

**4Strategies for marketing the online store and doubling sales.**

## Introduction

Commerce constitutes a large part of the business sector that exists today, and this field is expected to flourish even more in the near future. Trade is considered one of the most important means that are used by various companies and institutions to earn profits and sums of money. Trade can be applied on a personal or individual level, as a person establishes his own company and sells products or services under his name and promotes them. Trade can also be applied at the collective and participatory level. In addition to all that, the concept of trade is not limited to selling different products and commodities locally, but also expands to include sales in various non-local countries and global cities, as well as knowledge of the three administrative levels to increase sales

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## The importance of e-marketing

It is necessary to know and understand how it works and how e-marketing has emerged and what it offers so that companies can plan strategically that best fits the company's business model

Hence, the importance of e-marketing appears in that it helps companies

and directs them towards the target audience, enhances the concept of marketing in the company, analyzes markets and consumer behavior, analyzes the commercial management of companies in order to attract and retain customers by meeting their needs, marketing is linked to advertising and is one of the main parts For the promotion department, marketing is also important
Develop after-sales service by communicating with consumers
Make marketing offers
Knowing the addresses of consumers and communicating with them in a quick way, you may be interested in knowing what is e-marketing

## What is the relationship between e-marketing and increasing sales

The relationship between marketing and sales is a direct relationship, as there is no marketing without sales and at the same time there is no sales without marketing, as marketing and sales are among the most important elements of business success, as marketing is the process that precedes sales directly in terms of market study and knowledge of the quality of the product that it needs The market and its pricing and marketing studies carried out through the consumer directly, in addition to preparing the classification for the product and naming the product brand by the specialized marketing apparatus and studying the product in terms of quality, pricing and branding, which in turn attracts the consumer, where all this process is done by the marketing team before Putting the product to the market through the sales device, which is concerned with placing the product on the customer's shelf and following up on its circulation, meaning that the task of the salesman is inside the customer's shop only, then after the completion of the sales process comes the role of the marketing man again in studying how to take the product out of the customer's shop to the consumer and convince him By purchasing this product, you may be interested in learning about the concept and importance of content marketing for the project

Sales, defined as the means of direct communication between the selling company or organization and the public, customers or consumers who buy. With the aim of selling the products or services offered by these companies in return for a financial return. The Operations Management Department in companies manages sales operations and organizes the necessary procedures to achieve them. In addition, he coordinates with the rest of the company's departments in order to increase sales and achieve customer satisfaction. The

sales contract is one of the most important basic elements that must be available during the sale or purchase. This contract is written between the seller and the buyer, and contains the terms and details of the mutual agreement made between them. This contract is also written in order to preserve the rights of both the seller and the buyer alike
Simply we can say that the relationship between marketing and sales is a direct relationship with distinction. Where various types and forms of promotion and marketing help increase sales for different companies and institutions
Thus, these operations help to increase profits and financial returns for these companies. In our time, marketing or promotion is a very important step in all kinds of buying and selling operations. Especially because of the significant impact that marketing operations and means have on the same customers and consumers. Good promotion or marketing of the product can contribute to creating great popularity and reliability among the people. Thus this confidence generated in the hearts of buyers helps to increase the company's sales of these products, in other words, increase the profits of the company.
Which is the main meaning of the marketing process, you may be interested in seeing the most important 9 different things between marketing and sales




## What is strategic planning, and its importance in marketing

Strategic planning is linked to the future, and the planning process includes different degrees of the future, as some parts of the organization or company require planning for many years in the future while other parts require planning over a short period only, for example capital expenditure is linked to the long-term period while the budget is For a short period, as the first is called strategic planning or long-term planning

Strategic marketing planning comes first when creating your marketing plan. It deals with the growth direction of your business in relation to competition and the brand image needed to enhance your position in the market.

Marketing strategy planning requires a comprehensive understanding

For trends in your field
Your competitive position
demographic factors
Buying habits of the target customer
As this understanding is achieved through industry and market research and then formulate your goals, as your strategy is the roadmap that helps you achieve your goals and includes a financial plan that requires your marketing budget in addition to a conceptual plan, as if your money runs out before you can implement Your strategies, marketing may not achieve your goals

## 5 strategies for online store marketing and sales

At the same time as the historical growth of the electronic market, we have to analyze why so many companies closed one year ago in the market. Many entrepreneurs are encouraged to start a new business with low investment capital and end up skipping the stages and prerequisites to ensure long-term performance
social networks
The first suggestion on how to increase sales through e-marketing is to invest time, creativity and interest in the social networks that are most used by the audience you want to reach. Interest in social networks is no longer a difference, it has become a requirement for many customers Considering that a customer spends a large part of the day connected to his favorite networks, having this online dialogue simplifies your daily communication. In addition, to contribute to the formation of a more fair and equal relationship between the company and consumers
Many entrepreneurs have even left online marketing portals to conduct exclusive sales on social media. However, the most consolidated manage to act in multiple channels and serve customers through different channels
To increase sales with e-marketing, it is essential
Be online
Be active on social media
Understand in advance which networks your audience trusts most and feels most comfortable with
Be creative and have a networking personality. This way you will enhance the brand image in a positive way

Use the names of the major brands
How? through the markets. We know that it is difficult to provoke a conflict of consumer interest with many brands and companies that are known to the public. To overcome this inconvenience and increase sales through e-

marketing. This way, you will be able to build on the trust and reputation that these brands have already established in order to gain your own space in the market

Focus on after-sales service
Many companies invest a large part of their money to gain new customers and forget that it is much easier and less expensive to retain old customers. The after-sales service is one of the golden keys to improving the loyalty rate and increasing sales in e-marketing. For this advice to be really effective, it is necessary to develop an e-marketing business plan and document all these strategies in the end, the customer who has already completed a purchase with you, has good experience, has already gone through all stages of the sale, knows his problems and the solutions offered by the company. This method is one of the most effective strategies to ensure the continuity of this relationship

Facilitating the consumer experience
It is worth noting that the diversity of payment methods and their ease of use are the best allies of this strategy. The easier and faster the options a customer has to finalize their purchase, the lower the chances of canceling them because they are incomplete. Be attentive to e-commerce indicators to understand the rate of incomplete purchases

## Conclusion

If you want to use any of the professional e-marketing and social media advertising companies, you can contact the digitsmark team, where we offer you a group of specialists in professional web design services, social media and SEO services, and many diverse digital marketing services, hurry up to contact us via Our various digital platforms, or visit the digitsmark website

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