

PLAYBOOK



EFFICIENT MARKETING

4 REASONS EVERY ECOMMERCE BRAND SHOULD RUN A BLOG

SPRING 2021



OVERVIEW

When you think of online marketing channels, what jumps to mind is email, online ads, and SMS marketing –maybe a few others. But one thing marketers often don't think of as a channel is blogging.

Honestly, that's not surprising. For many, many, many years, blogging was thought of as more of a creative online outlet. But fact is, retailers maintaining a blog will gain huge benefits that their competitors are likely going to miss out on. Blogging is a low-cost, easy-to-manage tool.

This guide will show you the benefits of adding this marketing channel to your strategy by breaking down the following:

Traffic Booster

Product Placement

Brand Leadership

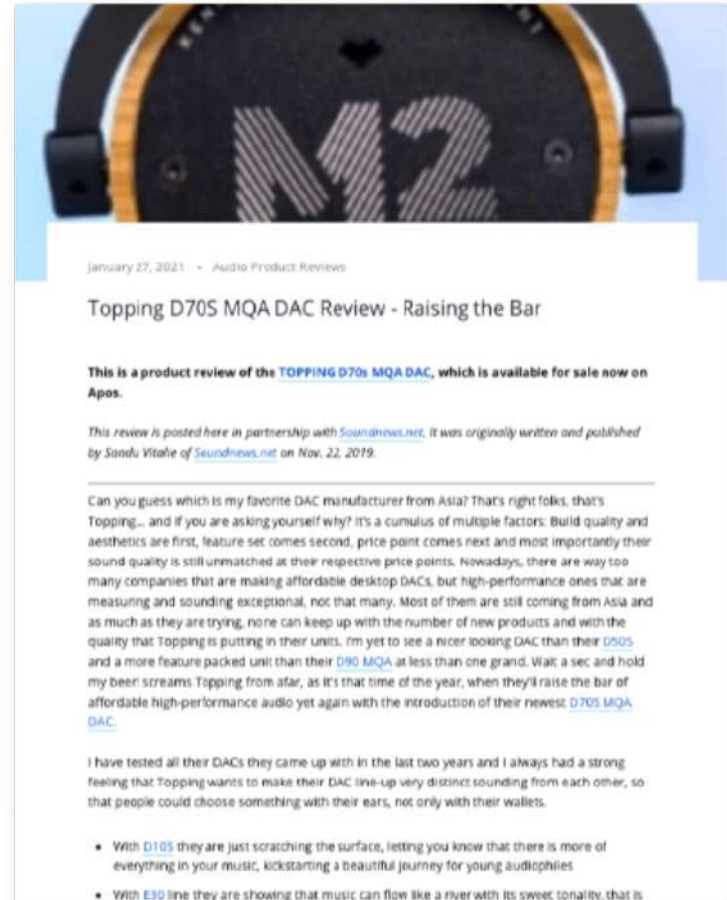
Customer Connection

TRAFFIC BOOSTER

INDUSTRY EXAMPLE: CONSUMER GOODS

Emerging retail brands are always looking for more traffic. More traffic means more window shoppers and that leads to more sales. There are a number of ads you can run to drive this traffic, but keeping a blog on your site can bring traffic in organically.

The one thing that is vital to bringing traffic to your site through the blog is maintaining good SEO practices. While in general your site should have optimal SEO, the volume of copy in your blog calls for a little extra research to make sure you're hitting all the right notes with search engines.



APOS AUDIO BLOG FOR PRODUCT
REVIEWS, RELEASES & UPDATES

⚡ INDUSTRY STAT

Brands using a blog as marketing channel can see up to twice as much traffic as brands that don't.

PRODUCT PLACEMENT

INDUSTRY EXAMPLE: BEAUTY & HAIRCARE

As an extension of your ecommerce store, it only makes sense that you leverage your blog to push out new and popular products you have in stock.


Blogging allows for a lot of versatility with how you present your products. Obviously, you create blogs that straight up promote sales and new products, or you can be a little more creative. For instance, a cookware retailer could write up recipes and feature kitchen items readers can use to make them. Or an outdoor retailer can detail a trip they just took and the products they used on their journey.

The possibilities for blog posts as product placements are endless, and range from as simple to as detailed as you want them to be.

A Beautiful Life


Get Your Most Beautiful Hair and Skin from the Inside

News 02.2021



Of course you need to slather on expensive creams and treat your tresses to weekly masks — but the truth is, healthy hair, skin and nails are also an inside job.

You can slather on expensive creams and treat your tresses to weekly masks — but the truth is, healthy hair, skin and nails are an inside job. Start with a diet rich in vegetables, fruits, healthy fats and plenty of water, while minimizing processed and refined foods. Also important: sleep and exercise. Studies suggest poor sleep quality is linked with signs of aging, and regular exercise not only keeps skin looking younger, but it may even reverse skin aging. High-quality supplements can boost your beauty-care regimen, too. Support healthy hair, nails and skin with these natural solutions.



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⚡ INDUSTRY STAT

In 2019, brands that had a blogging strategy had upwards to 13x the ROI over their competitors that didn't.

