



How to grow **your E-commerce**

by online reputation management.

BRAND24

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Intro



According to the e-commerce analytics company, Pipecandy, there are approximately 1.3 million e-commerce companies in the US and Canada. Around 3 million worldwide, excluding China. Excluding marketplace sellers, there are around 250K-300K e-commerce companies in the United States. That's a lot. Think that 1% of them work in your industry - that's already 3,000 companies that you can call competition. Access to each of these companies is relatively easy. They all function online, right? Many companies offer similar products, each of them almost at your fingertips.

So how do you stand out from the crowd, build loyalty and stay on the market?

The answer is simple:
manage your reputation.

How to do it? It's not so simple. This is why you have a reliable helper in front of you. This document will show you how to generate leads through perfect reputation management.

Let's begin.





The biggest challenges for e-commerce in 2020



Initially, we said that there are several million e-commerce companies in the world. And every day there are more and more of them. In addition, we all spend more and more time online. We are looking for knowledge, work, entertainment, acquaintances and of course we shop. According to Statista.com retail e-commerce sales worldwide is worth \$3,535 billion in 2019 and are predicted to be worth twice as much in 2023. The growth rate is therefore enormous, as consumer needs grow. We are buying faster, and more, online.

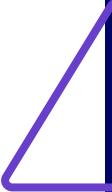
Does this mean that only e-commerce business owners have a bright future ahead? Everyone who has had contact with the industry knows that it demands efficient functioning.

The biggest challenge that e-commerce businesses face is how to stand out from the crowd.

How do we show that we are the best, that our products are the most reliable and innovative, and we can provide the best experience? This is a huge challenge in a time of globalization, when there are no longer barriers between both countries and continents.

Maintaining quality website traffic and dependence on search engines

Review, more than 50% of online shops are dependent on Google for traffic. Everything indicates that this monopoly will not cease any time soon. It is important to distribute among various of them in order to not depend on one source only.



Attracting the best customer

Before you start any activities, you need to know your target audience. Who is your perfect recipient? Today you have variables to consider. This first is exactly who the person you want to reach is. Second are his habits, how he searches for products, where and what he is guided by.

Generating quality leads

The average conversion in e-commerce is between 1% and 3%. This one piece of information shows how much work needs to be done for someone to convert from “interested” to “customer” status. The question is, how do we increase conversions and optimize CAC?] Accurate and professional analytics based on qualitative data will definitely help. We’ll talk about the second method in the second part.

Maintaining customer loyalty

How was the buying experience? It is the customer loyalty indicator that shows the quality of your sales and the strength of your brand. The fact that someone made a transaction is great. The question of what attracted him to you, how you encouraged him is key. How did he feel in the whole process of getting acquainted with the product? Was the purchase and delivery of the order satisfactory. How were things handled after the sale? Is he happy with the fact that he used your services?

Remember, a product is sometimes just a part the whole process. So what matters most? We answer.



Online reputation management



Good news. You are now getting acquainted with the solution to most of the problems mentioned in the previous part. Reputation management is not an additional option today. It is an absolute must. Whether you like it or not, you are the brand that your customers see. Perception is everything. Fortunately, you can manage it. Decide how you will be seen by potential customers. You'll learn exactly how to do it.

■ What is online reputation management?

Online reputation management is the process of managing information that appears on the internet about brands, products and services. It serves to create a strong and positive image by managing assets. ORM is also about finding opinions regarding the company and responding appropriately to it depending on the tone of the material (video, text, other.).

■ Online reputation management assets

Assets that affect our reputation can be divided into those that depend on us entirely, partly or to a very limited extent.

The first is the website. It is 100% contingent on your preferences and possibilities. You decide what information you show on your website and how you present products or services. Remember, however, that every detail counts. You need to ensure a perfect user experience. Choose colors, call-to-action buttons, as well as language and more precisely the tone of voice in which you communicate with your recipients. It is crucial to the time they spend on the website and with what impression they leave it.

Another asset is your social media. These depend on each other in a limited way. You decide what and when you publish. However, you don't decide how the algorithm will handle your publications. You don't have complete influence on whether or not movement will occur. However, you can use techniques that will direct your audience to specific reactions. You can also prepare for when your actions bring about great interest, as well as when feedback is not the positive. This is the essence of online reputation management. In a moment we will show you specific examples.

Reviews and recommendations. Reactions to your products, services or brand are the result of experiences that potential and existing customers have with it. You probably realize that you create this experience through actions based on marketing strategy. Managing both positive and negative opinions and recommendations can be a challenge. In the next paragraph we will show you how to manage them effectively.

