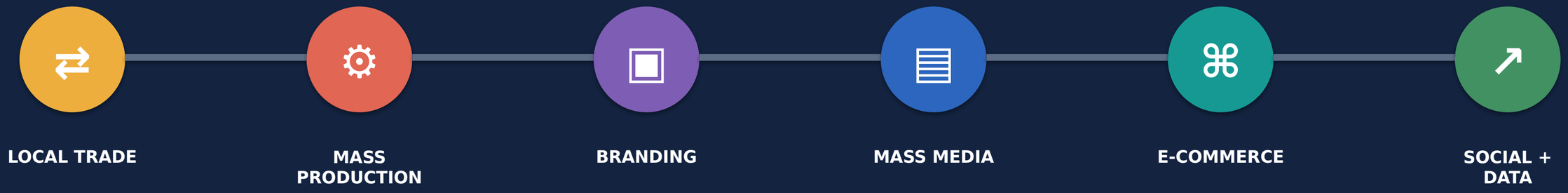
SIX ERAS OF MARKETING & SALES

From local barter and personal trust to data-driven digital commerce

A visual teaching presentation with real-world examples



Marketing strategies, sales methods, business challenges and philosophies

Six Eras of Marketing and Sales

From personal relationships to digital connections — how marketing and sales have evolved over time



1. Pre-industrial Era
(before c. 1760)

Marketing strategy
Personal relationships, trust and word of mouth.

Sales method
Barter and direct selling in local markets.

Main business challenge
Find trading partners, agree on value and build trust.



2. Industrial Revolution
(c. 1760 to 1900)

Marketing strategy
Mass production and broader product promotion.

Sales method
Selling manufactured goods through shops, merchants and distributors.

Main business challenge
Reach more customers and distribute goods beyond local markets.



3. Early 20th century
(c. 1900 to 1945)

Marketing strategy
Market research, branding and product differentiation.

Sales method
Retail sales, sales representatives and branded product distribution.

Main business challenge
Stand out from competitors and understand customer preferences.



4. Postwar Era
(c. 1945 to 1970s)

Marketing strategy
Mass-media advertising and market segmentation.

Sales method
Retail selling, telephone orders, catalog sales and sales teams.

Main business challenge
Reach large audiences and persuade different customer groups.

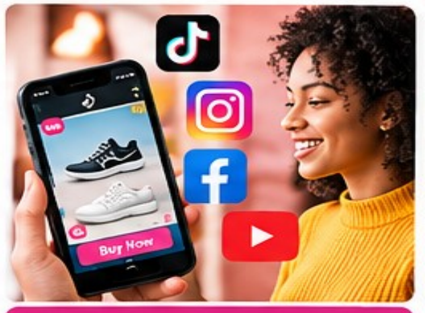


5. Early Internet Era
(c. 1990 to 2009)

Marketing strategy
Website promotion, email marketing and search visibility.

Sales method
Online orders, website shopping carts and electronic transactions.

Main business challenge
Build online trust, attract website visitors and process orders.



6. Modern Digital Age
(c. 2010 to present)

Marketing strategy
Data-driven marketing, social engagement and personalization.

Sales method
Online checkout, marketplace transactions, social selling and digital service sales.

Main business challenge
Attract the right customers, convert interest into sales and deliver a reliable customer experience.

Business Philosophies and Real-World Examples

Stage	Concept	Real-World Example	Sales and Marketing Method
1 Production concept	Make products cheaply and efficiently, assuming customers will buy what is mass-produced.	 **Henry Ford's Model T,** standardized to make cars faster and more affordable.	• **Basic distribution through local merchants and widespread selling.**
2 Product concept	Customers prefer quality, performance, or innovative features, so improve the product itself.	 Early typewriter and camera makers building heavier, more precise metal mechanisms.	• Product specifications, craftsmanship and brand reputation through print catalogs and trade shops.
3 Selling concept	Quality alone is not enough; customers must be pushed with aggressive promotion and sales tactics.	 Door-to-door encyclopedia and vacuum-cleaner salespeople.	• Outbound phone calls, door-to-door teams, direct-mail flyers and broadcast advertising.
4 Marketing concept	From "sell what we make" to "make what the customer wants" through research into needs.	 Procter & Gamble using consumer research to develop household products for different needs.	• Market segmentation, mail-order catalogs and specialized retail distribution teams.
5 Modern digital / customer-centered concept	Data-driven, personalized marketing and convenient mobile-first buying.	 A customer sees a TikTok product review, clicks a targeted ad, and pays through online checkout or mobile money.	• Targeted social ads, influencer marketing, automated email, social commerce and seamless checkout.

MASTERCLASS FOR ABSOLUTE BEGINNERS

Digital Marketing & E-Commerce

An intuitive introduction to the business world of tomorrow. Learn how online stores target, reach, and sell to millions worldwide.

Defining the Basics

Digital Marketing

The practice of promoting, advertising, and connecting with customers online using the internet and digital devices.

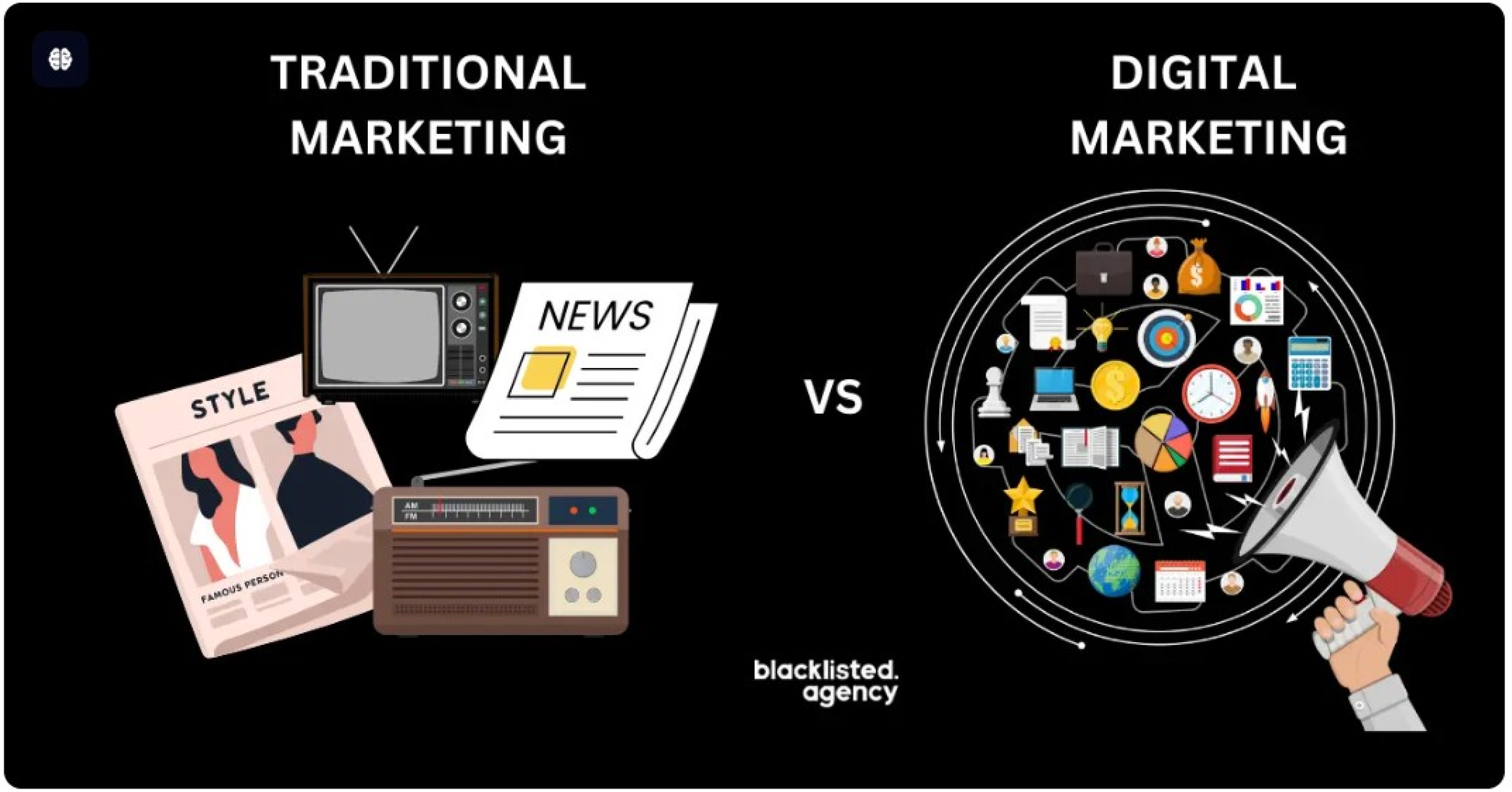
Simple terms: "Getting people interested in what you sell using digital screens (like phones, laptops, and TVs)."

E-Commerce

Short for *Electronic Commerce*. The process of buying and selling goods, products, or services directly over the internet.

Simple terms: "The actual online transaction—exchanging money for a product or service through a website."

Digital Marketing vs Traditional Channels



THE EVOLUTION OF ADVERTISING & CONSUMER REACH

1. BEFORE THE 1800s: PRINT ADVERTISING



NEWSPAPERS, PRINTED NOTICES, FLYERS, POSTERS

Local and Direct communication.

2. LATE 1800s – EARLY 1900s: OUTDOOR & MASS-CIRCULATION PRINT



BRILL BOARDS, BILLBOARDS, MAGAZINES, BRANDED PACKAGING

Reaching a wider audience through standardized media.

3. 1920s – 1950s: RADIO ADVERTISING



1920s – 1950s: RADIO ADVERTISING

RADIO COMMERCIALS, SOUND, STORYTELLING

Creating brand identity through audio experiences.

4. 1950s – 1990s: TELEVISION ADVERTISING



TELEVISION ADS, SIGHT, SOUND, MOTION, STORYTELLING

Visual, auditory, and moving image combined.

5. 1990s – LATE 2000s: EARLY DIGITAL ADVERTISING



TELEVISION ADS, SIGHT, SOUND, STORYTELLING

Interactive, tokens, moving image combined.

5. 1990s – LATE 2000s: EARLY DIGITAL ADVERTISING



BANNER ADS, EMAIL CAMPAIGNS, SEARCH ADVERTISING

Interactive online presence and discovery.

6. 2010s – TODAY: SOCIAL MEDIA & MOBILE ADVERTISING



FACEBOOK, INSTAGRAM, TIKTOK, YOUTUBE, INFLUENCERS

Interactive, targeted, and highly personalized communication.

7. 2010s ONWARD: MARKETING AUTOMATION & DATA-DRIVEN MARKETING



AUTOMATED WORKFLOWS, CRM, ANALYTICS, CUSTOMER SEGMENTATION

Relevant messages sent automaticall at automatically at the right time.

Digital Marketing vs Traditional Channels



Traditional Channels

Broadly promoting products offline using static, physical media. Harder to scale and measure.

- Highway Billboards
- Television Advertisements
- Newspaper & Magazine Ads





Digital Channels

Promoting brands and products online. Interactive, dynamic, highly measurable, and laser-targeted.

- Social Media Campaigns
- Google Search Results
- Direct Email Marketing

How advertising channels changed

Traditional advertising	Digital advertising
Newspapers and magazines	Websites, blogs and online publications
Printed posters and flyers	Social posts, digital posters and video ads
Radio commercials	Streaming audio and podcast ads
Television commercials	YouTube, TikTok and Instagram video ads
Billboards	Digital billboards and location-based ads
Direct mail	Email, SMS and WhatsApp campaigns

BENEFITS OF DIGITAL MARKETING

Reach a Wider Audience: Digital marketing enables businesses to reach a global audience





Cost-Effective:

Compared to traditional marketing methods like TV or print ads, digital marketing is often more affordable



Relative Advertising Costs (CPM)



CPM (Cost Per Mille) represents the cost to reach 1,000 people. Digital channels reduce waste by charging up to 99% less than legacy print while reaching a higher-intent audience.

Targeted Advertising:
Digital marketing allows for precise targeting.





Measurable Results:
One of the biggest advantages of digital marketing is the ability to track and measure results in real-time





Flexibility and Adaptability:
Digital marketing strategies can be quickly adjusted based on performance data.





Traditional vs. Digital Channels

Advertising Channel	Format Type	Typical Audience Reach	Starting Budget	Conversion Intent
Highway Billboards	Traditional	Local Commuters Only (10k-100k)	High ($1,500+)	Low (Passive / Distracted)
Television Ads	Traditional	Massive National Audience (1M+)	Extreme ($10,000+)	Medium (Broad Awareness)
Newspaper & Print	Traditional	Declining Niche Readers (10k-50k)	Medium ($500+)	Low (Static Layout)
Social Media Ads	Digital	Demographically Filtered (100k+)	Very Low ($5+)	Medium-High (Interactive)
Google Search Ads	Digital	Active Keyword Searchers (10k+)	Low ($10+)	Maximum (Active Need / Intent)
Email Marketing	Digital	Consenting Subscriber List (5k-50k)	Free to Low ($0+)	High (Warm Leads)

Part 2: E-Commerce Basics

From marketing interest to automated online transactions. How modern digital stores sell and distribute physical products.

E-Commerce vs. Traditional Commerce



Traditional Commerce: Physical stores, face-to-face negotiation, cash/barter, local reach, and paper records.

E-Commerce: Digital storefronts, global reach, online payment gateways, mobile optimization, and data-driven marketing.

E-Commerce

Short for *Electronic Commerce*. The process of buying and selling goods, products, or services directly over the internet. Simple terms: "The actual online transaction—exchanging money for a product or service through a website."



Six Eras of Retail and Distribution

A Visual Timeline of How Goods and Services Reached Customers.

Before c. 1760s

1. Local Village Market



Retail Strategy
Personel Relationships, Trust, and Word of Mouth.

Distribution Channel
Local Produce and Handcrafted Goods.

Main Business Challenge
Finding Trade Partners and Agreeing on Value.

c. 1760s – 1920s

2. Physical Retail Store



Retail Strategy
Mass Production and Broader Product Selection.

Distribution Channel
Centralized Local Markets and Early Department Stores.

Main Business Challenge
Managing Large Inventory and Competition.

c. 1920s – 1950s

3. Sales Reps & Multi-Stores



Retail Strategy
Market Segmentation, Dranding, and National Advertising.

Distribution Channel
Retail Sales, Wholesalers, and Chain Stores.

Main Business Challenge
Understanding Customer Preferences Brand Differentiation.

c. 1950s – 1990s

4. TV, Phone & Catalogs



Retail Strategy
Mass-Media Advertising and Segmented Markets.

Distribution Channel
Telephone Sales, Catalog Marketing, and Shopping Networks.

Main Business Challenge
Processing High Volumes of Orders and Build Online Trust.

c. 1990s – 2010s

5. Desktop Websites



Retail Strategy
Website Promotion, Search Visibility, and Email Marketing.

Distribution Channel
Online Shopping Carts and Electronic Transactions.

Main Business Challenge
Processing Payments and Efficient Order Fulfillment.

c. 2010s – Present

6. Mobile Apps & Social Feeds



Retail Strategy
Data-Driven Marketing, Social Engagement, and Personalization.

Distribution Channel
Mobile Commerce, Marketplace Apps, and Direct Social Selling.

Main Business Challenge
Converting Customer Interest and Meeting Demand.

Benefits for Businesses

Lower Operational Expenses: Eliminates physical store costs like commercial rent, massive utility bills, and in-store security.

Global Market Reach: Opens access to millions of international buyers beyond immediate local foot traffic

24x7 Availability: E-Commerce provides 24x7 service availability. It is available anywhere, anytime





E-Commerce vs. Traditional Commerce

Business Metric	Traditional Commerce	Electronic Commerce (E-Commerce)
Store Location	Traditional Physical retail storefront	E-Commerce Website / Marketplace store
Operating Hours	Fixed hours (e.g., 9 AM to 9 PM)	Always active & open (24/7/365)
Customer Reach	Local foot traffic & neighborhood	Borderless global target audience
Overhead Costs	High (rent, local utilities, in-store staff)	Low (domain, hosting, automation tools)
Shopping Utility	Tactile: instantly touch, feel, & purchase	Visual: online reviews, photos, door delivery
Logistics Setup	In-store shelves, on-site storage	Central warehouse or dropship supplier



Strategic Pillar	Walmart (Omnichannel Retail) LOCAL PHYSICAL DENSITY	Amazon (Digital Leader) BORDERLESS GLOBAL SCALE
Audience Reach	**Local Physical Density** • Serves over **240 million customers** weekly across physical properties. • Relies on neighborhood convenience; 90% of Americans live within 10 miles of a store.	**Borderless Global Scale** • Captures over **310 million active customer accounts** worldwide.880 m monthly • Completely borderless digital ecosystem anchored by the high-retention Amazon Prime program.
Infrastructure Cost	**Heavy Real Estate Maintenance** • High operational expenditure maintaining **10,500+ physical storefronts** globally. • Employs 2.1 million associates for on-site services, cash registers, and physical inventory.	**Centralized Software & Hubs** • Zero consumer-facing retail real estate. Backed by central automated distribution hubs. • Capital invested dynamically into **high-scale AWS cloud databases and global delivery systems**.
Availability	**Location-Based Schedule** • Stores historically restricted to physical open hours (e.g., 6 AM - 11 PM). • Transitioning rapidly into omnichannel hybrid support (such as curbside pickup and store shipping).	**Continuous 24/7 Access** • Zero geographic bounds or closures; checkout is open and processing sales automatically 24/7/365. • Leverages algorithmic cross-selling, personalized recommendation blocks, and automated orders.

MODERN THREAD

Definition & Everything in between

E-COMMERCE

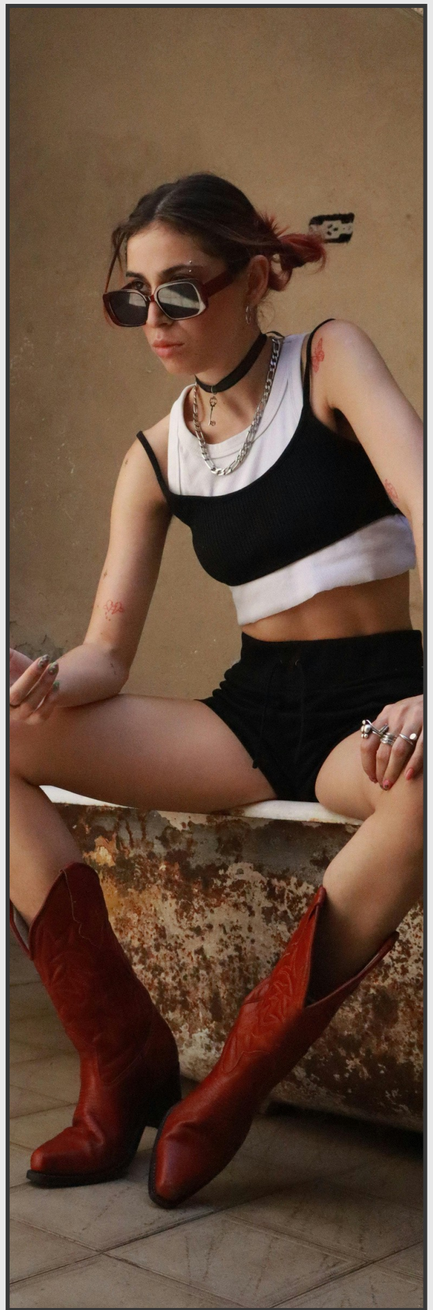


MODERN THREAD

DEFINITION ? ? ?

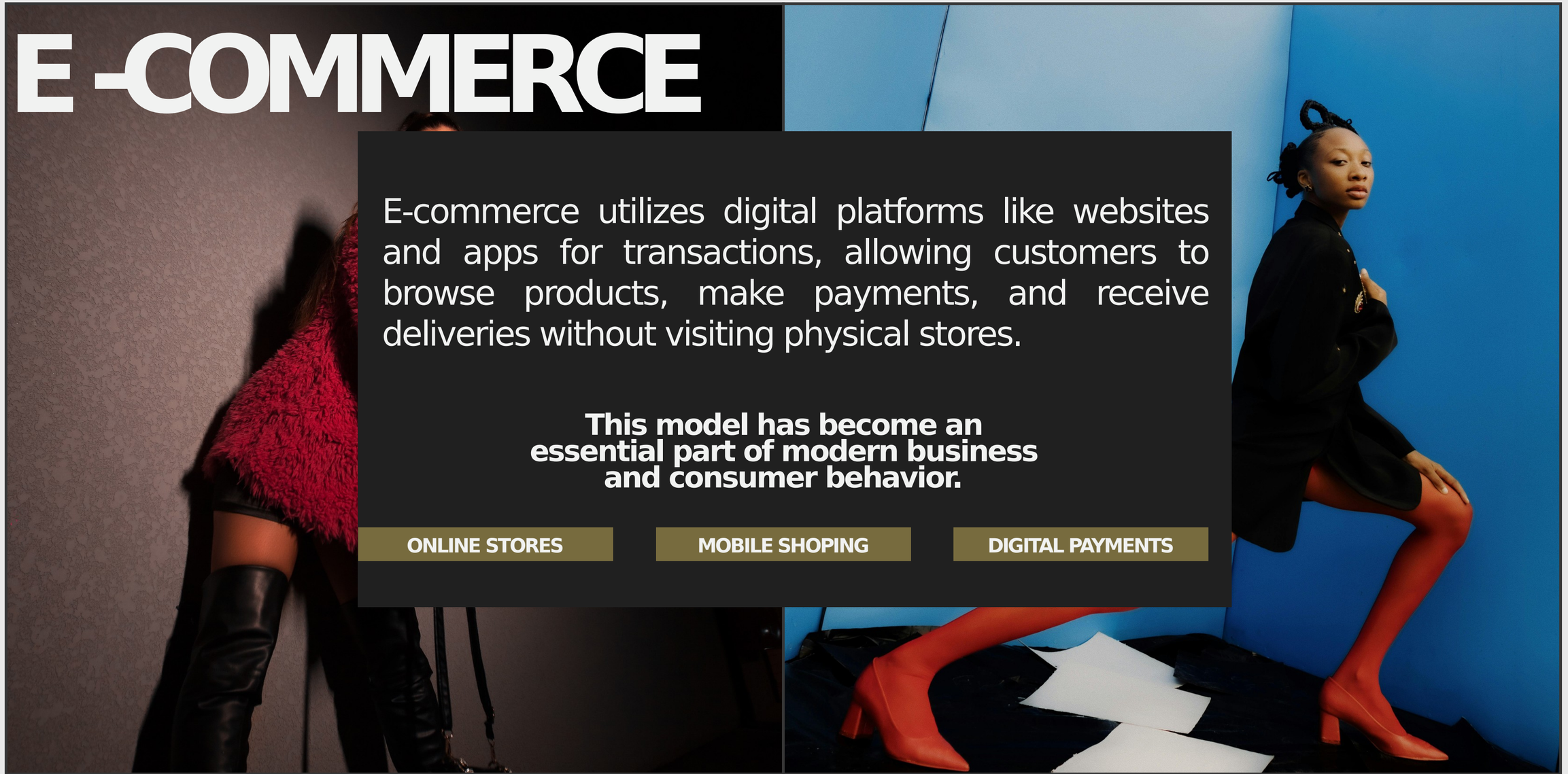
E-commerce refers to the buying and selling of goods or services through the internet. It has transformed traditional shopping into a faster and more accessible experience.

From small businesses to global brands, e-commerce allows companies to reach customers anytime and anywhere.





E-COMMERCE



E-commerce utilizes digital platforms like websites and apps for transactions, allowing customers to browse products, make payments, and receive deliveries without visiting physical stores.

This model has become an essential part of modern business and consumer behavior.

ONLINE STORES **MOBILE SHOPING** **DIGITAL PAYMENTS**

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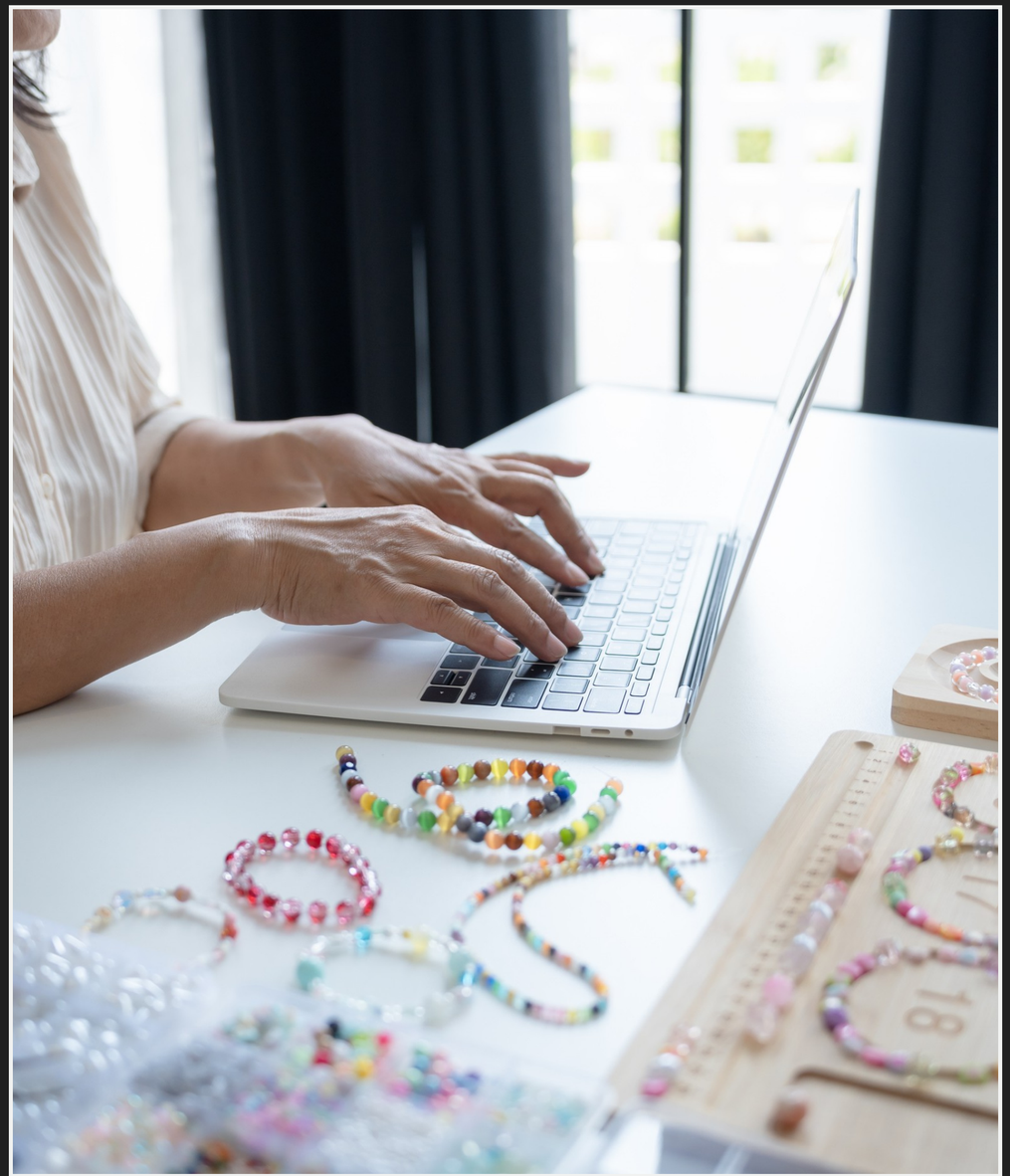




The Industry of... spe ed

e-commerce industry has rapidly transformed from simple online storefronts into a massive, multi-billion-dollar global ecosystem

It also creates new opportunities for entrepreneurs, startups, and independent sellers in the digital economy.

E-COMMERCE



Global Market Size and Growth

Market Estimate (2026) : $39.7 trillion

African **$40.5 billion**

Long-Term Projection (2033): $156 trillion.

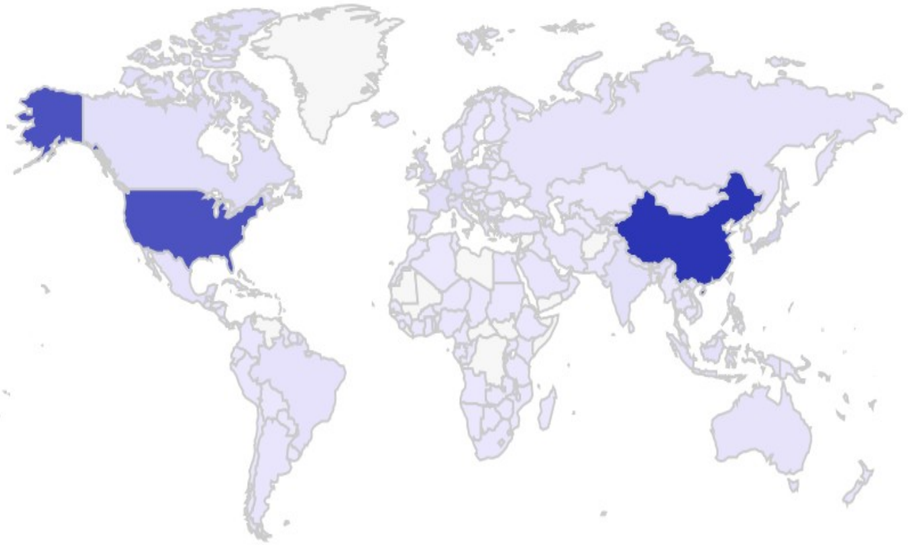
Growth Rate (CAGR) : 21.6%

User Demographics: + 2.86 billion.



E-commerce Industry

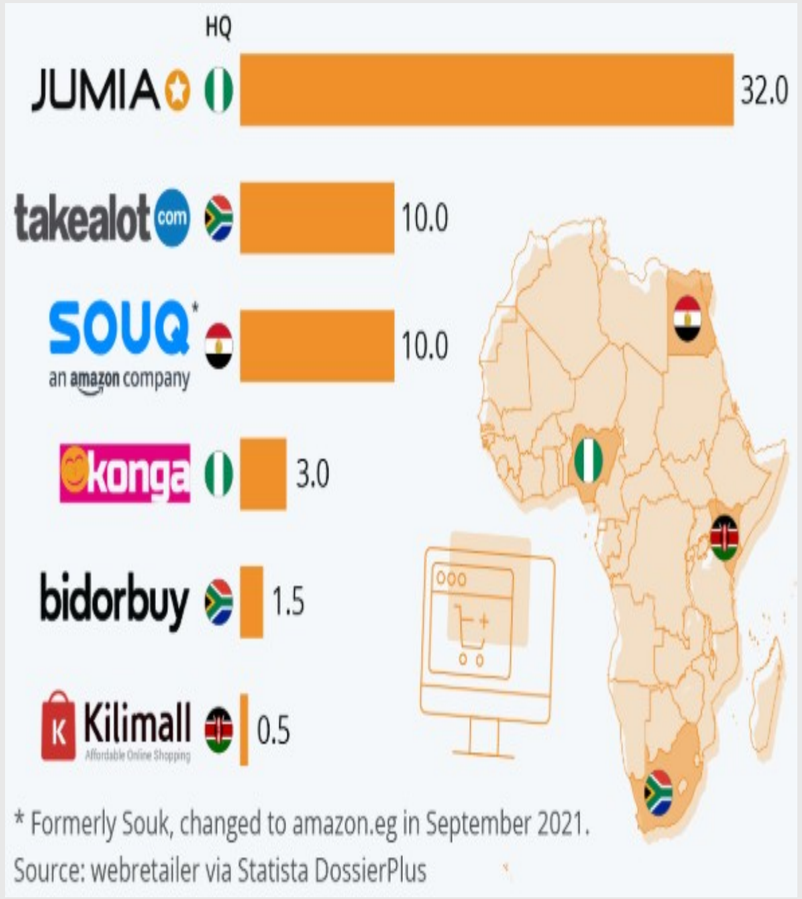




Top 5 (2024) in billion USD (US$)

1. China
2. United States
3. Japan
4. United Kingdom
5. Germany

Asia Pacific	2.7 –2.7–3.0 trillion	38-45% (Largest region)
North America	1.8 – 1.8–2.0 trillion	26-30%
Europe	1.2 – 1.2–1.4 trillion	17-20%
Latin America	0.4 – 0.4–0.5 trillion	6-8%
Middle East	0.3–0.4 trillion	4-5%



MAJOR PLATFORMS

The growth of e-commerce is supported by global and regional platforms that connect millions of buyers and sellers.

Global leader companies **like Amazon, eBay ,Alibaba Group (Taobao & Tmall), Walmart,** Regional e-commerce dominance **Flipkart, JD.com, Jumia**, **Takealot**



glo
pal

Components of E-commerce

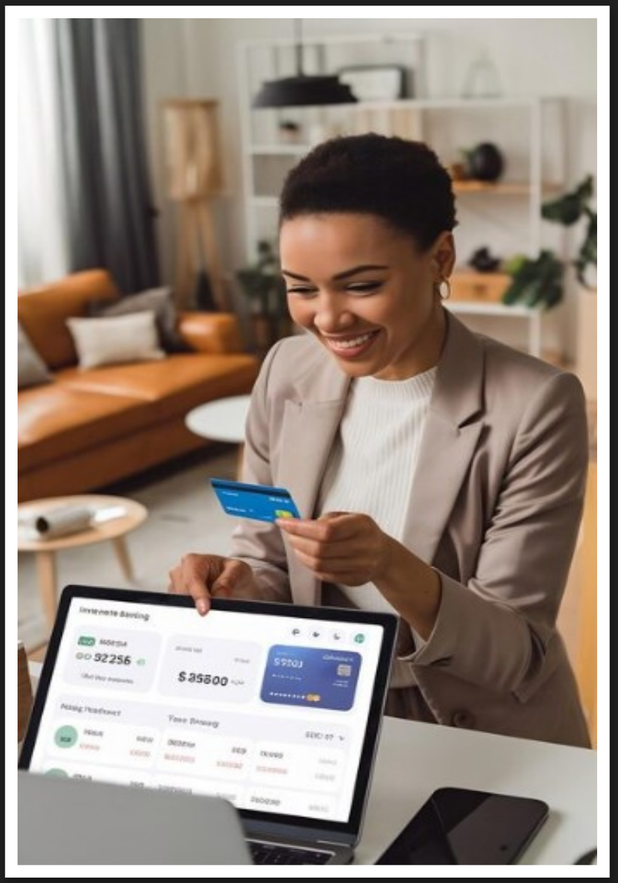


Digital Infrastructure : for basic connectivity with reliable Internet for download and upload data laptop or desktop.

Platform or Digital Storefronts: Websites and apps where customers browse and purchase items (e.g., Shopify or Woo Commerce).

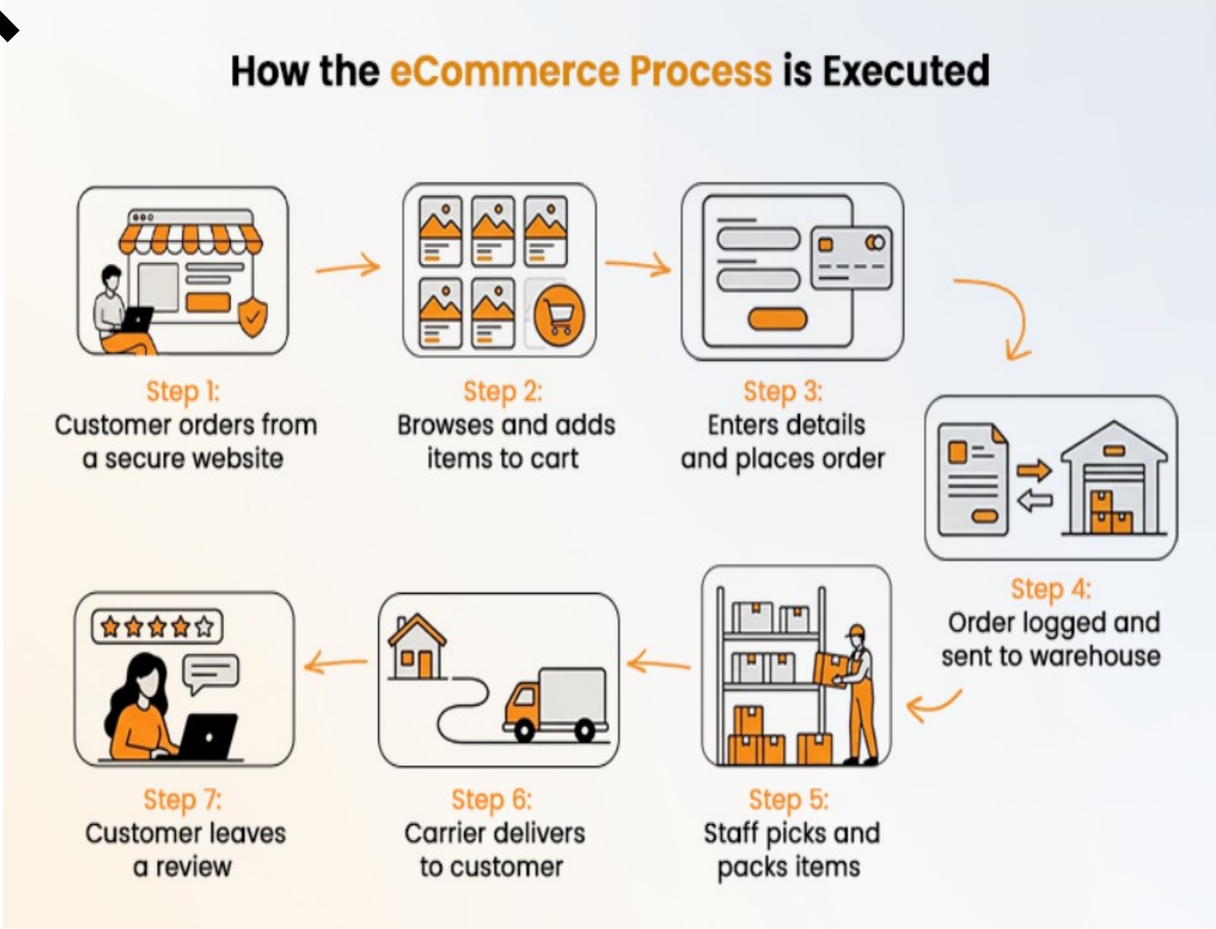
Payment Gateways: Secure processors that handle mobile money, credit cards, or digital wallets.

Logistics & Fulfillment: Shipping, tracking, and delivery infrastructure that gets physical goods to the buyer.





How Ecommerce Works



Step 1: The process begins when a consumer visits an online retail platform. Security features (like SSL certificates and trusted payment gateways) are emphasized to build initial consumer trust.

Step 2: The customer navigates through the digital catalog, filters products, evaluates choices, and selects items to purchase by placing them into a virtual shopping cart.

Step 3: The customer proceeds to the checkout phase, inputting shipping addresses, billing data, and secure payment credentials to finalize the transaction.

Step 4: The transition from digital to physical. The website's backend system registers the successful payment and automatically syncs the order data with the Inventory Management System (IMS) or warehouse.

Step 5: Fulfillment staff (or automated systems) locate the ordered products on the warehouse shelves, verify them for accuracy, and safely pack them into shipping boxes.

Step 6: The logistics and "last-mile" delivery phase. A third-party logistics (3PL) provider or carrier transports the package from the fulfillment center directly to the customer's doorstep.

Step 7: The cycle concludes with customer feedback, where the buyer rates their experience and product quality, creating social proof for future buyers

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BENEFITS plus!

E-commerce offers advantages for both businesses and consumers in daily transactions.

- ✚ 24/7 shopping access
- ✚ Wider product choices
- ✚ Lower operating costs for sellers
- ✚ Convenient home delivery

Its flexibility makes it one of the fastest-growing industries today.

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Bottleneck CHALLENGES

Despite its growth, e-commerce also faces several challenges in operations and customer trust. Issues such as

- delivery delays,
- product quality concerns,
- cybersecurity risks

Strong logistics and secure systems are essential for long-term success.







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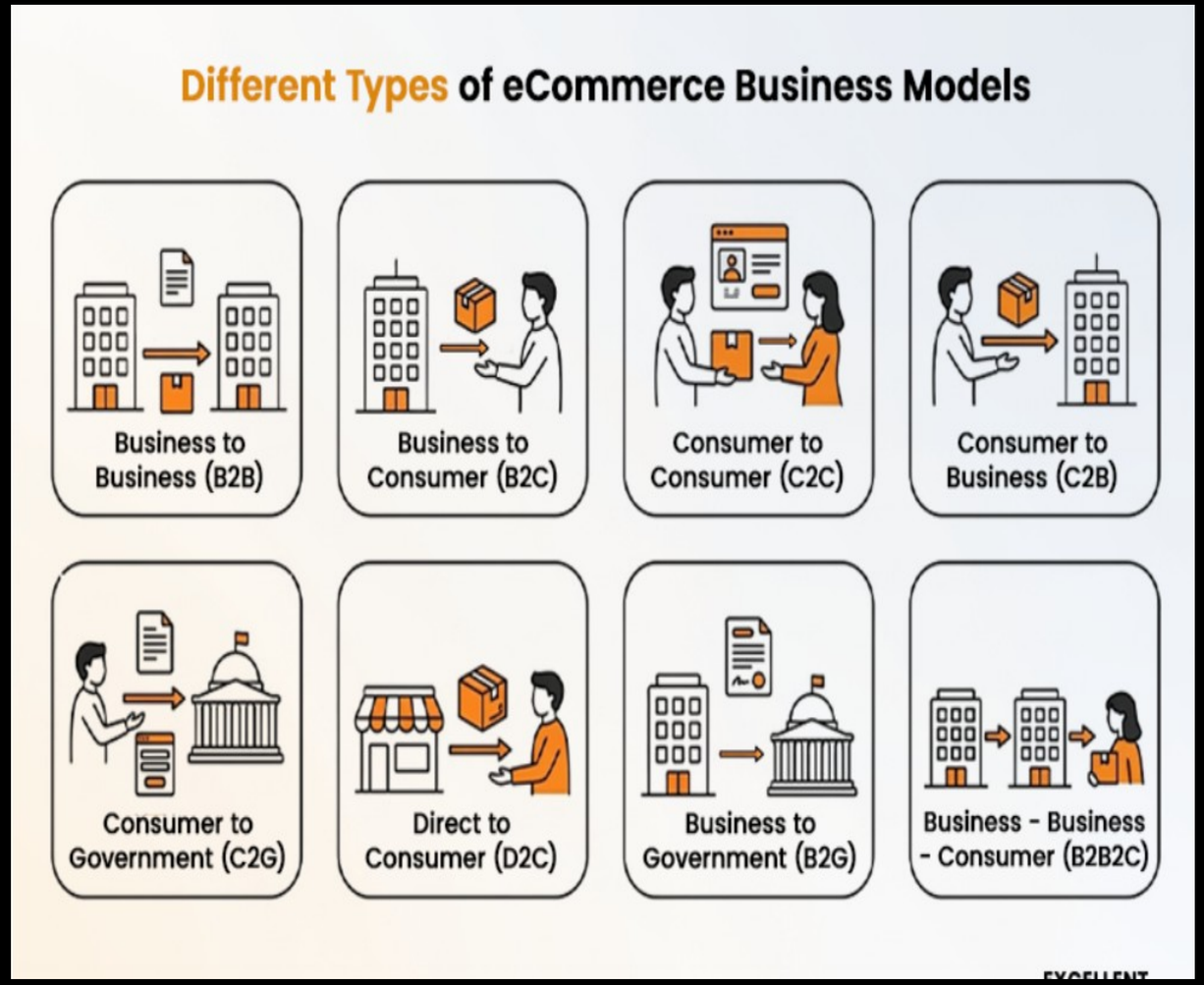
FUTURE TRENDS

The future of e-commerce is shaped by technology and changing customer expectations.

- Artificial intelligence,
- personalized recommendations,
- Social commerce and mobile-first shopping
- faster delivery systems are becoming more common.



Mode
E-commerce Business Model

In simple terms, an e-commerce business model is a plan that demonstrates who sells online products to whom and generates revenue.

Helps to understand who the buyer is, who the seller is, and how the transaction is carried out.

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TYPES OF E-COMMERCE

kinds of



B2C
businesses selling directly to consumers



B2B
transactions between businesses



C2C
consumers selling to consumers



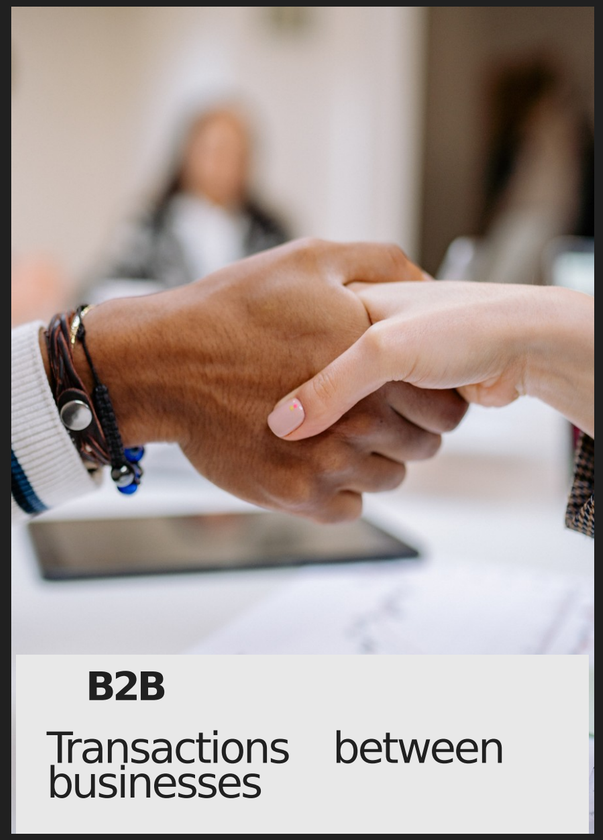
D2C
brands selling directly to customers

Home About Products

MODERN THREAD

Business to Business (B2B)

The product or service is offered from one business to another business. The model focuses more on bulk orders, negotiated pricing, and relationships that are.



The characteristics

- Equipped with high-order value or Recurring bulk purchases with bulk transactions
- Pricing is based on negotiated short-term and long-term contracts
- Custom processes with approval hierarchies

https://www.alibaba.com/

B2B Example: Alibaba

It’s the world’s largest B2B wholesale marketplace that connects manufacturers with international retailers or wholesalers. Bulk orders are being processed instead of single-unit purchases.

(B2B) Business to Business



B2B operations demand solid infrastructure.

Pros of B2B	Cons of B2B
Average order value is high	More decision makers slow down deal closures
Runs 24/7 without extra sales staff	Custom setup & integrations need investment
Receive bulk repeat orders from the same client	Losing a single client hits revenue hard
Automated pricing & reordering cuts manual work	A narrow audience makes acquisition slower & costlier

When B2B is the Best Choice?

- Selling raw materials, which are unprocessed or minimally processed goods.
- Offering SaaS solutions like ERP, CRM, or project management tools.
- Providing equipment or machinery used in manufacturing or so.
- Delivering services like software development, consulting, IT support, and so on.

Home About Products

MODERN THREAD

Business to Consumer (B2C)

B2C e-commerce business model in your everyday life. It’s the most common structure where a business sells products or services directly to consumers. For many, this is online shopping.



B2C
businesses selling directly to consumers

The characteristics

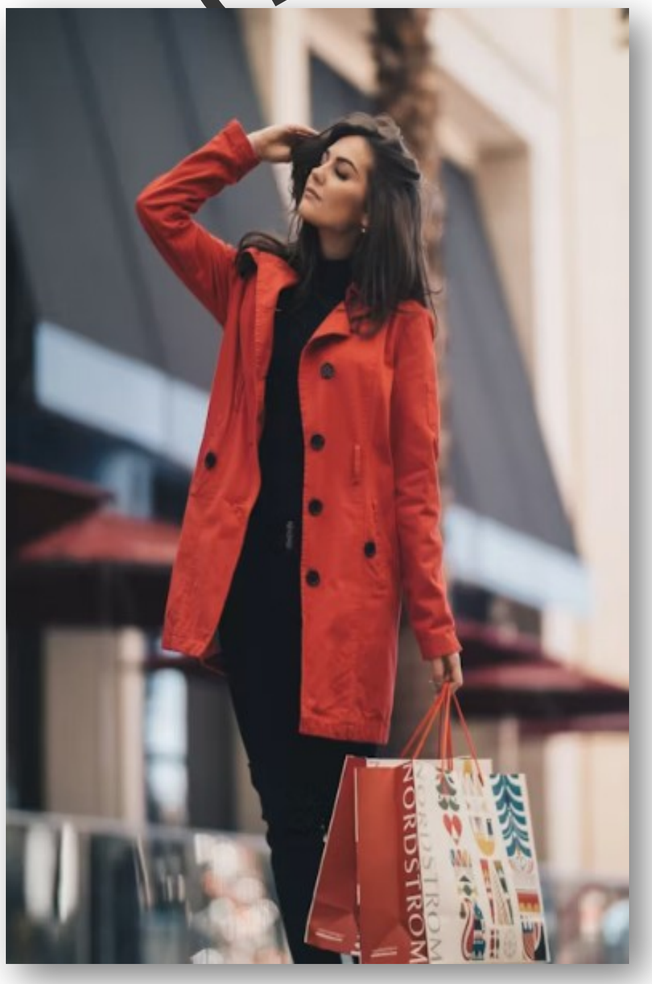
- The buying cycle remains short
- You get a fixed price
- Dependency on marketing is more
- wide number of customer compared to other models

amazon https://www.amazon.com/

B2C Example: Amazon
It’s one of the largest B2C e-commerce marketplaces where products are sold directly to consumers. The platform delivers everything from groceries to furniture to your doorstep.

(B2C) Business to Consumer

B2C is a natural fit if your product is designed for individual use,



Pros of B2C	Cons of B2C
Large market = more customers to reach	Margins are compromised with high competition
Emotion-driven purchases close faster	Customer acquisition cost adds up quickly
Low barriers make launching easy	Stock, shipping, and returns get hard to manage
Direct sales generate first-party customer behavior data	Customer trends shift fast and unpredictably

When B2C is the Best Choice?

like fashion, books, groceries, and so on. The model requires strong branding, user-friendly UX, and digital marketing.

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Consumer to Consumer (C2C)

The C2C business model includes using third party platform. Products or services are bought, sold, or traded from consumer to consumer via the platform. It gets profit with commissions or listing fees. In this case, the platform owner does not own the inventory. Here is what it includes



C2C
consumers selling to consumers

The characteristics

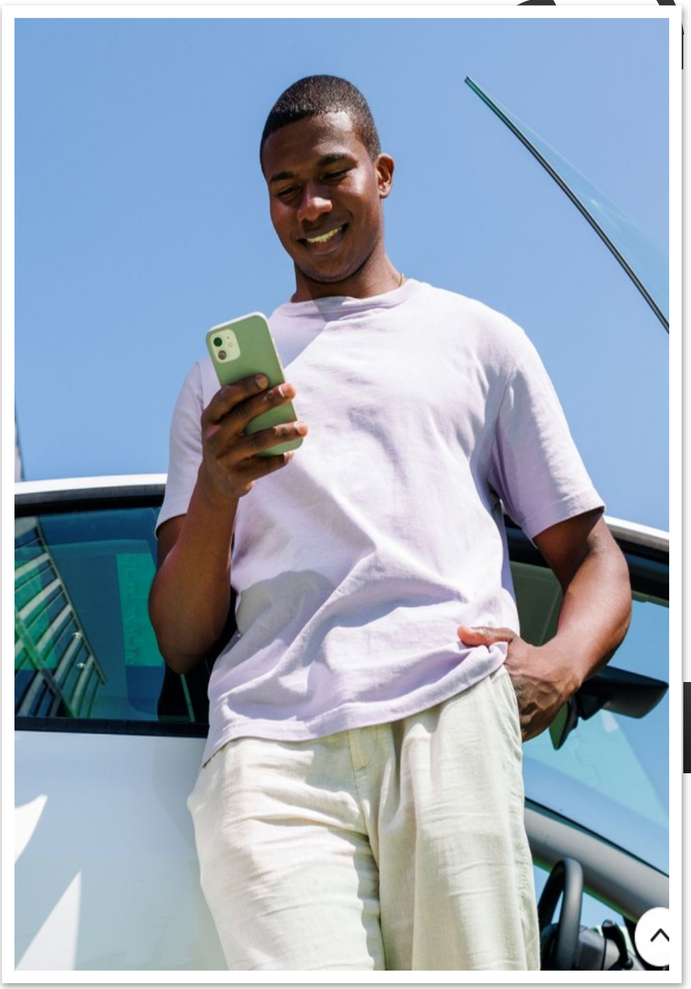
- Structured as a marketplace platform
- Operated with user-generated products
- Transaction commission is a revenue source
- Integrated with trust and verification systems

https://www.ebay.com/

C2C Example: eBay and Airbnb

It is a major global e-commerce platform connecting peer-to-peer users to sell and buy products. Individual gets easy access to even secondhand products at affordable pricing.

Consumer to Consumer



Pros of C2C	Cons of C2C
Operational cost is lower due to no inventory or warehouse	Peer transactions attract fraud and scams
Wide product varieties from multiple sellers	Buyer and seller disputes are hard to resolve
Better deals for both sides due to no Middlemen	No quality standards lead to inconsistent experiences
Minimal overhead to start selling	Platform fees cut into seller earnings

When C2C is the Best Choice?

If you want a large audience base, sell niche items or second-hand products, or want direct communication without any third-party involvement, C2C is the right option.

Home About Products

MODERN THREAD

Consumer to Business (C2B)

Consumer-to-business model entirely flips the traditional structure where individuals (consumers) offer products or services to businesses. Its simple like social media creators or bloggers promoting products while earning commissions and fees via platforms they collaborate with. Here are the characteristics



C2B

consumers selling products to businesses

The characteristics

- Transactions are initiated through reverse bidding
- The model is fueled by the freelance or creator economy
- Businesses in this model act as buyers
- Revenue is generated via commissions

freelancer

upwork

C2B Example: Upwork

https://www.upwork.com/

It is the largest online marketplace that connects businesses to freelancers. Individuals can list and offer their experience and expertise. Whereas companies browse and hire these freelancers directly for the project gets easy access to even secondhand products at affordable pricing.

Home About Products

MODERN THREAD

Direct to Consumer (D2C)

D2C e-commerce business models allows manufacturer to directly sell their products or services to the end users without any third-party involvement. Brands that require total control over customer relationships and margins prioritize this model. Here is what makes it a valuable model to choose for.



D2C
brands selling directly to customers

The characteristics

- products are directly sold from the brand owner's website or portal
- higher profit margins on every sale because of Intermediates are cut out,
- Brand Control or Offers strong branding, as you can craft and control your unique customer experience and Customer Relationships.

D2C Example: Nike and Apple

It is a world-leading athletic footwear and apparel brand that sells directly to users through its online stores. The direct approach allows Nike to have total control over their brand experiences.

MODERN THREAD





Consumer to Administration (C2G)

With this model, individuals use digital platforms to communicate, pay, or access services from government, municipalities, or public authorities. Here is what it consists of.

C2A Example: Internal Revenue Service (IRS)
It is a US government agency that offers an online portal for individuals to file taxes.
It makes it easier for citizens to submit and manage their tax returns.

Business to Government (B2G)

This model includes transactions between private entities and federal, state, or local government agencies. This involves the exchange of goods, services, or any kind of important information like technology solutions, data systems, or infrastructure services.

B2G Example: GSA Advantage
Think of this platform as Amazon, but strictly restricted to government buyers. It generates billions of dollars in electronic transactions by connecting pre-vetted commercial suppliers with public employees

MODERN THREAD



E-Commerce Revenue Models

E-commerce revenue models refer to the different ways in which e-commerce businesses generate revenue.

These models outline the strategies and methods used to monetize online platforms. Here are some common types of e-commerce revenue models:

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Sales or Markup Revenue Model ? ? ?





This model involves generating revenue through direct sales of products or services. E-commerce businesses earn money by selling goods to customers online.

Examples include online retailers like Amazon you buy a product at a certain cost and then sell it for a higher price:

Home About Products

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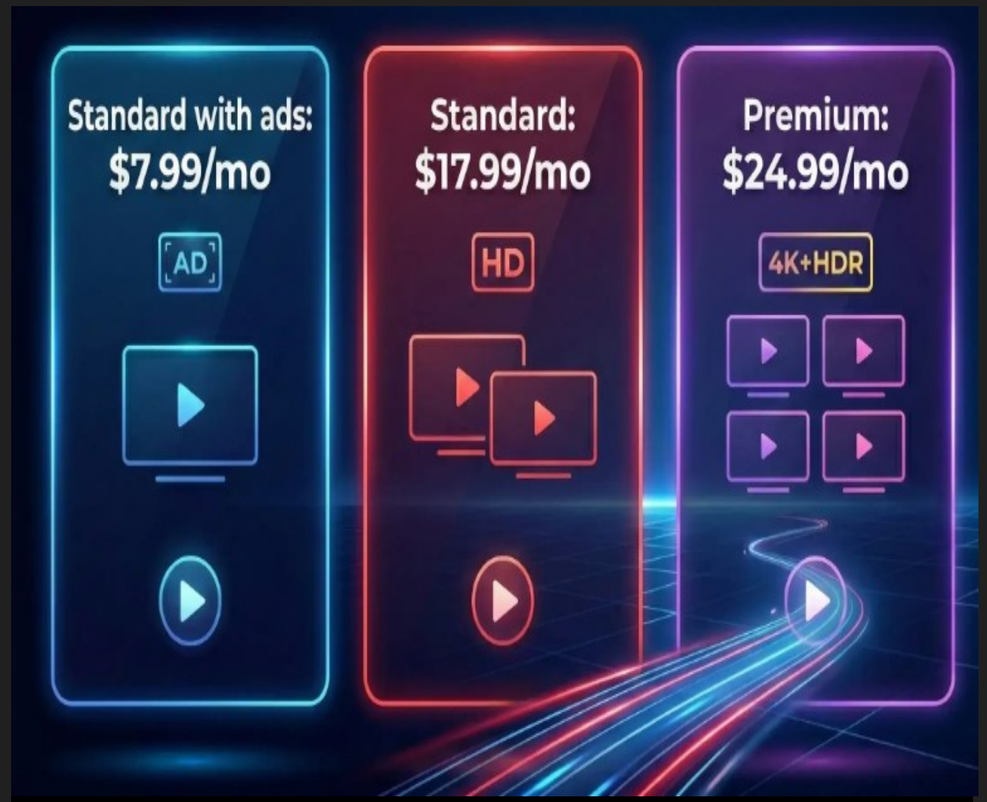

NETFLIX Spotify®

Subscription Revenue Model:

In this model, customers pay a recurring fee to access a product or service. It is commonly used by businesses offering digital content, software, or membership-based platforms.

Examples include Netflix and Spotify.

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Advertising Revenue Model ? ? ?

This model involves generating revenue through advertising. E-commerce platforms provide space for advertisers to display their ads, and businesses earn money based on the number of ad impressions or clicks

. Examples include Google AdSense and Facebook Ad



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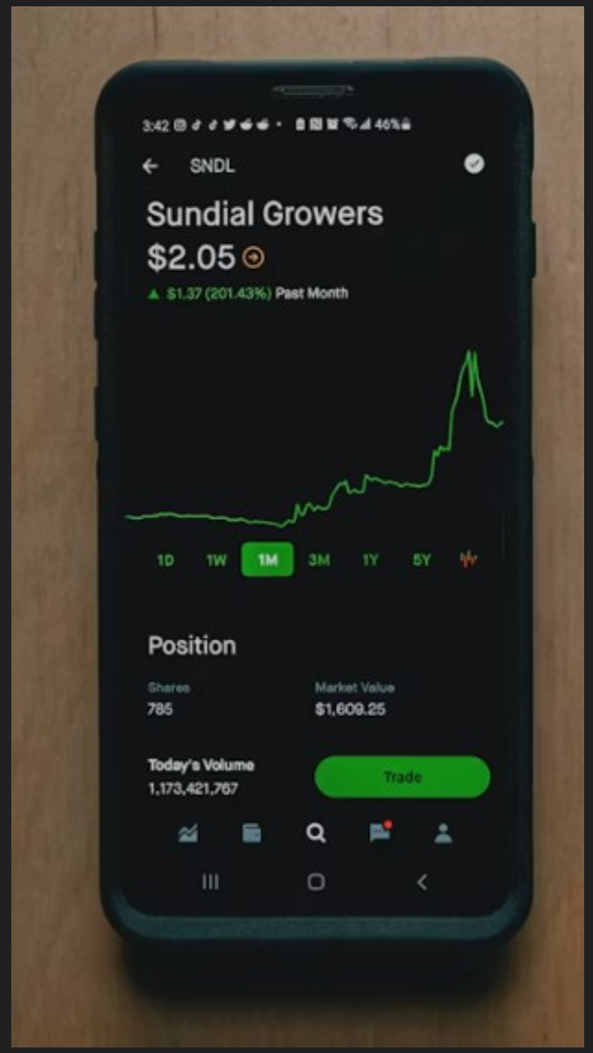

Transaction-based revenue model

A transaction-based revenue model is where businesses earn revenue each time a customer completes a transaction or commission is a sum of money a retailer adds to the total cost of a product or service.

Examples a flat rate of $1500 transaction is charged with a $20 commission; or percent of transaction size, a $1500 transaction is charged with a 10 percent commission – $150;

examples are Booking.com, Uber, Lyft, PayPal and Upwork.

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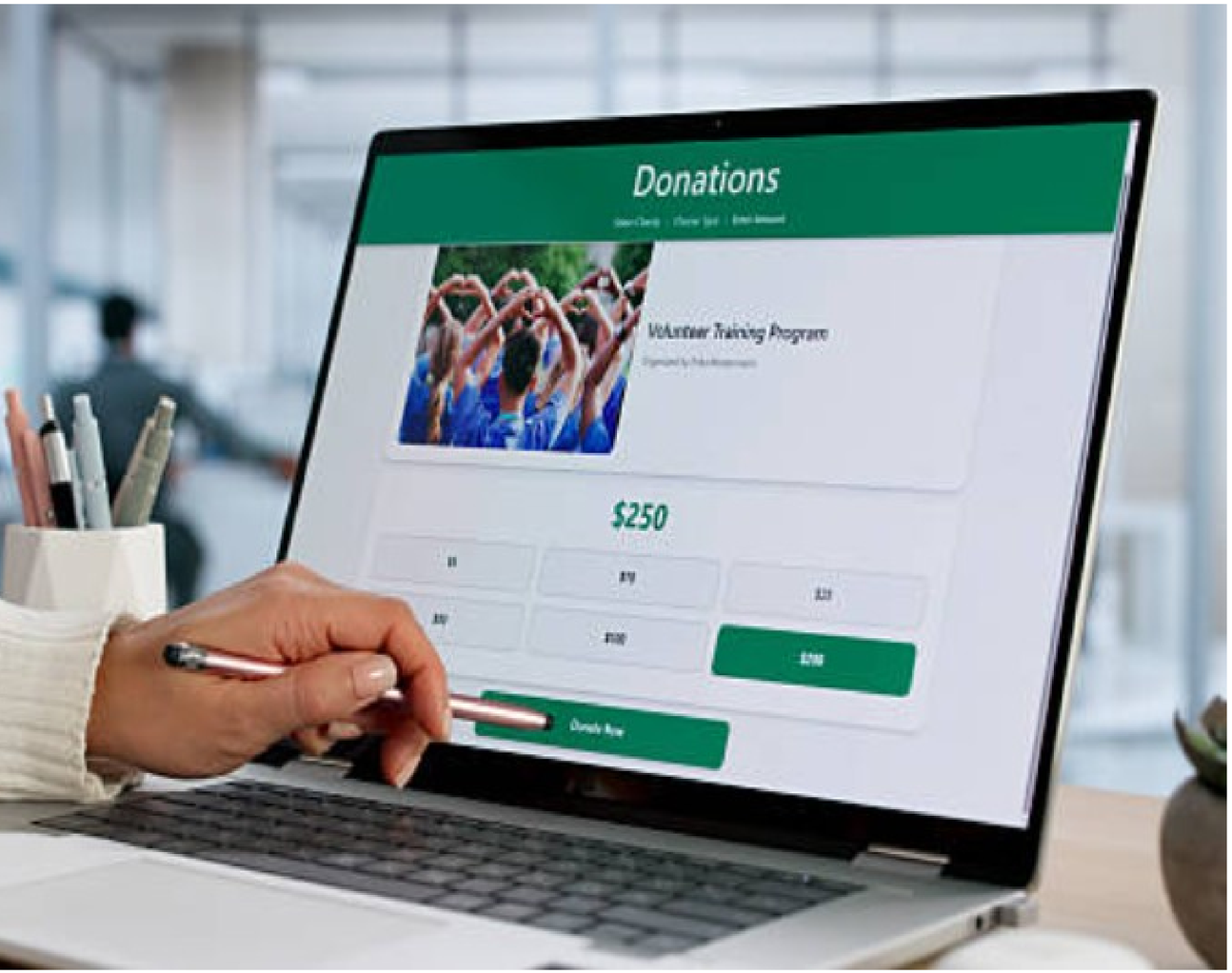
plus Donation-based revenue models



This is a revenue model based on customers on a voluntary basis. The product or service itself is free to use by default, so that’s the primary value a company brings to the customer.

The revenue is generated in the form of donations, or sometimes in the form of “pay-what-you-want. "like Like buy me coffee

examples is Wikipedia,linxe, Ad Block and GoFundMe which relies on donations as a significant source of revenue..

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Affiliate Revenue Model

In this model, businesses earn a commission by promoting and selling other companies' products or services by redirect the customer to the original provider's platform to make the purchase and earn a commission on any resulting sales.

E-commerce platforms act as intermediaries, connecting customers with sellers and earning a percentage of each sale .

Examples include Amazon Associates and Click Bank.



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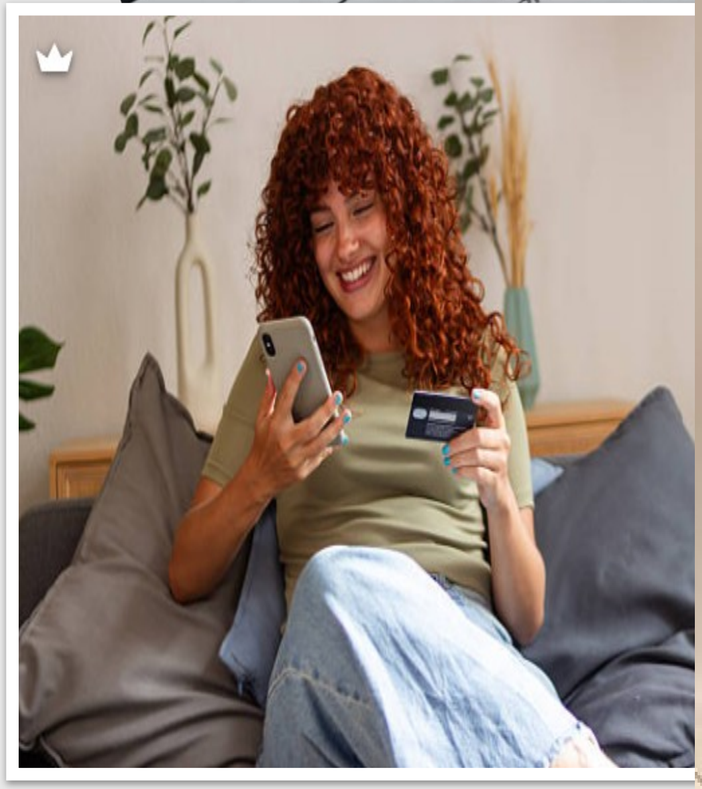
Pay-per-use revenue model ? ? ?

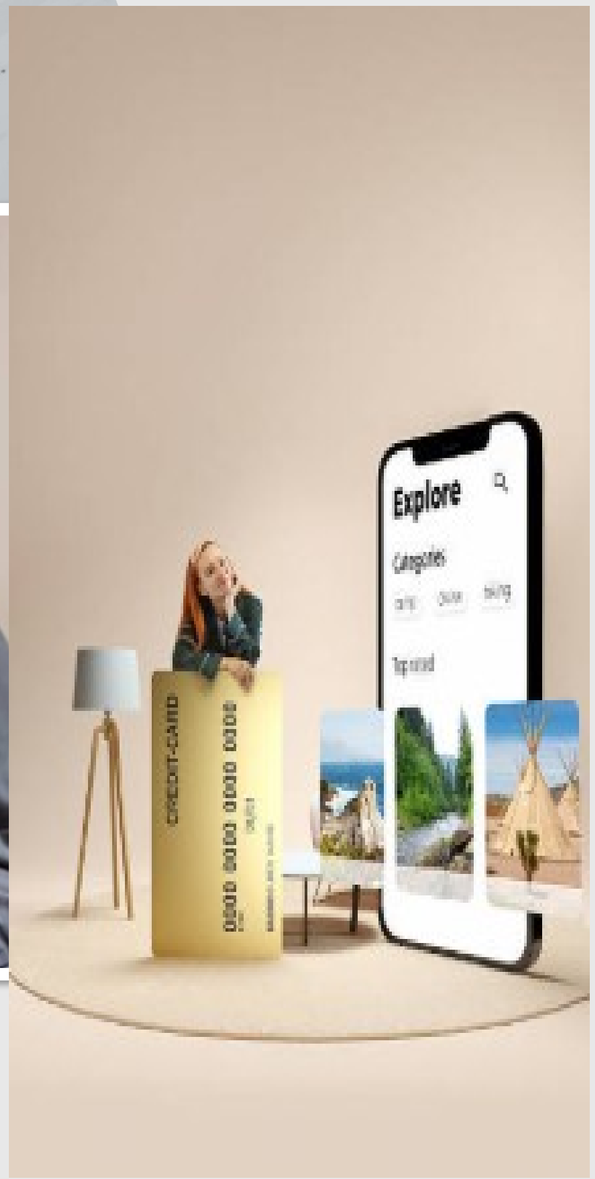
A pay-per-use model charges customers based on their usage of a product or service. It aligns costs with usage, making it attractive to customers who prefer to pay only for what they use.

This model is particularly effective for cloud computing services, where users are billed for the resources they consume, such as data storage or processing power.

Examples (e.g., AWS, Azure), utilities (e.g., electricity, water), and transportation (e.g., Uber ride-sharing services)







The freemium business model allows users to utilize basic features of a software, game or service for “free”, and then charges for “upgrades” to the basic package



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Freemium / hybrid revenue model

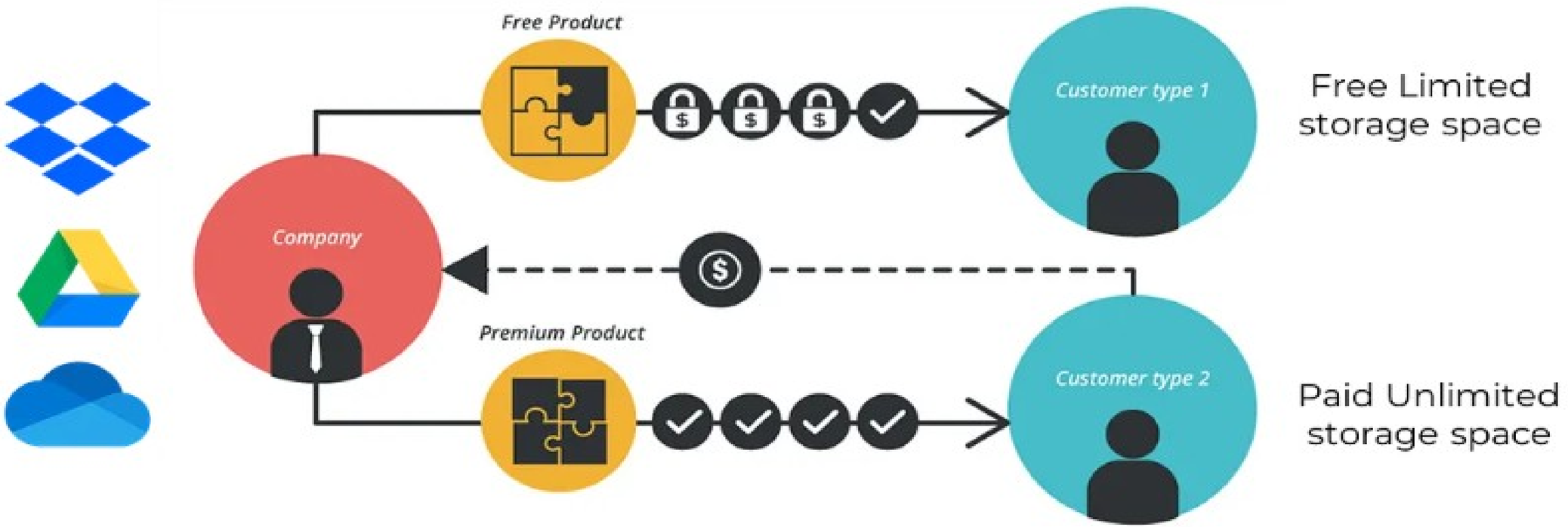


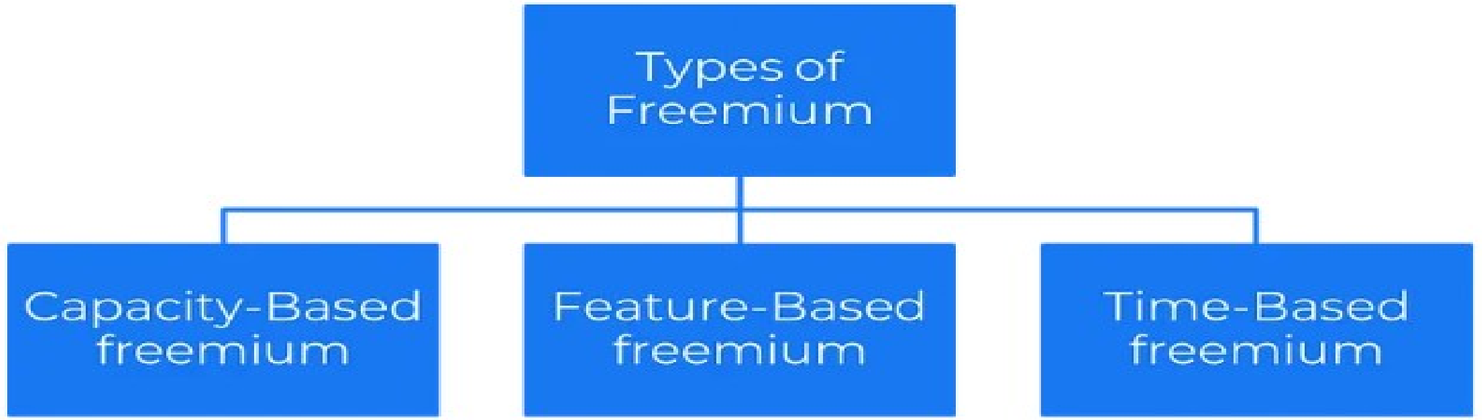
A freemium revenue model allows users to utilize basic features of a software, game or service for “free”, and then charges for “upgrades” to the premium package or charged for additional functions, services, bonuses, plugins, or extensions.

Freemium models are hybrid in nature, as they are always combined with other revenue models. For example, Dropbox starts as a free product. However, once users exceed the free 2GB storage, they are promoted to subscribe to one of Dropbox’s plans.

Examples: Dropbox, Evernote, Skype, Notion, and Audible

Freemium Business Model





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Model 3

Market research and analysis



Market research is when you gather, analyze, and interpret data about a specific market, industry, or target audience.

You know how to collect information on your consumer preferences, market trends, and competitor analysis to inform strategic decision-making.

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Why Market Research is Important ?

- **Reduced Risk**: Helps you make informed decisions and avoid costly mistakes.
- **Targeted Marketing:** Allows you to reach the right customers
- **Competitive Advantage:** Understanding your competitors helps you differentiate yourself and gain an edge in the market.
- **Product Development**: Provides insights into customer needs, leading to better product design and features.
- **Increased Profitability:** By understanding demand and pricing, you can optimize your business for success.



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How to conduct market research



- ✓ **Industrial -focused**
  market size, growth rates,Share of market, Competitive benchmarks ,Total addressable market and Market demand or trend

- ✓ **Customer-focused**
  customer profile or buy personal Customer retention and Customer satisfaction (CSAT), Cost per acquisition

- ✓ **Product-focused**
  Concept Testing, product Willingness to pay Future purchase consideration, Post-purchase satisfaction

- ✓ **Competitor-focused**
  Analyze product offerings, pricing range, brand messaging, website copy, customer reviews,

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How Works



Industry-Focused Research (The Macro Market)

. This is about understanding the size, growth, and high-level trends of the custom apparel and e-commerce space.

- **Understanding your *Market***
  - First to market with a new product
  - Entering a market with a few competitors
  - Joining a crowded market

Fashion - Worldwide

Fashion

REVENUE (2026)
US$957.31bn

REVENUE CHANGE (2026)
4.0%



Apparel

E-commerce Apparel Market

- Children's Apparel
- Blazers
- Coats & Jackets
- Dresses & Skirts
- Jerseys, Sweatshirts & Pullovers
- Night & Underwear
- Shirts & Blouses
- Socks

Footwear

E-commerce Footwear Market

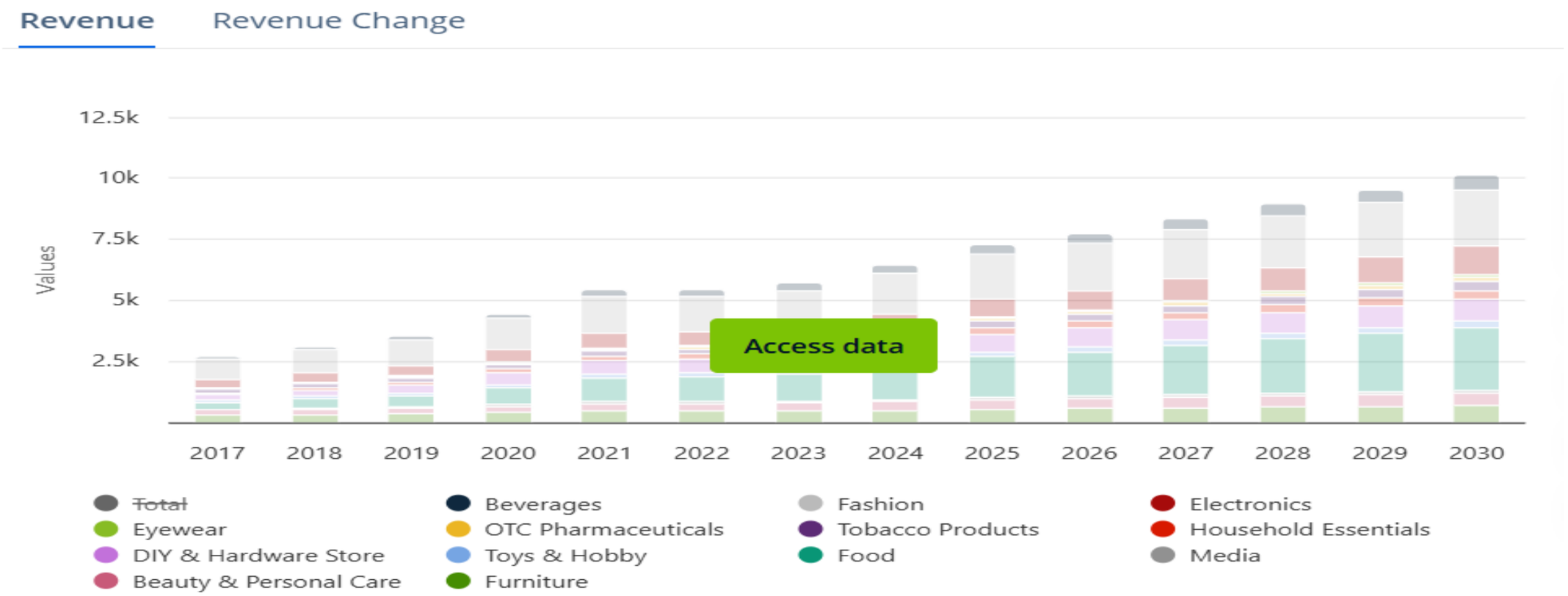
- Running Footwear
- Business & Formal Footwear
- Sneakers Footwear
- Gym & Training Footwear
- Boots Footwear
- Sandals Footwear
- Accessories

Accessories

Fashion Accessories Market

- Luggage & Bags
- Suitcases & Briefcases
- Handbags
- Wallets & Little Cases
- Bags & Containers
- Watches & Jewelry
- Jewelry
- Watches

e-commerce – Worldwide market segmentation



Explore Markets

Browse the main consumer markets below. Select one to view detailed segments.

All Segments | eCommerce | Beverages | Food | Tobacco Products | Household Essentials | Beauty & Personal Care | Fashion | Eyewear | Electronics | Furniture | OTC Pharmaceuticals | Toys & Hobby | Luxury Goods | DIY & Hardware Store | Media | Social Commerce | ReCommerce | Live Commerce | Online Food Delivery | Dating Services | Online Education

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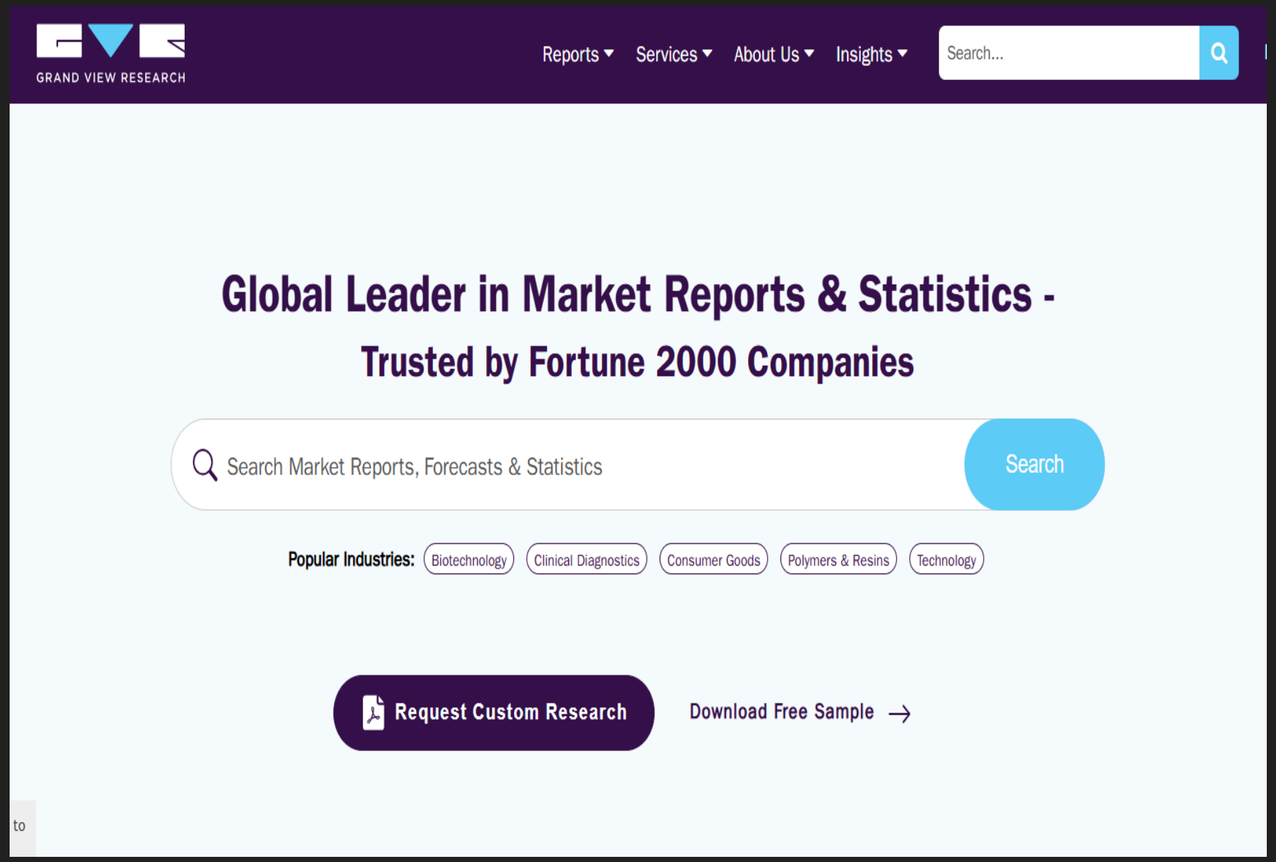
GRAND VIEW RESEARCH



Grand View Research

What is Grand View Research?

Grand View Research is a U.S.-based market intelligence and consulting firm headquartered in San Francisco. It produces syndicated industry reports, custom market analyses, and forecasting data to help Fortune 500 companies and academic institutions understand global and regional business trends across 46 industries

Grand View Research platform https://www.grandviewresearch.com

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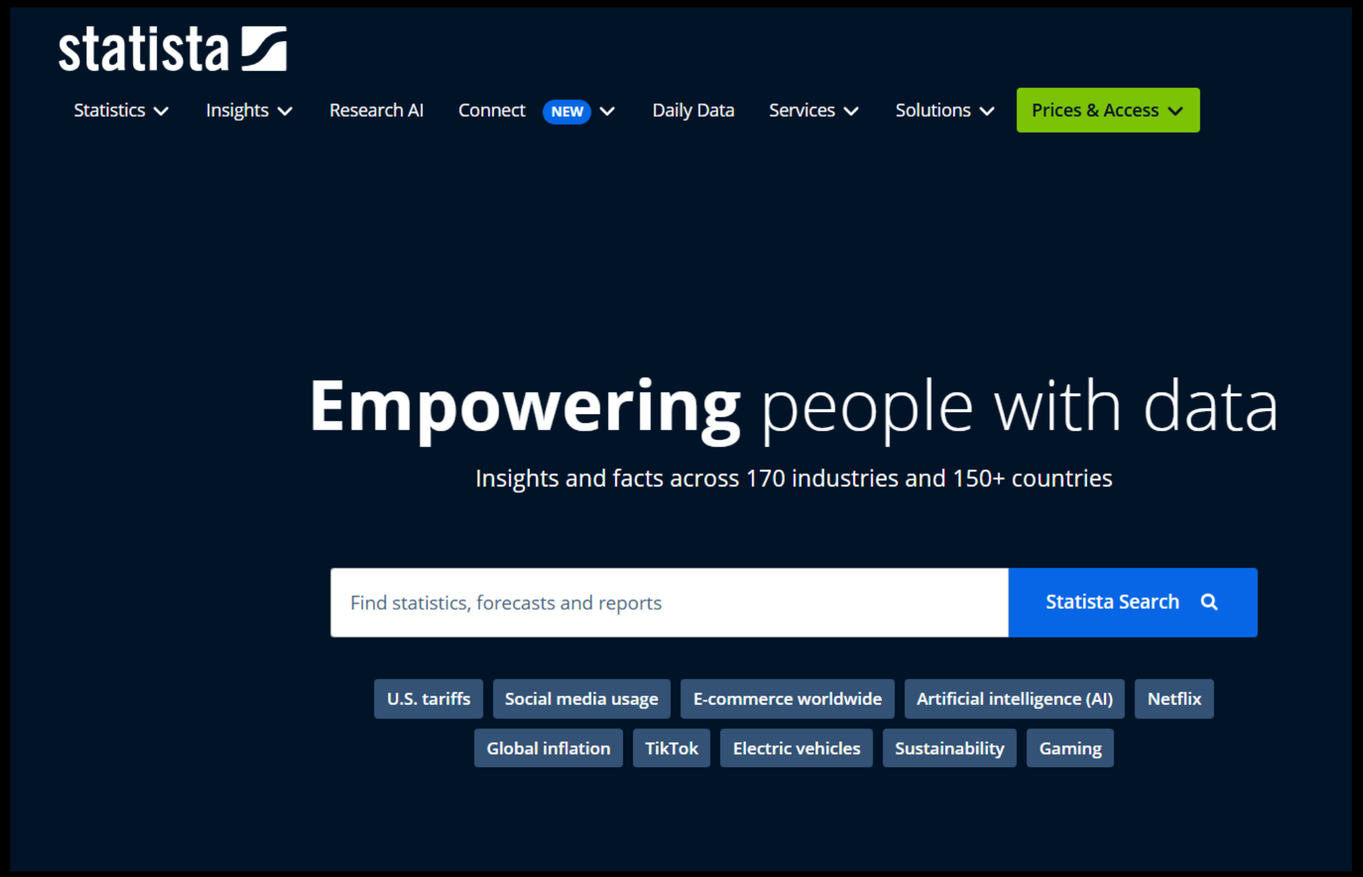
statista



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Statista plus!

Statista is primarily used for market analysis, competitive intelligence, and validating business ideas. insights from over 22,500 sources. It covers more than 80,000 topics across 170 industries, providing ready-to-use charts, reports.

1. Market Insights:,consumer behavior, and industry trends, market size
2. Global Consumer Survey Data: which aggregates data on consumer habits and media use across multiple countries.
3. Transparent Sourcing: Every data point comes with information on its original publisher (e.g., government databases, scientific journals, trade publications.

🔗 Visit Statista: https://www.statista.com/

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Trend Hunter is a trend intelligence platform that tracks new products, consumer behavior, technology, fashion, food, health, retail, AI, and business innovations. It combines AI, research, and a large contributor community to identify emerging opportunities.

