

## Part 6: Marketing

While it might seem odd to talk about marketing before your store is even up and going, there is some prep work that needs to be done in order to integrate programs with the website. We will go over these in this document.

### Email Marketing

Email is still one of the more effective ways of reaching your customers. Whether they are added to your list when they buy, sign up at your store or at a gift fair, marketing to those folks is inexpensive marketing tool. What is great is the platforms I use and recommend integrate with the shopping cart system. Right now, the system only supports two email providers which will automatically add customers to the list without you having to add them to the system. It also keeps you in compliance with the various anti-spam laws as well as having lots of templates to create newsletters and coupons.

<http://mailchimp.com>

Sign up and keep your user name and password with your others.

If you currently use Constant Contact, we can also integrate it but those are the only two the systems work with at the time.

### Blogging

Blogging is a great way to drive traffic to your store front. Whether you do product reviews, coupons or guest posts, it not only gives you a marketing channel, but also helps you rank in the search engines. The cart I use does not have an integrated blogging platform but that is ok since the shopping cart blogs are never that good. Instead I have you set up a blog through wordpress or blogger, and we feed it into a page on your site.

<https://signup.wordpress.com/signup/>

or

<https://accounts.google.com/ServiceLogin?service=blogger&passive=1209600&continue=http://www.blogger.com/home&followup=http://www.blogger.com/home&ltmpl=start#s01>

Or

<https://www.tumblr.com/>

Either are good. What I like about Wordpress is it is a extremely power blogging platform

Use the all free versions. I will explain later.

### Social Media

We all know we need to use Social Media for marketing. The platform I use allows you to place your store on a Facebook Page tab for visitors to see and use so we want a Facebook page. If there are other social media programs you use, please let me know, I will add up to two links to your page.

#### Facebook

Do not use a personal account to create your Facebook page. It is against the terms and conditions of Facebook and if they find out will shut down your account. In addition to that, you have a lot more freedom with a business page and what you can do. To start a page go here:

<https://www.facebook.com/pages/create.php>

#### Twitter

<http://twitter.com/>

#### Pinterest

<https://pinterest.com/join/signup/>

I charge a nominal \$5 per extra social media graphic added.