

UNLOCK YOUR E-COMMERCE POTENTIAL

The Ultimate Guide to
your Performance
Growth



If your app allows users to

- Shop online
- Browse product catalogs
- Create wish lists
- Add items to a cart
- Complete purchases

If it also provides

- ★ Payment processing
- ★ Shipping
- ★ Order management capabilities

**THIS GUIDE
IS FOR YOU**



IN THIS GUIDE, EXPLORE TOPICS LIKE

- Most important e-Commerce marketing trends
- Choosing the right category ranking to stand out in the top charts
- Creative trends for ASO
- Content management system for SEO
- Creative ad trends for e-commerce on Tik-Tok
- And more!

**Swipe for more
information**



MOST IMPORTANT E-COMMERCE MARKETING TRENDS

Trend #1: In-Store, Online, and Beyond

Omnichannel selling is the modern approach to reaching customers through various channels, seamlessly blending digital and physical experiences. By offering customers multiple avenues to access products and services, businesses can create a seamless shopping journey. [Research](#) shows, that 74% of consumers in the US use a mobile device for product research while shopping in-store. Adaptation is key; those who fail to embrace omnichannel risk lagging behind in today's competitive landscape.

yellowHEAD TIP: It is very important it is to align the ASO experience with the website's/campaign's creatives and messages to provide a cohesive experience throughout all channels to increase engagement and CVR. Based on a recent [research](#), 75% of users expect the user experience to be consistent across each channel, otherwise they might drop!

Trend #2: Social Media

While some may speculate about the decline of social media giants like Facebook and X (Twitter), their relevance in reaching consumers remains undeniable. As businesses anticipate shifts in social media trends, maintaining an active presence across platforms is essential. Despite fluctuations in user demographics, platforms like Facebook continue to play a pivotal role in consumer engagement. Adapting social media strategies to evolving trends ensures businesses remain connected with their audiences.

MOST IMPORTANT E-COMMERCE MARKETING TRENDS

Trend #3: Mobile Commerce

Based on recent [research](#):

- Rather than using an Internet browser, more than half of US shoppers went straight for a mobile app to accommodate their shopping needs (from 2018)
- 85% of consumers prefer mobile apps to mobile websites.
- Mobile shopping apps actually convert at a higher rate than mobile websites.

With mobile devices being integral to daily life, mobile commerce is no longer a trend but a necessity. Customers increasingly rely on smartphones for shopping, emphasizing the importance of mobile-friendly platforms.

yellowHEAD TIP: Offering a mobile-optimized shopping experience enables customers to browse, compare, and purchase conveniently from anywhere. Embracing mobile commerce opens new avenues for customer engagement and drives growth in the evolving e-commerce landscape.

Click [HERE](#) to download a FREE copy of the Ultimate Ad Creative Playbook for Retail & eCommerce!



E-COMMERCE MARKETING: THE ULTIMATE GUIDE

An effective eCommerce marketing strategy is essential to the success of any modern business. Read on for the ultimate eCommerce marketing tips:

MARKETING TIPS

eCommerce Marketing
**THE COMPLETE
GUIDE**



ASO

HOW TO CHOOSE THE RIGHT CATEGORY RANKING TO STAND OUT IN THE TOP CHARTS?

While ecommerce apps are spread across various categories in the top charts, the majority are classified under "Shopping," resulting in intense competition.

To rank in the top 10 within the shopping category, your app would need approximately **21,998 daily downloads**.

Many apps are suitable for multiple categories. However, opting for a more specific category could enhance your app's visibility. For example, Sephora, renowned for its exclusive makeup and skincare products, is listed under the "Beauty" category. Within this niche category, your app would require approximately **423 daily downloads** to reach the top 10.

Consider exploring less competitive categories as well. For instance, while the "Business" category is highly competitive, it is less so than "Shopping," with approximately **5,749 daily downloads** needed to rank in the top 10.

Ecommerce apps in the "Business" category:



Ecwid Ecommerce
Ecwid by Lightspeed
In-app purchases



Upwork for Freelancers
Upwork Global Inc.
In-app purchases

Additionally, a few ecommerce apps have been found under the "Food and Drink" category, which requires approximately **9,425 daily downloads** to secure a spot in the top 10.

