The 3-Step Guide to Successful eCommerce Promotions

As many as 24 million eCommerce stores compete for buyers today. So getting shoppers' attention is more difficult and more critical.¹ A good way to capture shoppers — promotions. To pull successful promotions off, you need a smart, repeatable process.



The key to effective eCommerce promotions is to create a strategy, plan, execute, analyze, and repeat!

Maximize Your Promotions by Maximizing Your Process





Your strategy outlines your why, how much, who, where, what, and when.

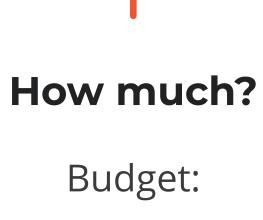
Start with an annual, data-driven, goal-based strategy.



Goals:

Brand awareness

- Added sales **Customer acquisition**
- **Customer retention** Inventory clearance

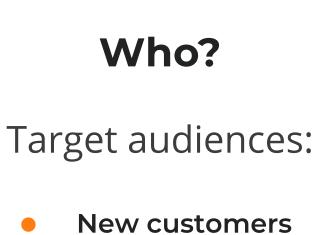


Budget: Overall

By channel

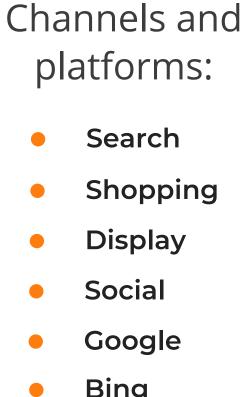
Set an unlimited budget as long as your ACoS/ROAS goals are met. Also, set higher

- By platform By day



- Repeat customers In-market
- Retargeting

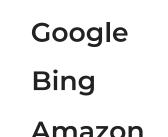
ROAS and ACoS targets, and save some for later

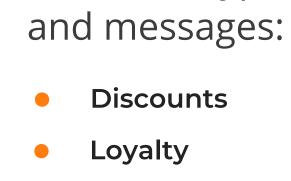


Search

Where?

- Shopping Display
 - Social Google
 - **Amazon**





Acquisition Retention Free shipping

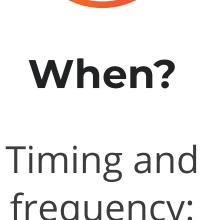
Clearance

What?

Promotion types

Holiday

"Where" Matters

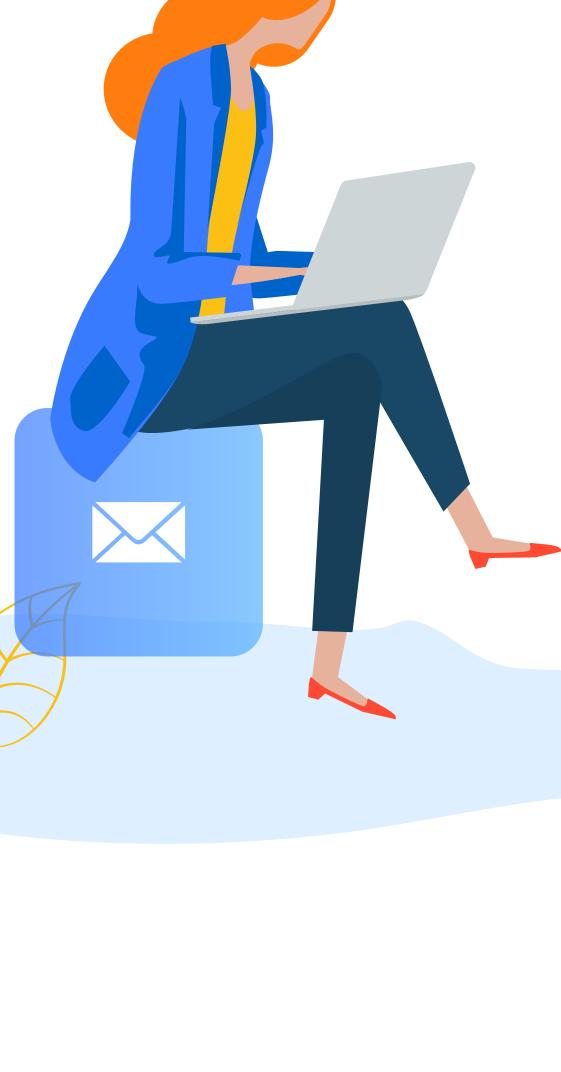


frequency: Monthly

Ongoing Holiday Seasonal

Quarterly

Special events





Plan and Execute

Ensure your promotions are smooth and efficient with prepromotion

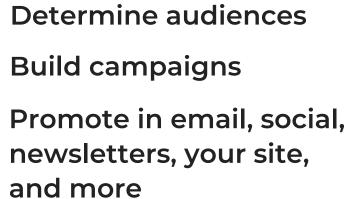
planning and smart execution and follow-up.

Before promo **During promo** After promo

A/B test everything

Check your KPIs and

make adjustments



Develop creative

HINT:

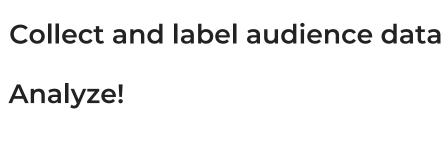
HINT:

for paid advertising.

- Check your bids and budget and adjust as needed so you don't max out your budget
- For your creatives, use "promotion," "special offer," or similar language in stepped or sequential messages.

Maximize your success and save time with campaign optimization to automate

changes at scale across platforms and a workflow management solution made



re-enable previous ads

Adjust your bids back

Pause promo ads and extensions;

- Analyze!
- headlines, create urgency with countdowns or supplies are limited, and consider

Analyze

After each promotion, spend some time analyzing your results,

and use what you learn for your next promotions.