What can use it for

- Find new product ideas for an online store
- Discover products before they become popular
- Learn about consumer behavior
- Validate ideas with Google Trends
- Analyze competitors and market innovations



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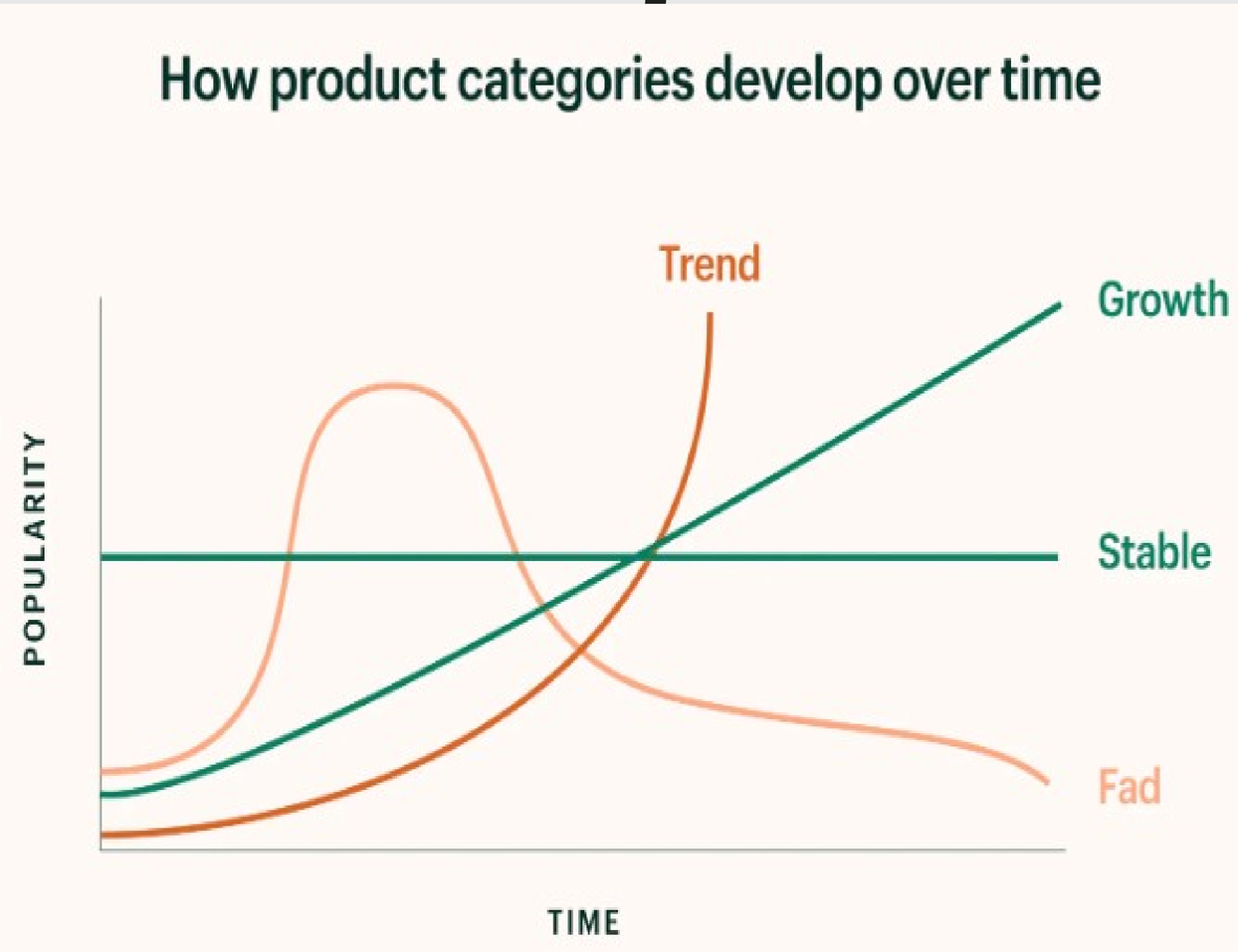
Home About Products

How to do product research ? ?

Product demand and trend refers to the level of customer interest in a product and how that interest changes over time..

Product Demand Categories

- **Fad** A product that becomes popular for a short time but quickly loses demand. Example: Fidget spinners.
- **Trend** A product that experiences growing demand over a longer period, although the growth may eventually slow or level off. Example: Smart home devices.
- **Stable** A product with consistent demand over time and very little fluctuation. Example: Toothpaste or soap.
- **Growing** A product with steady, long-term growth due to lasting changes in customer needs, technology, or the market. Example: Electric vehicles or renewable energy products.



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Product markup and pricing

Cost Per Unit	$2.00
Product Packaging	$0.10
Import Shipping (Cost Per Unit)	$0.30
Customs & Duties	$0.40
Shopping Cart Fees	$0.25
Credit Card Processing Fee (2.75% of Selling Price)	$0.69
Shipping Fulfillment Fee	$3.30
Shipping Cost	$5.00
Shipping Packaging	$0.00
Advertising Cost Per Unit	$5.00
Total Cost Per Unit	$17.04
Potential Selling Price	$24.99
Shipping Revenue	$5.00
Total Revenue Per Unit	$29.99
Margin $	$12.95
Margin %	43.18%
Markup %	46.65%

Strong initial markup gives you room to handle unexpected costs. Let's look at an example:

a pet pedometer that sold for $24.99 and cost $2 to purchase on Alibaba. A 46.65 % markup looks promising at first, but small fees can impact your margins:

- Costs Shipping fees, Packaging and processing
- Marketing and advertising expenses
- Platform fees and Payment processing charges

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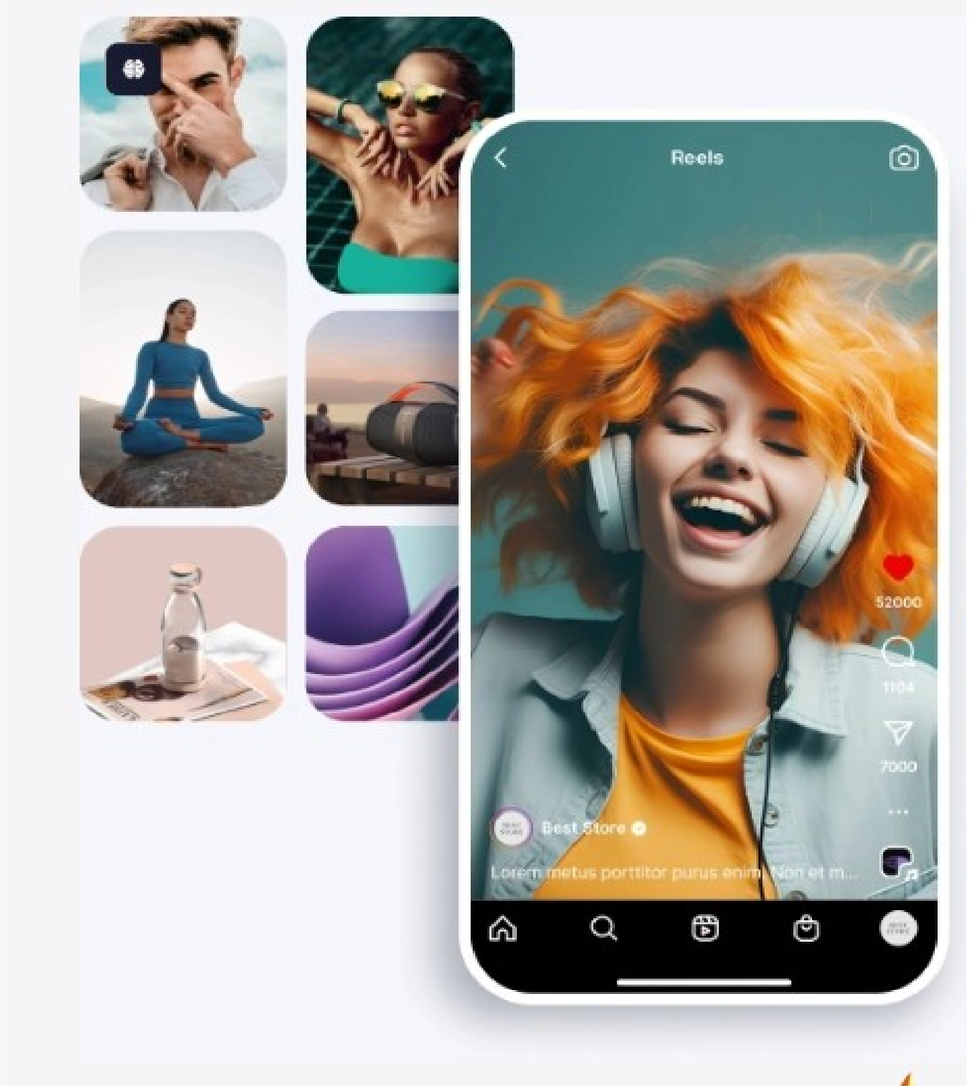
Product validation ? ? ?



Product validation is a phase where you confirm that consumers are interested in your product idea.
It tests for:

- Problem-solution fit. Does it solve a burning pain?
- Willingness to pay. Will prospects hand over money?
- Scalable demand. Is the market big enough to grow?

1. Meet customers in person
2. Create a feedback survey
3. Read interest on social media
4. Create a pre-launch landing page

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Google Trends

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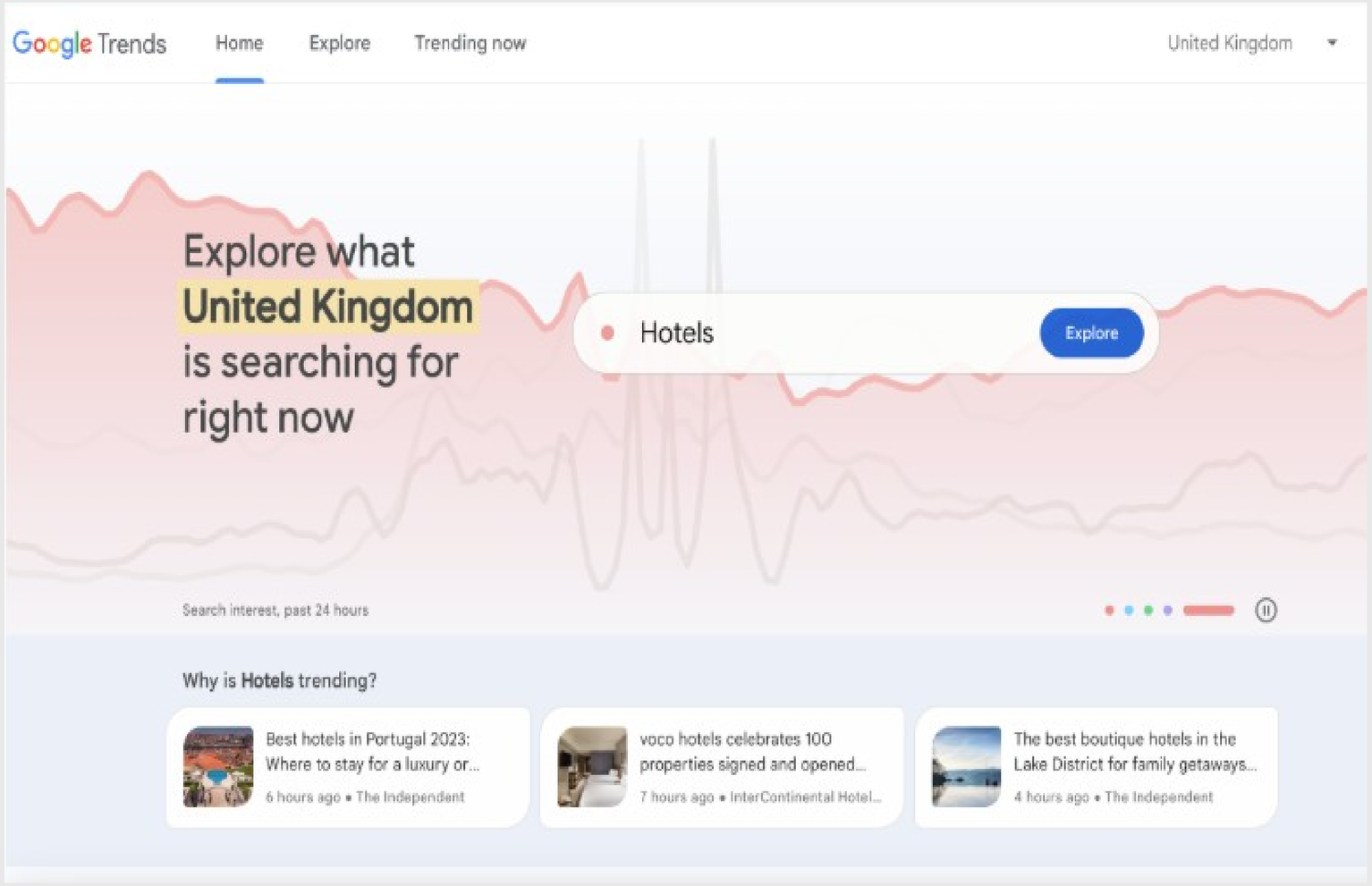
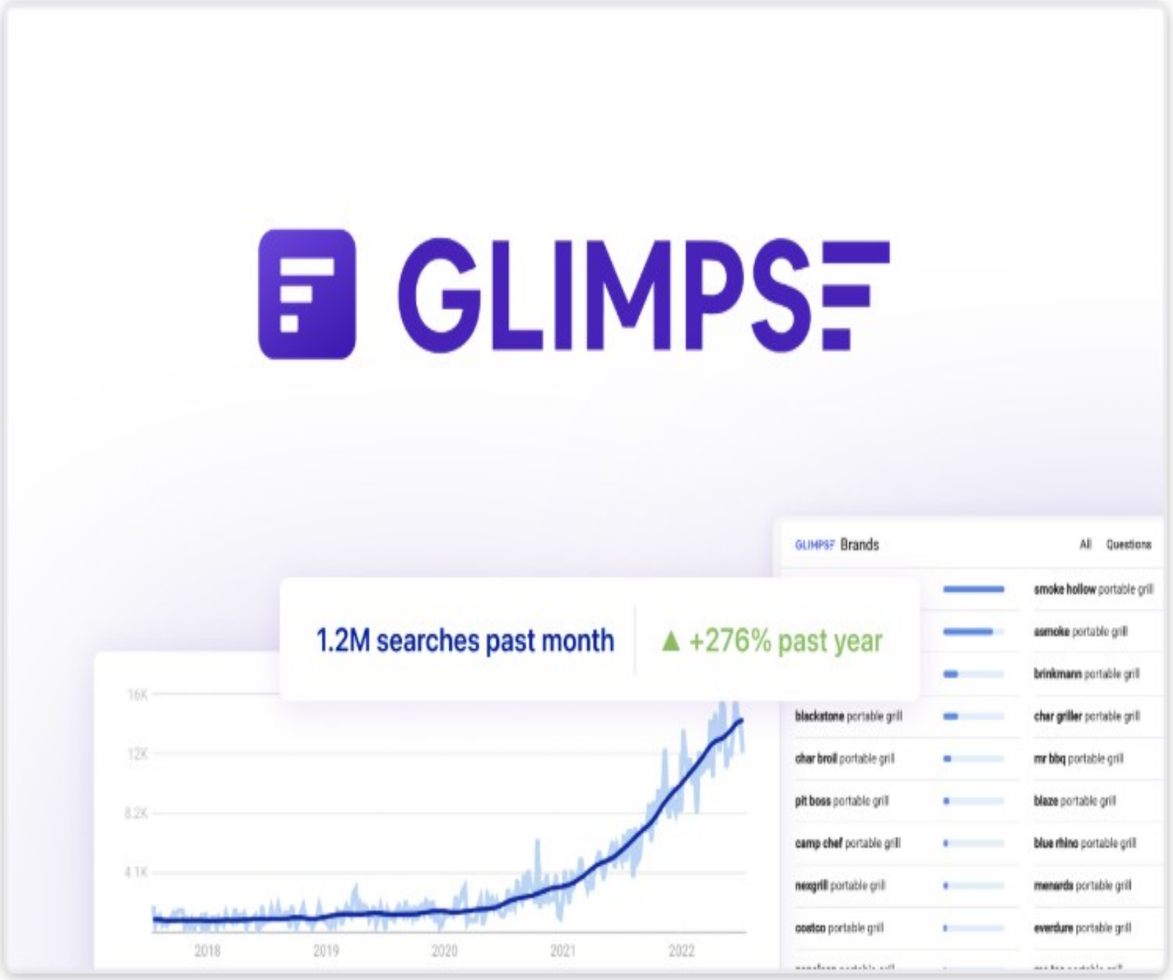
Google Trends plus!

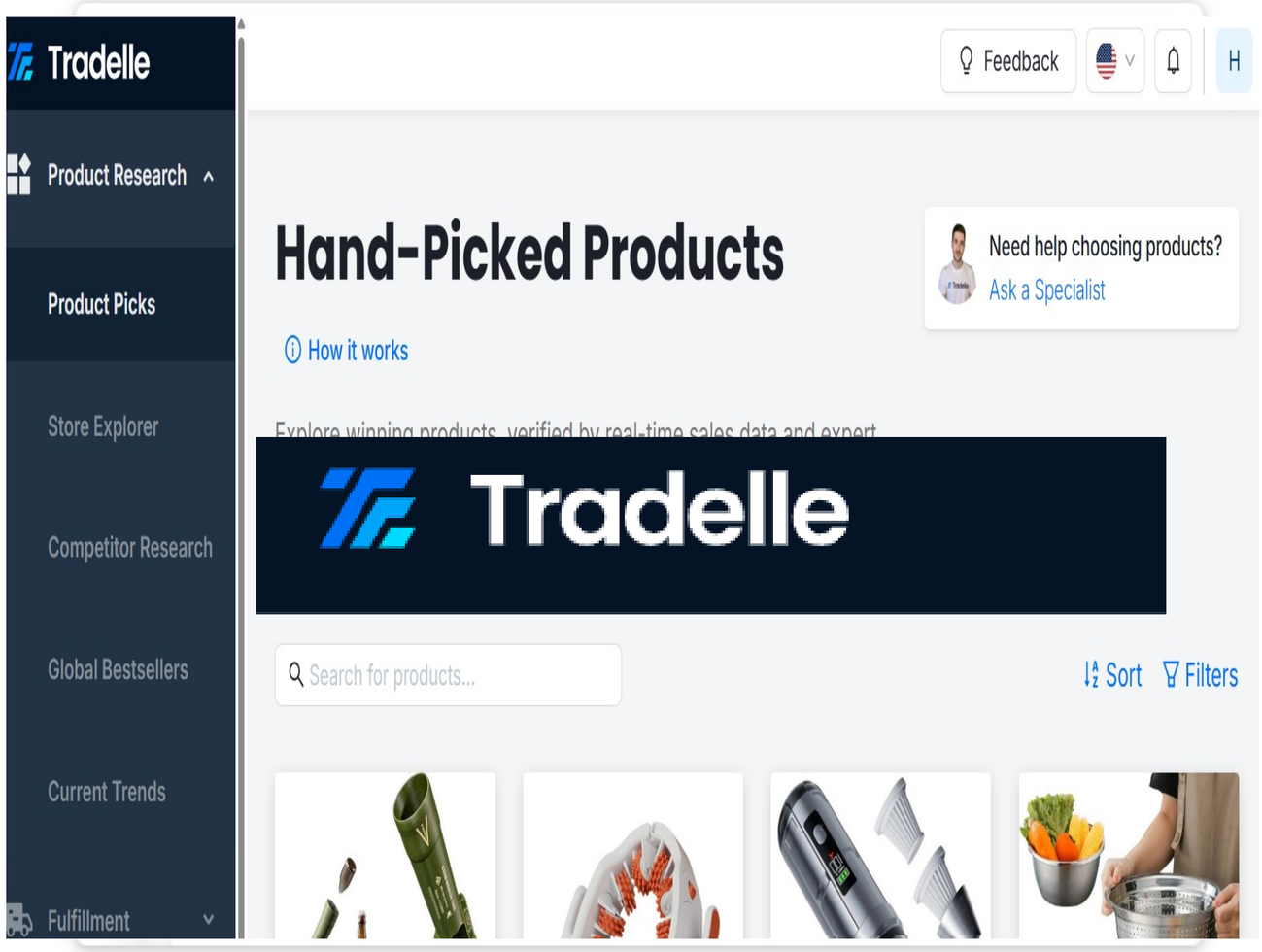


Google Trends tells us what people are searching for, in real time. We can use this data to measure search interest in a particular topic, in a particular place, and at a particular time.

1. **Mouth tape (134% YoY Growth)**
2. **Flat back earrings (65% YoY Growth)**
3. **Glass straw (18% YoY Growth)**
4. **Sauna blanket (8% YoY Growth**
5. **Sleep bonnet (64% YoY Growth)**
6. **Blue light therapy light (38% YoY Growth)**
7. **Hair repair mask (30% YoY Growth)**

🔗 Visit Google Trends:
https://trends.google.com/trends/





- To See the Fastest Growing Products or Track Product Trends in Any Category
- Forecast Demand seasonality and growth demand to protect holding over and under inventory
- How people search to find the product in SEO Strategies for Amazon, Walmart, Etsy, and Mercado Libra

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Amazon Best Sellers

Amazon provides some basic tools to help you understand what kinds of products are the most popular with their customers. To gain insights into the product offerings most likely to pay off on the platform, look to the Amazon Best Seller rankings.

When researching Amazon products, look at:

- Product reviews
- Ad spend
- Product variants
- Product bundling

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Home About Products

Understanding your competition ?

E-commerce competitor analysis involves evaluating rival online stores to benchmark your product offerings, pricing, marketing strategies, and customer experience against the market. This research helps identify structural strengths, weaknesses, and opportunities



Types of Competitors in E-commerce

E-commerce Competitors Come in Many Forms By recognizing these types, you avoid missing out on unseen competition

- **Direct Competitors**: Products that match yours and target the same customer base
- **Indirect Competitors:** Alternative solutions offered by other companies
- **Marketplace Competitors**: Firms listed on Amazon and Flipkart
- **Emerging Competitors:** New entrants into the market with novel offerings.

A Simple Research Workflow

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Step 1: Identify Competitors : Start with a search using Google, e-commerce websites, and social media sites. SimilarWeb

Step 2: Analysis of Product archive : This involves evaluating the range of products available, the quality, and their uniqueness..

Step 3: Pricing Strategy Evaluation: The competitor's prices must be evaluated. The presence of sales and discounts offered is also important.

Step 4: advertisements. **Strategies**: This step requires the analysis of marketing activities such as social media posts, influencer marketing campaigns, and advertisements.

Step 5: Customer Reviews: Customer feedback is critical in identifying issues that the business faces regarding their products.

Step 6: Website and User Experience: Evaluating the competitor's website is necessary to learn from the strategies used to offer users a good experience.

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Use Google Shopping for market research by leveraging built-in Market Insights through the Google Merchant Center to analyze competitor pricing, identify seasonal trends, and spot best-selling brands.

For granular trend tracking, you can cross-reference these findings with regional search data using Google Trends to measure consumer interest.



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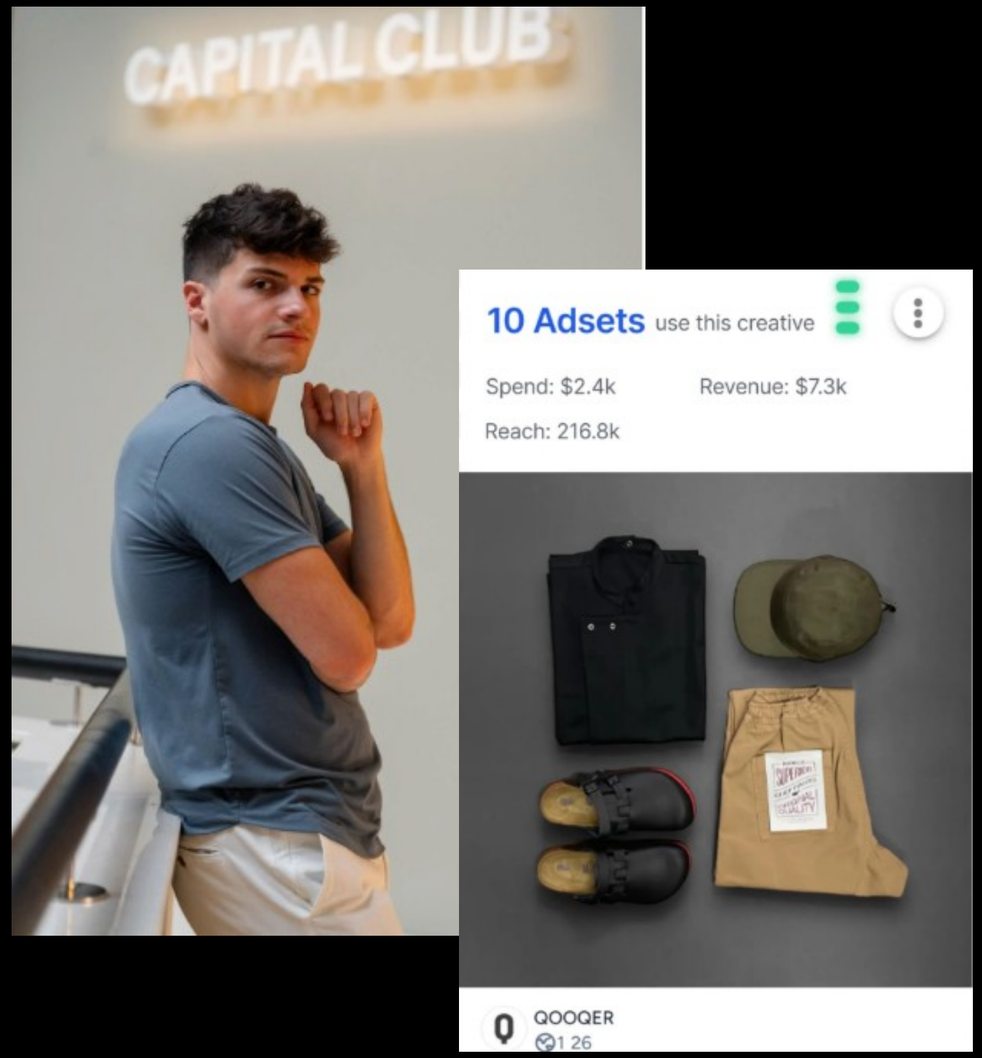

WinningHunter

is an all-in-one market intelligence platform and ad spy tool built explicitly for e-commerce entrepreneurs, dropshippers, and media buyers. It functions as a comprehensive surveillance system for social media advertising and competitor storefronts, allowing users to discover what products are selling successfully across platforms like Facebook, TikTok, and Pinterest

When researching Amazon products, look at:

- Product reviews
- Ad spend
- Product variants
- Product bundling

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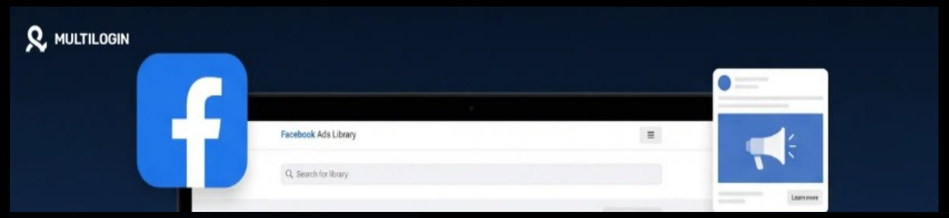
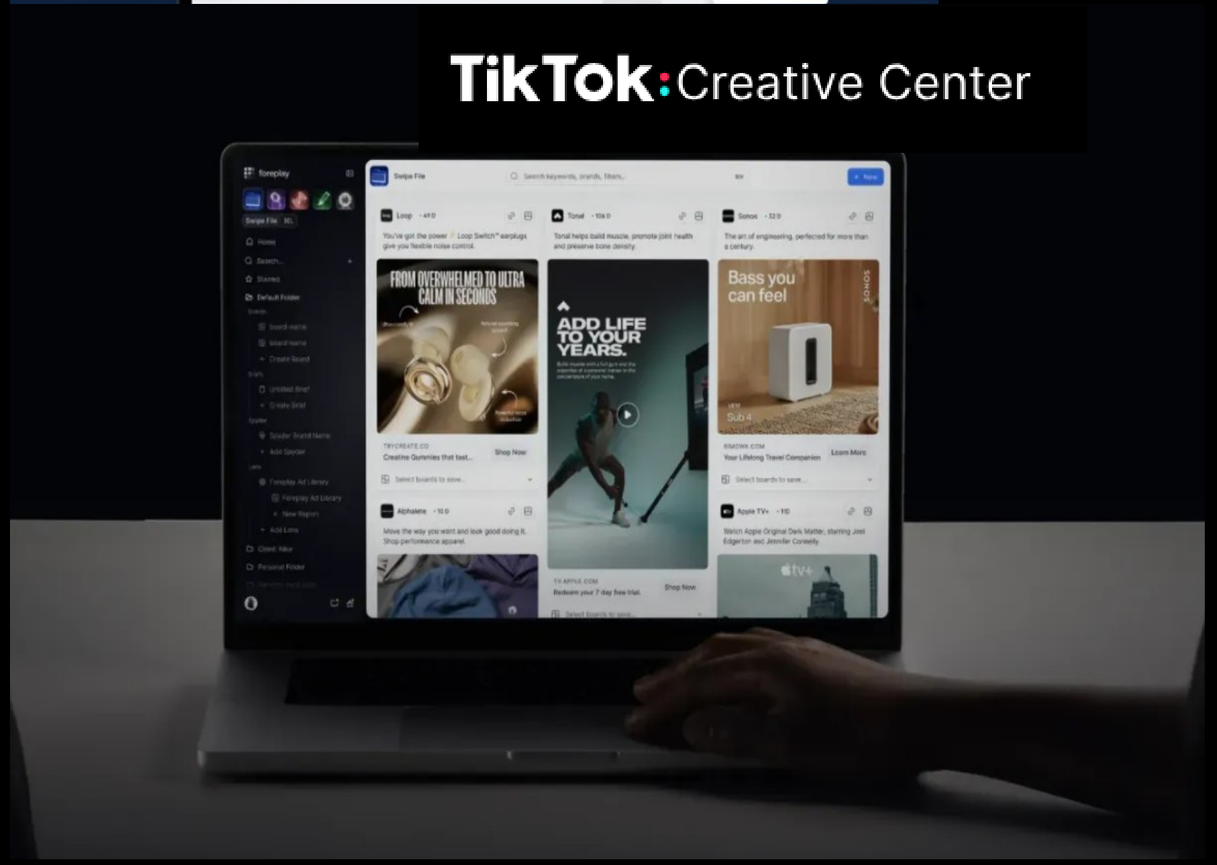


Facebook Ad Library or **TikTok** Creative Center.



Use the free Meta Ad Library to conduct competitor and market research without needing an account. Simply enter a brand name or keyword to uncover active ad creatives, exact copy, platforms, and launch dates. Filter results by country, media type, and status for targeted analysis

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Home About Products

Target customer research ?



Target customer research is the process of gathering and analyzing data about your **ideal audience's** demographics, behaviors, and pain points to ensure your product-market fit this approach segments the overall potential market into subsets based on shared traits — such as age, location, income, lifestyle, values, or purchasing behavior.

A target market analysis is a structured process businesses use to identify and understand the specific group of customers most likely to buy their product or service.

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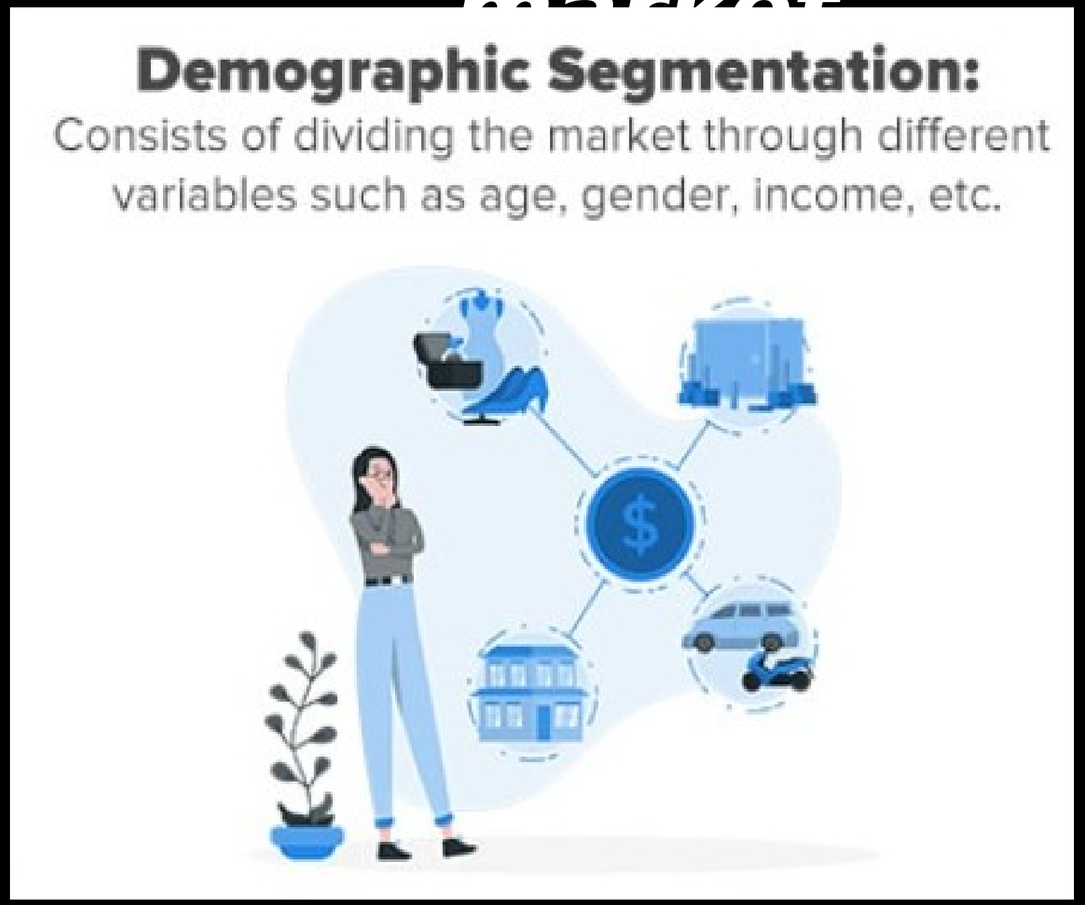
How to segment a target market



Demographic Segmentation (Who are they?)

- **Age: Gender:** Male and Female
- **Occupation:** Students, university graduates, and young professionals
- **Income Level:** Middle income ,high-income and low income
- **Education:** High school graduates, college students, or university graduates
- **Marital Status:** Mostly single or newly married

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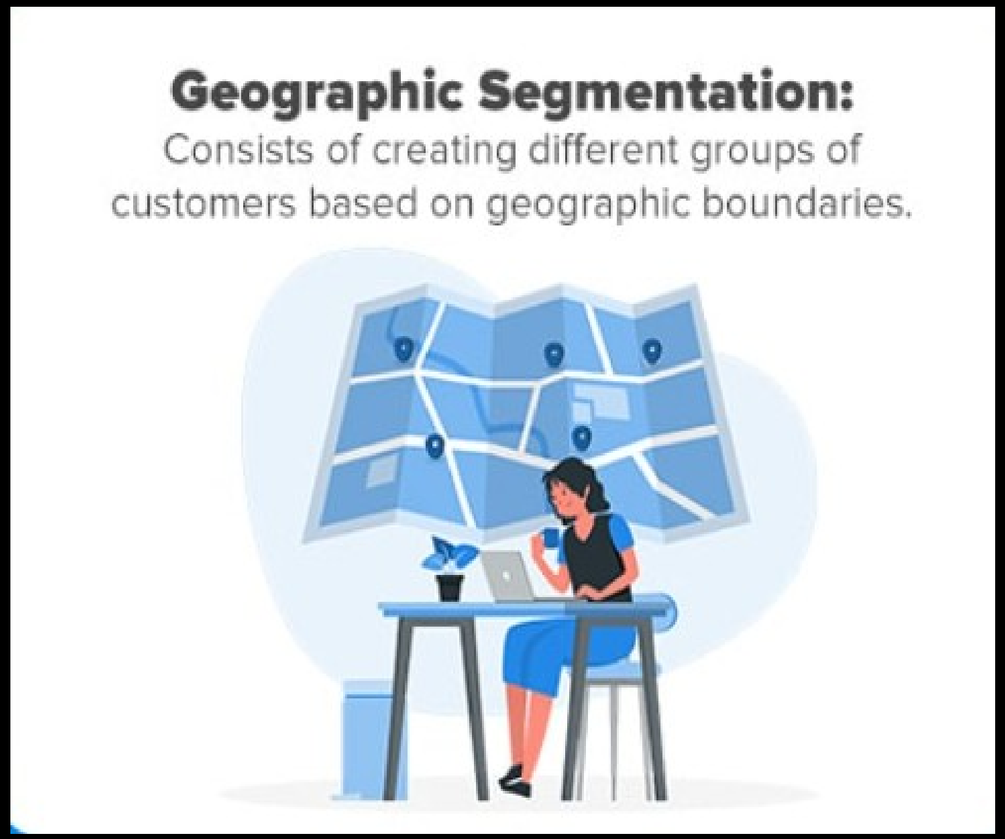
How to segment a target market



Geographic Segmentation (Where do they live?)

- **Countries:** United States, Canada, United Kingdom
- **Cities:** Large cities and urban areas
- **Climate:** Suitable for cool and moderate climates where hoodies are worn throughout much of the year
- **Language:** English

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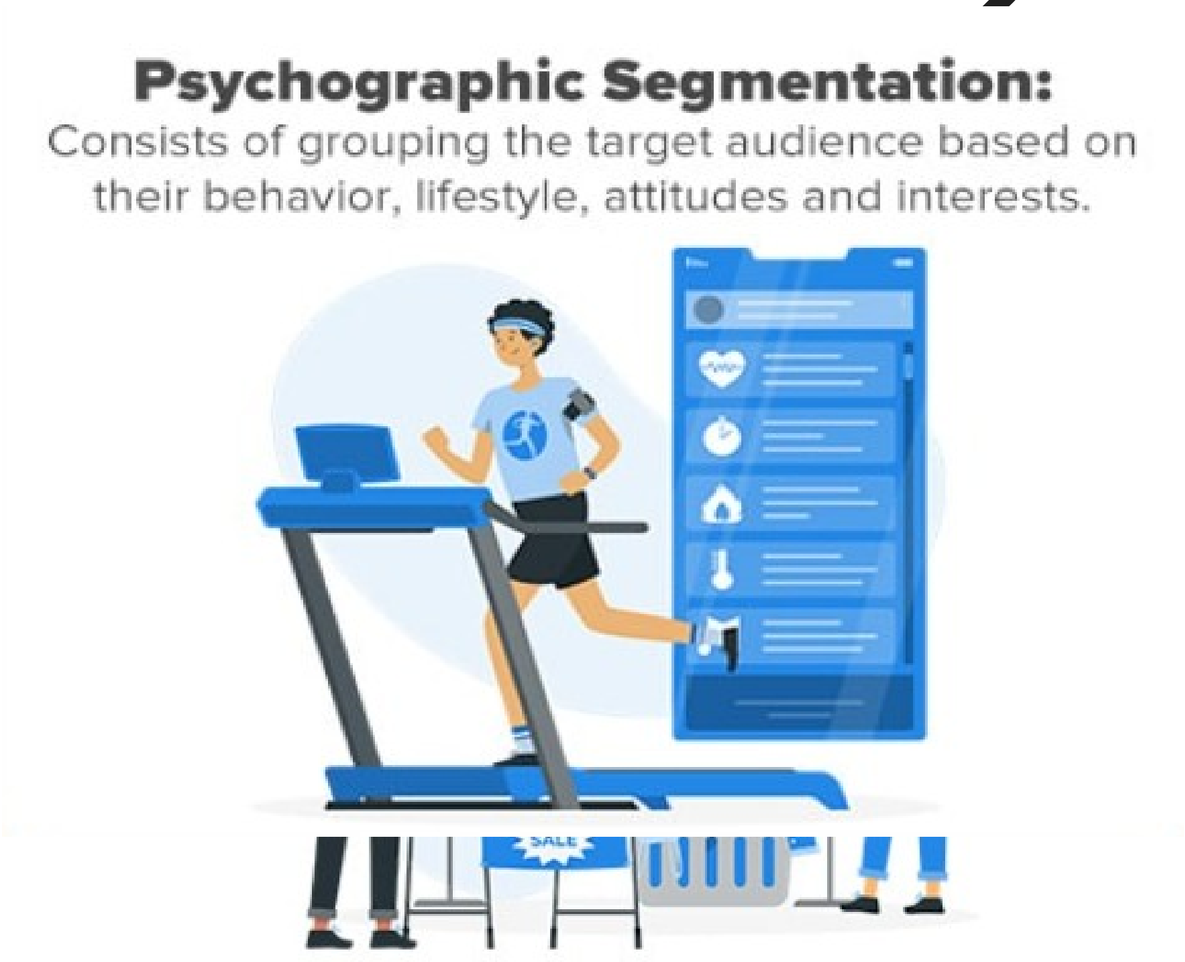
Psychographic Segmentation

(What do they think, value, and enjoy?)

- **Lifestyle:** Casual, modern, and active
- **Personality:** Creative, expressive, trend-conscious, and confident
- **Interests:** Fashion, gaming, music, fitness, streetwear, travel, and social media
- **Values:** Comfort, quality, originality, and self-expression
- **Goals:** Look stylish while wearing comfortable clothing and express their personality through fashion
- **Problems:** Finds it difficult to locate unique, high-quality hoodies that are both comfortable and affordable



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Behavioral Segmentation (How do they shop?)

•**Shopping Habits:** Compares prices, reads customer reviews, and watches product videos before buying

•**Buying Motivation:** High-quality fabric, unique designs, comfort, and value for money

•**Purchase Frequency:** Buys clothing several times each year, especially during seasonal sales or new product launches

•**Preferred Shopping Platforms:** Shopify stores, Amazon, Etsy, and TikTok Shop

•**Favorite Social Media Platforms:** TikTok, Instagram, and YouTube
•**Budget:** $40–$70 per hoodie
•**Buying Concerns:** Poor fabric quality, incorrect sizing, slow shipping, and high delivery costs



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Customer or buyer Persona Template (Use for Any Product)

- Age: _____
- Gender: _____
- Location: _____
- Occupation: _____
- Income Level: _____
- Interests: _____
- Goals: _____
- Problems They Want to Solve: _____
- Shopping Habits: _____
- Favorite Social Media Platforms: _____
- Where They Buy Online: _____
- Budget: _____
- Buying Motivation: _____
- Concerns Before Buying: _____

RESEARCH TOOLS

THAT KNOW YOUR AUDIENCE'S BRAIN

SEMRUSH
Packed with domain, keyword, phrase, and competitor research

GOOGLE TRENDS
Leading market analysis tool, keywords, visuals

PINTEREST
Scroll through pins and use their SEO

TWITTER (X)
Use to see what your industry talks about/wants

QUORA
Search their online forum

ANSWER THE PUBLIC
My personal favorite!

REDDIT
Search in subreddits related to your niche!

THINK WITH GOOGLE
AI tool to help your marketing efforts!

NIELSENIQ
Retail and consumer insights

IG/TIKTOK
Use as a search engine find what works in your niche

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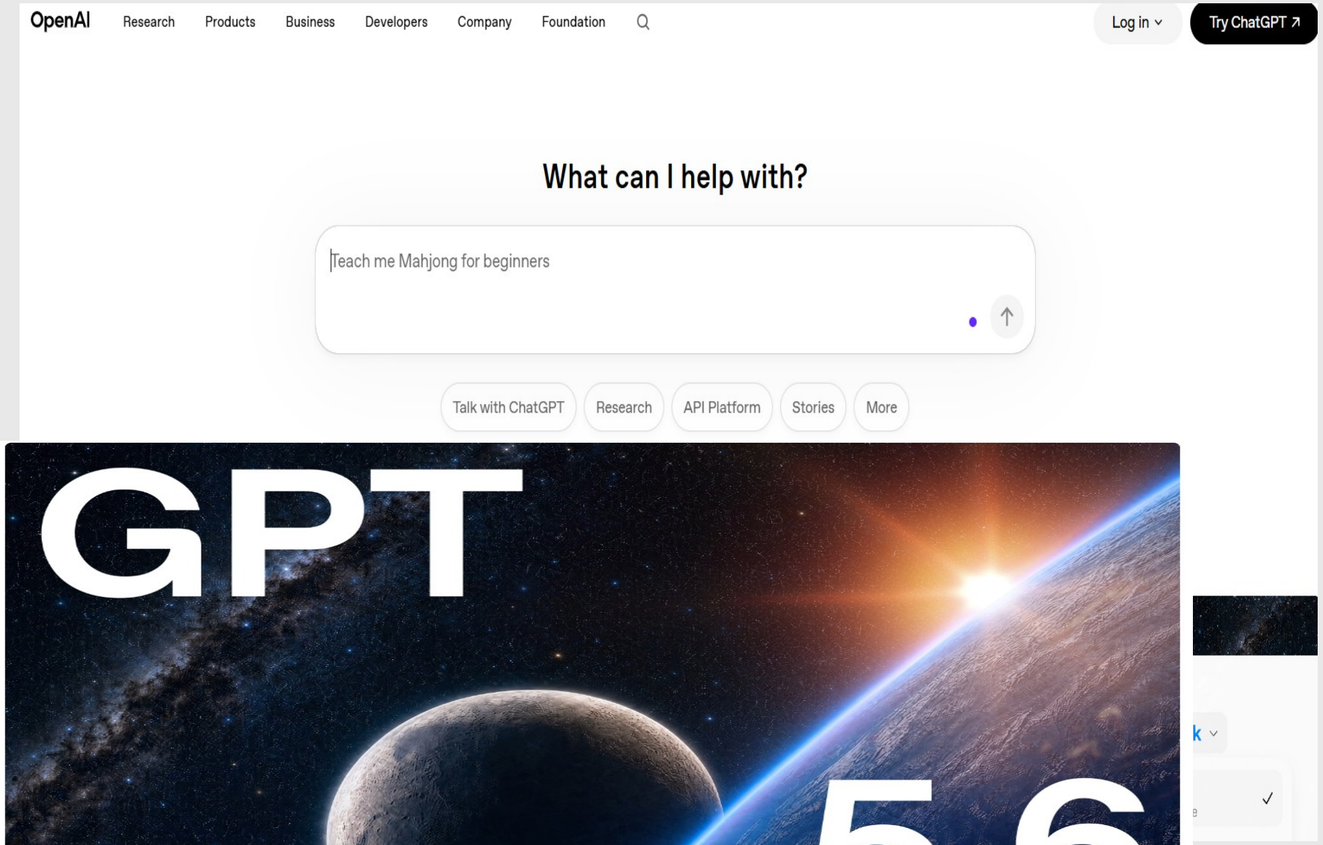
OpenAI



🔗 Try Chat-GPT: https://openai.com/index/chatgpt/

Home About Products

Chat-GPT plus!

Use AI to speed up your research process! Chat-GPT can help you create detailed customer personas, generate survey questions, summarize reports, or brainstorm market insights—saving hours of manual work.

Use a Highly Effective Prompt Templates

1. Customer Pain Points
2. Customer Journey
3. Analyzing a Competitor

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TREND HUNTER ?

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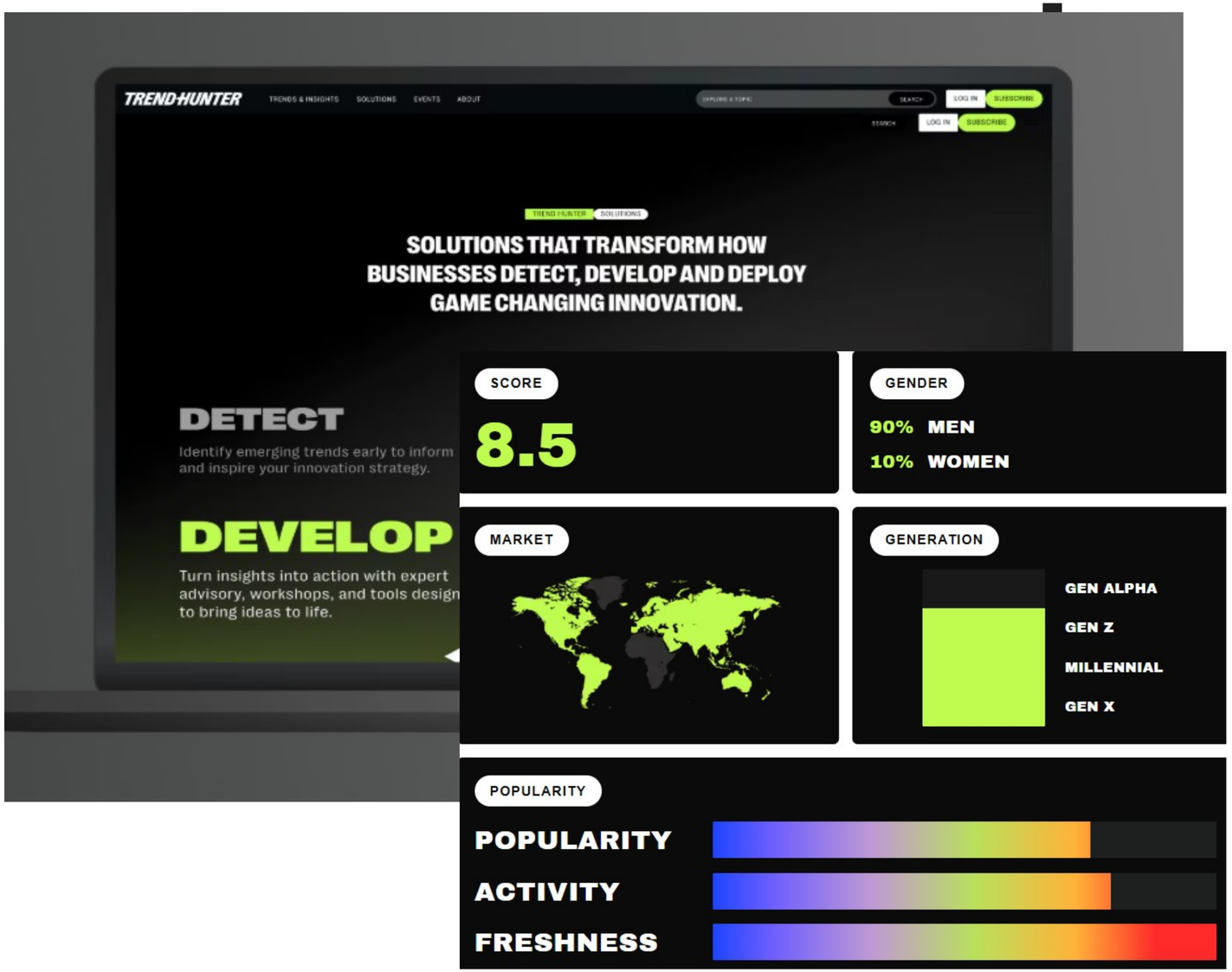

Model 4

Ecommerce

Product sourcing and branding

Ecommerce product sourcing and branding is finding a profitable products that you can sell online to your customers by applying a unique logo, custom packaging, and a strong market identity.



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What products?

Products are anything a company sells—whether physical items, digital products, or services. In retail, you'll often hear products called consumer goods or merchandise.

Retailers choose their merchandise based on market demand and what their customers want, from everyday essentials to luxury items

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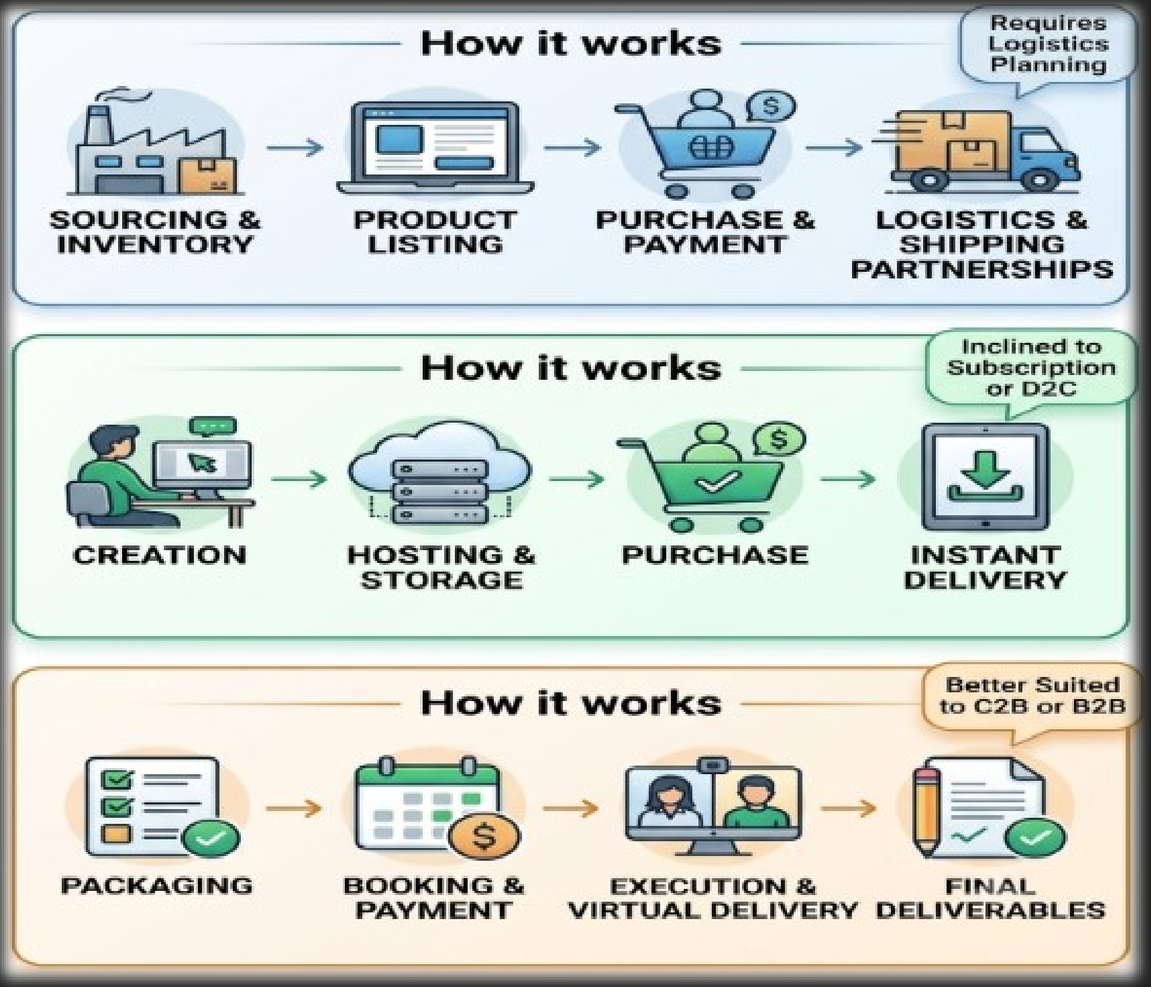
Types of Ecommerce Product

- **Physical Products**: Tangible items that require logistics planning, inventory management, and shipping partnerships to deliver to the customer.

- **Digital or Downloadable Products**: Intangible assets like online courses, software, or downloadable media. These are highly scalable and frequently leverage subscription models or Direct-to-Consumer (D2C) strategies.

- **Virtual product or Services:** Intangible offerings such as consulting, coaching, or freelancing. These generally fit best within Consumer-to-Business (C2B) or Business-to-Business (B2B) models



Product Analysis

Physical vs. Digital vs. Service



Compare and Contrast	Physical Products (Requires Logistics)	Digital Products (Subscription or D2C)	Service-Based (C2B or B2B)
Initial Investment	**High** • Inventory, production, warehouse	**Moderate to High** • Platform development, content creation	**Low to Moderate** • Skill development, setting up booking system
Logistics Complexity	**Very High** • Supply chain, shipping, storage	**Low** • Cloud-hosted, digital delivery	**Low to Moderate** • Scheduling, virtual delivery platforms
Profit Margin	**Lower per unit** • High production/shipping costs	**Higher** • Zero marginal product cost	**Variable** • High on per-project basis, low for new freelancers
Scaling Potential	**High** • Can replicate production, but requires more infrastructure	**Extremely High** • One file, unlimited users	**Lower per Person** • Scaled by hiring more people, or by creating a productized service

Start Small, Think Big

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Home About Products

plus!



What Product Sourcing?

Product sourcing is the process by which a business finds a **reputable or trustworthy supplier** to purchase quality product inventory at a wholesale price.

N.B.

It isn't just about finding the **cheapest items**; it's about **balancing** cost, quality, lead times, and reliability.

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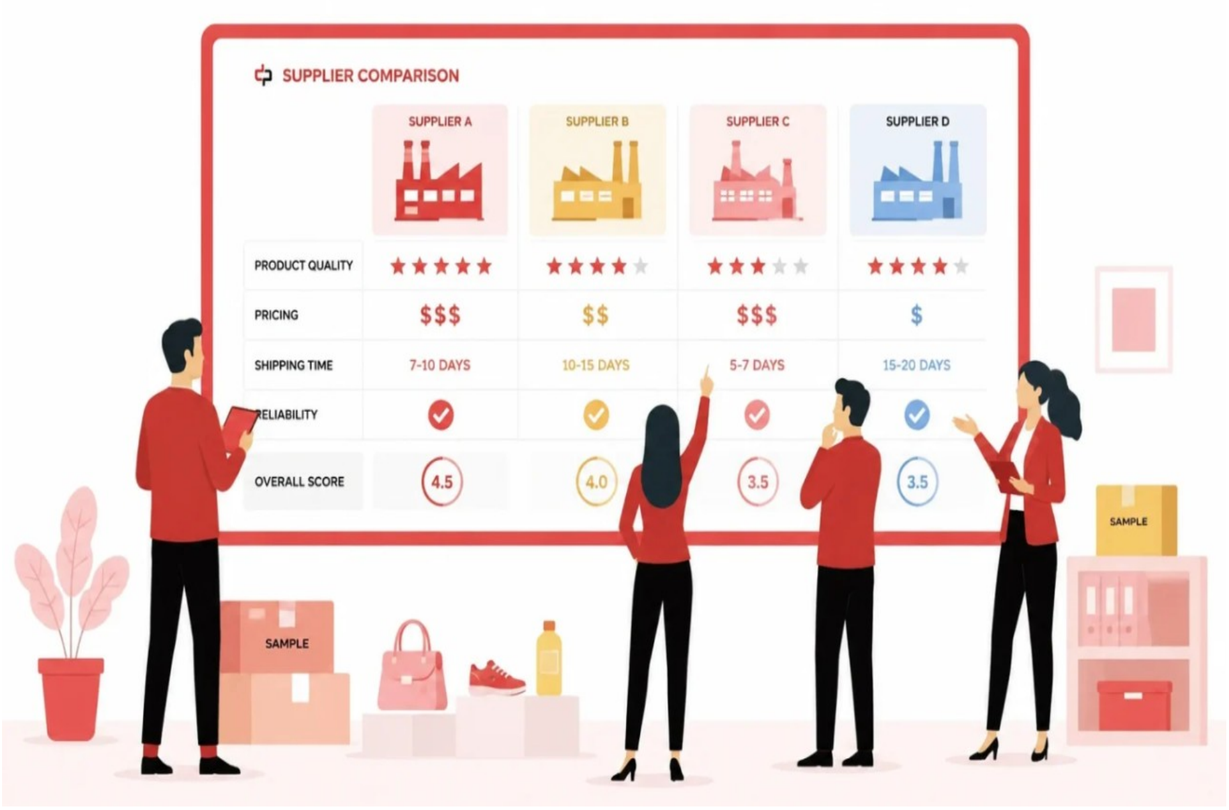
How Product Sourcing Works !!!





Supplier Research & Comparison

search for suitable suppliers, compare product quality, pricing, production capability, and communication efficiency to identify the best sourcing options for your business.



1.Check Reviews and Ratings: Look for "Verified" badges on platforms like Alibaba. Search for the company name on Google with the word "scam" or "complaint.

2.Communicate Directly: Use Skype, WhatsApp, or the platform’s messaging system. How fast do they respond? Do they answer your questions clearly?

3.Understand the MOQ: Minimum Order Quantities (MOQ) can be a deal breaker. If a manufacturer requires you to buy 1,000 units but you only want 50, you'll need to negotiate or move on.

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Pricing & Product Sampling



receive detailed pricing information and request product samples to verify quality, materials, and overall product consistency before moving forward.

1. Evaluate Detail Pricing : Focus on total cost, not just unit price to know the total landed costs, shipping expenses, customs duties, quality control costs, storage fees, returns management including.

2. Order Samples: Never buy in bulk without seeing the product first. Check the quality, packaging, and shipping time.

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Product Example



Sourcing

Sourcing Factor	Supplier A (Cheap Factory)	Supplier B (Reliable Partner)
Unit Price (FOB)	**$3.50** per bottle *(Looks cheaper)*	**$4.20** per bottle
Communication	Replies every 2–3 days, short answers	Replies in 2 hours, provides clear specs
Sample Quality	Dented cap after 1 drop test	Passed all drop and insulation tests
Shipping & Duties	$2.00 / unit (Air freight only)	$1.10 / unit (Optimized Sea freight)
Defect Rate	~5% (50 broken bottles)	~0.5% (5 broken bottles)
True Landed Cost	**$5.78** per sellable unit	**$5.33** per sellable unit

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Product Sourcing Strategy



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1 .Wholesale Sourcing

Wholesale sourcing involves purchasing products in bulk from manufacturers or distributors at a discounted rate and then reselling them at a markup. This method is popular due to the potential for high margins and the ability to establish a consistent supply chain.

Pros	Cons
Brand Recognition: Selling products from brands people already know and trust can make marketing much easier.	•**Lower Margins:** Because you are buying a finished product from a middleman (the wholesaler), your profit per unit is often lower than if you manufactured it yourself.
Lower Risk: You aren’t inventing a new product; you are selling something with a proven market demand.	• **Competition:** Other retailers can sell the exact same product, often leading to "price wars" where the lowest price wins.

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Platforms for Wholesale Sourcing

ebay

Alibaba Group

Made-in-China
Connecting Buyers with Chinese Suppliers

TRADEWHEEL.COM
Grow Businesses Globally

AliExpress

amazon

global sources



What is a private label?



Private labeling also known as store brands, house brands, or private brands**.** in which a retailer sells products manufactured by a third party then retailer’s market and sell under their own brand

The product itself already exists in some form, but you customize key elements, including:

- Ingredients
- Materials
- Features
- Packaging
- Labeling

Best example are Beauty and skin care, Food and beverage, Supplements, and Hardware modifications.

Building Your Own Brand

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private label pros and con?



private labeling benefits

- Sell products exclusively under your own brand
- Control pricing, packaging, and positioning
- Build a differentiated or unique product line

private labeling drawbacks

- Requires upfront investment range from $2–$15 per unit
- Dependent on third-party manufacturers take 2–15 weeks
- Quality issues directly impact your brand

Established businesses and high-quality manufacturers

: The product is identical across multiple retailers. Only the packaging and logo change. For example, the same generic phone charger sold under three different store brands.

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White Labeling product



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A white label product or service is a generic item produced by one company (the manufacturer) that other businesses rebrand and sell to consumers as their own. But not allowed exclusively customization on product future seller Only the packaging and logo change . For example, the same generic phone charger sold under three different store brands.

How White Labeling Works

- **Mass Production:** A third-party manufacturer creates a standard, unbranded product or service in bulk to achieve economies of scale.
- **Branding Customization**: A reseller purchases the generic product and applies their own logo, color scheme, packaging, and brand identity.
- **Retail Sale:** The reseller sells the item through their channels, controlling the final pricing and customer experience

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Wonnda

MAKERS NUTRITION

supliful

SourcinBox

Magic

THOMAS

DR. HC ORGANICS

Source for private label?

ınternational private label suppliers

For brands looking to expand their catalog, these international partners can connect you to a global supply chain.

- Supliful
- SourcinBox
- Magic Soaps
- CJ Dropshipping

Building Your Own Brand

MODERN THREAD

private labeling vs white labeling



DECISION FACTOR	WHITE LABELING	PRIVATE LABELING
Product Customization	NONE Pre-manufactured; brand logo addition only	HIGH Custom specifications, formulas & design
Exclusivity	NO Shared stock item available to competitors	YES Exclusive product rights & custom IP
Speed to Market	**4 to 8 Weeks** (Rapid off-the-shelf launch)	**3 to 6 Months** (Prototyping & testing required)
Upfront Investment	**Low Capital** ($1,000 – $10,000)	**Medium to High Capital** ($10,000+)
Minimum Order (MOQ)	500 to 5,000 units	1,000 to 10,000+ units
Pricing & Margins	Standard margins; competitive retail pricing	Higher margins; premium pricing capabilities

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fiverr.

Branding and packaging



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What is Branding? Branding is the process of creating a unique identity for your business. It is how customers recognize, remember, and trust your products. A strong brand helps you stand out from competitors and encourages repeat purchases.

Key Elements of Branding

- **Brand Name** – A memorable and meaningful business name
- **Logo** – A visual symbol that represents your brand.
- **Brand Colors** – Colors that reflect your brand's personality.
- **Typography** – Fonts used consistently across your website and marketing.
- **Brand Voice** – The tone and style you use when communicating with customers.
- **Brand Values** – The mission and principles your business stands for.

Packaging for product?

Pacdora



What is Packaging? Packaging is the way your product is presented and protected during storage, shipping, and delivery. Good packaging keeps products safe while creating a positive first impression when customers receive their order.

Types of Packaging

1. **Product Packaging** :The container that directly holds the product. Examples Bottle, Box, Jar, Tube and Pouch

2. **Shipping Packaging** Used to protect products during transportation. Examples Corrugated cardboard box, Bubble wrap, Air pillows Packing paper and Protective foam

3. **Branded Packaging** customized with your brand identity.

Examples Custom boxes with your logo , Printed tissue, paper Branded tape Thank-you cards and Custom stickers

Start Small, Think Big

Pacdora



Fulfillment & Delivery Models !!!!

Fulfillment centers are physical spaces where customer orders are processed and fulfilled. These are usually designed to offer cost-efficient, fast e-commerce business order fulfillment.

Types of Order Fulfillment Models

1. In-House Fulfillment

In this model, a business handles all aspects of order fulfillment internally. This includes inventory storage, order processing, packing, and shipping.

2. Third-Party Fulfillment (3PL)

A third-party logistics provider manages the fulfillment process on behalf of a business. includes warehousing, order processing, shipping, and even returns management.

3. Dropshipping

seller does not maintain any inventory of products. Instead, when a customer places an order, it is forwarded to a supplier or manufacturer who ships the product directly to the customer.

Key Steps in the Order Fulfillment Process!!!



Step 1: Receiving Inventory: Inspecting and logging incoming goods.

Step 2: Inventory Storage: Placing items systematically in designated locations.

Step 3: Order Processing: Checking availability, picking lists, and payments.

Step 4: Picking: Retrieving the correct items accurately from storage.

Step 5: Packing: Securing items with slips, labels, and weight checks.

Step 6: Shipping: Handing over to delivery services via optimal methods.

Step 7: Delivery: Transporting packages and tracking them in real time.

Step 8: Returns Management: Processing returned items and updating inventory.



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warehouse Maps



Find more maps at slidescarnival.com/extra-free-resources-icons-and-maps

Types fees	purpose of fee	Cost ranging
Initial setup fees	you only have to pay a setup fee once to get started and integrate	$100 - $1,000.
Intake fees	pay an intake fee whenever inventory arrives at the warehouse for arrangement .	• Hour ($20 - $50 is standard) • Unit (usually $0.25 per unit) • Pallets (usually $5 - $15 each)
Storage fees	You'll pay a storage fee to hold all of your inventory before shipping it out to the customer	• Pallets ($5 - $15 per pallet per month) • Cubic feet ($0.30 - $0.55 per cubic foot per month) • Bins for smaller items ($1 - $250 per bin per month)
Fulfillment fees	This fee covers the costs 0f picking up the products, and packaging them for the customer.	$0.25 - $3 per item or cost a percentage of the item's retail value
Shipping fees	cost of shipping pay based products, customer addresses, product size and weight, and more	10%–50% less than standard shipping rates You can expect to pay $2 - $25+ on shipping
Kitting fees	combining your products into one set or together in one package as a product bundle	typically around $60/hour.
Return fees	pay a fee to your fulfillment center to process the return when customer need to return items	pay $30 - $50 per hour



What is Dropshipping ??

Dropshipping is an online retail business model where you sell items without keeping stock or having an inventory .you are the storefront, and suppliers manage the storage and shipping.

Examples of Dropshipping

- Fashion Nova, Rocket Dog (Fashion & Apparel)
- Sage & Sill (Home Decor & Lifestyle)
- Inspire Uplift (Gadgets & Gift)
- Kylie Cosmetics (Beauty and Cosmetics)

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Step-by-Step Dropshipping Transaction Process

Phase 1: The Customer Purchase

Customer orders: A buyer visits your website and purchases a product. And **Payment collected:** The customer pays you the full retail price (e.g., $100) plus shipping.

Phase 2: The Supplier Payment

Order forwarded: You or your automation software send details to the supplier. **Wholesale payment:** You pay the supplier their lower wholesale price (e.g., $40) **Supplier ships:** The supplier packages the item and ships it directly to your customer

Phase3 : If a Refund Occurs

Return policies rule: if the item fits their specific return policy. **Shipping costs:** You are usually responsible for the return. **Out-of-pocket risk**:

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Pros of Dropshipping

- **Low Cost:** You do not need to buy products ahead of time or rent a warehouse.
- **Easy to Start:** You can launch a store quickly using basic tools and a laptop.
- **Work from Anywhere:** You only need an internet connection to run your shop.

Cons of Dropshipping

- **Low Profit:** Because it is easy to start, many people sell the same items, forcing prices and profits down.
- **No Quality Control**: You never see the items before they reach the buyer, so bad products hurt your reputation.
- **Shipping Issues**: If the supplier is slow or makes a mistake with delivery, your customer gets angry at you.



What is Print-On-Demand ????

Print-On-Demand allows you to sell customized products with your own designs. Whenever a customer buys a product from your store, the item is printed and then shipped out.

This sourcing method can create and sell custom printed products with your own design - shirts, shoes, phone cases, mugs, tote bags, pillows, blankets and many more.

Established businesses and high-quality manufacturers

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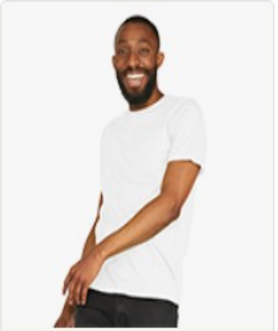
Print-On-Demand

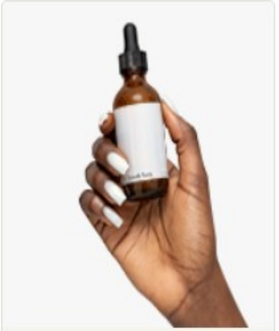




Embroidery



Early Access



Assembled in the USA



Bags



Streetwear



Personalization Picks

Product costs	**$**
Production price (size M, color Sport Grey)	**$23.61**
Shipping (US)	**$8.49**
Shopify transaction fee	**$0.30**
Total cost	**$32.40**

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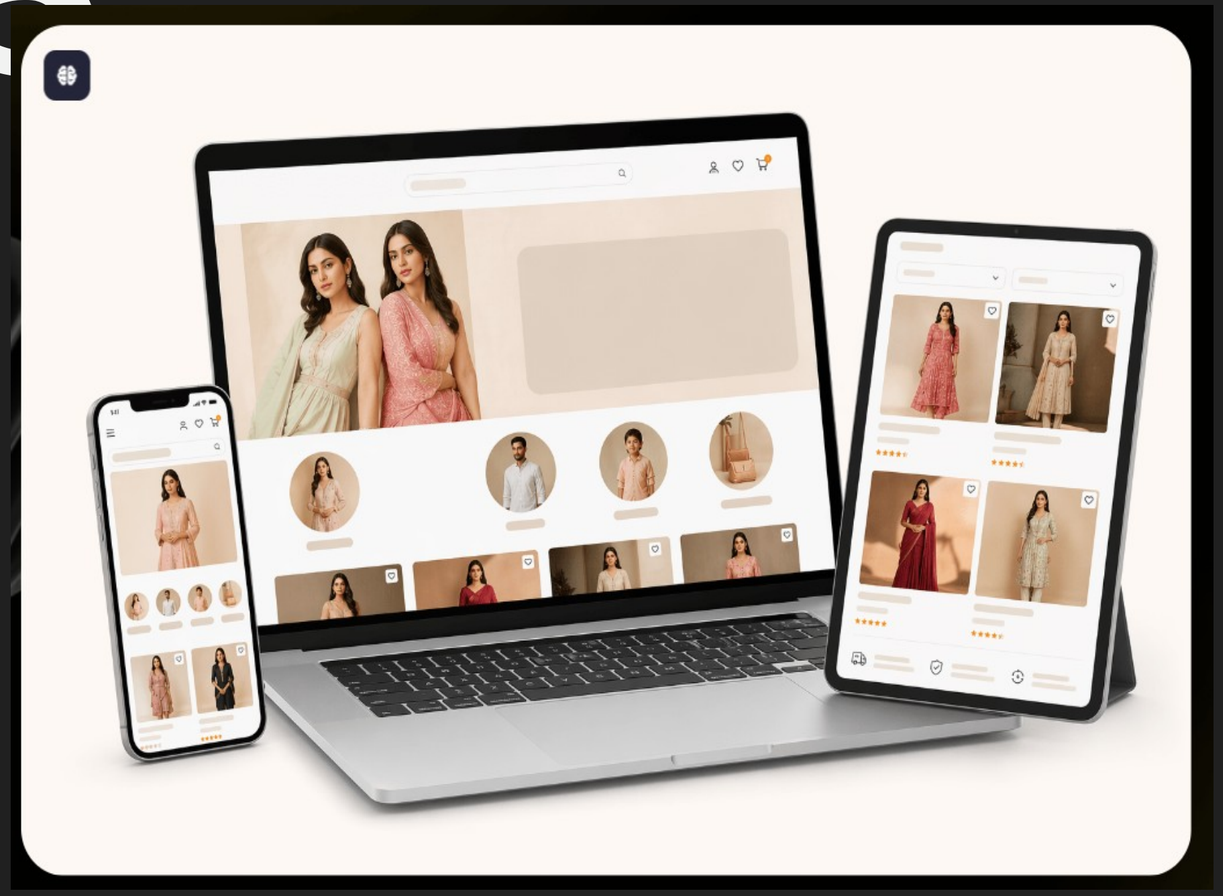
Module 5

E-COMMERCE PLATFORMS



An e-commerce platform is a software tool that lets connect buyers and sellers over the internet through a digital storefront, where customers browse products, place items in a virtual cart, pay securely online, and receive their items via shipping or digital delivery

Ecommerce Ecosystem diagram

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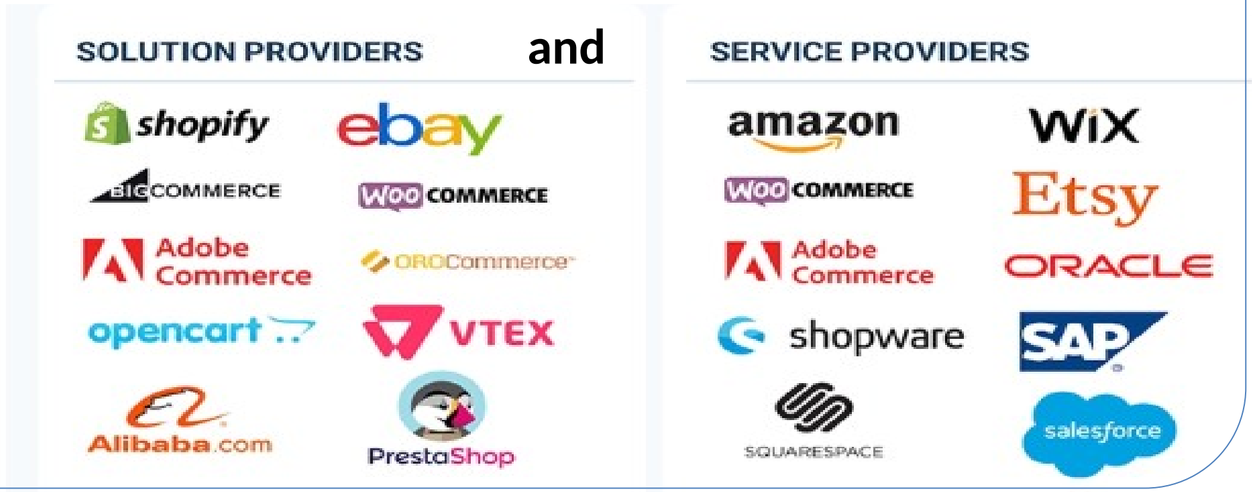
provide end-to-end e-commerce services and storefronts to costumer,

IT consulting that connect, customize, and integrate enterprise



and







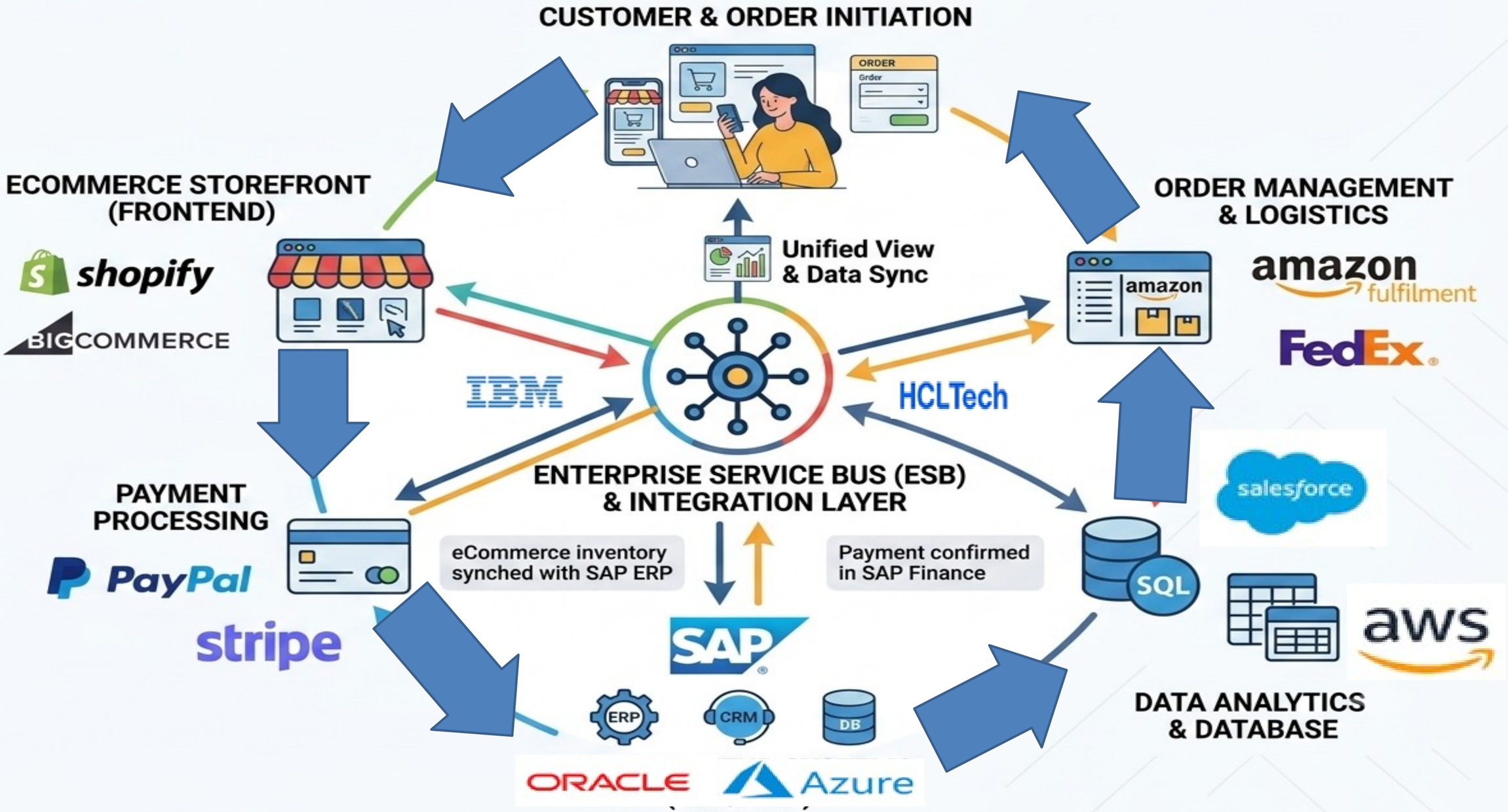


supporting e-commerce applications hosting ,ERPs, CRMs, and databases

supply chain management companies.

transactions and checkout solutions.

ECOMMERCE PLATFORM MARKET ECOSYSTEM; HOW THEY WORK TOGETHER



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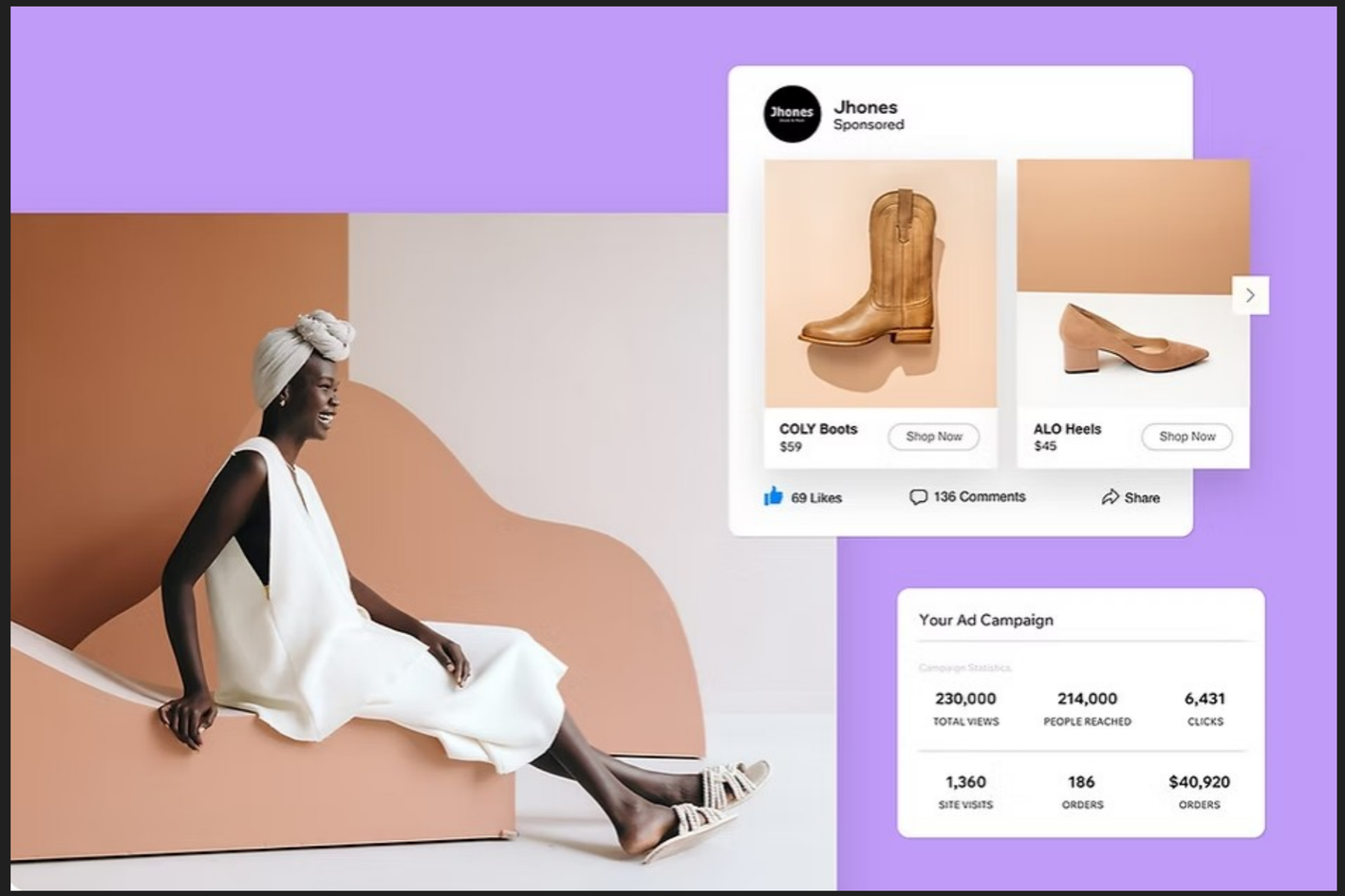
Types Of Ecommerce Platform or sales channels

STANDALONE STORES

A standalone store is Developing an independent private website or mobile app for your own businesses on your own private website. You control the design and the data.

Examples: Shopify, WooCommerce, Magento.



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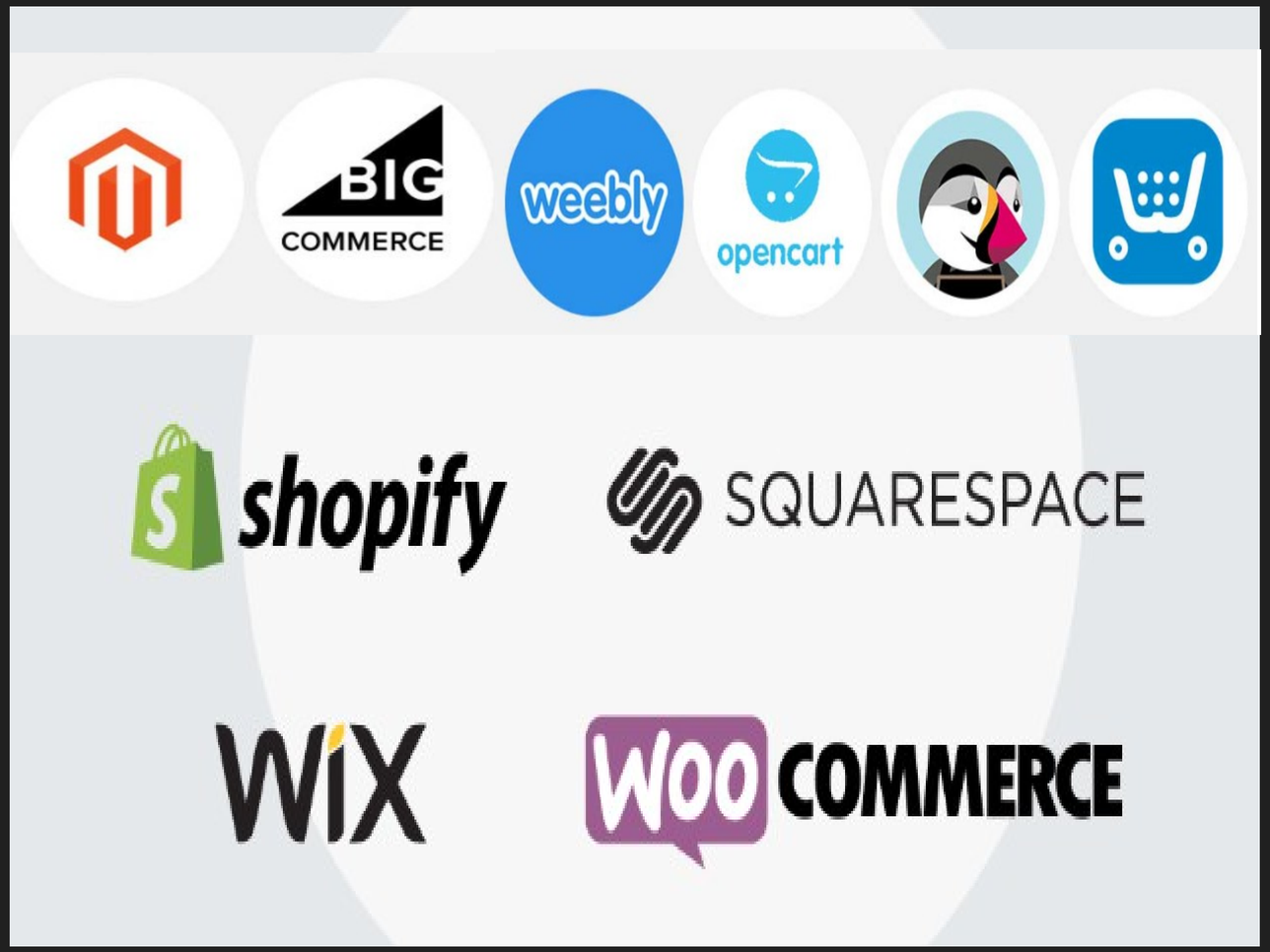
STANDALONE STORES



Best for: Building a long-term business and brand.

Advantages

- Complete control over your website and Build a strong brand identity. Customize the shopping experience

- Own Customer Data like email lists and purchase history.

Disadvantages

- You need to know technical aspects
- Higher setup and maintenance costs.
- Takes longer to build customer trust.
- Need to generate your own traffic through SEO, ads, or social media.

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MARKET-PLACES



A marketplace is a large shared website connects buyers and sellers or Many different sellers offer items in one digital store or like physical mall. charging a fee or commission for its use.

Examples: Amazon, eBay, Etsy and Walmart .

General Marketplaces: (Amazon, eBay) – Offer a huge variety of products across many categories.

Niche Marketplaces: (Etsy, Reverb for musical instruments) - Focus on specific product categories or interests.

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MARKET-PLACES



Best for: Beginners who want fast get access to customers.

Advantages

•Marketplace already has millions traffic of buyer. Customers already trust the platform.
•Easier to start selling no need technical aspects. Marketplace handles

Disadvantages

•High competition.
•Commission and listing fees 10 to 15%.
•Limited branding opportunities.
•Less access to customer data or information.

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social commerce

social commerce tools that let users buy products directly inside social media apps. Social commerce uses social media networks to sell items directly in the app.

Examples: WhatsApp Business, Pinterest Shopping, Facebook Shops and TikTok Shop



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SOCIAL COMMERCE



Best for: Businesses that create engaging content and build communities .

Advantages

•Quick and inexpensive to start.
•Products can go viral.
•Direct communication with customers.
•Excellent for influencer marketing.