Examples of ecommerce apps in the "Food and Drink" category:



Instacart: Food delivery today
Instacart



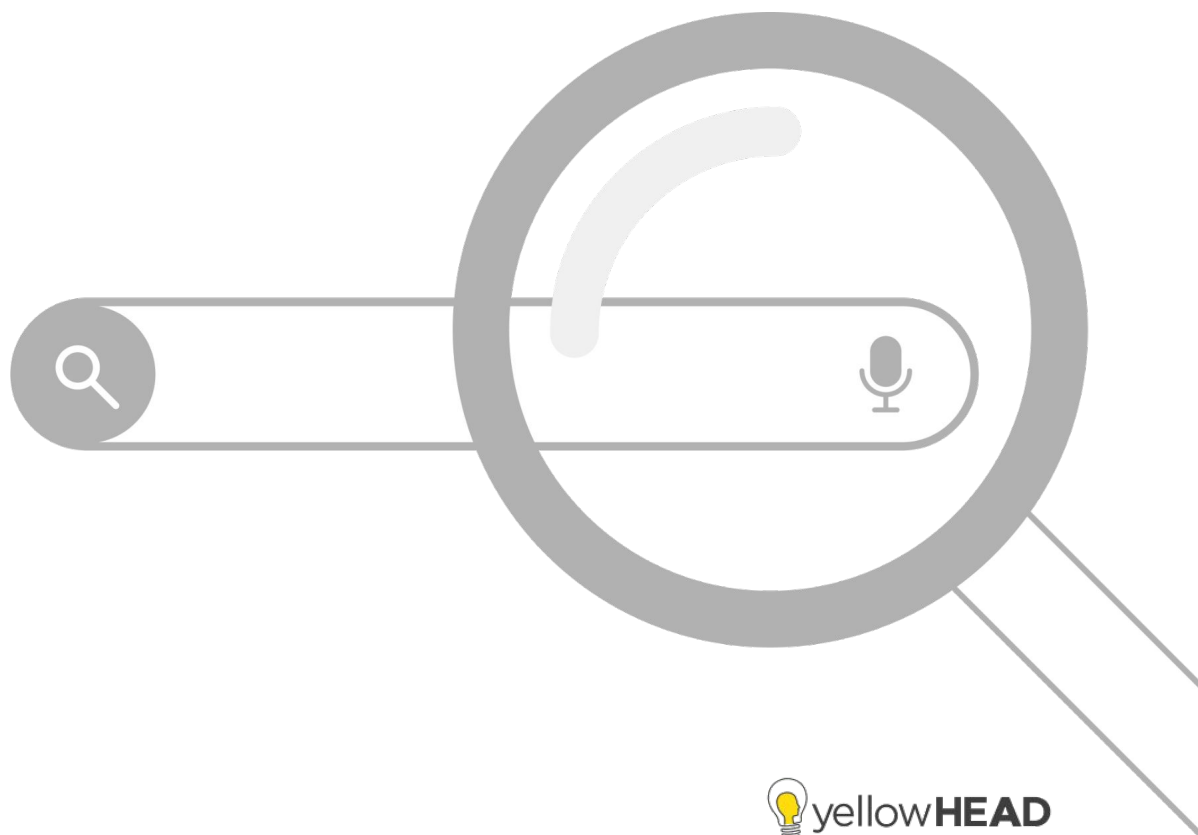
HappyFresh - Grocery Delivery
HappyFresh

ASO - METADATA TIPS

Now that you've chosen the right category, let's optimize your title.

Keywords targeted in the title carry significant weight in algorithms. However, it's not just about using any keywords; it's about incorporating those that highlight your unique selling points and differentiate you from competitors. Terms like **"shop," "save," or "shopping online"** are highly competitive and may not adequately represent your app's main USPs.

The title, along with the icon, serves as the first step in the user funnel and is crucial for users to connect with your app's uniqueness.



ASO - METADATA EXAMPLES

ETSY



Etsy is a global online marketplace where users gather to create, sell, buy, and collect unique items. Rather than solely emphasizing buying and selling, they prioritize presenting themselves as a platform for **home styling and gift ideas**.

TEMU



Temu prioritizes conversion in its title, potentially risking keyword ranking but utilizing compelling copy that persuades users. In such cases, we recommend incorporating **custom store listings** tailored to specific markets in your ASO strategy. For instance, if the main store listing (e.g., US) focuses on keyword-oriented titles for indexing purposes, consider creating a custom store listing specifically for the US market with conversion-oriented copy (note: custom store listings are not indexed). This way, the CSL will serve as a cover for the main store (like a mask), ensuring that users see the CSL instead of the main store listings. However, the keywords will still be indexed for search optimization.

