

Ecommerce Marketing Plan Template



Audit

- SEO (on-page, off-page, and technical)
- Paid search efforts
- Content marketing
- Social media marketing

Awareness

- Branded keyword strategy
- Non-branded keyword strategy
- PPC campaigns
- SEO strategy and blogging

Consideration

- Backlinking
- High-res product photos
- PPC shopping and email campaigns
- Social media engagement; user-generated content
- Affiliate marketing and influencer marketing on social media platforms
- User experience
 - User-friendly web elements
 - Chatbot for customer service
 - Engaging web copy and product descriptions

Consideration

- Remarketing
- Performance metrics
 - Average order value
 - Customer retention rate
 - Conversion rate
 - Clickthrough rate
 - Traffic sources
 - Search
 - Direct
 - Email
 - Social media