

Ecommerce Content Marketing Guide

Everything An Ecommerce Owner Needs To Know To
Build & Grow A Highly Profitable Brand
With Content Marketing



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How To Easily Get Found Online By Your Perfect Customers

You have great products. Now you need customers to know about them.

Everyone's hands are constantly connected to the Internet through their phone. So it's not a matter of finding these people, it's having them find you.

What's the importance of being discovered by your customers instead of going out and pitching to them?

It's because when someone finds you (instead of vice versa), they are much more likely to become a customer.

Here are some stats from [Hubspot](#) to back that up:

SEO leads have a 14.6% close rate whereas outbound leads have a 1.7% close rate (HubSpot)

Social media has a 100% higher lead-to-close rate than outbound marketing (HubSpot).
- [Via SmartBug Media](#)

B2C companies that blog 11+ times per month **got more than 4X as many leads** than those that blog only 4-5 times per month.

And here's the obvious truth, but sometimes it just needs to be put in words: **0% of people who don't find you will become a customer.**

But here's the mistake most people make with their marketing, it's not just about them finding you and now they know your products exist, it's WHEN they know about your product and WHEN they discover your brand.

Know Your Customer's "WHEN"

There are 5 stages of the Customer's "WHEN." This is also known as the stages of awareness.

1. **Completely unaware** that they have a problem or need a solution of any kind. They are simply a part of your target audience who could *potentially* get value from what you have to offer.
2. **Problem or Desire Aware:** Your audience senses they have a problem, but doesn't know there's a solution for it yet.
3. **Solution Aware:** Your audience knows the result or type of product they want, but not that your company or product exists and provides it.

4. **Your Solution Aware:** Your audience knows they need this product, they just aren't sure they are gonna get it from you
5. **Ready (The Most Aware):** Your prospect knows your company and products, and only needs to know how to buy.

Most ecommerce businesses create all of their messaging around #4 and #5.

This is fine if you have people who are coming to you all the time. But if you are trying to connect with new people who don't know about your brand yet, or don't even know what the solution to their problem is, then you're eventually going to find yourself in a drought unless you hit the first 3 Customer Whens.

[Click here to read our free article about Practical Brand Marketing >>](#)

Why is this message matching so important?

Let's say you are selling a healthcare product that helps people maintain their focus, and you are targeting entrepreneurs.

Well, if you are targeting a group of entrepreneurs, they're likely thinking actively about their business, not their health.

So if you start off your marketing messages saying "hey here's our great healthcare product" not only are they uninterested because it's not something they are actively thinking about, but they also don't trust you at all and you don't have the believability yet for them to care about the results you are promising.

Here's what they're thinking, if they even notice your marketing, "ok whatever, I'm not currently looking for a healthcare product, I don't need to pay attention to this," and they move on quickly.

Now let's look at what they are thinking about: building their business, getting more customers, hiring great employees, increasing sales...

What kind of problems or issues might they be running into that are keeping them from their goals?

Entrepreneurs often feel burnt out, which leads to a lack of ability to focus, then they aren't as productive and are potentially making bad decisions.

Now you have something to connect to them about.

Now you can create messaging around the importance of focus, energy, (whatever other benefits your product delivers) and how it will help them with what their main goals are and what they're currently thinking about.

To most seamlessly attract more customers, your marketing messages need to meet your target audience with the thoughts and conversations they are currently having. Then you can guide them into thinking and talking about your specific solutions and products.

This is the importance of matching your message to your audience. So make sure you are creating messaging for the right Customer When.

How To Get Found By Your Customers

Now the question is, how do you get found by those people who don't yet know about you and are in the Problem/Desire or Solution stages?

1. You create content that speaks to them at the stage that they are currently in
2. You publish it on your blog.
3. You get it to rank on Google and seen on social media

This content can be video, text, graphics, or any combination. As long as it's valuable to your audience. That means it must be practical, educational, entertaining, or emotional. Best if it's a combination of those, but definitely has to be at least one. Otherwise, getting it in front of them won't do you any good because it won't lead them to taking a step forward in buying from you.

Why Publish On Your Blog Instead Of Social Media?

Because you own your blog. It will live there forever and recoup compound return for you. A social media post only lives for a day, maybe a few if you're lucky.

That doesn't mean "no social media." On the contrary, this will be the fuel for your social media.

Now you will use social media to share bite sized snippets from that blog content and link back to your blog post so that you can get people over to your website.

Take Action

In a blank document or piece of paper, create a section for each Problems, Desires, and Solutions. Under each, make a list of questions that your customers often asks themselves at that point.

What are the problems? What are their desires, or desired outcomes? What are the solutions available to them?

Now you have a list of content ideas that will connect with your target audience at each stage.