Did you hit your goals and target ACoS/ROAS? Did your advertising costs and/or increased sales offset your promotion costs? Which channels and platforms best met your goals? Which creatives and messages converted best? Which keywords and product categories drove the most traffic? How effective were your campaigns for this promotion compared to other promotions?

Finch Advertising Management Platform.

Apply what you learn from your analysis to your

next promotion. Start with your best-performing

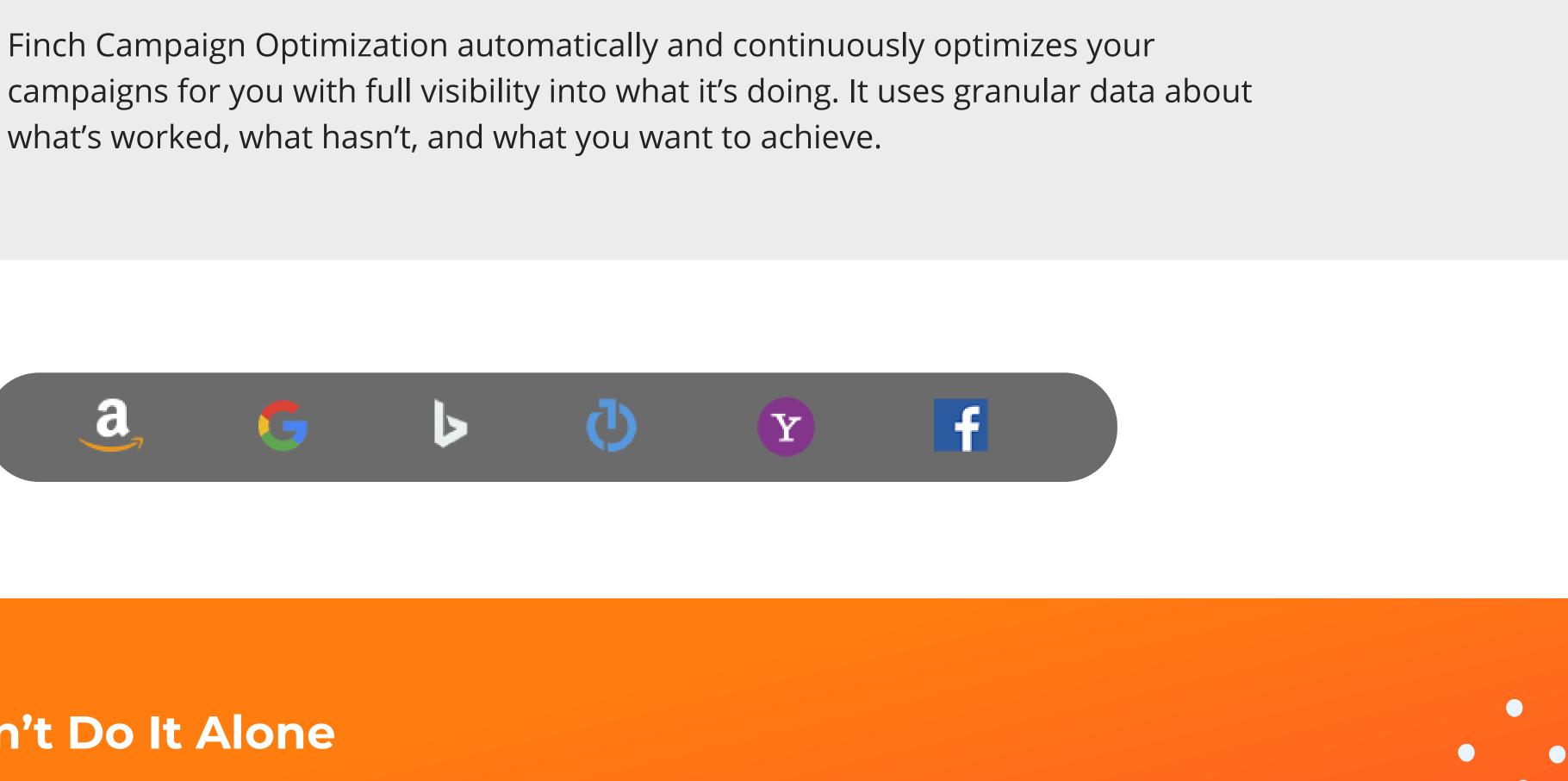
creatives, messages, and keywords and save time,

See reporting based on specific products/categories across your channels in the

REPEAT

reduce costs, and maximize KPIs.

campaigns for you with full visibility into what it's doing. It uses granular data about what's worked, what hasn't, and what you want to achieve.





workflow management in a single online platform. **Learn More**

revenue across channels and platforms. And get actionable insights and digital



3. Sharpen your pricing and promotions in a chaotic market, Chain Store Age, Mar 30, 3021, chainstoreage.com/sharpen-your-pricing-and-promotions-chaotic-market

4. Google Pushing Holiday Retailers to Use Both Text Ads & PLAs, Wordstream, Apri 3, 2015, www.wordstream.com/blog/ws/2013/11/20/google-plas-plus-text-ads

- 1. 68 Useful eCommerce Statistics You Must Know in 2020, WP Forms Blog, Dec 31, 2020, https://wpforms.com/ecommerce-statistics/ 2. Study: E-commerce market will continue strong growth in 2021, Chain Store Age, Jan 26, 2021, chainstoreage.com/study-e-commerce-market-will-continue-strong-growth-2021
- 5. Online sources used by consumers worldwide to start searching for products as of March 2020, Statista, www.statista.com/statistics/1034209/global-product-search-online-sources/