These examples demonstrate the importance of crafting a title that resonates with your target audience and effectively communicates your app's unique value proposition.

ASO - A/B TEST & SHORT DESCRIPTION



The short description is the most critical text for conversion as it's the only piece of text that appears on your product page along with the graphics.

Although the long description can also be used to share information about your app, it is not visible on your product page without an additional click.

A/B testing different products in your short description can provide a better understanding of which products attract users the most (and share these insights with your product team!). The winning products on the store may differ from the top product display on the app.

Ebay changed their short description without AB testing giving a totally different line of products risking conversion.



Old: Shopping deals & discounts on vintage decor, sneakers, pre-loved clothes & more

New: Buying & Selling Marketplace: Trading Cards, Clothes, Car & Auto Parts & more

ASO - SEASONALITY

How to stand out from the crowd and be more attractive than your competitors? **Adapt your store to seasonality, and you'll notice the difference!** For instance, if your app sells gifts that are relevant for **Mother's Day**, utilize the ["promotional text" and "what's new" section](#) to inform users that you have the perfect present! Update your screenshots to showcase relevant products.

Shein changes their screenshots before **the fall season**, offering users a preview of the perfect fits ahead of time.

If your brand is well-established and your app has been live for a few years, why not celebrate this milestone with your users? It's a fantastic way to show your users that they can trust you and that you're committed to providing them with a reliable and long-lasting experience.

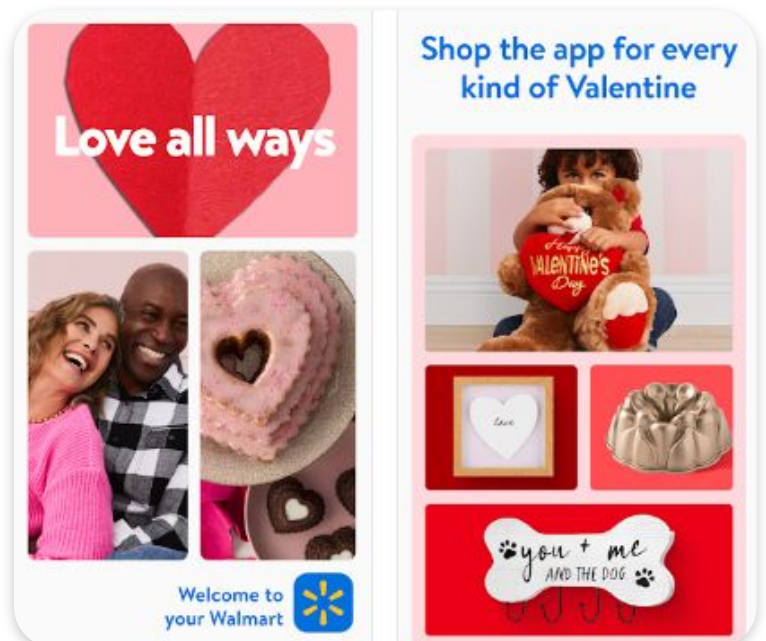


ASO - SEASONALITY

Black Friday is the most competitive day for ecommerce apps, share all your offers in the most creative way.



In Valentines day you can boost your organic installs by including it in your creatives and in the metadata.