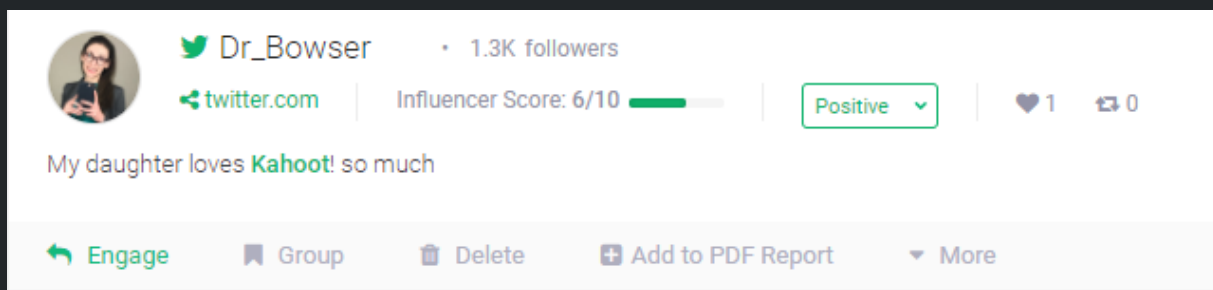
■ **Benefits of online reputation management and how to get them**

There are so many. We hope you spend some time besides reading our paper, which is why we have highlighted some of the most important ones.

■ Smart building a very positive image

By finding mentions about you and responding, you can build your image. When they are positive, you have the chance to further strengthen the positive message.

It doesn't require a lot of work from you and the impact on public relations is huge. Someone praises you willingly, voluntarily and for free? No, it's never free. It's "payment" for your job well done. You must be aware of such mentions. Go to the author and thank them. There is no better interaction.



■ Avoiding image crisis

If your publications are negative, it requires an even more efficient response. See how beautiful O2 did it![I.K.6]



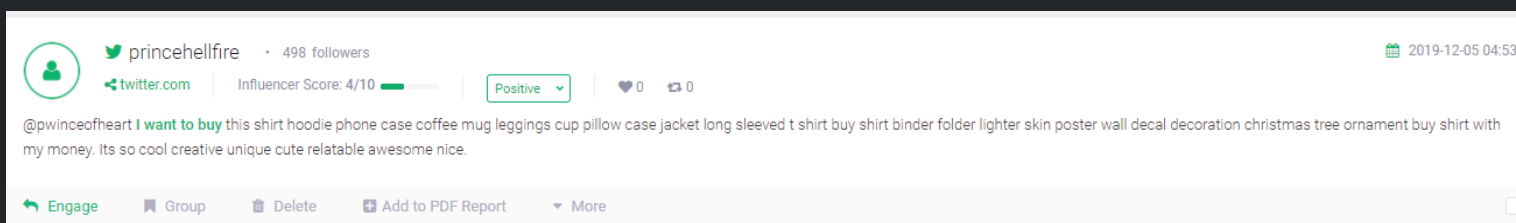
You can also do it in the style of Tesco Mobile, whose tone of voice allows a bit bolder communication



Because they are consistent in this, even answers on the edge of courtesy are forgiven. Most importantly, you show that you can see these publications and are able to manage them.

■ Generate high quality leads

This is real gold for every e-commerce business. A classic win-win. Your potential customers go online and declare that they want to buy a specific product. By catching such mentions and responding to them, you not only provide perfect customer service, but you are also very likely to attract customers. He is happy because you took care of his needs and answered his call. Believe us, we know that such queries on the network appear tens of thousands of times, and most of them are ignored. Such as this:





or this:

chelslayssssss · 89 followers
twitter.com | Influencer Score: 2/10 | Neutral | 0 | 0

i need to buy a damn ringlight

and if you sell computers, you should also know about such queries (you're welcome!)

HayZo111 · 207 followers
twitter.com | Influencer Score: 3/10 | 0 | 0

Damn guess I need to buy a new pc aswell. My frames drops both on twitter and discord. Luckily I can watch my wallpaper in a solid 60 fps. Its pretty dope

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■ Acquiring valuable recommendations from satisfied customers

Is there anything better than an honest recommendation from a satisfied user? Studies show, no. According to learn.podium.com, 93% of consumers say that online reviews have an impact on their purchase decision. So fight for good ones! Encouraging customers to share positive feedback is important. Therefore, when they appear, you need to know about them and of course respond to them.