Disadvantages

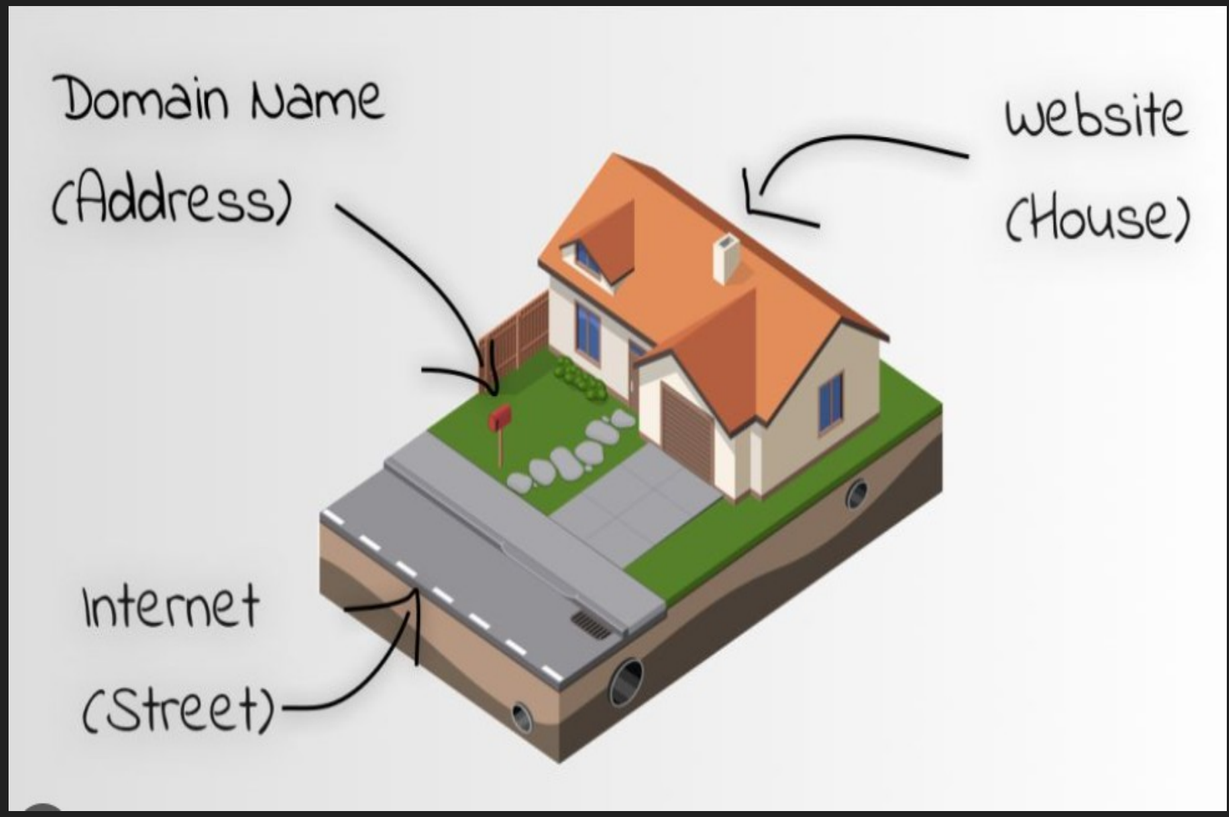
•Success depends on followers and ads drive traffic. You need content and engagement
•Platform algorithm changes can affect sales.
•Limited customization: You cannot fully design your store the way you want.
•Some features are only available in certain countries due to local regulations, payment systems, and platform policies.

How To launch an e-commerce website

To launch an e-commerce website, you need two essential components:

Domain Name (The Address): **is** Just like a street address tells visitors where your physical home is located, Domain name = Your store's street or business address

Web Hosting (The Land / Physical House Space): hosting is the land where that house actually stands so it can exist on the internet.



If the website is the actual house and the domain is the address,

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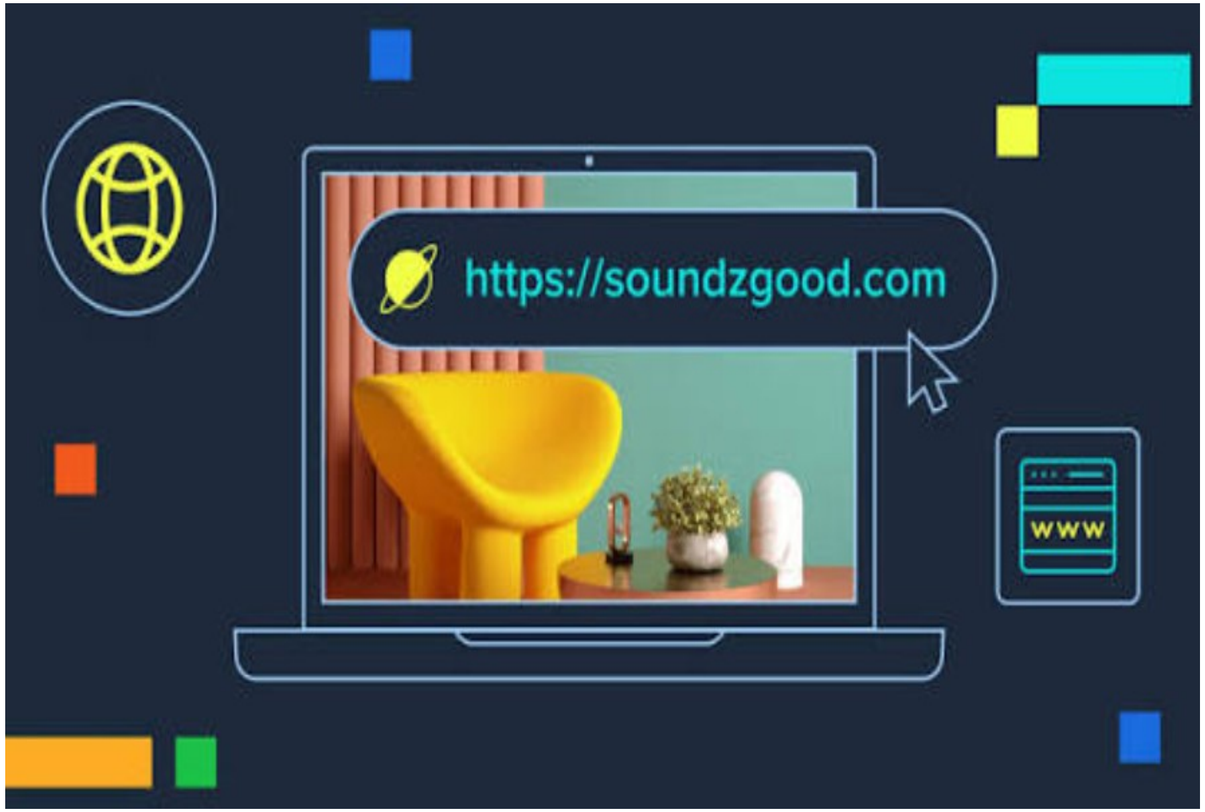
What is a Domain Name?



domain name is the unique web address customers type into their browser to visit your online store.

a domain translates a complex numerical IP address into a human-readable name so people can easily reach your site.

Examples: www.mystore.com,www.elegantfashion.com

Tips for Choosing a Domain Name

- Keep it short and simple.
- Make it easy to spell and pronounce.
- Match your business or brand name.
- Avoid numbers and hyphens if possible.
- Choose the right extension (.com, .net, .store, etc.).

TikTok Shop

Home About Products

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What is Web Hosting?

Web hosting is a physical server space where all your website's files, images, databases, and code are stored on a server so customers can access your online store 24/7.

Factors to Consider When Choosing

Hosting Speed: Fast loading improves user experience and sales

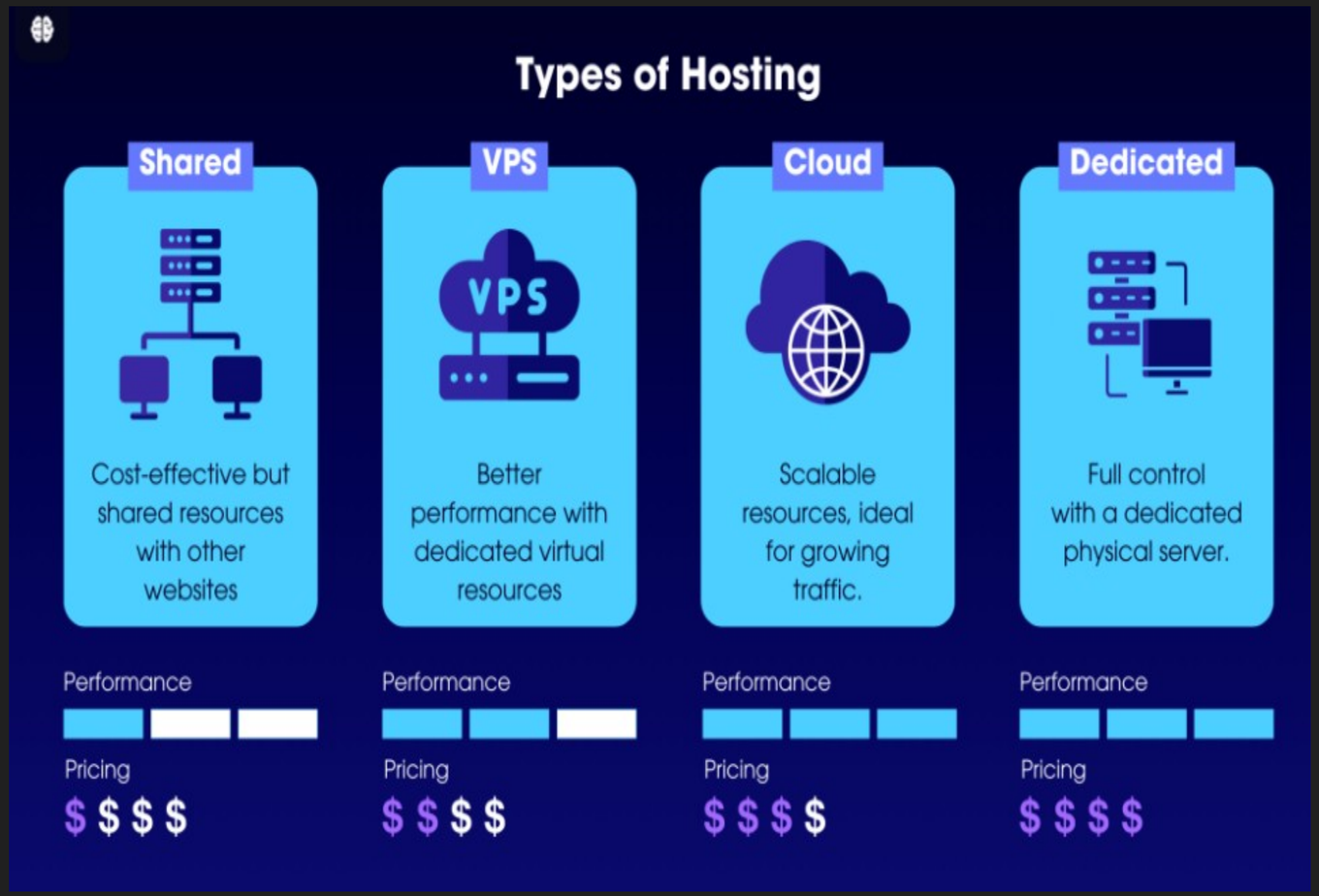
Uptime: Aim for 99.9% uptime so your store is always available.

Storage: Enough space for products, images, and videos.

Bandwidth: Supports the number of visitors your store receives.

Security: SSL certificates, firewalls, and malware

Support: 24/7 technical support is valuable.



Hosting = The building where your store operates Without hosting, your website cannot be viewed online.

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The Hosting Platform Made For

Service provider	Domain registration cost	Web hosting cost
GoDaddy	**$11.99**	Starting at **$2.99**/month
NameCheap	**$9.58**	Starting at **$1.29**/month
Bluehost	**$12.99**	Starting at **$2.95**/month
Hostinger	**$9.99**	Starting at **$1.99**/month



Starter

Perfect for your first website or blog.

$3.99/mo Save 60%

For 36 month term
Renews at $9.99/mo

Get Started

Websites & Hosting

- 10 Websites
- 10 GB NVMe SSD Storage
- Ideal for 40K visits/mo
- AI Site Creation Tools
- 99.99% Uptime SLA
- 30-day Money-Back Guarantee
- Free Domain 1st Year

MOST POPULAR

Business

Ideal for multiple sites needing storage, security, + backups

$6.99/mo Save 50%

For 36 month term
Renews at $13.99/mo

Get Started

Websites & Hosting

- 50 Websites
- 50 GB NVMe SSD Storage
- Ideal for 200K visits/mo
- AI Site Creation Tools
- 99.99% Uptime SLA
- 30-day Money-Back Guarantee
- Free Domain 1st Year

eCommerce Essentials

Essential commerce tools to sell your content online

$14.99/mo Save 32%

For 36 month term
Renews at $21.99/mo

Get Started

Websites & Hosting

- 100 Websites
- 100 GB NVMe SSD Storage
- Ideal for 400K visits/mo
- AI Site Creation Tools
- 99.99% Uptime SLA
- 30-day Money-Back Guarantee
- Free Domain 1st Year

RECOMMENDED

NVMe 2

Personal sites, light apps, and dev sandboxes

$4.69/mo Save 18%

For 24 month term, Due Today:
$112.56
Renews at $5.69/mo

Choose Plan

1 vCPU Core
2 GB DDR5 RAM
50GB NVMe Storage
Unmetered Bandwidth
Multiple data centers

NVMe 4

Docker, AI agents, and growing applications

$9.49/mo Save 21%

For 24 month term, Due Today:
$227.76
Renews at $11.99/mo

Choose Plan

2 vCPU Cores
4 GB DDR5 RAM
100GB NVMe Storage
Unmetered Bandwidth
Multiple data centers

NVMe 8

Multi-container production and heavy traffic

$12.99/mo Save 55%

For 24 month term, Due Today:
$311.76
Renews at $28.99/mo

Choose Plan

4 vCPU Cores
8 GB DDR5 RAM
200GB NVMe Storage
Unmetered Bandwidth
Multiple data centers

NVMe 16

Heavy AI workloads, large databases, and enterprise stacks

$25.99/mo Save 48%

For 24 month term, Due Today:
$623.76
Renews at $49.99/mo

Choose Plan

8 vCPU Cores
16 GB DDR5 RAM
450GB NVMe Storage
Unmetered Bandwidth
Multiple data centers

CLOUD 10

More storage, more sites, more power

$65.00/mo

For 36 month term

Choose Plan

Up to **10** Websites
100% uptime SLA
One-Click Staging
125 GB NVMe SSD Storage
20 vCPU Threads
24/7 Priority Support
Ideal for **300k** visits/mo
Unrestricted Bandwidth
Global Edge Caching
Global Data Centers
Yoast SEO Premium

More Features

CLOUD 25

More resources for pros and agencies

$140.00/mo

For 36 month term

Choose Plan

Up to **25** Websites
100% uptime SLA
One-Click Staging
175 GB NVMe SSD Storage
75 vCPU Threads
24/7 Priority Support
Ideal for **1lm** visits/mo
Unrestricted Bandwidth
Global Edge Caching
Global Data Centers
Yoast SEO Premium

More Features

CLOUD 50

Top speed, performance, and resources available

$230.00/mo

For 36 month term

Choose Plan

Up to **50** Websites
100% uptime SLA
One-Click Staging
225 GB NVMe SSD Storage
150 vCPU Threads
24/7 Priority Support
Ideal for **23m** visits/mo
Unrestricted Bandwidth
Global Edge Caching
Global Data Centers
Yoast SEO Premium

More Features

Standard NVMe 32

Ultimate performance with dedicated resources

Save 25%

$144.19/mo

For 36 month term
Renews at $191.79/mo

Choose Plan

8 CPU cores
32 GB DDR5 RAM
1000GB NVMe SSD Storage
30-day Money-Back Guarantee
Unmetered bandwidth
3 dedicated IPs
Free Site Migration Tool

RECOMMENDED

Enhanced NVMe 64

More storage means more room to play

Save 20%

$220.19/mo

For 36 month term
Renews at $274.19/mo

Choose Plan

16 CPU cores
64 GB DDR5 RAM
2000GB NVMe SSD Storage
30-day Money-Back Guarantee
Unmetered bandwidth
3 dedicated IPs
Free Site Migration Tool

Premium NVMe 128

The perfect pairing of power and resources

Save 20%

$315.19/mo

For 36 month term
Renews at $394.19/mo

Choose Plan

32 CPU cores
128 GB DDR5 RAM
3000GB NVMe SSD Storage
30-day Money-Back Guarantee
Unmetered bandwidth
3 dedicated IPs
Free Site Migration Tool

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Types Standalone store



1. **Hosted Standalone Platforms (SaaS)** act as an all-in-one solution where the software provider handles server infrastructure, speed optimization, and security updates for you.
   Hosted Standalone are Beginner-friendly. Drag-and-drop builders, pre-made templates, and no coding required. **Shopify, BigCommerce, Wix, Squarespace**

2. **Self-Hosted Platforms (Open-Source)** platforms give you raw software that you deploy on your choice of web host (e.g., Site Ground, Blue host, AWS, or Digital Ocean). You own the entire application stack.
   Self-Hosted Platforms are Requires Technical. setting up hosting, domain DNS, SSL certificates, and database management.
   WooCommerce (WordPress), Magento (Adobe Commerce Open Source), OpenCart

TikTok Shop

MODERN THREAD

Home About Products

WooCommerce vs. Shopify





woocommerce vs shopify **comparison**

	WOO COMMERCE	shopify
definition	open-source WordPress plug-in self-hosted ecommerce solution	all-inclusive, paid hosted ecommerce solution
pricing	low hosting subscription fees no per-transaction fees choose server location	high subscription fees possible extra transaction fees other fees
features	customisable - more control WordPress SEO 58,000+ plugins	limited functionality & app choices in comparison
ease of use	unmanaged solution requires WordPress be set up simple WooCommerce setup	fully managed solution easy drag & drop site builder
scalability	upgrade/downgrade any time more control over resources	upgrade/downgrade any time
client support	huge dev community, forums, docs hosting: 24/7 local support	knowledgebase, forum, vids, docs 24/7 support with one vendor





Shopify Store Performance Metrics

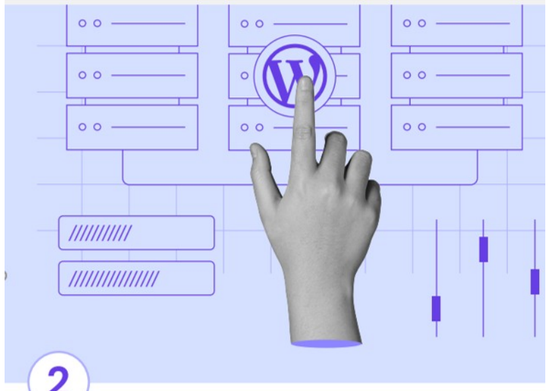
CONVERSION RATE	PAGE LOAD SPEED	MOBILE OPTIMIZATION
2,5%	1.8 seconds	85





1

What You Need to Know Before You Set Up Your First WordPress Website



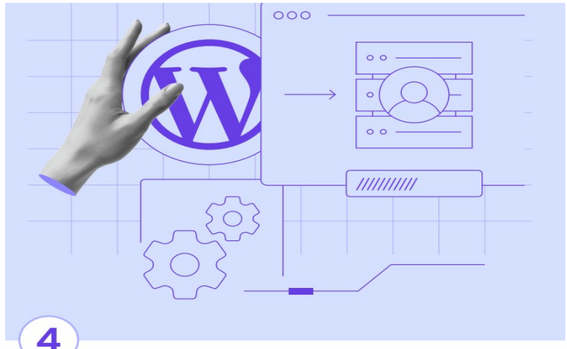
2

Selecting a Hosting Provider and a Plan



3

Registering a Domain



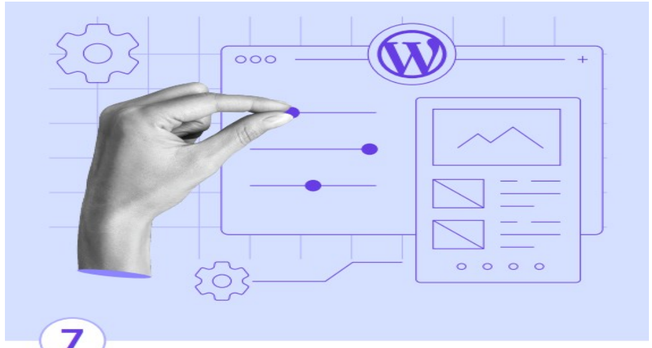
4

Installing WordPress on Your Hosting Account



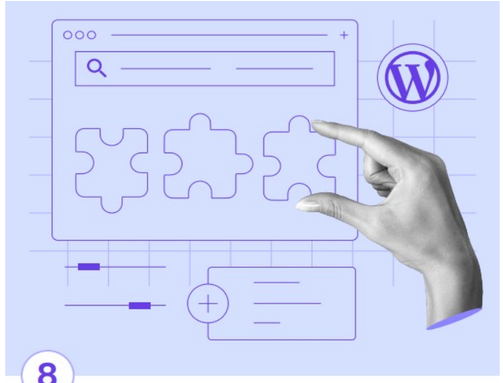
6

Choosing a Theme



7

Customizing Your WordPress Site's Appearance



8

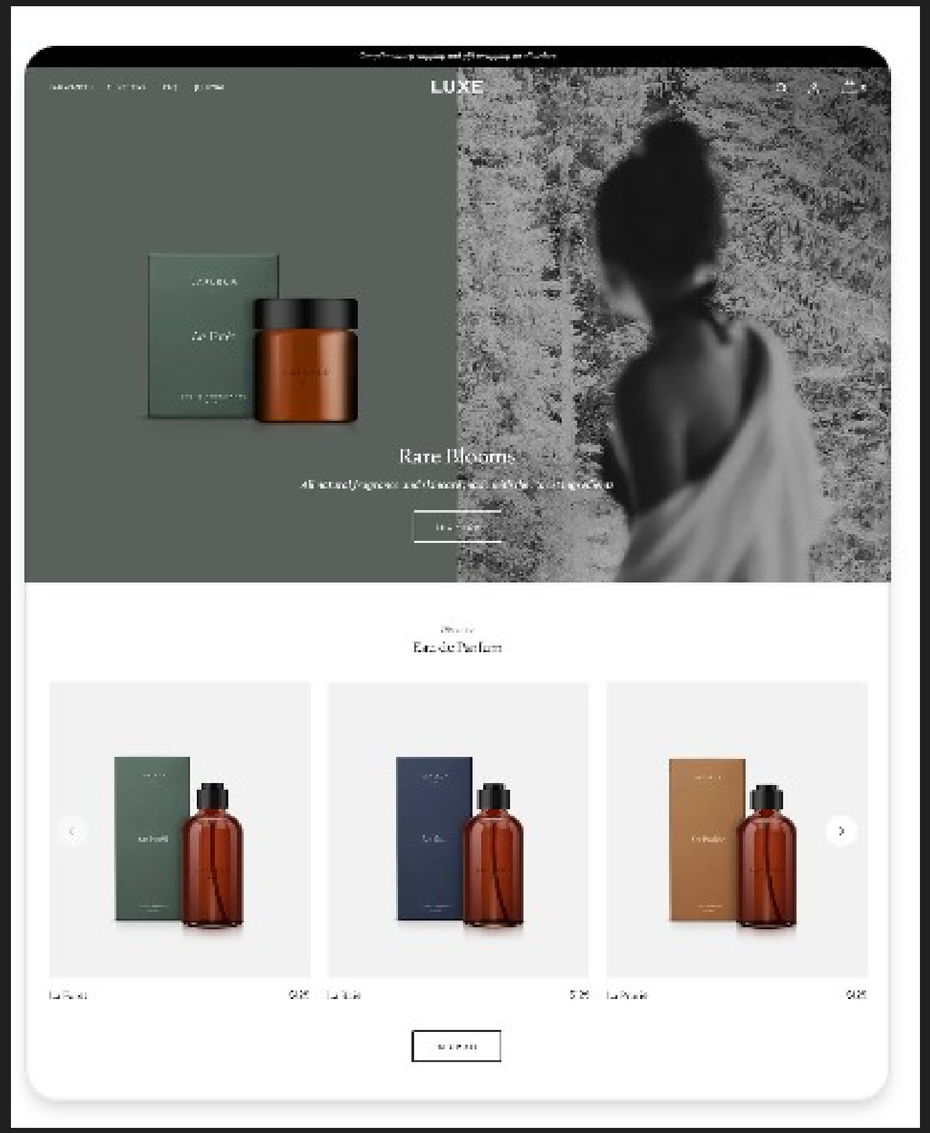
Using WordPress Plugins

TikTok Shop

Principles Of Ecommerce Web Design Layout

MODERN THREAD

Home About Products



- ✓ **Simplicity** (UI and UX): Keeping the design clean, focused, and uncluttered so users can achieve their goals without unnecessary distraction.
- ✓ **Navigation** (menu, list, links, buttons and icons):allows users to seamlessly find what they are looking for within a few clicks.
- ✓ **Visual and Informational Hierarchy** (color, size, typography, scale, alignment,):Structuring content visually so the most critical information catches the reader's eye first
- ✓ **Whitespace** (contrast and balance):The negative (empty) space around and between text, images, and layout elements.
- ✓ **Responsiveness** (Mobile friendliness):Ensuring the website automatically adjusts perfectly on any screen size—from desktop monitors to tablets and smartphones.
- ✓ **Performance and Optimization** (speed and search engine):Ensuring fast page load times, efficient code execution, and compressed media files.

MODERN THREAD

Why Ecommerce Web Design important

Home About Products

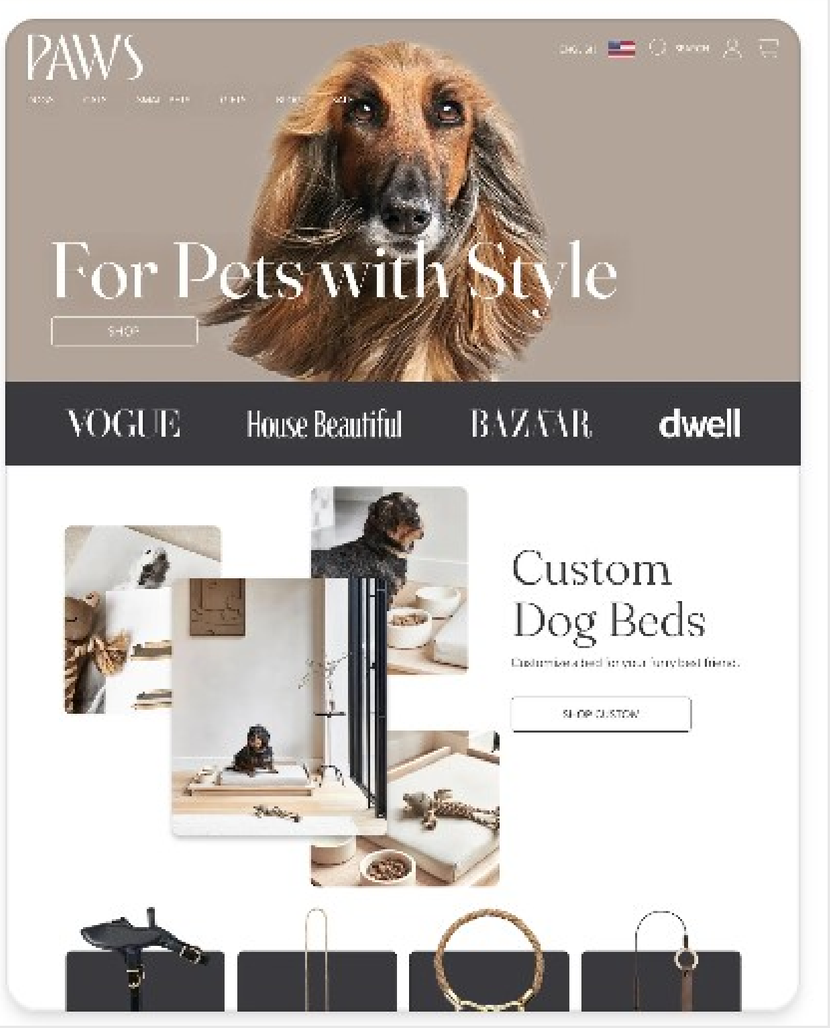
IMPORTANT **WEB DESIGN** STATISTICS

38%
stop browsing website if it is unattractive

94%
base impression on web design

40%
Will leave a website if loading is more than 3 seconds

75%
judge business credibility from website



The World's Worst Website Ever!

COMING SOON: An even worse site! Look for it sometime later, eventually! we PROMISE!

Traffic Stats SELF SERVE

THIS WEEK 999 9/10

LAST WEEK 999 9/10

DAILY RECO 1.4058

>>>>> You've found The World's Worst Website Ever!

TWWWE is a project to highlight errors in web design by breaking every single design rule imaginable. Click here for an incomplete list of errors found on this site

WATCH OUT! This site is under construction! :)

<-- send us email!

OHHH BOY!

v 2.0

of TWWWE coming SHORTLY!

MAIN MENU

NEW TO THE SITE YAHOO NEWS WEATHER GOOGLE MAPS

ABOUT TWWWE VISIT KENTUCKY LAKE! SHOCKING PICTURES! AMAZING COLOURS SMOKY MOUNTAINS!

BREAKING NEWS: 3 out of 4 people say this is a terr

WHAT'S NEW

Welcome to our new world's Worst WEbsite EVER! we're stoked to be able to bring u da best in REALLY BAD WEBSITE DESIGN! Our goal is to break every single rule in website design!!! As an educational tool, the aim of this sight is to pinpoint and hi-light the very worst things I could do in designing a website. You can see a list of all the errors on this sight by clicking hear! We now have added a traffic marquee! Isn't it kewl??? LOL!

Shocking Photos!

These photos are SHOCKINGLY formatted HORRIFICLY!

Welcome To: Gates N Fences

L.A. Ornamental Corp
3708 N.W. 82nd Street
Miami, Florida 33147
Phone: 305-696-0419
LAOrnamental@Aol.com

Designed to Enhance the Entry of your home with Custom Ornamental Decorative Driveway Gates while bringing Safety, Security and convenience.

Home
Driveway Gates
Modern Driveway Gates
Custom Driveway Gates
Privacy Driveway Gates
Garden Gates
Modern Garden Gates
Privacy Garden Gates
Fencing
Fencing_2
Railings
Modern Balcony Railings
Openers - Operators
Ramset
FAAC
Apollo
BFT
Power Master
Platinum Gate Openers
Liftmaster
Elite
Doorking
OSCO
Allstar









Search

Top Brands of Gate Openers and Operators, Commercial, Residential, Industrial, Swing, Slide, Rack & Pinion, Barrier

- BFT Gate Openers
- PowerMaster Gate Openers
- Eagle Gate Operators
- Elite Gate Openers
- Ramset Gate Operators
- Doorking Gate Openers
- Viking Gate Operators
- OSCO Linear Gate Openers
- Liftmaster Gate Openers
- Allstar Gate Operators
- SEA Gate Openers
- FAAC Gate Operators
- Apollo Gate Openers
- Hysecurity Barriers / Risers Swing Slides
- Residential Sliding Gate Openers

All of our Aluminum or Wrought Iron Gates, or Fences are designed and manufactured to withstand a range of outdoor conditions. Our commitment to our customers and dedication to produce quality gates has earned us thousands of satisfied customers.

Although we offer a wide selection or Ornamental Designs or Decorative Designs, we can design and manufacture any style in aluminum or wrought iron metals. L. A. Ornamental & Rack Corp also offers Fences, Garden or Walk Thru Gates to match your driveway gates. With over thirty five years of experience in manufacturing and designing elegant, custom, or exotic Aluminum Driveway Gates and Fences, our past and future customers can have peace of mind that they are receiving quality workmanship. We are a Fence Company that gives our customers 110% of dedication to manufacture quality driveway gates and fences.
For a quote please send an e-mail to LAOrnamental@aol.com

If your looking For Privacy with your Driveway Gates ,Garden Gates, or Walk Thru Gates, we offer a Solid Backing with your choice of Aluminium, Steel, Plexiglas or Plastic. All solid backing are offered in many different colors to choose from. Privacy Gates

We offer a large selection of Gate Openers and Gate Operators for Residential Driveway Gates, Light or Heavy Commercial Gates, or industrial locations. If your not sure the style or size of the Gate opener / gate operator you need, please e-mail or contact us so we can gladly help guide you to the correct choice. We offer all type of Gate Openers / Gate Operator, Sliding Gate Openers / Gate Operator, Swing Gate Openers / Gate Operator, Hydraulic Gate Openers / Gate Operator. We also have a wide selection of replacement Main Circuit Boards for all brands, and Remote Controls for Visors or Keychains.

Railings - L. A. Ornamental Rack Corp offers top quality Balcony Railings, Front Porch Railings, Deck Railings in Metal, Aluminum, or Wrought Iron Steel. We offer rails for residential or commercial locations for either Interior or Exterior locations. We also offer Custom Made Railings, Decorative Railings, or HandRails that are powder coated paint for low maintenance and long last Balcony Rails, Porch Rails, or Deck Rails

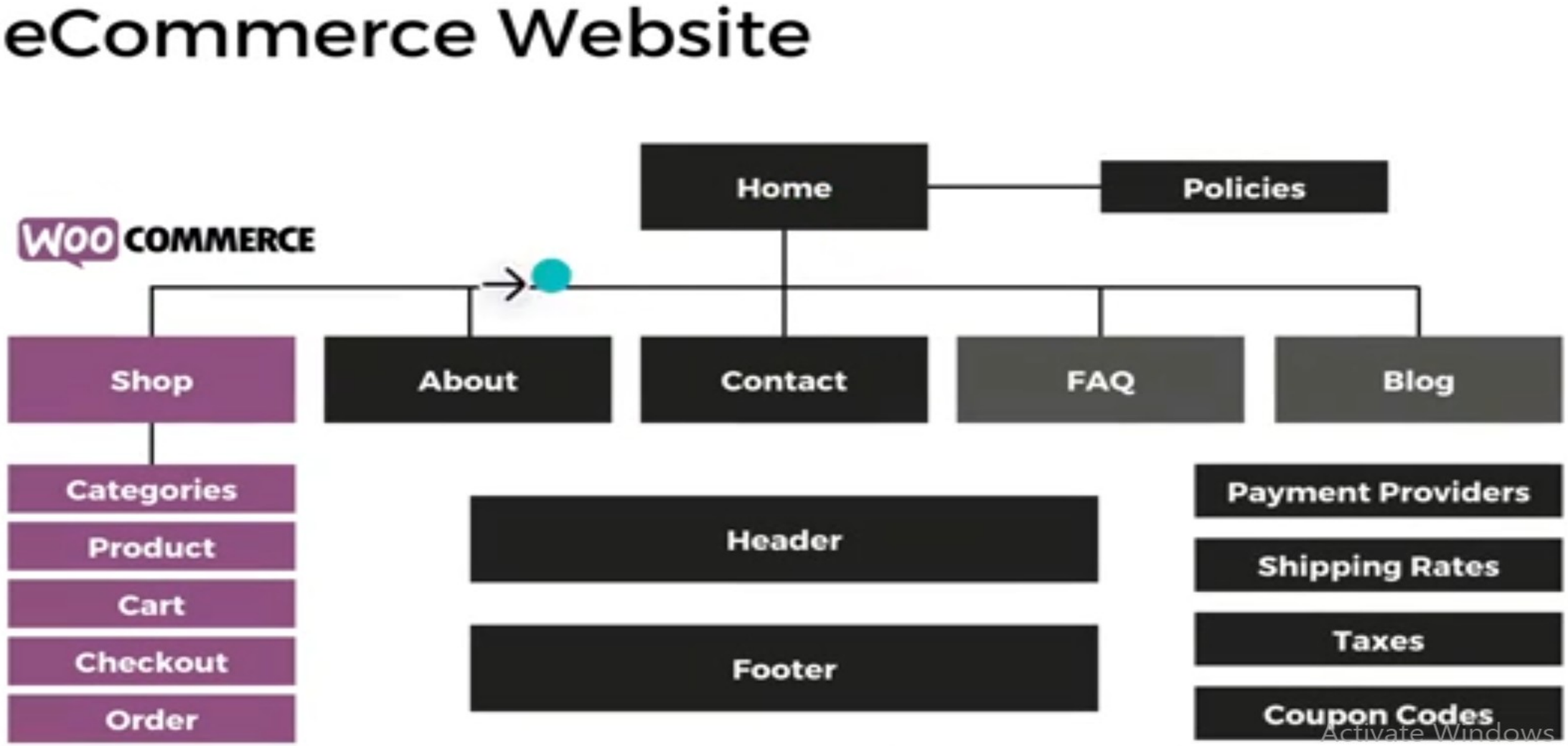
Garden Gates or Walk Gates can be designed to match any existing or ordered driveway gate. Customers can choose between wrought iron or aluminum as material and choose from our wide selection of powder coated colors. Garden or Walk Gates are custom made that can give your home that special and elegant look.

Pool Fences - the Aluminum Pool Fence Styles, Aluminum Pool Gate Styles, or the Aluminum Pool Deck Railing Styles that is perfect for your project. We offer decorative pool fences, standard safety fences, or any custom made pool gates for your property that are the essential requirements of commercial crowded areas, or residential properties.

We offer a large selection of Wrought Iron and Aluminum Driveway Gates , but also browse through our wide selection of Gate Operators, either Sliding or Swing Gate Openers / Operators.

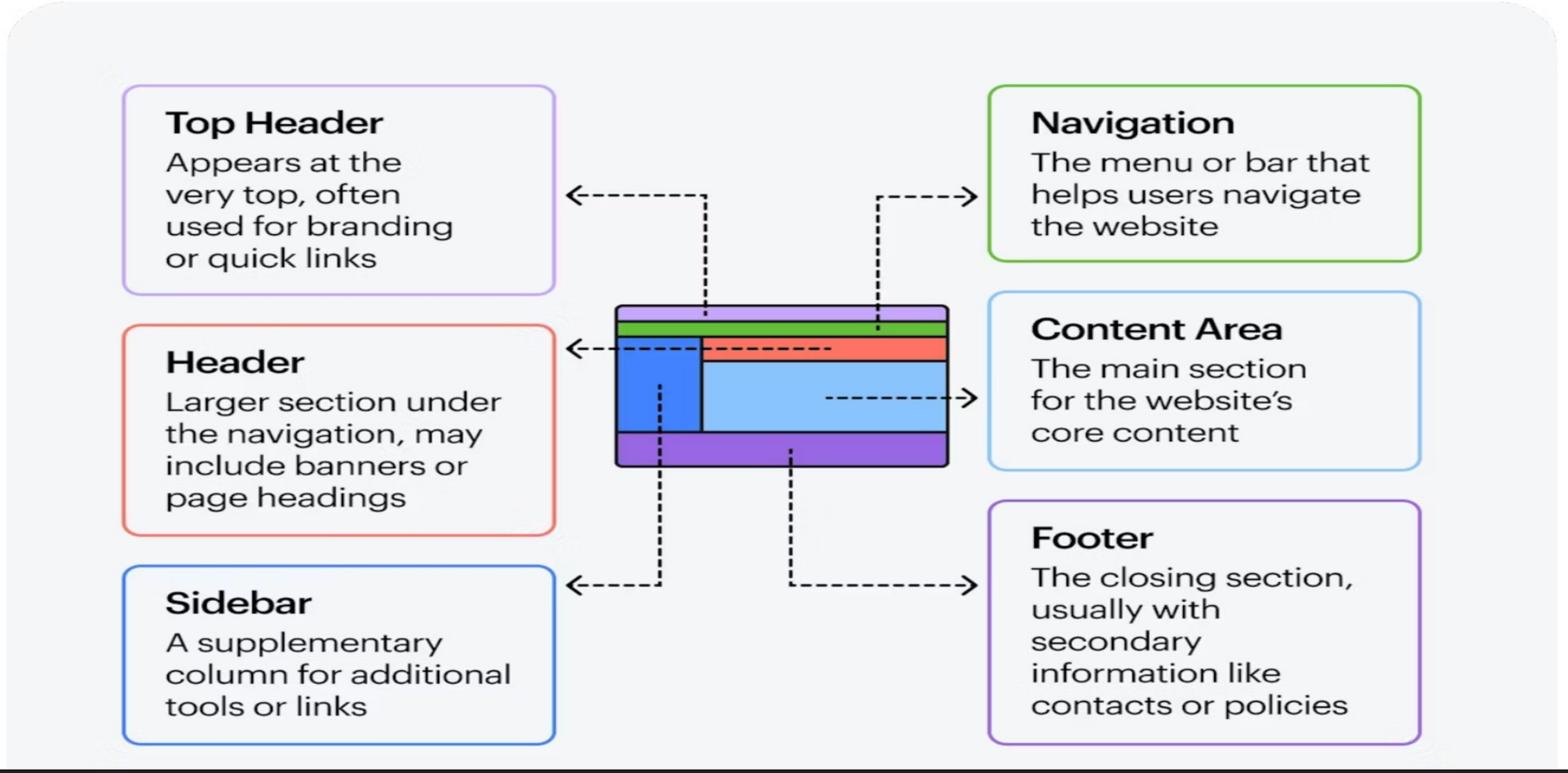
Access Control: Tele-phone Entry System from Linear, Select Engineering, American Access System, Sentex, For Residential and Commercial Application. A variety of Access Control Equipments including Remote Controls, Card Readers, Proximity Card Reader, Key Pads, Wireless

• crate sit structure



Activate Windows
Go to Settings to activate Windows.

Core Elements of Web Design Layout



BRANDING AND WEB DESIGN

MODERN THREAD

fiverr.



Key Elements of Branding

- **Brand Name** – A memorable and meaningful business name
- **Logo** – A visual symbol that represents your brand.
- **Brand Colors** – Colors that reflect your brand's personality.
- **Typography** – Fonts used consistently across your website and marketing.
- **Brand Voice** – The tone and style you use when communicating with customers.
- **Brand Values** – The mission and principles your business stands for.

Start Small, Think Big

Key Elements of Web Design



Typography



Colors



Shapes



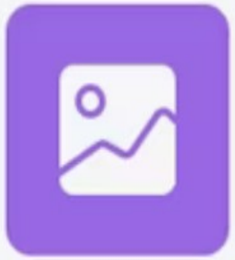
Mockups



Icons



Logos



Images

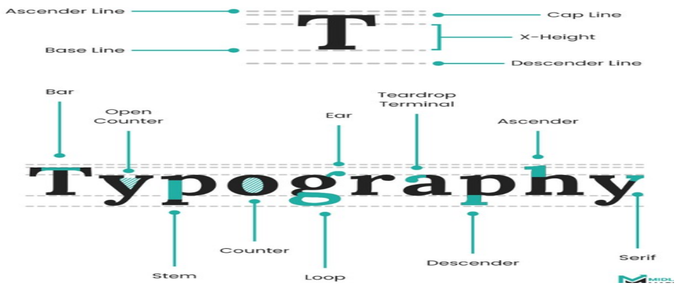


Video

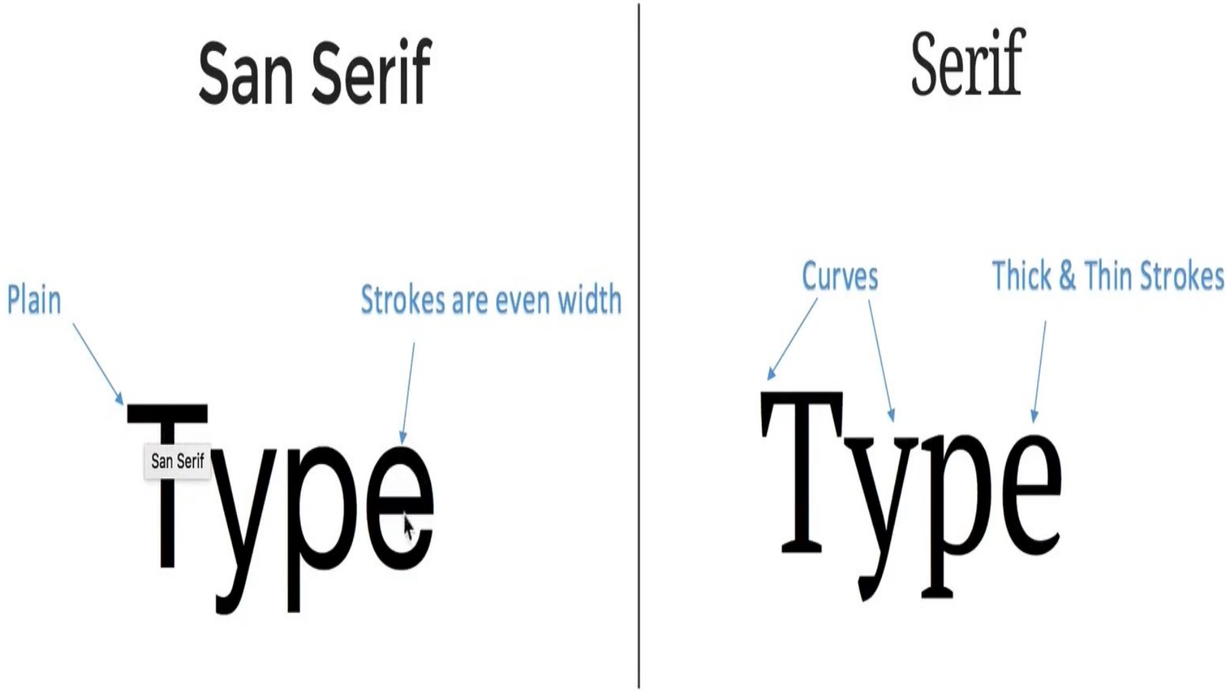
MODERN THREAD

Key Elements of Web Design

Home About Products



- ✓ **Typography :** in ecommerce website drives sales by making products easy to read, building brand trust, and guiding shoppers smoothly to the checkout button.The fonts, headings, body text, line spacing, and letter weights. It establishes readability and sets the tone/voice of the brand.



Popular Fonts Used in Online Stores

Inter: Clean and modern; works great for clear product specs and fast reading.

Roboto: Neutral and crisp; popular for large inventories and clean layouts.

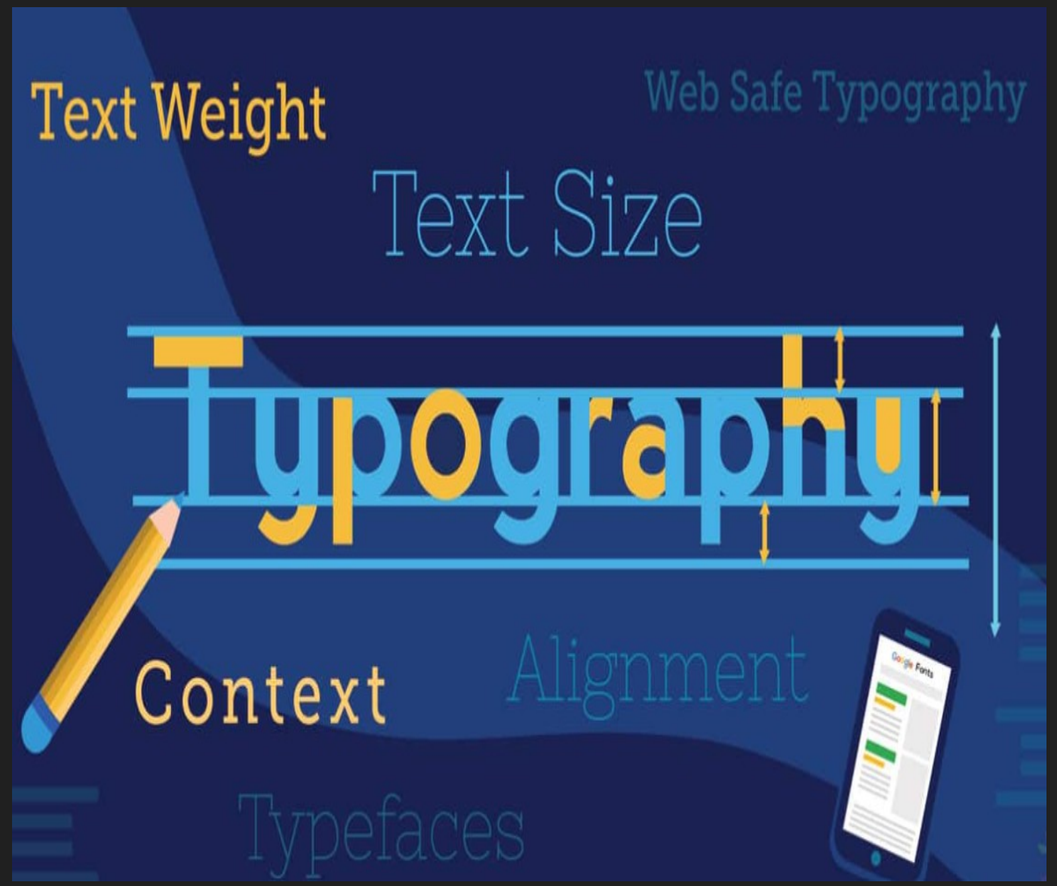
Playfair Display: Elegant and classic; ideal for luxury, beauty, or fashion brands.

Montserrat: Geometric and bold; fits well for punchy store headers and modern storefronts

Established businesses and high-quality manufacturers

MODERN THREAD

Home About Products



Start Small, Think Big

Core Rules for Ecommerce Fonts

- **Limit font choices:** Use a maximum of two or three fonts (one for headings, one for body text, and an optional one for small accents like prices or tags
- **Prioritize readability:** Pick clean sans-serif fonts for small body text, and reserve stylish serif fonts for large headings if they match your brand personality
- . **Maintain strong contrast:** Use dark text on a light background so words stand out clearly for every shopper.
- **Set a safe body size:** Keep main product descriptions and paragraphs at 16px or larger so they are comfortable to read on mobile phones.

Established businesses and high-quality manufacturers

Home About Products

Ecommerce color and psychology

MODERN THREAD



1. **Define Your Core Emotion** Colors trigger immediate psychological reactions. Pick a base color that matches your brand's purpose:

2. .**Pick Your Brand Color** (60-30-10 rule).Use it for headers, key brand elements, and subheadings. Limit this to one or two primary brand colors to keep the design clean.

3. **Establish the Background (The 60%)**Your background handles the visual heavy lifting. Light Mode: Use off-whites, very light greys, or soft creams to reduce eye strain. Dark Mode: Use deep charcoal or dark navy instead of pure black for better text readability.

4. **Choose Your Call-to-Action Color** (The 10%)Your accent color must stand out instantly against your dominant and background colors. Use a vibrant hue like bright orange, red, or electric blue. Reserve this color exclusively for buttons, links, and conversion actions

Start Small, Think Big

The Color Wheel: Your Guide to Color

- ✓ **primary Colors:** are the building blocks of all other Colors

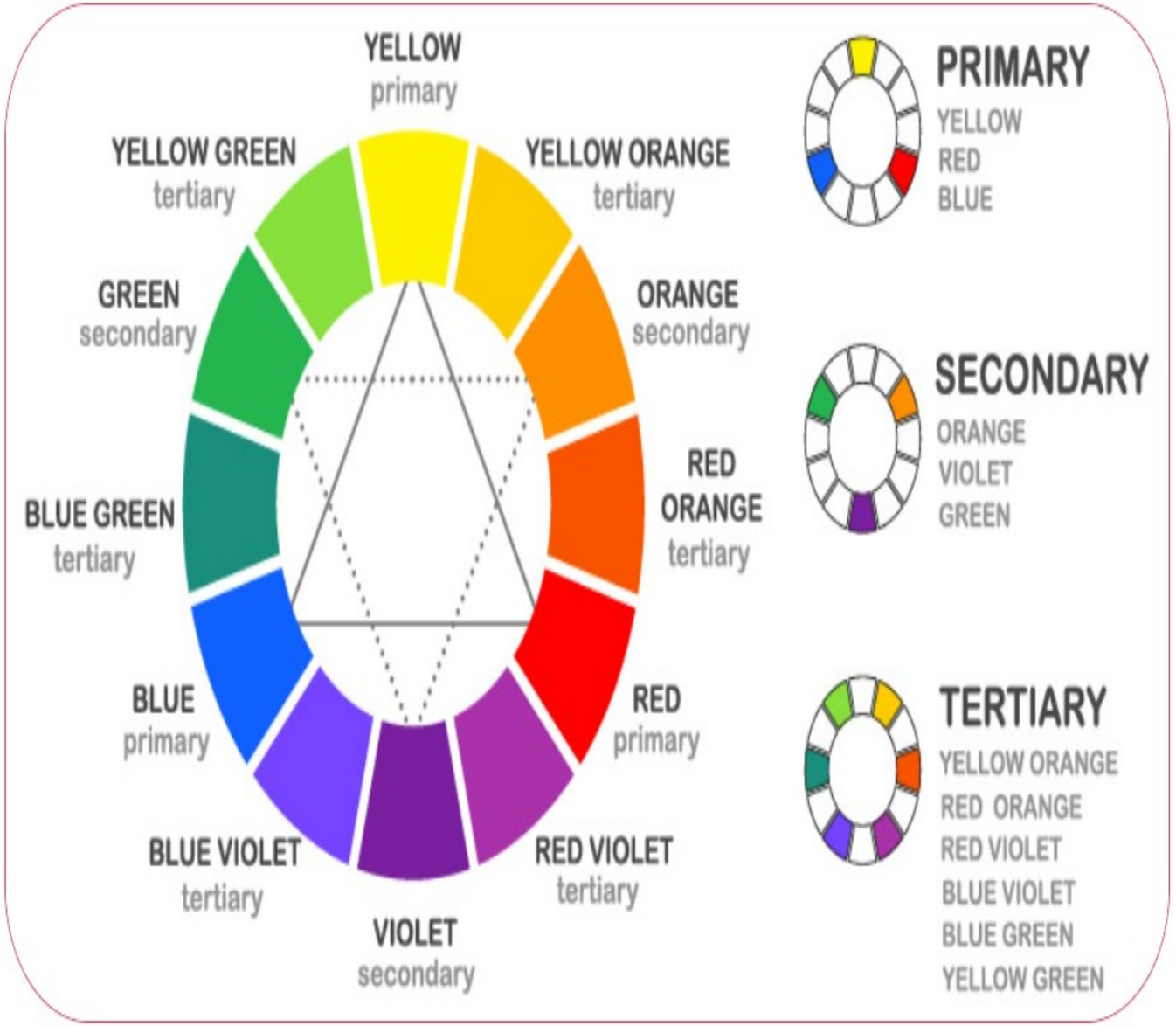
  traditional primary **Red, Yellow, Blue.**

  digital world ***Red, Green, Blue***

- ✓ **Secondary Colors** by mixing two primaries:
  - Red + Yellow = **Orange**
  - Yellow + Blue = **Green**
  - Blue + Red = **Purple**

- ✓ **Tertiary Colors**, mixing a primary color with a nearby secondary color

  Red-purple (**Magenta**)
  Blue-purple (**Viole**t)
  Blue Green (**Teal**)
  Red-orange (V**ermillion**)



Psychology of Color

Red

Action
Attention
Warmth
Passion

Yelow

Positivity
Optimism
Energy
Perfect for point of sale messaging

Blue

Calm
Peace
Patience
Security

Orange

Bright
Energy
Enthusiasm
Optimism

Green

Nature
Growth
Balance
Energy

Grey

Conservative
Reliability
Stability
A neutral color perfect for background

Pink

Love
Happiness
Optimism
Kindness

White

Purity
Cleanliness
Happiness
Hope

Black

Elegance
Glamour
Confidence
Power

Brown

Honesty
Genuineness
Trust
Wistful

COLOR EMOTION GUIDE

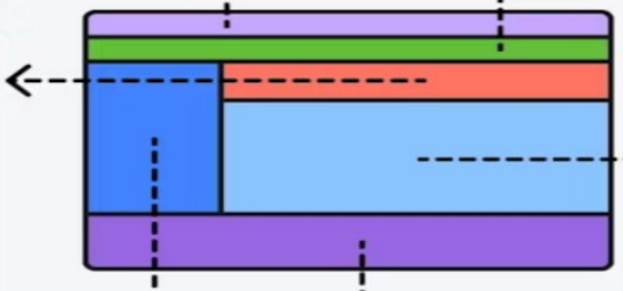


Core Elements of Web Design Layout

Top Header
Appears at the very top, often used for branding or quick links

Header
Larger section under the navigation, may include banners or page headings

Sidebar
A supplementary column for additional tools or links



Navigation
The menu or bar that helps users navigate the website

Content Area
The main section for the website's core content

Footer
The closing section, usually with secondary information like contacts or policies

Established businesses and high-quality manufacturers

Home About Products

Elementor’s Interface: Sections, Columns, and Widgets

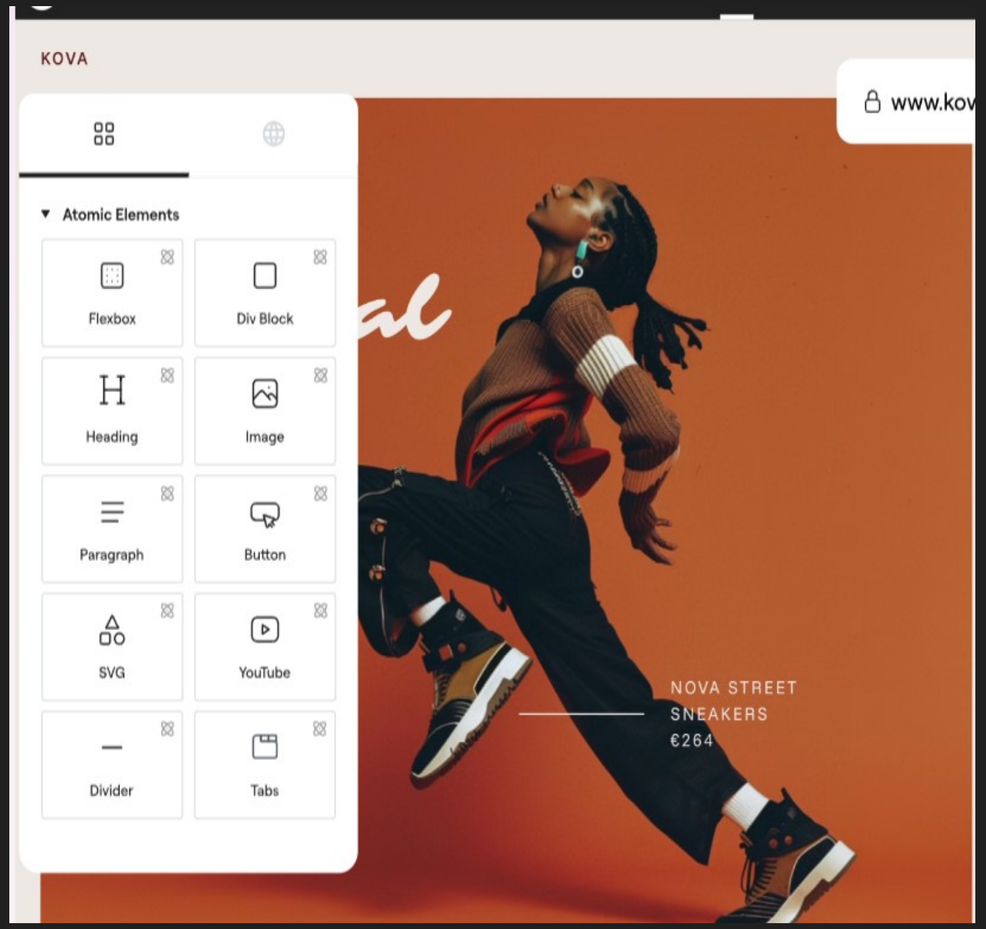
MODERN THREAD



Let’s break down the building blocks of Elementor’s editor:

- **Sections:** The main containers for your content. Think of them as horizontal rows on your page.
- **Columns:** Divide sections into vertical columns to create layouts.
- **Widgets:** The core elements you drag into sections and columns. These include everything from basic headings and text to advanced elements like sliders, galleries,

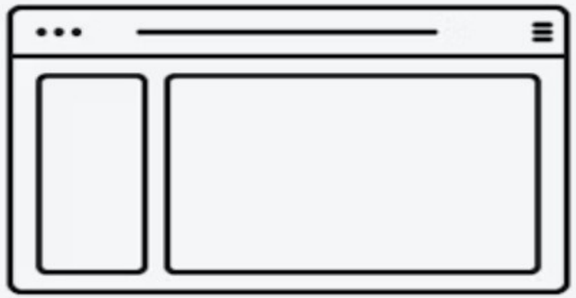
Elementor Widgets



Elementor comes packed with an array of essential widgets to cover most website needs. Here are some of the workhorses:

- **Heading:** Create titles and subheadings (H1, H2, H3, etc.) for clear content structure.
- **Text Editor:** Add paragraphs and lists and format your text.
- **Image:** Upload and display images throughout your site.
- **Button:** Essential for call-to-actions, from “Read More” to “Buy Now.”
- **Spacer:** Add breathing room and adjust the spacing between elements.
- **Video:** Embed videos from YouTube, Vimeo, and other popular platforms.
- **Icon:** Choose from a vast library of icons for visual flair.

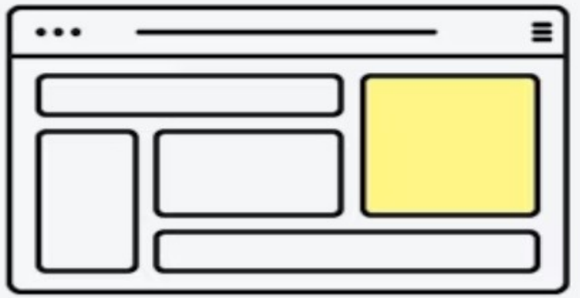
Types of Web Design Layout



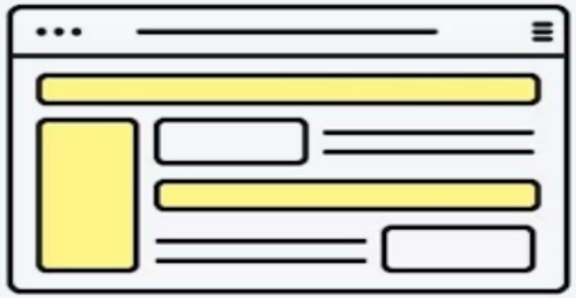
Two-column Layout



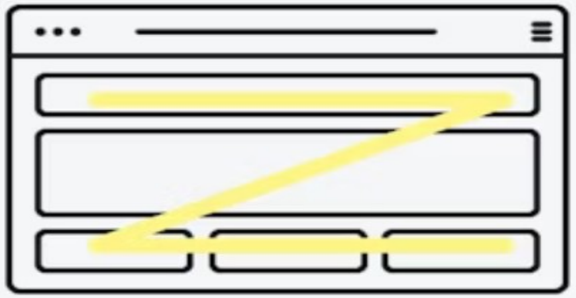
Split Screen Layout



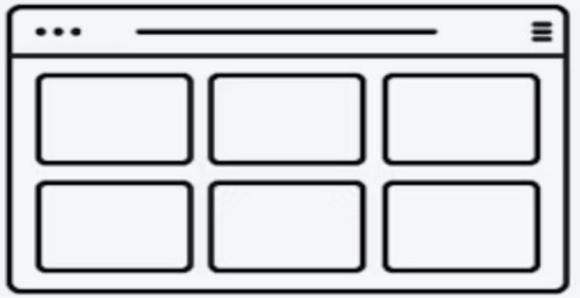
Asymmetrical Layout



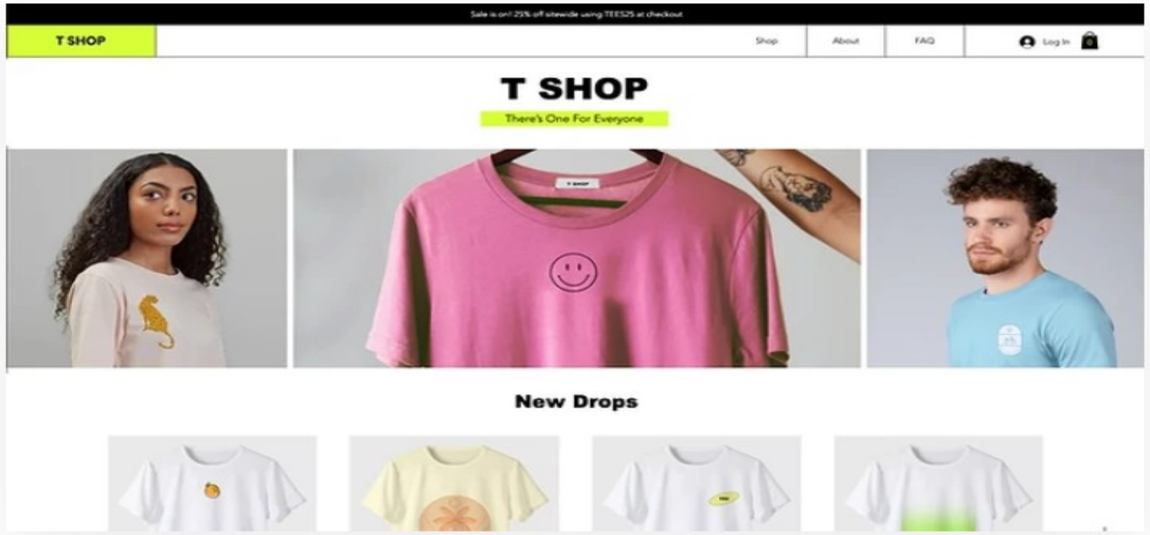
The F-shape Layout



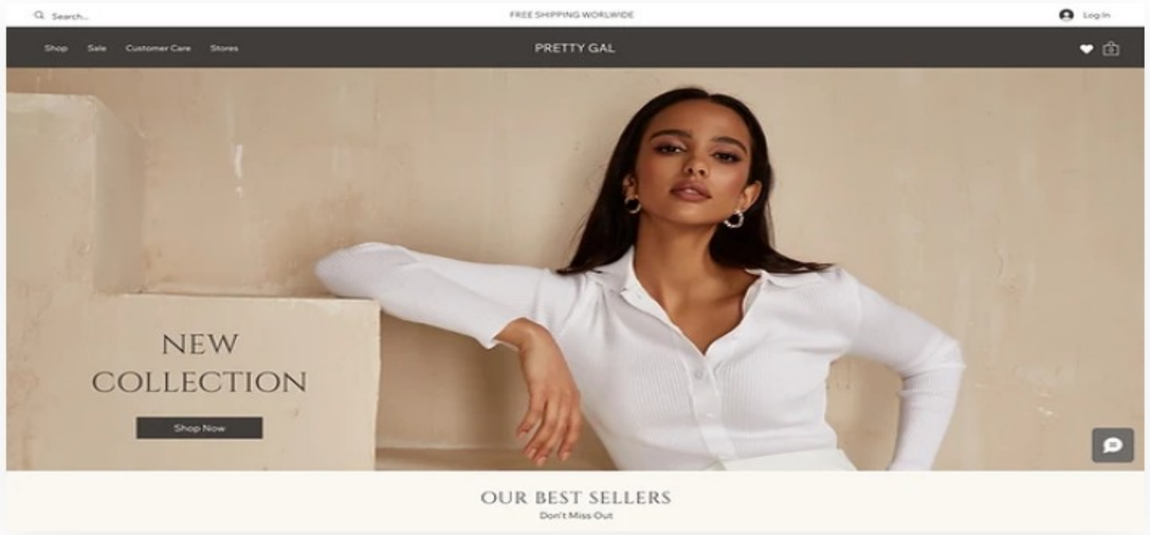
The Z-shape (zig-zag) Layout



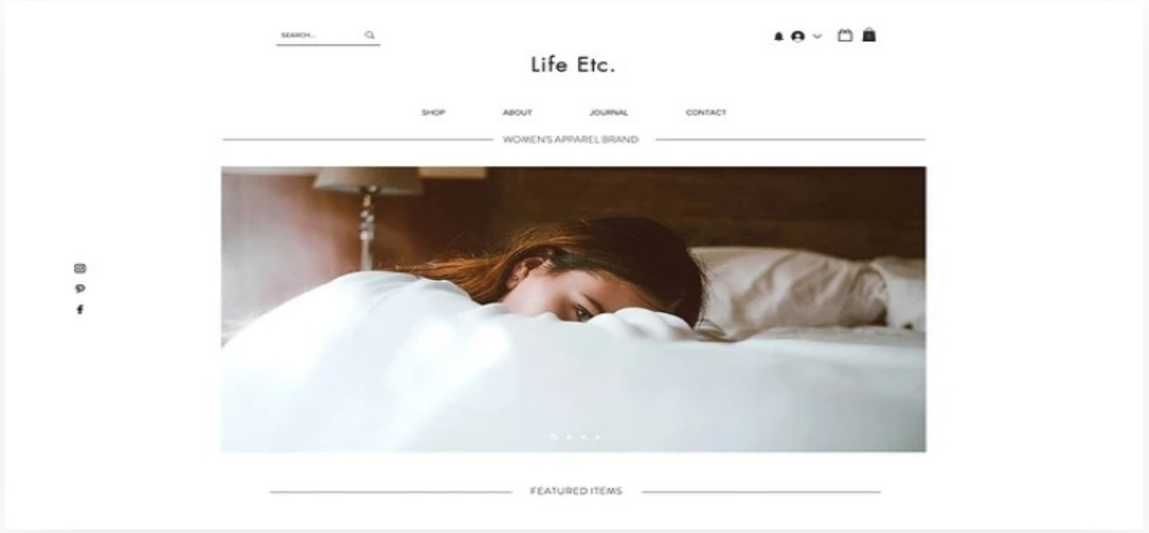
Card or Block Layout



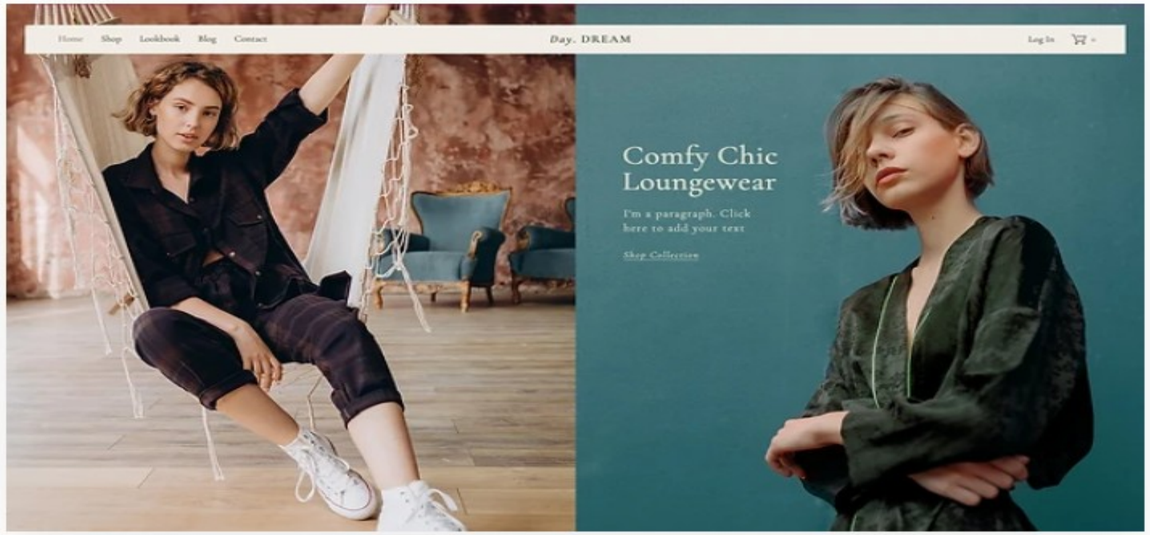
T- Shirt Store



Clothing Store



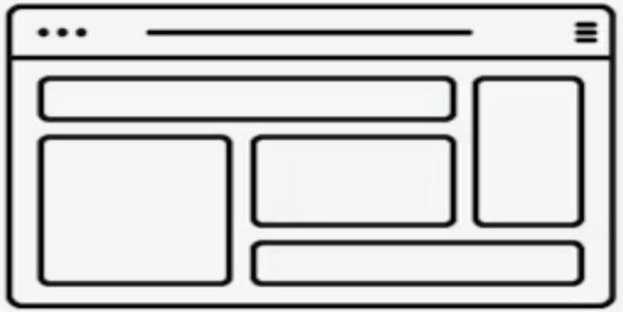
Clothing Store



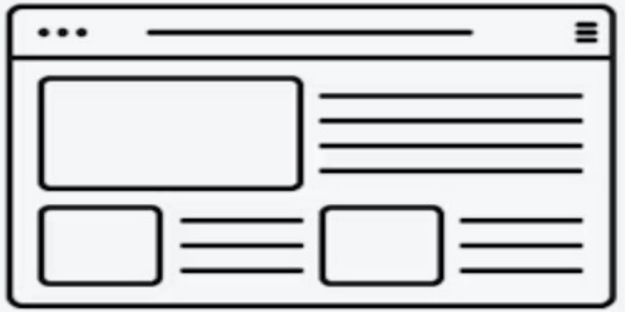
Clothing Store



The Featured Image or Video Layout



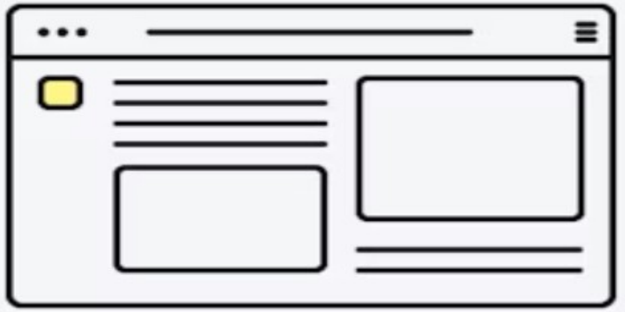
Masonry Layout



Magazine Layout



Layout with Fixed Navigation



Layout with Hidden Navigation



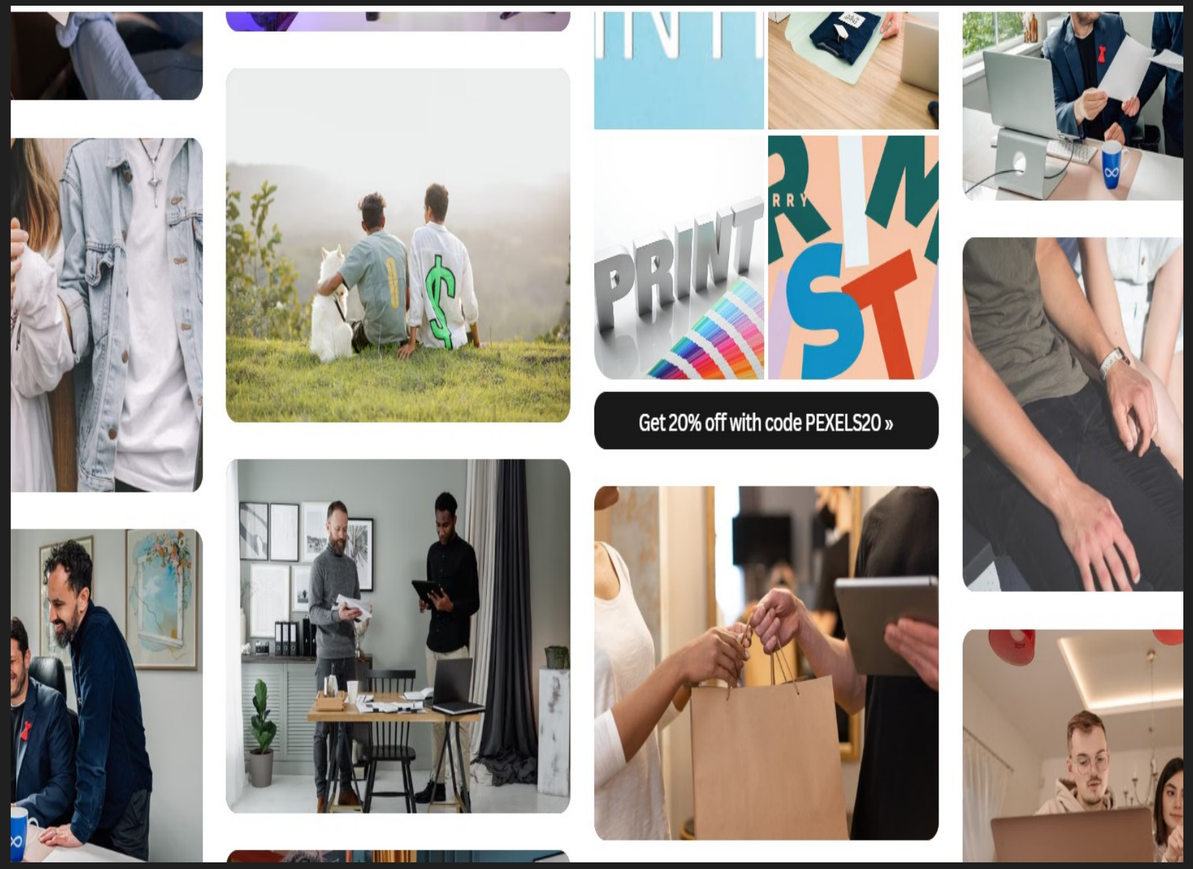
Interactive Layout

TikTok Shop

MODERN THREAD

Home About Products

Key Elements of Web Design

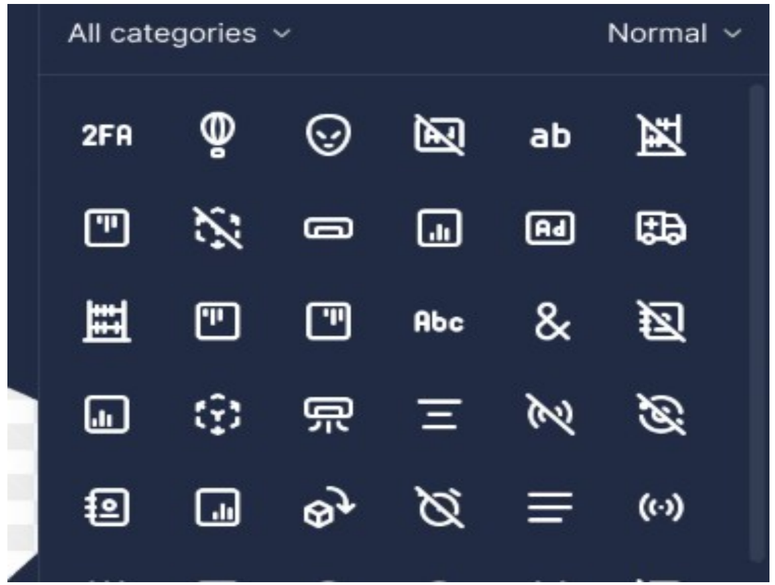


- ✓ **Images**: High-quality photos, banners, hero images, and graphics that engage users visually and support text content.
- ✓ **Video** : Embedded video content, background videos, reels, or tutorials that boost user engagement and dwell time.

MODERN THREAD

Key Elements of Web Design

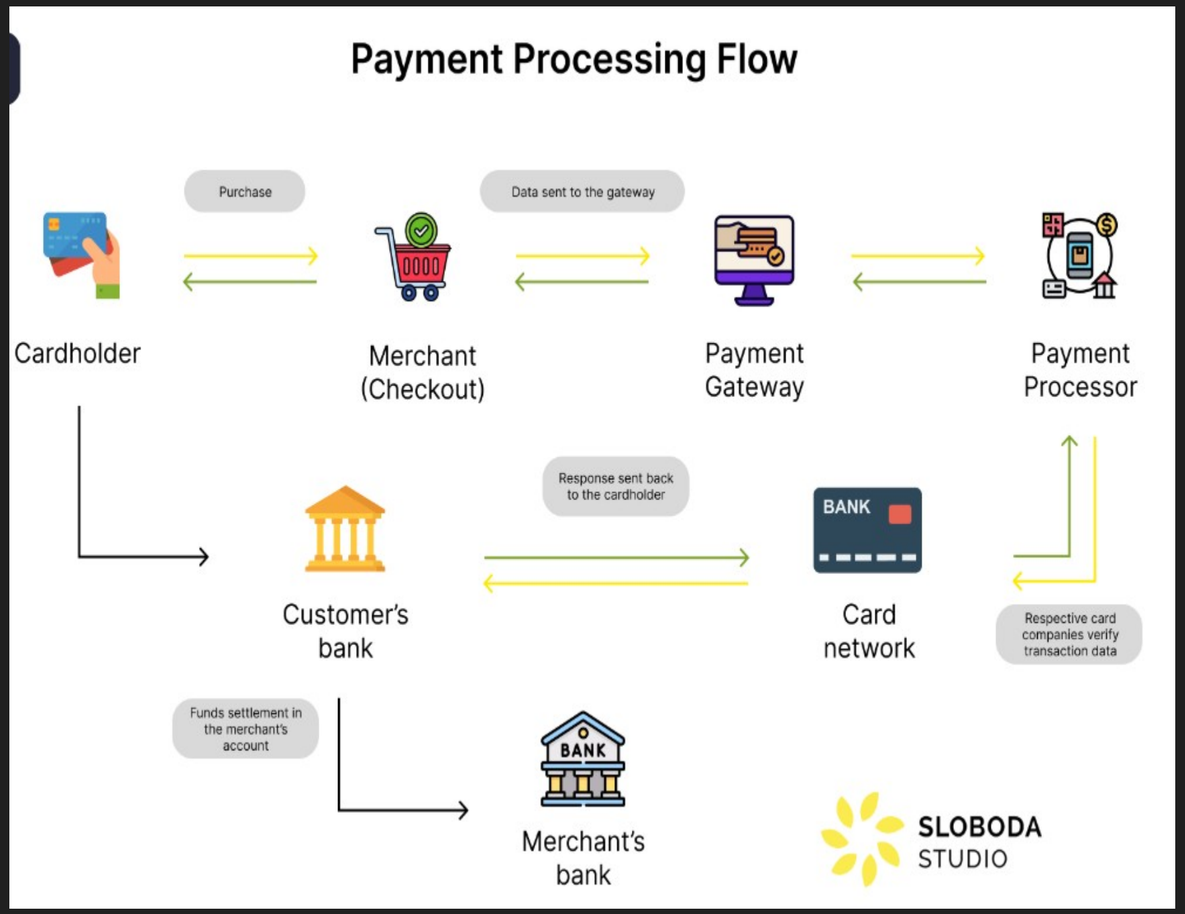
Home About Products





- ✓ **Icons** : Visual shorthand symbols (like menus, settings, search, or shopping carts) that guide users intuitively through navigation without needing heavy text.
- ✓ **Logos**: Brand identity assets, site favicons, and sponsor logos that anchor brand recognition at the top of a page or in the footer.

payment gateway



Global payment gateway

Shopify Payments/ PayPal/Stripe — Widely recognized globally and trusted by international customers, which fits well with your cross-border shipping goals.

Regional payment gateway

Flutterwave / Paystack / Pesapal — Africa-focused gateways that support Uganda and handle mobile money, cards, and local payment methods. Great for reaching African customers.

WePay/ Authorize.net/. Coverage: To open a merchant account, your company must legally be based in the United States, Canada, the United Kingdom, Europe, or Australia.

.

Payment Gateway	Type	Pricing
PayPal	Hosted	Transaction fees: 2.9% + $0.30 per transaction
Stripe	Integrated	Transaction fees: 2.9% + $0.30 per transaction
Square	Integrated	Transaction fees: 2.6% + $0.10 per transaction
Authorize.Net	Integrated	Transaction fees: 2.9% + $0.30 per transaction
2Checkout	Hosted	Transaction fees: 3.5% + $0.35 per transaction
Worldpay	Integrated	Custom pricing
Braintree	Integrated	Transaction fees: 2.9% + $0.30 per transaction
Adyen	Integrated	Custom pricing
Amazon Pay	Hosted	Transaction fees: 2.9% + $0.30 per transaction
Shopify Payments	Integrated	Transaction fees: 2.9% + $0.30 per transaction

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payment methods for ecommerce



- **Card Payments** Credit cards: Traditional global payment using networks like Visa, Mastercard, or American Express. Debit cards: Direct pull from a user's checking or bank account at purchase.
- **Digital and Mobile Wallets** Digital wallets: Secure storage of multiple card or bank profiles for one-click checkout (e.g., Apple Pay, Google Pay)
- **Mobile money is** a decentralized, phone-based digital wallet that allows users to store, send, and receive money using a basic SIM card without needing a traditional bank account.
- **Buy Now, Pay Later (BNPL):** Short-term financing splitting the purchase into smaller scheduled instalments (e.g., Klarna, Affirm).
- **Bank transfers:** Direct account-to-account electronic fund transfers.
- **Cash on delivery (COD)**: Paying with physical cash when the order arrives at the door.
- **Cryptocurrency**: Decentralized digital currency tokens like Bitcoin or Ethereum

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Home About Products

What is social commerce?

S-commerce is a subset of e-commerce that occurs directly within social media platforms. A product appears organically in a user's feed, and they can instantly purchase it without leaving the platform.



- ✓ TikTok: One of the fastest-growing social commerce platforms, TikTok features like in-feed video shopping, product tabs, and TikTok LIVE enable seamless, real-time purchases
- ✓ Facebook: One of the largest e-commerce ecosystems, Facebook Shops allows businesses to create custom storefronts, highlight collections, and sync products from their e-commerce platforms
- ✓ Instagram: A visual-first platform, Instagram Shops let users explore, save, and buy products without leaving the app
- ✓ Pinterest: A discovery-led platform, Pinterest enables brands to utilise product pins with a direct "buy now" option and integrated checkout
- ✓ WhatsApp: In emerging markets, WhatsApp enable direct, conversational commerce through chat and business accounts
- ✓ YouTube: It integrates shopping directly into video content, turning creators into sales channels.
- ✓ Why is social c

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WhatsApp Business

- ✓ **WhatsApp Business** is a free-to-download communications application owned by Meta, explicitly designed to help companies interact with customers, manage orders, and grow their brand.

- ✓ It operates side-by-side with the standard WhatsApp Messenger but offers specialized automation, cataloging, and labeling features

WhatsApp Store Builders

1. **Store.link**
2. **Take App**
3. **Callbell Shop**
4. **Gallabox or Interakt**

TikTok Shop

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Home About Products



WhatsApp Business

- **Higher Conversion**: Customers buy from an interface they already use daily.
- **Instant Support**: Answer sizing, availability, or shipping questions in real-time.
- **Frictionless Sharing:** Send your entire store Catalog link or specific product cards instantly in any chat thread.

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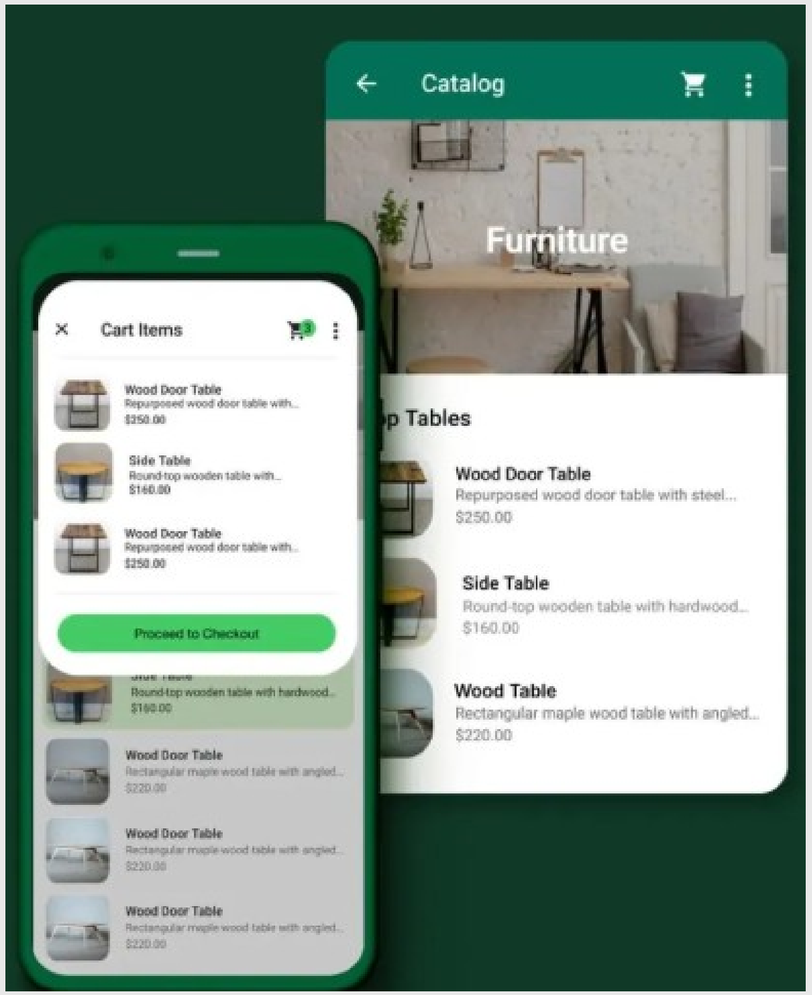
WhatsApp Business



Method 1: Setting up the Free Mobile App (Small Businesses)

1. **Download the App:** Install the official **WhatsApp Business** app from the Google Play Store or Apple App Store.
2. **Verify Your Number:** Open the app, accept the terms, select your country, and complete the SMS or voice call verification.
3. **Build Your Business Profile:** Enter your exact **Business Name**, upload a clear **Logo / Profile Picture**, and choose a relevant
4. **Business Category**. Set up the Digital Catalog: Go to Settings > Business Tools > Catalog. Click Add new item
5. **Activate Messaging Automations:** Go to Business Tools to configure your workflows:
    - Greeting Message: Welcomes new customers instantly when they text you.
    - Away Message: Automatically responds when customers write to you outside of business hours.
    - Quick Replies: Shortcuts for fast-typing standard answers (e.g., typing /hours sends your full schedule).

Method 2: Setting up the Platform API (Medium-to-Large Enterprises)



1. **Create a Meta Business Account:** Go to the Meta Business Suite and register your business entity.
2. **Set up a Developer Project:** Log into the Meta for Developers portal, create an app, and add the **WhatsApp product** integration to your project dashboard.
3. **Link Your Phone Number:** Add a clean, unlinked phone number to your Meta Business Manager and complete the mandatory business verification process.
4. **Configure Webhooks and CRM:** Connect your system's API endpoints to Meta's servers to automatically receive incoming customer messages and push outgoing responses.
5. **Submit Message Templates:** Create structural templates for outbound alerts (like shipping notifications or appointment updates) and submit them to Meta for compliance approval before broadcasting.

E-Commerce Marketplace



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MARKET-PLACES



Etsy ebay

amazon shopify

SELLING ON *MARKET-PLACES*

- **List Your Item:** Upload photos, write a detailed description, and choose a pricing format (Auction vs. Fixed Price).
- **Ship to Buyer:** Once paid, pack the item and ship it using the buyer's provided logistics data.
- **Pay Fees:** eBay charges final value fees (a percentage commission) once an item successfully sells.

Core Features

- **Bidding & Auctions**: Buyers compete by placing bids on items, with the highest bidder winning when the timer expires.
- **Buy It Now**: Instant purchases allow you to bypass the auction format and buy items immediately at a fixed price.
- **eBay Live:** A live-stream shopping experience where users can bid in real-time and buy from vetted sellers.
- **Feedback System:** A rating profile built on user reviews to verify the reliability of buyers and sellers.

E-commerce marketplace

An e-commerce marketplace is essentially a digital hub where multiple businesses (sellers) can list and sell their products or services to customers on a popular platforms.



Think of it like a virtual shopping mall, but online. Instead of going to individual stores, shoppers browse and purchase from a wide variety of vendors all in one place.