Go and create a piece of content. This can be written content that you publish on your blog, or a video where you are talking to the camera as if it were a potential customer and you're answering their question, then embed that video in a blog post on your website).

If you struggle with "what to write" at this point, pretend that you got that question in an email and you're writing an email response back (that's exactly what I'm doing right now as I write this for you).

How To Seamlessly Turn Website Visitors Into Email Subscribers

You have successfully published content on your website, through your blog section, that matches what your customers are thinking about and looking for online.

Potential customers are now coming to your website to learn more about solving their problem, getting their desired outcome, and/or choosing their solution.

At this point, 98% of website visitors will leave and never come back. For the average website. But not you. Now you are becoming an elite marketing, ecommerce owner.

Enter: The Lead Magnet

What is a Lead Magnet?

A Lead Magnet is a (typically) free offer of value to your website visitor in exchange for their email address.

It's also often referred to as a "Content Upgrade" or an "Ethical Bribe" to get their permission to follow up with them.

In order for this to work for your business economically, it needs to be something with low-to-no overhead costs. So something digital is your best route.

The most common options for Lead Magnets are a PDF guide (hint: you're reading one of our Lead Magnets right now), a recorded video presentation (aka webinar), an email course, a checklist, or template.

Since you're selling products online, you can also try to use coupon offers. However if someone isn't in shopping mode, you'll run into the same issue. It's not aligned with their current state of mind and they won't be interested in signing up.

Why do we use Lead Magnets?

As mentioned earlier, most website visitors (about 98%) will leave a website and never come back if left to their own devices.

When you add a Lead Magnet to your site, you'll start seeing between 2-20% of your website visitors signing up. This fills your "funnel" and sales pipeline of potential customers. Once you have this in place, you'll have the customers and data that make your business much more reliable, predictable, and most importantly, improvable.

You'll know how many website visitors you need to get Leads, and how many Leads become customers. Now you can work backwards to determine how much money you can spend to get more website visitors and how much money you'll make from it.

How Lead Magnets Drastically Improve Your Business By Growing Your Email List

1. More predictability because you have a pipeline of potential customers one click away via email
2. When they subscribe, it's a micro commitment that builds affinity with your brand and momentum in their buying journey. This is often called a string of yeses that you need someone go through to become a customer.
3. It's self-qualifying, so you know the people who sign up are interested in your topic
4. It builds your own distribution channel via your email list
 1. You don't have to pay or rely on a third-party like Facebook or Google to reach your customers
 2. You don't have to worry about algorithms changing or websites going away (like Facebook and Google Search Results changes, or like when Google Plus or Myspace just went away)
5. It is your direct line of communication, your message is not lost in the social feed noise. When your email is opened, there are relatively no distractions inside your email message like a social media newsfeed has because a social post sits in a sea of distractions.
6. Email is one on one. Even if you're sending it to a lot of people, they are experiencing it as a one on one communication
7. Email can be tracked better than social
8. You can create triggers per person based on their behavior, which can't happen on social (specifically per person. There's retargeting that you can do via social, but that's not the same as knowing which person did what and then sending them into a new funnel or sequence)

The Seamless Sign Up

Here's an example from one of our most successful clients:

A customer searches for bathroom lighting tips.

They find our article at the top of Google with top tips for lighting your bathroom.

While they are reading it, we present them with the option to download a more informative guide on lighting their bathroom.

Instead of 98% of the people finding that page, reading it, and leaving never to be seen again. 8% of the visitors sign up for the bathroom lighting guide and have given us permission to send them emails.

That's an immediate 4X improvement on your websites customer acquisition potential. And that's only by putting this one piece in place.

Now think about that for your products.

What questions are people asking when they have a problem that you solve?

Create that content. Present them with an offer that aligns with their exact thinking at the time of being on this page of your website. Now you have four times as many customers signing up to get more from you.

Take Action

Choose a piece of content from your website that is attracting the most visitors. If you are just starting, then take an educated guess of which new piece of content that will be from your action in the previous section of this guide.

How can you reformat that content to deliver it with a higher perceived value?

Lead Magnet Ideas

1. Turn your written article into a PDF guide: For instance, taking a 500 word article and then making it into a branded PDF with some more context and added information.
2. Record a (<10 minute) video discussing the topic of your written article in further depth, so they read the article and sign up to watch your exclusive video on the subject.
3. If you published a video on your blog as your main content, then take that and put it into a branded PDF guide and offer that as a downloadable resource for your website visitors

What Tools & Systems To Implement

Now you understand the concept of how content marketing will help attract new customers, build your email list, and generate Leads.

Let's talk about the tools and systems that you will need to implement these concepts.

A Blogging Platform

As an ecommerce business, you obviously have an online store setup with an ecommerce platform to show off all your products, process payments, etc etc.