Jumping back into Pentax - KP, K1, or switch to another brand? 2019-12-05 08:23
pentaxforums.com | Influencer Score: 7/10 | Positive | 1.1m

Instead, I would recommend a Sigma 17-50mm f/2.8 EX DC HSM for its aperture speed and very fine imaging quality. Or for a huge zoom range with very good quality, the amazingly compact Pentax DA 18-135mm f/3.5-5.6 DC WR lens. Very well built, very fast.

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Such commands are worth thousands of dollars in the process of building a strong online reputation.

bethanmillerc0 · 1.5K followers
twitter.com | Influencer Score: 6/10 | Positive | 0 | 0

Depends on your budget & camera but I'd definitely recommend a low f/stop one! 1.4-2.8 would be great! My go to is my 20mm 1.4, but if your camera isn't full frame Sigma do a great 18-35 1.8

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Tools for online monitoring and reputation management

There is work ahead of you. Don't worry, you don't have to do it yourself. You can delegate many processes and tasks to great tools.

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Monitor mentions that appear about you on the web.

Capturing mentions about your business is absolutely crucial to efficient reputation management. Remember that only about 30% of people writing about brands tag them in posts or posts. The rest you have to find alone or with the right tool.

After entering keywords (your brand name, product name, competition name, or, for example, "can anyone recommend" + your name) Brand24 will search the web for mentions that are relevant to you.

[SIGN UP FREE](#)



Google Analytics

Investigate what traffic appears on your pages, especially when you make changes to them. How did they affect the number of entries of unique users? How did the session length and bounce rate change? In addition, check the sources that your recipients come from. This will allow you to verify whether the activities you conduct in the ORM area have an impact on interest in your offer.

Prowly

Users write about you, you can write to users through the media. Let people looking for information about you find them quickly and easily. The virtual press office built on the Prowly engine will help you. The tool will also help you build a database of journalists and experts and organize the sending of press releases.

Social Blade

Social media is one of your super-important assets. So check statistics on how they work and how your profiles change. Social Blade will not only allow you to collect data from eight platforms, but also compare them over time and other channels. You can also check the profiles of people and companies that interest you.



Interview with an expert:

Let's solve our challenges!



Paweł Ogonowski

CEO & Co-Founder Growcode

Let's face it - the life of e-commerce owners is not a walk in the park. They need to strive for better results almost constantly, but they also need to handle challenges on a daily basis. While challenges are often strictly connected to logistics, sales or technology, those that are connected with Online Reputation Management (ORM) are often omitted or ignored.

And, long story short: it is a mistake that can cost your brand a lot. Especially now, when the industry is more competitive than ever before.

In this area, I would like to recognize three main challenges:



Taking advantage of reviews as social proof

It really strikes me how many e-commerce businesses do not care about reviews. Actually, they start keeping an eye on it only when they get a few negative comments, but then it is basically game over - it is already way too late to react. This is why it's not only generating reviews that play a significant role in each and every e-commerce business but also what matters is an appropriate reaction to them. Positive reviews, emphasizing a flawless customer experience and quality of services means more business.

Negative ones will be a curse, not a blessing.

Caring about both sides of social commerce

We live in an era when social media means more than just connecting, it means real money among posts, adverts, comments and more.

Chatbots have been widely recognized as one of the hottest ideas for 2020, but social commerce is even above that. By definition, social commerce is the use of social media networks in the context of e-commerce. This is a sink or swim game - you can create shoppable feeds and promote your products on a platform and be successful. However, if you leave community management behind and fail to reply to your customers' queries, then don't count on a great reception of your products and services.



Answering growing customer requirements

This is a challenge no one is going to stop. Clients require the extra mile, faster, better, more effective and a greater “wow” factor. If you do not live up to their expectations, you are out. The challenge is all about researching your audience and your competitors in order to oversee their actions and needs. You need to get to know your clients more, and a simple set of statistics won't do. If you want to be successful in this field, you should be present where they are. One of the most actionable and quickest tips you can apply is to join some online communities (Quora, Facebook Groups, LinkedIn) and start observing your target group, in order to have meaningful discussions with them later on and keep up with their expectations.

Summary



Considering the statistics, data and conclusions derived from them - your e-commerce is a fish in the ocean. The main thing is that it depends on you whether you will be a gold fish or one of a million hurdles.

We listed, at the beginning, many challenges that e-commerce faces. They are not few. The difficulties affect almost every person who manages such a business. However, not everyone is aware of the fact that more solutions are also arriving. And one of them is online reputation management. Properly run, it will allow you to deal with most of the “walls” we talked about in the first paragraph.

Stand out with communication, attract customers with great online service for their queries and let them **become the most loyal customer.**

Build long-lasting relationships. Take care of what is being said about you and of those who speak.



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