Visited domains

Export

Safe mode

	Total Audience	Potential Audience	Audience Overlap
amazon.com	888.9M	662.4M	14.87% 132.2M
walmart.com	373M	146.5M	14.01% 52.3M
etsy.com	375.7M	149.2M	10.6% 39.8M
homedepot.com	285.6M	59.1M	9.56% 27.3M

Key Characteristics & How They Work:

Multiple Sellers: This is the core. The marketplace hosts numerous independent sellers, each with their own inventory and branding.

Centralized Platform: The marketplace provider (like Amazon, Etsy, eBay, Shopify) provides the infrastructure – website, payment processing, customer service tools, shipping options, etc. - that allows these sellers to operate.



Shared Traffic & Visibility: Sellers benefit from the marketplace's existing traffic and brand recognition. Customers are drawn to the platform itself, increasing exposure for all vendors.

Varied Product Categories: Marketplaces often cater to a huge range of products – everything from clothing and electronics to handmade crafts and digital services.

Benefits: Marketplaces

For Sellers: Increased visibility, access to a large customer base, reduced marketing costs, simplified logistics.

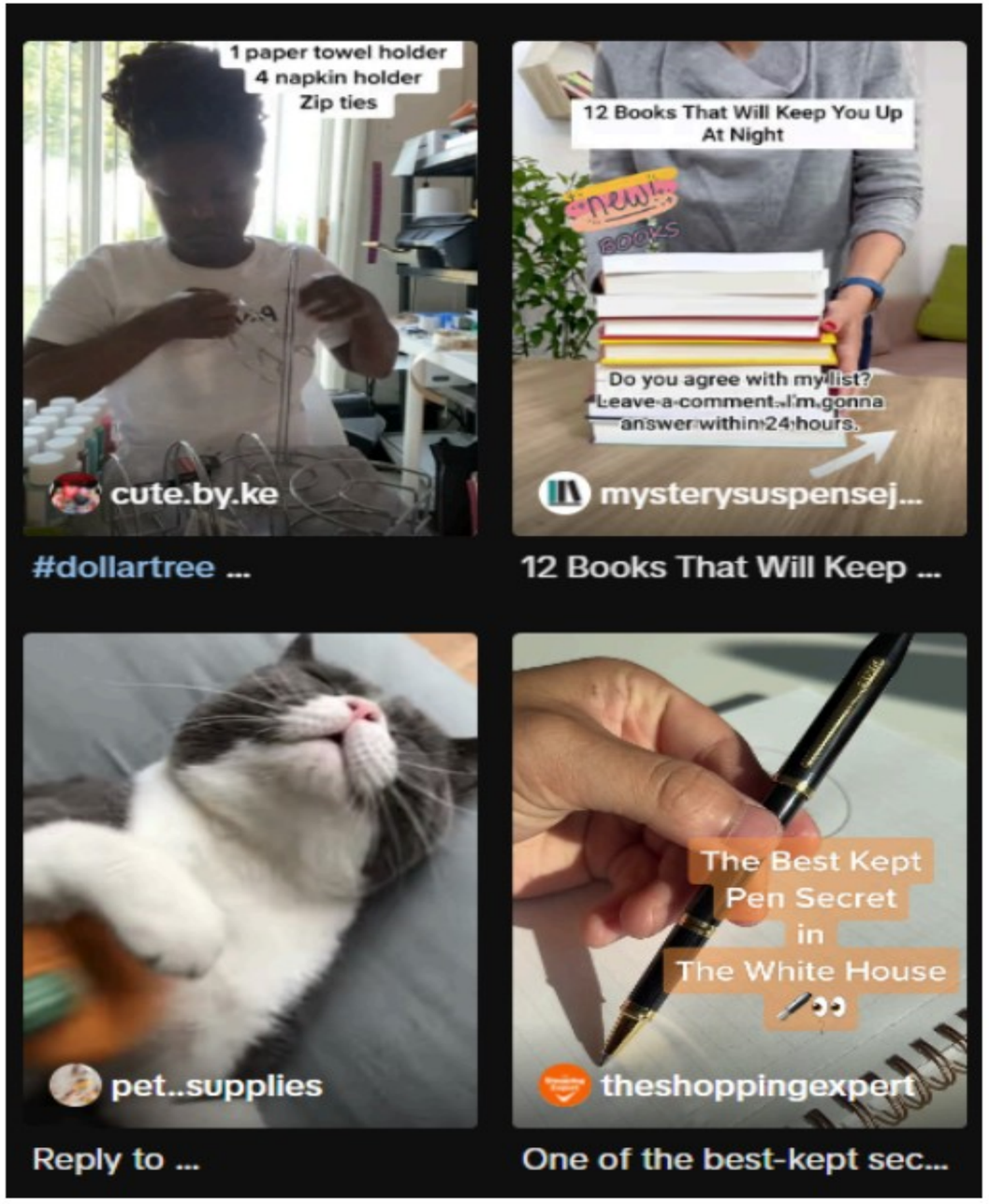
For Buyers: Wide selection, competitive prices, convenience, reviews and ratings.

Types of E-Commerce Marketplaces

General Marketplaces: (Amazon, eBay) – Offer a huge variety of products across many categories.

Niche Marketplaces: (Etsy, Reverb for musical instruments) - Focus on specific product categories or interests.

Social Commerce Marketplaces: (Facebook Marketplace, Instagram Shopping) - Integrate shopping directly into social media platforms.



Best Sellers in Kitchen & Dining See More

#1



Stanley Quencher H2.0 FlowState Stainless Steel Vacuum Insulated Tumbler with Lid and Straw for Water, Iced Tea or Coffee

4.7 38,902

$45.00

#2



Owala FreeSip Insulated Stainless Steel Water Bottle with Straw for Sports and Travel, BPA-Free, 24oz, Iced Breeze

4.8 29,449

$23.05

Best Sellers in Beauty & Personal Care See More

#1



COSRX Snail Mucin 96% Power Repairing Essence 3.38 fl.oz 100ml, Hydrating Serum for Face with Snail Secretion Filtrate for Dull...

#2



Mielle Organics Rosemary Mint Scalp & Hair Strengthening Oil for All Hair Types, 2 Ounce

4.7 69,366

Trending Deals

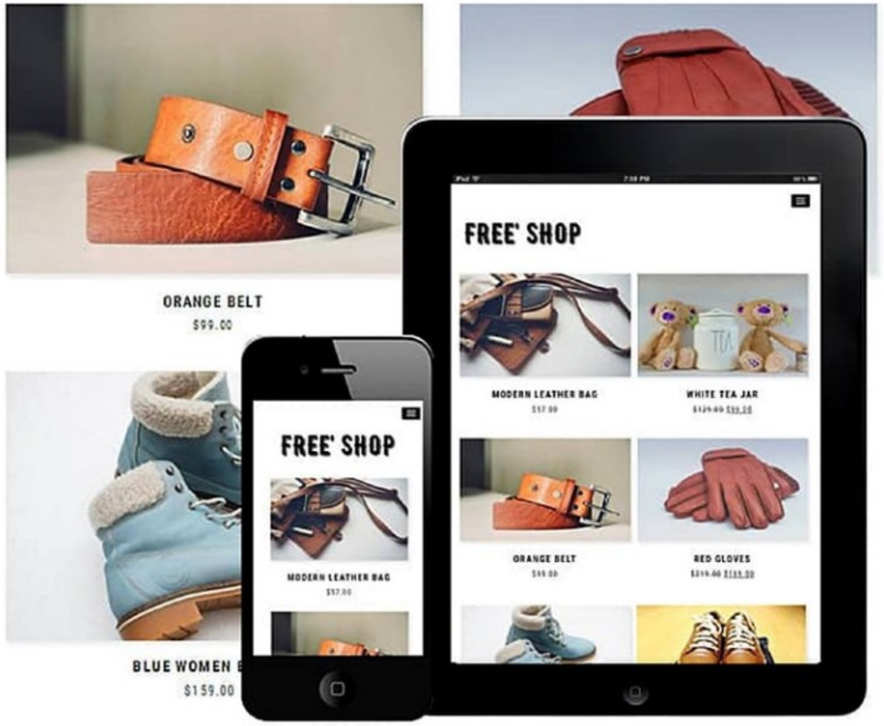
Wednesday, January 10, 2024

Examples of Popular E-Commerce Marketplaces:

Amazon: The giant! They offer both their own branded products and allow third-party sellers to list items.

eBay: Known for auctions and a wide range of used and new goods.

Etsy: Primarily focused on handmade, vintage, and craft supplies – great for independent creators.



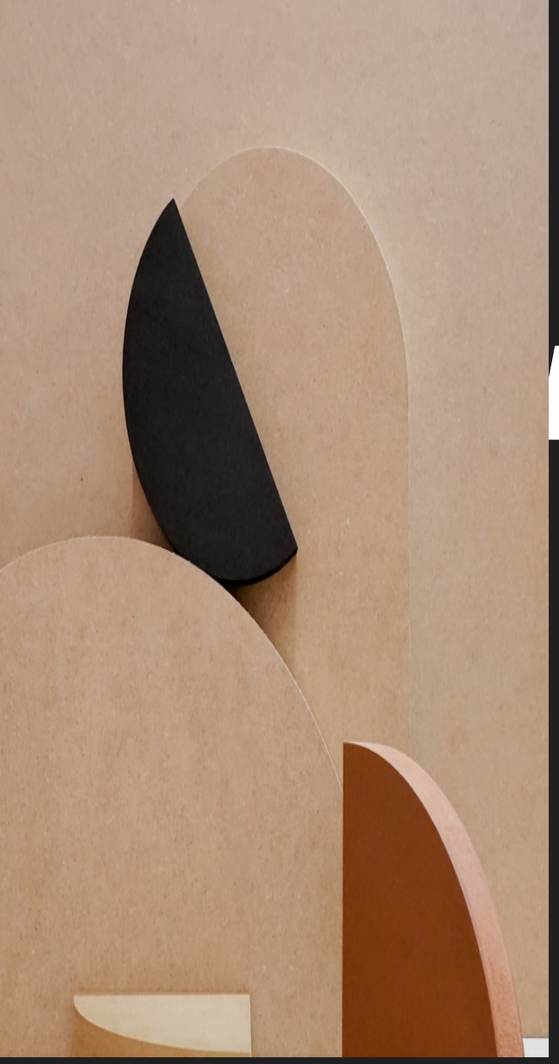
Shopify (as a Marketplace): While Shopify is a platform for building your own online store, it can also be used to create a marketplace where other businesses can sell alongside you.

Walmart Marketplace: Allows Walmart to leverage its massive customer base and offer products from various sellers.

Target Plus Marketplace: Similar to Walmart, offering third-party sellers access to Target's customers.

	$0.35 per listing (Renewable)	12.9% + $0.30/item	Varies – typically 15-30% of item cost + storage fees	Offsite Advertising, Promotion Fees	PayPal or Managed Payments (variable)
	Individual: $0.99/listing; Professional: None	8-15% + Subscription Fee ($39.99/month for Professional)	FBA Fees (Storage, Fulfillment): Variable – depends on size, weight, demand	Referral Fees (varies by category), Advertising Costs	Varies - typically around 2.5%-4.0%
	$0.20/listing (Renewable)	6.5% + Payment Processing Fee (variable)	Seller-managed fulfillment – no direct fees	Monthly Listing Renewal Fee ($0.20), Transaction Fees for Etsy Payments	Varies - typically around 3%
	Varies – can be free or a small fee per listing	Commission based on transaction volume (typically 1-5%)	Alibaba’s logistics services available, but generally more expensive than FBA	Service Fees for various features	Variable – depends on payment method
	$0.30/listing (Renewable)	7.5% + $2.95/item	Walmart Fulfillment by Amazon (WFA) - similar to FBA fees	Advertising Costs, Inventory Storage Fees	Varies – typically around 3%-4


DIGITAL
MARKETING



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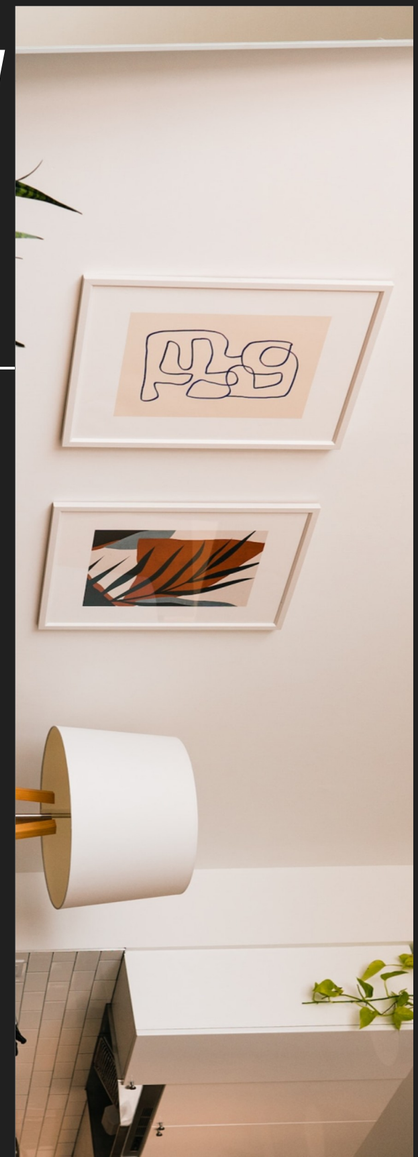
Introduction To Digital Marketing Strategy

Digital Marketing is the promotion of products and services through digital channels such as search engines, social media, email, websites, and mobile applications



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Traditional vs Digital Marketing



- **Traditional Channels:** TV, radio, print ads, billboards, and direct mail.
- **Digital Channels**: Search engines, social media, email, and websites.
- **Audience Reach:** Traditional targets mass audiences. Digital targets specific demographics and behaviours.
- **Interaction:** Traditional is one-way communication. Digital allows two-way engagement.
- **Cost Structure:** Traditional requires high upfront investments. Digital offers flexible, budget-friendly options.
- **Measurement:** Traditional results are hard to track. Digital offers real-time data and analytics.

Digital Channels To Know



To build an effective online presence, marketers leverage several distinct channels depending on their business goals:

1. **Search Engine Optimization (SEO)** Optimizes website infrastructure and content to rank organically on search engines like Google.
2. **Content Marketing** Focuses on creating and distributing valuable information (blogs, videos, infographics) to attract a defined audience.
3. **Social Media Marketing (SMM)** Uses platforms like LinkedIn, Instagram, Facebook, and TikTok to engage communities and share content.
4. **Pay-Per-Click Advertising (PPC)** A model where businesses pay a fee each time an internet user clicks on their digital advertisement.
5. **Email Marketing** Sends personalized, targeted messages directly to a list of users who opted in to receive communications.
6. **Data Analytics** Tracks and interprets user behaviour using

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The Customer Journey



The customer journey is the exact path, touchpoints, and experiences an individual has with your brand.

- **Discovery**: The user encounters an ad, social media post, or search result.
- Interest: The customer browses product options and categories on a mobile interface.
- **Intent/Research**: The user reads blogs, watches reviews, and compares prices. and prepares to add it to their cart.
- **Purchase**: The user completes the transaction online or in-store.
- **Post-Purchase**: The user receives onboarding emails, customer support, or usage tips.
- **Engagement**: The user joins a loyalty program or buys complementary products.

The Marketing Funnel



A digital marketing funnel maps out the exact steps a buyer takes from discovering a brand to making a purchase decision.

- **Awareness (Top of Funnel - TOFU)**: Potential customers discover your brand or product through an SEO blog post, social media update, or a targeted paid advertisement.
- **Consideration (Middle of Funnel - MOFU)**: Prospects evaluate your solutions against competitors by reading case studies or reviews, watching product demos, or subscribing to newsletters.
- **Conversion (Bottom of Funnel - BOFU)**: Prospects make the final decision to purchase or buy product, registers for a service, or downloads an app.
- **Loyalty or Retention**: Customers continue buying and engaging with your brand via email updates, exclusive perks, and loyalty rewards to transform buyers into advocates.
- **Advocacy**: Satisfied customers recommend your brand to others without being directly paid to do so and it generates high-converting word-of-mouth exposure. Referral program, User-Generated Content, Affiliates

Which marketing strategy



- Podcast Advertising:
- Influencer Marketing
- Paid Ads (Facebook, YouTube, Google, etc.):

- Content Marketing:
- SEO:
- Social Media:
- Retargeting Ads:
- Review Campaigns:

- PPC Marketing:
- Email Marketing
- Remarketing Ads:
- Webinars and Demos:

Key Metrics for Success

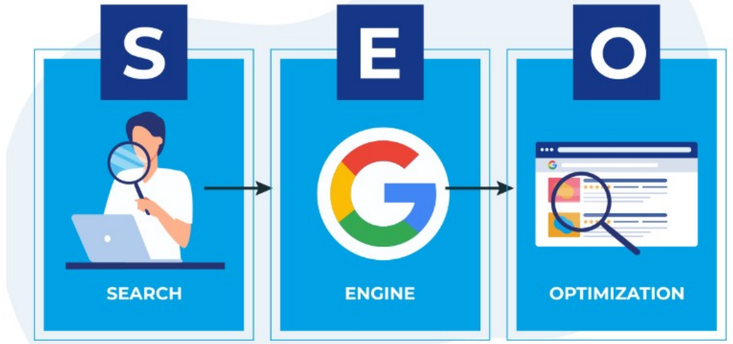
Digital marketing relies on measurable data to judge the health of a campaign. The primary Key Performance Indicators (KPIs) include:



- **Traffic:** The total volume of users visiting your web properties.
- **Click-Through Rate (CTR):** The percentage of users who clicked an ad link out of everyone who saw it.
- **Conversion Rate:** The percentage of visitors who completed a desired action (e.g., buying a product).
- **Cost Per Acquisition (CPA):** The total advertising spend required to secure a single paying customer

EaTemp

How What is search engine optimization (SEO)?





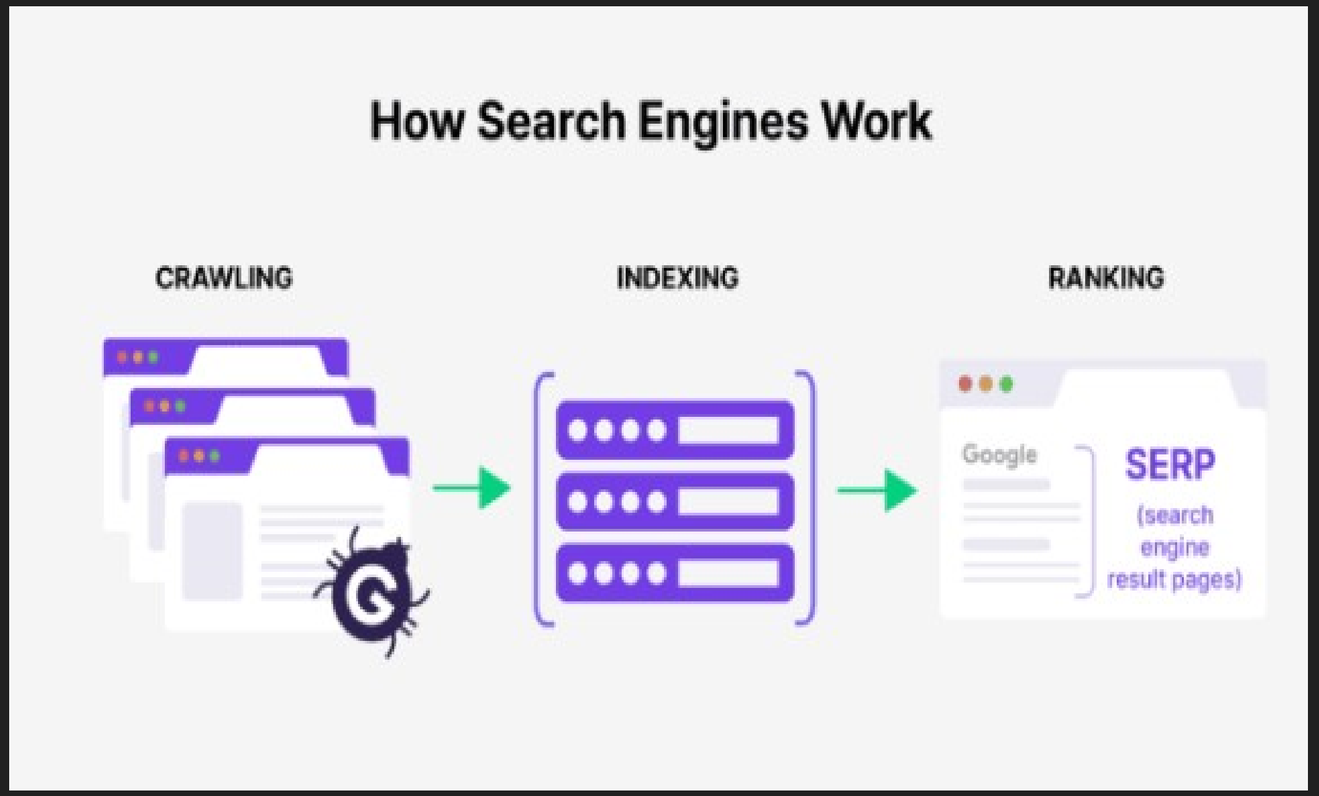
- ✓ Search engine optimization (SEO) is the technique of optimizing a website or web page to improve its ranking in search engine results pages (SERPs).

.

- ✓ It aims to improve your website’s position in search results pages (SERPs). Remember, the higher the website is listed, the more people will see it.

- ✓ **SEO:** Driving **organic** results clicks from search engines.

How Search Engines Work



1 **Search Engine Crawling:** Search engines, like Google, use automated bots (spiders or crawlers) to navigate the web. These bots follow links from one page to another, discovering and indexing contention websites.

2 **Indexing:** Once a page is crawled, its content is analyzed and stored in the search engine's index. The index is like a massive library catalog that the search engine refers to when users enter a search query.

3 Ranking Algorithms: Search engines use complex algorithms for specific search queries. Algorithms consider numerous factors, including keyword relevance, content quality, user experience, backlink profile, and more.

Factors for ranking

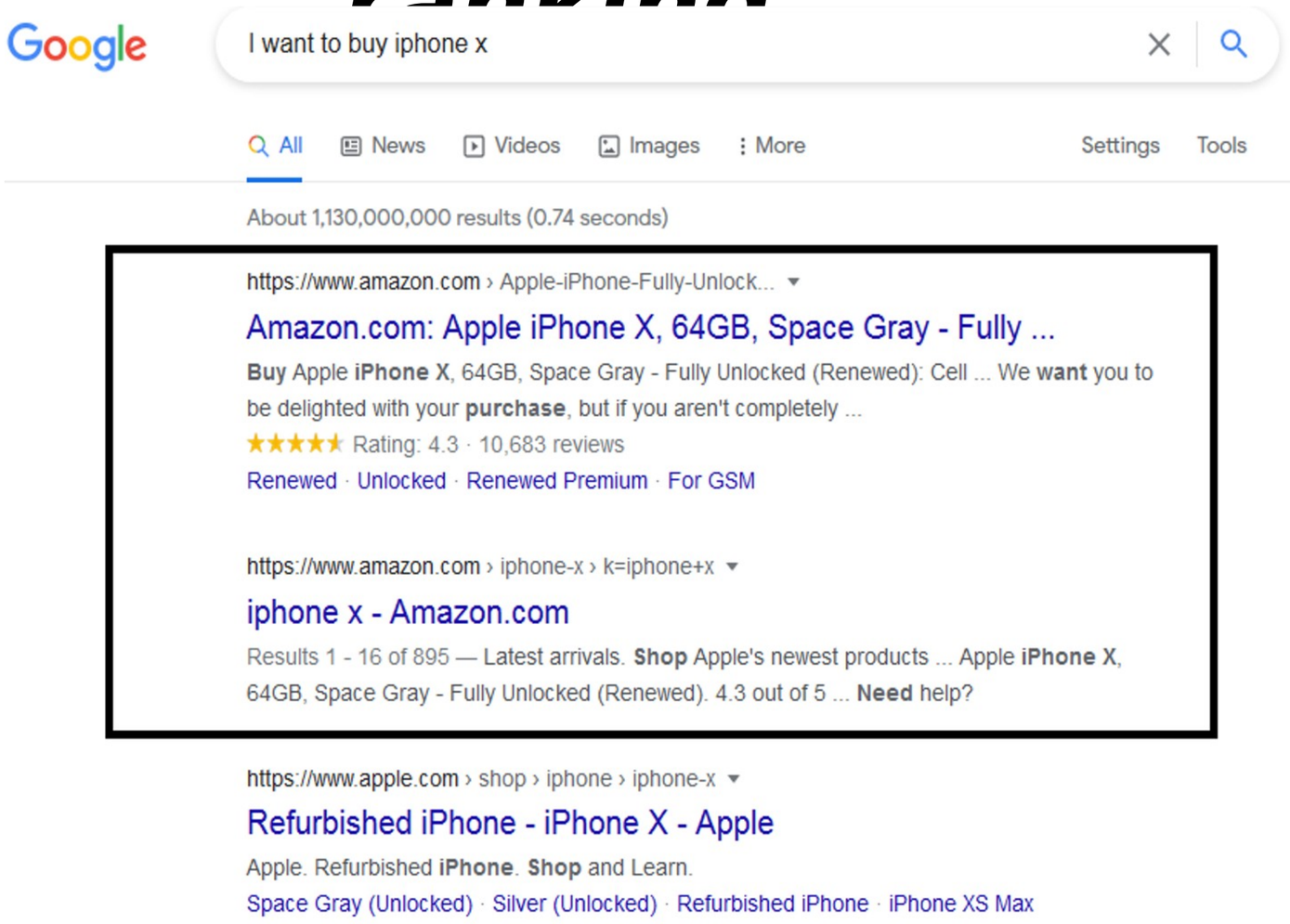
SEARCH RELEVANCY

If you search for “chocolate chip cookie recipes,” you don’t want to see webpages about truck tires

refers to the relationship between the search query and the intended search result. However, Google doesn’t simply rank “the most relevant pages at the top.” That’s because there are thousands of relevant pages for every search term.

Keyword Research:

Identify the most relevant keywords for your target audience. Use tools like Google Keyword Planner, SE Ranking, SEMrush, to find keywords with a good balance of search volume and competition.



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Factors for ranking

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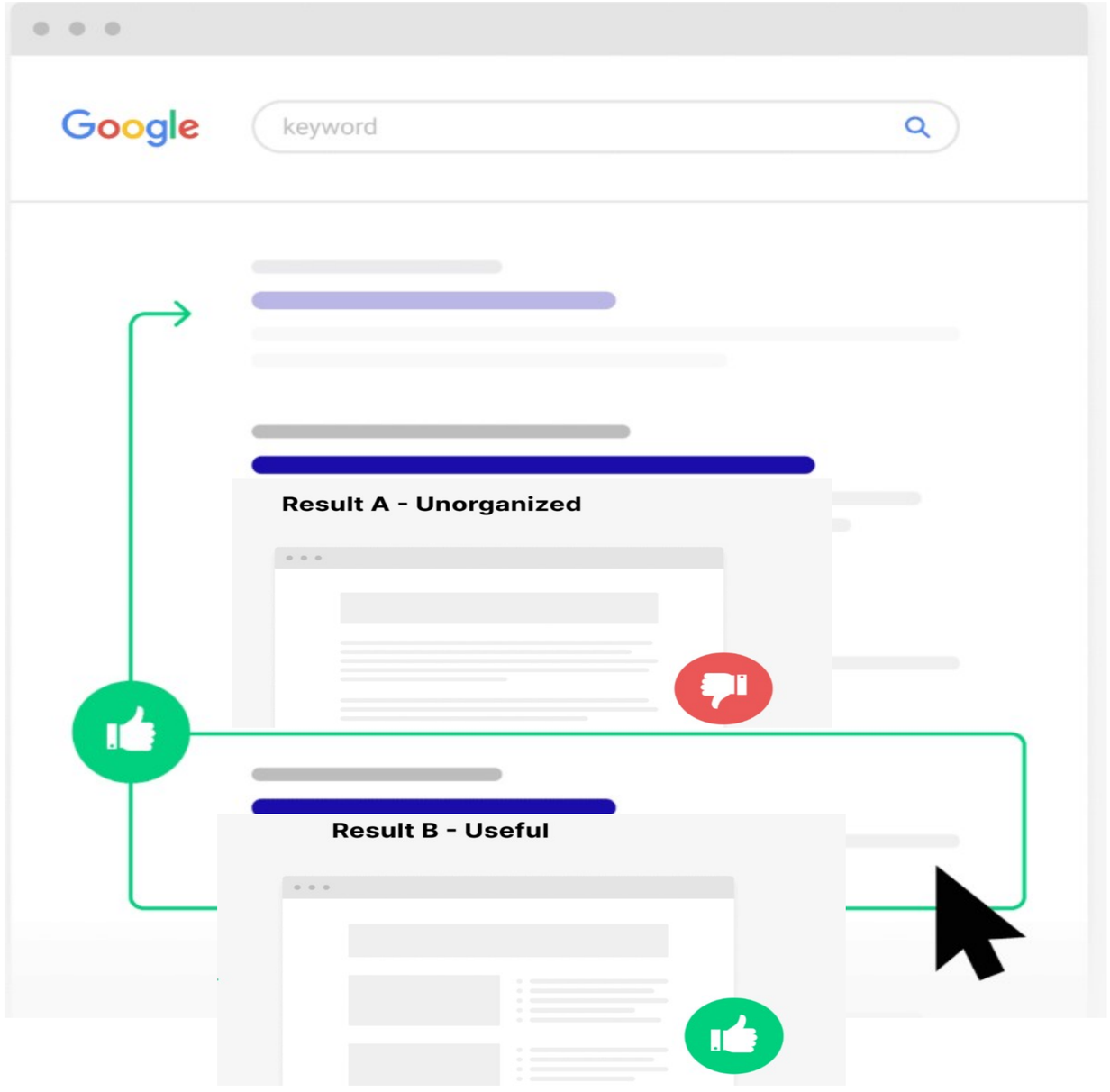
Authority :
the more high-quality links a page receives, the more authority it has, and the higher it will rank.

Authority is a way of describing a website’s or search engines like Google evaluate authority to determine whether a web page is trustworthy and high-quality enough to present to users. frameworks used by Google E-E-A-T, which stands for Experience, Expertise, Authority, and Trust.

Backlinks:
Backlinks, or inbound links, are links from other websites to your site. They are a signal of trust and authority. High-quality, relevant backlinks can positively impact a site’s ranking

Factors for ranking



USEFULNESS

Content can be relevant and authoritative. But if it’s not useful, Google won’t want to position that content at the top of the search results.

Quality Content:

Create high quality, and relevant content for your audience. Regularly update your content to keep it fresh and relevant. Use a variety of content types, such as text, images, videos, and infographics

Keyword Research



Identify the most relevant keywords for your target audience.

Simple Steps to Do Keyword Research

- ✓ **Find seed terms or phrase:** Write down broad words that describe your main topics or products (like "running shoes").
- ✓ **Use a tool:** Put your seed words into a tool **like Semrush or Google Keyword Planner** to find related ideas and long-tail phrases.
- ✓ **Check metrics:** Look at monthly **search volume** (how many people search) and **keyword difficulty** (how hard it is to rank)
- ✓ **Match search intent:** Look at top results to see if users want informational guides, local services, or product pages, then create matching content

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Search intent and keyword

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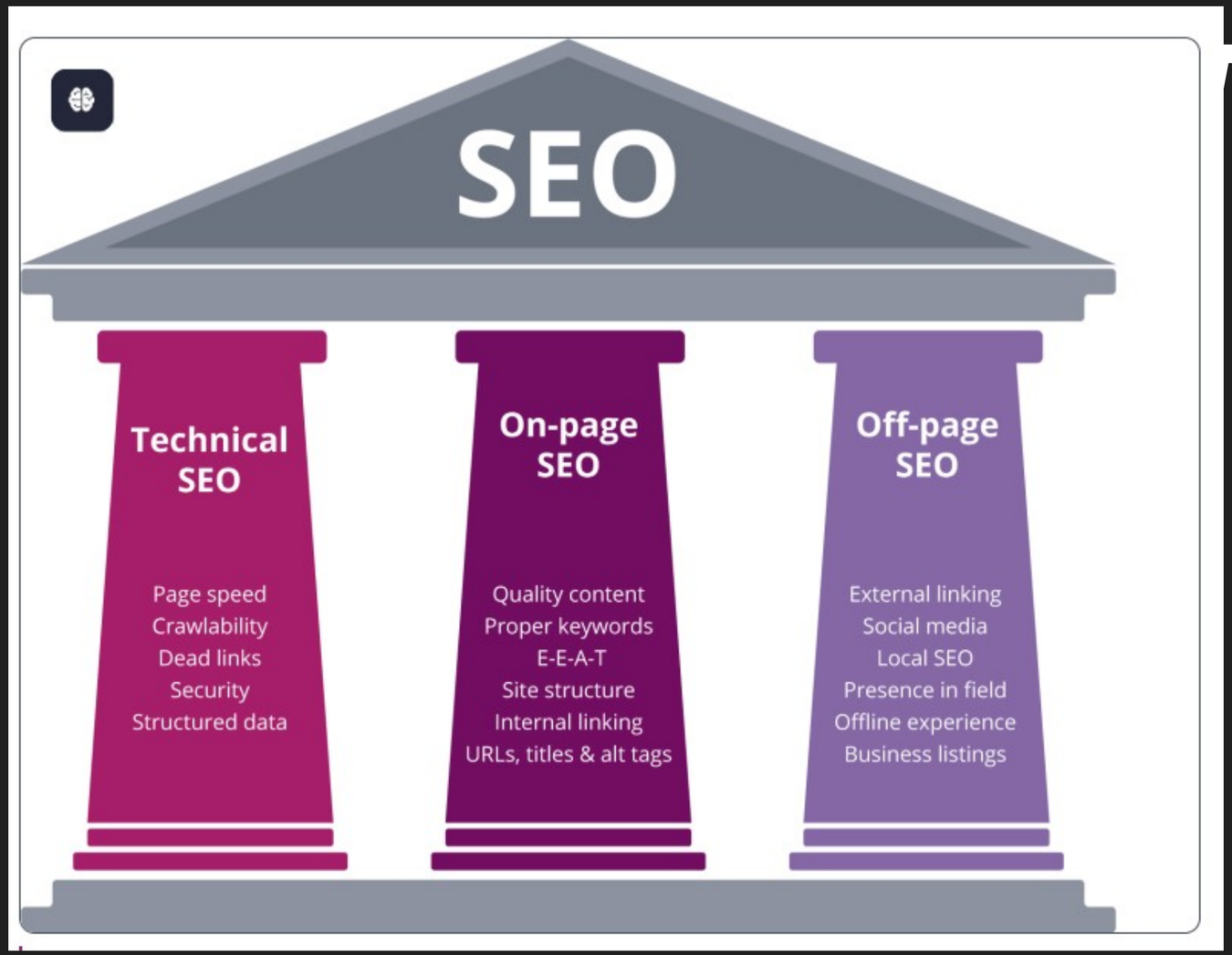
Search intent: This describes what users are trying to accomplish with their search query:

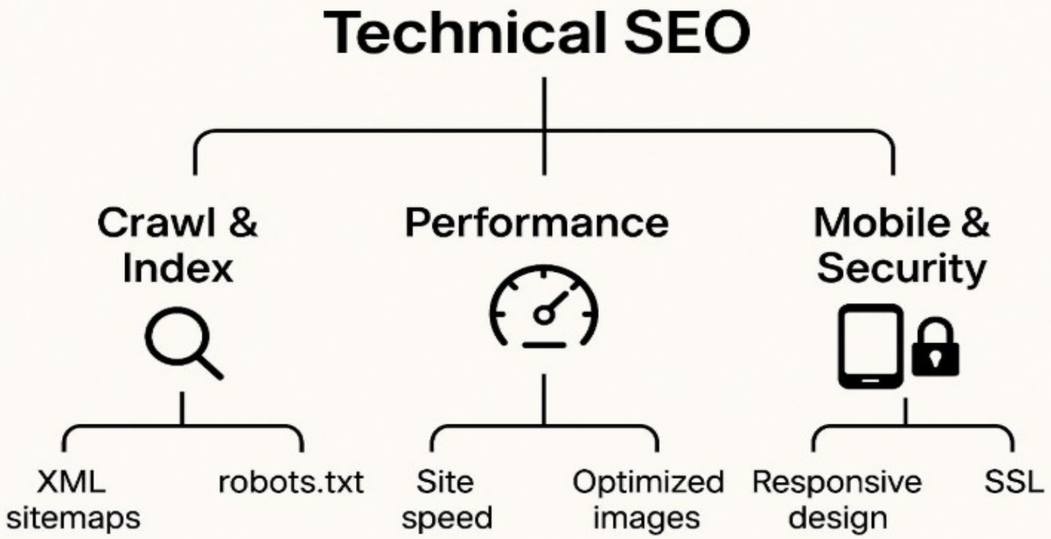
- ✓ **Informational**: Looking to learn about a topic ("how to make soap")
- ✓ **Navigational:** Trying to find a specific website ("Shopify login")
- ✓ **Transactional:** Ready to make a purchase ("buy handmade soap")
- ✓ **Commercial investigation:** Researching before buying ("best handmade soap brands")

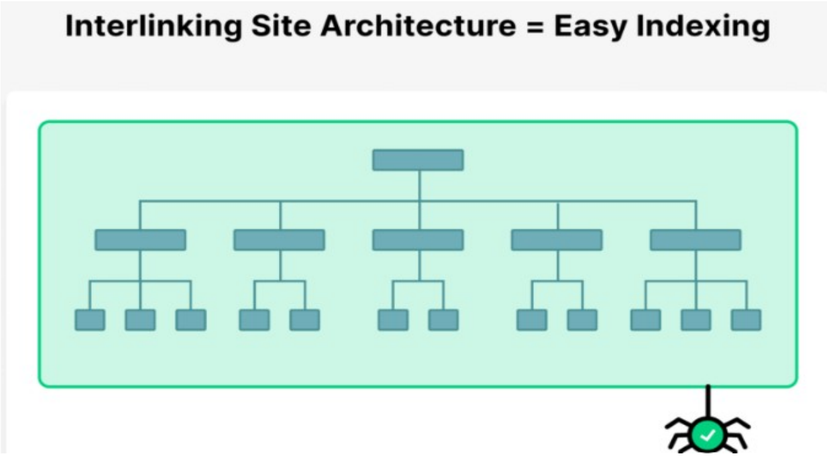


The 3 pillars of SEO

SEO is all about optimizing your website to increase your online visibility. But what do we mean by that? What exactly should you be optimizing? Well, there's a lot you can do and it can be divided up into three main areas.

1, Technical SEO:





Technical SEO is the practice of optimizing a website's infrastructure so search engines and AI systems can easily crawl, render, index, and understand its content.

1. **Crawling & Indexing**: Managing how search bots access your site using robots.txt files and XML sitemaps.

2. **Site Speed & Performance:** Improving loading times and optimizing Core Web Vitals for better user experience and rankings.
3. **Mobile-Friendliness:** Ensuring your site performs well under mobile-first indexing standards.

4. **Site Architecture:** Keeping click depth low and fixing broken links, redirect chains, or orphan pages.

5. **Security & Structure:** Using HTTPS encryption and implementing structured data (schema markup)

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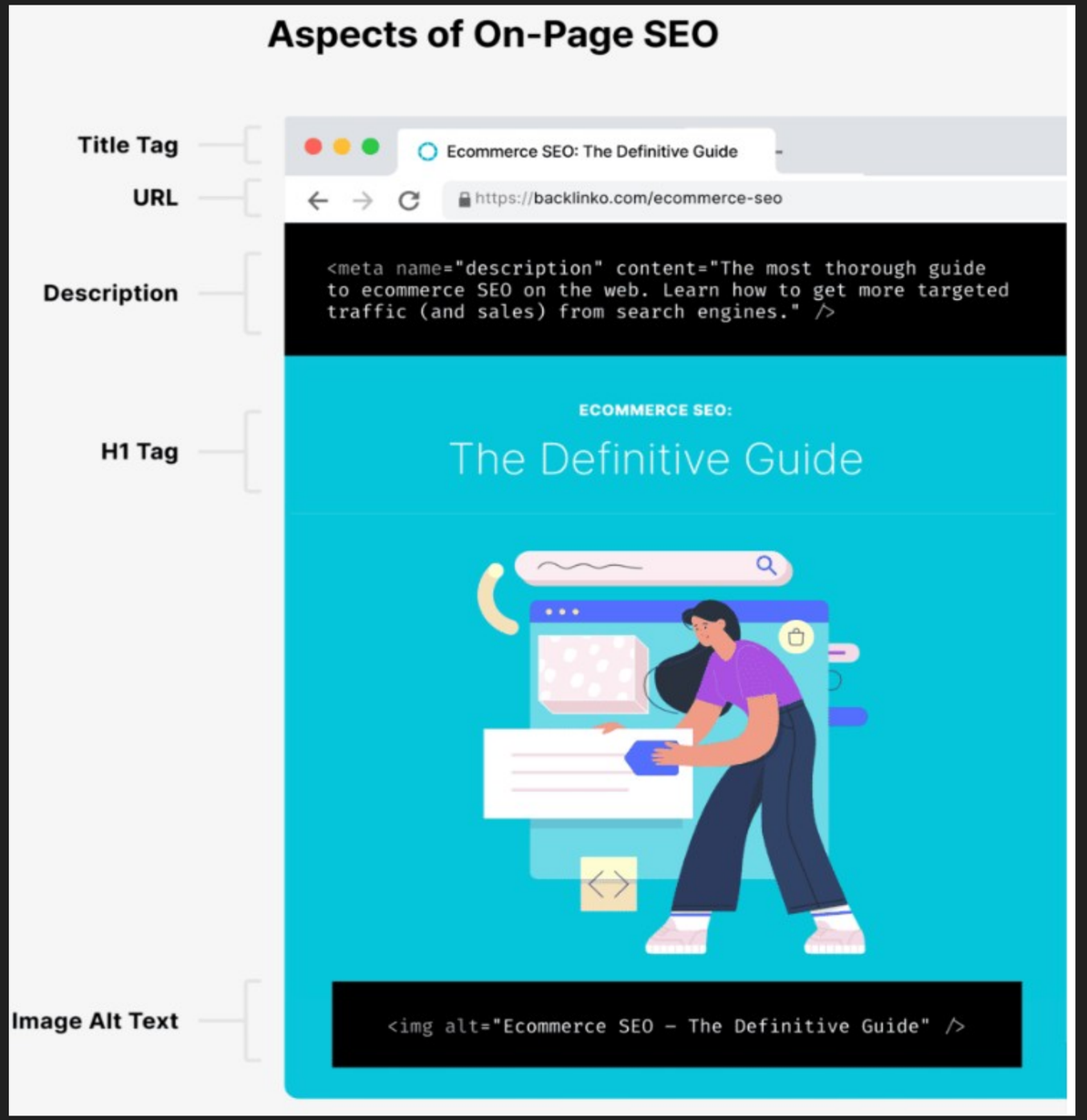
2, On-Page SEO

On-page SEO involves optimizing your website's content for search engines and users

1. **Title Tags:** Make the clickable headline in search results 50 to 60 characters long and include your main keyword.
2. **Meta Descriptions:** Write a short, engaging summary that tells users what the page is about to improve click rates.
3. **Headings (H1, H2, H3):** Use one H1 tag for your main title and H2/H3 tags to organize sections logically with related subtopics.
4. **URL Slugs:** Keep web addresses short, readable, and separated by hyphens with your target keyword included.
5. **Content Quality:** Publish helpful, direct text that answers user intent thoroughly and shows real expertise.
6. **Internal and External Links:** Link to related pages on your site and useful external sources to help search engines crawl and understand context



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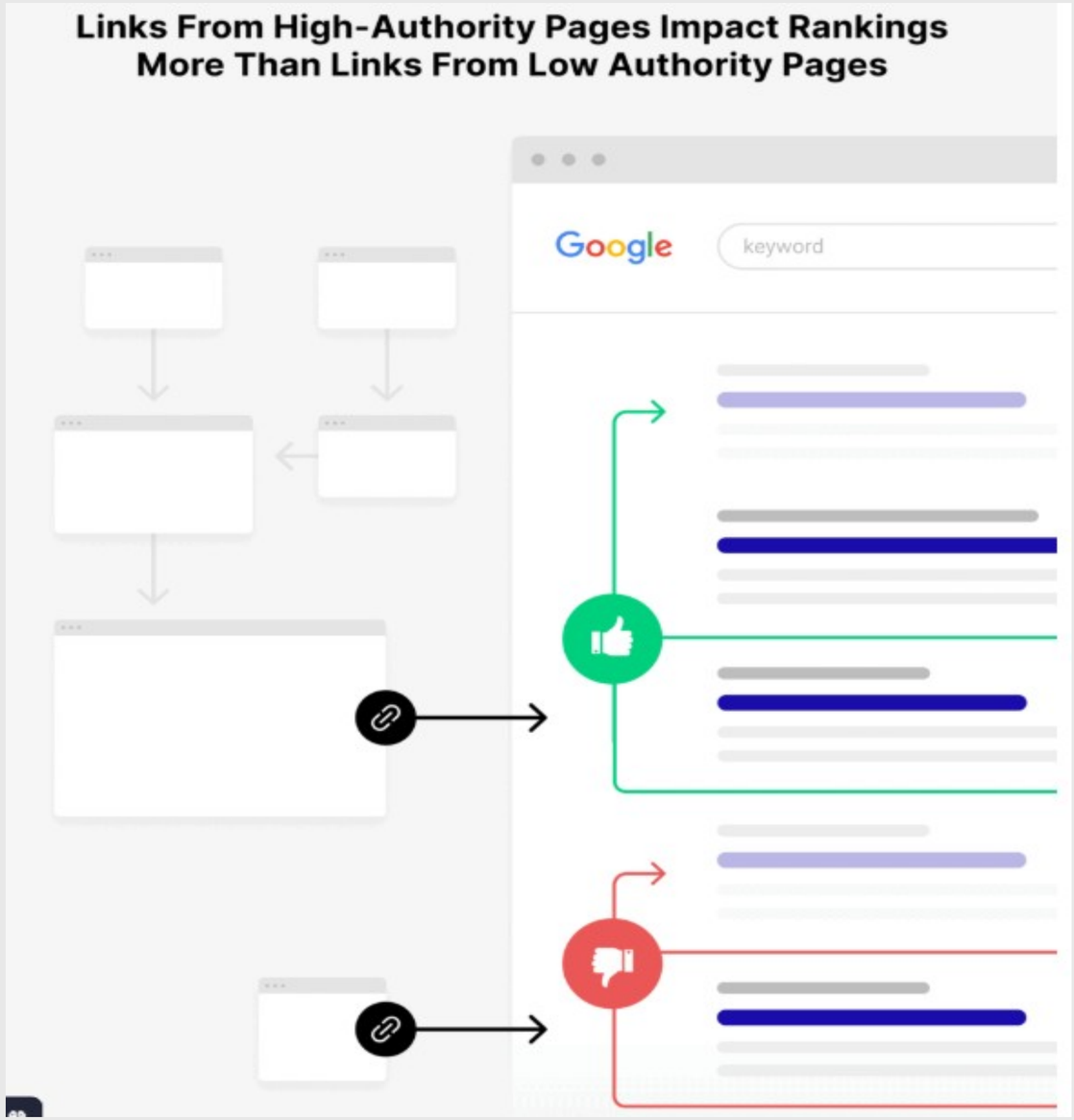

3.Off-page SEO

Off-page SEO covers all actions taken outside of your own website to raise its authority, trust, and search engine rankings. **Backlink Building:** Earning links from trusted, high-authority websites acts as a vote of confidence for search engines.

1. **Guest Blogging:** Writing content for other relevant sites in your niche to share your expertise and secure a link back to your domain.
2. **Social Media Marketing:** Promoting content and engaging online to increase brand visibility and indirect traffic.
3. **collaborate** with other store owners

4. **Local Citations and Reviews:** Registering your business on local directories and gathering positive customer reviews.

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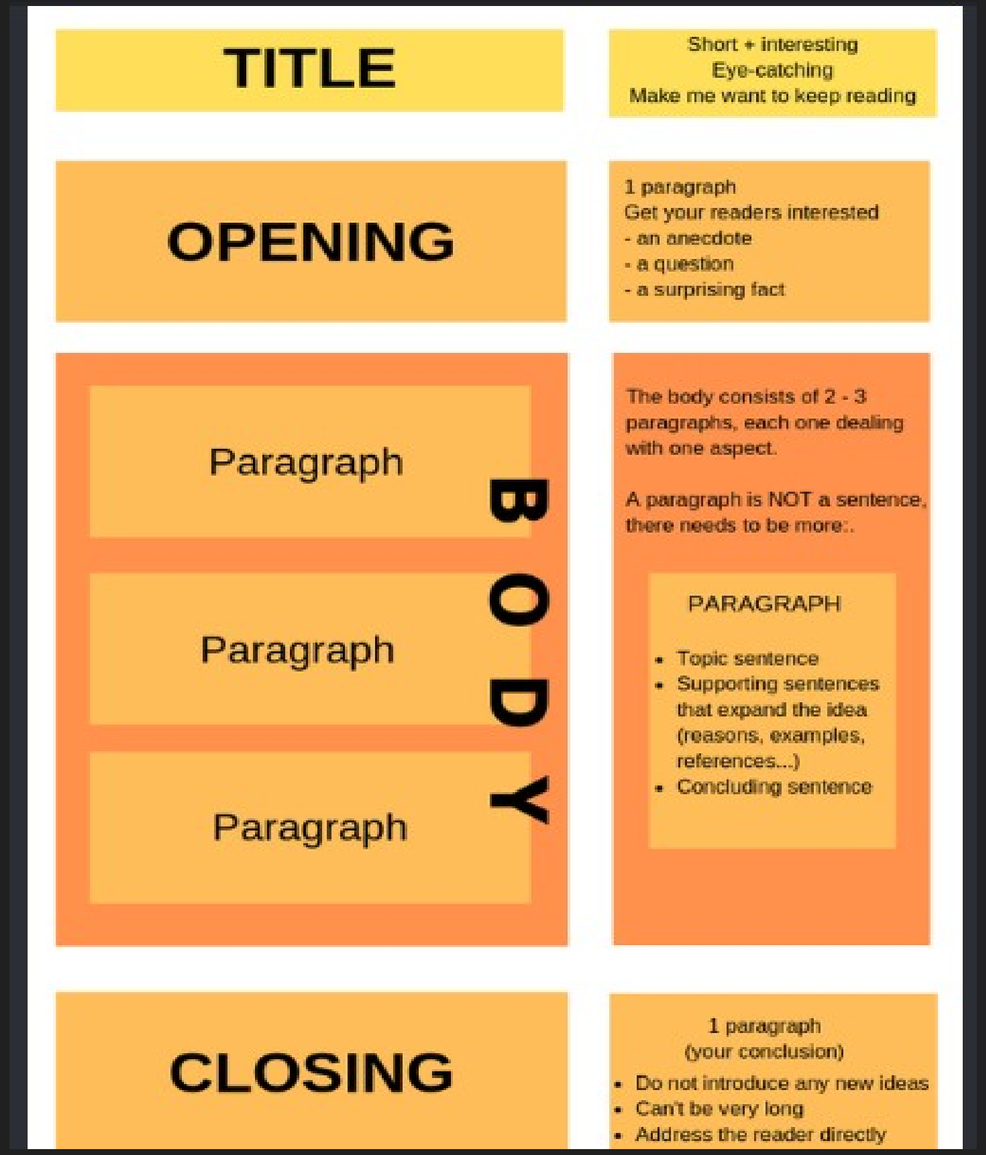
Blog Post

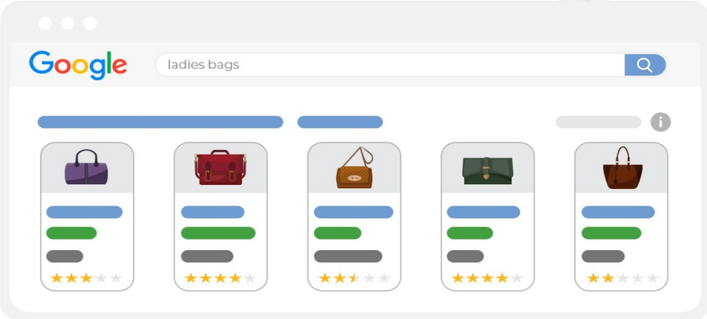


- ✓ **Pick a topic:** Choose a subject you know well and that your readers care about.
- ✓ **Do keyword research:** Look up what words people type into search engines so your post is easy to find online.
- ✓ **Make an outline:** Write down your main points and subheadings before you start typing the full article

Write and Format the Content

- ✓ Write a catchy title: Make your headline short, clear, and interesting so people want to click on it.
- ✓ Keep paragraphs short: Break your text into small sections with clear subheadings so it is fast to scan.
- ✓ Add pictures and links: Use bright images and helpful links to keep your readers engaged.
- ✓ Include a conclusion: Summarize your main points and tell the reader what to do next, like leaving a comment

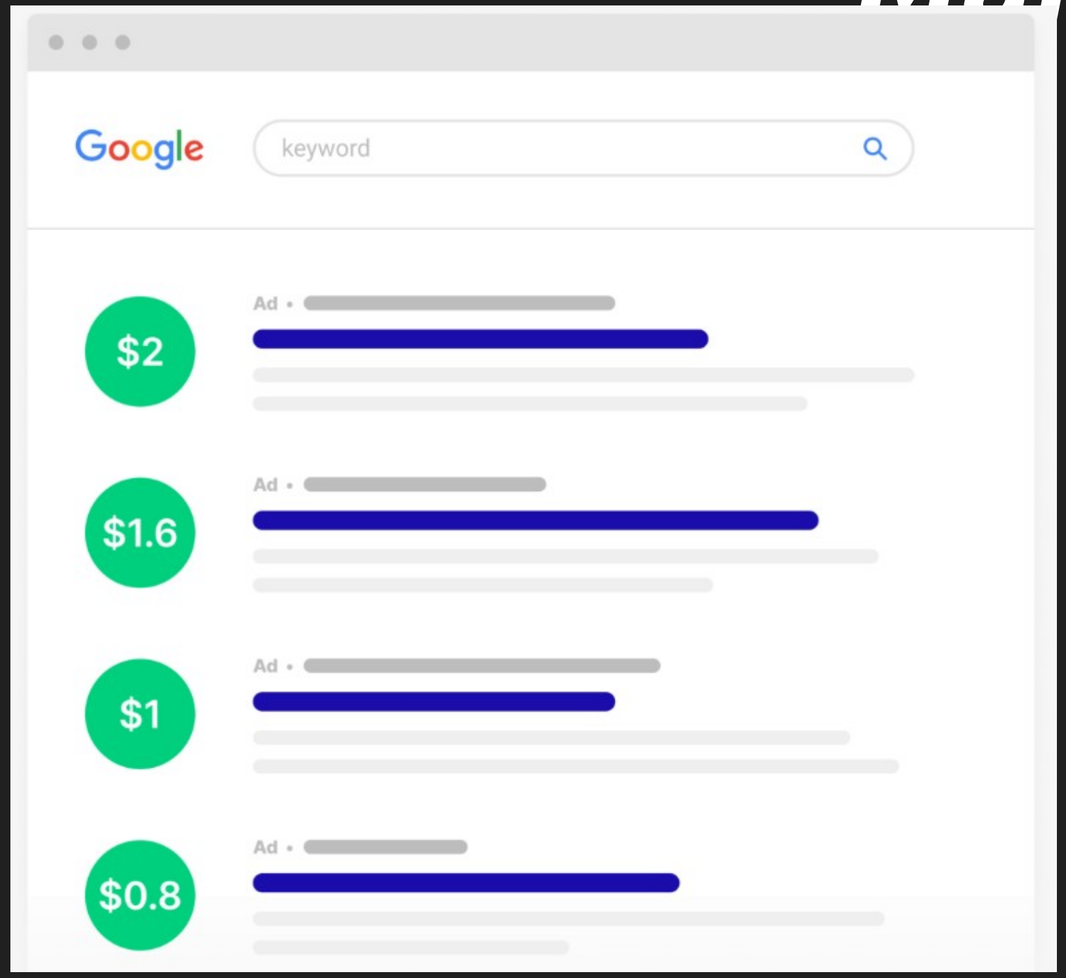
How Search engine marketing





- ✓ Search Engine Marketing (SEM) is a digital marketing strategy that involves promoting a website to increase its visibility on search engine results pages (SERPs) primarily through paid advertising.
- ✓ SEM is strictly as paid search advertising—often utilizing the pay-per-click (PPC) model where advertisers pay a fee only when a user clicks their ad
- ✓ **PPC:** Driving **paid** results clicks from search engines

How Search Engine Marketing Works



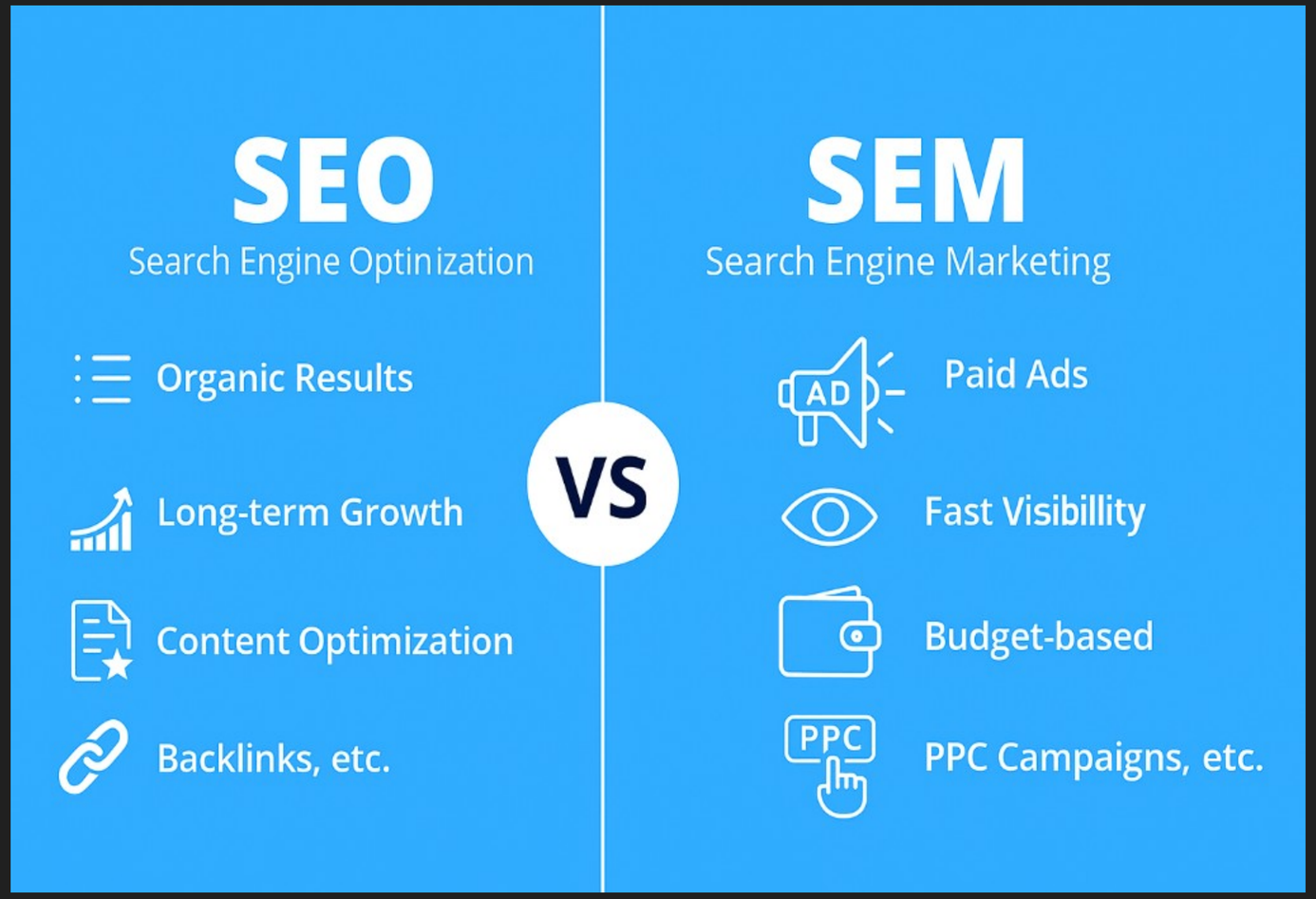
SEM operates on a real-time auction system managed through platforms like Google Ads or Microsoft Advertising.

Keyword Bidding: Advertisers select and bid on specific search queries or keywords relevant to their products or services.

Ad Auctions: When a user enters a search term, the search engine runs an auction based on the maximum bid amount and the quality score of the ad.

Placement: Winning ads appear prominently at the top or bottom of the search results page, labeled as sponsored content.

SEM vs SEO


SEO
Search Engine Optinization
Organic Results
Long-term Growth
Content Optimization
Backlinks, etc.
VS
SEM
Search Engine Marketing
AD
Paid Ads
Fast Visibillity
Budget-based
PPC
PPC Campaigns, etc.


Organic Vs. Paid Results
Google
Google
PAID
ORGANIC

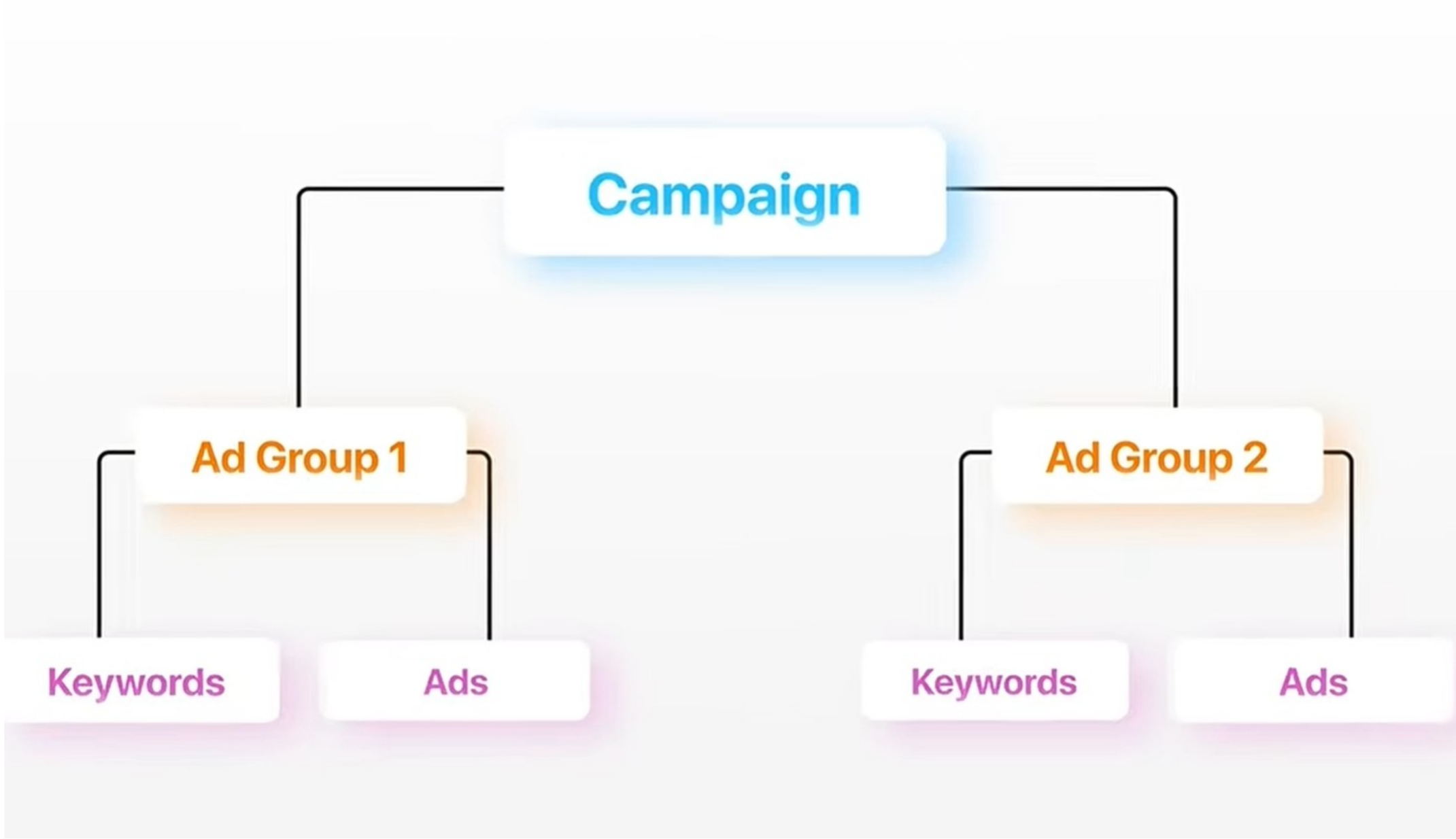
How to Use Google AdWords



Understand Campaign Structure

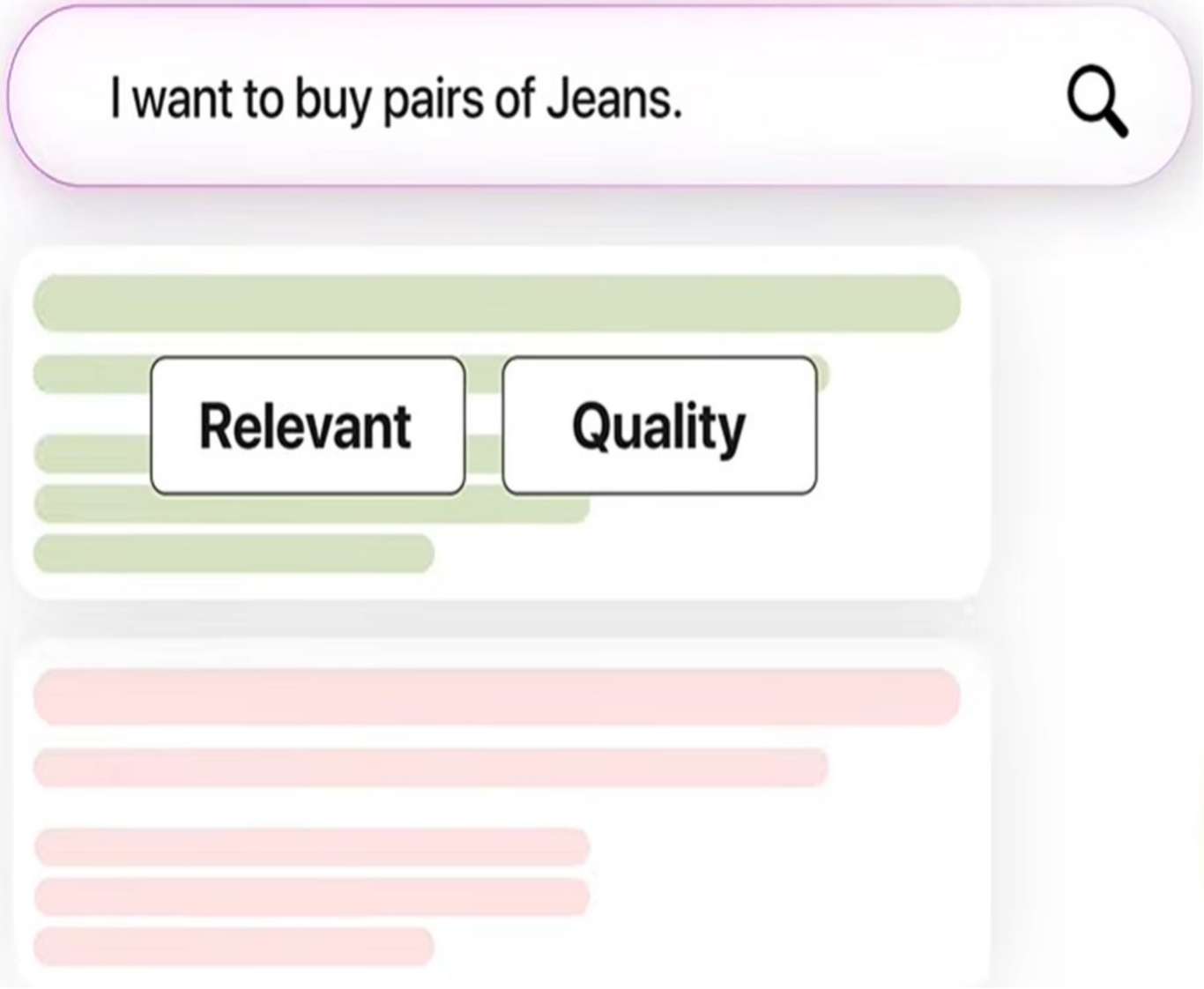


How Campaign Work.....



Campaign	Ad Group	Keywords	Ad Copy
Shoes **$500/Day**	**Tennis Shoes**	• tennis shoes • best tennis shoes • shoes for tennis • red tennis shoes	**Tennis Shoes** Shop The Largest Selection Of Tennis Shoes. Free Shipping! www.acme.com/tennis-shoes
Shoes **$300/Day**	**Walking Shoes**	• walking shoes • black walking shoes • mens walking shoes • walking shoes for women	**Walking Shoes** Shop The Largest Selection Of Walking Shoes. Free Shipping! www.acme.com/walking-shoes
Shirts **$200/Day**	**Polo Shirts**	•red polo shirt • golf polo shirt • polo shirt for golf • button down polo shirt	**Polo Shirt** Shop For Acme Polo Shirts. 25% Off Sale & Free Shipping! www.acme.com/polo-shirts

How Ads rank work.....



Auction

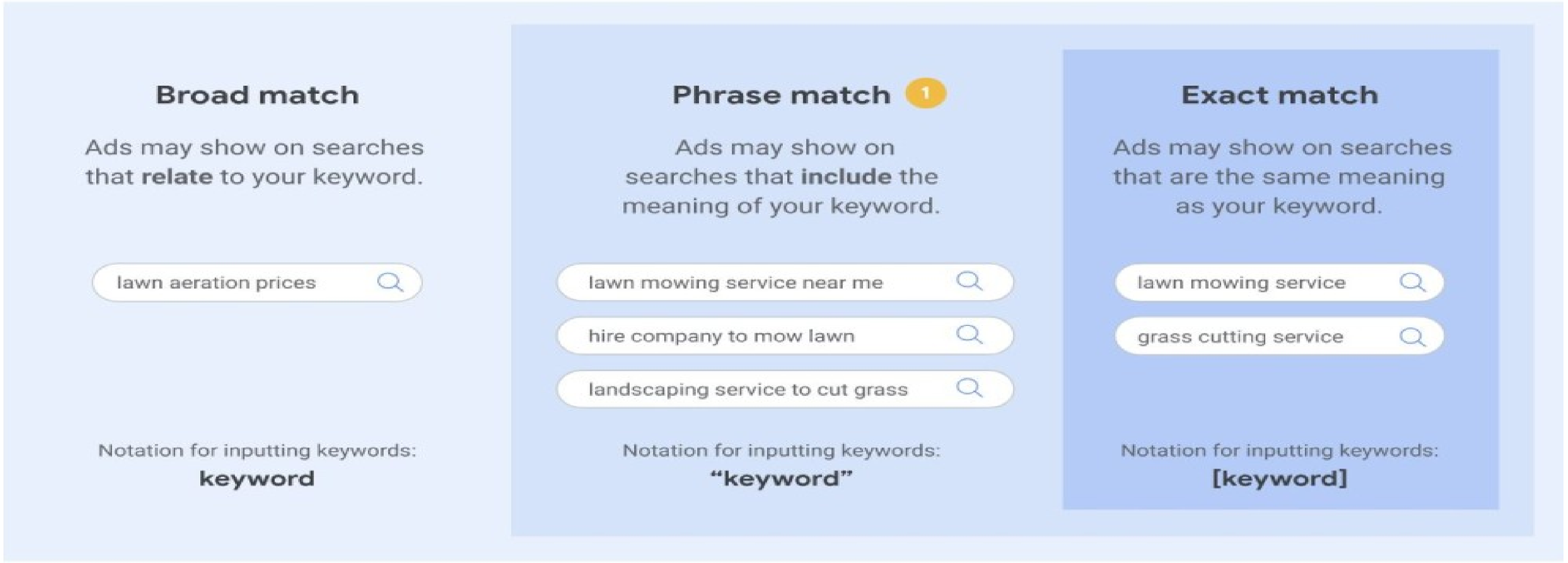


Ad Rank = Bid X Quality

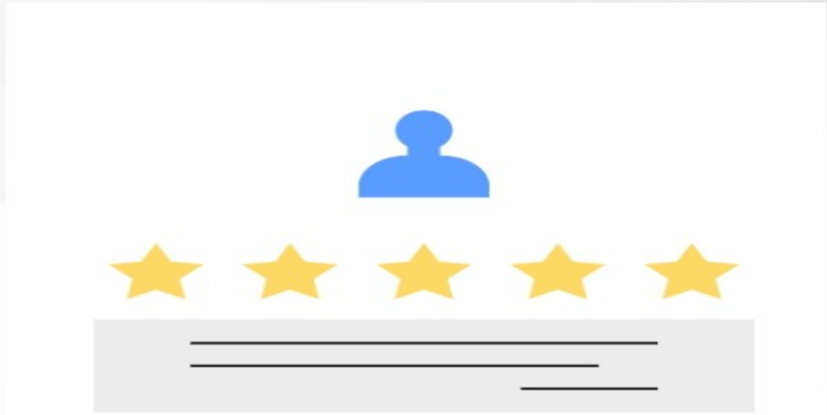
Keyword

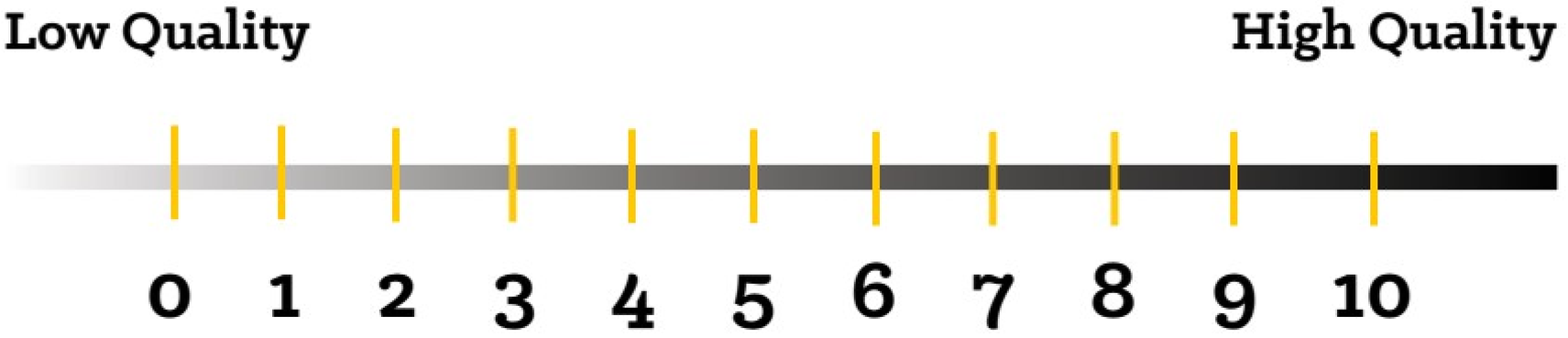
These are the phrases people search in Google and its affiliates

Keyword: Lawn Mowing Service



Quality Score





Quality Score: This metric tells you how relevant your keywords are to your ad — and to your landing page (i.e. the webpage where people will be taken when they click your ad). A good Quality Score can lower your bid costs and improve your ad rank in the search results.

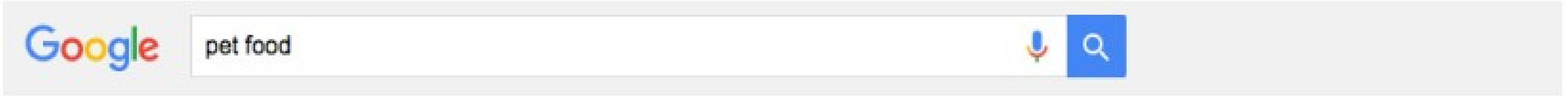
Bid



Bid: This is the maximum amount you’re willing to pay when someone clicks on your ad. (Since, with Google Ads, you don’t pay to show up — only when someone clicks on your ad to visit your site or call you.)

The higher quality pays lower……





About 296,000,000 results (0.55 seconds)

$5.00

20% Off Pet Food at Chewy
Ad www.chewy.com/**PetFood**
Free Shipping on **Pet Food**. **Pet Food** 20% Off, Shop Today!
Shop All Pet Food Brands - 20% Off Pet Food Today - 20% Off Dog Food Today

$4.50

Petco® Pet Food Store
Ad www.**pet**co.com/
Shop Online Or At Our 1400+ Stores. Free Shipping On Most Orders!
Shop with Confidence – Google Trusted Stores
Everything Your Dog Needs - Everything Your Cat Needs - Store Locator
304 Western Ave, Brighton - (617) 254-8800 - Open today · 9:00 AM – 9:00 PM

Compare Pet Food - BlueBuffalo.com
www.bluebuffalo.com/
Take the True BLUE Test to Review and Compare Your **Pet Food** to BLUE
No Artificial Colors · Natural Ingredients · Wholesome Nutrition · Real Meat
True BLUE Cat Test - Store Locator - True BLUE Dog Test

PetFoodDirect.com: Pet Food Online | Dog & Cat Supplies ...
www.**petfood**direct.com/
Online Pet Supplies, **Dog Food**, Cat Food and Treats available at PetFoodDirect.com.
Shop the BEST Selection of **Pet Food**, Pet Meds, Dog & Cat Treats, Toys ...

Ads

Petfood at Amazon
www.amazon.com/**pets**
4.4 ★★★★½ rating for amazon.com
Up to 50% off **Petfood**
Free Shipping on Qualified Orders.

$3.75

CANIDAE Natural Pet Foods
www.canidae.com/
Try CANIDAE today and save $8!
We're a family owned company.

$3.00

Pet Food
www.cesar.com/
Every **Dog** Wants To Be a Cesar® **Dog**
Try Cesar® Irresistible Cuisine!

$2.50

Pet Supplies Plus
www.**pets**uppliesplus.com/
Your Neighborhood Pet Specialty Store. Get Your Coupon Now!

$2.25

Step 1: Start Now

Google Ads Overview How it works Cost FAQ Advanced campaigns Co

1,Crea

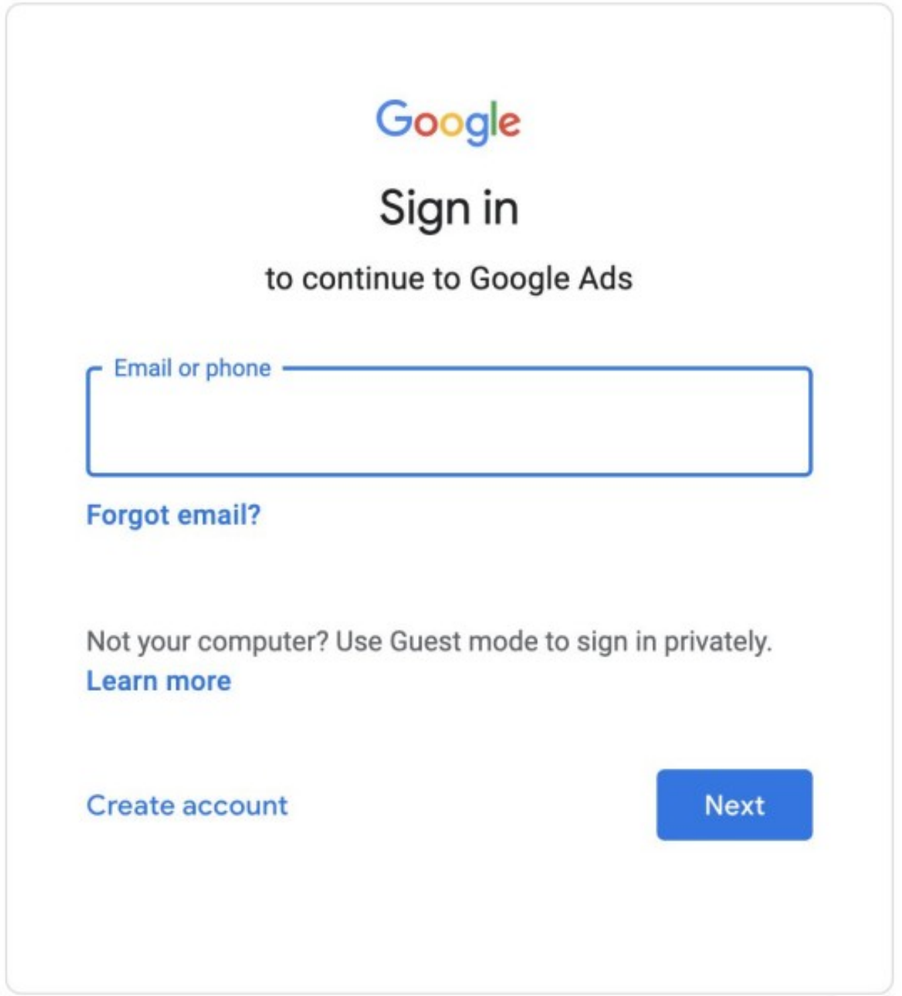
te Accou nt

Grow your business with Google Ads

Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business.

Start now | Learn more

Call to get set up by a Google Ads specialist



2, Gmail Account

Step 3: Your Main Goal

New campaign

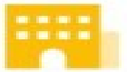
What's your main advertising goal?



Get more calls



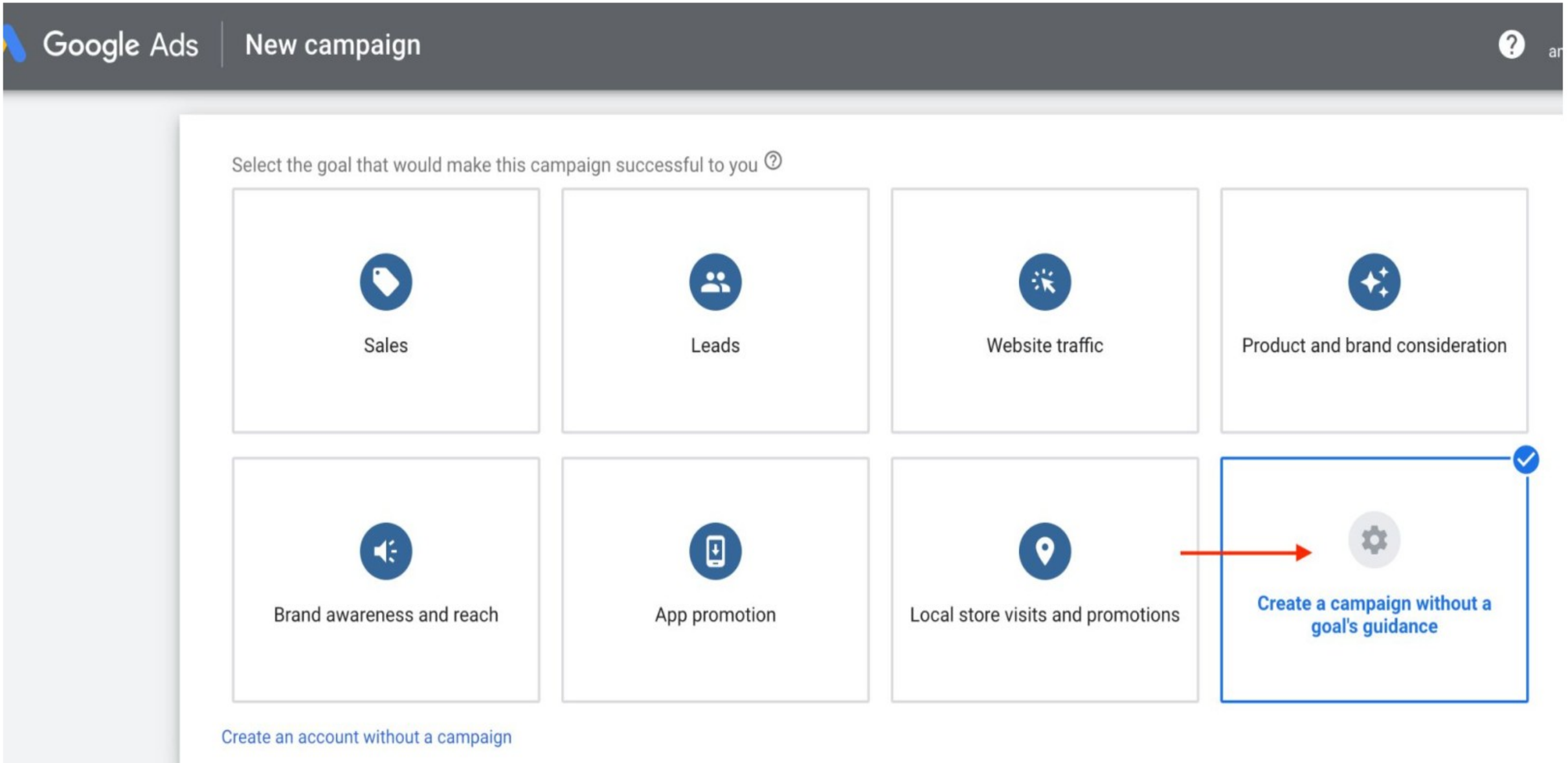
Get more website sales or sign-ups



Get more visits to your physical location

Next

Selecting a Goal



Selecting a Goal

Select a campaign type

Search



Reach customers interested in your product or service with text ads

Display



Run different kinds of ads across the web

Video



Reach and engage viewers on YouTube and across the web

App



Drive app promotion across Google's networks

Smart



Reach your business goals with automated ads on Google and across the web

Shopping

Promote your products with Shopping ads

Local

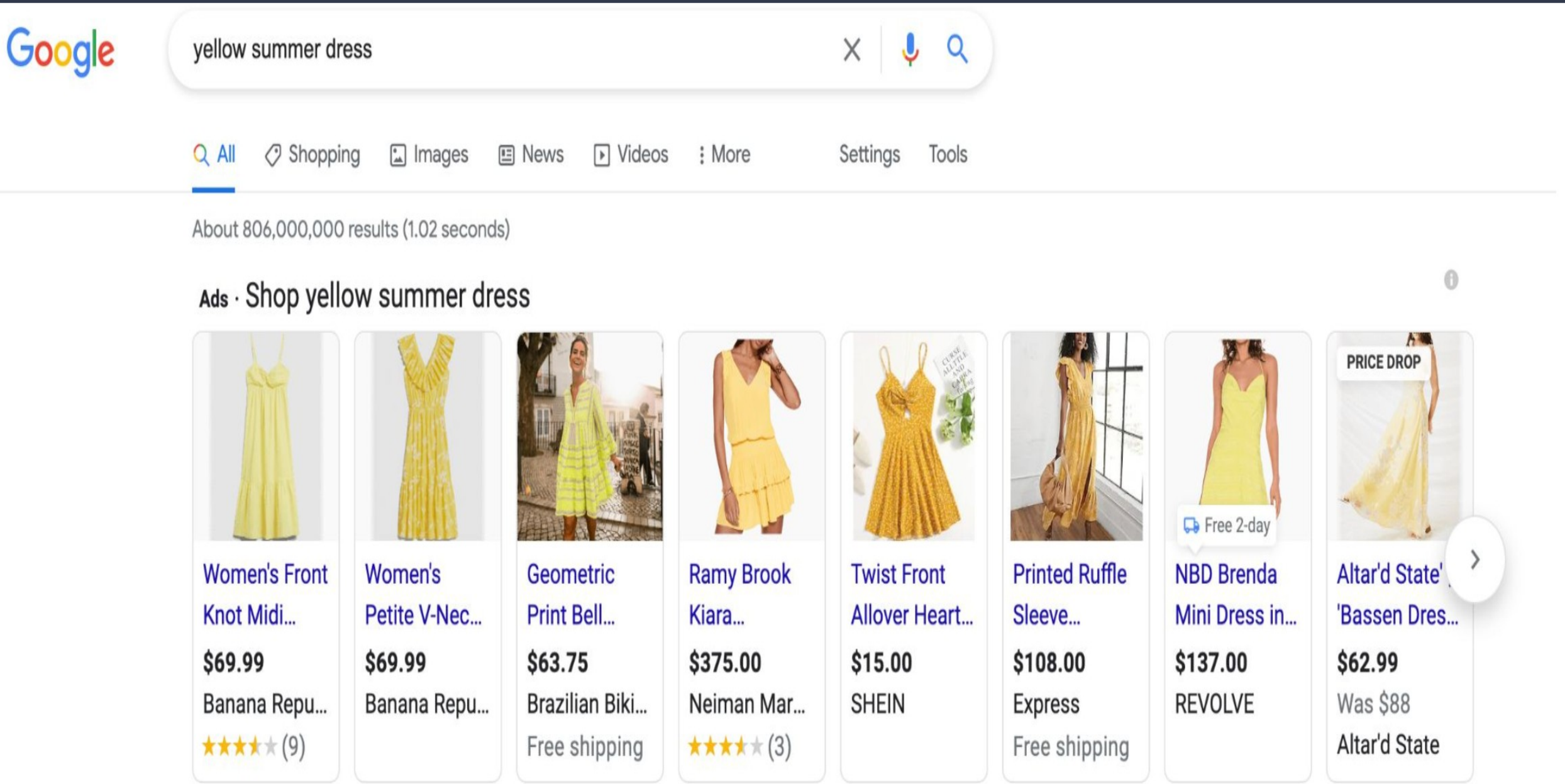
Drive customers to a physical location

Discovery

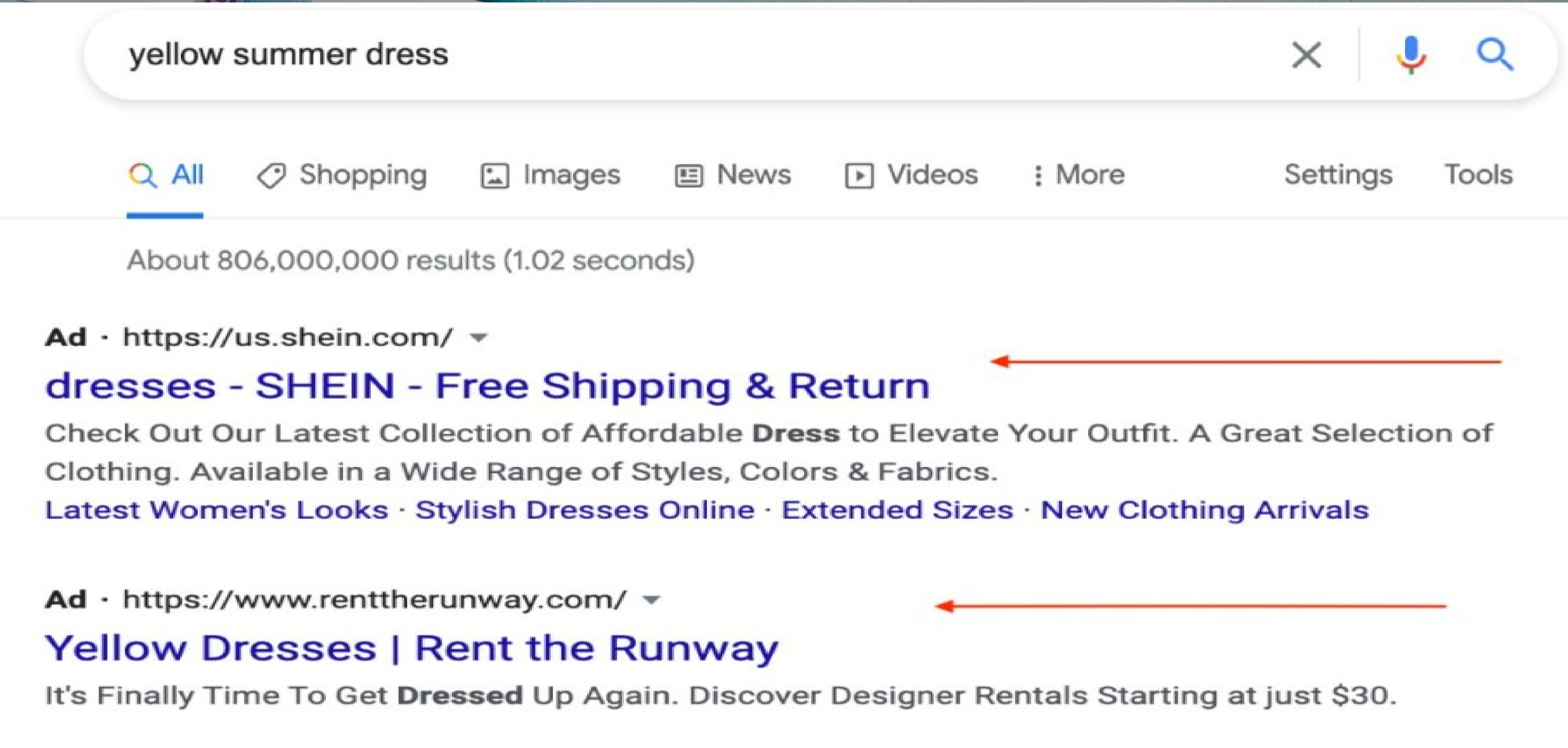
Run ads on YouTube, Gmail, Discover, and more

BACK CONTINUE

Shopping Ads



Search Ads


yellow summer dress
All
Shopping
Images
News
Videos
More
Settings
Tools
About 806,000,000 results (1.02 seconds)
Ad · https://us.shein.com/
dresses - SHEIN - Free Shipping & Return
Check Out Our Latest Collection of Affordable Dress to Elevate Your Outfit. A Great Selection of Clothing. Available in a Wide Range of Styles, Colors & Fabrics.
Latest Women's Looks · Stylish Dresses Online · Extended Sizes · New Clothing Arrivals
Ad · https://www.renttherunway.com/
Yellow Dresses | Rent the Runway
It's Finally Time To Get Dressed Up Again. Discover Designer Rentals Starting at just $30.