But you also need to have a blogging platform integrated or complimentary to your ecommerce store.

Some platforms like Shopify have a blogging tool you can turn on and set up. WooCommerce is built on Wordpress which has blogging integrated seamlessly out-of-the-box.

While having a blog set up through Shopify is really good and will help, depending on how you manage your shop and the tools that you need to include, it may make sense to have a separate blogging platform setup on a subdomain of your store.

For example, if your shop is MyShop.com, then you would get your blogging and list building platform setup on blog.MyShop.com or go.MyShop.com.

Then you can run your content marketing with all the proper tools needed without worrying about any potential conflicts or logistical issues with your Shopify site.

Lead Capture Elements

You have your Lead Magnets, and your content to set them up, but how do you actually present them to your website visitors?

Here are the common website elements (in no particular order) of how/where to put your sign up forms.

Global Elements

Global Elements are integrated throughout your website in order to capture leads.

- **In-Line Box** These appear at the top or bottom of a blog post
- **Sidebar Widget** Pretty self-explanatory. They appear in your sidebar
- **Slide-In Boxes** - This form slides into view from the corner of your website as someone scrolls down the page (or after a set amount of time).

- **Light Boxes** - These are commonly known as pop ups or overlays. You may think you hate them, but you don't. You actually hate bad marketing (learn more here - <https://thrivethemes.com/hate-lightboxes/>). Regardless of your personal opinion, the facts are that Light Boxes are consistently the highest performing Lead Capture Element on your site.
- **Scroll Mat** - This Lead Capture Element is a screen-filling offer that appears from the top of the page and pushes the content down.

Dedicated Landing Pages

The previous Lead Capture Elements appear across your entire site, on existing web pages / blog posts.

A dedicated landing page is a page specifically built to present an offer and get someone to sign up. There is no navigation menu or options for them to leave this page other than to close the browser tab.

These can be used in a few different ways. One way being that you put Call To Action buttons or graphics in relevant content on your site, and someone reading that other page will click that Call To Action and come to this landing page.

Another way is to send your visitors directly to the landing page first. This is commonly through advertising, email, or social media. Scenarios where you are promoting links for people to click.

You can also add a Slide In Box or Light Box to your landing page and set it for "Exit Intent," which means if the visitor goes to leave the site and their mouse exits the browser, that's when the box will appear. This gives you one last effort to capture their email before they leave the site.

Email Marketing Software

This is the software you will use to organize your contacts, send email broadcasts (one time emails), and setup your automated email follow up for people signing up for your Lead Magnets and any other forms on your website (automation workflows).

Email Marketing Options

I'm not going to get into detail here, you can do your own research on what works best for you given your ability, resources, needs, and budget. But here are the most common and most recommended email marketing options:

1. ActiveCampaign
2. MailChimp
3. ConvertKit
4. Drip

Take Action

Two actions on this one.

First, set up a Landing Page and a Light Box for your Lead Magnet offer.

Second, connect the sign up forms to your email marketing software.

Don't have a blogging platform with these lead capture elements yet?

Check out **The Growth Suite** for all the tools, training, templates, and blueprints you need to build your brand and grow your email list.

Because not only do you get the guidance and proven strategies you need to execute content marketing successfully, plus access to our private community of growth-minded entrepreneurs, you also get a **Growth Suite** content marketing website that will compliment and support the growth of your ecommerce site.

[Click here to learn more about the Growth Suite program >>](#)

How To Automate And Grow Your Ecommerce Business With Content Marketing

You now have a growing email list of qualified Leads.

You know they are interested in the kinds of products that you offer, otherwise they wouldn't have signed up for your Lead Magnet or been reading the content on your website.

Now you need to nurture them.

This means building a relationship with them so they Know, Like, and Trust you. It means educating them so they are confident in what they are buying and how it will add value for them. And it means presenting them with a sales offer that they should now be highly interested in, feel little risk in saying yes to, and be able to buy easily.

You'll accomplish all of this with the power of email automation.

Nurture A Subscriber Into A Customer

Here's the sequence that you are going to get in place:

1. Deliver the Lead Magnet that they requested and Welcome them as a new subscriber
2. Tell them a customer success story
3. Highlight the problems that customer's used to have, and lead into those problems being solved. Tease your next email that's coming the next day...
4. Tell them how those problems were solved with your product
5. Give them a special offer
6. Remind them of the scarcity of this offer (time running out, they're missing the value, etc)

The New Buyer Sequence

If someone becomes a customer, add them to another sequence of email messages that welcomes them as a customer, gets them excited about their purchase, and helps them get the most out of their new product.

Once they've gotten some time to experience the product, you can also ask for reviews and referrals.

The Incubator

Not everyone is going to buy right away on your site. And not everyone is going to buy at the first email offer.

That's where your incubator comes into play.

