



Commerce Marketing and Advertising

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Offline Marketing

Offline marketing is the process of selling products or goods through offline channels like print ads, telemarketing, and other physical means.

Advantages :

- Order exactly what you need
- Valuable for promoting loyalty scheme
- Mass media, phone center, build brand awareness
- Build face-to-face relationships with customers
- People can see your products physically

Disadvantages :

- It is time and cost consuming
- Limitation in audience and professionals reached
- Large workers to manage advertising
- Limited location area

Types of Offline Marketing

- Direct mail
- Store visits
- Print Ads
- Sales people / Service calls
- TV / Radio
- Parts and repair

Types of Online Marketing

- Email Advertising
- Social Media
- Online promotions/discounts
- User feedback(ratings or comments)
- Flash Sales

Internet Marketing Online

- Marketing Online as become a vital part of modern business.
- There are a large number of internet marketing companies who offer internet marketing services to both small scale and large scale companies largely and effectively.
- Internet marketing has a number of benefits that cannot find in other marketing forms.

Advantages:

- Allows global marketing facility.
- It is less expensive.
- Increases the choice of products, services and sellers

Disadvantages:

- Customer is not able to touch, smell and open the product.
- Lack of technical facilities in rural areas.

Advertising on Social Media

- Social Media is a great way to get your product out there.
- It's very easy to spread the word since everyone uses some sort of social media like instagram or twitter
- There are various options on how to advertise your product such as sponsoring a big creator/model
- Many brands do this, for example seatgeek sponsors famous youtubers.

SEO (Search Engine Optimization) Tools

- Search Engine Optimization describes the tools and methods to improve internet traffic to a website from a search engine
- Anything companies can do to increase their search presence offers a huge advantage
- 40-60% of total traffic for a search ends up at the first link on the search engine
- Better search engine presence means more internet traffic which means more customers
- Examples: Ahrefs, Clearscope, Google Analytics

Conversion Optimization Tools

- These are tools that facilitate end user conversion on your website
- Once users have navigated to your webpage, you want them to fulfill your call to action
- Can track user navigation of the site (clicks, scrolls etc)
- There are evidence based tools that can help you tweak your UI and flow to make users more likely to make a purchase on your site
- Examples: Unbounce, Optimizely

Email Marketing

- Possibly the most widely utilized digital marketing strategy for good reason
- It is simple, lightweight and scalable
- A good email marketing tool will allow you to have options for your email marketing strategies
- Email marketing tools can assist with list building, categorizing and can improve deliverability
- Examples: Mailchimp, SendGrid, Lemlist

Graphic Creation Tools

- Visuals are fundamental to digital marketing
- Having visually appealing infographics and flyers increase both user experience and conversion rate
- Graphic creation tools allow you to develop these without the need to hire a digital/graphic designer
- Examples: Canva, Creatopy