Display Ads

forbes.com/small-business-strategy/?sh=7747c71225ea

Forbes

8 hours ago

Lacking Client Trust? Try These Two Easy Strategies

There are many reasons why a client may choose not to work with you. But other than budget, the overarching reason clients will say 'no' to your sales pitch is because they have a lack of trust in what you offer.

By **Stephanie Burns** Contributor



16 hours ago

There's A Superhero Inside Of You: 5 Lessons For Achieving Success In The Workforce

Recent projections show women's employment rates may not recover until 2024—two full years after a full recovery for men. It's time to take your future into your own hands.

By **Stephanie Burns** Contributor



22 hours ago

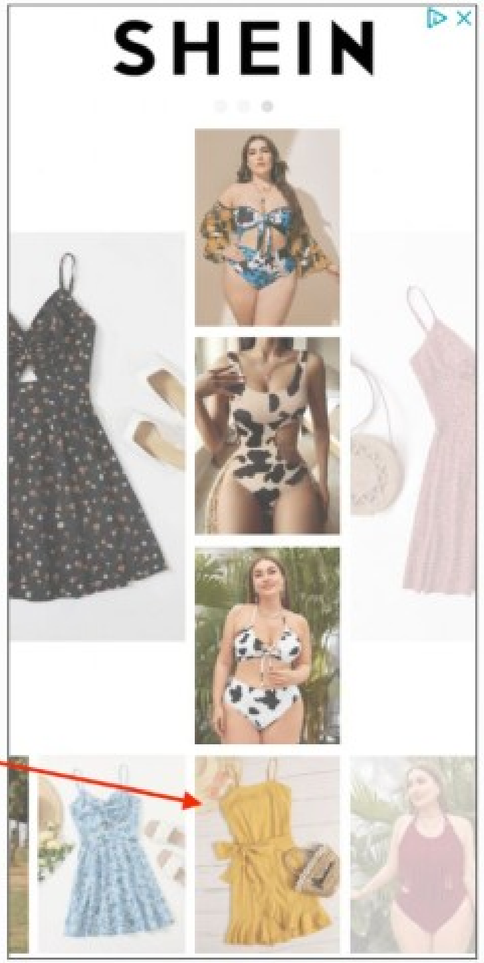
Travel Will Be Bigger Than Ever, Just Different—Great Opportunities For Startups

Combine this renewed focus on domestic travel with pent-up demand for travel internationally, fueled by remote work opportunities, and you will have a travel industry that will be growing exponentially well beyond where we were in 2019.

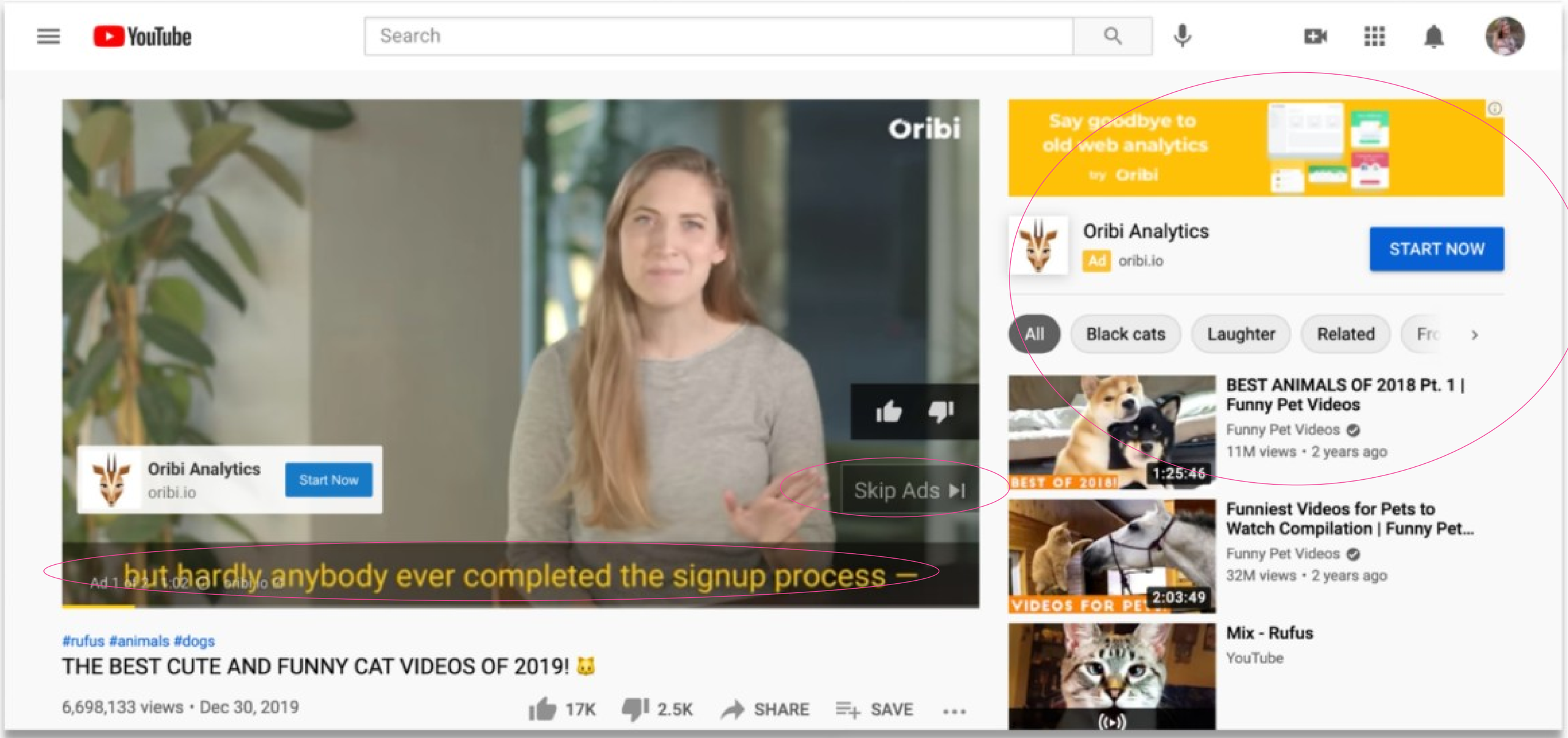


ADVERTISEMENT

SHEIN



YouTube Ads- Sidebar and Skippable



Google App Ads

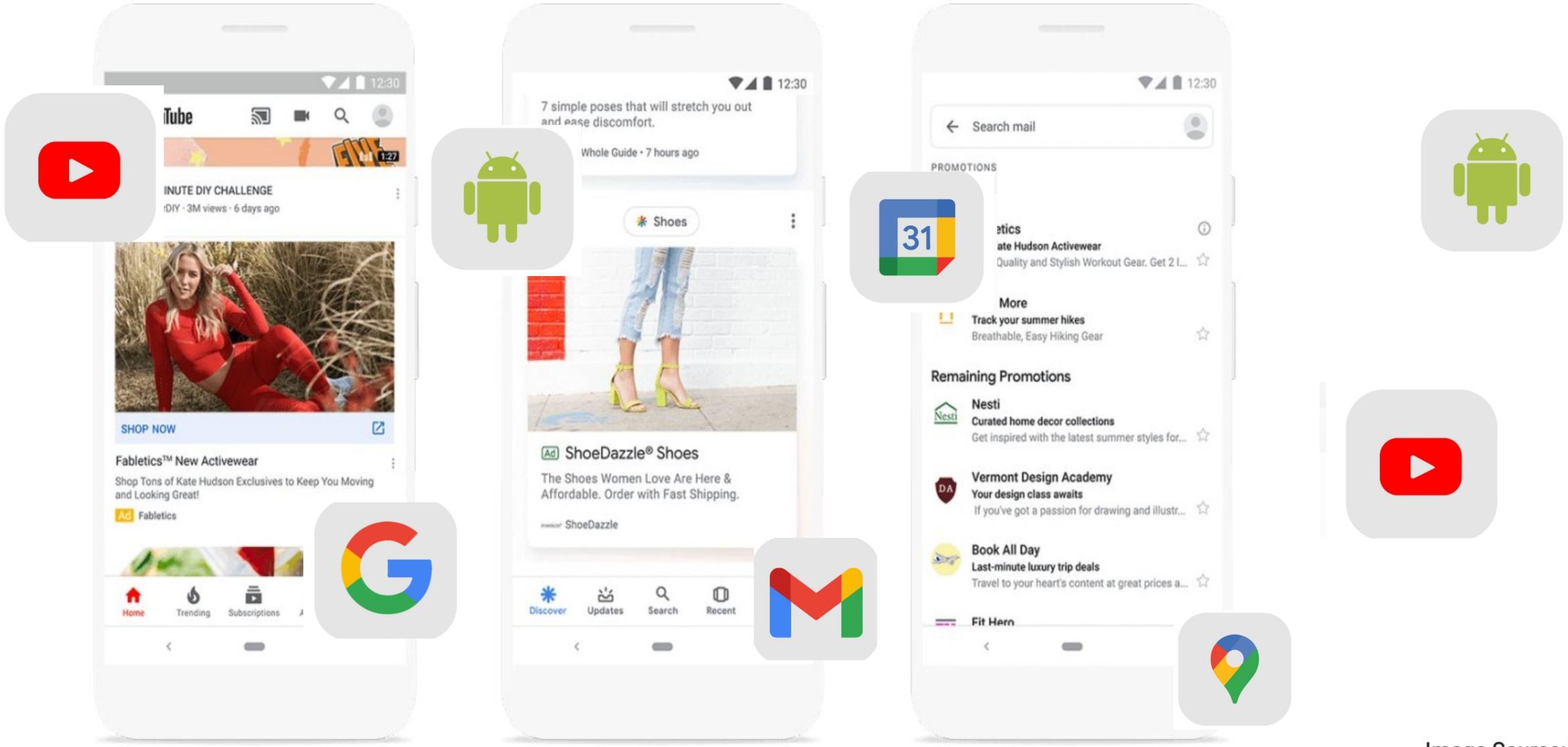
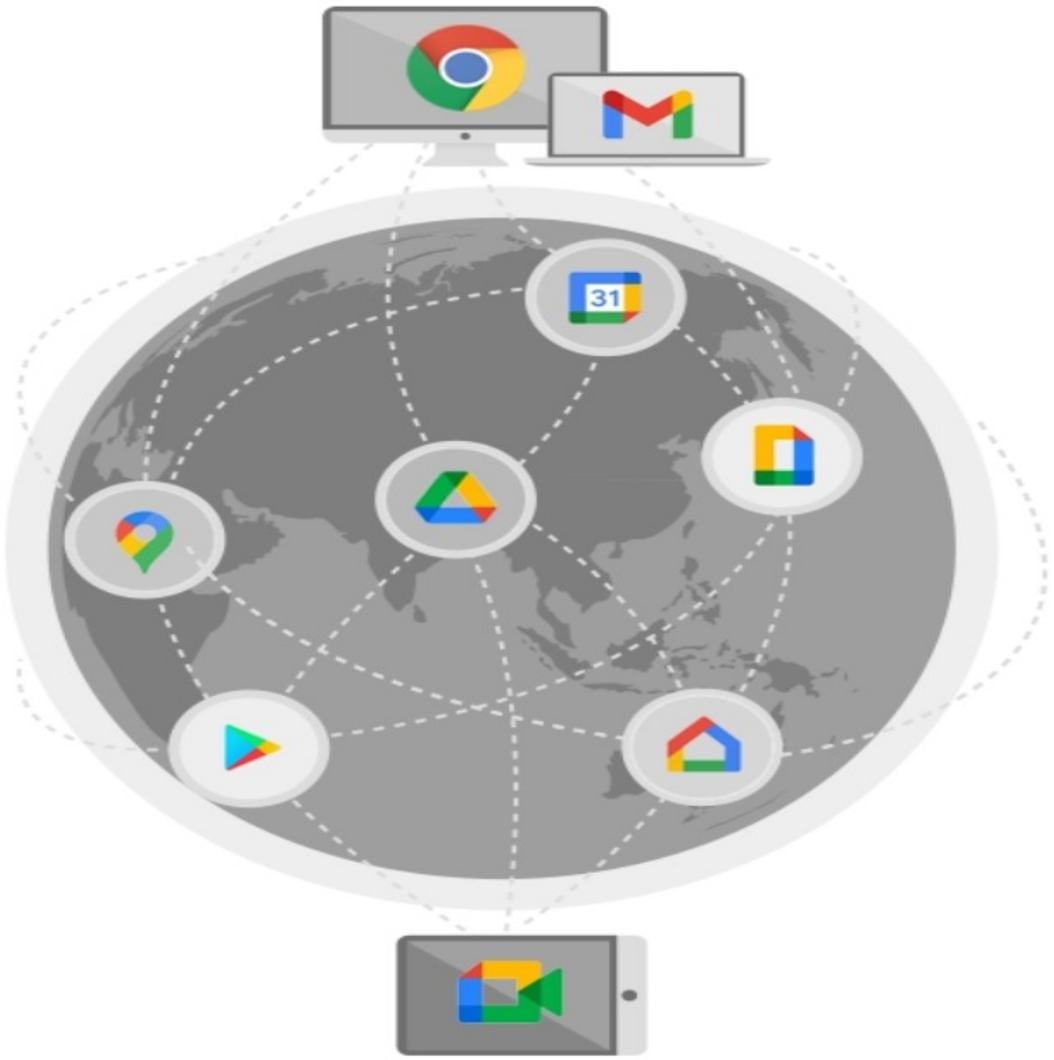


Image Source: Wordstream

Google Discovery Ads



These ads are pushed across the entire Google ecosystem.

What is CONTENT MARKETING?



Content marketing is a marketing strategy where a business creates and shares useful, relevant, and consistent content to attract a specific audience, build trust, and eventually encourage people to become customers.

In today’s hyper-connected digital landscape, you need to talk with customers, through content . And you need to provide high quality, useful, relevant and engaging content to do this

Types of Content Marketing



Category	Format	Example
	📝 Blog articles	How-to articles and comparisons
Written	📧 Email	Tips, offers, newsletters
	⭐ Customer content	Reviews, testimonials, UGC
Video	🎥 Short videos	TikTok, Instagram Reels, YouTube Shorts
	🎬 Product demonstrations	Showing how a product works
Image	📸 Images	Product tips, infographics
Audio	🎙️ Podcasts	Interviews and educational discussions

Example

TikTok Shop

Home About Products

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CONTENT MARKETING?



- Instead of only posting

  “BUY OUR RECIPE ! $30 TODAY!”

- Create useful content such as

  "How to choose the right spices for Indian curry"
  "How to make restaurant-style Paneer Tikka Masala“
  "3 mistakes people make when making butter chicken
  Home cooks showing recipe results and reviews"

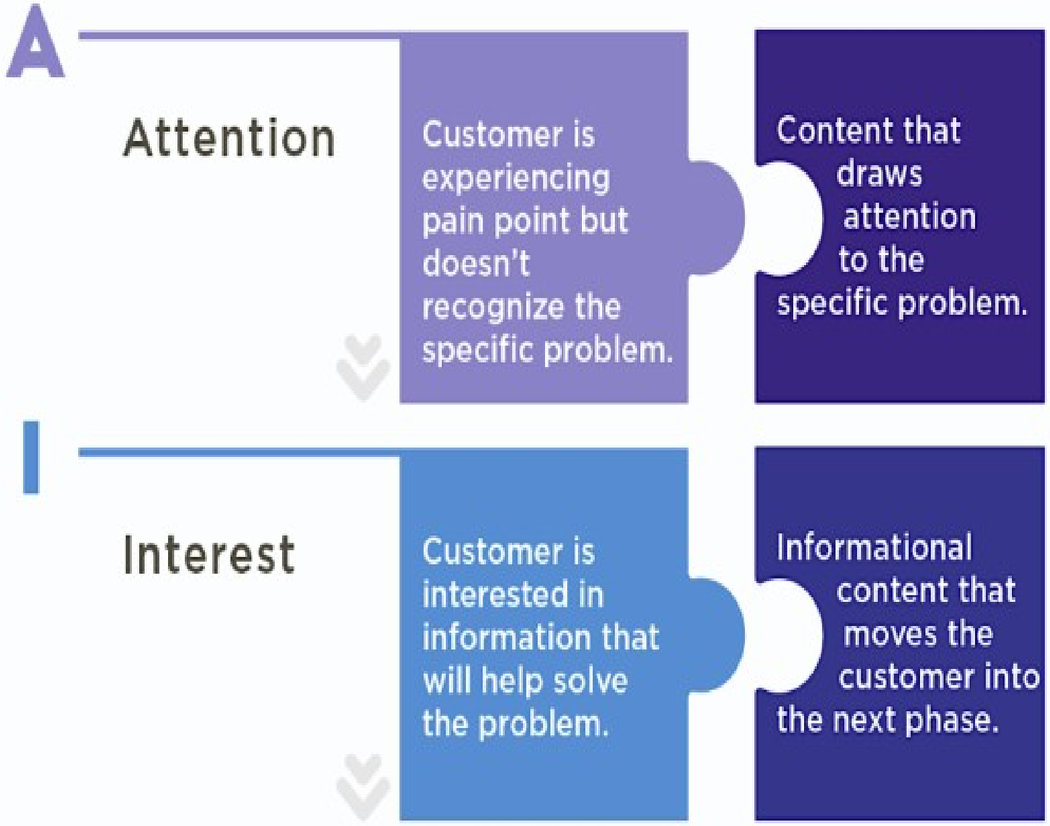
- Then you occasionally introduce your products

  “Looking for the RECIPE we used in this video? Check our store.”

- content attracts attention → provides value → builds trust → creates interest → leads to a purchase.

How it

How Does Content Marketing Work?



- **Goal:** Grab the audience's notice.
- **Approach:** Use a strong hook, compelling visual, or striking headline
- **Example:**📸 "5 popular Indian dinner recipes trending this week" or
- 🎥 "3 mistakes people make when making butter chicken"
.

- **Goal:** Create curiosity and keep the audience attach.
- **Approach:** Provide useful and relevant information.
- **Example** 📖 "How to choose the right spices for Indian curry“

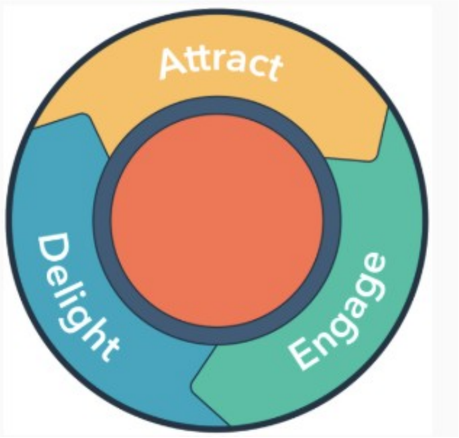
How Does Content Marketing Work?



How it

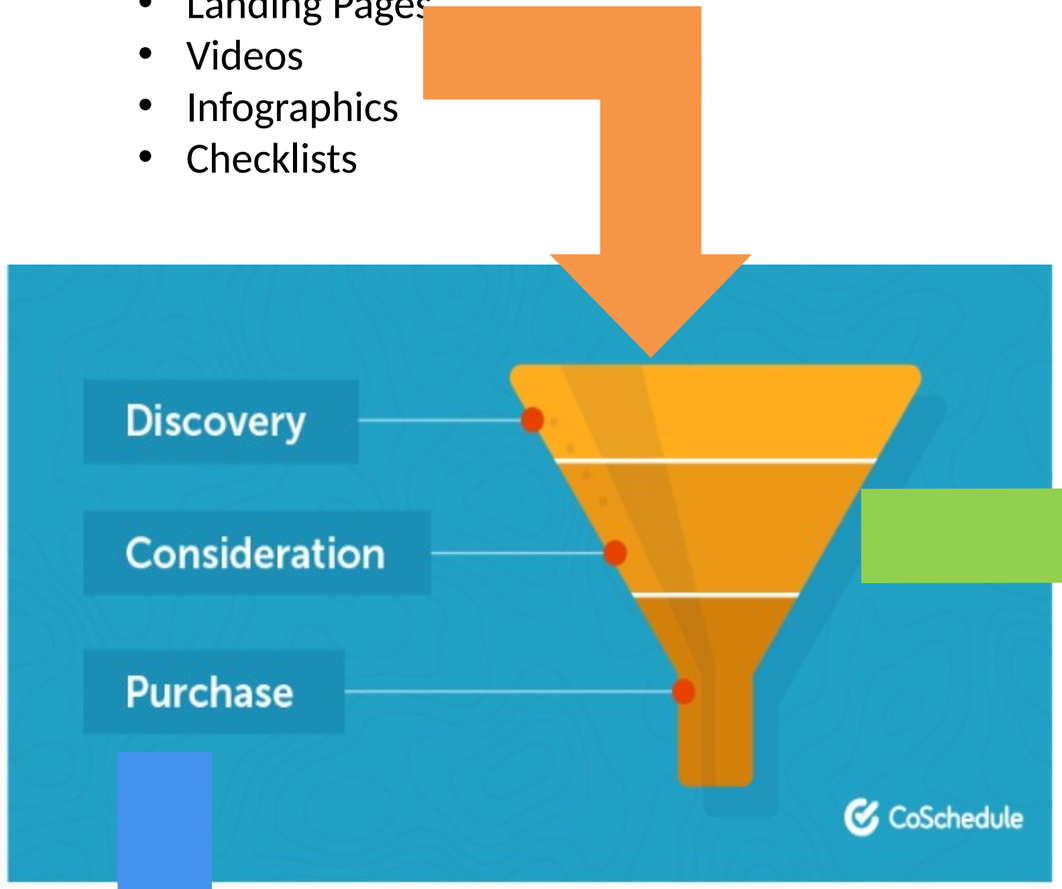
- **Goal:** Make the audience want the product.
- **Approach:** Highlight practical and emotional benefits.
- **Example** 🎬 "How to make restaurant-style Paneer Tikka Masala“

- **Goal:** Encourage the audience to take a specific action.
- **Approach:** Give a clear and simple CTA.
- **Example:** "click the link to get the full step-by-step ingredient list!“
- “Check our store or click the link to get !“



Which Content Type Goes Whe

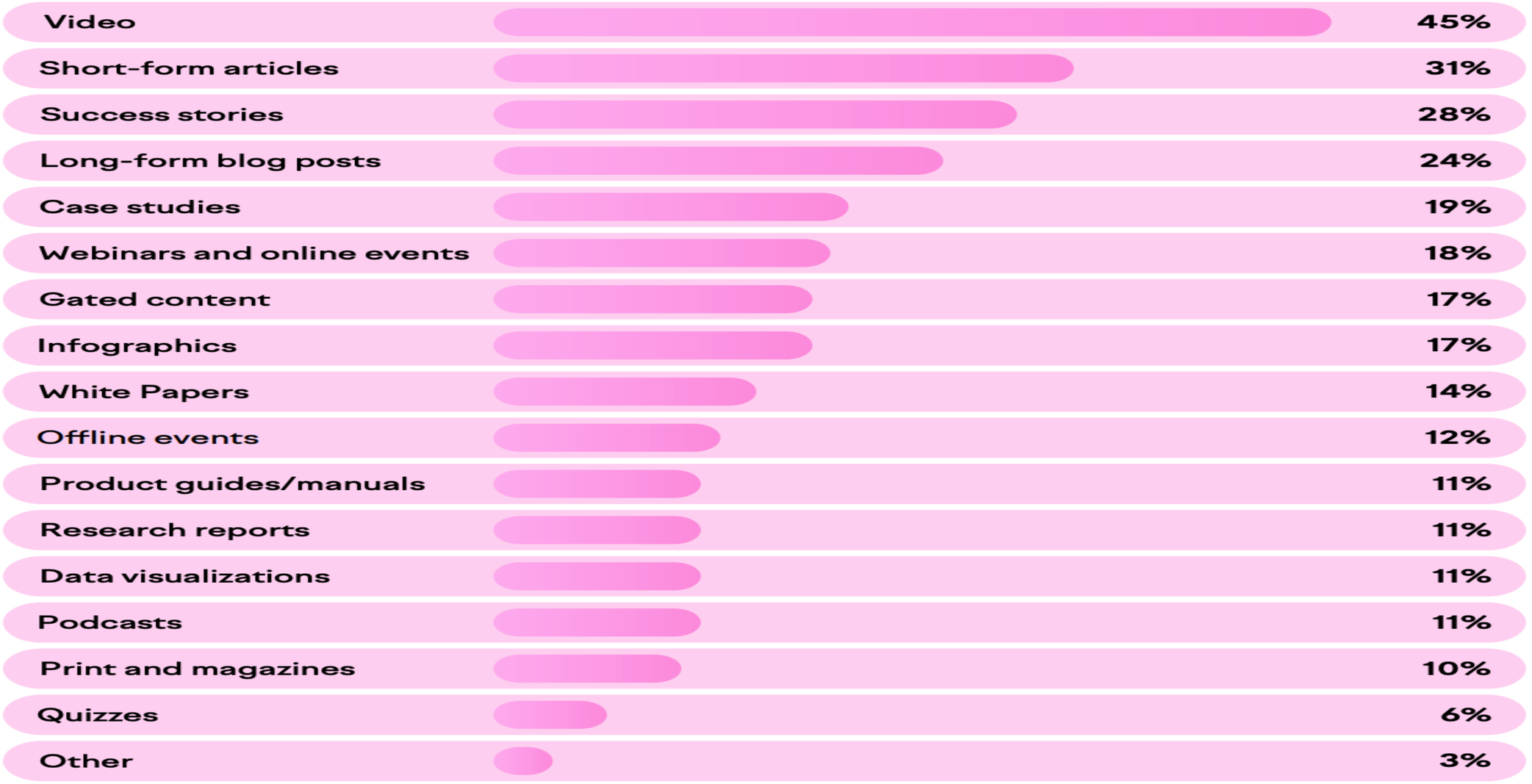
- Ads
- Landing Pages
- Videos
- Infographics
- Checklists



- Blog Posts (How Tos or Guides)
- Social Media
- White Papers/E-books
- Case Studies
- Webinars
- Ratings & Reviews
- E-mails

- Surveys
- Special Offers
- Contests & Giveaways
- E-mails
- Social Media

Which content formats perform best?



How



Content Type	Key Creation & Software Tools	Primary Purpose & Usage
Blogs & Articles	**WordPress**, **HubSpot**, **Surfer SEO**, **Grammarly**, **Google Docs**	Draft long-form articles, perform on-page SEO targeting, format text layout, and publish to website CMS platforms.
Emails & Newsletters	**Mailchimp**, **Active Campaign**, **Klaviyo**, **Brevo**, **Beehiiv**	Design responsive HTML email templates, manage subscriber lists, automate drip sequences, and broadcast newsletters.
Social Media Content	**Buffer**, **Hootsuite**, **Later**, **Sprout Social**, **Notion**	Plan content calendars, schedule posts across multiple social networks, manage community responses, and track engagement.
Short-Form Video	**CapCut**, **InShot**, **Opus Clip**, **Descript**, **TikTok Editor**	Edit vertical video clips (Reels, TikToks, Shorts), auto-generate dynamic captions, add trending audio, and apply quick transitions.
Long-Form Video	**Adobe Premiere Pro**, **DaVinci Resolve**, **Final Cut Pro**, **OBS Studio**	Produce multi-track video projects, conduct screen recordings, perform color grading, equalize sound, and export high-res videos.
Images & Graphics	**Canva**, **Adobe Express**, **Figma**, **Photoshop**, **Illustrator**	Design blog thumbnails, custom social carousels, branded banners, vector graphics, and visual promotional assets.
Podcasts & Audio	**Audacity**, **Descript**, **Podcastle**, **Adobe Audition**, **Riverside.fm**	Record remote audio interviews, remove background noise/filler words, edit sound tracks, and generate promotional audiograms.

TikTok Shop

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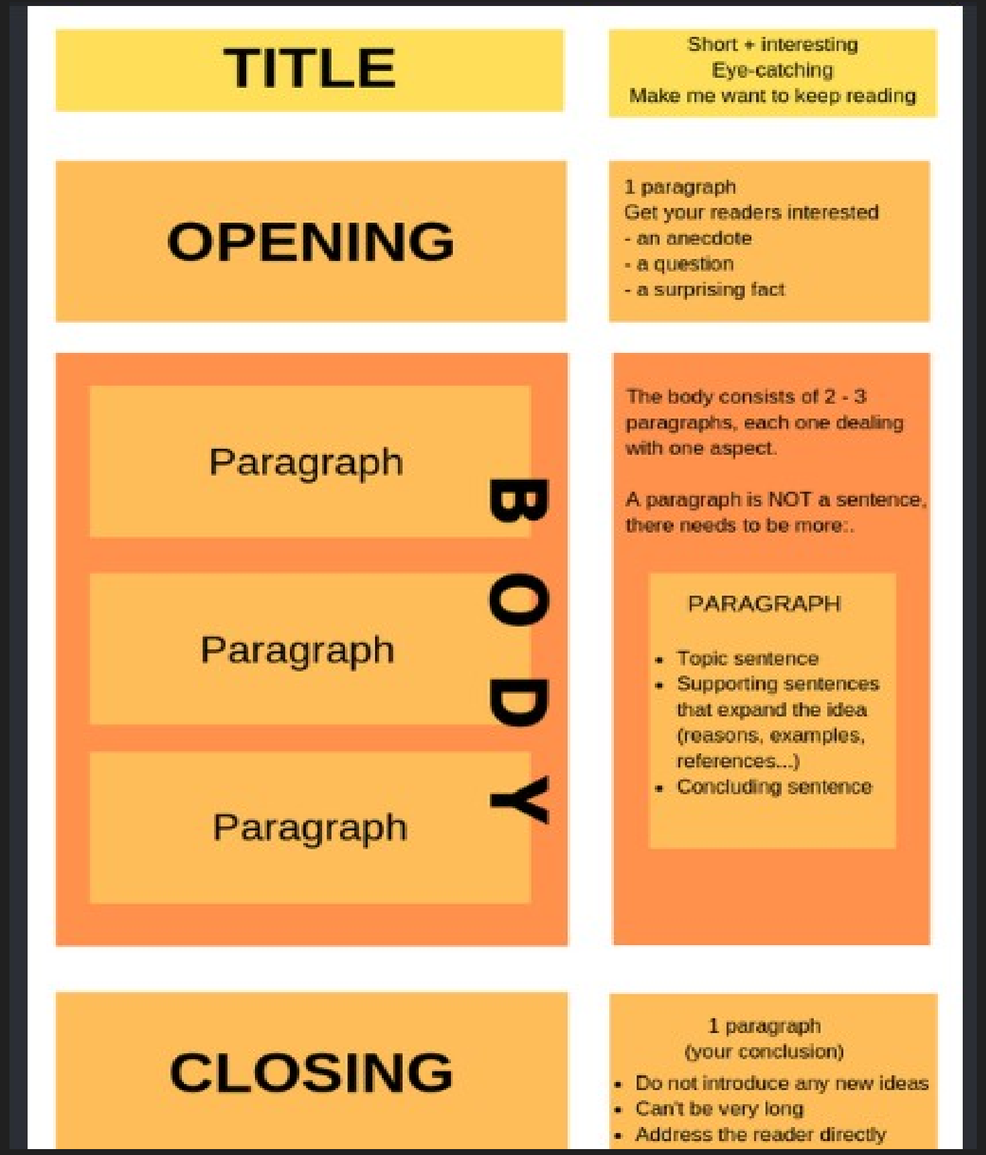
Blog Post



- ✓ **Pick a topic:** Choose a subject you know well and that your readers care about.
- ✓ **Do keyword research:** Look up what words people type into search engines so your post is easy to find online.
- ✓ **Make an outline:** Write down your main points and subheadings before you start typing the full article

Write and Format the Content

- ✓ Write a catchy title: Make your headline short, clear, and interesting so people want to click on it.
- ✓ Keep paragraphs short: Break your text into small sections with clear subheadings so it is fast to scan.
- ✓ Add pictures and links: Use bright images and helpful links to keep your readers engaged.
- ✓ Include a conclusion: Summarize your main points and tell the reader what to do next, like leaving a comment





Images & Graphics

Core Visual Elements

- **Logo Usage**: Showcases primary and secondary logo versions, minimum sizing, required clear space around the mark, and examples of incorrect use (like stretching or altering colors).
- **Color Palette**: Lists primary and secondary colors with exact values including HEX, RGB, CMYK, and Pantone codes for digital and print accuracy.
- **Typography**: Defines primary and secondary typefaces, font hierarchies (such as headings, subheadings, and body copy), and rules for line spacing.
- **Imagery and Photography**: Sets the visual mood, lighting, subject matter, and filter treatments for photos and graphics used across campaigns.
- **Graphic Elements and Icons**: Details custom icons, UI elements, brand patterns, and illustrations that complement the core

TikTok Shop

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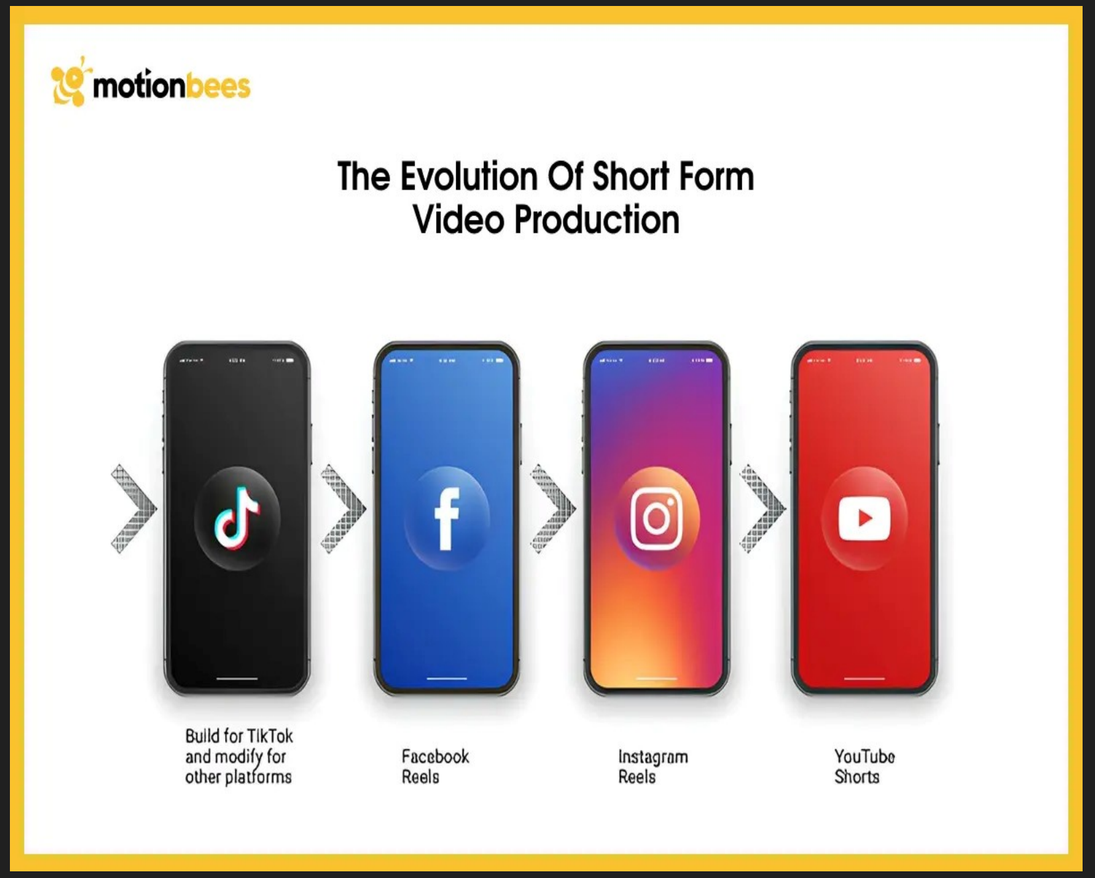
Home About Products

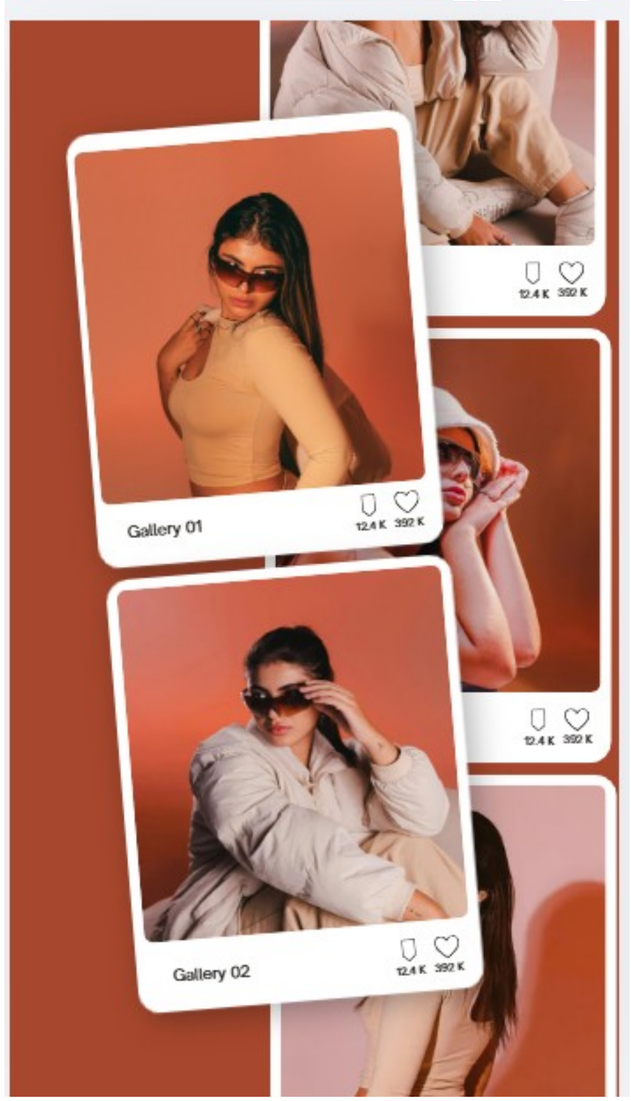
Short-Form Video



Short-form video is any vertical clip under 60 seconds (though up to 3 minutes on some platforms) designed for fast, mobile-first engagement on apps like TikTok, Instagram Reels, and YouTube Shorts.

How Brands and Creators Benefit from Short Form Content?

- **Rapid Growth & Reach:** Helps expand your audience quickly.
- **Cost-Effective Marketing:** Delivers results with lower production costs.
- **Improved Brand Recall:** Makes your brand easier to remember.
- **Increased User Interaction:** Encourages higher engagement and interaction from viewers



Content Format & Technical Specs

Instagram Reels

Length: 15-90 seconds

Format: 9:16 vertical

Resolution: 1080 x 1920 px

Aesthetic: Polished, curated

TikTok

Length: Up to 10 minutes (ideal: under 60s)

Format: 9:16 vertical

Resolution: 720 x 1280 px minimum

Aesthetic: Raw authenticity

YouTube Shorts

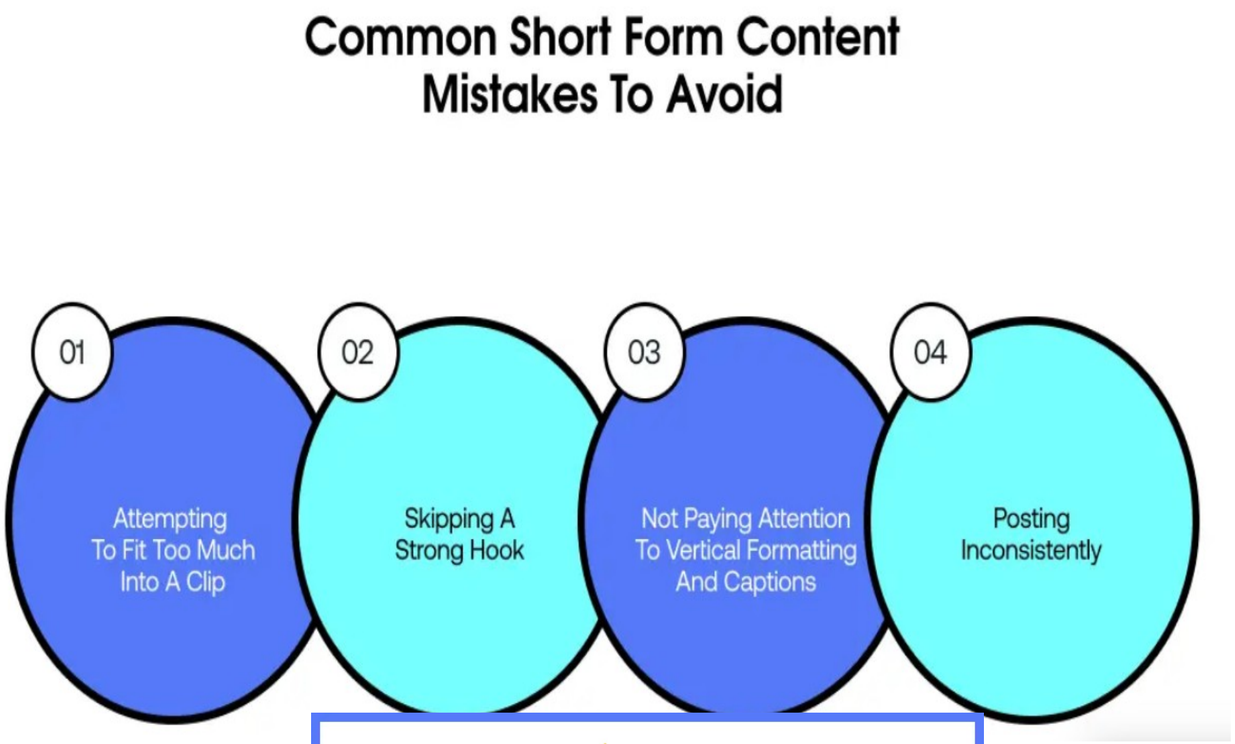
Length: Up to 60 seconds

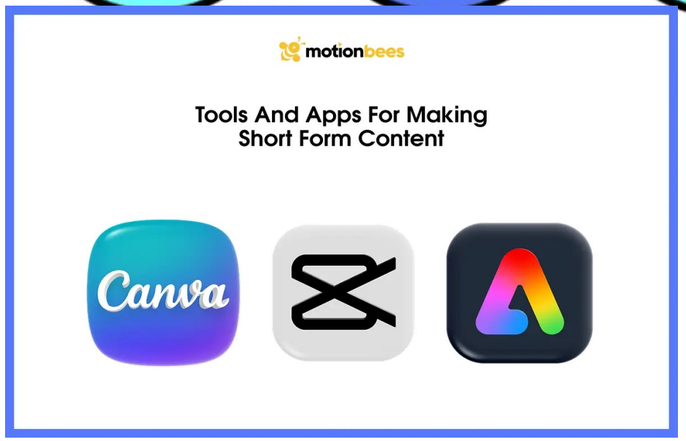
Format: 9:16 vertical

Resolution: 1080 x 1920 px

Aesthetic: Search-optimized content

'OW EFFECTIVE SHORT-FORM CONTENT:





1.Start with a strong hook in the first few second to Grab viewers immediately in the first few seconds.

2.Focus on one clear idea per clip or Stick to single, clear message per clip

3.Keep It Short: Limit videos to under 60–90 seconds

4.Add a simple call-to-action Tell viewers what to do next with a simple call-to-action

5.Use visuals, sound, or effects to keep attached or grab attention

6.Optimize for Mobile: Use vertical layout and text captions for viewers watching without sound.

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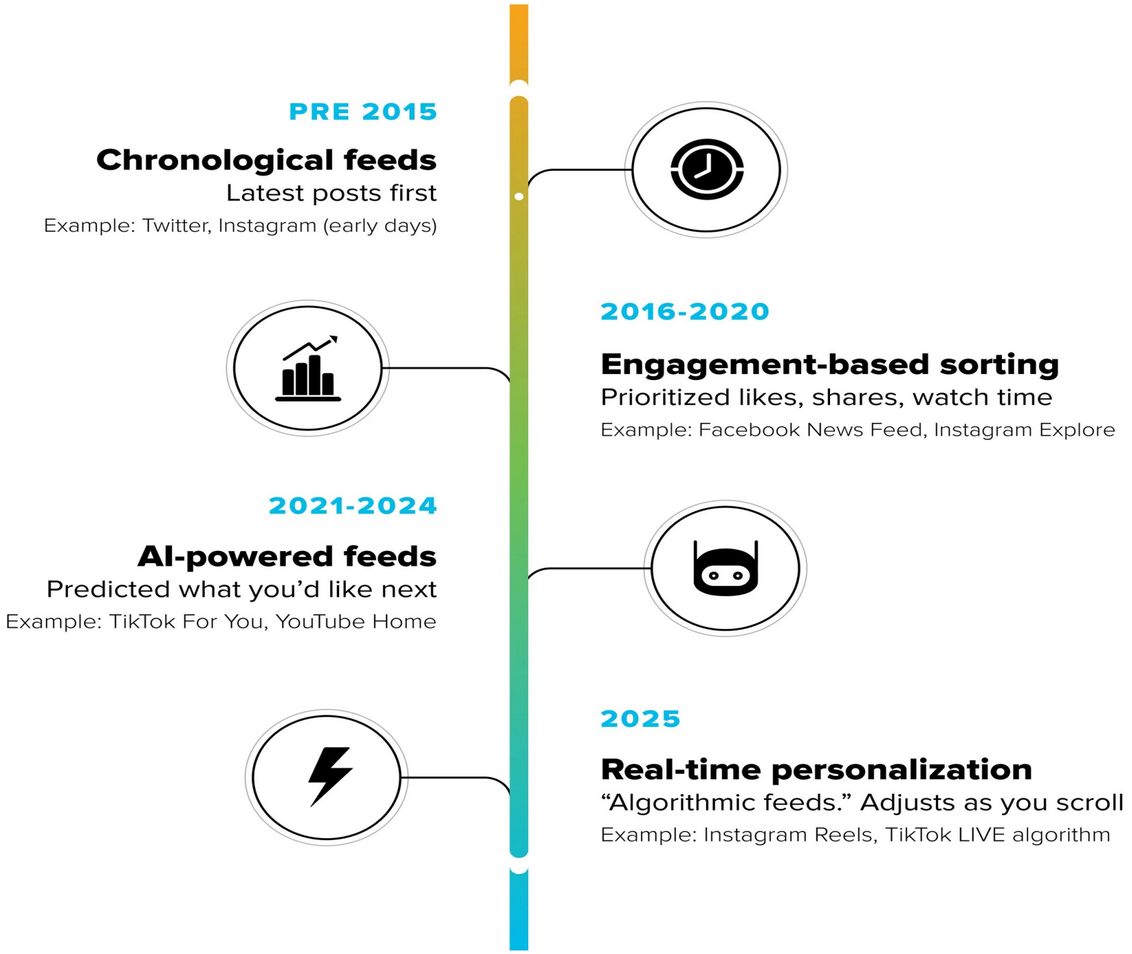
Home About Products

Types of Short-Form Video



- **USER-GENERATED CONTENT(UGC)** is created by your customers. They are fantastic for growing your brand because they act like social proof which many customers look for before buying product.
- **A DEMO VIDEO** can give users a tour of the product or could be an unboxing or setup of the product to show its functional uses for end users
- **Brand videos** used to developing or build awareness for the brand .videos are typically created as part of a larger advertising campaign, showcasing the company’s vision, mission, or products and services.

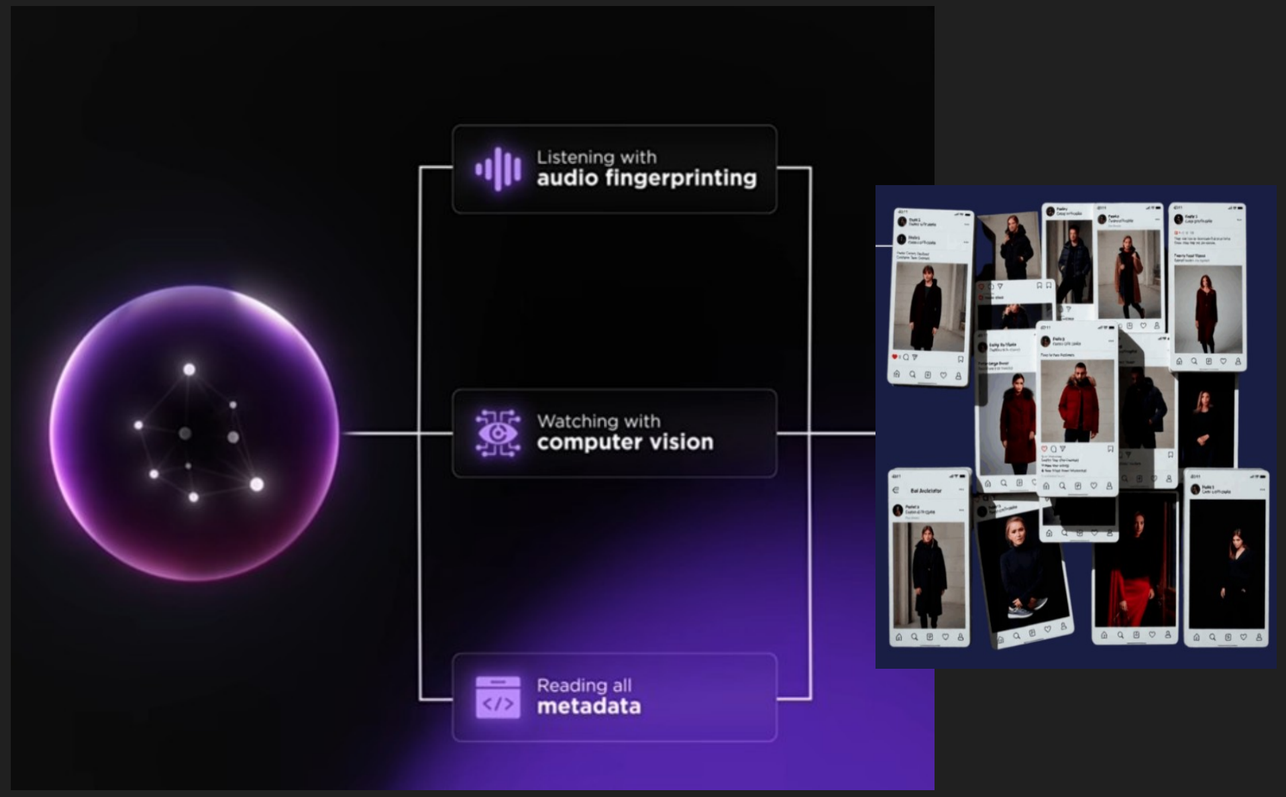


How Social Media Algorithms

The Core Purpose:

- **Goal of Platforms:** Social media companies have one main goal: **keep users on the app as long as possible** so they consume more ads and generate revenue.

- **Matchmaking Engine:** To achieve this, the algorithm acts as a matchmaker connecting users with content they will enjoy . Good matches keep users watching; bad matches make them leave

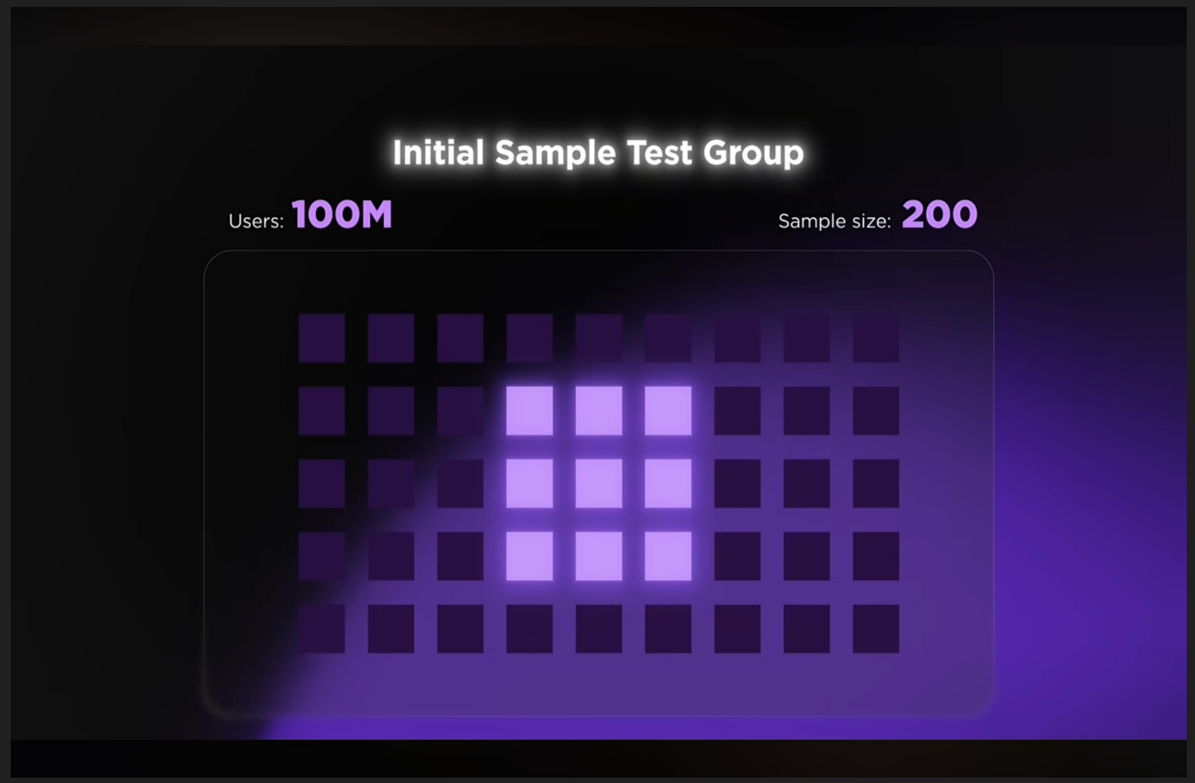


Step1 : Content Is Evaluated (Topic Mapping)

- When you upload a video, the platform analyses it in real time before showing it to anyone .

- These elements are combined into a Topic Mapping, which generates a Fit Score—the algorithm's prediction of who will like the video.

    1. **visual :** Inspects visual content
    2. **Audio :** Transcribes and analyses spoken audio
    3. **Metadata :** Evaluates captions, hashtags, creator profile, and location



Step 2: The Initial Sample Test

- Rather than blasting your video to millions, the algorithm selects a seed audience of roughly 200 people based on the fit score.
- Crucial Rule: Most of these 200 people are non-followers .
- The algorithm wants to test how total strangers react to gauge true video quality]

MODERN THREAD

3 Metrics That Matter for Sample Data

1 Average Watch Time

How long did someone watch the video for
(absolute measure of seconds)

- **Percent Completion**
  How long did they watch relative to the total length of the video

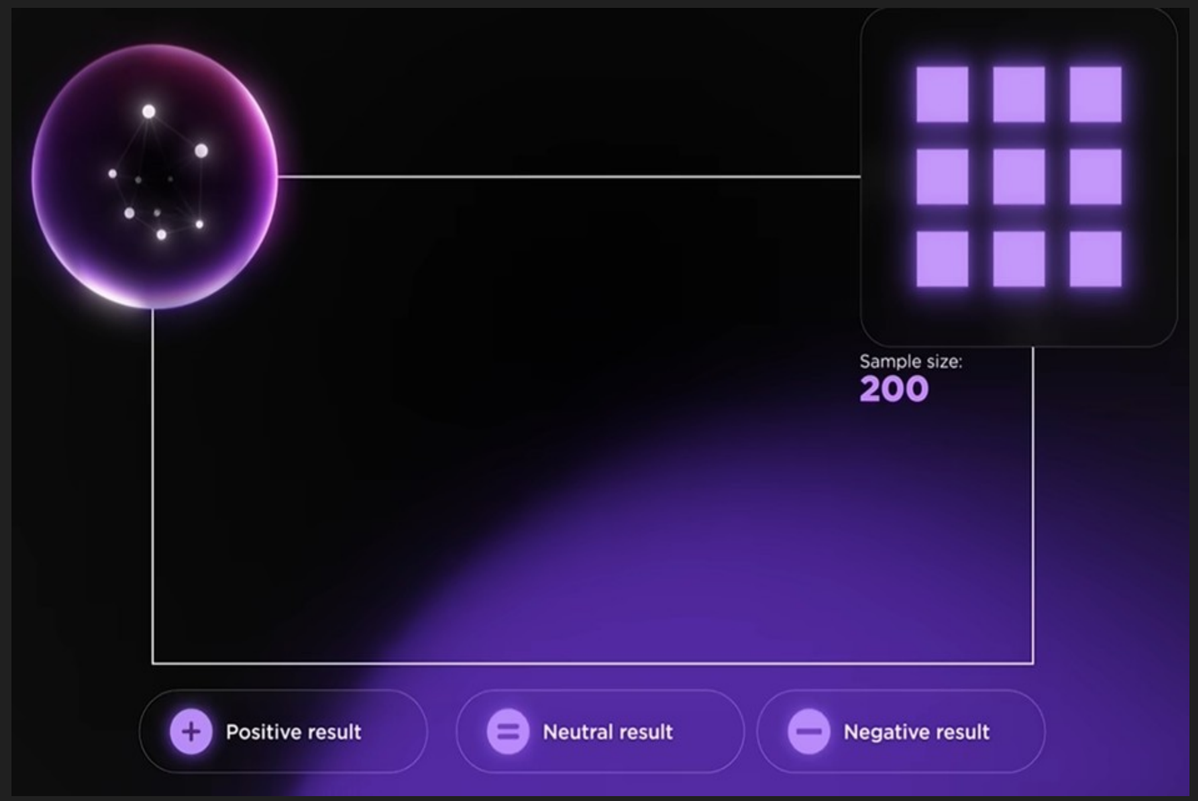
2 Engagement Rate

What percentage of viewers engaged with the video in any way
(combination of likes + comments + shares + saves + reposts // views)

3 Watch Time Session Share

In a given user session, what ratio of time did the user spend watching videos on your channel vs the field

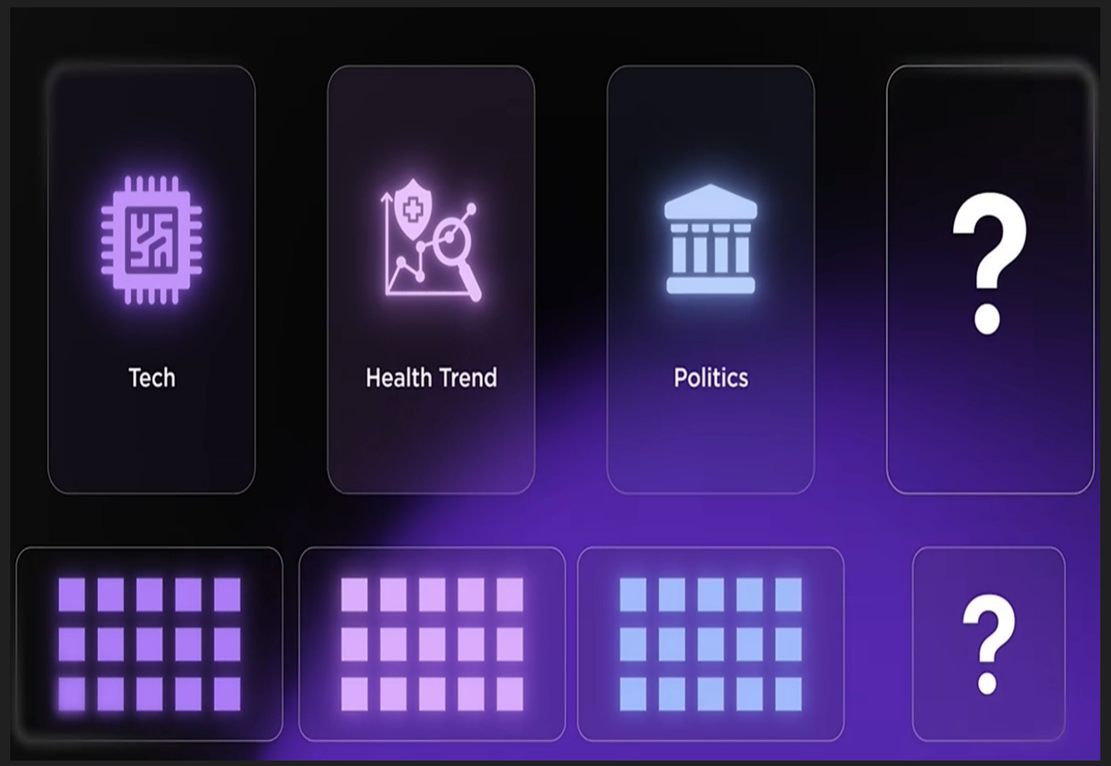
(e.g., If a viewer spends 60 minutes on Instagram and 20 on your videos,
your Watch Time Session Share is 33%—a key, though unadvertised, influence metric.)



Step 3: Feedback Loop (Boost, Retry, or Stop)

Based on engagement data from this initial sample (watch time, completion rate, likes, shares, comments)

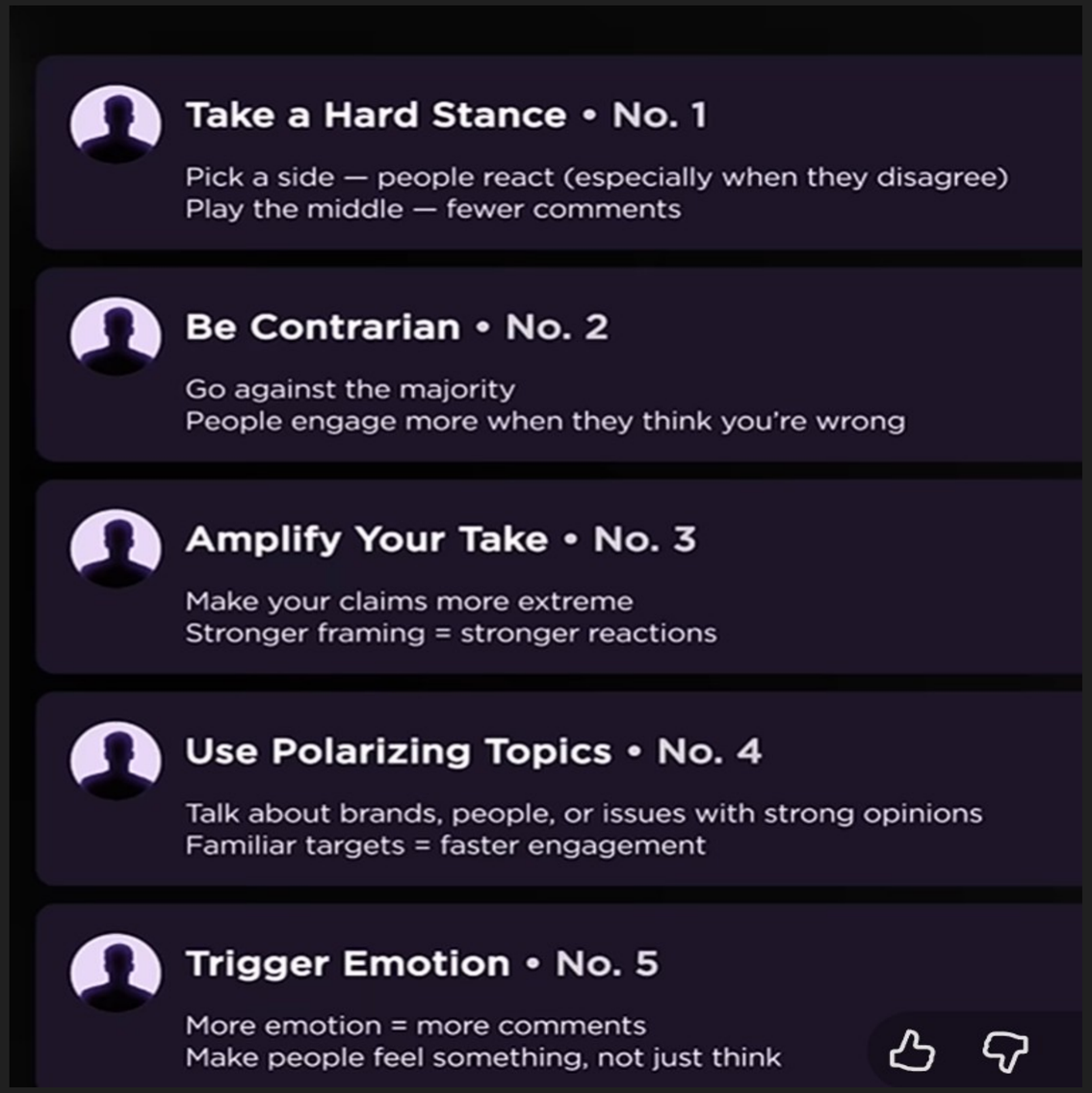
- Positive Data: The algorithm expands distribution in tiers—pushing to 2,000 → 20,000 → 200,000+ people until engagement weaken.
- Neutral Data: The algorithm recalculates the fit score and re-samples with another small group (~200 people) rather than expanding reach
- Negative Data: The algorithm stops pushing the video almost immediately to avoid showing bad content to more users.



Why Virality Eventually Fades

1. **Audience mismatching** Help the Algorithm Build a Better Fit Score Consistently make videos about the same narrow topic for the same ideal viewer avatar over and over. the platform learns that your channel serves Topic X to Avatar Y.

- The "Mixed Data" Trap: Switching between unrelated topics (e.g., Tech →Health →Politics) creates a blended fit score. When you post your next video, the algorithm samples a mixed audience of tech, health, and politics fans. The sample data comes back weak, causing the video to flop.
- The Danger of Irrelevant Virality: Going viral outside your core niche confuses the algorithm and ruins sample data for your subsequent videos.



2 : **Weak Engagement in the Sample Group**

Algorithms heavily weight shares, saves, and comments as signals of high-tier virality.

Without them, a video caps out at local reach instead of scaling Once the algorithm finds the right sample group, you must drive high performance across three key metrics:



Audience Demographics

Instagram Reels

- Slightly female skewed (51.4%)
- Strong with Millennials & older Gen Z
- Fashion-conscious, lifestyle-oriented
- Higher education/income levels

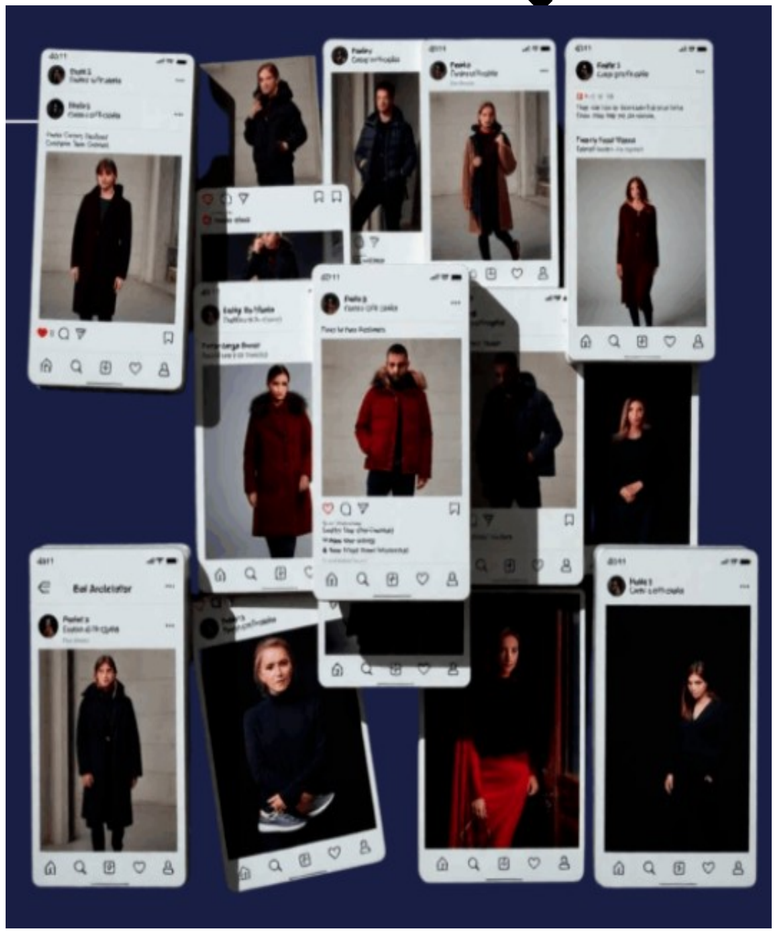
YouTube Shorts

- Broadest age distribution
- Balanced gender distribution
- Global reach (100+ countries)
- Information-seeking audience

TikTok

- Youngest user base (60% age 16-24)
- Female skewed (57%)
- Trend-driven, diverse interests
- 95 min avg. daily usage

How



When to Prioritize Each Platform

IR

Instagram Reels

Prioritize for brands with established Instagram presence in fashion, beauty, lifestyle categories, or when visual aesthetics and shopping integration are crucial.

TT

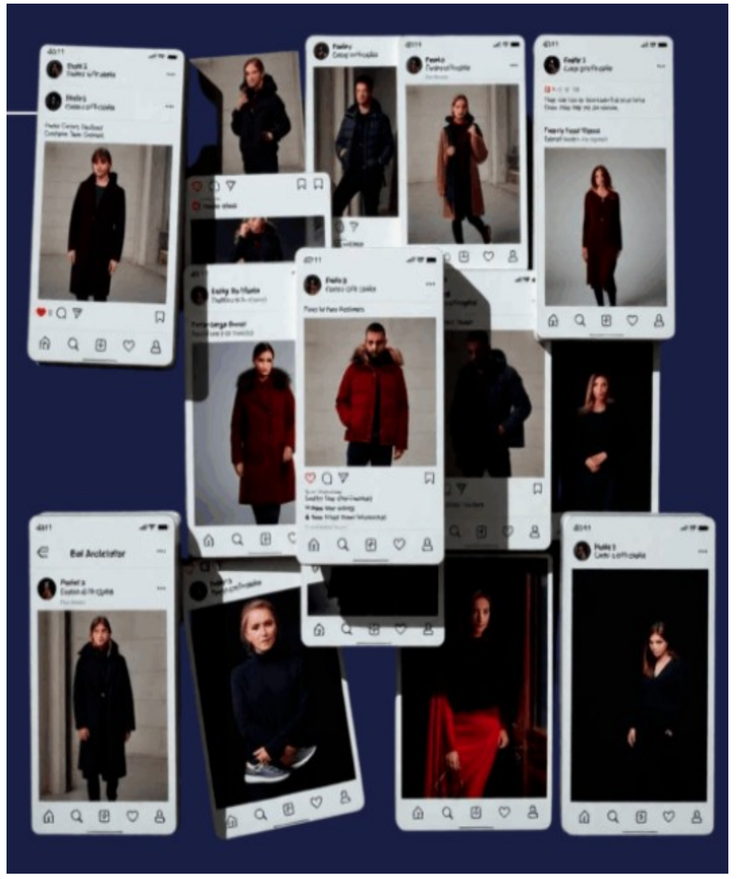
TikTok

Best for reaching Gen Z, building cultural relevance, and when your brand can adopt authentic, trend-driven content approaches with less rigid brand guidelines.

YS

YouTube Shorts

Ideal for educational content, product demonstrations, technical products, and brands with existing YouTube channels seeking long-term discoverability.



Algorithm & Discoverability

Instagram Reels

⭐ Relationship-Driven

Prioritizes content from accounts users already follow, making it harder for new accounts to achieve viral reach but ensuring content reaches interested audiences.

TikTok

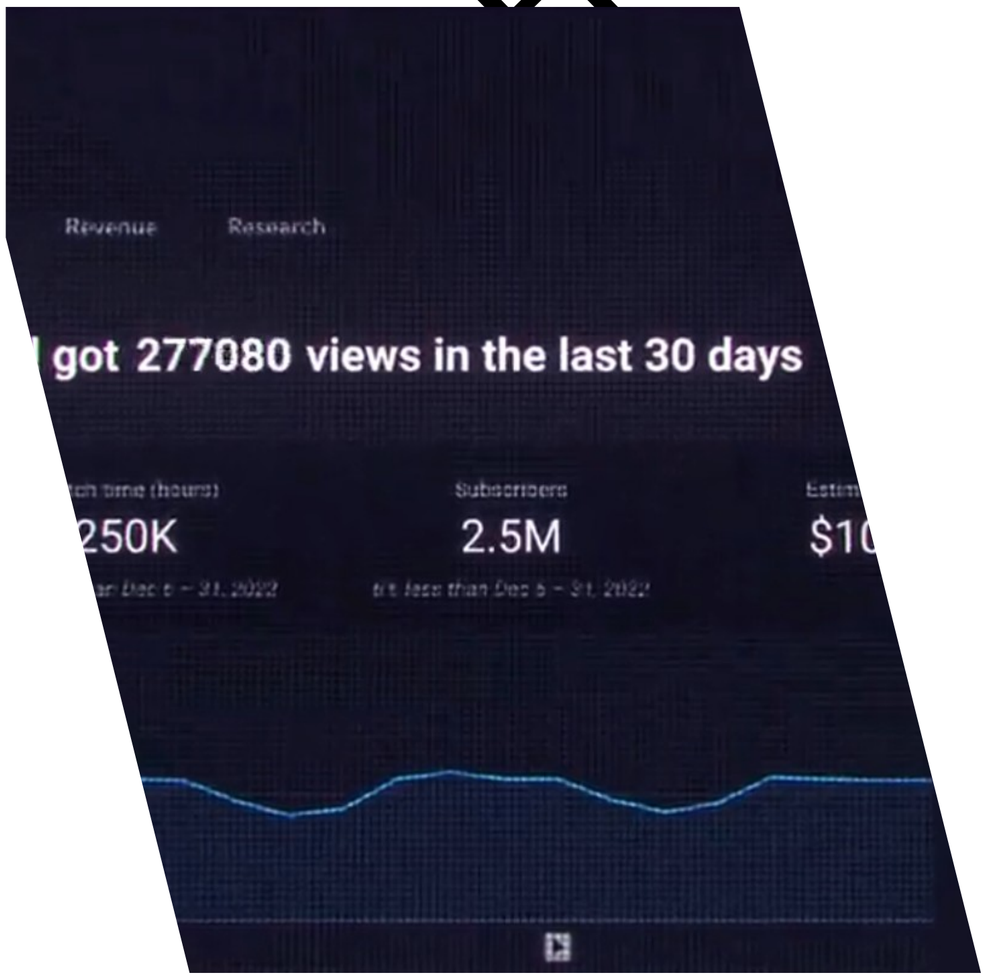
⭐ Content-First Virality

Matches content with interested viewers regardless of follower relationships, allowing even new accounts to achieve massive reach if content resonates.

YouTube Shorts

⭐ Search-Enhanced Discovery

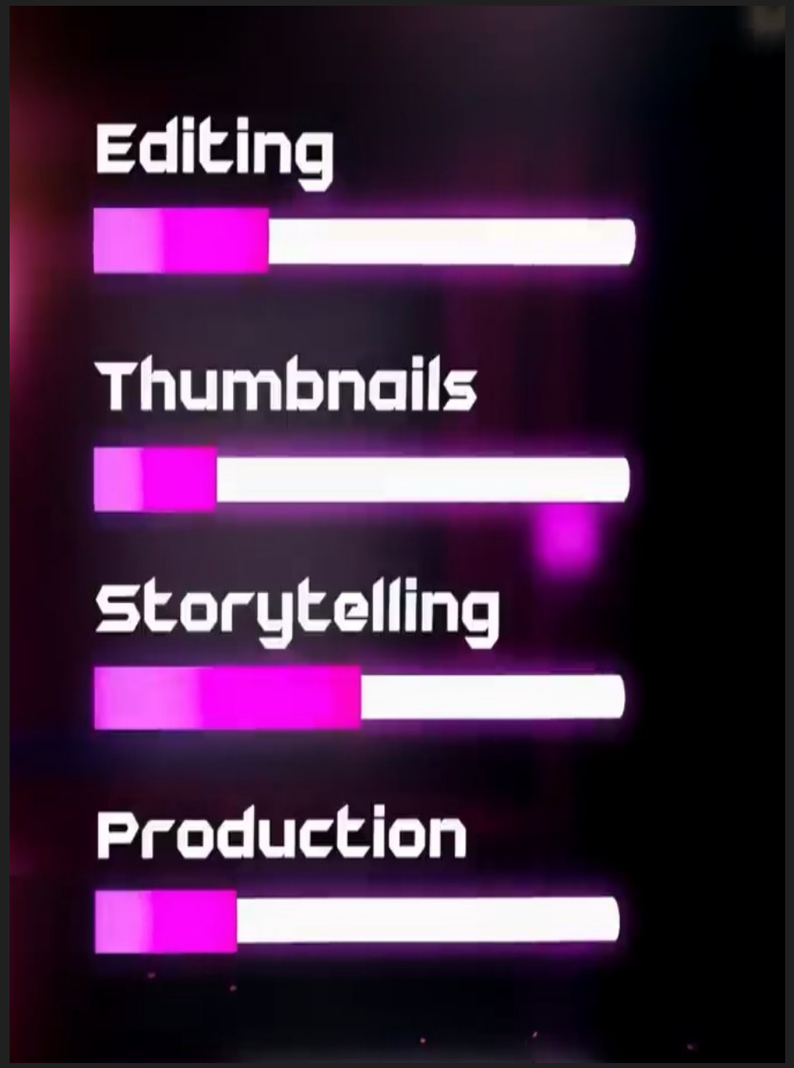
Blends algorithmic content matching with search functionality, creating long-term discoverability that extends beyond initial promotion.



Key Metrics to Track

- **Views:** The number of times your videos have been viewed.

- **watch Time:** The total amount of time people have spent watching your videos.
- **Audience Retention:** How much of your videos people watch on average.
- **Impressions Click-Through Rate:** How often viewers click on your videos when they see them in search results or suggested videos.
- **Subscriber Growth:** The rate at which you’re gaining new subscribers



- Editing Like a Pro (Software Choices, Transitions, Effects)
- Eye-Catching Thumbnails Titles and Descriptions (Keywords, Curiosity)
-
- Narratives or engaging voiceover, Flow and grab attention or Hook
- Audio and video quality is more important invest in light, Camera and record

TikTok Shop

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Home About Products

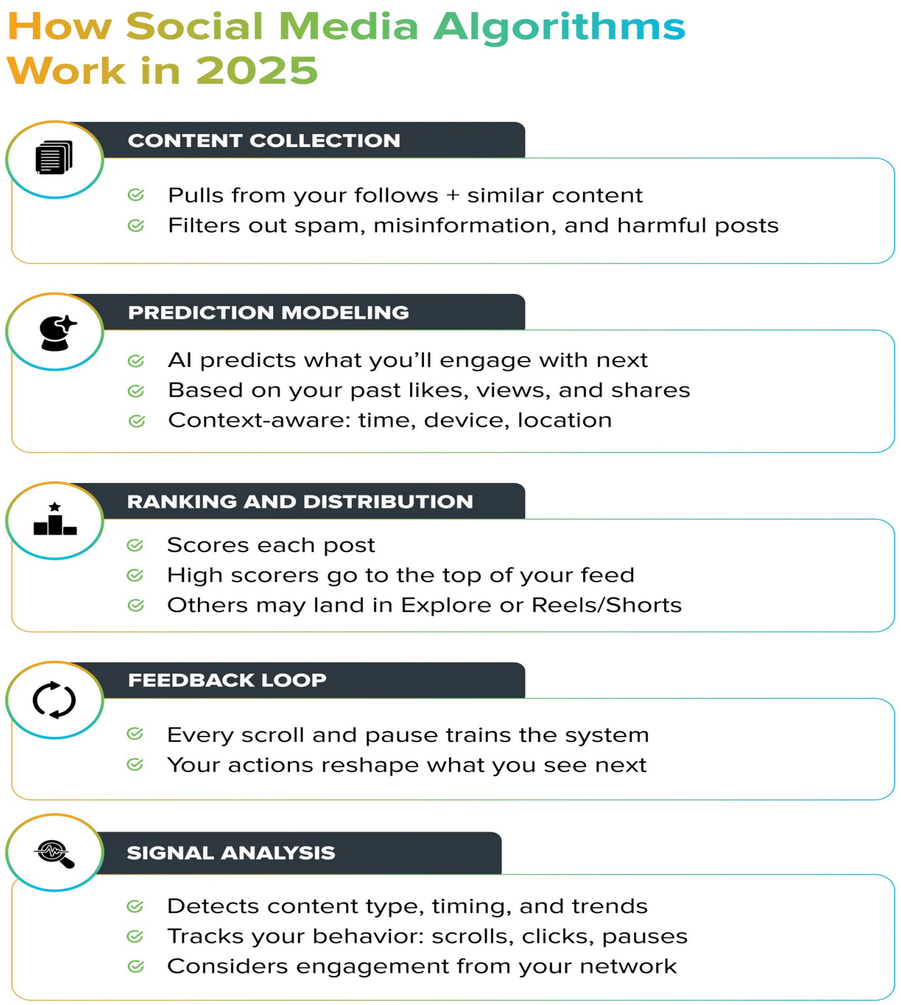


Type of Long -Form Video

- **Explainer Videos** This type of video can help your audience better understand why they need your product or service. Many explainer videos focus on a fictional journey of the company's core buyer persona who is struggling with a problem.

- **Live Videos**. Social media outlets -- such as Facebook, YouTube, Instagram and Twitch -- to capture and stream video to a live audience It also draws longer streams and higher engagement rates as livestream interviews, presentations, and events encourage viewers to comment with questions.

- **Educational or How-To Videos** can teach your audience something new. This type of video is educational in nature and can act as a how-to for teaching the viewers something.. These videos also make good entrances to a series of videos if more content is needed



What is social media marketing?

Social media marketing (SMM) is the use of social media platforms to connect with your audience to build your brand, increase sales ,drive website traffic, and more

This involves publishing high-quality content on your social media profiles, listening to and engaging your followers, analysing your results, and running social media advertisements



What is Social Media Marketing?

- Social media marketing builds connections with your target audience, by creating content to promote your products or services and turn consumers into loyal customers.
- The average person spends 143 minutes per day on social media platforms like Facebook, Instagram, TikTok, YouTube and LinkedIn.

What are the benefits of social media marketing?



- **Building brand awareness:** Today, there are over 5 billion social media users worldwide. By creating engaging content, you can spread the word about your brand to this enormous global audience.

- **Enhanced lead generation**: A lead is simply anyone who has shown interest in your product or service and could potentially become a customer.Social media marketing is the ideal way to drive traffic to your website. This directs potential customers to your bottom-of-the-funnel content, helping you generate leads.

- **More trust with customers:** 81% of people believe social media increases brand accountability. This translates into greater trust for brands that show their values and authenticity through social media.

- **Provides helpful data:** The more structured your social media strategy, the easier it is to gain valuable insights into your customers. This allows you to measure success and refine your approach over time.

- **Boosted sales:** More brand awareness, more qualified leads, a stronger reputation, and better customer service are all equal. One thing is that there are more opportunities to make new and repeat sales that will grow your bottom line over the long term.

TikTok Shop

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Home About Products

social media marketing strategy



1. Identify your target audience and their preferences

Posting on social media without knowing what your target audience needs, wants, and values is like playing darts wearing a blindfold. You need a strong understanding of your ideal customers to hit the mark consistently.

- Age, gender, and geographic location.
- Job title and income
- Skills and hobbies.
- How they like to communicate online.
- The social media channels they frequently use.
- Their needs and wants.
- Pain points and potential objections

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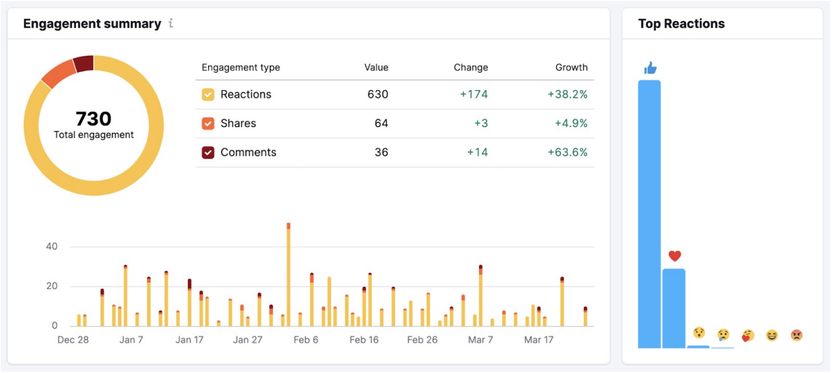
Home About Products





2. Set clear and measurable goals

Define some specific goals for your organic social media campaign. What specific things do you want to achieve by posting on social media? Perhaps you want to increase brand awareness, generate more sales-qualified leads, or improve customer retention by building a positive, friendly community.

- Specific: Make the social media goal clear and precise.
- Measurable: Ensure your goal can be measured.
- Attainable: Keep things realistic.
- Relevant: Make sure the goal is relevant to your broad objectives.
- Time-bound: Set a time limit to achieve this goal.

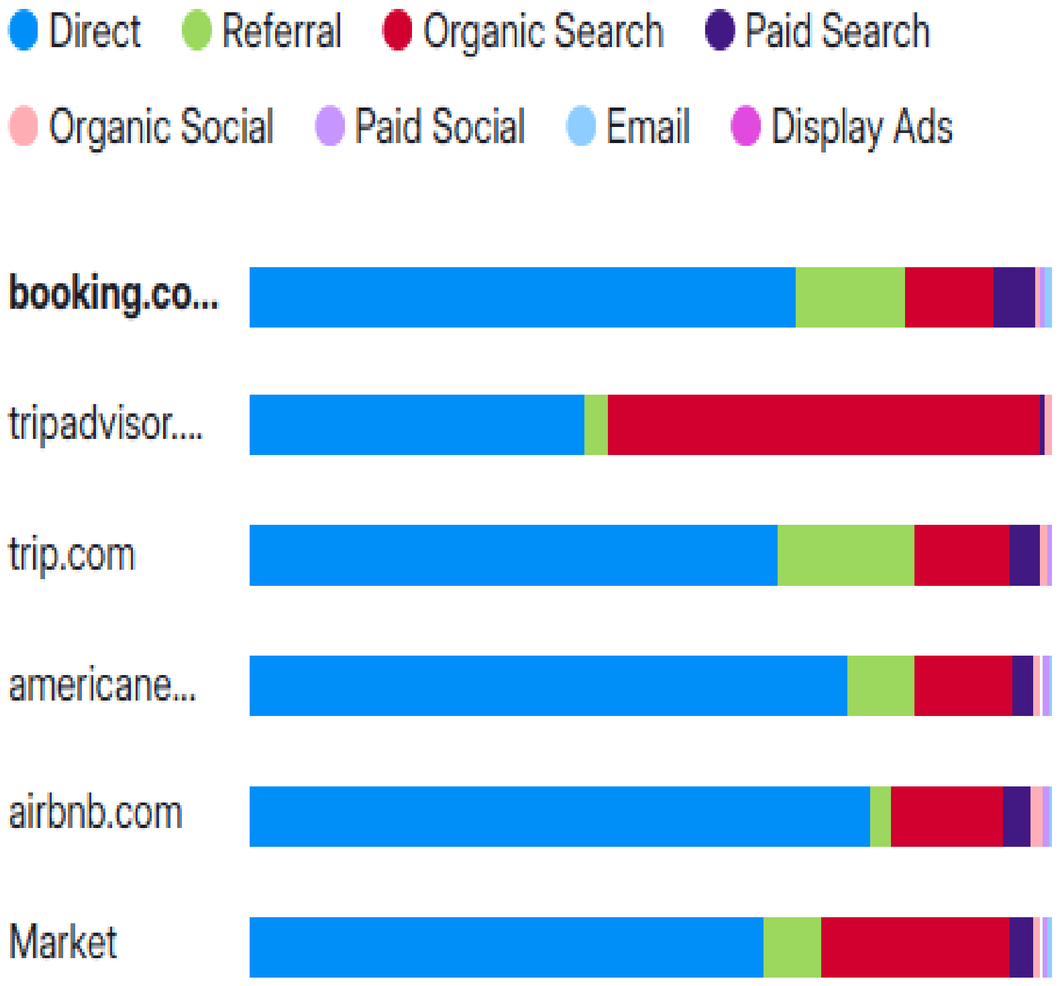
“Improve customer retention rates by 10% over the next six months through community events, cross-selling, competitions, and excellent customer service.”

