

CardFrontSM

Tips to Market Your New eCommerce Site



Engage Your Current Audience

Get your subscribers and followers involved. Tell them about your new site, give them tips on how to use it and make them part of the launch.

While you're at it, get feedback about the site. Ask them for suggestions for improvement, what they did or did not like about the site and if the site is a helpful tool.



Launch a Promotion

There is no shortage of ways you can utilize to promote your new site. Piggyback on any sales your merchants may be running or throw up a banner ad on your main website. Run social contests with its own hashtag. You can even do a sweepstakes with your gift cards as the prize.



Get Feedback From Your New Users

New users are a gold mine for getting invaluable information about your eCommerce site. There are plenty of services that you can use (like Criticue or UserTesting) that can help get new eyes on your site and get valuable feedback.



Send Out a Press Release

Make sure to talk about your new eCommerce in a press release with a bold statement. Anything that will draw attention and users to check it out.



Write About It

Write a blog post or article about your site and how to use it. This is a great way to highlight the best features of your new eCommerce site. Posting about your new site has an added benefit of adding it to search results after search engines have crawled your website. You can also use tools like Google Adwords to boost these results. Use keywords or phrases like eCommerce, gift card sales or online gift card.