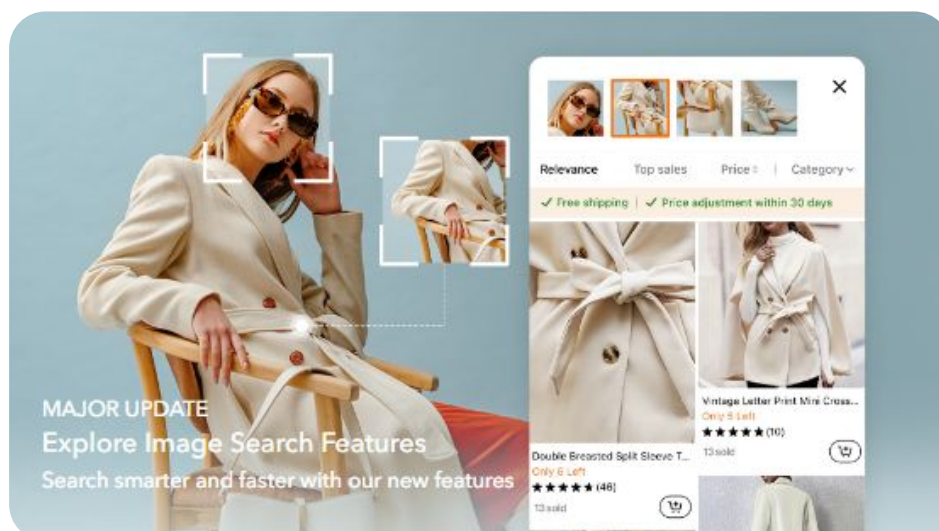


ASO - BROWSE TRAFFIC

Use promotional content in Google Play and in-app events in the App Store to engage with new users and persuade returning. ASO isn't just about **SEARCH**; there's also a lot to consider for **BROWSE**. Start by sharing major events, promotions, updates, and seasonality.



Major updates can convince users who have removed your app or aren't using it to redownload or return. If you have a new feature, communicate it through in-app events.

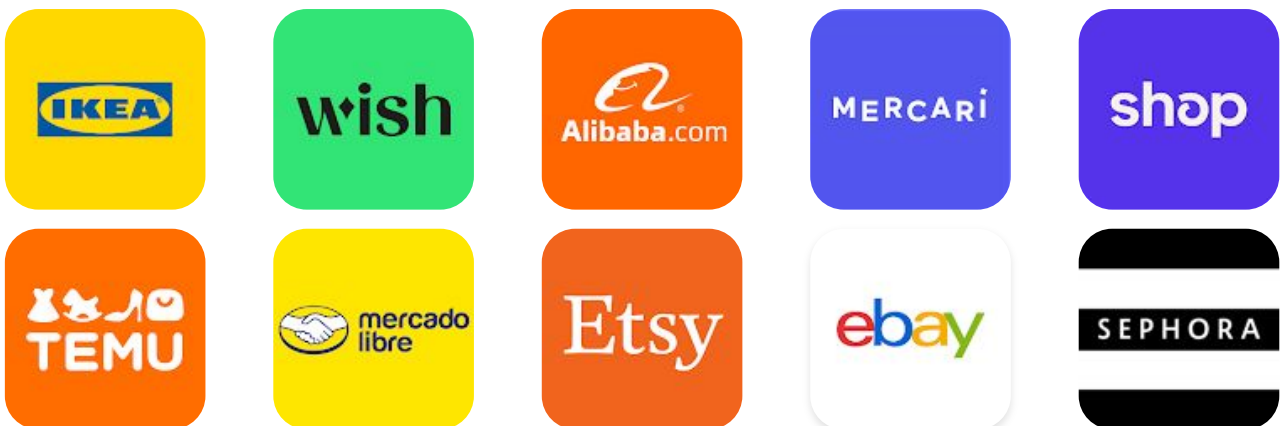


CREATIVE TRENDS FOR ASO

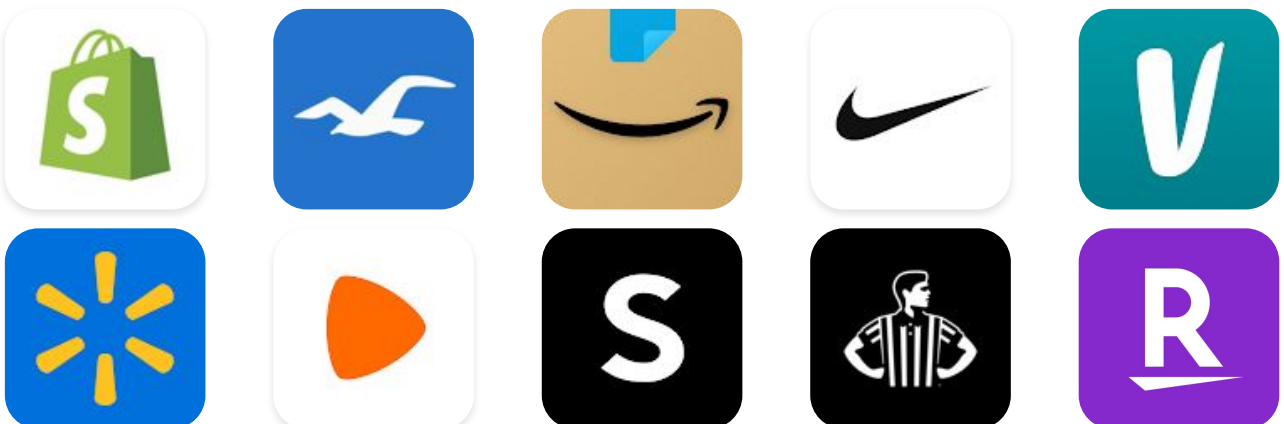
ICONS

Among the e-commerce app icons, there isn't a dominant color that repeats across the majority, distinguishing it from other categories where a common color theme prevails. Instead, colors exhibit more variation. Concerning the composition of the icons themselves, e-commerce brands tend to be highly distinguishable. They typically fall into two primary groups: those opting to prominently display their name for instant recognition and those choosing to showcase a symbol logo. This strategic approach aims to ensure heightened user awareness and recognition.