3. Research your competitor’s social media strategies

One of the easiest ways to develop your social media strategy is to assess what the competition is doing.

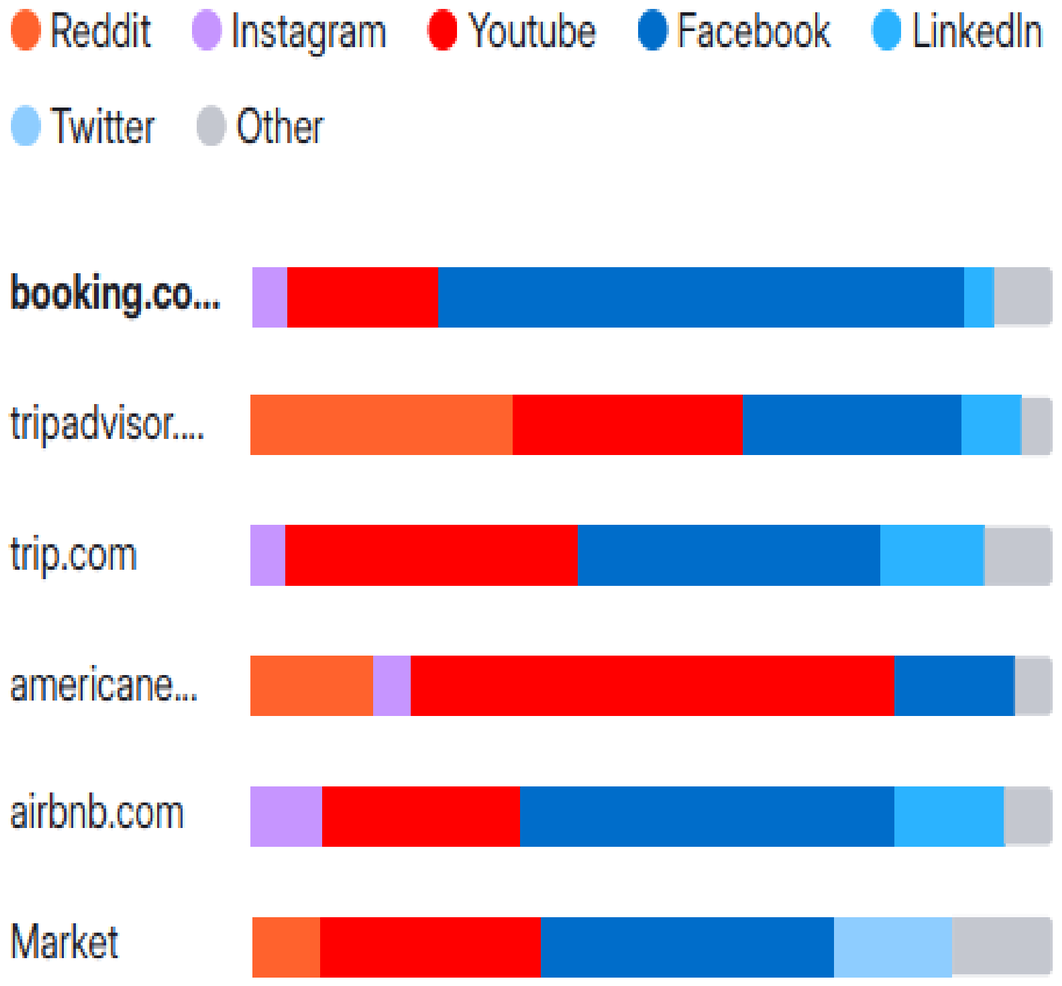
A competitive analysis can help you understand your competitors’ strengths and weaknesses. If they’re finding success with a certain channel or content style, you can use it as a building block to develop

Traffic Distribution



Social Media Distribution

Export to CSV





4. Choose the right social media marketing channels

You can use over a dozen channels to market your brand. But it’s not wise to spread your marketing resources too thinly. Instead, use what you know about your audience to select 3-5 channels that will drive the best results. Here are some of the options available Facebook, X (Twitter), TikTok Instagram, Snapchat, LinkedIn and YouTube for more

.

SOCIAL MEDIA PLATFORMS MONTHLY ACTIVE USERS 2024

3.07 BILLION	2.10 BILLION	1.69 BILLION	522 MILLION	2.53 BILLION	590 MILLION	3.11 MILLION

KEY STATISTICS

FACEBOOK

- **10 min.** average time spent per day on app
- **60%** of all social media users are on Facebook
- **80 million** small business Facebook page

INSTAGRAM

- **62%** of users log in at least once a day
- **130 million** monthly clicks on commercial posts
- **14%** of U.S. adults have never heard of it

TIKTOK

- **52 min.** average time spent per day on app
- **2 billion** downloads on App Store and Play Store
- **41%** users are aged between 16-24

PINTEREST

- **1/3** of users use it to follow companies
- **70%** of users are female
- **77%** of users find new products when browsing

YOUTUBE

- **1 billion** hours are watched per day
- **62%** of users are male
- **95%** of top videos are music

X

- **63%** users are aged between 35-65
- **10 million** page book = 1 day's worth of tweets
- **10X** more engagement on tweets with videos

LINKEDIN

- **$46K** is the average income per year of its users
- **55** job applications every second
- **50%** of people with a college degree or higher use it

COMPARISON OF SOCIAL MEDIA PLATFORMS BY INDUSTRY

FACEBOOK	E-commerce	Education	Automotive	Fitness & Gyms	Non profits & Advocacy
X (FORMERLY TWITTER)	News & Journalism	Technology & Startups	Public Relations	Finance & Investing	Government & Public Services
INSTAGRAM	Fashion & Apparel	Travel & Hospitality	Photography	Real Estate & Architecture	Fitness & Wellness
YOUTUBE	Education	Gaming	Consumer Electronics	Personal Development	Home Improvement
PINTEREST	Arts & Crafts	Home Décor	Wedding & Event Planning	Gardening & Landscaping	Health & Wellness
LINKEDIN	B2B Services	Professional Services	Higher Education & Training	Pharmaceuticals & Biotechnology	Manufacturing
TIKTOK	Entertainment	Fashion & Beauty	Restaurants & Fast Food	Pet Products & Care	Fitness Influencers

social media marketing platforms

Platform	Active Users (2025)	Business Model	Audience	Best For
Facebook	3.07B	B2C & B2B	Gen X & Baby Boomers	Paid advertising, web traffic
Instagram	2.4B	B2C (some B2B)	Millennials & Gen Z	Short-form video, brand awareness
X (Twitter)	600M	B2C & B2B	Millennials	Customer service, real-time updates
LinkedIn	1.15B	B2B	Gen X & Millennials	B2B marketing, lead generation
TikTok	1.58B	B2C (some B2B)	Gen Z & Gen Alpha	Short-form content, influencer marketing
YouTube	2.5B	B2C & B2B	Gen Z, Millennials, & Gen X	Long-form video, education, brand storytelling



Age group	Percentage of Facebook users
18–24 years	18.6%
25–34 years	24.2%
35–44 years	19%
45–54 years	14.2%
55–64 years	11.7%
65+ years	12.3%

Facebook

- Active Users: 3.065 billion
- Business model: B2C with some B2B aspects
- Ideal audience: Millennials
- Useful for: Advertising and community building
- Millennials make up almost half of Facebook’s audience.
- Only 19% of teens use Facebook daily.
- Image posts have the highest engagement on the platform.
- More than half of users take action after seeing a brand’s story.
- 50% of time spent on Facebook is spent on video.
- Brands post an average of 5 times a week on Facebook.
- Facebook’s ad reach is 1.98 billion. **For more Facebook**

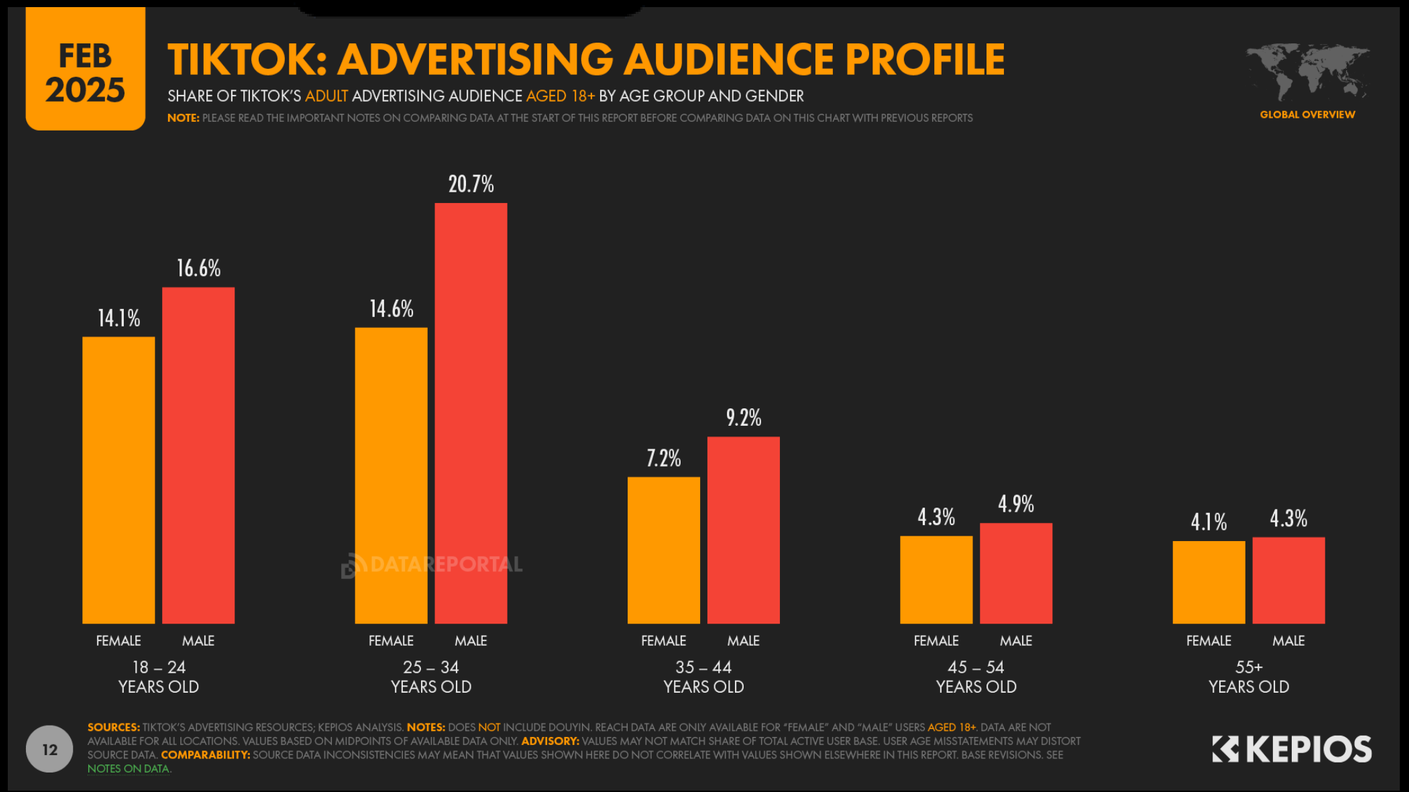


Instagram

- Active Users: 2.4 billion
- Business model: B2C with some B2B elements
- Ideal audience: Gen Z and Millennials
- Useful for: Images and videos that build brand awareness.
- Instagram is the biggest platform for influencer marketing.
- Instagram Reels have the highest reach rate on the platform.
- 70% of shoppers use Instagram to find buying opportunities.
- Short narrative-type Stories are the most popular format.
- Brands see an average conversion rate of 1%
- influencer marketing. 39% of consumers are

Age Group	Percentage of Users
18–24	29.7% PNG
25–34	33.3% PNG
35–44	17.4% PNG
45–54	9.7% PNG
55–64	5.3% PNG
65+	3.5% PNG





TikTok

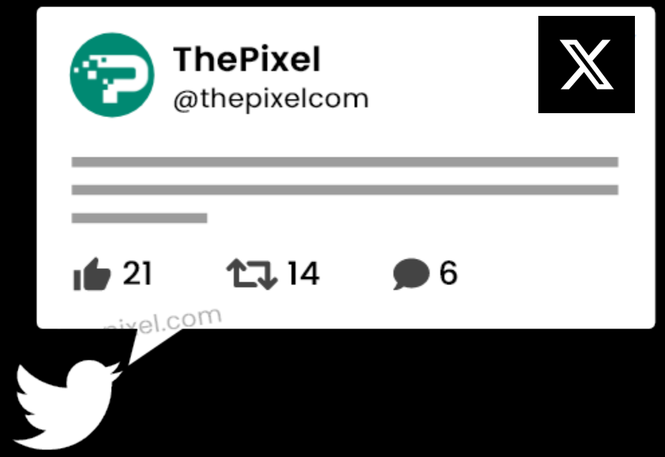
- Active Users: 1.04 billion
- Business model: B2C and B2B
- Ideal audience: Gen Z
- Useful for: Short-form video content to capture a younger demographic.
- Two-thirds of 18-19 year olds use TikTok.
- With a 2.65% engagement rate, TikTok is officially the most engaging of all platforms.
- 49% of Gen Z users make purchases on TikTok.
- 61% of social media marketers use TikTok for influencer marketing.
- For more

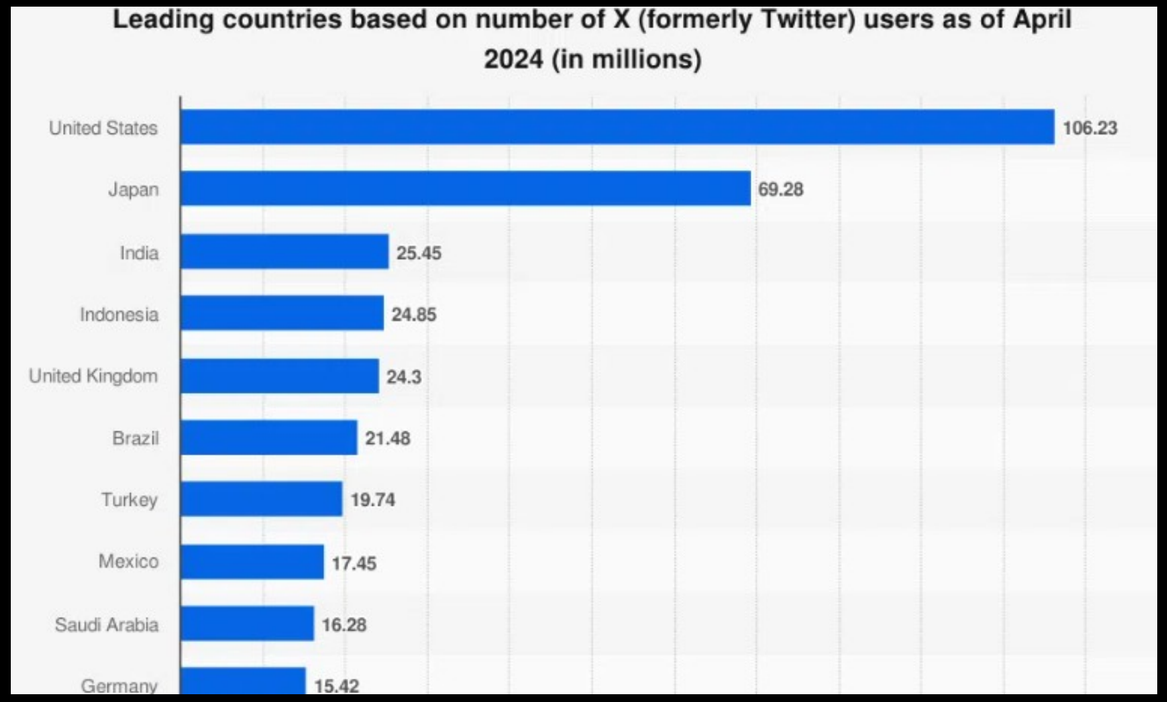


Age Group	Share of YouTube Users
18 to 24	15.8%
25 to 34	21.7%
35 to 44	18.5%
45 to 54	14%
55-64	9.9%
65+	9.5%

YouTube

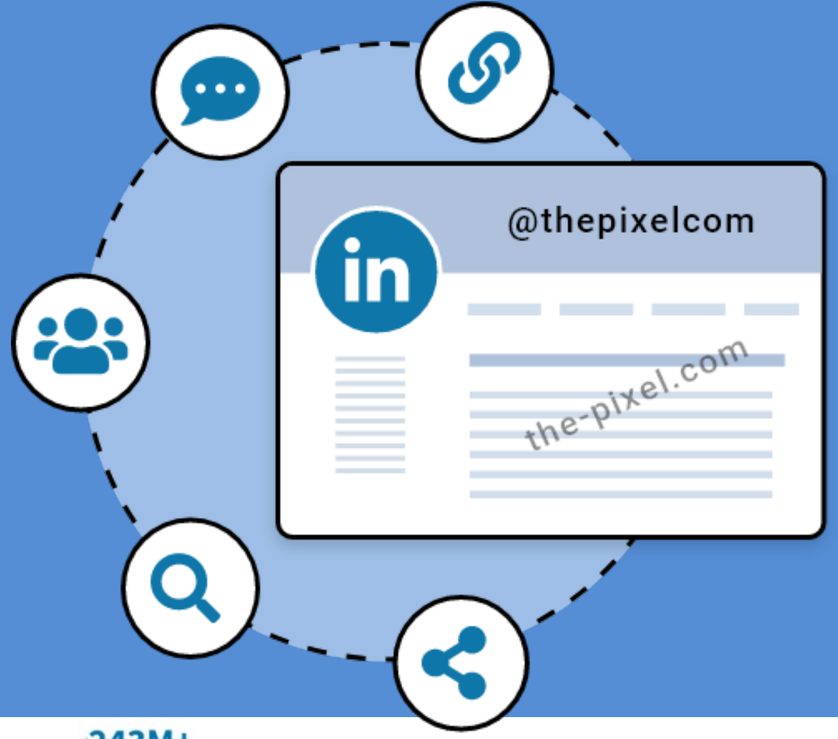
- Active Users: 2.5 billion
- Business model: B2C and B2B
- Ideal audience: Gen Z, Millennials, and Gen X.
- Useful for: Long-form video content.
- YouTube is 2ndof most visited sites in the
- 122 million daily active users
- YouTube is the world’s 4th-largest social media platform used by people.
- YouTube Premium has gained 125 million active subscribers globally.
- About 46% of internet users visit YouTube at least once a month.
- India leads with 518 million YouTube users
- For more





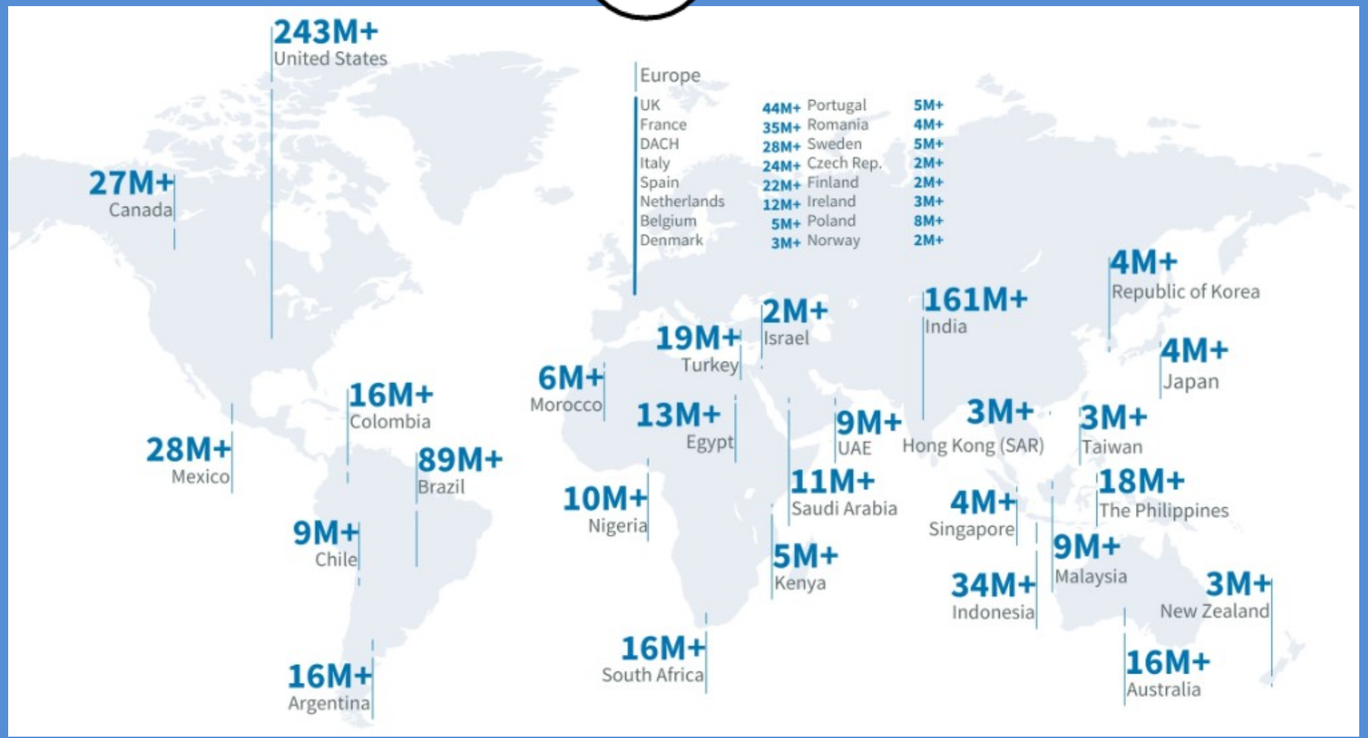
X (Twitter)

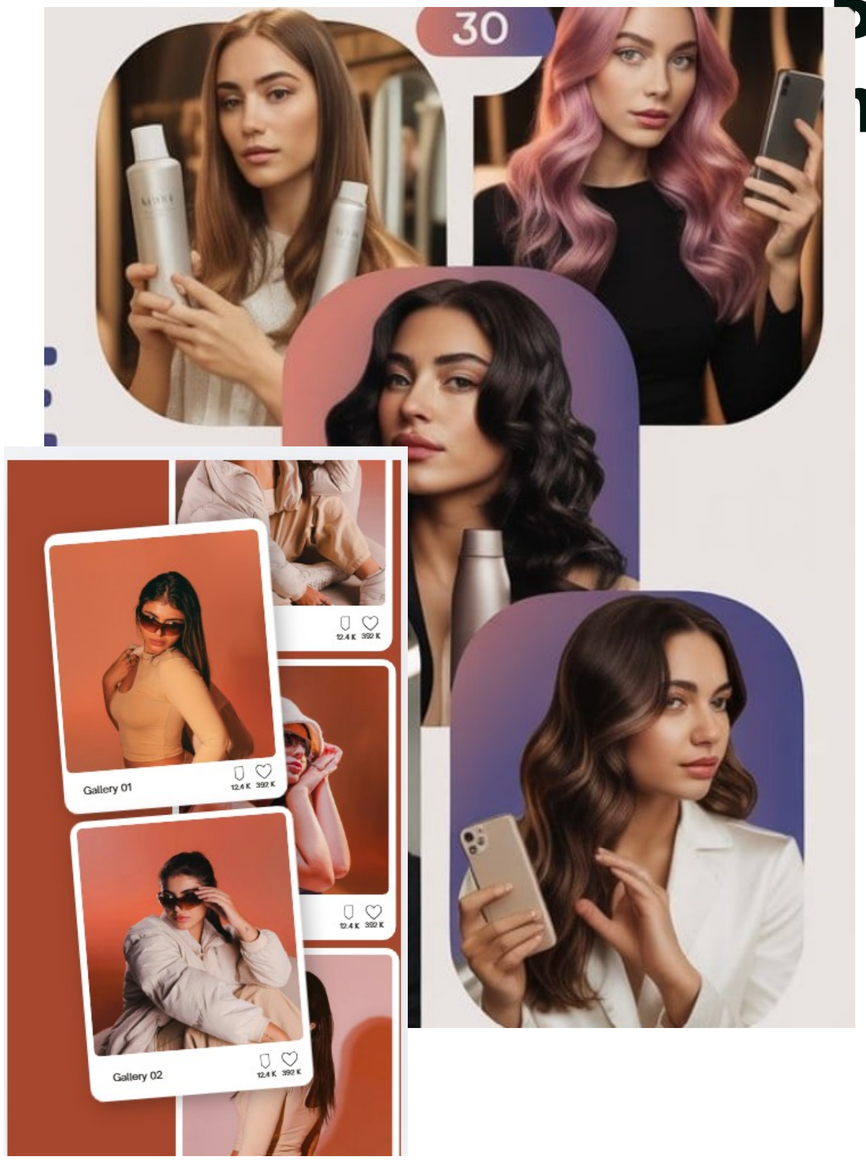
- Active Users: 600 million
- Business model: B2C and B2B
- Ideal audience: Millennials
- posts per week for minimum engagement is 6 post
- Useful for: Customer service and community management.
- 48% of users rely on Twitter to get the latest news
- 79% of Twitter users follow brands
- Twitter users are more likely to like brands that are transparent and inclusive
- Tweets with hashtags get 100% more engagement
- Tweets with video get 10x more engagement
- For more



LinkedIn

- Active Users: 770 million
- Business model: B2B and B2C
- Ideal audience: Gen X, Millennials, and the upper limit of Gen Z
- Useful for: Generating high-quality leads and forming B2B partnerships.
- LinkedIn Ads reach over 14% of the global population.
- Active LinkedIn pages receive five times the page views.
- Content with images sees double engagement.
- Regular weekly content sees twice the engagement.
- For more





5. Optimize your social media profiles

3 types social media accounts

1. **Personal accounts.** For individuals sharing content with friends and family. No analytics, ad tools, or shopping features. Features: Standard messaging, private profile options, and limited built-in analytics.
2. **Creator accounts.** For influencers, artists, and public figures building an audience around their own name or craft. Features: Access to detailed audience insights, performance analytics, content scheduling tools, monetization options, and audio libraries..

3. **Business accounts.** For brands selling something. Retailers, ecommerce stores, local businesses, and anyone running paid campaigns will find everything they need here:. Features: Advanced promotional and advertising tools (such as ad manager integration), shopping features (like product tagging and catalogs), contact action buttons, and team collaboration permissions.

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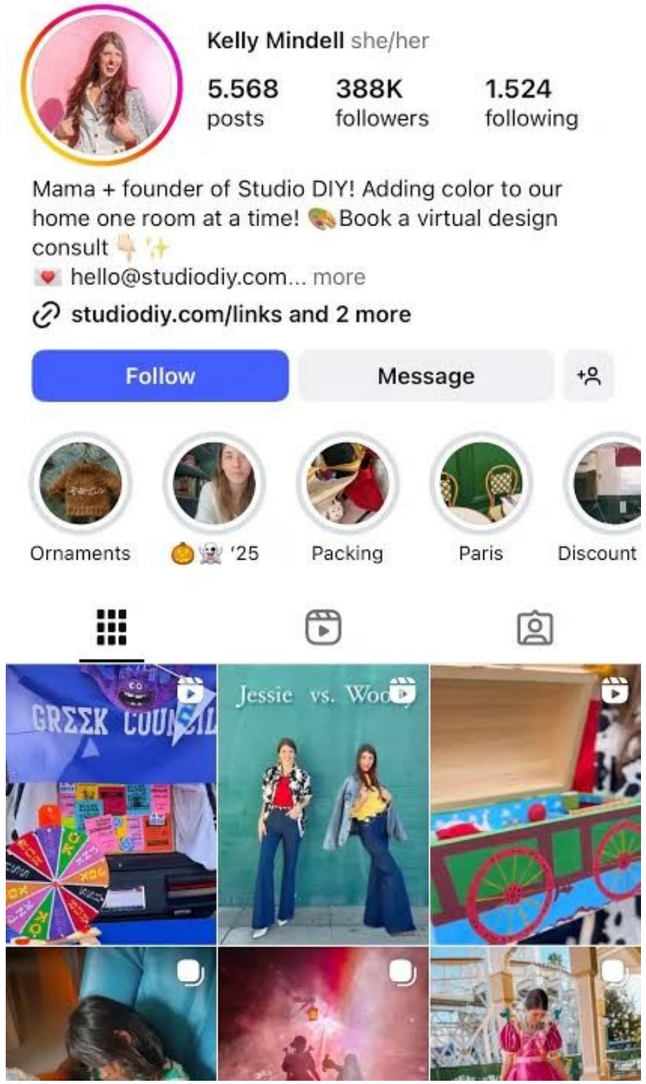
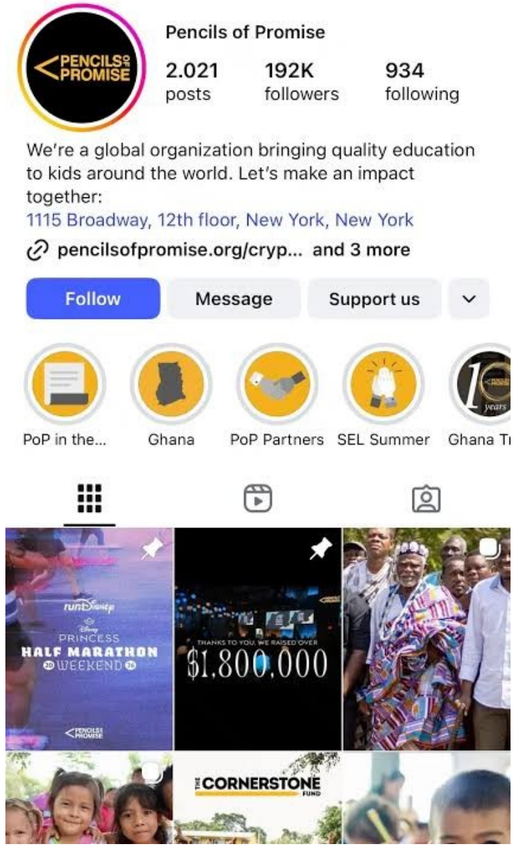




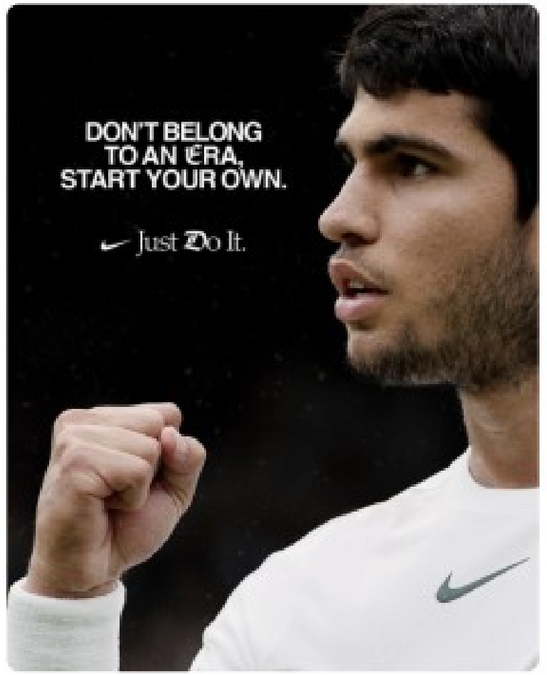
- **Username and Handle**: Use your exact business name or real name across every platform. This builds instant recognition and makes you easy to find.
- **Profile Picture**: Use a high-resolution version of your official company logo or a clear, professional headshot. Keep the image consistent across all networks.
- **Display Name and Bio**: Add your core target keywords and a searchable tagline right next to your name. Explain clearly what you do and who you help in two short lines.
- **Add links:** Remember to add links to your main website. If your customers like your content on social media, they need to be able to find out more.

Top Content by Channel

By engagement | By engagement rate

Nike
@nike
22 days ago

The Alcaraz Era is upon us. An age in which age doesn't matter and impossible shots are served with a smile 😏 Congrats carlitosalcarazz,...



595K 1.9K

View all Instagram posts

Amazon.com
@Amazon
11 days ago

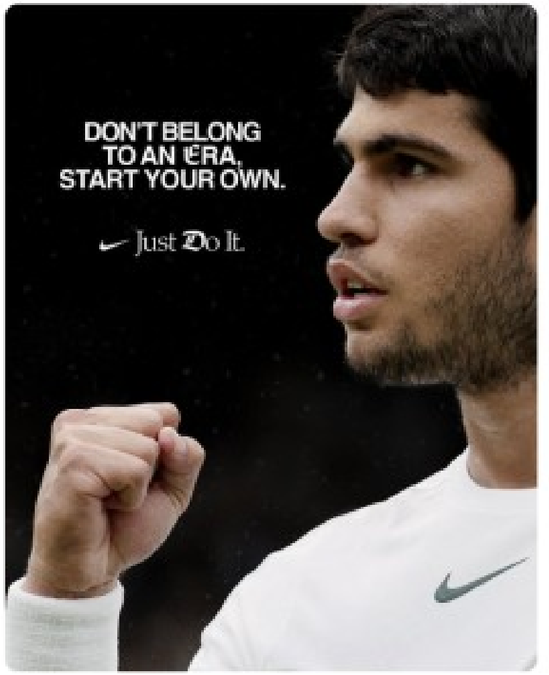
Safe to say it's bear-y hot outside. We love these Ring moments.

131K 2.3K 5.93K

View all Facebook posts

Nike
@Nike
22 days ago

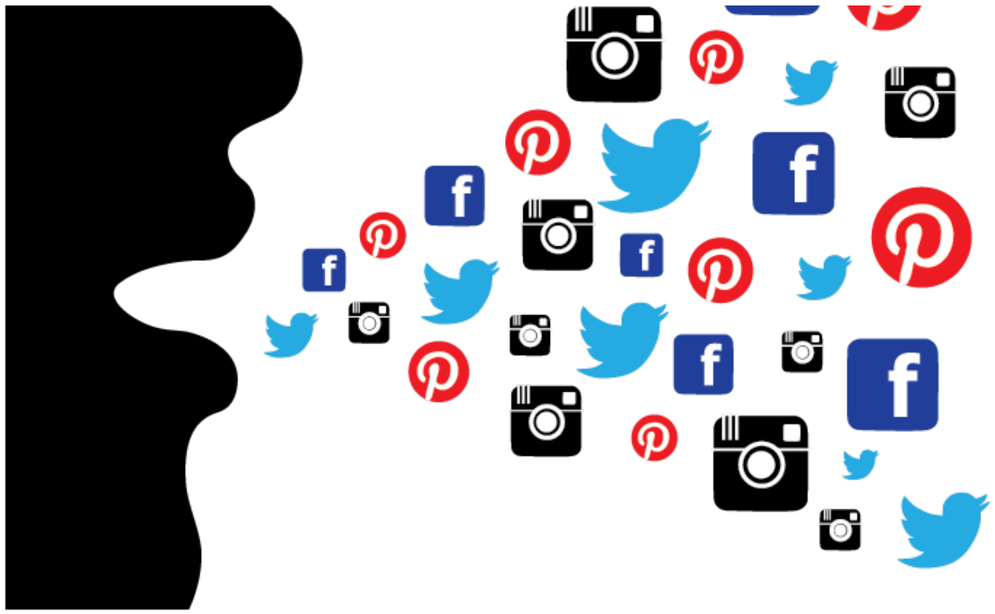
The Alcaraz Era is upon us. An age in which age doesn't matter and impossible shots are served with a smile 😏 Congrats Carlos Alcaraz, younge...



25.8K 21 3.76K

View all Twitter tweets



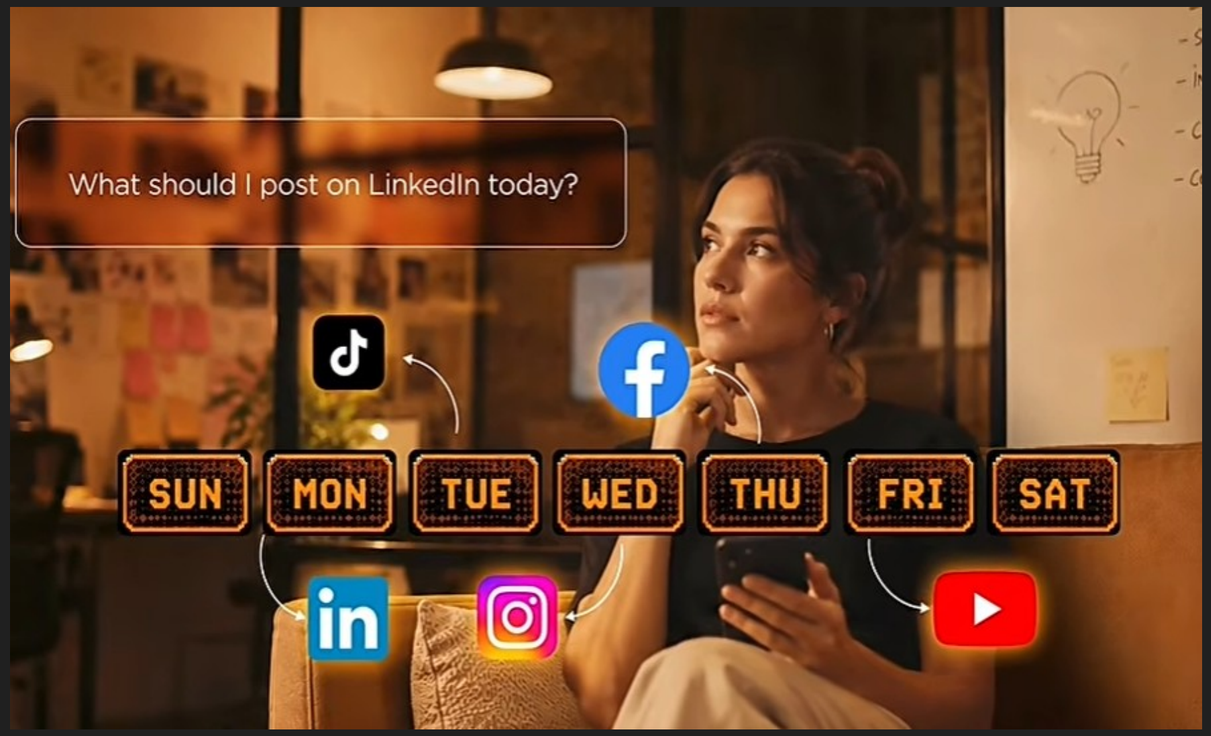


6. Define your brand voice

- When you post on social media consistently, your audience will pick up on your brand personality. It helps to be consistent. Define your values, tone of voice, and core messaging. Doing so ensures your audience knows what to expect when you upload content, which will ultimately help build trust

    1. **Brand visual identity**: What you look like and what you wear.
    2. **Brand voice:** What you say and how you say it.
    3. **Brand experience:** What you do and how you do it.

- .How do you want your audience to perceive your business?
    1. Are you keeping things light-hearted?
    2. Are you looking to demonstrate the luxuriousness of your products?
    3. Or do you simply want to share a laugh with your community?



7. Create a content calendar

It’s essential to be consistent with your social media marketing strategy. You need to know when you intend to post and stick with a schedule. This shows professionalism and reliability.

To get started, you need to create a content calendar. This calendar details the dates and times you’ll publish to each channel and the types of content you’ll post, such as images, polls, or product promos.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
INSTAGRAM	✓✓✓	✓✓	✓✓✓	✓✓	✓✓	✓✓	✓✓
TWITTER	✓✓✓✓ ✓	✓✓✓✓ ✓✓✓	✓✓✓✓ ✓✓	✓✓✓✓ ✓✓✓	✓✓✓✓ ✓	✓✓✓✓ ✓✓✓	✓✓✓✓ ✓✓
FACEBOOK	✓✓	✓	✓	✓✓	✓✓	✓✓	✓
LINKEDIN	✓	✓✓	✓	✓	✓✓	✓	✓✓

MODERN THREAD

Home About Products



8. Develop original, high-quality content

You know your audience and your goals. You've defined your chosen marketing channels and have clear brand messaging you want to convey. Now, it's time to put all the pieces together with first-rate content creation.

- Brand story: Offer information about your brand's history and values.
- Product Spotlight: Give one of your products sometime in the sun.
- Customer shoutout: Showcase a happy customer's experience with your product.
- Behind-the-scenes: Show what a normal day looks like at your brand.
- Videos: Create short-form videos that showcase your brand's personality.
- New arrivals: Show upcoming products or services to build anticipation.
- Influencers: Partner with an influencer to promote your products.
- Community: Highlight events in the local community.
- Exclusive offers: Provide exclusive offers to guide people down your sales funnel.



9. Start posting and measure the results

Lastly, all that's left to do is start posting your content. You should then measure your results to see how well you're hitting your objectives.

You don't need any fancy tools to measure these metrics. For instance, X Analytics, Instagram Insights, Linkedin Analytics, and Facebook Analytics will let you track all of these things in-app.

- **Likes:** A like is a good indicator that someone appreciates your content. More likes means a greater number of people felt that your post was valuable.
- **Followers**: How many new followers are you gaining? This is the number of people who have decided they want to see more of your content on their feeds.
- **Reach:** The number of people who see your content. If your content is being viewed by a larger number of people than you have followers, this is a good sign your social media posts are reaching a wider audience.

Facebook Ads



Platform	Average Cost per Click
YouTube	$0.10 – $0.30 per view
LinkedIn	$2.50 – $7.00
Facebook	$0.50 – $3.00
Instagram	$0.50 -$2.00
TikTok	$0.20 – $1.50
Twitter	$0.50 – $2.00

Paid Advertising Cost Comparison of Social Media Platforms

Understanding the cost dynamics of **paid advertising** is crucial for maximising ROI, so marketers use key indicators for comparison: Cost Per Click (CPC) and Cost Per Thousand (CPM).

CPC is typically used on platforms like Facebook, Instagram, TikTok, and LinkedIn, while Cost Per Thousand impressions are usually on platforms like X and YouTube

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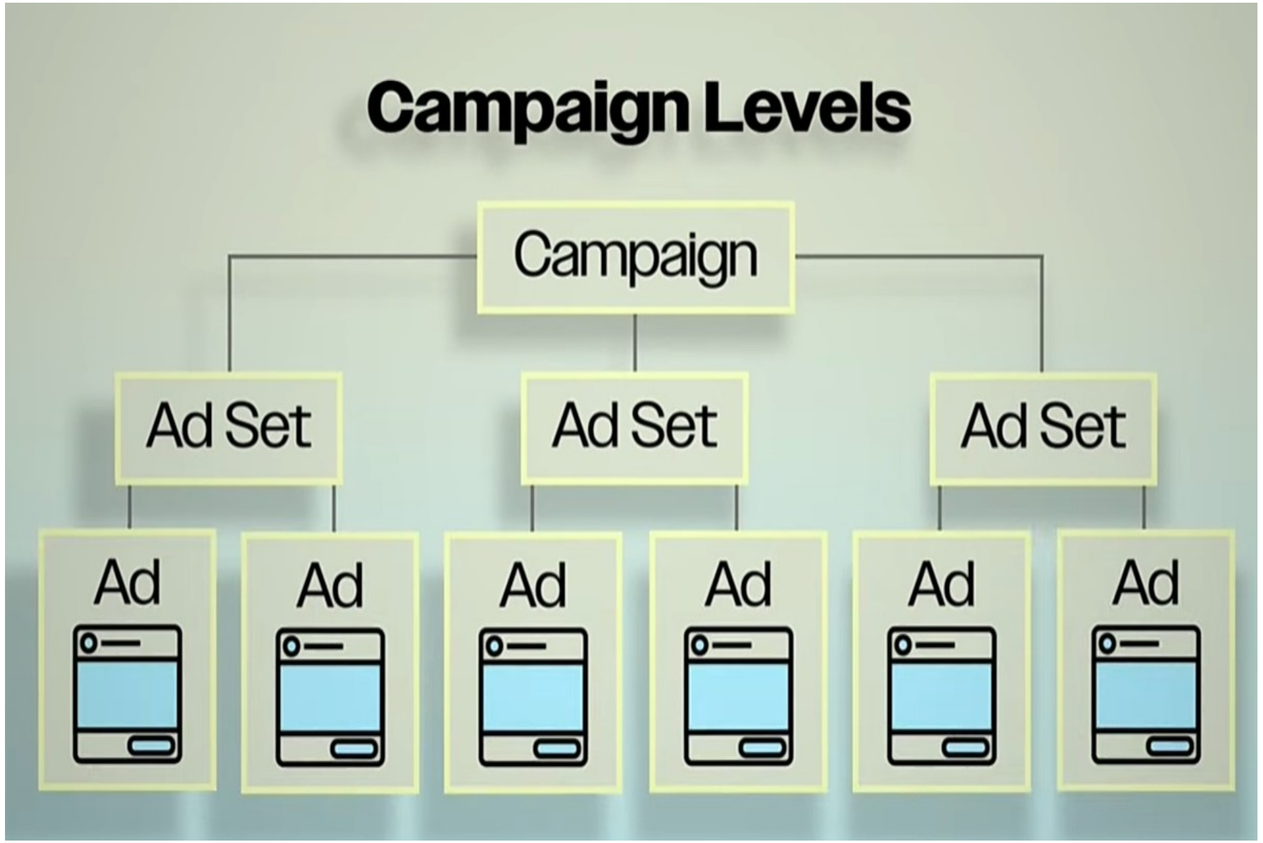
Platform	Average CPM (USD)	Potential Lead Quality
YouTube	$9.60	Varies depending on niche and targeting. Can be good for brand awareness and reaching engaged audiences.
LinkedIn	$6.50	High B2B and professional lead quality. Ideal for targeting specific industries and job titles.
Facebook	$10.60	Mass audience, demographics can be well-targeted. May require more filtering to find qualified leads.
Instagram	$7.90	Leans towards brand awareness and influencer marketing. Can be good for B2C targeting based on interests and demographics.
TikTok	$5.00	Primarily Gen Z audience. Lead quality can be hit-or-miss, but ideal for innovative and engaging video content.
Twitter	$6.40	The audience leans towards news and current events. With the right targeting, this can be good for B2C but may not be ideal for lead generation.

Based on the platforms listed, it is clear some cost more than others. However, higher expenses don’t always lead to better results.

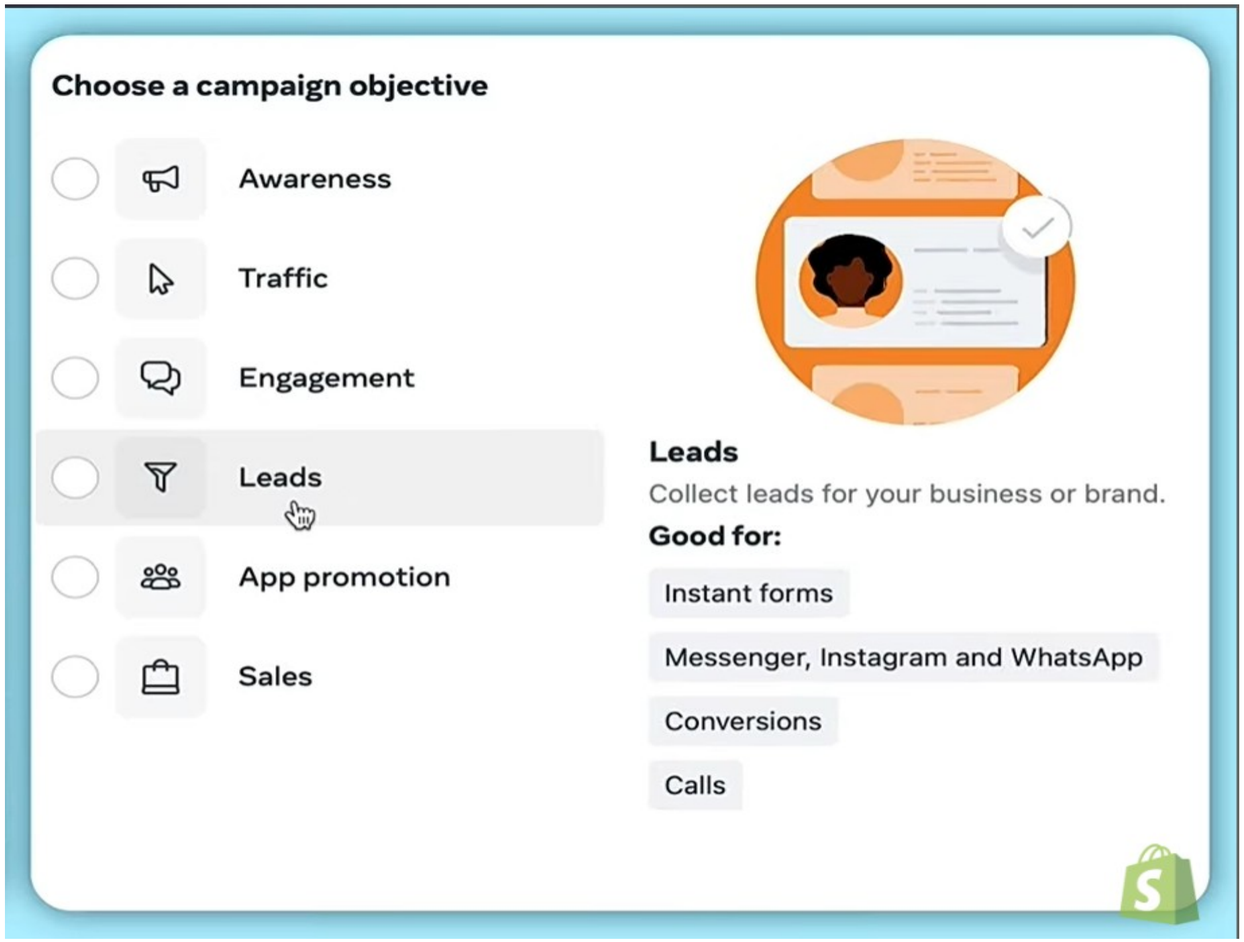
Quality over quantity matters, and leads from platforms like LinkedIn often lead superior conversion rates despite a higher CPC or CPM.

For instance, Facebook offers a lower CPC for its massive audience, but LinkedIn surpasses Facebook’s leads due to its professional nature.



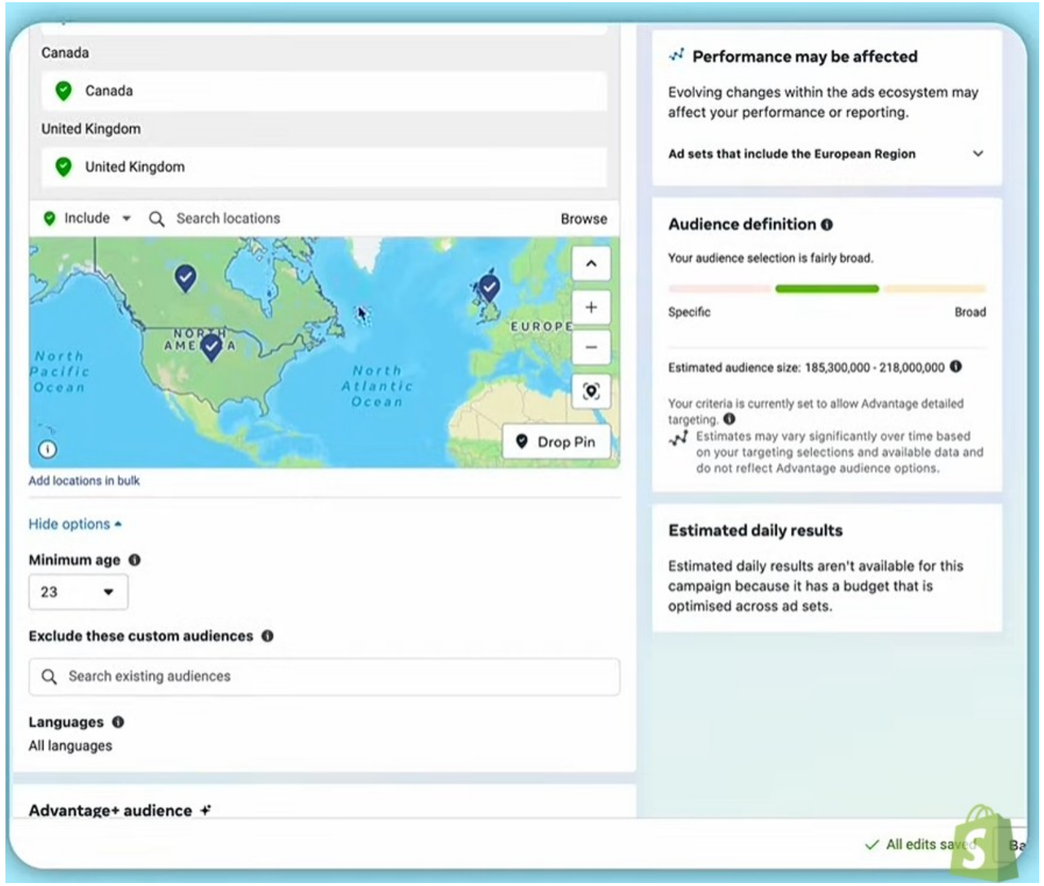
Every Facebook ad campaign consists of three distinct levels:

- ✓ **Campaign:** This is where you define your marketing objectives (e.g., sales, lead generation, or engagement) and set your total budget.
- ✓ **Ad Sets:** Here you manage the targeting (audience demographics, interests), bidding strategies, and specific ad placements.
- ✓ **Ads:** This is the creative layer where you input your copy, images, and videos.



1. Campaign Level (Objective & Budget)

- **Objective: Sales** (Optimized for conversions/purchases on your store).
- **Advantage Campaign Budget (CBO):** Enabled (if running multiple ad sets) or set at the Ad Set level.
- **Budget Strategy:** Start with a modest daily budget (e.g., UGX 20,000–30,000 / day) to test performance.





2. Ad Set Level (Audience, Targeting & Placements)

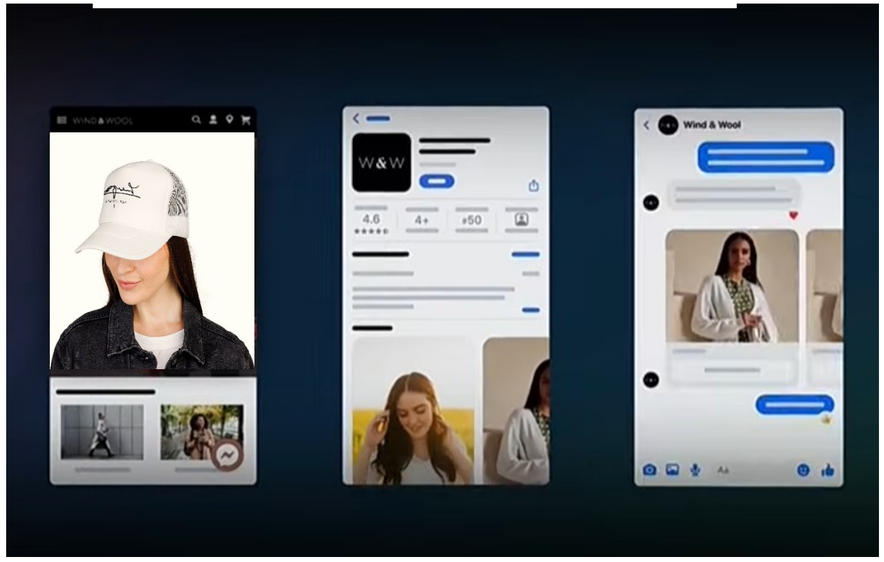
- **Location:**
  - Uganda (or specific urban hubs like Kampala if focusing local delivery).

- **Age:**
  - 18–45 (broad enough to capture youth and young professionals interested in streetwear/casual wear).

- **Detailed Targeting (Interests):**
  - *Core Interests*: Streetwear, Trucker hat, Baseball cap, Fashion accessories, Skateboard culture, or Online shopping.

- **Placements: Advantage+ Placements**
  - (Let Meta automatically place your ads across Facebook Feed, Instagram Feed, Stories, and Reels for the best cost-efficiency).





3. Ad Level (Creatives & Copy) Visuals:

Ad Copy:

Primary Text: Upgrade your everyday rotation with the Snapback Trucker Cap. 🔥

- **Charcoal / Black** and **White / White**
- ✅ Moisture-wicking cotton sweatband
- ✅ Durable cotton-polyester build
- ✅ Adjustable snap closure for a custom fit

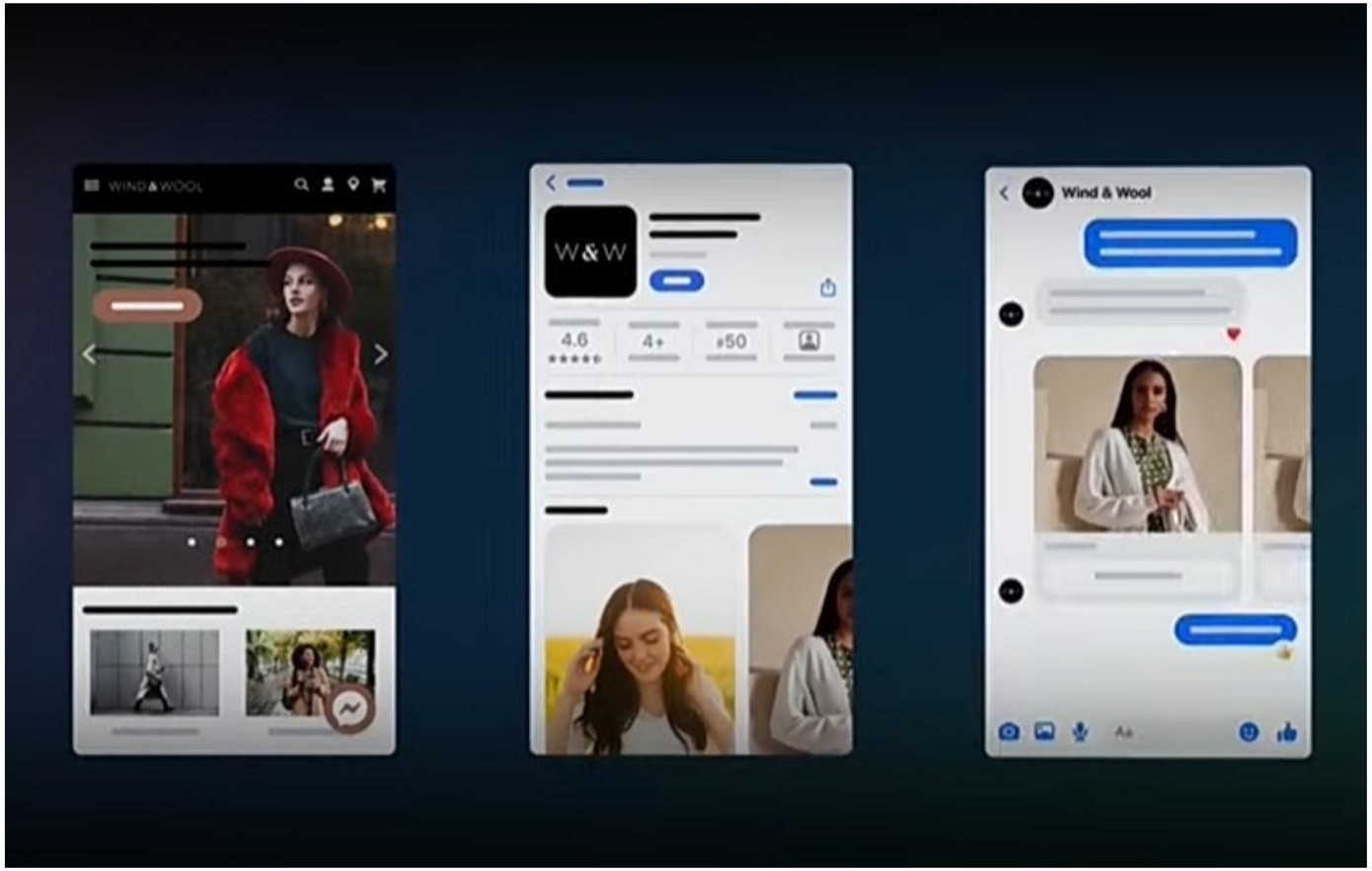
Tap **Shop Now** to grab yours for UGX 21!

Headline:

- Snapback Trucker Cap — Premium Comfort & Style

Call to Action:

- Shop Now



Performance Metrics

Monitor these vital signs to ensure your campaigns are healthy:

- CTR (Click-Through Rate): Aim for 1% to 3%.
- Conversion Rate: For e-commerce, 2% to 5% is considered standard.
- ROAS (Return on Ad Spend): Tracks the revenue generated by your ads.

Measuring Your Success



	Results	Cost	Reach	Total spent	Clickthrough %	CPM
Page Likes	45	$0.57	1,268	$25.65	3.55%	
Clicks to landing page	6	$4.01	1,814	$24.06	0.33%	
Boosted post	35	$0.74	4,078	$25.90		$6.35
Overall	86	$5.32	7,160	$75.61	0.95%	

There are four basic metrics that are important for paid search: impressions, clicks, conversions, and spend.

- impression is a single instance of your ad being displayed when someone types in the search keyword or viewed on social media.
- Clicks are viewer actually clicking on your ad once it has been displayed.
- conversion is when user take action to your landing page. This action could be downloading an offer, purchasing your product,
- spend is simply the amount of money that you have spent on your campaign so far.

Facebook Ads

	Results	Cost	Reach	Total spent	Clickthrough %	CPM
Page Likes	45	$0.57	1,268	$25.65	3.55%	
Clicks to landing page	6	$4.01	1,814	$24.06	0.33%	
Boosted post	35	$0.74	4,078	$25.90		$6.35
Overall	86	$5.32	7,160	$75.61	0.95%	

$$\text{CPM} = \left(\frac{\text{Total Spent}}{\text{Reach}}\right) \times 1{,}000$$

Summary Table

Campaign Type	Results	Cost per Result	Reach	Total Spent	Clickthrough %	CPM
Page Likes	45	$0.57	1,268	$25.65	3.55%	**$20.23**
Clicks to landing page	6	$4.01	1,814	$24.06	0.33%	**$13.26**
Boosted post	35	$0.74	4,078	$25.90	**0.86%**	$6.35
Overall	86	$5.32*	7,160	$75.61	0.95%	**$10.56**

1. **Conversion Rate**

$$\text{Conversion Rate} = \left(\frac{\text{Total Conversions}}{\text{Total Clicks (or Visitors)}}\right) \times 100$$

Total number of Conversion rates For this type of campaign, here are the conversion rates that you should measure. They will generally involve making the visitor click on a CTA**.**

1. Lead generation – The total number of people who sign up for your offer, after clicking on your landing page from Facebook.
2. Generating sales – If you're trying to sell your products, then you simply need to measure how many sales you make. If you aren't generating your desirable total number, then either increase your budget or go easy on those first-time visitors.
3. Getting traffic to your website – In this case, you simply need to measure the total number of link clicks to your website, after boosting a post. Unless your ad set is outstanding, don't expect to pay less than 30 cents per click.

2. Frequency

$$\text{Frequency} = \frac{\text{Total Impressions}}{\text{Total Reach}}$$

If you've got an advertising budget of a few dollars per day, then this metric won't be of much interest to you.
But, if you're spending hundreds of dollars on Facebook ads every month, then you need to closely monitor the frequency.
As the name suggests, this number tells you the total number of times an ad has been served to an average user.

3. ROAS (Return on Ad Spend)

$$\text{ROAS} = \frac{\text{Revenue Generated from Ads}}{\text{Total Ad Spend}}$$

Note: Expressed as a ratio (e.g., 4: 1) or percentage (e.g., 400%).

3 Spend and ROAS (Return on Ad Spend)

Since you're paying to get your brand in front of prospects, you need to have information on the money that you're making to guide future ad strategy. Revenue alone, though, isn't such a useful metric.

4. Click Through Rate (CTR)

$$\text{CTR} = \left(\frac{\text{Total Clicks}}{\text{Total Impressions (or Reach)}}\right) \times 100$$

4. Cost per Click (CPC) and Click Through Rate (CTR)

CPC tells you the cost of an average click from your ad to your website. And, the CTR is the percentage of people that have clicked on your website, after seeing your ad.

If you see a high CPC, then you should check your CTR.

5. Cost per Action (CPA)

$$\text{CPA} = \frac{\text{Total Ad Spend}}{\text{Total Actions (Conversions)}}$$

5. Cost per Action

Simply put, an action is a desirable behavior that you expect from your prospect.

It can be a click to your website, a click on the play button of your video, a share or something else.

The total number of actions alone might not give you any insight. For example, if I want to compare two ads, then I'll choose the ad creative that generates more actions.

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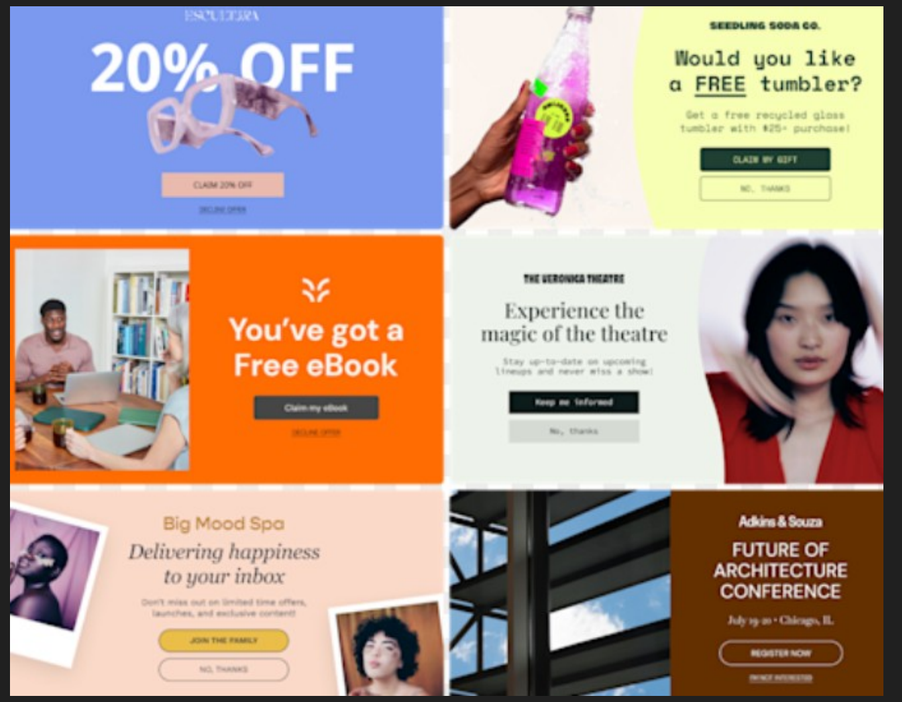
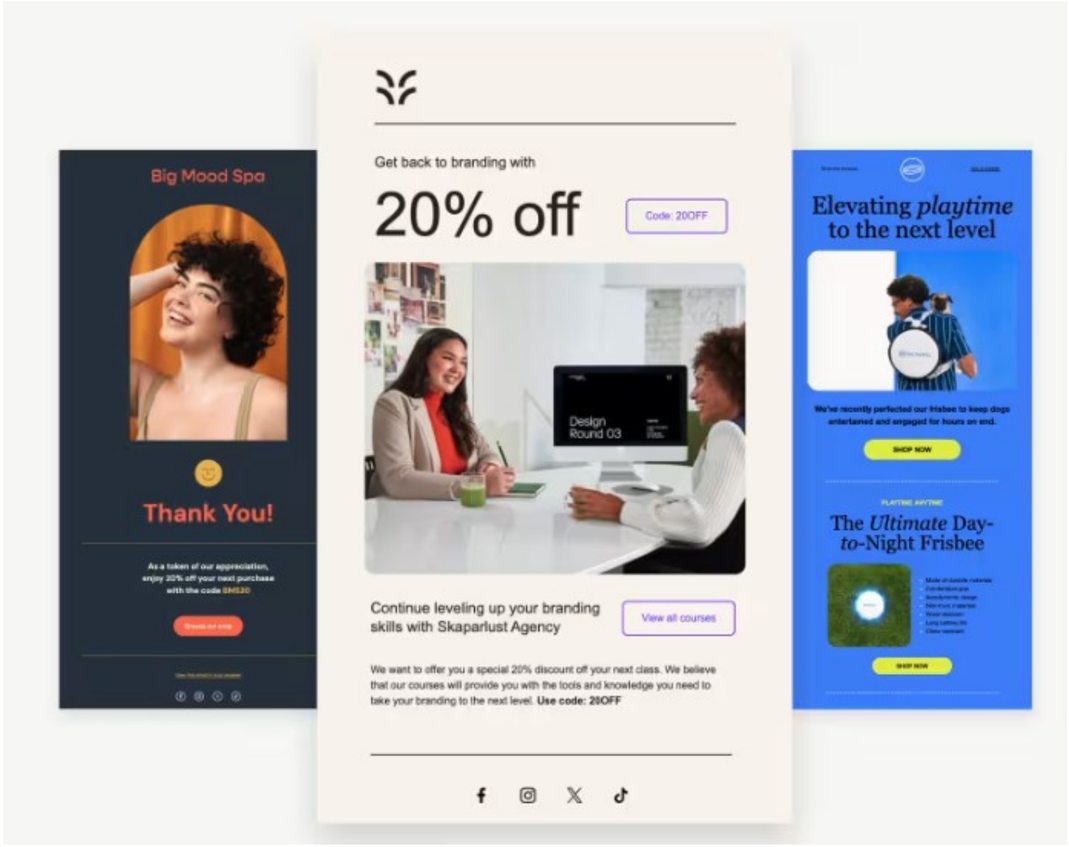
Email and SMS Marketing



In the digital marketing realm, two channels have consistently proven their effectiveness — SMS and email marketing. While they work similarly, they have particular uses that, when used together, can enhance your digital marketing strategy.

How MODERN THREAD



Email marketing and SMS marketing

- **Email marketing** is the act of sending a commercial message, typically to a group of people, using
email. every email sent to a potential or current customer could be considered email marketing.

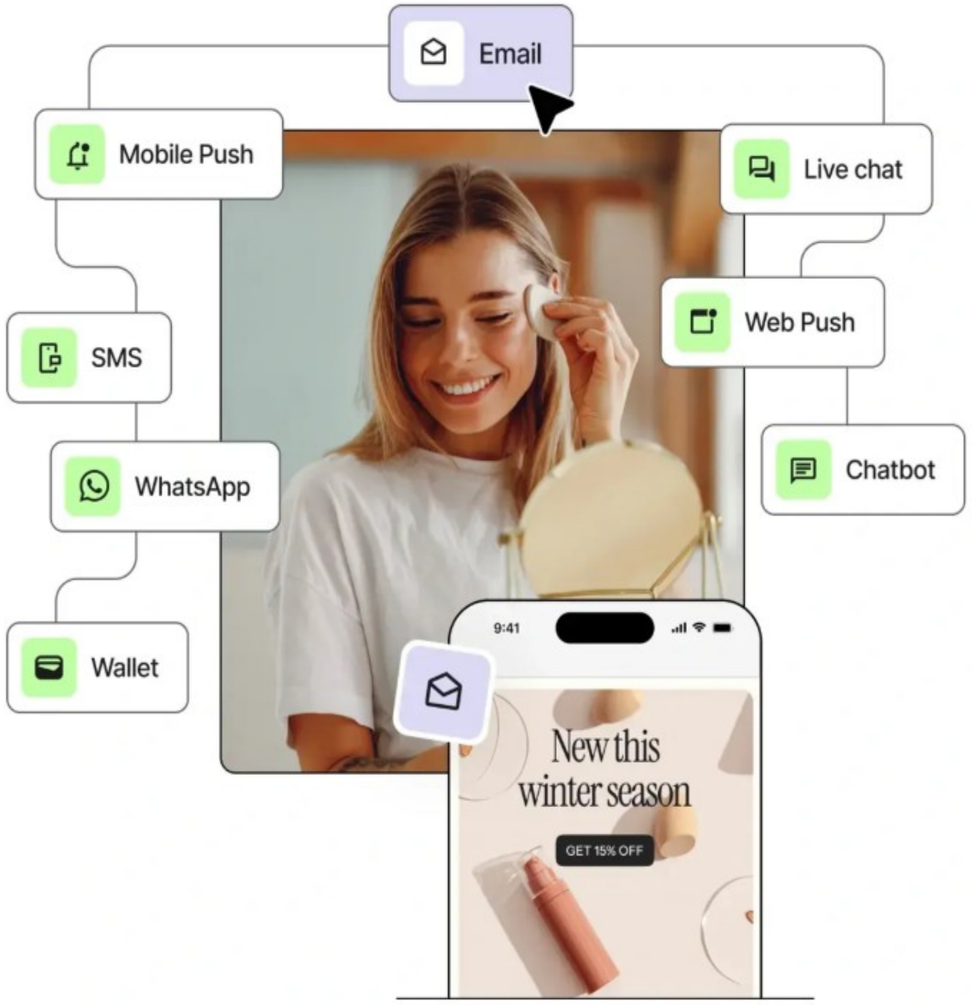
✓ Email = depth: Rich content, storytelling, visuals, and room for detailed messaging..

✓ **SMS marketing (short message service)**, also known as text message marketing, allows businesses to send promotional messages, appointment reminders, and alerts directly to customers through text messages on their mobile phones.

✓ SMS = immediacy: Urgent updates, fast action, and high visibility directly on a customer's phone

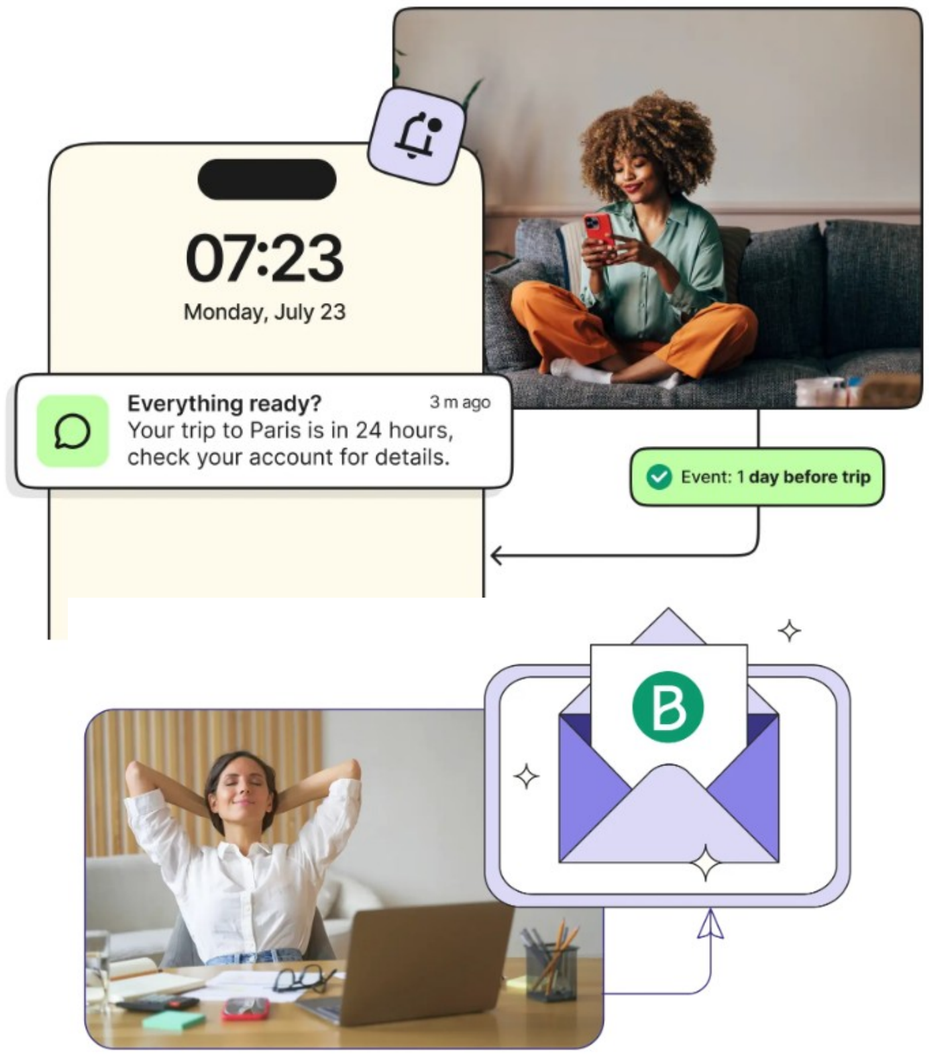


Metric	Email Marketing	SMS Marketing
Average Open Rate	20% – 43%	98% (90% read within 3 mins)
Conversion Rate	3% – 15%	21% – 40%
Average ROI	$36 – $42 per $1 spent	~$71 per $1 spent
Character Limit	Virtually Unlimited	160 Characters per text
Media Support	Rich Media (Images, GIFs)	Plain Text & Links (MMS costs extra)
Cost	Extremely Low	Higher Cost per message



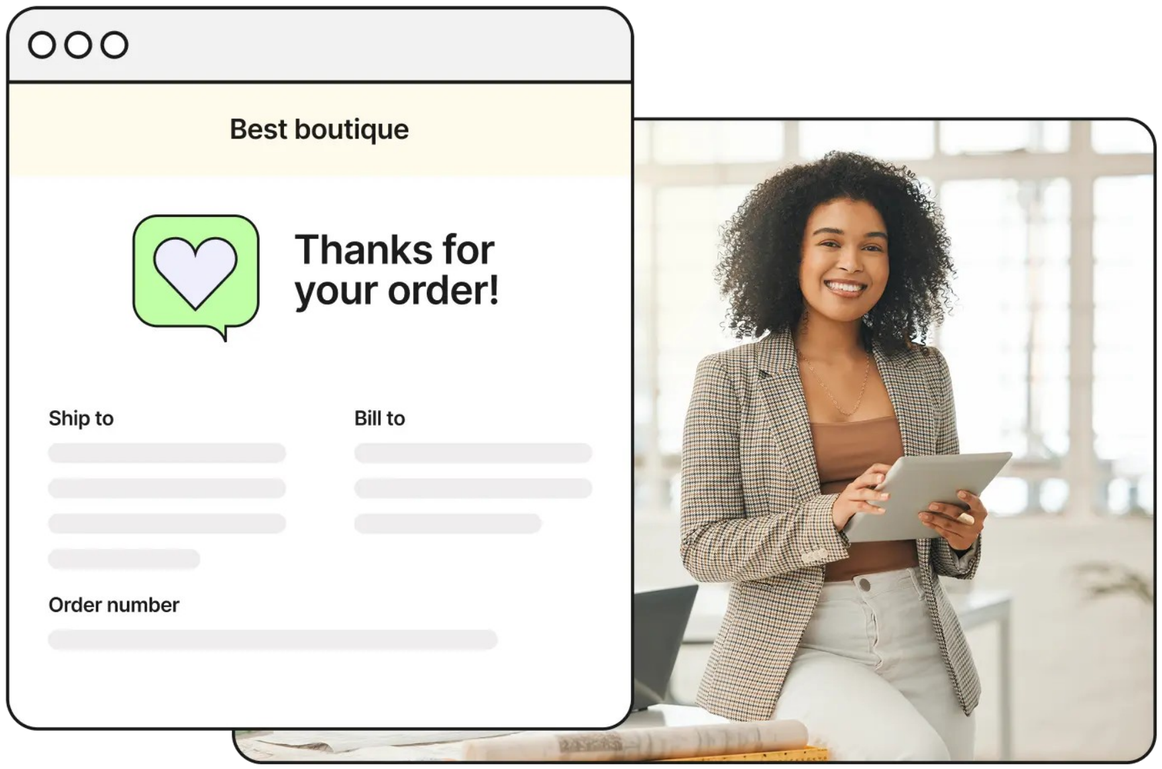
When to Use Email vs. SMS

- **Email Marketing (The Relationship Builder)**
  - ✓ Best for long-form content, storytelling, and in-depth education.
  - ✓ Ideal when you need to showcase rich visuals or multiple products.
  - ✓ Designed for low-urgency, high-information messages.
- **SMS Marketing (The Revenue Driver)**
  - ✓ Best for time-sensitive alerts, flash sales, and event reminders.
  - ✓ Ideal for clear, single-tap call-to-actions.
  - ✓ Designed for high-urgency, immediate-action messages.



The challenges of email marketing

- ✓ **Spam.** It seems like our inboxes are filled with worthless information. Which end up in junk or spam folders
- ✓ **Competition.** Disadvantages aside, email marketing is a popular form of marketing,
- ✓ **ENGAGE** your audience, or you might find yourself with high unopened rates or a lot of people unsubscribing.
- ✓ **Size.** If your email is too large, it might take a long time to load or even not load at all

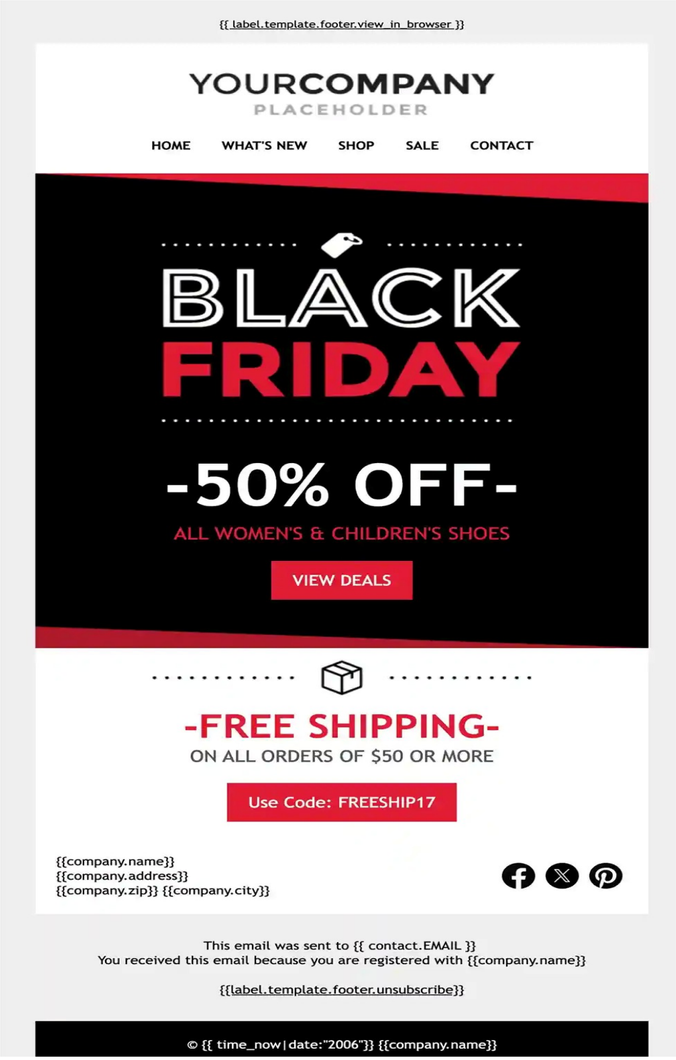


1. TRANSACTIONAL EMAIL?

These emails are automated messages triggered as a response to your customers' actions, such as when a customer buys an item from your shop.

Examples of transactional emails include:

- Order confirmations
- Thank you emails
- Password resets
- Abandoned cart emails

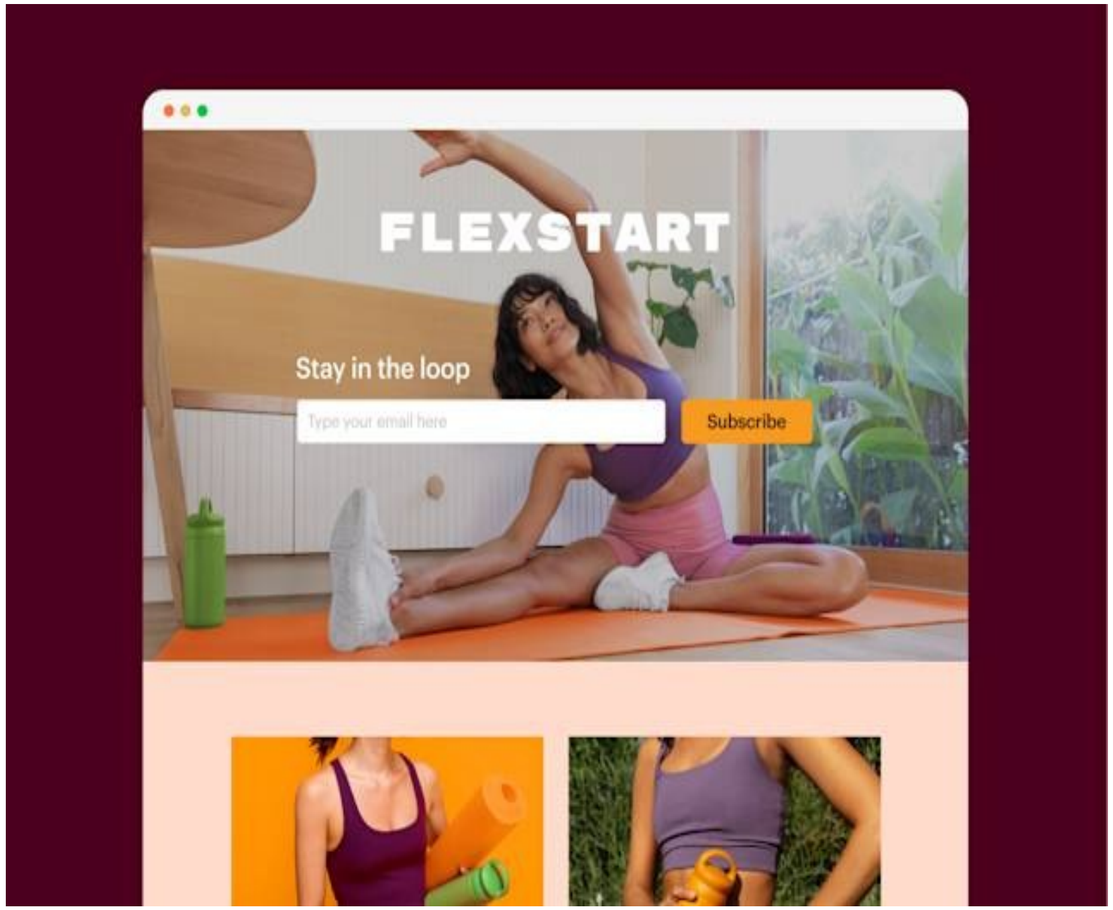


2. Promotional emails

Email marketing campaigns promote special offers, new product releases, gated content like eBooks and webinars, and your brand in general. A campaign can even consist of a series of emails (3-10) sent over several days or weeks.

Some examples of promotional emails include:

- Discount and coupon emails
- Sales and flash sale announcements
- New product launch emails
- Free shipping offers
- Gated content emails (ebooks, webinars, guides)
- Limited-time offer emails
- Cross-sell and upsell emails



3. Informational emails

Newsletters are among the most popular informational emails. As the name suggests, a newsletter shares news related to your business. Think new milestones reached, new product capabilities, or featuring valuable content like case studies.

Some examples of informational emails include:

- Newsletters
- Company announcement emails
- Product update emails
- Service outage or maintenance emails
- Educational or how-to emails
- Event invitation emails
- Policy or terms update emails
- Curated content roundup emails



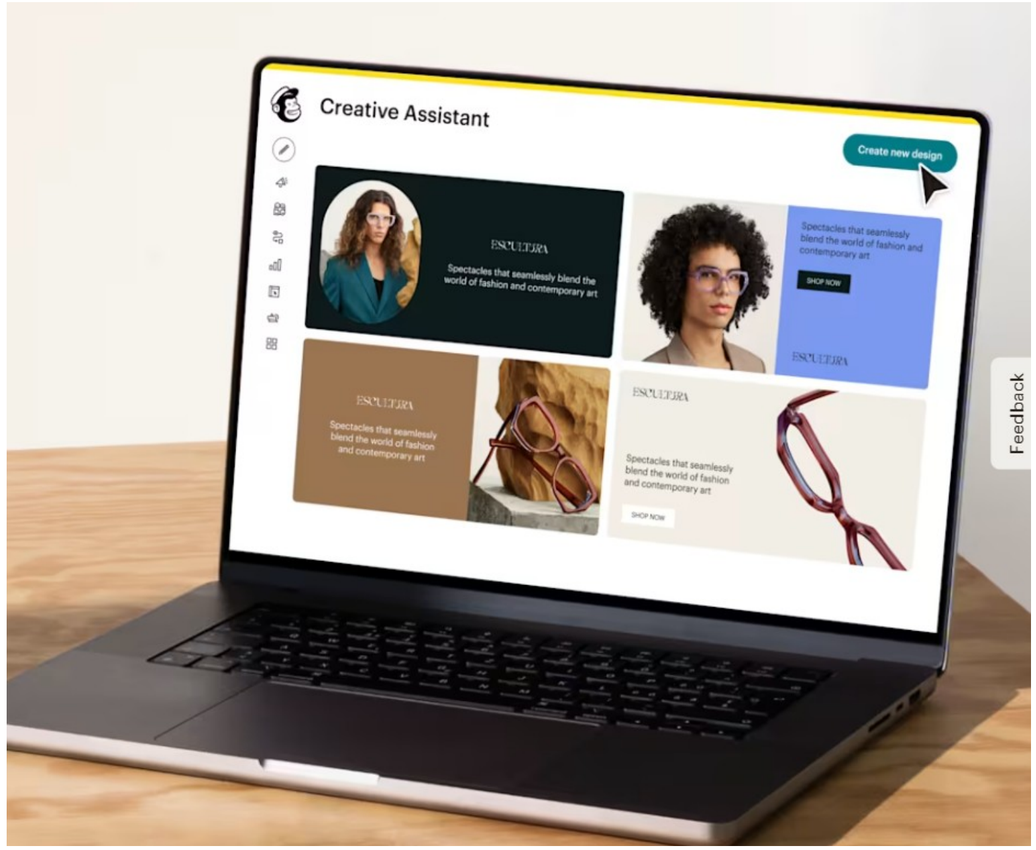
4. Retention emails

Retention emails keep your customers happy and always coming back for more. These emails engage customers with your brand.