Send out emails every week that include content that is relevant and valuable to your qualified Subscribers. This can be a repurposing of the content that you are publishing on your blog, or even a short description and link to the blog post itself.

Every month or so, present a new sales offer to your Subscriber list so that if they're now ready to buy, you make it easy. And if they were on the fence, you can help nudge them in your direction.

If you really want to get slick, you can also track the opens and clicks to score your Subscribers and then when they reach a certain score (meaning they have been more engaged with your email content), you can send them a new sequence for Highly Engaged Subscribers or new offers.

Take Action

In your notebook or in a blank document, create an outline of the emails that you can setup to be in your automated email sequences. Then outline the individual emails with what you're going to put in them.

If you're advanced, create lists in your email software for Subscribers and Customers, and get your automation workflows setup.

Want to really put in the time? Start writing out your emails for the automated sequences and get them turned on in your email software.

How To Engineer Your Business For Maximum Profit

Now you understand the system that you need in place for your Ecommerce Content Marketing Engine to be running smoothly. Let's recap:

- Know your audience and their needs.
- Create content that aligns with what they are thinking about and looking for.
- Get a blogging platform with the right lead capture and landing page tools setup to publish content and build your email list
- Use email automation to nurture and sell to your new subscribers. Keep building your relationship with them and presenting them with new products and offers that are a natural next steps and no-brainers for what they are interested in.

Here is how you engineer your new Content Marketing Engine for success:

1. Identify a key problem that one of your products solves for your customers
2. Make a list of all the questions and thoughts they have about that problem
3. Create a few blog posts that answer those questions
4. Create a Lead Magnet that gives more value than the blog post on the same topic. Make it the obvious next step that someone would take after reading the blog post
5. Setup an inline form, popup form, and a landing page for your Lead Magnet offer. Connect the forms to your email software
6. Write an automated welcome sequence for new subscribers that nurtures them to buying your product
7. If they buy, put them in a new customer sequence
8. If they don't buy, put them in the Incubator

With your system in place, to get more Customers, you just need more Subscribers. And to get more Subscribers, you need more Website Visitors.

Now you just need to build your brand and online footprint so more people find your content and you'll get in front of customers.

Your content will continue to climb the search rankings for more and more keywords.

More people will find it and share it.

Your existing list will get notified and share your new content as you publish it.

Your efforts now have an exponential growth trajectory as your online footprint continues to grow and increase your visibility on search and social.

All while having the proper mechanics in place on your website and email system to be generating leads and turning them into customers without any daily time dependence.

Profitably Growing Your Customer Base With Advertising

With your proper website funnel system in place, you can now measure, budget, and scale your business to however large you want it.

We'll use round numbers to make the math in the example easy to follow, but your customer value is going to be unique to your business and your model and your conversion rates will vary based on how well you target your audience, match your offer to their current needs, and follow up with them.

For instance, if 1 customer is worth \$100, and you convert 1 Subscriber out of every 5 customers then that makes 1 Subscriber worth \$20.

If 1 out of every 20 website visitors signs up as a Subscriber, then you know that each website visitor is worth \$1.

Now you have a budget of \$1 cost per website visitor (in online advertising, this is known as Cost Per Click, or CPC).

Want 1 customer? Setup your ad campaign with a budget of \$100.

Want 10 customers? Setup your ad campaign with a budget of \$1,000.

Want 1,000 customers? Setup your ad campaign with a budget of \$100,000.

Now in practice, it's not that simple because marketing and ad campaigns all vary in performance based on your advertising skills and dozens of other factors that are not in the scope of this particular guide. But once you have your system setup, you can work the system to grow profitably.

Take Action

1. Create your content strategy based on your customer's needs, thoughts, and awareness
2. Get your blogging and list building platform setup
3. Connect your forms to your email software
4. Write your email sequences and set them up as automated workflows in your email software
5. Start publishing and promoting your content to get more website visitors, grow your email list, and drive sales

Ready To Grow Your Ecommerce Business Faster And Easier?

We've put together the next step to help you turn this guide into growth.

It's called the **Ecommerce Content Marketing Strategy & Execution Bundle**, and it gives you the Training + Templates + Blueprints + Community you need to put these concepts into play and see your ecommerce business grow.

[Click here to learn more >>](#)

Want To Build Your Ecommerce Brand And Grow Your Email List With The Best Tools, Training, Templates, And Blueprints?

Peek Inside The Growth Suite...

Inside The Growth Suite, you'll get a conversion-focused content marketing site that you can use on a subdomain of your ecommerce shop or a completely separate domain, if you want. You'll also get access to templates and blueprints that make marketing more successful and our private community of entrepreneurs and marketers for support, accountability, networking, and masterminding.

Learn more about The Growth Suite program and see if you qualify here -

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