Logotypes (Icons with Brand names)



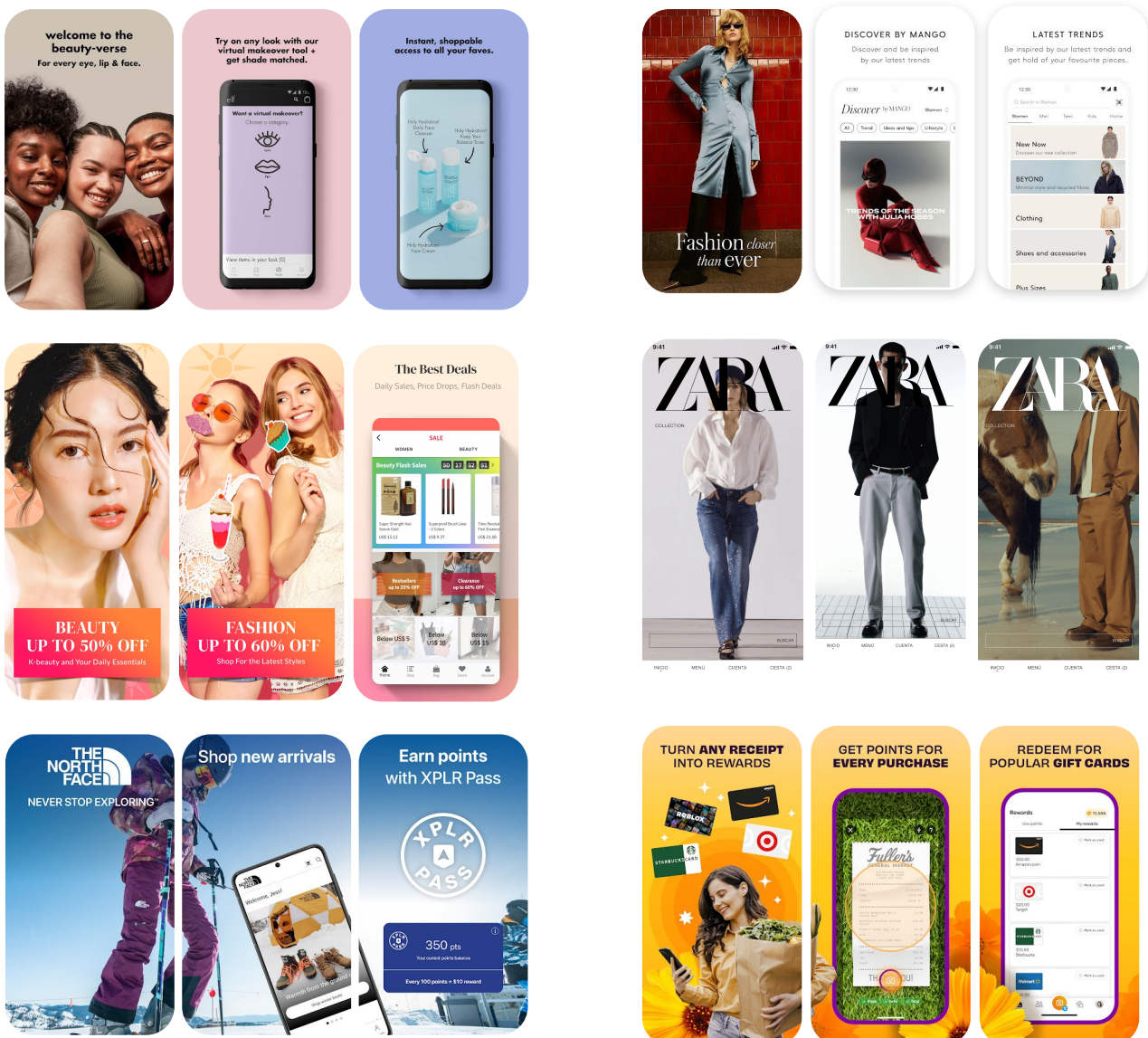
Symbol Icons (Icons composed solely by illustrations and Brand symbols)