Some examples of retention emails include:

- Welcome emails
- How-to-use-our-product emails
- Achievement emails
- Next steps
- Company news, stories, and events
- Resources
- Contests
- User-generated content
- Loyalty and rewards emails
- Lead nurturing emails
- Seasonal emails
- Survey or feedback emails

How to start email marketing

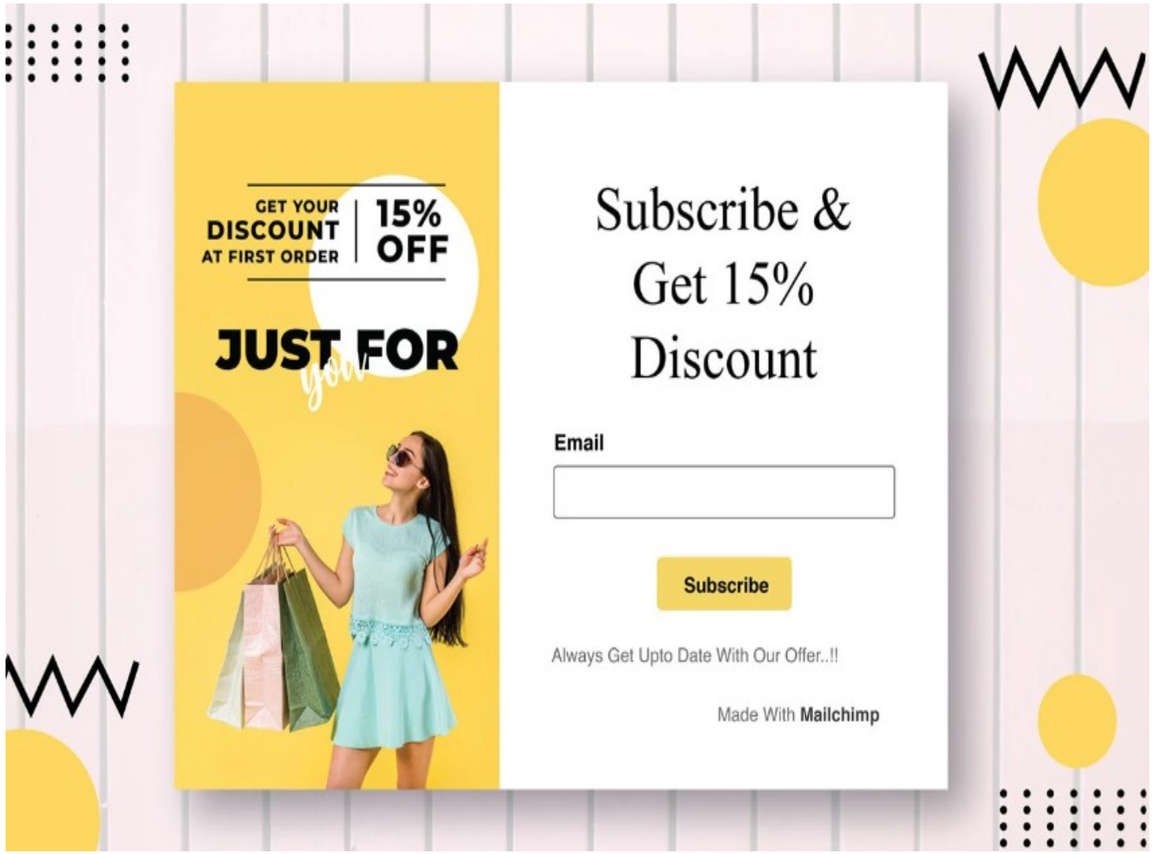


1. **Choose an email service provider (ESP).** Pick a platform like Brevo, Mailchimp, or Klaviyo based on your budget, send volume, and features needed.

2. **Build your contact list.** create signup forms to your website, offer lead magnets, and use double opt-in to ensure quality contacts.

3. **Write and design a marketing email.** Define your goal, choose a template, craft a compelling subject line and copy, and make it mobile-friendly.

4. **Send at the right time.** Test different send times, but start with Tuesday/Thursday mornings (around 10 AM) or afternoons (around 3 PM).



1. Add signup forms to your website and other places

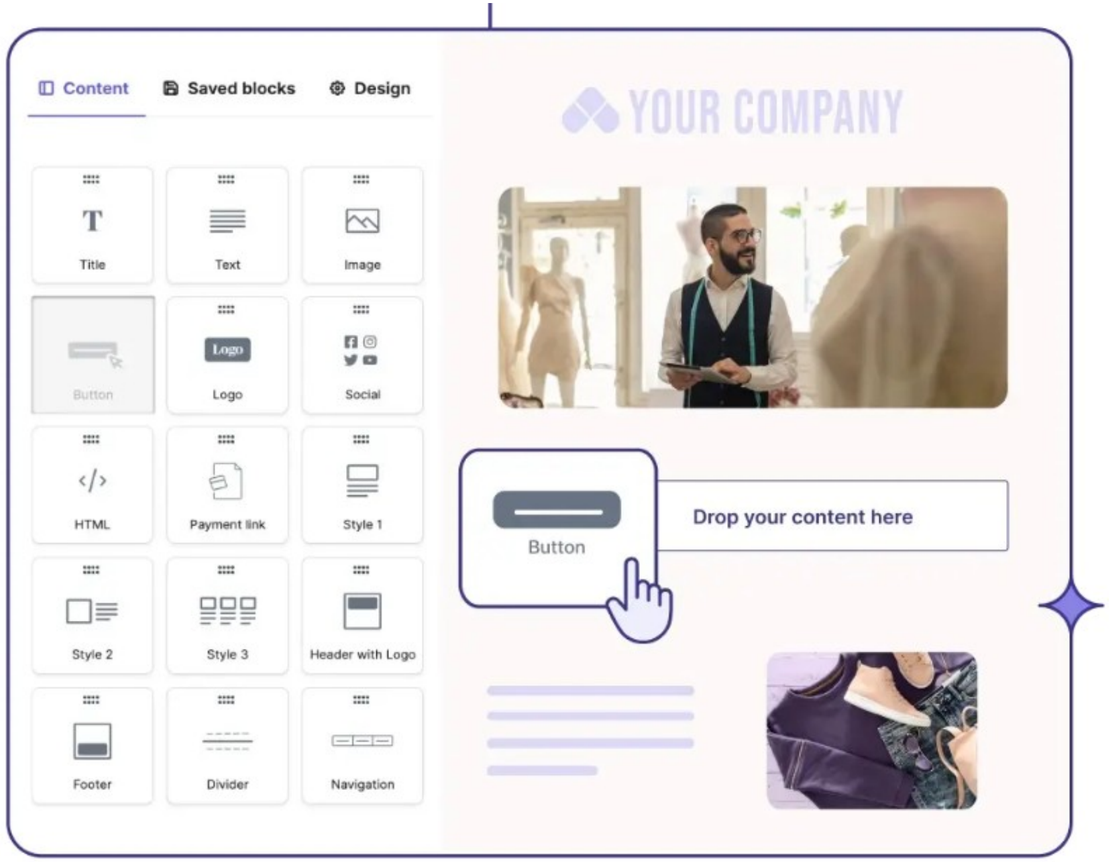
Create an email signup form to make subscriptions as easy as possible. Then place your email subscription form in highly visible places where people will definitely see it.

- Blog posts (end of post)
- Website homepage (header or bottom)
- Contact page
- Checkout page for ecommerce stores
- Social media link in bio

2.Use lead magnets

a lead generation funnel, where you capture emails in exchange for valuable content. It’s a win-win.
Guarded content like ebooks, reports, checklists, or infographics are great ways to grow your contact list

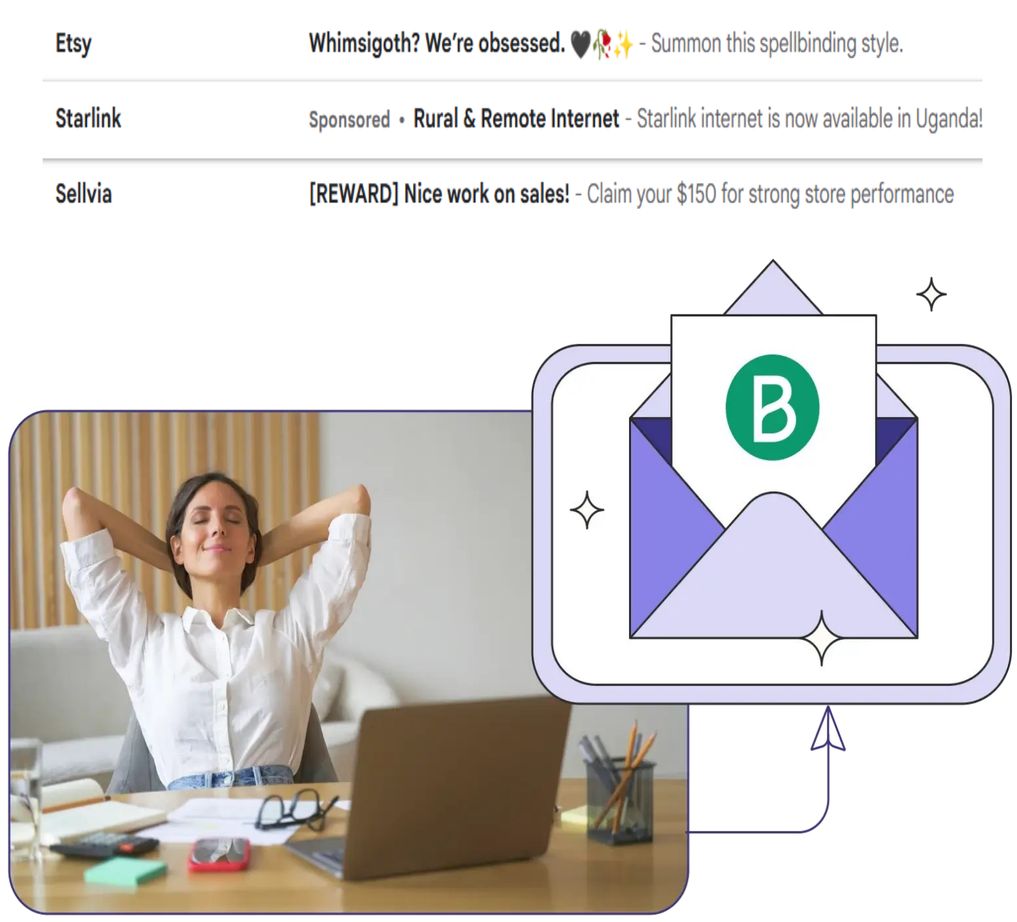
3.Design your marketing email



- Using a drag-and-drop editor, you can easily create stunning and professional marketing campaigns or **Save time with pre-made email templates**

A few tips for making a strong email design are:

- Keep text to the point
- Use images and on-brand visuals
- Leave breathing room for the eyes
- Include a clear CTA
- Use your company logo and branding
- Use responsive templates to optimize for mobile

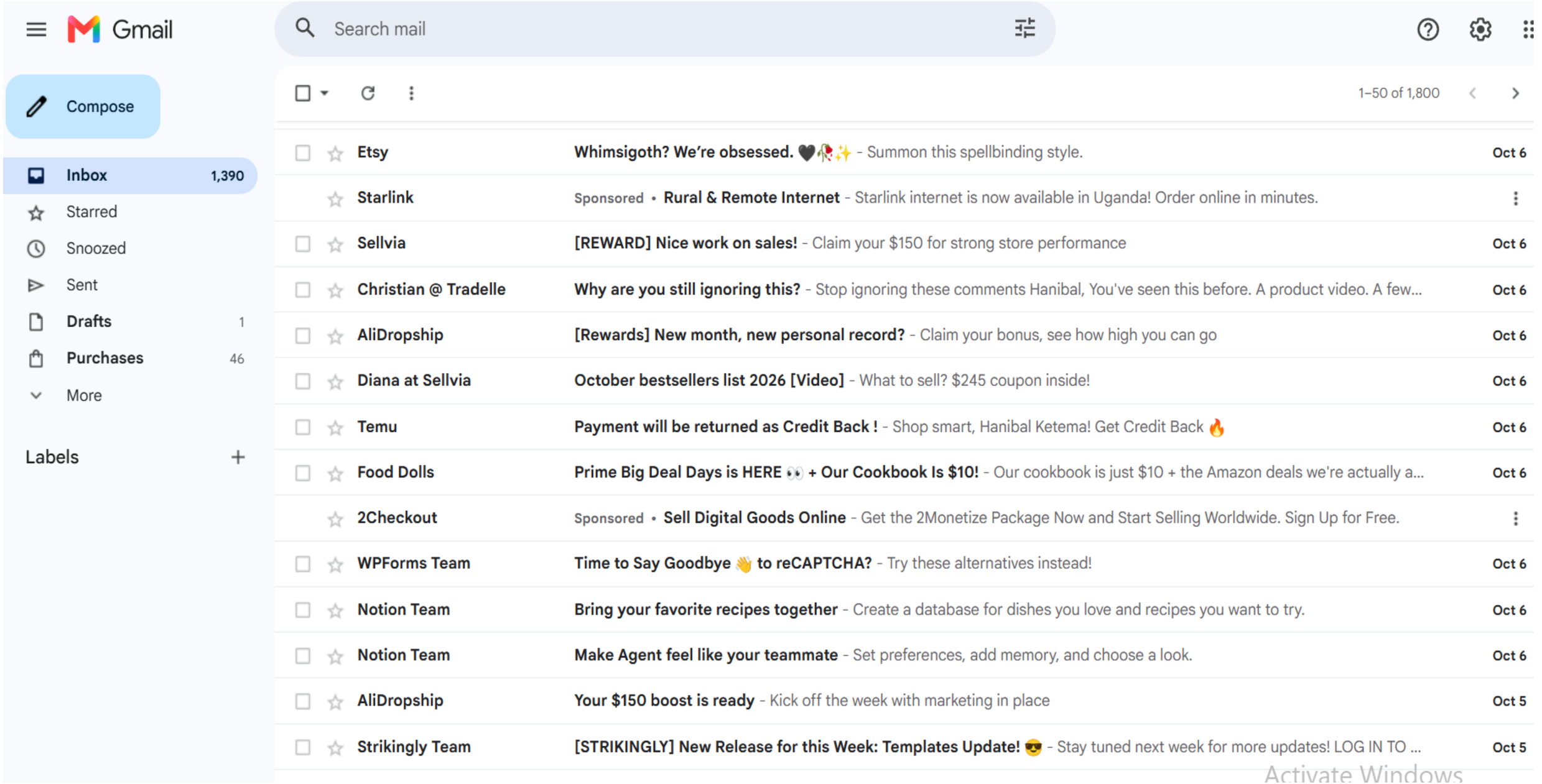


4. Optimize your email subject line, sender name, and preview text

Email From (Sender) Name: People tend to open emails when they come from a personalized account. Your company/brand/newsletter name on its own or A combination of brand name and your first name (e.g. Dimira at Brevo) or A distinct sender name to differentiate specific types of email content (e.g. Brevo Product News)

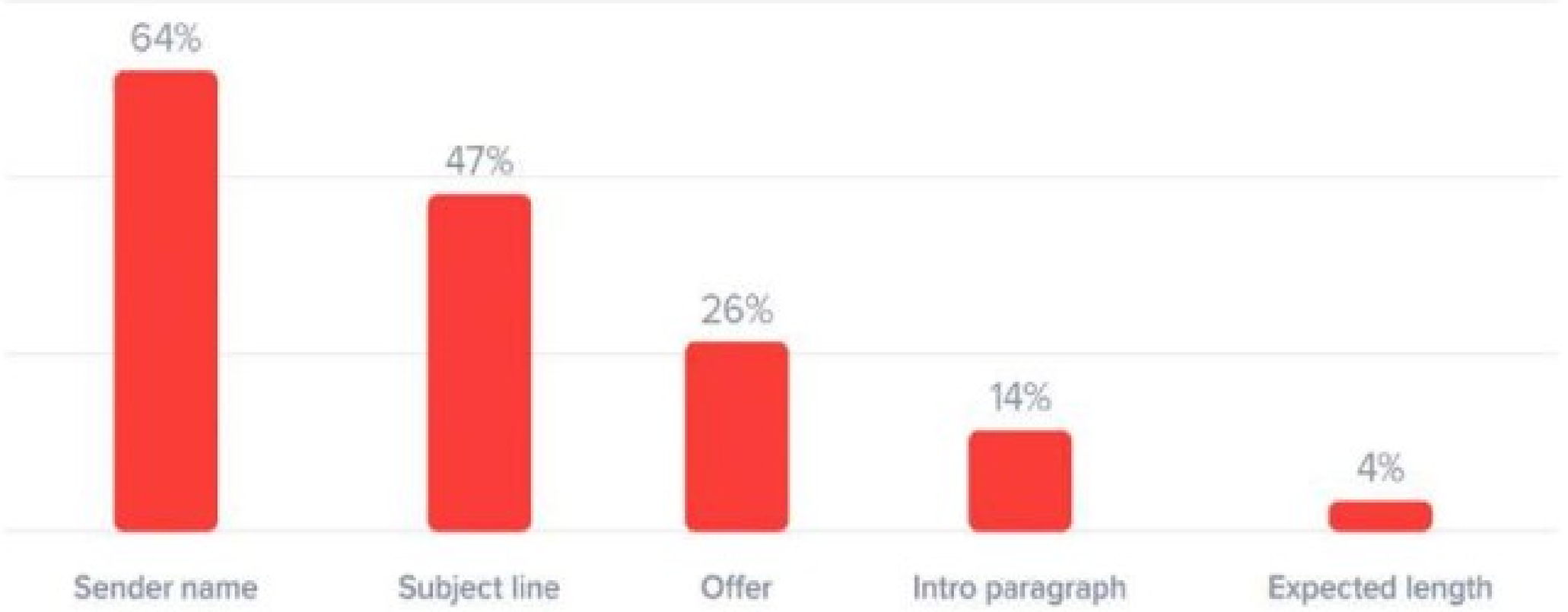
Email Subject Line: Your subject line needs to be attention-grabbing. It should be short, personal, and action-oriented. Keep the subject line to 50 characters. And Highlight your most interesting offer. Appeal to your subscribers' emotions and ambitions. and Use your brand voice, Use A/B test your subject lines Avoid over-promotional words

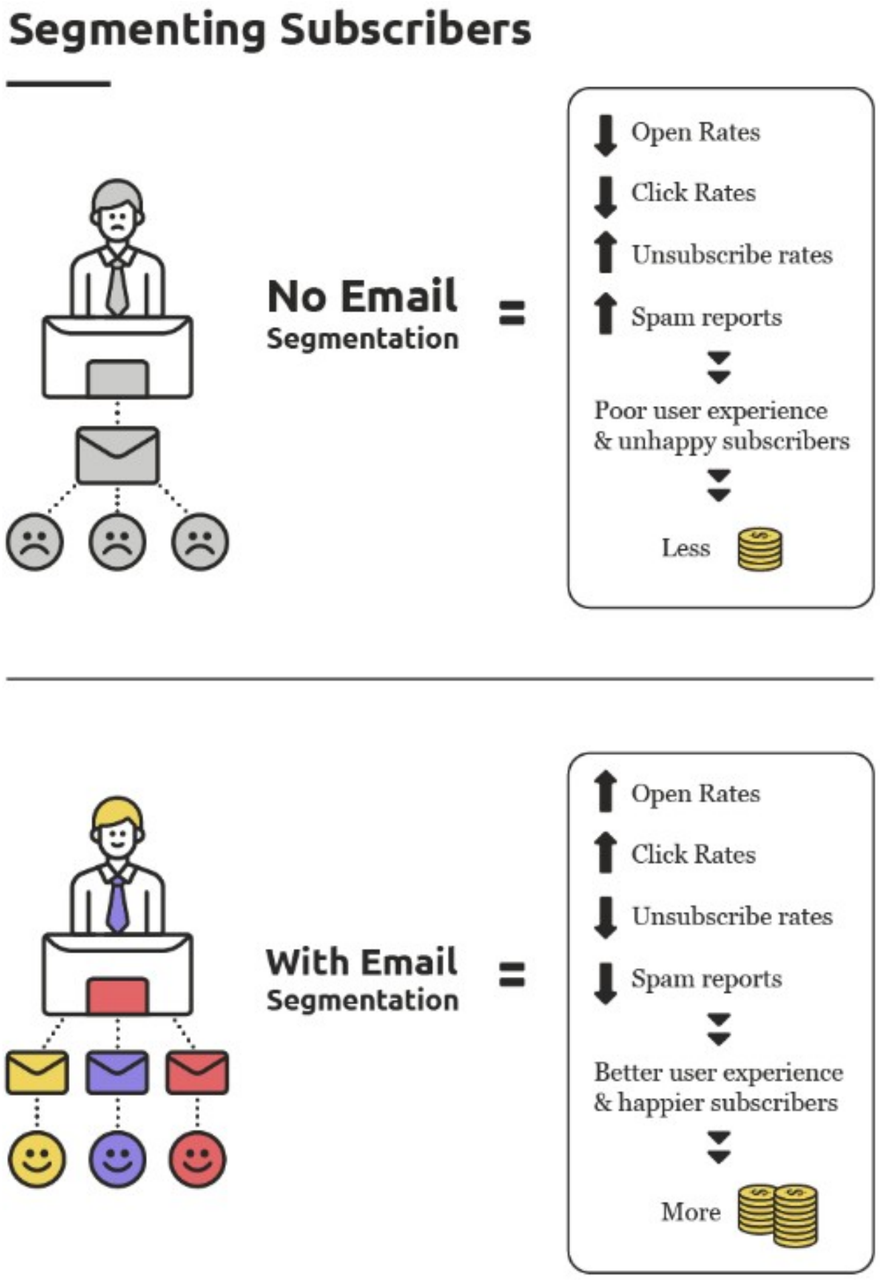
Email Pre header: A pre header is the short preview of an email. You can include a call-to-action to this blank. However, remember that different mobile devices and email providers allow different character limits for pre headers.



Activate Windows

Reasons for opening an email



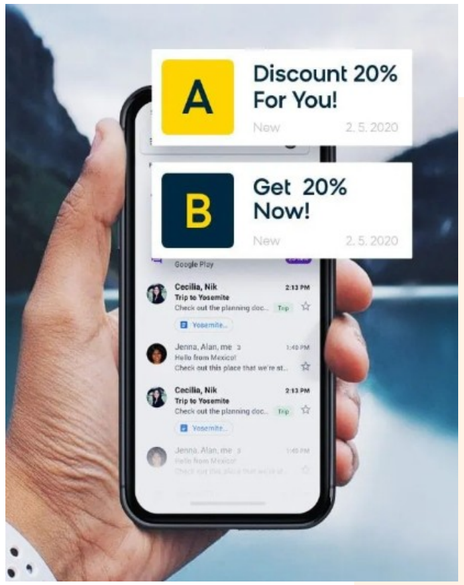


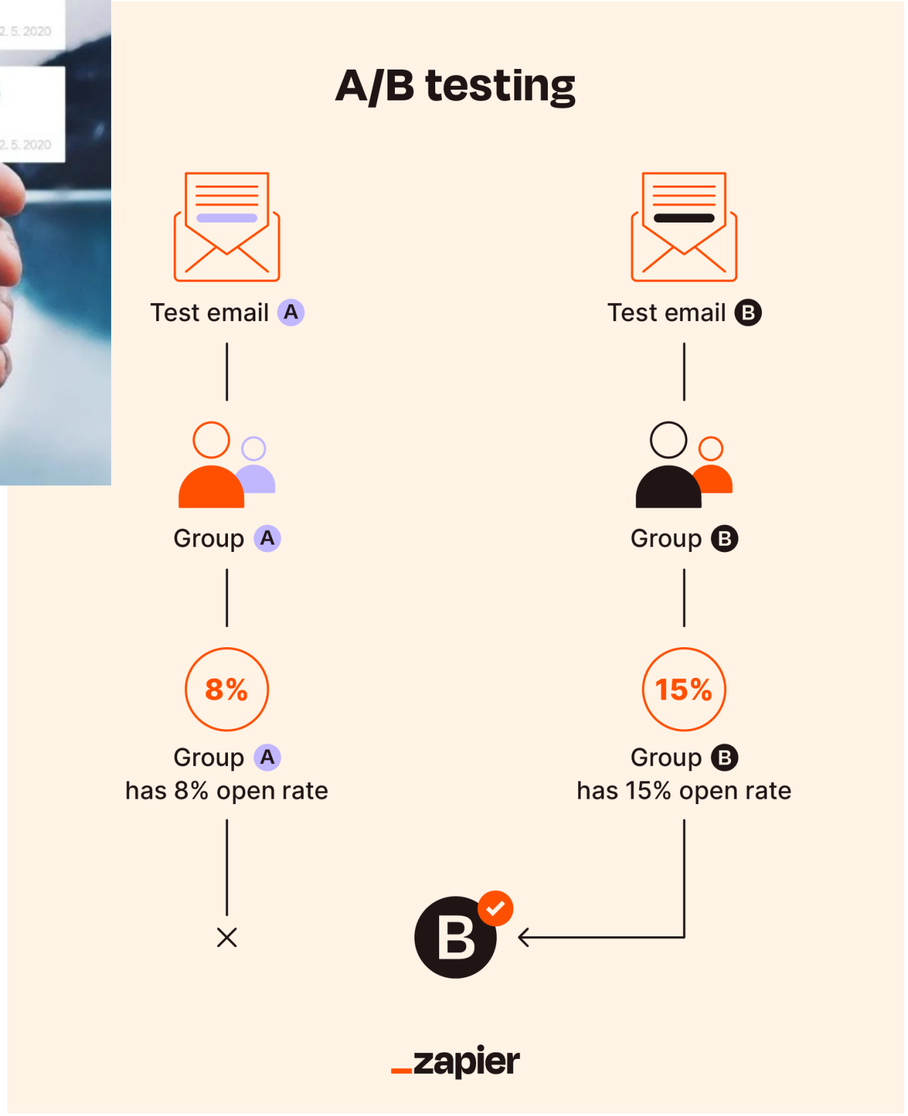
11 Email marketing strategies for success

- 1. **Never buy email lists:** Avoid purchasing third-party lists. It violates privacy regulations like the GDPR, harms your sender reputation, and leads to high spam rates and low deliverability.

- **2. Use double opt-in signup forms:** Require subscribers to confirm their email address via a verification link. This ensures higher list quality, reduces hard bounces, and provides explicit proof of consent.

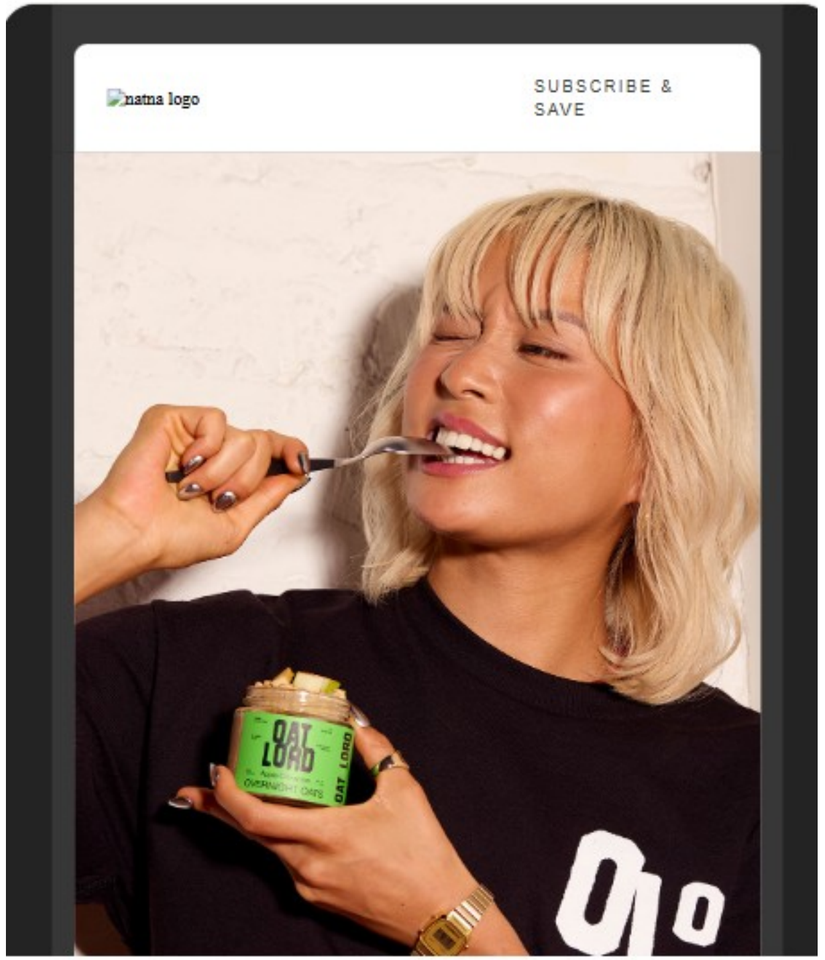
- **3. Segment your mailing list:** Divide your subscribers into targeted sub-lists based on demographics, purchase history, or user behavior so you can send more relevant, personalized content.





4. Personalize your marketing emails: Go beyond just using first names; leverage dynamic content, tailored product recommendations, and behavior-triggered messaging to make each recipient feel valued.

5. A/B test your content: Regularly test different subject lines, layout designs, and calls to action (CTAs) to see what drives higher open and click-through rates.



Subscription box

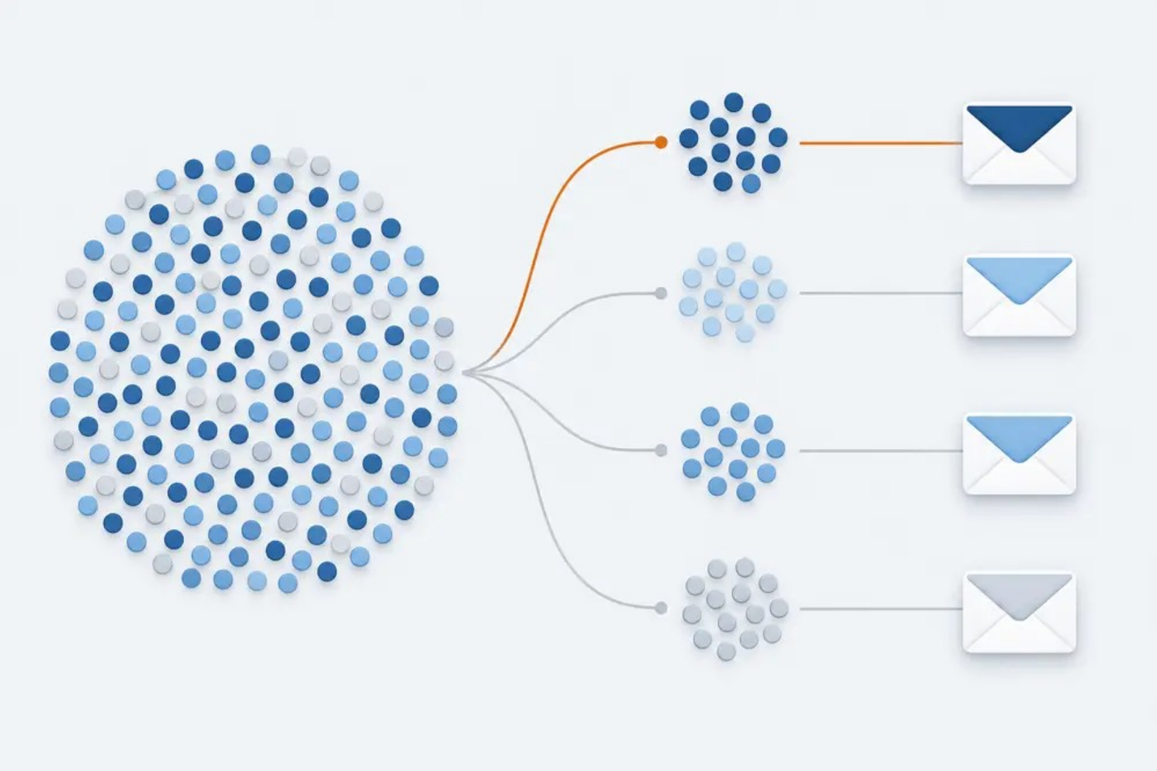
Email

- **7. Clean your email list regularly:** Periodically remove unengaged or inactive subscribers (who haven't opened emails in 6+ months) after trying a re-engagement campaign.

- **8. Make unsubscribing easy:** Always include a clearly visible unsubscribe link. Making it simple to opt out prevents frustrated users from marking your emails as spam.

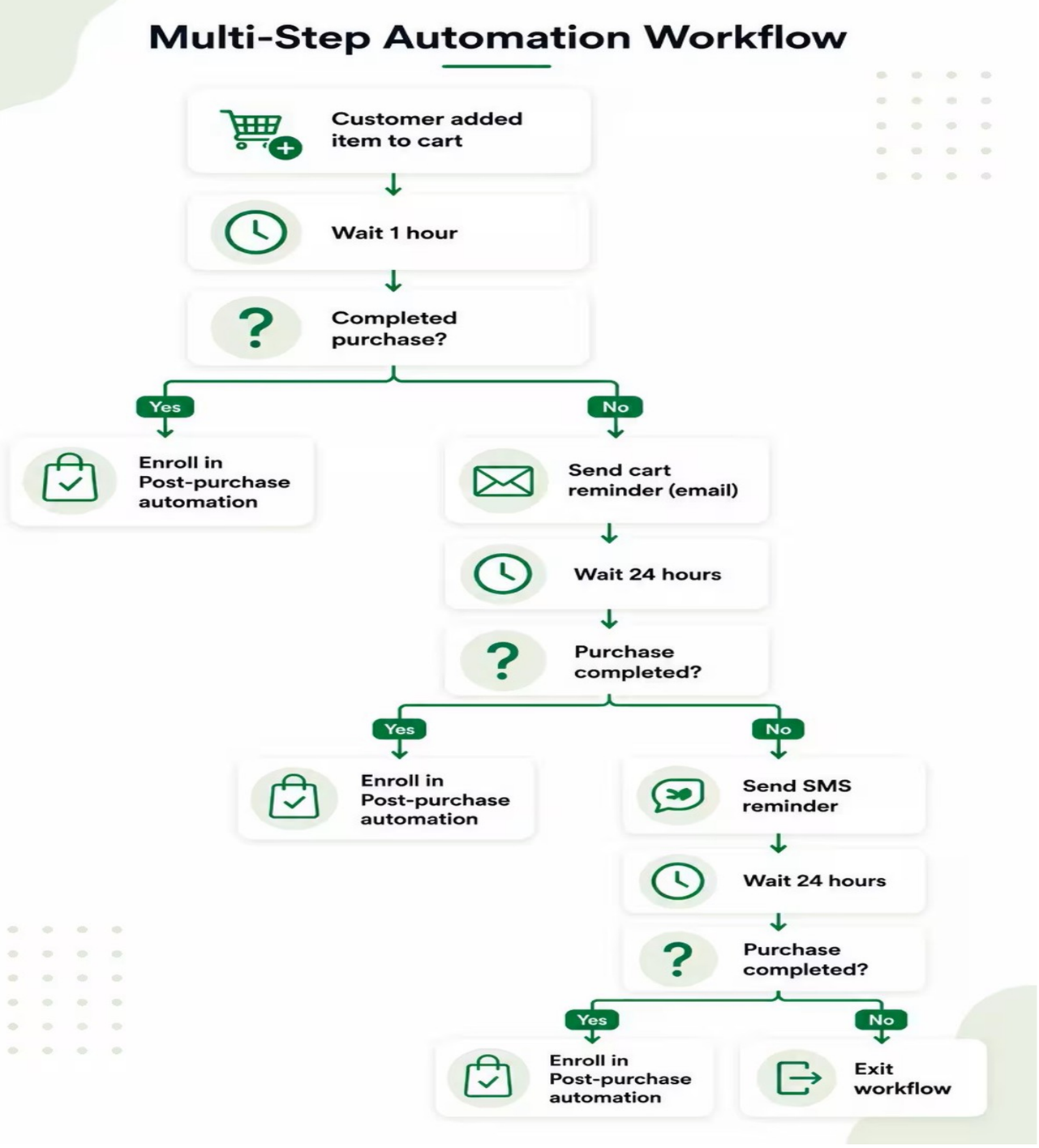
- **10. Know local laws and regulations:** Ensure compliance with regional legal frameworks such as the CAN-SPAM Act in the US or the GDPR in Europe to protect user data and avoid penalties.

Email Marketing Automation



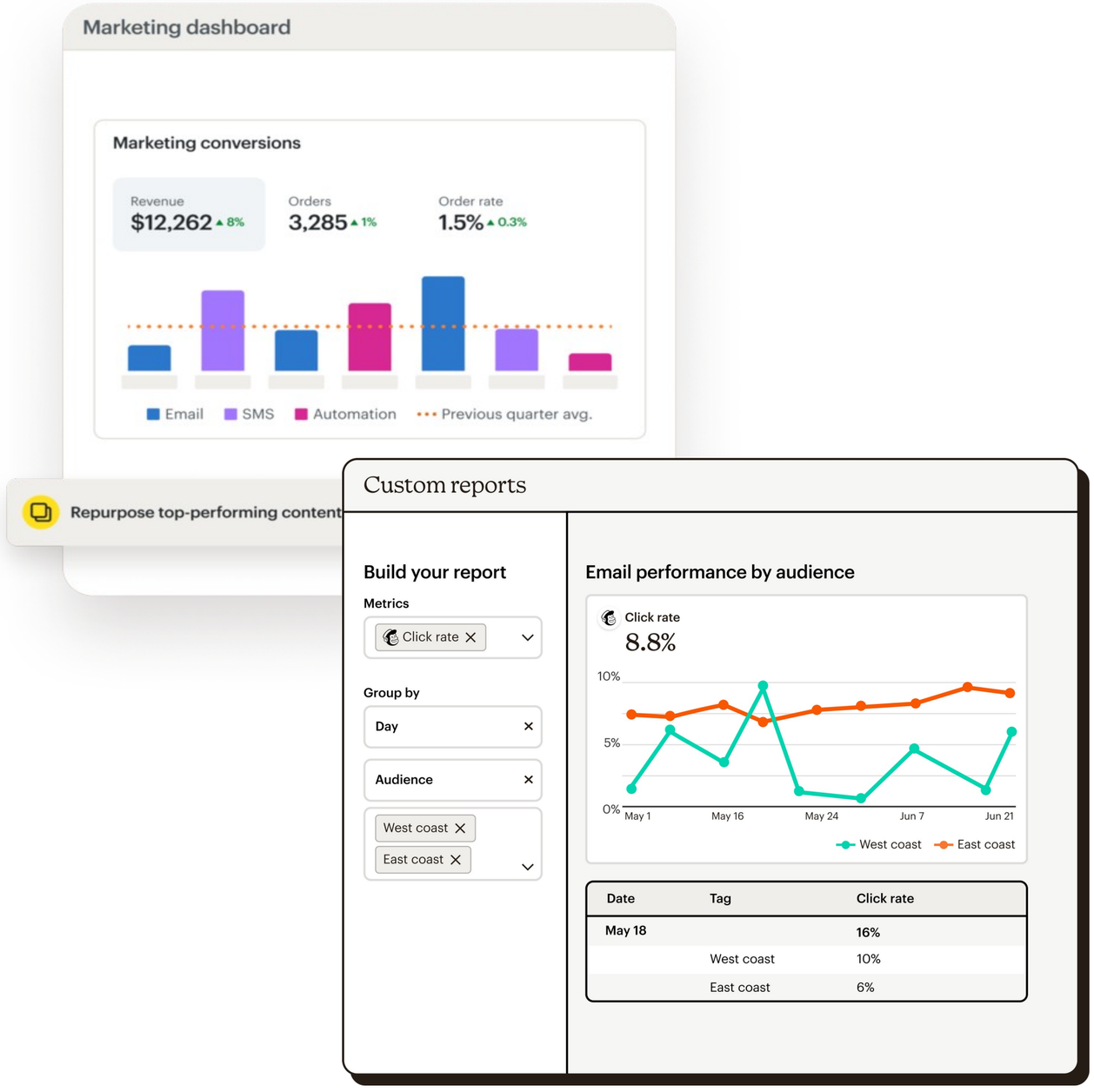
- **10. Scale with email automation:** Set up automated workflows—such as welcome series, abandoned cart reminders, and milestone triggers—to nurture leads and drive revenue around the clock.

- **Email marketing automation** is the process of automatically sending the **right email to the right customer at the right time** based on their actions, interests, or stage in the buying journey.

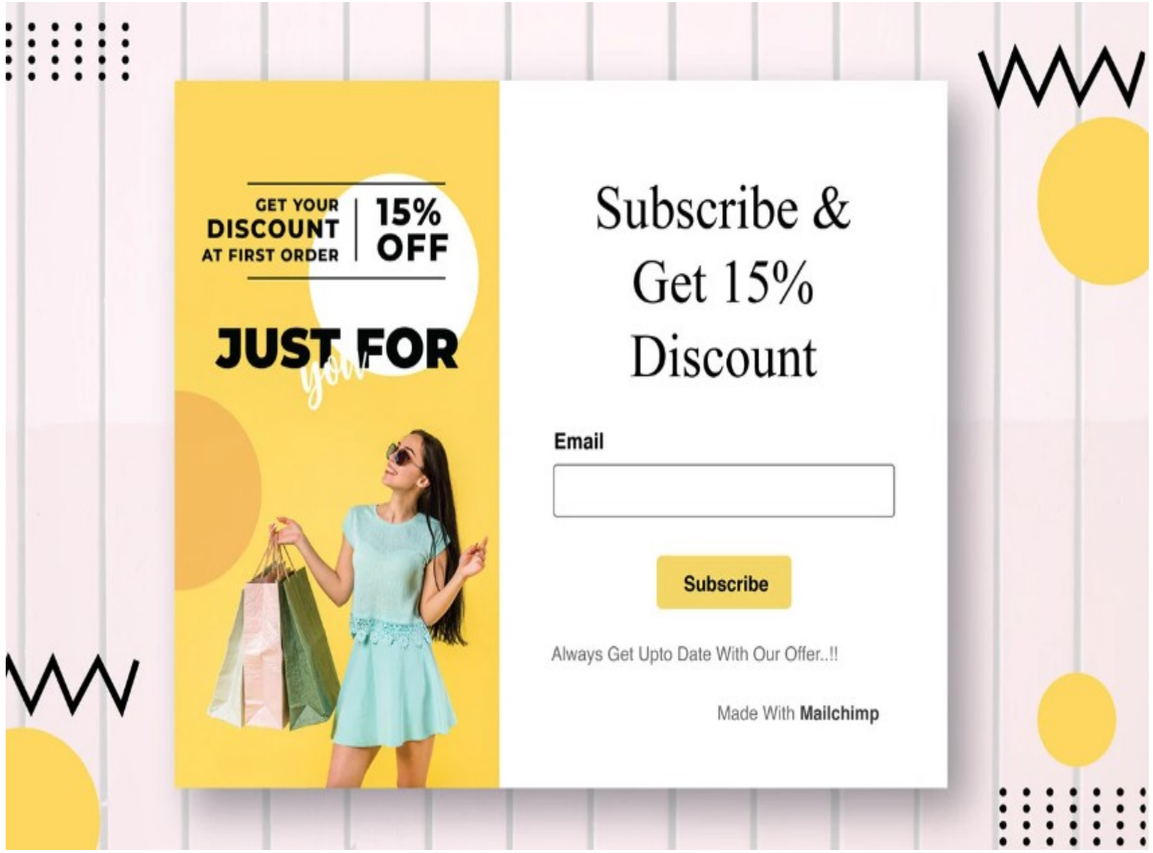


four components marketing automation

- **Triggers:** Start the workflow when a specific Shopify event occurs.
- **Conditions:** Determine which customers continue through the workflow and which path they take.
- **Actions:** Define what happens next, such as sending an email, SMS, or WhatsApp message.
- **Exit rules:** Remove customers from a workflow when they complete its goal or the workflow is no longer relevant to their journey.



- **11. Measure success with key metrics:** Track core performance indicators like open rates, click-through rates, bounce rates, and unsubscribe rates to refine your strategy over time.



Email Marketing Automation

- **Email marketing automation** is the process of automatically sending the **right email to the right customer at the right time** based on their actions, interests, or stage in the buying journey.

- Instead of sending every email manually, you create a **workflow once**, and the system sends the emails automatically

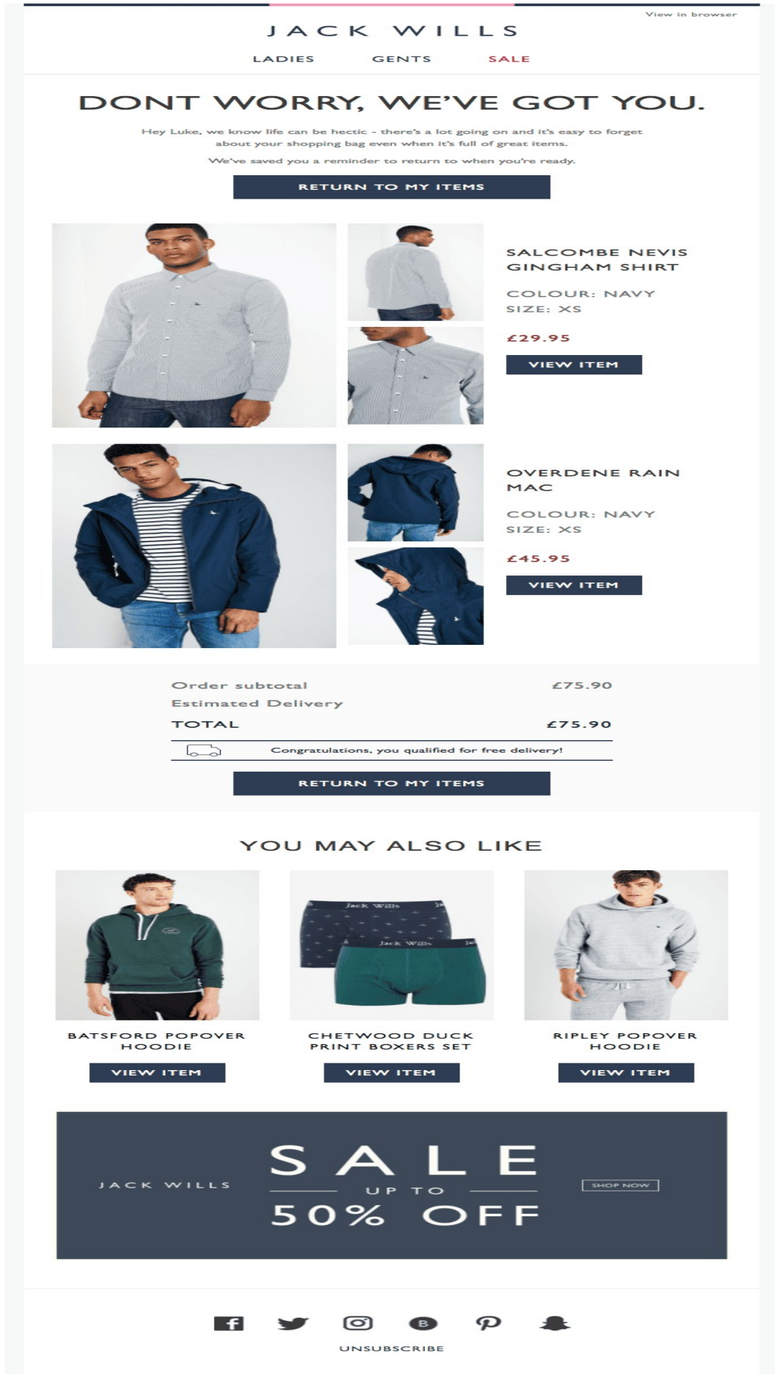
For example:
Customer signs up → Welcome email → Wait 2 days → Educational email → Wait 2 days → Product offer → Purchase? → Yes: Thank-you sequence / No: Follow-up sequence

Email marketing glossary

- **Subscriber:** A person who has opted in to receive your emails
- **Campaign:** A targeted email or series of emails sent for a specific purpose (e.g., promotion, announcement)
- **Segmentation:** Dividing your email list based on characteristics like behavior, location, or demographics
- **Personalization:** Customizing email content using subscriber data (e.g., name, past behavior)
- **A/B testing:** Testing different versions of an email (like subject lines) to see which performs better
- **Delivery rate:** Percentage of emails successfully delivered to recipients
- **Bounce rate:** Percentage of emails not delivered
  - **Hard bounce:** Permanent delivery failure (e.g., invalid address)
  - **Soft bounce:** Temporary issue (e.g., full inbox)
- **Unsubscribe rate**: Percentage of recipients who opt out of your email list
- **Open rate:** Percentage of delivered emails that were opened
- **Conversion rate:** Percentage of recipients who completed a desired action (e.g., purchase) after clicking

SHOPIFY CONTENT STRATEGY 2025





Write your email copy

Email copy needs to offer value, feature topics that interest your audience, and embody your brand's tone of voice. To write persuasive, engaging email copy, keep these tips in mind:

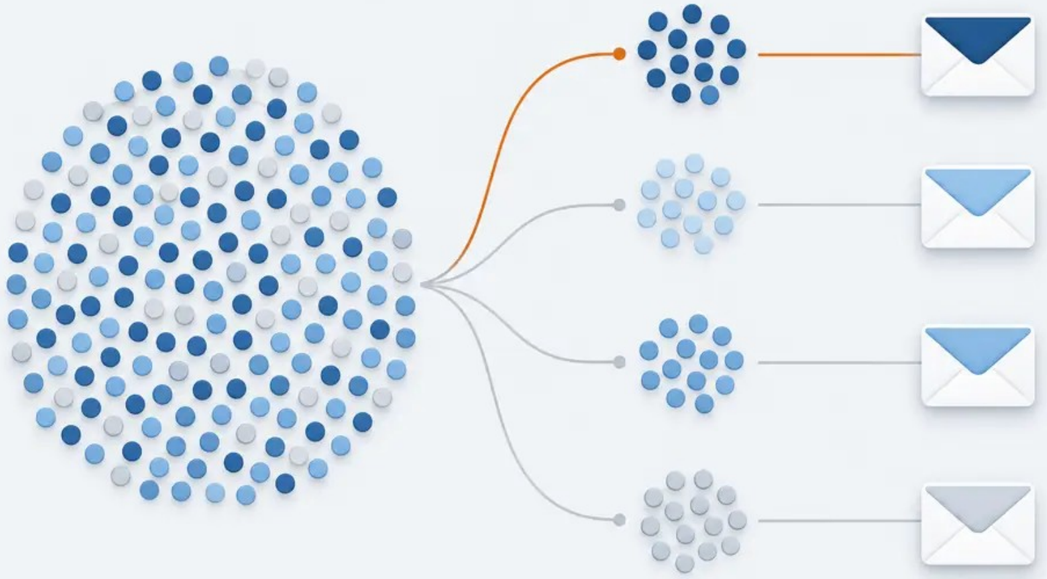
break up the copy with short paragraphs and use bullet points where possible. Use the name of a real person for the email signature instead of a faceless brand logo. Show your brand personality.

Send at the right time

Campaigns vs Automations

Campaigns	Automations
Newsletters	Welcome series
Product launches	Cart abandonment
Sales promotions	Post-purchase follow-up
Event invitations	Win-back

One asks what to send now. One asks what happens when someone acts.



Email Deliverability Checklist

- [x] Do not buy lists
- [x] Make signup expectations clear
- [x] Include a visible unsubscribe
- [x] Keep sender identity and subject lines honest
- [x] Authenticate your sending domain
- [x] Suppress unengaged contacts
- [x] Watch complaint risk



How to Collaborate with Influencers and Affiliates

One of the best digital marketing strategy is Collaborating with influencers and affiliates. combines top-of-funnel brand awareness with bottom-funnel conversion tracking to maximize return on investment (ROI).

- **Influencers:** Content creators who build trust, demonstrate product benefits, and grow community reach (focusing on brand awareness and engagement). Micro-influencers (10K–100K followers) often deliver higher engagement rates than celebrity tiers.
- **Affiliates:** Conversion specialists who drive direct sales using trackable links, discount codes, and performance-based rewards

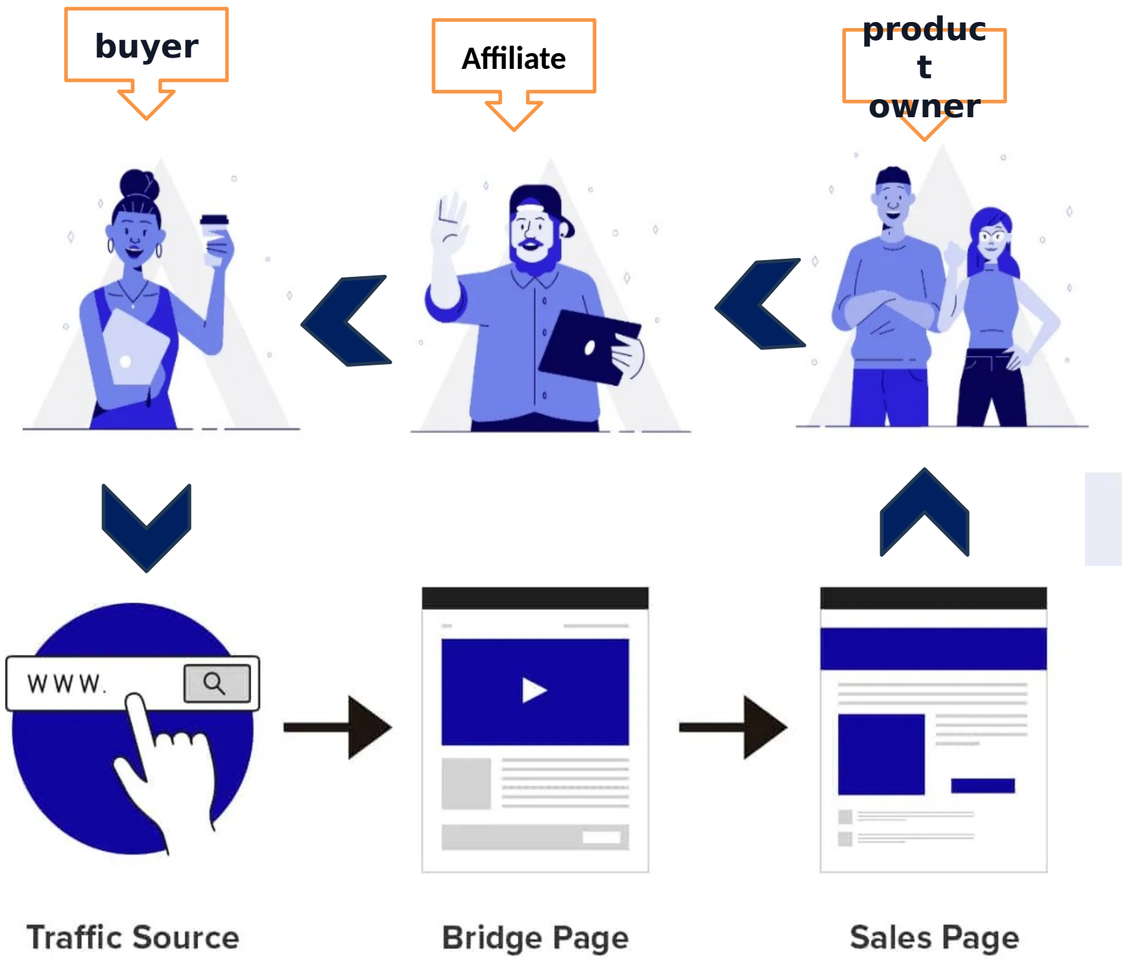


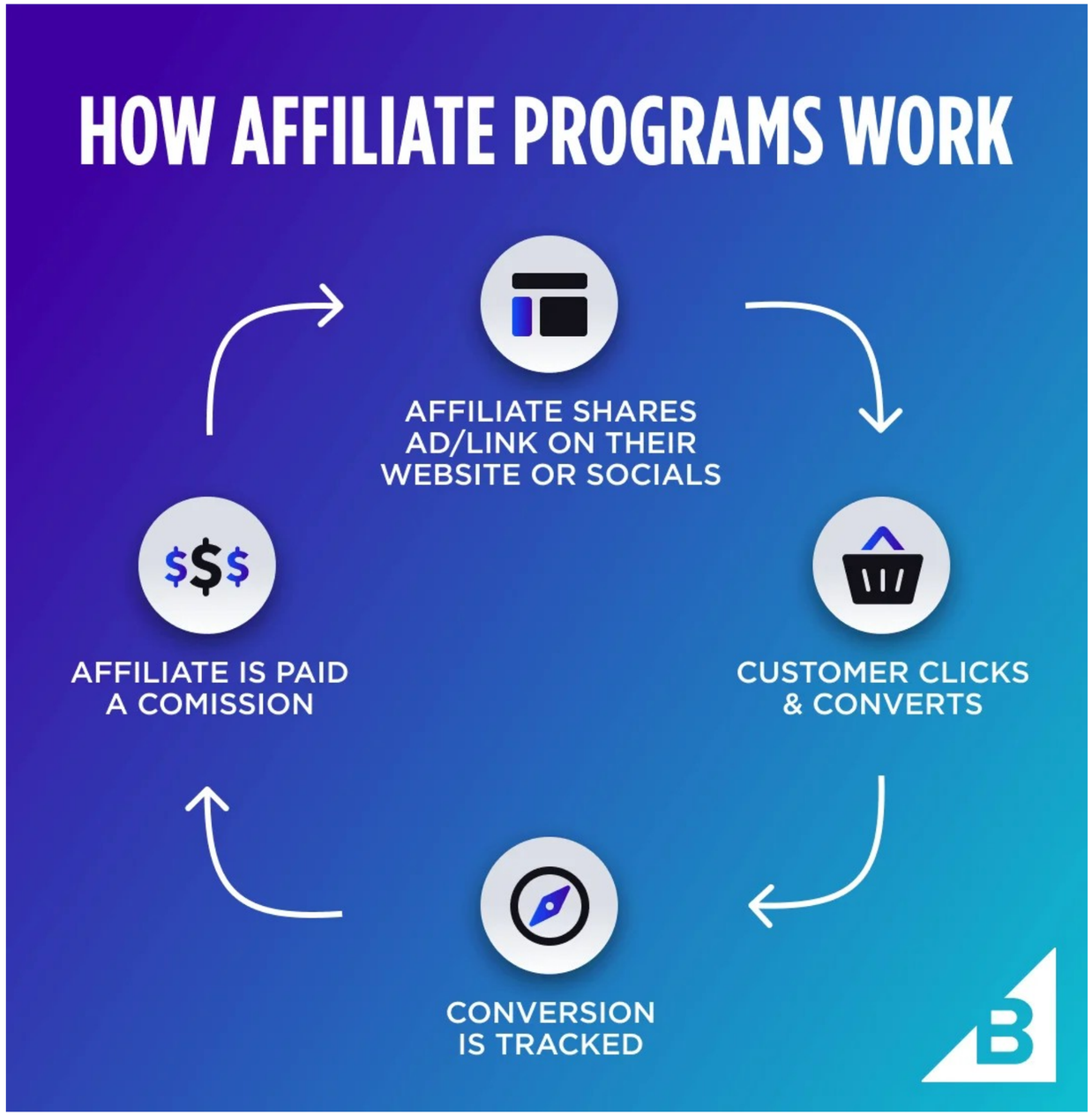
What is affiliate marketing?

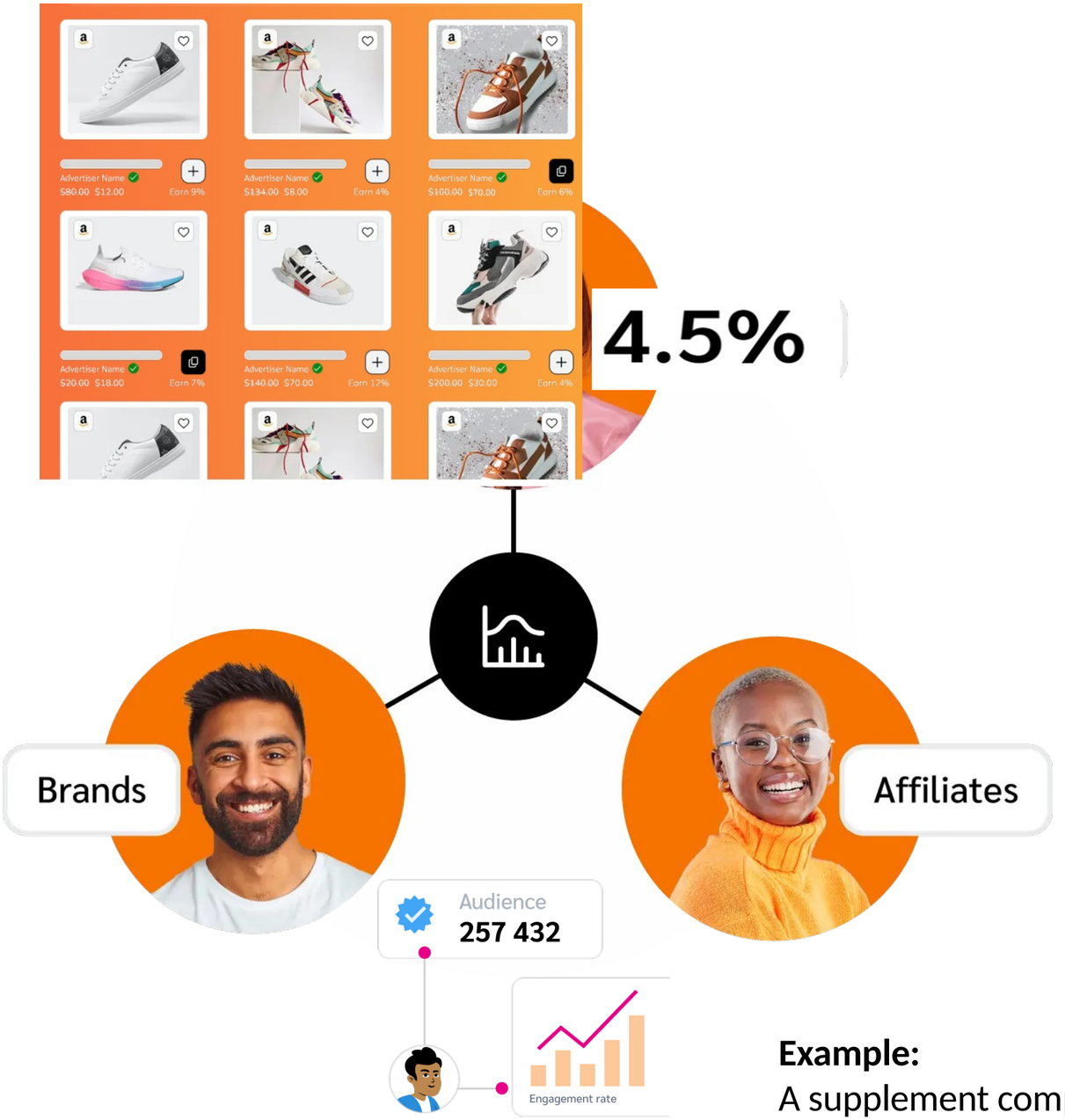
Affiliate marketing is typically a performance-based arrangement where marketers promote products to a broad audience and earn a commission on sales, leads or clicks. It's generally a B2C (business-to-consumer) model, though B2B affiliate programs exist.

Three players make the system run.
Every affiliate transaction involves:

- The seller (product creator)
- The affiliate (marketer)
- The consumer (buyer)


buyer
Affiliate
product owner
WWW.
Traffic Source
Bridge Page
Sales Page


HOW AFFILIATE PROGRAMS WORK
AFFILIATE SHARES AD/LINK ON THEIR WEBSITE OR SOCIALS
CUSTOMER CLICKS & CONVERTS
CONVERSION IS TRACKED
AFFILIATE IS PAID A COMISSION



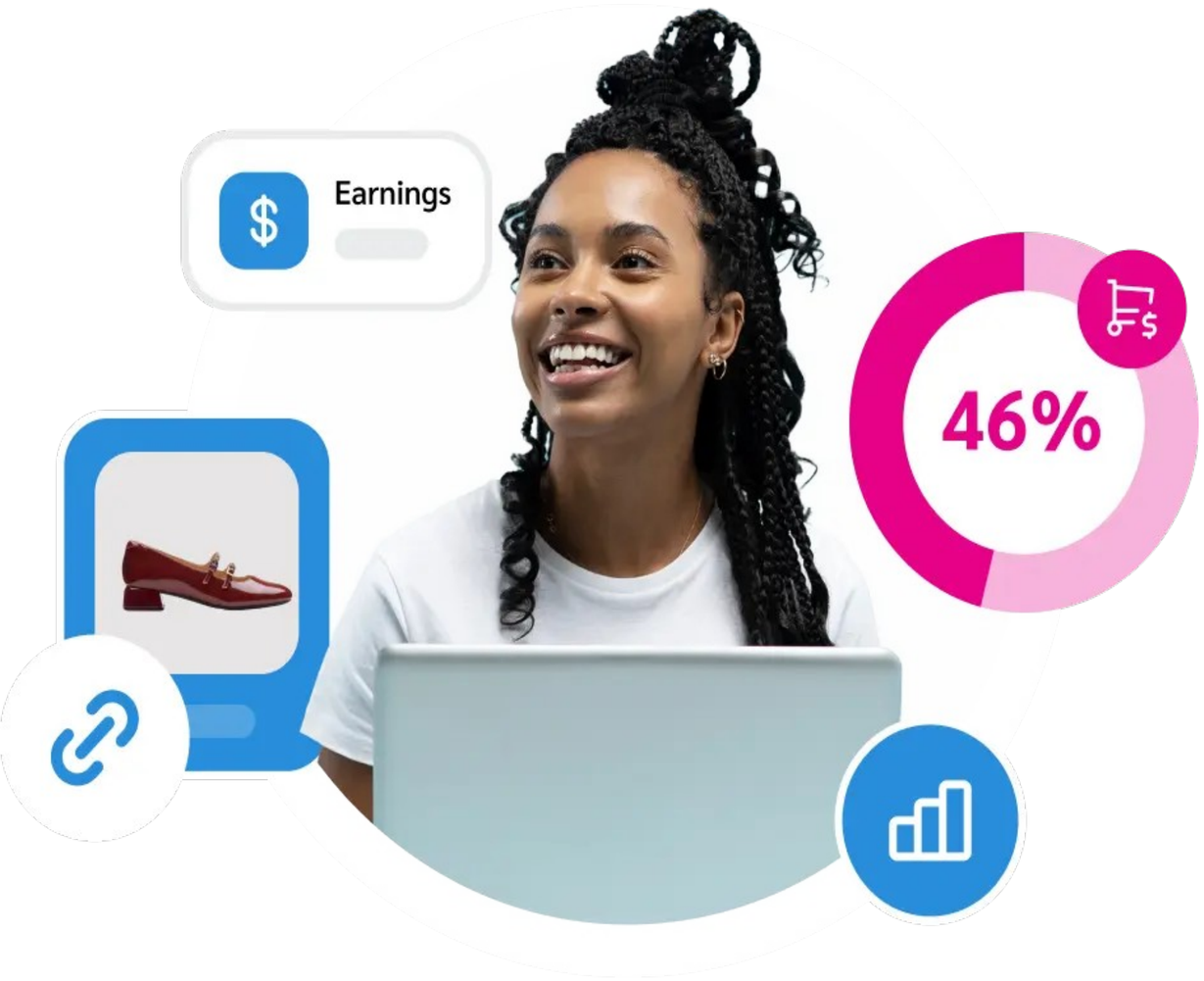
The seller (product owner)

Product Creation: The seller builds the physical product, digital course, software, or service, and sets up the checkout and customer fulfillment systems.

- **Affiliate Program Setup:** The seller joins an affiliate network (like Amazon Associates, ClickBank, or ShareASale) or sets up internal tracking software (like Post Affiliate Pro or WooCommerce affiliate plugins).

- **Commission Structure:** They define how affiliates get paid—typically as a percentage of the sale (revenue share) or a fixed flat fee per acquisition.
- **Cookie Duration** They also set the **cookie duration** (e.g., a 30-day window where the affiliate still gets credit even if the user buys weeks later)
- **Holding Period:** Implement a **30 to 60-day payout holding period** to account for customer returns and refunds before finalizing commissions.

Example:
A supplement company creates a new protein powder. They set up an affiliate program offering 20% commission per sale. Affiliates promote the product. The company handles manufacturing, shipping, and customer questions.



The affiliate (publisher).

- **Niche Selection & Content Creation:** The affiliate produces value-driven content tailored to a specific audience's pain points. This could be a blog post, a YouTube review video, an email newsletter, or social media content.

- **Unique Tracking Link Generation:** The affiliate logs into the merchant's platform to generate a **unique referral link**. This link contains a special tracking ID or pixel that tells the merchant: *"This specific click came from this specific affiliate.*“

- **Strategic Placement:** The affiliate embeds these links naturally into their content (e.g., "Check out the best camera for beginners here [Link]").

- **The Payout:** The merchant's tracking software detects that the buyer originated from the affiliate's link, credits the sale, and logs the commission for the affiliate to be paid out on the next billing cycle



The consumer (buyer)

- **Discovery:** A consumer searches for a solution (e.g., "best e-commerce platform for beginners") and lands on the affiliate's content.
- **The Click:** Convinced by the review, tutorial, or recommendation, the consumer clicks the affiliate link. A tracking cookie is instantly dropped into their browser.
- **The Purchase:** The consumer is redirected to the seller's checkout page and completes the purchase.



1. Unattached affiliate marketing

You have no personal connection to the niche or the product. You're not a fitness person promoting gym equipment. You're just running paid ads or placing links to drive traffic, often across multiple unrelated niches at once.

2. Related affiliate marketing

Here, you promote products that fit your niche, even if you haven't personally used them. A tech blogger reviewing a laptop based on its specs. A food blogger recommending a kitchen gadget they've researched but not owned.

3. Involved affiliate marketing

You use the product, believe in it, and recommend it because you'd tell a friend about it anyway. A WordPress developer who genuinely relies on a plugin and writes about it. A photographer who uses a specific editing tool daily and reviews it in depth.

How to Start Affiliate Marketing

A step-by-step roadmap for beginners.

1 Build Your Platform



Choose where your content will live. A blog gives you the most control and longest content lifespan.

Best options: Blog, YouTube, Email list

2 Join Affiliate Programs



Find programs that match your niche. Check commission rate, cookie duration, and payout schedule before joining.

Networks to explore: ShareASale, impact.com, Awin

3 Create Content That Converts



Focus on product reviews, comparisons, and tutorials. Target high-intent keywords: "best," "review," "vs," "alternatives."

Format: Reviews, Best-of lists, Comparisons

4 Manage Your Affiliate Links



Use a link management tool to cloak, track, and update your affiliate links from one place.

Tools: ThirstyAffiliates, Genius Link

5 Drive Traffic



SEO is the highest-leverage channel long-term. Supplement with email marketing, social media, and Pinterest.

Channels: SEO, Email, Pinterest, YouTube

6 Track and Optimize



Review clicks, conversions, and EPC monthly. Replace low performers and double down on what converts.

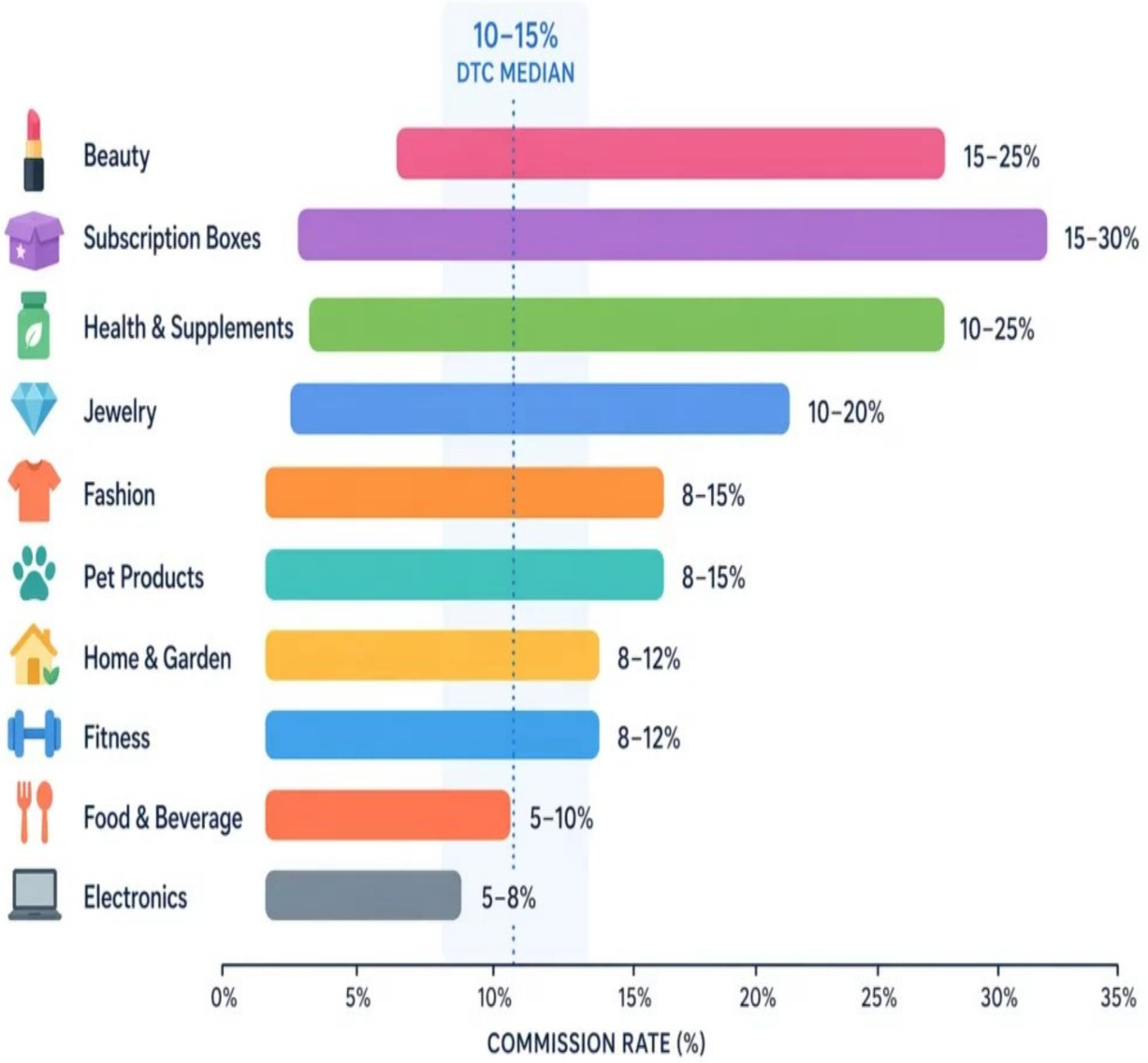
Metrics: CTR, Conversion rate, EPC

5 Main Types of Affiliate Commission model?





Type	How It Works	Best Fit	Example
Percentage (CPS)	Affiliate earns X% of each order	Most DTC stores, default choice	15% of $80 order = $12
Flat fee (CPA)	Fixed $ per qualifying order	Consistent AOV, first-order bonuses	$10 per new-customer order
Tiered	Rate climbs as affiliate hits milestones	Motivating long-term performers	10% → 15% → 20% by monthly sales
Product-specific	Different rate per product or collection	Mixed-margin catalogs	Skincare 20%, accessories 8%
New-customer-only	Higher rate on first-time buyers only	Acquisition-focused programs	20% new, 0% repeat



key Types of Deal Structures

1,Cost Per Action (CPA) Model

In this structure, affiliates earn a fixed commission whenever a user completes a specific action, regardless of whether a purchase occurs. This action could be filling out **a form, signing up for a newsletter, downloading an app, or creating an account**. The primary advantage of CPA is that merchants only pay for verified, completed actions. This eliminates wasted spending on clicks or impressions that don’t convert.

2,Cost Per Sale (CPS) / Revenue Share Model

used by over 80% of affiliate programs globally. In this model, affiliates earn a percentage of each sale they generate, typically ranging from 5% to 30% depending on the product category and affiliate tier. For example, an affiliate might earn 15% commission on a $100 product sale, resulting in a $15 payout.



3,Cost Per Lead (CPL) Model

CPL compensation pays affiliates for generating qualified leads rather than completed sales. This model works exceptionally well for B2B software, financial services, insurance, and healthcare industries where the sales cycle is longer and requires additional nurturing. Affiliates earn a fixed amount—perhaps $25-$100 per lead—when a prospect completes a lead form or signs up for a free trial.

4, Cost Per Mille (CPM) Model

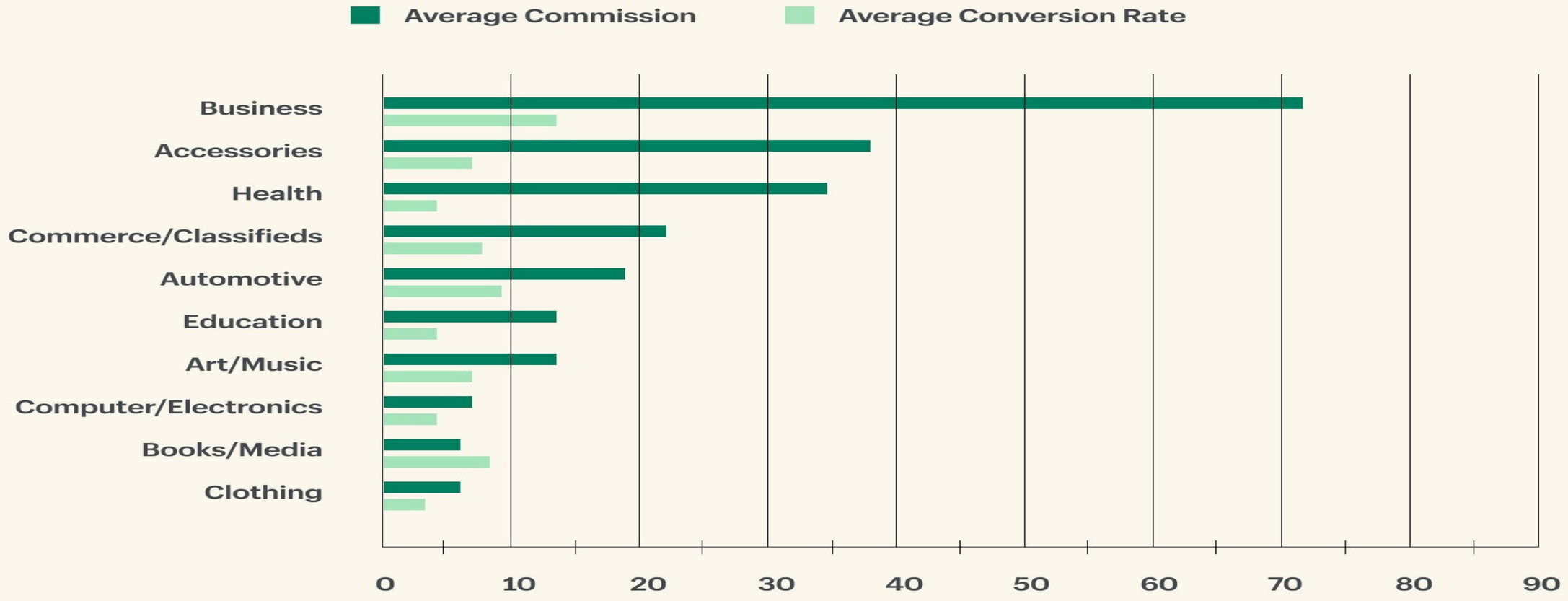
CPM, meaning “cost per thousand,” compensates affiliates based on impressions rather than actions. For every 1,000 times an ad or link is displayed, the affiliate earns a fixed amount. While CPM is less common in affiliate marketing than other models, it’s valuable for brand awareness campaigns and top-of-funnel marketing where the goal is visibility rather than immediate conversion.

How to set Product Commission Rates?



Collection	Avg Price	Net Margin	Commission	Affiliate Earns
Skincare Serums	$65	75%	20%	$13.00
Skincare Tools	$120	35%	8%	$9.60
Gift Sets	$85	60%	15%	$12.75
Travel Sizes	$25	80%	25%	$6.25
Sale Items	Varies	<20%	0% (excluded)	$0

Average Programs Average Commission and Conversion Rate



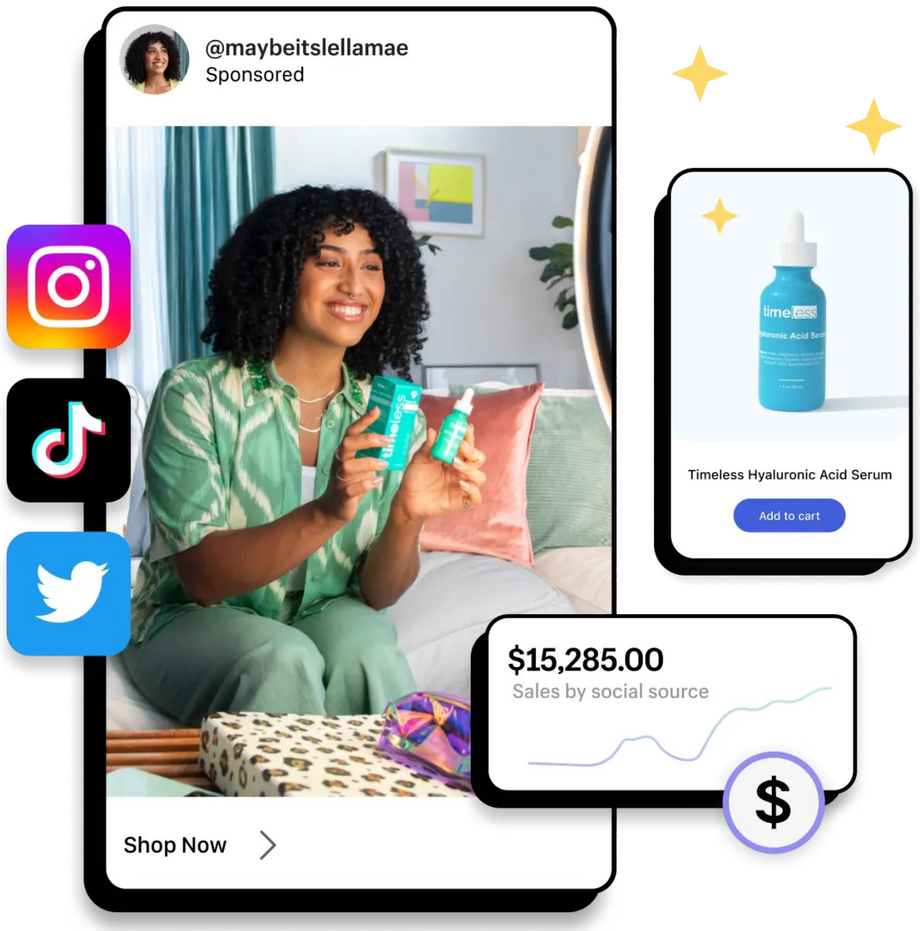
Source: Shopify

Is Influencer Marketing Worth It in 2026?



- More Visibility
- Engaged Audience
- Stronger Brand Trust
- Higher Conversions

INFLUENCER MARKETING



An influencer is a person who shapes the opinions, behaviors, or buying choices of others. While anyone can hold influence within a personal or local circle, the term usually refers to digital creators who build a dedicated online audience on platforms like Instagram, TikTok, and YouTube.

There are three common reasons to invest in influencer marketing:

- Targeted reach and Cost-effective
- Build brand awareness
- Improved credibility and trust
- Boost sales and revenue
- Generate content assets



Types of Influencers

Influencers are grouped by their follower size and reach:

- **Nano-influencers:** 1,000 to 10,000 followers with close-knit engagement.
- **Micro-influencers:** 10,000 to 100,000 followers who focus on specific niches.
- **Macro-influencers:** 100,000 to 500,000 (or up to 1 million) followers as recognized community leaders.
- **Mega-influencers / Celebrities:**

How Brand Deals with Influencers



A brand deal is a partnership between a company and a content creator where the creator promotes a product, service, or campaign in exchange for compensation.

1 SPONSORED POSTS (PAY PER POST)

Sponsored posts are the most common type of brand deal. In this format, a brand pays a flat rate per post to feature a product or service. This is known as a brand deal for posting content such as a TikTok video, Instagram Reel, or YouTube segment.

2. COMMISSION PARTNERSHIPS(AFFILIATE)

Affiliate deals reward creators based on performance. Instead of receiving a fixed payment, creators earn a commission for each sale generated through a unique referral link or discount code.

3. FREE PRODUCT AS PAYMENT (GIFTING CAMPAIGNS) In gifting campaigns, brands send free products to creators in exchange for potential exposure. “A very popular strategy is gifting. You send out free products to influencers as payment.

4.Brand Ambassador Partnerships



How Much Do Brand Deals Pay?

Type of Influencer	# Followers	Instagram	TikTok	YouTube
Nano	10,000 or less	$10-$100	$5-$25	$20-$200
Micro	10,000-50,000	$100-$500	$25-$125	$200-$1,000
Mid-Tier	50,000-500,000	$500-5,000	$125-$1,250	$1,000-$10,000
Macro	500,000-1 million	$5,000-$10,000	$1,250-$2,500	$10,000-$20,000
Mega	1 million or more	$10,000+	$2,500+	$20,000+

Influencer pricing factors



- **Audience size & Nitch :** As a general rule, follower count isn’t the best metric for deciding whether to work with an influencer. However, you should definitely expect to pay more to work with influencers with larger and more engaged audiences.
- **Platform differences:** Prices also vary by platform. Rates are typically highest for YouTube, with its longer-form content requiring more production time.
- **Content type:** The longer it takes to produce a piece of content, the more you should expect to pay for it. As such, dedicated YouTube videos tend to be the most expensive deliverable, while Instagram Reels typically cost more than static posts.
- **engagement** A million followers means nothing if nobody cares what the influencer posts. Small accounts with devoted followings often deliver much better results than massive accounts with passive audiences

Analytics

Followers | Likes

Total followers	86.7M ↗
Fake followers	17.26%

Followers Growth



Audience breakdown

Real people	56.07%
Notable followers	4.26%
Real mass followers	20.65%
Suspicious accounts	19.02%

Followers

Gender

male	6.92%
female	93.08%

Age

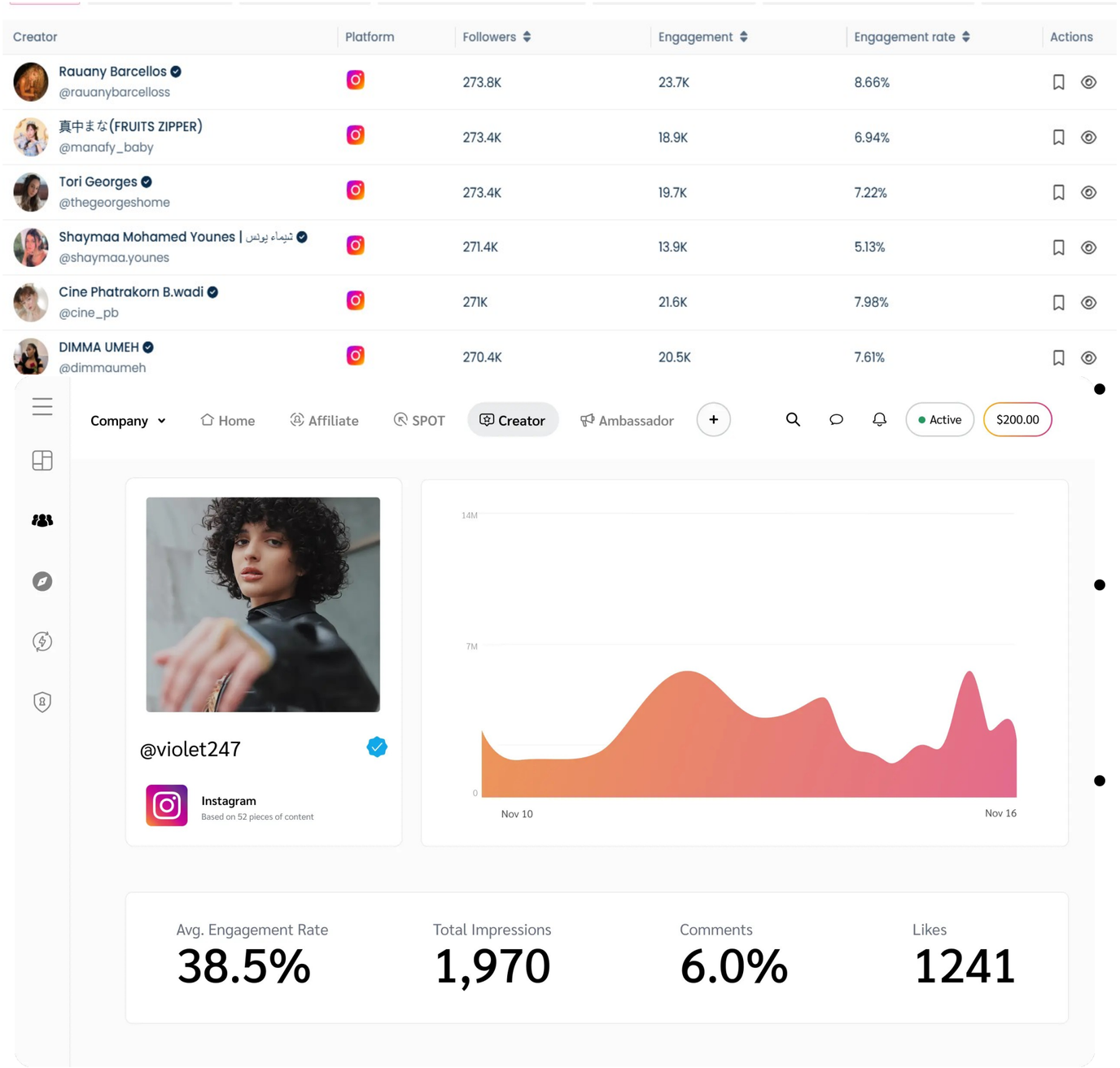
13-17	7.06%
18-24	42.88%
25-34	44.73%
35-44	4.65%
45-64	0.68%

Countries

Brazil	11.2%
India	8.82%
Indonesia	31.3%
Taiwan	4.65%
China	7.68%

Languages

English	29.13%
Spanish	14.93%
Portuguese	11.61%
Arabic	8.15%
Indonesian	4.69%



Consider cost on a per-engagement

Consider cost on a per-engagement basis Micro- or nano-influencers can have higher engagement rates—the percentage of their followers interacting with their posts. For example, on Instagram,

- a **mid-tier influencer** with **200,000** followers and an average engagement rate of 1.5% will see an average of **$2,000** engagements per.
- A **Micro influencer** with **15,000** followers and an average engagement rate of 8% will see an average of **$250** engagements per post.
- If the mid-tier influencer is three times as expensive, you may choose to work with the micro-influencer because you'll pay less per engagement.