URBANBELLA'S BLOG
"A BEAUTIFUL LIFE"

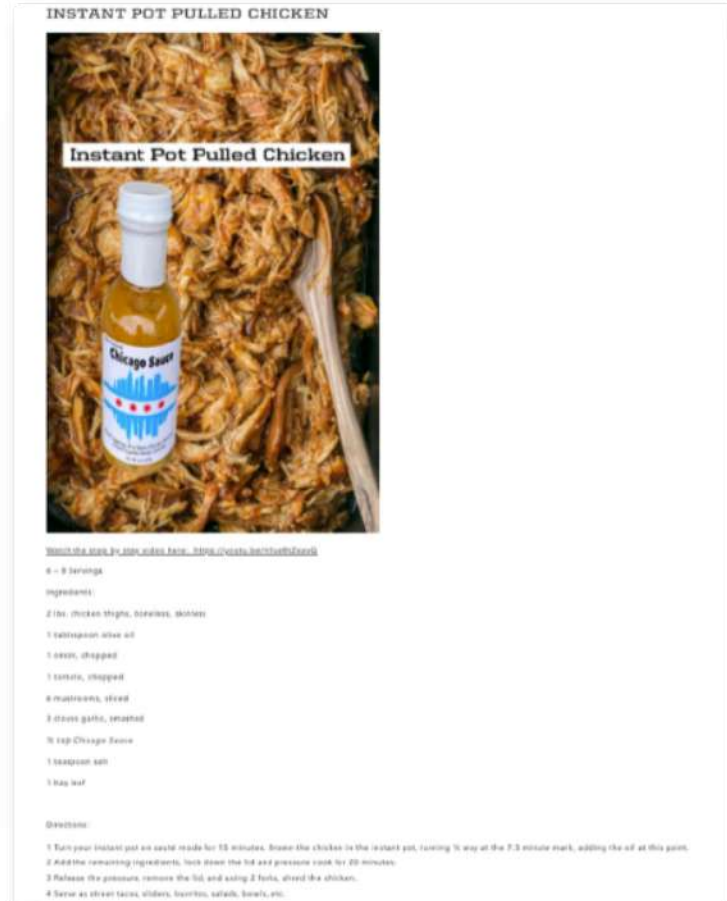
BRAND LEADERSHIP

INDUSTRY EXAMPLE: FOOD & BEVERAGE

Maintaining a blog allows you to create thoughtful and compelling content that your ideal customer will enjoy.

With this in mind, do your research when you've started blogging. Check the metrics on posts to see what's really resonating with customers. When you do this, you can keep creating posts that people will come back to site to read. Think back to that cookware store writing out recipes - when that store hones in on what makes for successful recipes, they can create more and readers will keep coming back to their site for more.

When you get in that sort of rhythm, you're generating views for your site because people see you as the expert in the industry.



⚡ INDUSTRY STAT

Brands that optimize their marketing with blogging can see up to 67% new subscribers monthly.

BIG FORK BRAND'S
RECIPE BLOG

CUSTOMER CONNECTION

INDUSTRY EXAMPLE: HEALTH & WELLNESS

When you really get in a groove and people look to you for your expertise, you develop deeper connections with fans and customers. Now these visitors aren't just readers and shoppers, they feel like they're a part of your brand and your brand's journey. What develops is a loyalty to your brand, which can lead to word-of-mouth recommendations that drive more and more visits to your eCommerce store.

Customer loyalty can't be understated. These types of shoppers are repeat buyers and free advertisers for your store. Unless you're using influencers, brand advocacy isn't something you can buy. But once you develop it, it ends up being a truly organic marketing channel that only brings new traffic and revenue to your store.

INDUSTRY STAT

57% of marketers report they've gained more customers through their blogging efforts.



The Secret to Mindfulness Is Journaling

Posted by LYFE FUEL on October 09, 2020

The spiritual practice of mindfulness wasn't a household word until a few years ago. As the world swept into a whirlwind romance with the Internet and all the fast-paced, exciting things it has to offer, many people fell out of love with it just as quickly. The digital realm's glittering promises have proven to fall flat for many people, prompting a return to staying appreciative of the present.

With hectic schedules becoming more and more popular, people have begun to find themselves desperately needing a timeout. The demands of modern living have made people search for peace, and by that extent, return to exploring their spirituality. Many people have quickly eschewed the trappings of social media, which have advertised material products to achieve wellness. Instead, the effective way to achieve mindfulness is quite simple, journaling.

UNDERSTANDING MINDFULNESS

According to Jon Kabat-Zinn, the creator of the Stress Reduction Clinic and the Center for Mindfulness in Medicine, Health Care, and Society, mindfulness is a specific way of paying attention to yourself and the world. It is done with intention and purpose, focused on the present moment, and without judgment. Through meditation, you train your mind to zero in on your breath's flow, focus your mind on the "now," or concentrate on a particular object.

Purpose is an integral part of mindfulness. It is the fundamental quality of combining intention with awareness. Staying in the present means keeping ourselves away from places, both past, and future, that do not rationally exist. This helps us move forward in a happier, more genuine manner. Doing all of this without judgment means being forgiving of ourselves when we falter or not grow as quickly as possible. It allows us to be gentle with ourselves and treat our journey with compassion, and move towards peace by being content with the way things are.

USING JOURNALING TO STAY PRESENT

Most people are distracted by the day-to-day happenings in their lives. With a wild focus on ticking off boxes on to-do lists, the days turn into weeks, and weeks turn into months with the blink of an eye. Keeping up with this rapid pace has often left people focusing on the future instead of enjoying the present moment and its gifts.

A great way to stay mindful is to keep a journal. The practice of writing our thoughts and feelings down on paper allows us to take a break and process them. Writing keeps us connected and focused on the present, shoving a light on what we

LYFE FUEL'S BLOG
"MIND FUEL"

CONCLUSION

Leveraging blog posting for your store has a low barrier of entry. Everyone has the ability to write, and those who are pressed for time can find content libraries that do all the heavy lifting for you.

In fact, Springbot's Matcha Blog Creator is the best of both worlds. You can create your own content, or access thousands of pre-written posts that you can simply customize to fit your brand and post right away. With a price point that is perfect for any store, it's a tool that every ecommerce store should be using in their marketing strategy.

QUESTIONS? LET'S CHAT.

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