Move Customers to Conversion
How to Market in the Ecommerce Funnel

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Today’s Agenda

• What is the customer buying cycle?
• “Linguistic Logic”
  – How to use keywords for insights
• Marketing through the cycle
  – The best channels + examples
• The buying cycle, dismissed
What is the customer buying cycle?

1. **Awareness**
2. **Consideration**
3. **Preference/Intent**
4. **Purchase**
5. **Repurchase***
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“Linguistic Logic”

• What is linguistic logic?
  – Gaining insights from search queries
• Why linguistic logic?
  – Helps identify consumer behaviors
  – Gives information needs for each stage
  – Allows for landing page improvements
Examples of Search Queries

• Where is this searcher in the buying process for a flat screen TV?
  – “flat screen tv”
  – “compare flat screen tv”
  – “flat screen tv from frys”
  – “cheap flat screen tv”
  – “sony 42 inch lcd tv”
The Results

- flat screen tv
  - Consideration (Ready for Preference/Intent)
  - Purchase
  - Repurchase
  - Total toss up

- compare flat screen tv
  - Consideration
  - Preference/Intent
  - Purchase
  - Repurchase

- flat screen tv from fry's
  - Preference/Intent
  - Purchase

- cheap flat screen tv
  - Purchase (or is it?)

- sony 42 inch lcd tv
Let’s try another one...

• Where is this searcher in the buying process for organic hot sauce?
  – “history of organic hot sauce”
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Marketing in the Awareness Stage

• Goal is to be top of mind
  – All about being found in search engines
  – Create catered PPC campaigns
  – Relevant content is key for SEO
    • Create content that moves to the next stage, like a buying guide
  – Don’t interrupt, enlighten
Marketing to Awareness: Examples

Keyword: how to choose a flat screen tv

Prompts to move to next stage

Previously unaware of brand

Enlightening content
Marketing to Awareness: Examples

Keyword: how to sell online

Prompts to move to next stage

Provides tangible resource

Matches search query without intimidation

Places into Consideration stage

How to sell online
A guide to opening your online store

1. Figure out what to sell online
2. Decide which ecommerce solution is best
3. Start building your online store
4. Secure your domain name
5. Determine how you'll get paid
6. Spread the word

Opening your online business is an extremely rewarding process that will continue to payoff time passes. If you invest your efforts and energy selling online can quickly become a huge contributor to your income and will fulfill your entrepreneurial spirit. Keep in mind that the above was a comprehensive overview of the major points of selling online. If you can’t afford a custom web design or SEO plan out of the gate, that’s not a problem. As your business grows, so will your ability to capitalize on different online business tactics.

Fortunately, Volusion offers an all-in-one ecommerce solution that can provide everything from your shopping cart software to your credit card processing. Join over 23,000 business owners who have pursued their dream by opening an online business with Volusion.
Marketing in the Consideration Stage

• Goal is to become top choice
  – SEM is still the leading channel
  – Utilize reviews/case studies
  – Drive traffic to social
  – Highlight key selling points
    • Separate from the competition
Marketing to Consideration: Examples

Keyword: Compare Subaru

Dedicated section in navigation

Third-party validation from trusted, unbiased sources

Highlights awards
Marketing to Consideration: Examples

Keyword: DirecTV vs DISH

CTA that moves to next stages

Highlights key differentiators

Directly states competition

Third-party validation
Marketing in the Preference/Intent Stage

• Goal is to seal the deal
  – Website should do the talking
    • Reaffirm customer preference
  – Give your customers a voice
  – Play to emotions
  – Drive traffic to social

Preference/Intent
Marketing to Preference/Intent: Examples

Direct Visit to babybump.ca

Prompts to purchase

The ultimate emotional validation

Validation by association
Marketing to Preference/Intent: Examples

Direct Visit to repeatpossessions.com

Asks for reviews

Addresses potential objections
Evoke emotion to solidify intent

Make a personal connection

Show the benefit of purchase
Marketing in the Purchase Stage

• Goal is to close ASAP
  – Create a sense of urgency
    • Share your coupons and discounts
  – Remove any roadblocks to purchase
  – **DON’T STOP MARKETING**
Marketing to Purchase: Examples

Create a sense of urgency to close

Offer a limited-time discount

Overcome objections

Showcase savings on your homepage
Marketing to Purchase: Examples

Remove Roadblocks

Display payment options and security measures

Prevent “shipping sticker shock”
Marketing in the Repurchase Stage

• Goal is to stay top of mind
  – Keep in contact with your customers
  – Make them feel special
  – Give them reasons to buy more
Marketing to Repurchase: Examples

Stay top of mind

Create sense of exclusivity

Give a reason to return

Segment your customers
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The Buying Cycle, Dismissed

• Shopping Feeds defy most principles
  – Ignores or dismisses Awareness & Consideration
  – Totally negates Preference.Intent
  – Skips straight to Purchase
  – The problem? No Repurchase for you!
    • Unless you go the extra mile
• Like us on Facebook!
  – www.facebook.com/volusion

• Follow us on Twitter!
  – www.twitter.com/volusion

• Watch us on YouTube
  – www.youtube.com/volusion

• Open your online store
  – www.volusion.com