Content Performance

All contents | Reels | Stories

Engagement rate **0.85%**

Average likes	4.8M ↗
Average comments	60.4K

COLLABORATIONS

Paid engagement	31.45%
Paid views	44.84%

Audience reachability

<500 accounts	64.84%
500-1k accounts	15.85%
1k-1.5k accounts	7.04%
>1.5k accounts	12.26%

Reels

Average reel plays	18.4M
Average likes	5.6M
Average comments	72.1K

Stories

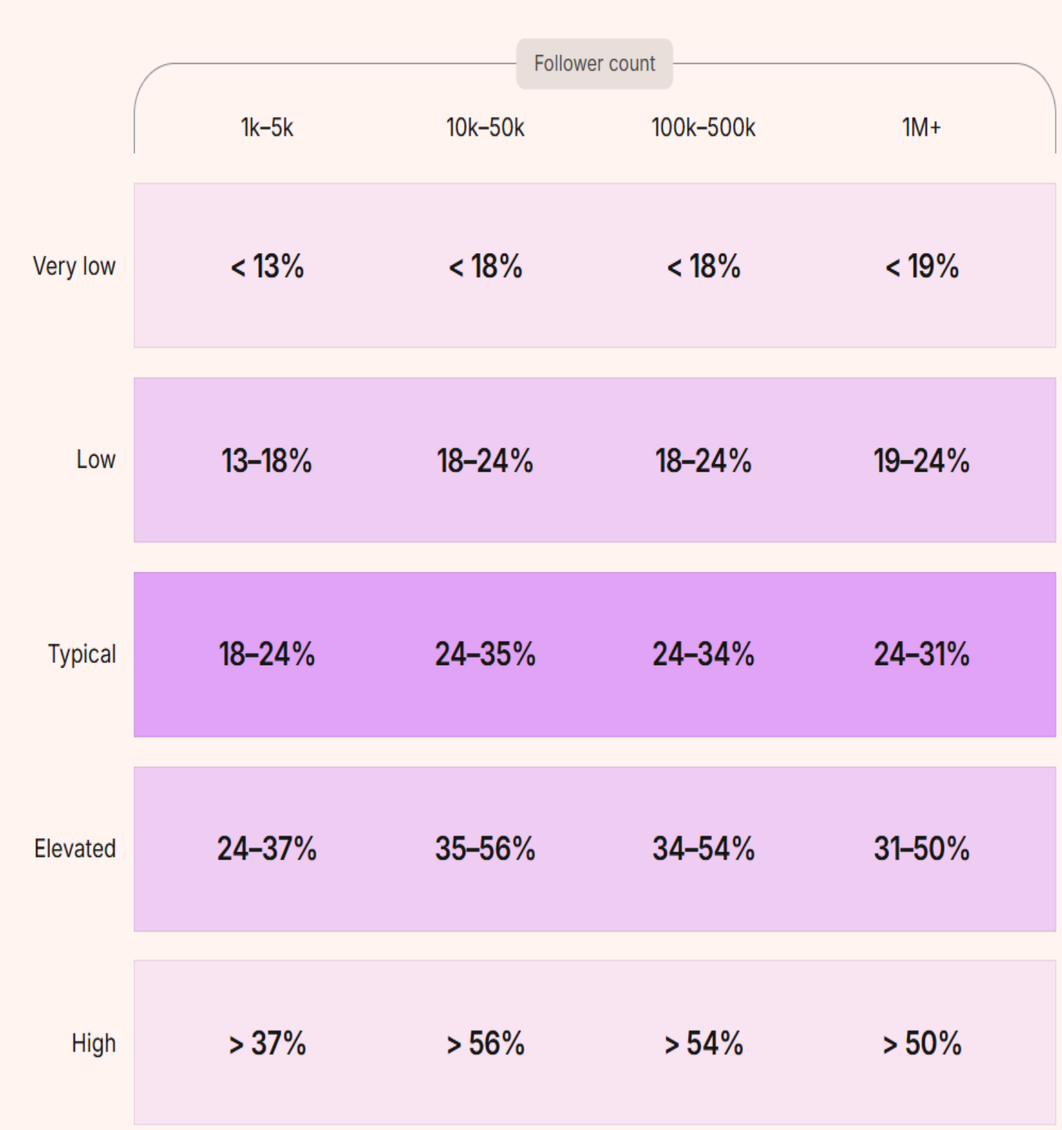
Average likes	1.9M
Average comments	12.3K



Don't waste budget on fake reach

Allocation is important. But however you cut and slice your budget, you'll only see results if your influencer partners are actually reaching real people, so be sure to check the quality of each creator's audience before you agree to work with them

fake followers for influencers



	Follower count			
	1k–5k	10k–50k	100k–500k	1M+
Very low	< 13%	< 18%	< 18%	< 19%
Low	13–18%	18–24%	18–24%	19–24%
Typical	18–24%	24–35%	24–34%	24–31%
Elevated	24–37%	35–56%	34–54%	31–50%
High	> 37%	> 56%	> 54%	> 50%

1. *Use Free Audit and Analytics Tools*

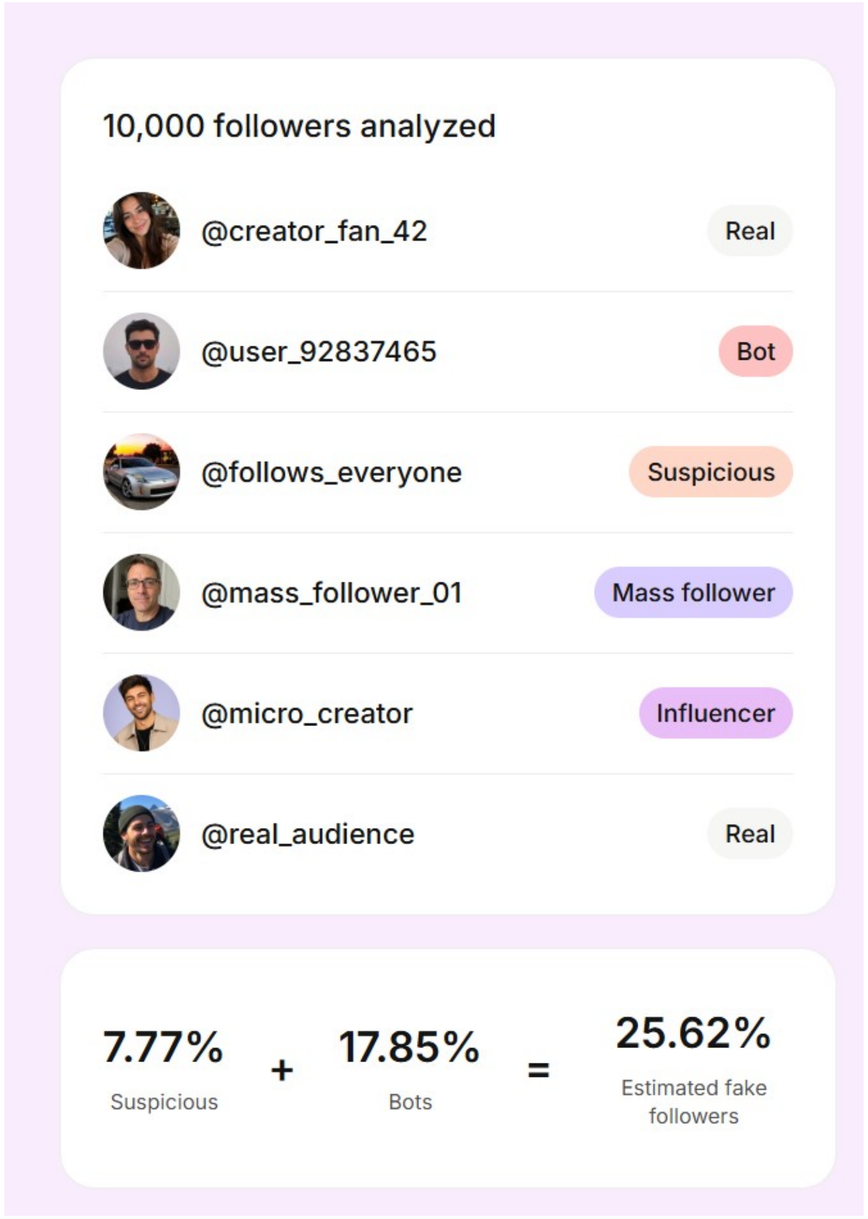
- **Modash Fake Follower Checker**: Analyses audience authenticity, bot share, mass followers, and engagement rates.
- **Collabstr Instagram Fake Follower** Checker and **Social Blade Tracks** historical follower growth to spot unnatural vertical jumps

2. Check Engagement Rates

- **Calculate the rate:** Divide total likes and comments per post by the follower count, then multiply by 100.
- **Spot the mismatch:** Healthy engagement rates typically sit between 1% and 5%. If an account with hundreds of thousands of followers gets only a dozen likes or comments, the audience is likely fake or inactive.
- **Watch for flat or bought engagement:** If every single post has identical like and comment counts, or if engagement is suspiciously high compared to actual reach, they may be using engagement pods or bought likes

3. Inspect Follower Growth

- **Smooth vs. spiky**: Organic growth happens gradually over time.
- **Sudden jumps**: A vertical spike of tens of thousands of followers overnight—without a viral video, press feature, or trending moment—points to a bulk purchase



4. Manually Vett the Follower List

Click through a random sample of 20 to 50 accounts following the influencer.

- **Empty profiles:** No profile picture, zero posts, or a private lock with a gibberish letter-number username.
- **Mass followers:** Accounts that follow thousands of people while having zero or very few followers themselves.
- **Location and language mismatch:** If the influencer targets a local or specific market, but their follower base or comment section is heavily concentrated in unrelated countries or speaking random languages, it is often a sign of bot networks

5. Read the Comment Section

- **Generic text:** Bot comments usually look like "Nice post 🔥," random emojis, or repetitive praise copied across multiple posts.
- **Comment pods:** If you see the exact same small circle of other "creators" commenting on every single upload just to trade engagement, it does not translate to real customer purchasing power.

MrBeast

90.1M Followers

Profile details

- @mrbeast
- Check contact details
- Get audience breakdown

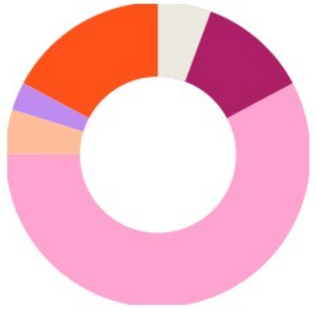
Modash can help you find Instagram creators, analyze their profile data, and manage outreach in one place.
Try it for free!

See full profile data →

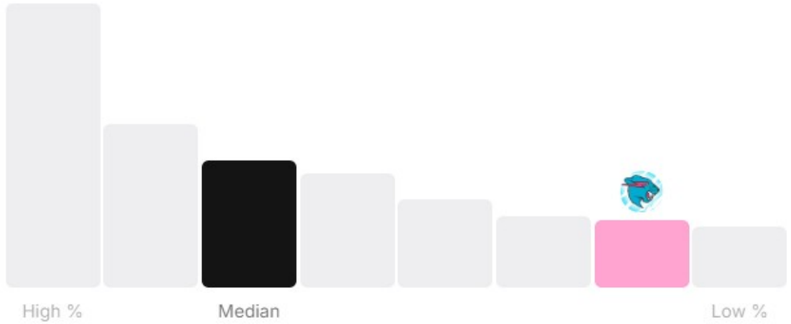
17.22%	0.87%	772.3k	26.6k
Fake followers	Engagement rate	Average likes	Average comments

Audience type

Real People	75.08%
Mass Followers	4.71%
Influencers	2.99%
Fake Followers	17.22%
Suspicious Accounts	5.65%
Bot Accounts	11.57%



Fake followers benchmark



Audience location by country

United States	54.27%
United Kingdom	6.99%
Canada	3.83%

Audience gender





E-commerce sales and Promotion Strategy



What Is a Sales Promotion?

- A sales promotion is a short-term offer that gives people a reason to buy now, like a discount, a gift or a deadline.
- Unlike brand advertising, which builds awareness over months, a promotion compresses the buying decision into days or hours
- The most common types are percentage discounts, BOGO offers, free shipping thresholds, flash sales, loyalty rewards, free trials, referral bonuses and seasonal campaigns.

Why Are Sales Promotions Important?



- **Generate New Leads**

Sales promotions are a great way to generate more leads

- **Grab Attention**

Sales Promotion can help you grab all eyes in scenarios where there isn’t enough social proof.

- **Get Repeat Customers**

Sales promotion techniques also help increase repeat customers. An existing customer is 60% to 70% more likely to buy your products.

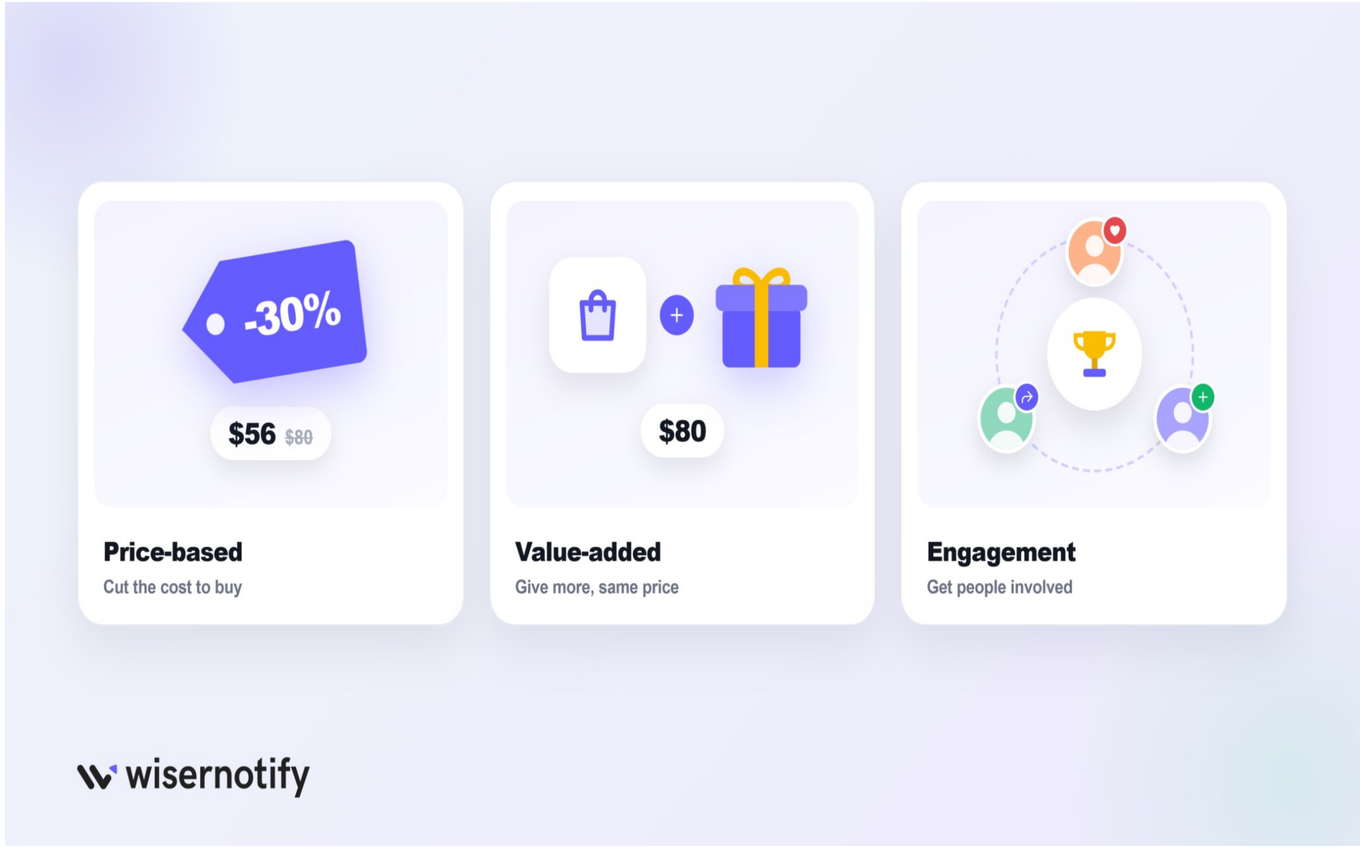
- **Increase Sales During Slow Periods**

implementing a sales promotion campaign increase customer interest and sales during slow periods or off-seasons.

- **Clear Out Inventory**

If you are left with extra inventory at the end of a sales period, you can use sales promotions to clear them out.

Types of Sales Promotion



- **Price-based promotions** cut the cost of buying: discounts, coupons, BOGO, free shipping and bundles. They're the easiest to run and the riskiest for margins if overused.
- **Value-added promotions** give more without cutting the price: free gifts, loyalty points, extended warranties or feature upgrades. They protect margins while still giving a reason to buy now.
- **Engagement-based promotions** create interaction: contests, referral programs and social challenges. They're best for awareness and new customers, and take more creative effort



Discount and Pricing Promotions

Use these when the goal is moving product or cash quickly. Watch the margin column above.

1. Percentage Discounts

- Offer 10%, 20% or 30% off a product or category for a limited time.
- **Why it works:** Shoppers understand the value instantly. A statement like "25% off everything" requires zero mental math, reducing friction at the decision-making stage.
- **When to use it:** Ideal for **seasonal clearances** and **slow periods**. A moderate discount paired with a clear, definitive end date generally outperforms a deep discount that runs indefinitely.
- **Real-world example:**
  Brands like **Nike** use end-of-season sales to clear out older stock and make room for new collections while protecting their brand image from appearing "cheap."



3. Buy One Get One (BOGO):

A promotion where customers buy one item at full price and get a second item either entirely free or at a steep discount.

- **Why it works:** The word **"Free"** is a powerful psychological trigger. Getting a second item for free feels like a much bigger victory to a shopper than seeing a 50% off discount, even though the math can be the exact same.

- **When to use it:**
  - For everyday items people run out of and always need more of (like skincare, snacks, or socks).
  - To quickly clear out extra inventory taking up space in your storage.

- **Real-world example:** Retailers like **Bath & Body Works** use classic "Buy 3, Get 3 Free" or BOGO events to drive massive foot traffic, clear seasonal scents, and encourage shoppers to stock up on multiple items at once.



4. Free Shipping Thresholds:
Offering free shipping only after a customer spends a certain amount of money (for example, "Free shipping on orders over $50"). If they are close to that number, shoppers will often add extra items to their cart just to qualify.

- **Why it works:** Hidden fees—especially shipping costs at checkout—are the number one reason people abandon their online shopping carts. Taking those fees away removes the barrier and makes people much more likely to complete their purchase.

- **When to use it:** Use it **all the time** as your standard store policy. **Pro tip:** Set your minimum spending limit just a little bit higher than your current average order value to encourage people to spend a bit more per transaction.

- **Real-world example: Amazon** uses this effectively for non-Prime members, prompting shoppers to look for an extra small item just to hit the free shipping limit.



5. Bundle Pricing:

Packaging a few related products together and selling them for a combined price that is cheaper than buying each item individually.

- **Why it works:** It makes shopping easier for the customer because they only have to make **one** decision instead of several. Plus, getting a discount on a bundle feels like a great deal, while still letting you keep healthy profit margins on each piece.

- **When to use it:** Whenever you have products that naturally go together. Giving them appealing names like **"Starter Kit," "Complete Set,"** or **"Essential Bundle"** makes them even more attractive.

- **Real-world example:** Fast-food restaurants use this constantly with "meals" (burger, fries, and a drink together for less than buying them separately), and tech brands bundle a laptop with a matching sleeve and mouse.

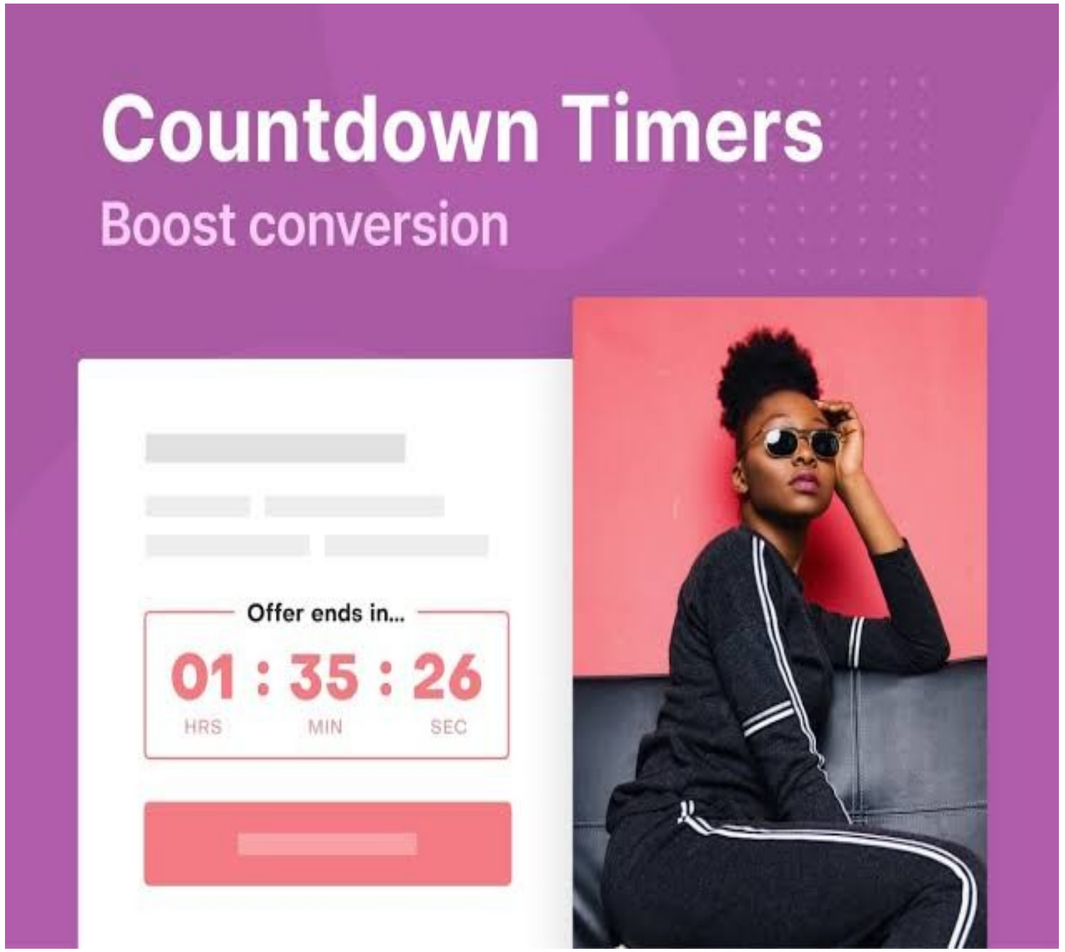


6. Vouchers and Coupons Codes:

Special words or numbers (like "WELCOME10" or "SUMMER20") that customers type in at checkout to get a discount. You can share them via email, social media, influencers, or print them right inside product packaging.

- **Why it works:** Codes make the customer feel special and exclusive. Plus, they are great for you as a business owner because you can easily track which marketing channel (like an influencer or an email blast) actually brought in the sales.
- **When to use it:**
  - To welcome new first-time buyers.
  - In win-back emails to re-engage old customers.
  - For tracking influencer partnerships or special events.
  - *Tip:* Always give them an expiration date to create a little urgency!
- **Real-world example:** E-commerce brands commonly use **"WELCOME10"** pop-ups on their website to capture email addresses in exchange for a quick first-order discount.

Urgency and Recovery Promotions



7.Countdown Timer Offers:

A live, ticking clock placed on product pages, emails, or popups that shows the exact hours, minutes, and seconds left before a deal disappears.

- **Why it works:** It triggers **FOMO** (Fear Of Missing Out). Psychologically, humans are much more motivated to act quickly to avoid missing out on a loss than they are to gain a reward.
- **When to use it:**
  - Product launches.
  - Big holiday weekends (like Black Friday).
  - Special category sales.
  - *Tip:* Pair it with low-stock alerts, and **always keep the deadline real**—if a timer resets when someone refreshes the page, they will lose trust in your brand.

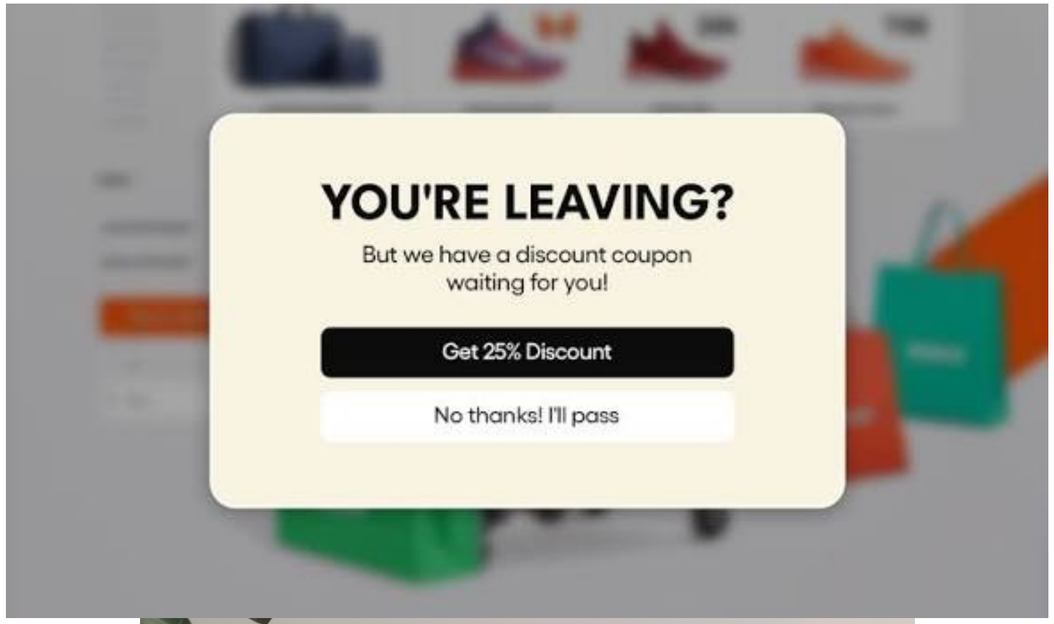
- **Real-world example:** Travel sites like Booking.com use countdown timers brilliantly (e.g., "Only 1 room left at this price for the next 10 minutes!") to push hesitant travellers to book immediately.

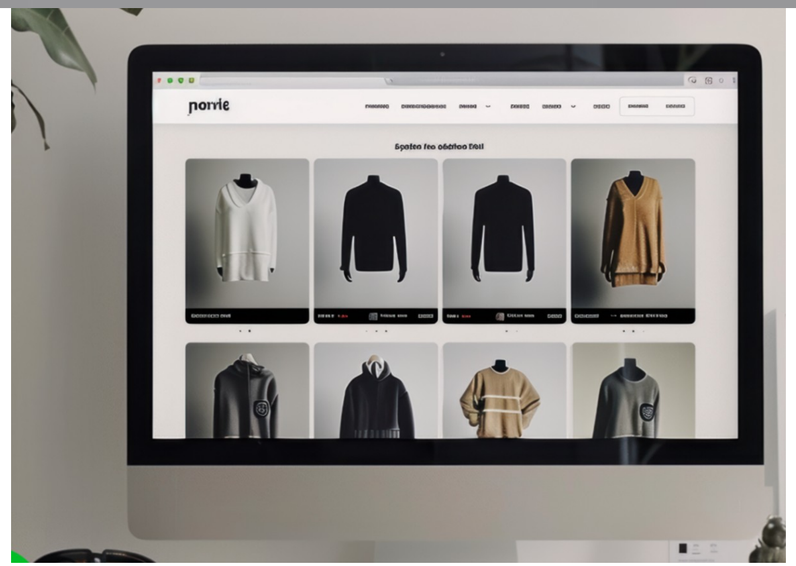


. Flash Sales

- A very brief sale—usually lasting just 24 to 48 hours—that offers deep, exciting price cuts.
- **Why it works:** Because the clock is ticking, customers stop overthinking and buy right away. It also creates a lot of excitement and urgency.
- **When to use it:**
  - To get rid of leftover or slow-moving inventory.
  - When you need a quick boost in cash flow.
  - To re-engage subscribers who haven't been opening your emails.

  .
- **Real-world example: Amazon's Prime Day**. It started as a quick 24-hour event to celebrate Amazon's birthday, but it was so successful that it turned into a massive shopping holiday that other retailers now try to compete with every year.





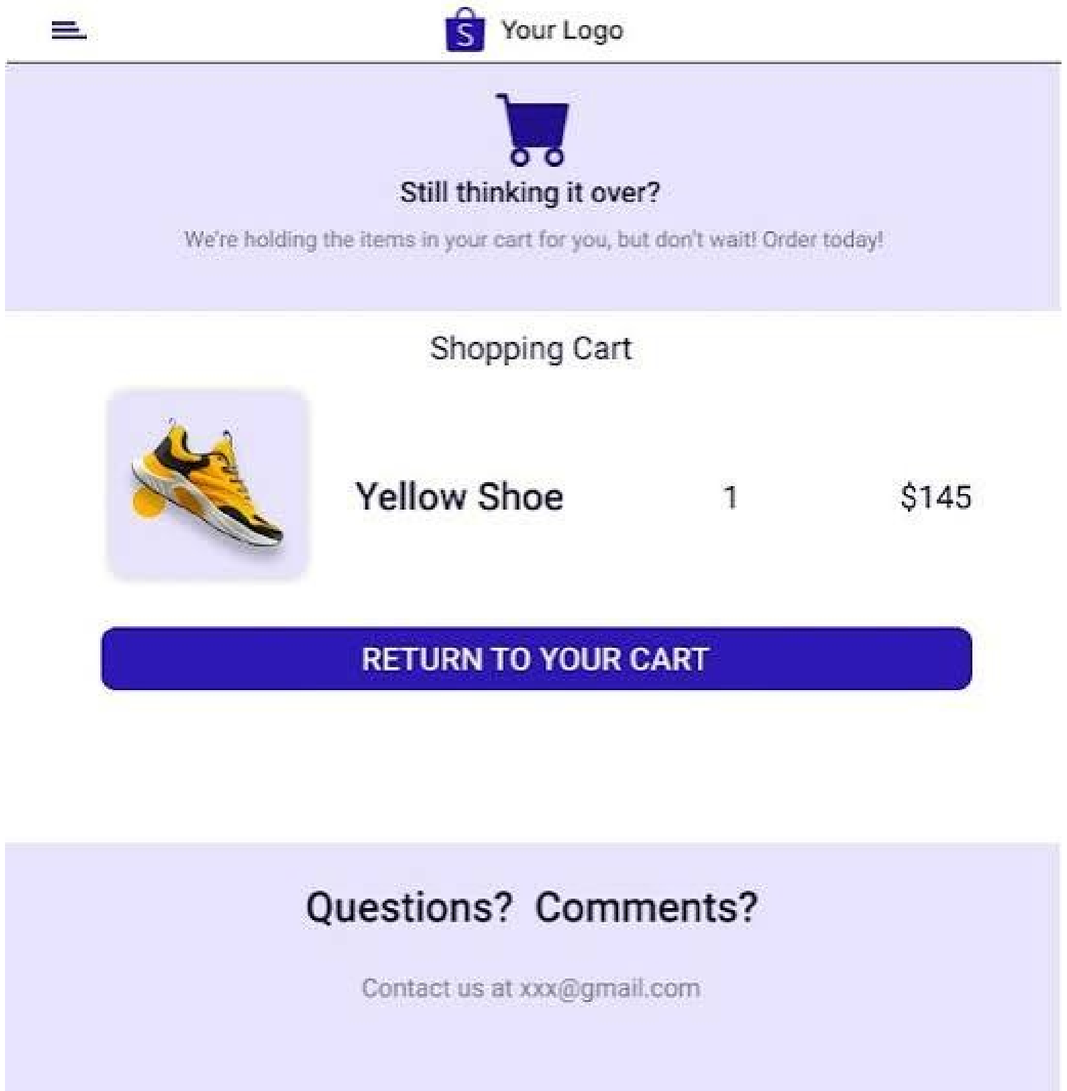
8. Exit-Intent Offers:

A popup or banner that automatically appears on your screen with a special deal the exact moment your mouse cursor moves toward the top edge of the browser (signalling you are about to close the tab or leave the page).

- **Why it works:** These visitors have already shown interest by browsing your site. Giving them a gentle nudge right as they are walking out the door converts much better than showing a generic offer to a stranger.

- **When to use it:**
  - On crucial pages like product pages or your shopping cart page.
  - Keep the offer simple, such as a small percentage discount or free shipping.
  - *Tip:* Run A/B tests to see whether your audience prefers a small price cut or free shipping.

- **Real-world example:** Many online clothing stores use exit-intent popups saying, *"Wait! Don't leave empty-handed. Take an extra 10% off your order if you complete your purchase today."*



9.Abandoned Cart Recovery Discounts:

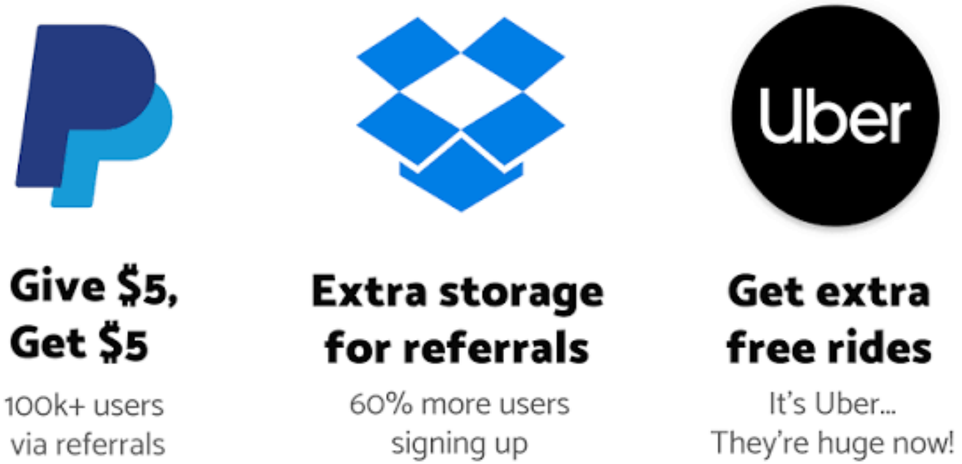
Automated emails or text messages sent to shoppers who added items to their shopping cart but left your website without finishing the purchase.

- **Why it works:** These shoppers have the highest level of intent on your entire site. They already took the time to choose a product, meaning they just need a small push or reminder to cross the finish line.

- **When to use it:** Send a sequence over a few days:
  - **First message:** A gentle reminder sent within an hour.
  - **Second message:** Sent at 24 hours, often including a small incentive (like a minor discount).
  - **Third message:** A final urgency message at 72 hours.
  - *Tip:* Always include clear photos of the exact products they left behind and a direct, one-click link that takes them right back to their filled cart.

- **Real-world example:** If you leave shoes sitting in an online store's checkout, you will often get an email a few hours later saying, *"Did you forget something? Your cart is waiting,"* sometimes followed by a 10% off code the next day to help you decide.

Loyalty and Retention Promotions



10. Referral Programs:

A system that rewards **both** your existing customer for recommending a friend and the new friend for making a purchase.

- **Why it works:** Consumers trust recommendations from friends far more than they trust traditional advertising. Plus, giving rewards to *both* sides (two-sided rewards) drives the highest number of sign-ups.
- **When to use it:**
  - After a customer has made multiple purchases and clearly shown they are happy with your brand.
  - Rewards can be given as store credit, a free product, or a discount
  - .
- **Real-world example: Dropbox** famously grew from 100,000 users to 4 million users in just 15 months by using a referral program that gave extra cloud storage space to both the referrer and the invited friend.



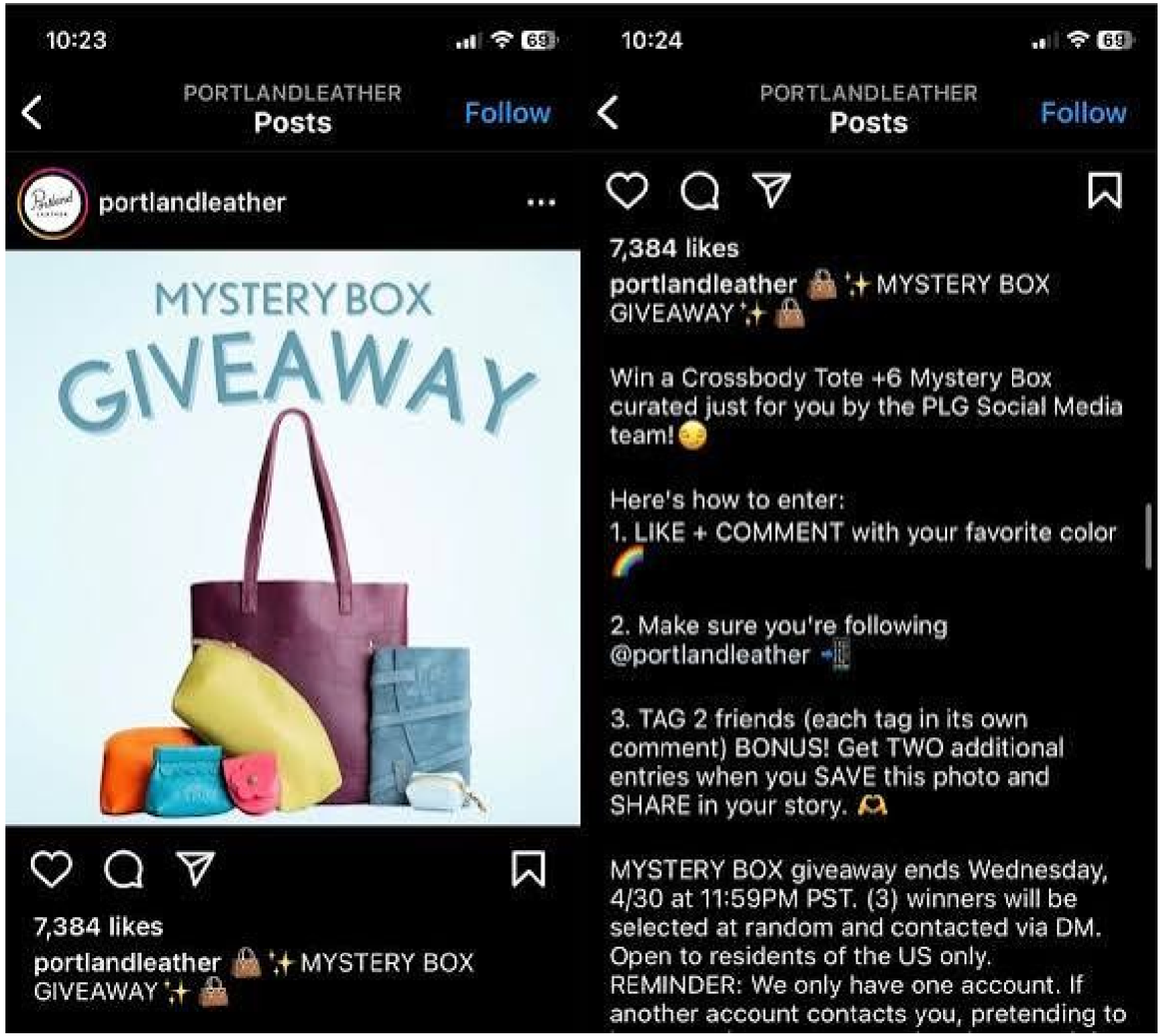
11. Cashback Promotions:

A promotion where a customer receives a percentage of their purchase money back as cash, store credit, or future rewards after completing a buy.

- **Why it works:** It feels less like a discount and more like getting "free money" or a reward. It encourages customers to return because they have a credit waiting for them to spend on their next visit.

- **When to use it:**
  - To encourage repeat purchases and turn one-time shoppers into loyal, long-term buyers.
  - For high-ticket items where customers appreciate getting a chunk of change back to soften the upfront cost.
  - *Tip:* Offering store credit instead of hard cash is a great way to guarantee that the money stays within your business.

- **Real-world example:** Credit card companies (like Chase or Discover) use cash back extensively (e.g., 2% back on all purchases) to keep customers using their cards over competitors, and many online stores offer loyalty cashback points for future orders.



12. Social Media Giveaways:

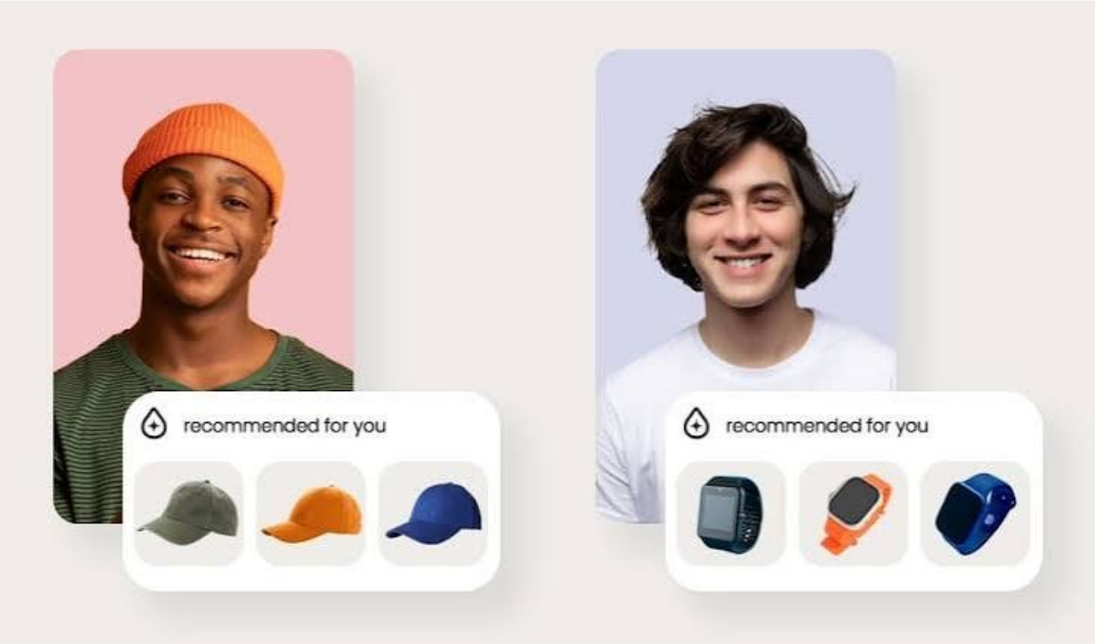
A promotion where you give away a free product or prize to a winner picked from people who engage with your social media post (like following your page, tagging friends, or sharing the post).

- **Why it works:** It trades a relatively low-cost item for massive organic reach. When participants tag their friends and share your content, it acts as free advertising and puts your brand in front of a brand-new audience.

- **When to use it:**
  - When you want to rapidly grow your follower count or boost brand awareness.
  - To celebrate a milestone (like hitting a follower goal or a company anniversary).
  - Alongside a new product launch.

- **Real-world example:** Beauty brands on Instagram frequently run giveaways where users must follow the account, like the photo, and tag three friends in the comments to enter, which quickly skyrockets their post engagement and reach.

Trial and Personalization Promotions

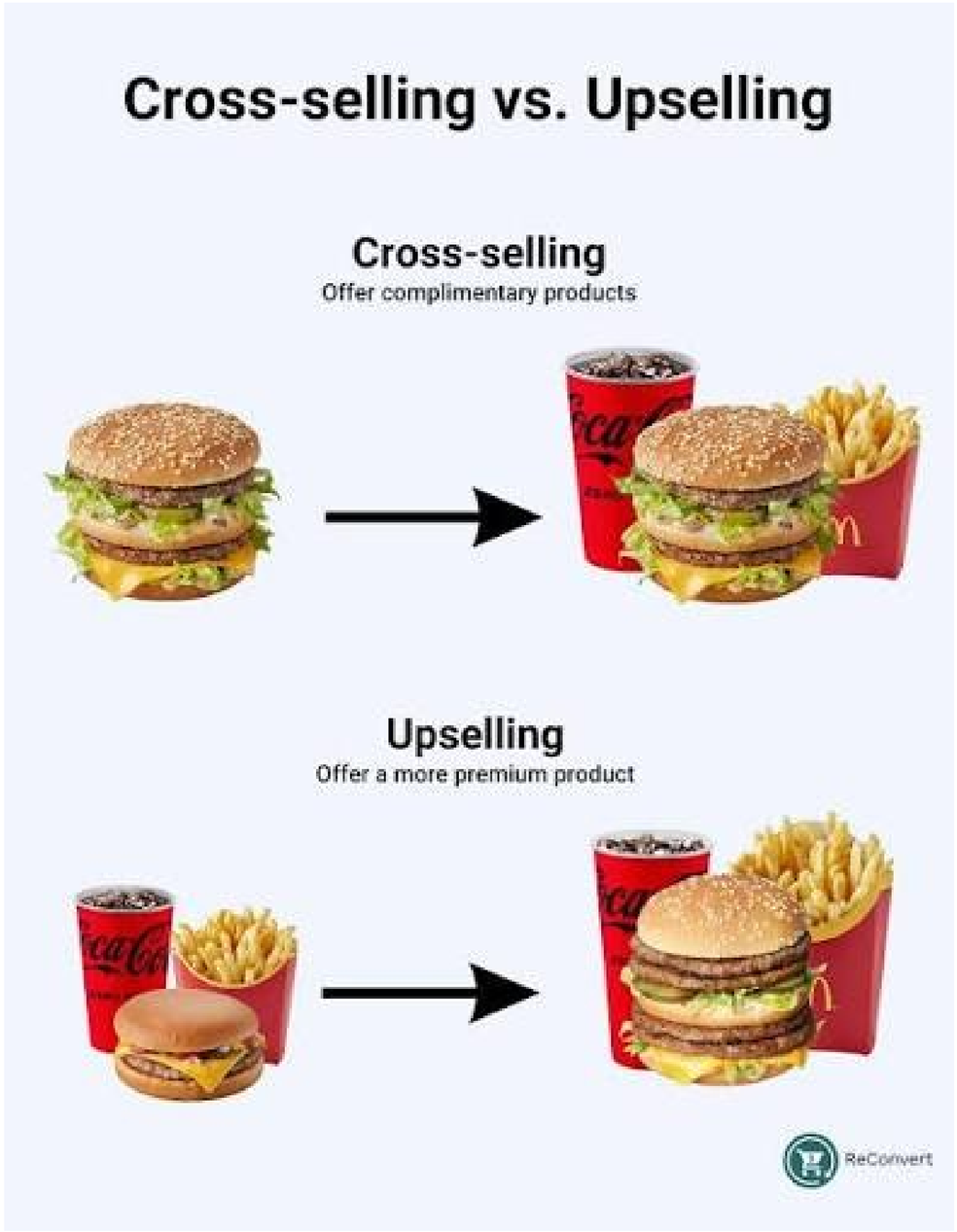


13. Free Trials

Full access for 7, 14 or 30 days before paying.
Why it works: Trials remove risk. Once the product is part of someone's routine, keeping it is the easy choice.
When to use it: For software, subscriptions and digital products whose value shows through use. Make the trial long enough to reach that value, and no longer.

14. Personalized Product Recommendations

Product suggestions based on browsing and purchase history, shown on site, in email or at checkout.
Why it works: A relevant suggestion feels helpful, not pushy.
When to use it: "Customers also bought" on product pages, "complete your setup" after purchase, and "don't forget these" at checkout



15. Cross-sell and Upsell Offers:

- **Upselling** encourages a customer to buy a more expensive, upgraded version of an item (like buying the Pro model instead of the standard model).
- **Cross-selling** suggests complementary or related add-ons right before checkout (like offering a protective case when someone buys a smartphone).

- **Why it works:** It increases your **average order value (AOV)** effortlessly because you are selling to people who are already in the middle of making a purchase. It also helps customers discover products they might actually need.

- **When to use it:**
  - Right on the product page (for upsells).
  - In the shopping cart or checkout popup (for cross-sells).
  - *Tip:* Keep recommendations relevant—don't suggest an unrelated item that feels like random spam.

- **Real-world example: McDonald's** famous question, *"Would you like to make that a large meal?"* is a classic upsell, while asking *"Do you want to add apple pie to your order?"* is a classic cross-sell.





16. Holiday and Seasonal Campaigns:

Special sales and promotions timed around major shopping holidays and events, such as Black Friday, Cyber Monday, Valentine's Day, back-to-school season, and end-of-year clearances.

- **Why it works:** You don't have to convince shoppers to look for deals because **they are already expecting them** and actively coming to the market to find them.

- **When to use it:**
  - Start planning 4 to 6 weeks in advance.
  - Build excitement ahead of time using email previews, "coming soon" social media posts, and giving early access to your most loyal customers.

- **Real-world example:** Retailers across the board roll out massive coordinated campaigns every November for Black Friday and Cyber Monday, capturing buyers who have saved up their shopping lists specifically for those dates.

SHOPIFY CONTENT STRATEGY 2025



Buyer Persona Template: [Persona Name]

Name
[Persona Photo]

[Fictional Quote Quote /Summary of Persona]

Demographics:
Age
Location (City, State)
Industry
Occupation/Job Title
Income Level
Education Level

Psychographics:
Gorder
Value's
Interests & Beliefs
Interests & Hobies
Lifestyle/Social Class

Goals

Personality Traits (e.ggg, ambitetius, careuous, careıous, innovative)

Key Objectives They Want to Achieve

Preferred Channels:

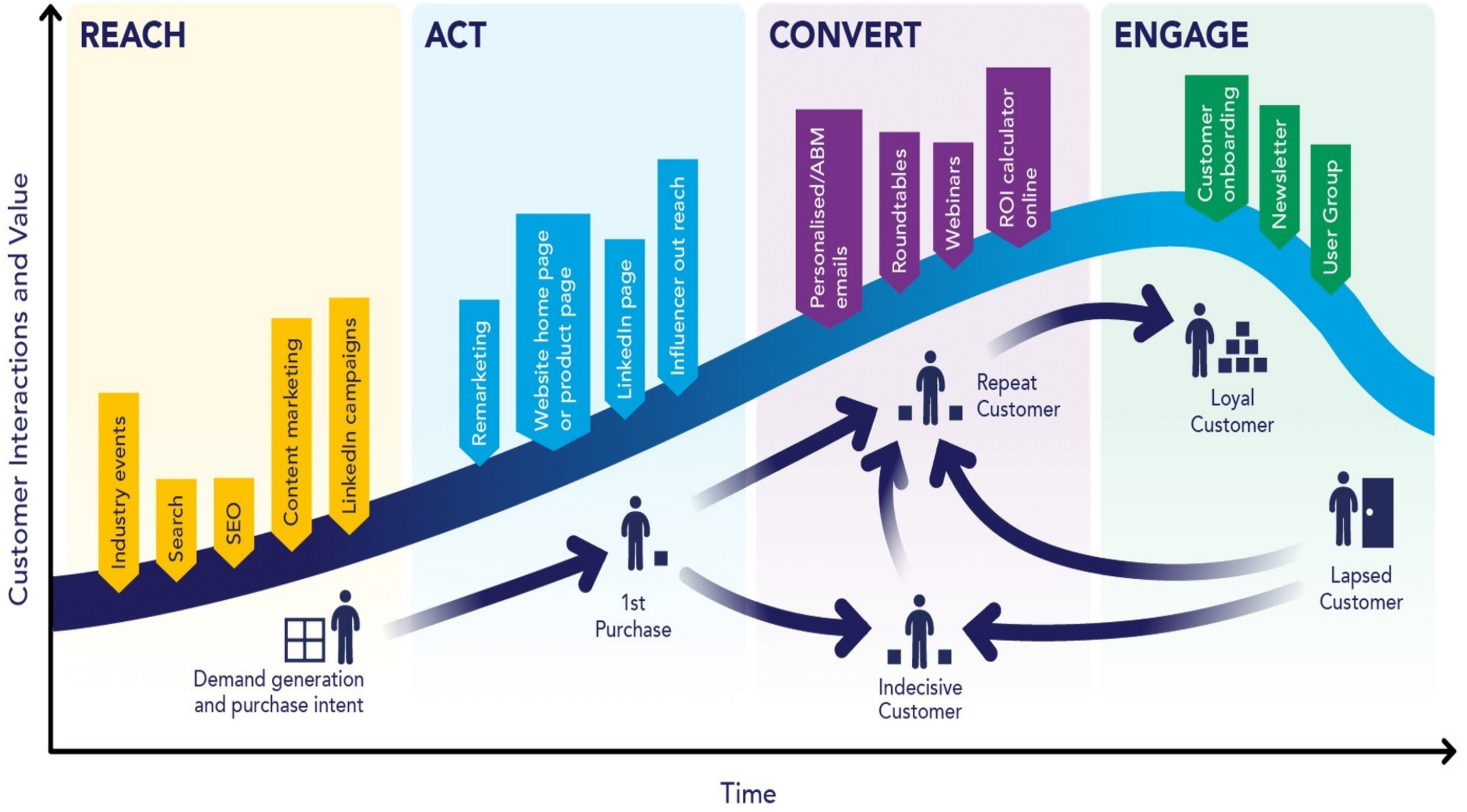
Thes perseris tıf upalle, Scoied to uch avs arur eul vaure teıuapatiny oin Persona ıitis copmaicios, topiude, hiztemıths veus ion and ans personal sond persona.

Challenges & Pain Points:
- Professional Goals
- Personal Goals
- Modestatice
- Frustrations
- Problems They Need to Solve
  Problens
- Fear/Anieties
- Fear/Anieties

Challenges & Pain Points:
- Major Obstucles
- Frustrations
- Problems
  Thed to Solve
- Fear/Anxieties

Preferred Channels:
Where and how Person consums
Whelrte how onme Person/ms consation, to olvere and infonmation altre Enictucle persona.

Blackbelt Commerce
www.blackbeltcommerce.com

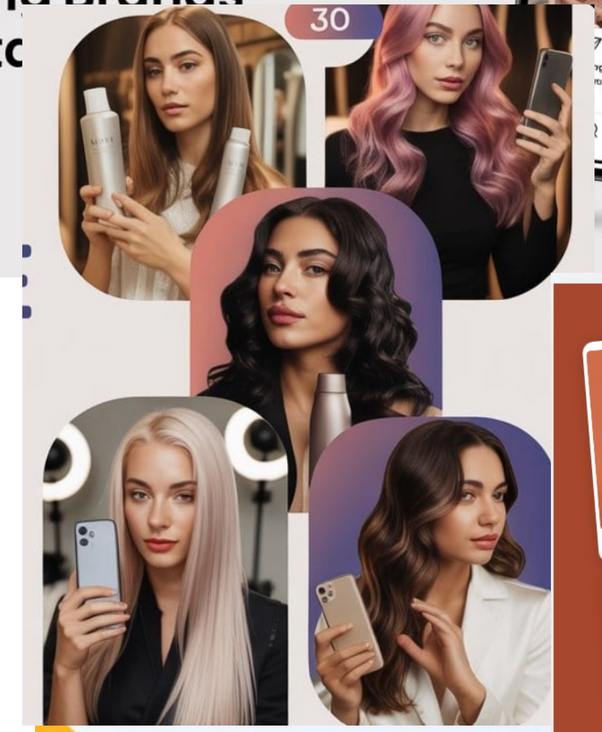

REACH
ACT
CONVERT
ENGAGE
Customer Interactions and Value
Time
Industry events
Search
SEO
Content marketing
LinkedIn campaigns
Remarketing
Website home page or product page
LinkedIn page
Influencer out reach
Personalised/ABM emails
Roundtables
Webinars
ROI calculator online
Customer onboarding
Newsletter
User Group
Demand generation and purchase intent
1st Purchase
Repeat Customer
Loyal Customer
Indecisive Customer
Lapsed Customer

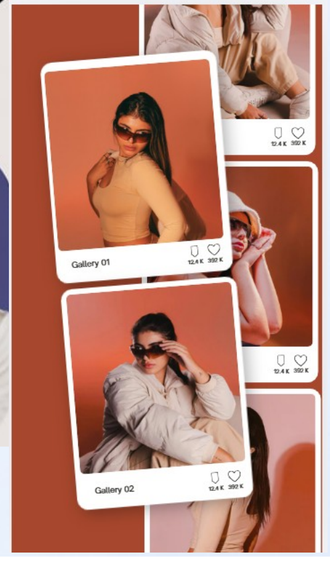
Influencer Marketing

Clothing Brands on Insta

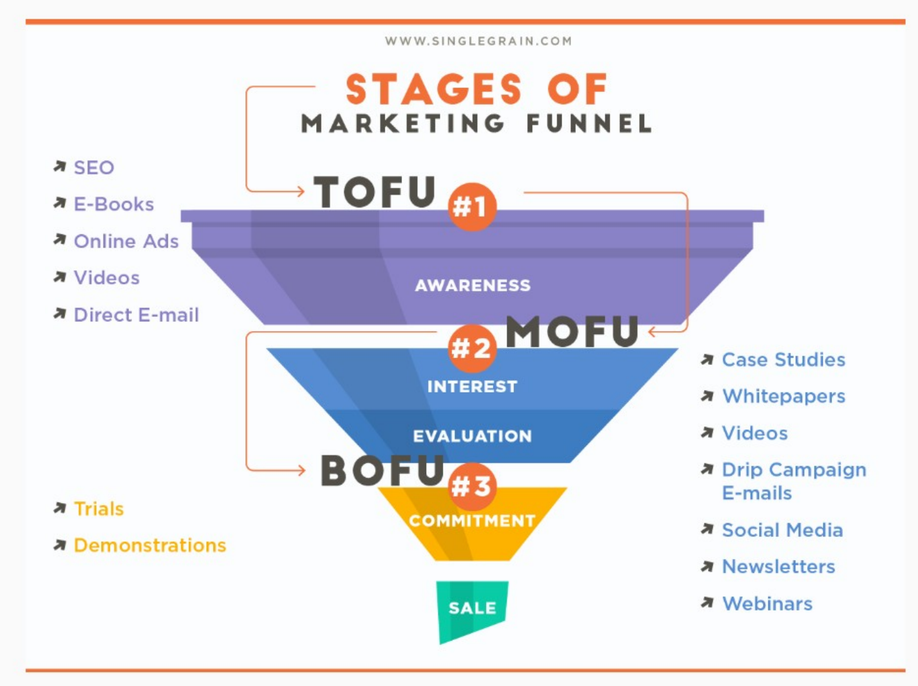












Core Objectives

- **Sales:** Focuses on driving immediate transactions—such as online purchases, form checkouts, or in-store buys—from users ready to convert.
- **Leads:** Aims to gather contact information or inquiries through sign-ups, phone calls, or form submissions.
- **Website Traffic:** Focuses on maximizing the volume of visitors to specific landing pages, blog posts, or product catalogs.
- **Brand Awareness (YouTube Reach, Views, & Engagements):** Increases overall brand visibility and recall across a wide audience, primarily through video and visual placements.
- **App Promotion:** Designed specifically to drive mobile app installations, user engagement, or pre-registrations across Google networks.
- **Local Store Visits & Promotions:** Encourages physical visits, calls, or local interactions for brick-and-mortar storefronts, restaurants, and dealerships.
- **Create a Campaign Without Guidance:** Offers full manual control to customize campaign settings, bidding strategies, and network choices without automated template constraints.

Here is a breakdown of the bidding strategies you are looking at in Google Ads and when to use each:

Maximize Conversions: Automatically sets bids to get the highest volume of conversions possible within your specified daily budget. Best for spending your full budget to drive volume without a strict cost-per-acquisition target.

- **Target CPA (Cost Per Acquisition):** Focuses on getting as many conversions as possible at or below a specific average cost per lead/action that you define. Best when you have a firm target profit margin per conversion.
- **Maximize Conversion Value:** Sets bids to maximize total revenue or value (e.g., cart size) generated by conversions, rather than just raw conversion numbers. Best for e-commerce sites where items have varying prices.
- **Target ROAS (Return On Ad Spend):** Automatically adjusts bids to achieve a specific target return on ad spend (e.g., $4 in revenue for every $1 spent). Ideal when you know the precise percentage yield required for profitability.

Other Optimization Options

- **Clicks (Maximize Clicks):** Automatically sets bids to bring as many site visitors as possible within your budget. Best for driving high traffic volumes to blog posts, landing pages, or brand awareness campaigns when conversion tracking isn't the primary goal.
- **Impression Share (Target Impression Share):** Adjusts bids to ensure your ads appear at the top or anywhere on the search results page a set percentage of the time. Best for high-priority brand terms, competitor campaigns, or maximizing brand dominance.

Display

Header 1

Header 2

Header 3

Header 4

HEADER 5

HEADER 6

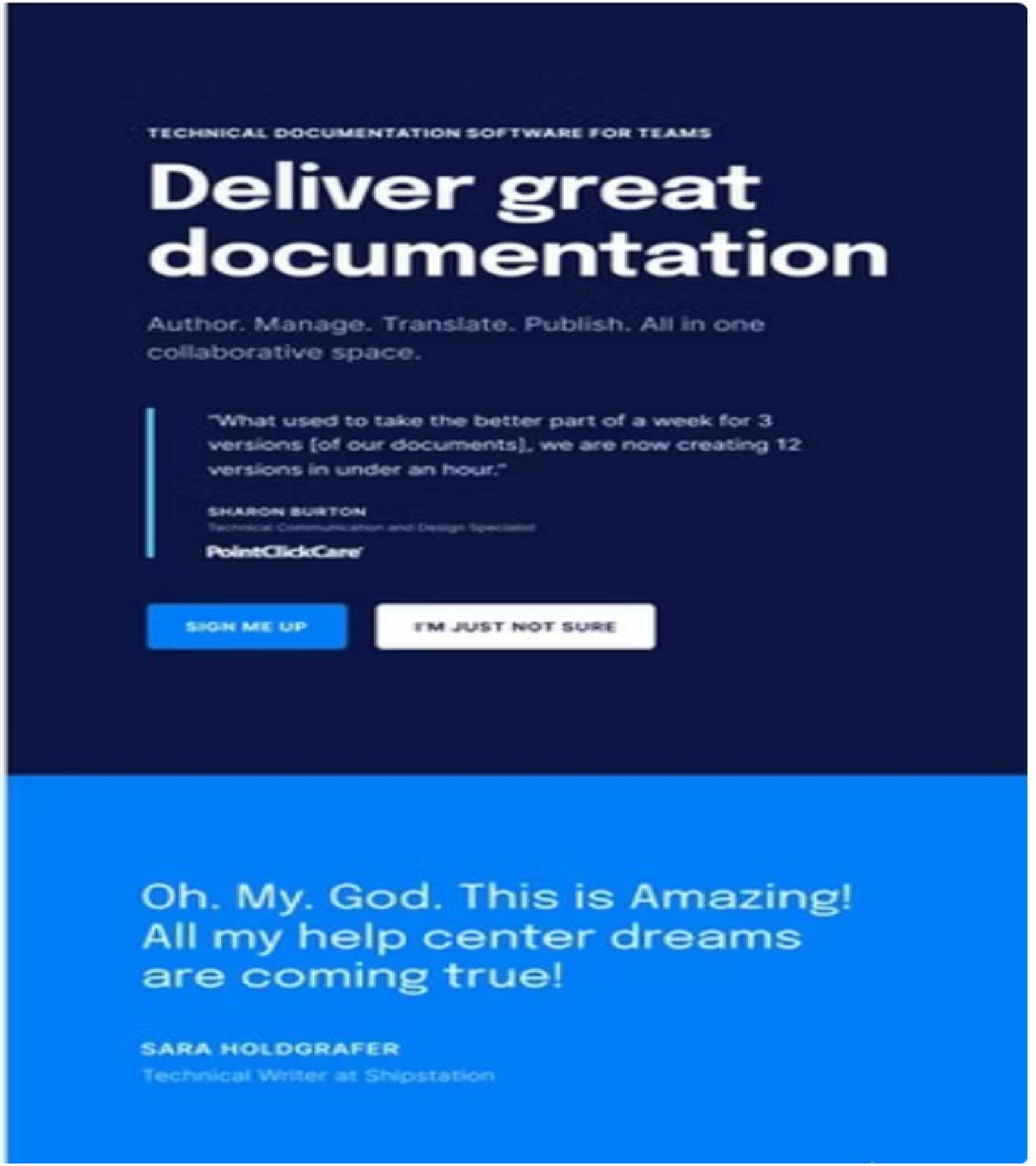
Body XL, 400

Body Large, 400
Body Large, 500
Body Large, 600

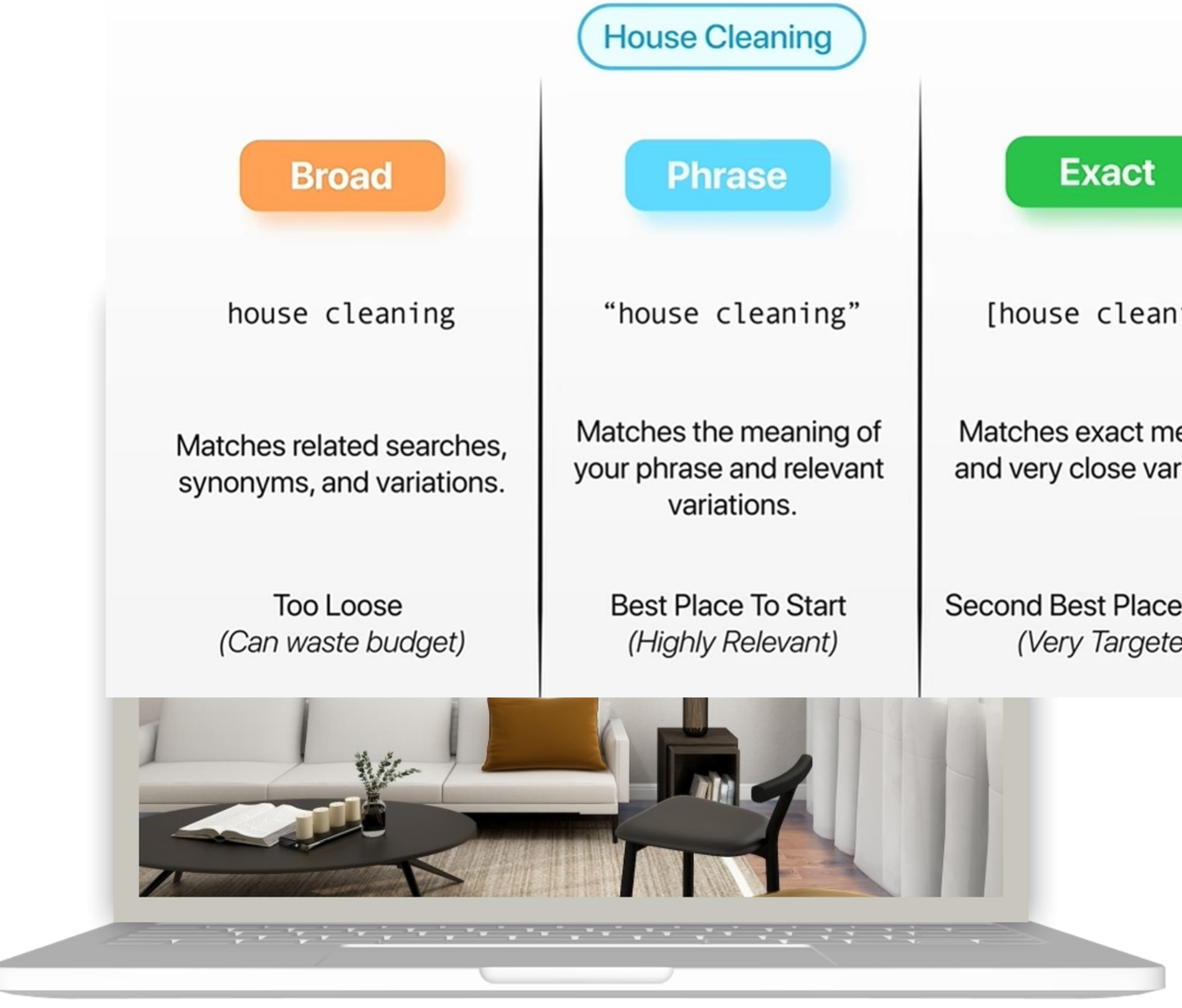
Body Regular, 400
Body Regular, 500
Body Regular, 600

Body Small, 400
Body Small, 500
Body Small, 600

Body Tiny, 400
Body Tiny, 500
Body Tiny, 600



TikTok Shop



er Journey

Example: How the conversion value of a $69.23 purchase would be adjusted for different customers

Purchase conversion value: $69.23

$69.23

New customers: not set

$69.23 -

New customers (high value): not set

$69.23 -

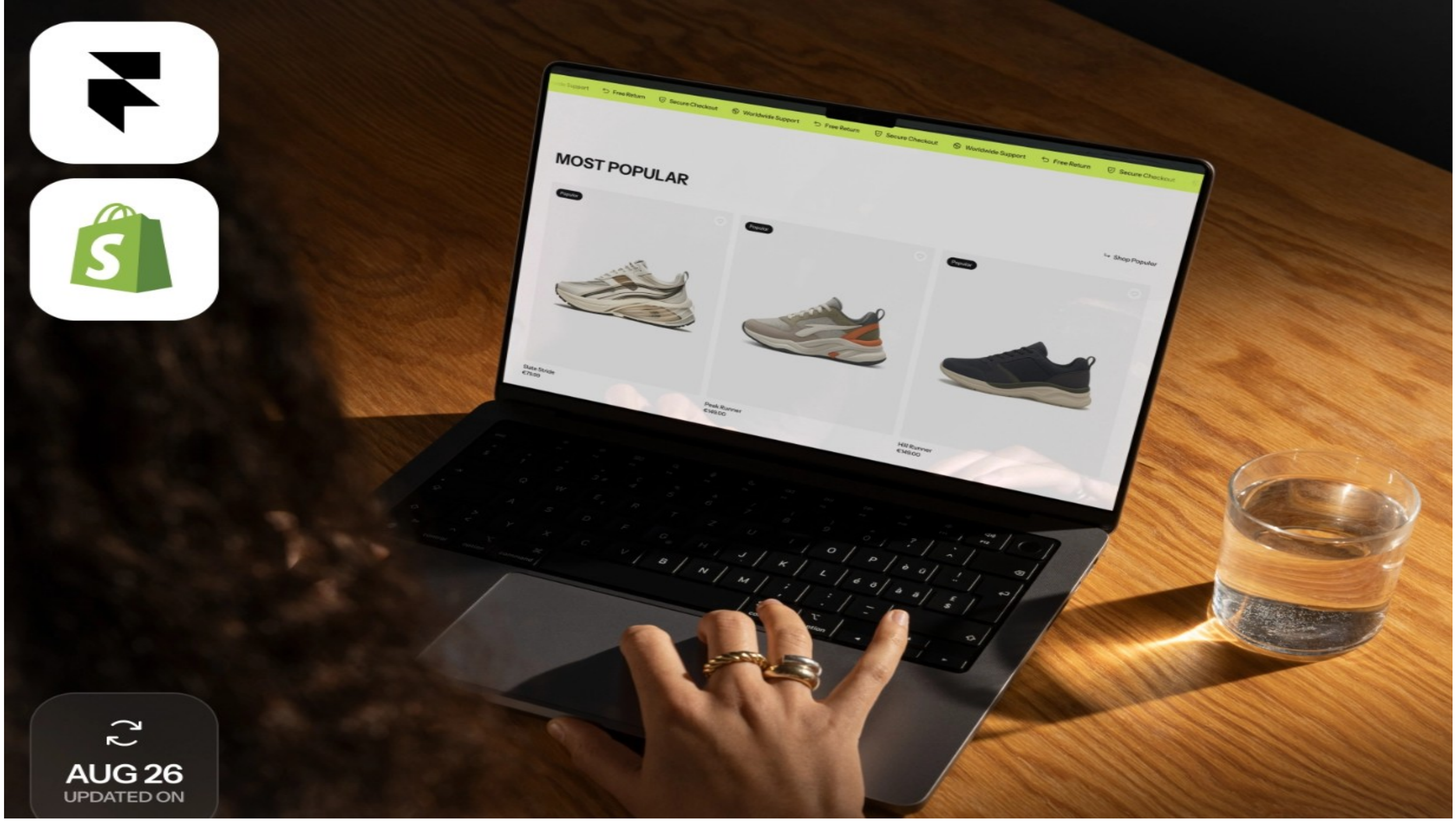
Lapsed customers: not set

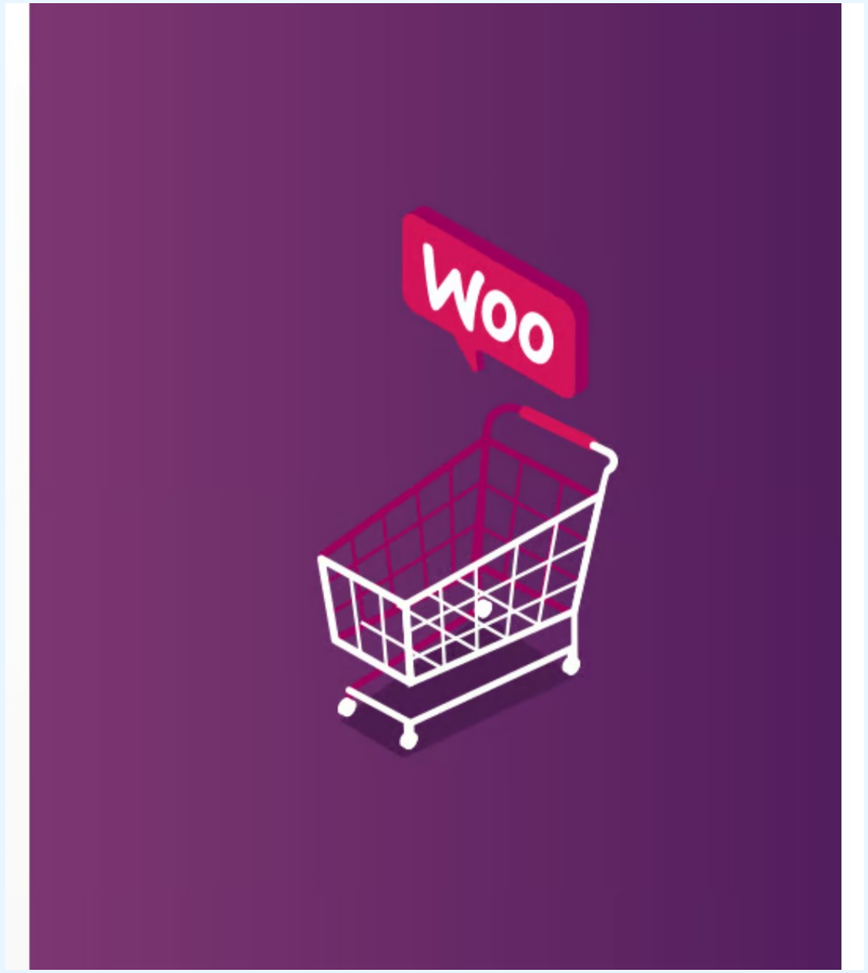
$69.23 -

Introduction to Digital Marketing
Evolution of Digital Marketing
Key Components of Digital Marketing
3.1 Search Engine Optimization (SEO)
3.2 Social Media Marketing (SMM)
3.3 Content Marketing
Importance of a Strong Online Presence
4.1 Building Brand Awareness
4.2 Targeting the Right Audience
The Role of SEO in Digital Marketing
5.1 Understanding Search Engines
5.2 On-Page SEO Techniques
5.3 Off-Page SEO Strategies
Social Media's Impact on Digital Marketing
6.1 Leveraging Different Platforms
6.2 Engaging Content Strategies
Content Marketing Strategies for Success
7.1 Creating Valuable Content
7.2 Importance of Consistency
Analytics and Data in Digital Marketing
8.1 Monitoring and Evaluation
8.2 Adapting Strategies Based on Data
Challenges in Digital Marketing
9.1 Keeping Up with Algorithm Changes
9.2 Balancing Organic and Paid Strategies
Future Trends in Digital Marketing
10.1 Artificial Intelligence in Marketing
10.2 Video Content Dominance
Conclusion
FAQS

Module 1: Introduction to Digital Marketing
Digital Marketing Basics
Traditional vs Digital Marketing
Marketing Funnel
Customer Journey
Module 2: Search Engine Optimization (SEO)
-On-Page SEO
Off-Page SEO
Technical SEO
Keyword Research
Module 3: Social Media Marketing
Facebook Marketing
Instagram Marketing
Linkedin Marketing
YouTube Marketing

Module 4: Google Ads
Search Ads
Display Ads
Video Ads
Campaign Optimization
Module 5: Content Marketing
Blog Writing
Content Strategy
Copywriting
Content Distribution
Module 6: Email Marketing
Email Campaigns
Automation
Lead Nurturing
Performance Tracking
Module 7: Analytics & Reporting
Google Analytics
KPI Tracking


Free Return
Secure Checkout
Worldwide Support
MOST POPULAR
Popular
Shop Popular
Skate Stride
€75.00
Peak Runner
€149.00
Hill Runner
€149.00
AUG 26
UPDATED ON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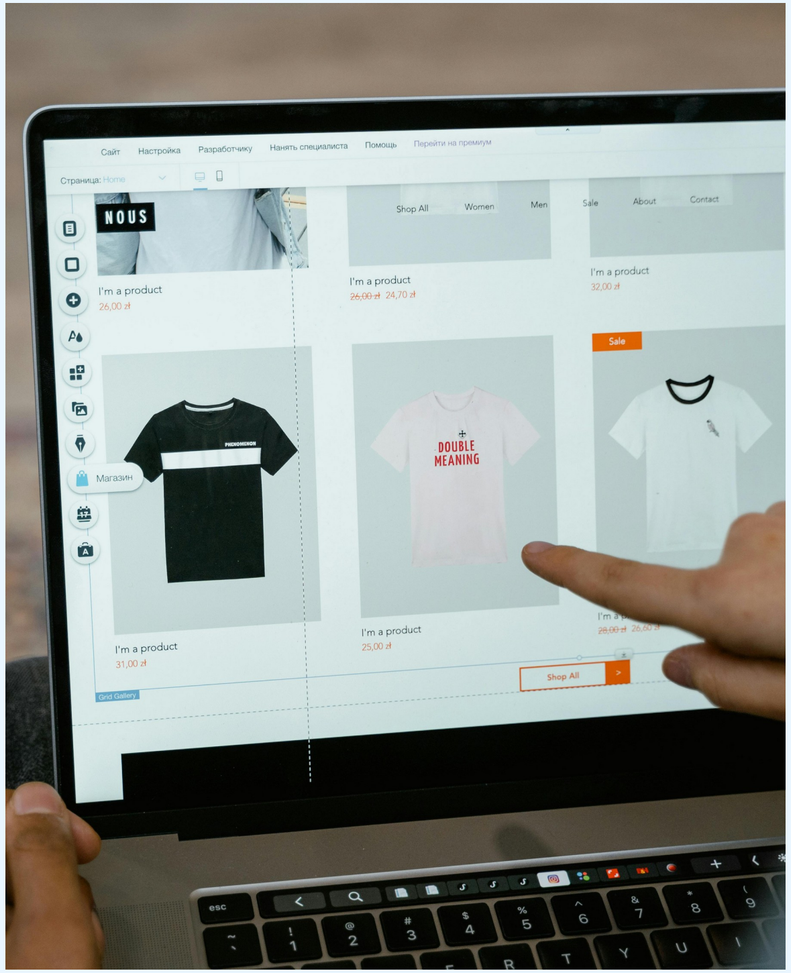
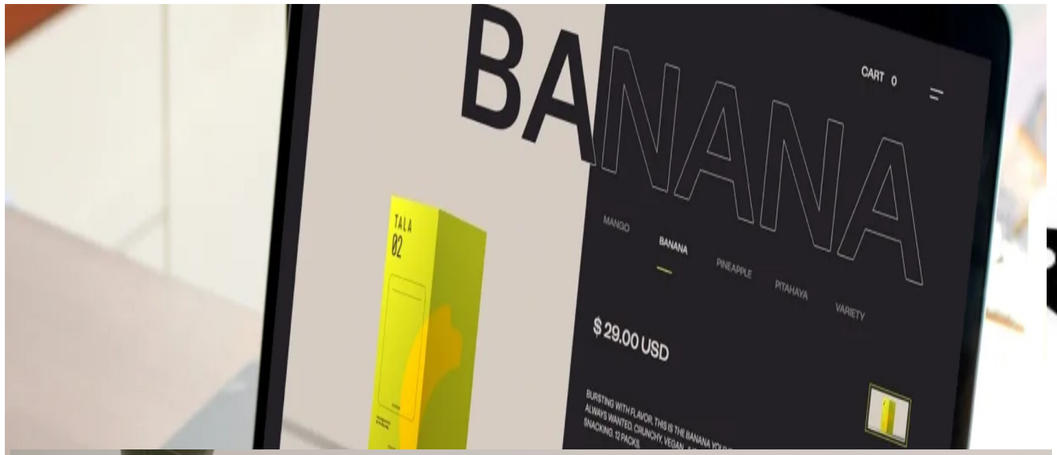
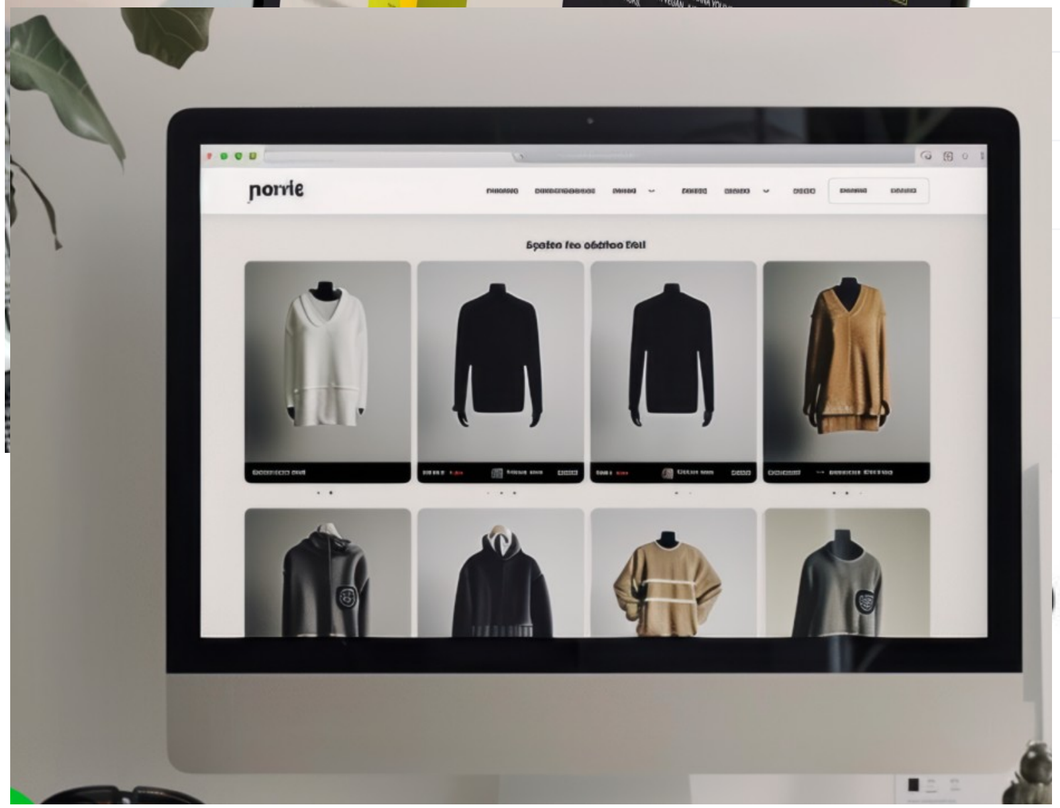

Сайт
Настройка
Разработчику
Нанять специалиста
Помощь
Перейти на премиум
Страница: Home
NOUS
Shop All
Women
Men
Sale
About
Contact
I'm a product
26,00 zł
I'm a product
26,00 zł 24,70 zł
I'm a product
32,00 zł
Sale
Магазин
DOUBLE MEANING
I'm a product
31,00 zł
I'm a product
25,00 zł
Shop All
Grid Gallery



POWER RANDING



PRIVATE LABEL	WHITE LABEL
3 to 6 months	4 to 8 weeks
1,000 to 10,000 units	500 to 5,000 units
Medium	Low
Optional	Shared formula





$600



$1,200

Warehouse vs Fulfillment Center:



Warehouse: What is It?
A warehouse is simply defined as a building that is specifically used for storing goods. Warehouses are not used only by manufacturers, but by anyone involved in moving products around the world. This includes importers and exporters, transport businesses, wholesalers, and customers.

Fulfillment Center: What is It?
Fulfillment centers are physical spaces where customer orders are processed and fulfilled. These are usually designed to offer cost-efficient, fast eCommerce business order fulfillment. Depending on whether your orders are business-to-business (B2B) or business-to-consumer (B2C), they will go from the FC directly to retailers or your customers' doorsteps.

Factor	Private label	Dropshipping
Inventory investment	Higher upfront investment to produce and hold inventory	Little to no upfront inventory investment
Profit margins	Higher margins due to custom branding and direct supplier inventory	Lower margins due to competition
Brand control	Full control over branding, packaging, and positioning	Limited control—products and packaging are supplier-defined
Product exclusivity	Exclusive products sold only under your brand	Non-exclusive products sold by many stores
Fulfillment	Retailer manages storage and shipping	Supplier ships directly to the customer
Time to launch	Slower; requires sourcing, customization, and production	Fast; products can be listed and sold quickly
Suitability	Suited to building a long-term brand with differentiated products	Suited to launching with **minimal risk**




INVESTĀ GARDEN
Product Sourcing for E-Commerce: Strategies That Work in 2026
Smart sourcing. Stronger brands. Sustainable growth.
ONLINE STORE
Find Profitable Products
Build Reliable Supplier Relationships
Validate Quality & Compliance
Scale Your E-Commerce Business
2026
FUTURE-READY SOURCING STRATEGIES

Evaluate B2B wholesale marketplaces

Evaluate B2B wholesale marketplaces Wholesale marketplaces connect you directly with manufacturers and their products. Options include: Collective for connecting with other Shopify brands and their products Alibaba for bulk B2B ordersAliExpress for dropshipping and smaller test ordersFaireTradekeyGlobal SourcesMade-in-ChinaWholesale Central“The trick is looking at the various marketplaces to see what’s trending, then cross-referencing it with Alibaba to see if you can spin it in a unique way," says Jeromy Sonne, founder of Decibel.Reference: https://www.shopify.com/blog/product-research

Types of *Ecommerce Product*

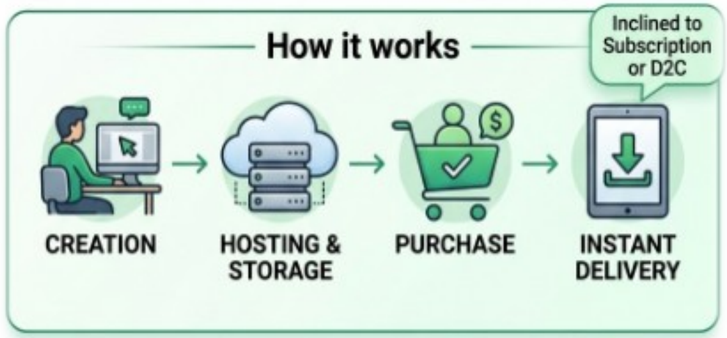


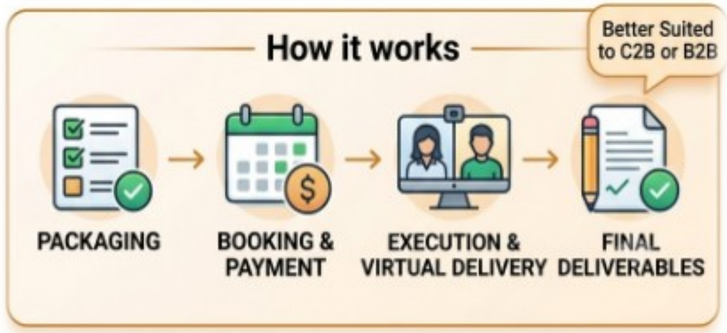
- **Physical Products**: Tangible items that require logistics planning, inventory management, and shipping partnerships to deliver to the customer.

- **Digital or Downloadable Products**: Intangible assets like online courses, software, or downloadable media. These are highly scalable and frequently leverage subscription models or Direct-to-Consumer (D2C) strategies.

- **Virtual product or Services:** Intangible offerings such as consulting, coaching, or freelancing. These generally fit best within Consumer-to-Business (C2B) or Business-to-Business (B2B) models







Product Analysis

Physical vs. Digital vs. Service



Compare and Contrast	Physical Products (Requires Logistics)	Digital Products (Subscription or D2C)	Service-Based (C2B or B2B)
Initial Investment	**High** • Inventory, production, warehouse	**Moderate to High** • Platform development, content creation	**Low to Moderate** • Skill development, setting up booking system
Logistics Complexity	**Very High** • Supply chain, shipping, storage	**Low** • Cloud-hosted, digital delivery	**Low to Moderate** • Scheduling, virtual delivery platforms
Profit Margin	**Lower per unit** • High production/shipping costs	**Higher** • Zero marginal product cost	**Variable** • High on per-project basis, low for new freelancers
Scaling Potential	**High** • Can replicate production, but requires more infrastructure	**Extremely High** • One file, unlimited users	**Lower per Person** • Scaled by hiring more people, or by creating a productized service

THE POWER OF BRANDING



$0.45 $200



$1.20 $6



$150 $10,000



$600 $1,200