Because we think that selling online should be open to everyone, we make it a point to play well with others. So we strive to ensure that Ecwid is platform-inclusive — that is, it seamlessly integrates with most other websites and service providers, including website builders, payment providers, booking and appointment platforms, and more. While some other companies may lock you into their platform's ecosystem of services, we prefer to partner and integrate with other tech companies rather than exclude them, and we're constantly adding new partners (like international payment gateways)!

Marketing Channel Overview

Find the strategy and method that works best for your

With the exponential growth ecommerce has seen over the past year or so, there's never been a better time to start selling online. To help your business stand out to potential merchants, it's important to develop a marketing strategy that allows your message to cut through the noise and reach new customers.

Below are a few different marketing tactics you can use to drive traffic and interest to your ecommerce platform.

Add ecommerce to your website

Your website is probably the first place a potential customer will go to learn about your business and the products and services you offer. This makes your website a great place to highlight your ecommerce platform and discuss some of the great features it provides.

Here are a few examples of the key benefits of an ecommerce platform that we promote at Ecwid:

"Create a store quickly and easily – no developer required!"

"Sell everywhere, including Facebook, Instagram, Amazon and more!"

"Grow with built-in marketing tools like Google and Facebook advertising!"

"Manage everything from a single dashboard with centralized inventory, order management, pricing and more!"



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Send an email to your current and prospective customers

A short and informative email announcing your new platform can help drive interest and direct customers back to your website to sign up.

"Hi [Customer],

We wanted you to be the first to know about our exciting new ecommerce platform. You can now sell your products online — including on Facebook, Instagram, Amazon and more.

We'd love to chat with you about how we can help grow your business online. You can also learn more about all of our great new features here: [link to website].

We can't wait to get started!"

Write an informative blog post

A blog post is a great way to share more comprehensive details about the benefits of selling online, with links to relevant third-party sources. Regular posts that showcase other feature updates and industry trends will keep customers informed and interested. Check out the [Ecwid Blog](#) for inspiration!

Share the news on social media

One of the quickest ways to interact with customers is through your social channels. Build engagement by creating short and exciting posts about all of the features your new platform offers.

"Small businesses made over \$3.5 billion on Prime Day this year. We make it easy to get started selling on Amazon — what are you waiting for?"

"60% of Instagram users have discovered a new business or product on the site. We can help yours be next!"

Advertise like a pro

Creating an ad campaign is a tried-and-true method for raising customer awareness about all your platform has to offer, and adds a veneer of professionalism to your business. Running an ad campaign can help you reach new customers and remind website visitors about your ecommerce platform. Try out these popular channels:

Google Ads: Advertise on the world's most popular search engine, putting your ad in front of potential customers the moment they search for businesses like yours. Set your budget, select relevant search terms and keywords, and optimize your campaigns with Google's tools. Learn more [here](#).

Facebook Ads: Create and boost posts to make sure your message reaches your audience, then track and expand your ad campaign based on your business objectives. Increase awareness, attract leads and even convert some users into customers. Learn more [here](#).

Ready-to-Use Advertising Tools and Resources

- To help get you started on your advertising journey, the Ecwid team has put together a handful of resources to help you hit the ground running on day one. For example, we've developed a number of ready-to-send email templates you can use to spread awareness about your platform.
- We've also created some sample white label banner ads to help you highlight your ecommerce solution. Just add your logo and place the ads on your website or blog to drive traffic and educate merchants about the specific features your platform offers.
- Register for [Ecwid's Partner Portal](#) using your business email address for more resources you can use to advertise your ecommerce solution!

Incentivizing Customers and Driving Upgrades

Get your clients to build their businesses with you

By providing creatively positioned offers and key ecommerce features, you can encourage clients to upgrade their stores and grow their businesses with you, generating greater revenue for both you and the client.

By absorbing some of the overhead of running a business and giving clients perks and special offers, you can convince them to try out new features without risking too much. Below are few examples of promotional offers and key messaging headlines you can use to drive client upgrades.

Promotional Offers

- Offer a “free” or discounted month for clients to test the next tiered plan. Merchants can try a free upgraded month and get a taste of upgraded features.
- To help encourage clients to move from a monthly plan to an annual plan, offer them an additional 15-20% off on top of the discount they’ll receive for paying for their whole year at one time.

Key Messaging Headlines

- “LIMITED TIME OFFER: Save an additional 20% off an annual plan!”
- “We’ll give you automated marketing AND 20% off your first month! Upgrade today!”

Now that you've gotten a bit of background on how to talk about and where to market your ecommerce platform, it's time to dive in and get started!

To help you and your merchants be successful, try using more than one of the marketing strategies listed above. Or better yet, try using an omnichannel marketing strategy — that is, use all of the strategies listed above — to reach as many customers as possible.

Retaining your current customers while attracting new ones is critical to generating growth, so we encourage you to try a variety of strategies to find out what works best for you and your business. Good luck!



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