CREATIVE TRENDS FOR ASO

SHOWCASING TARGET AUDIENCE

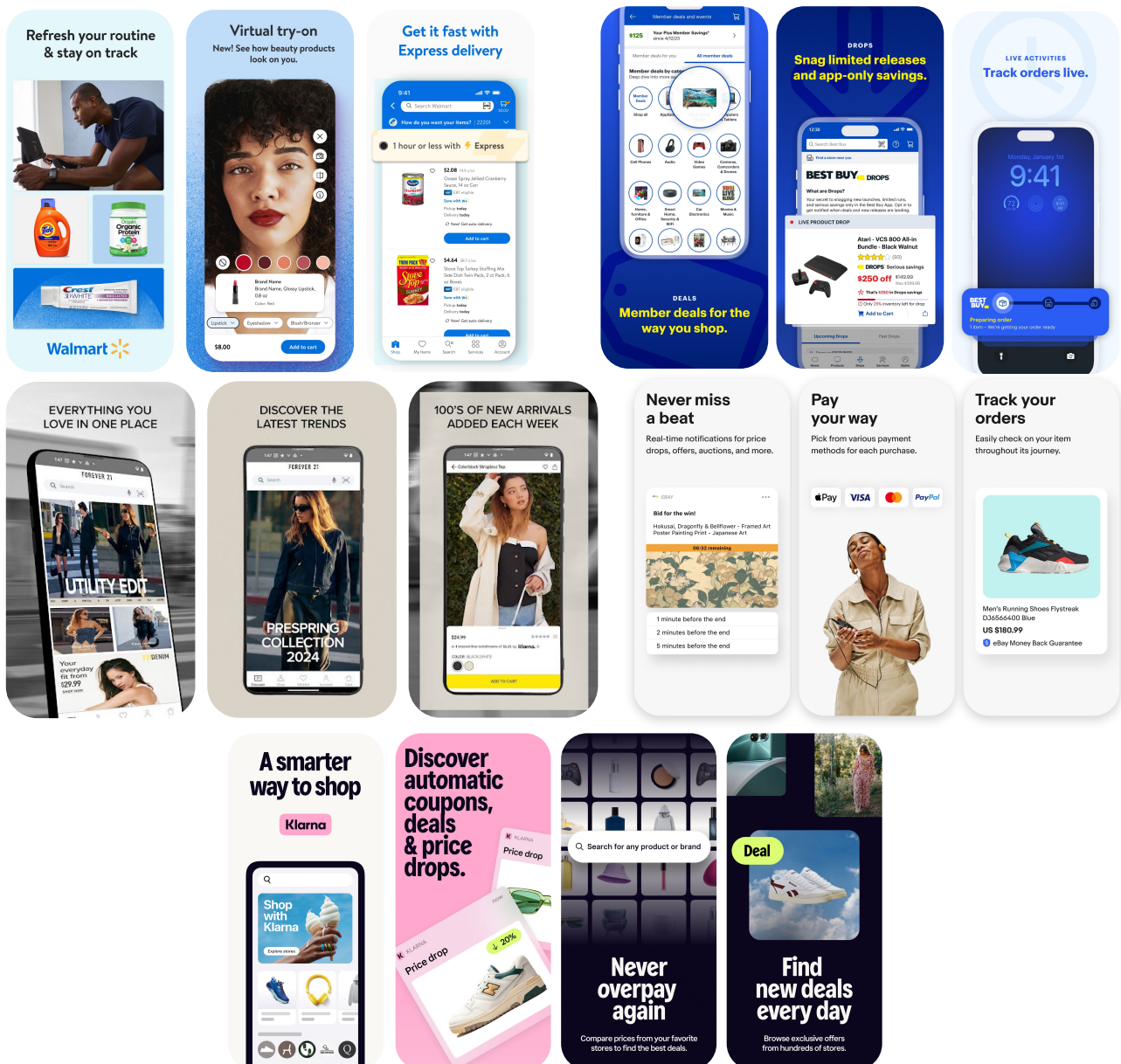
Capture your audience's attention right from the start by strategically featuring your target demographic in the initial screenshots. E-commerce apps are embracing this trend, placing authentic photographs at the forefront to establish a direct connection with users and eliminate any ambiguity. This approach ensures that your messaging resonates clearly and immediately with your intended audience.



CREATIVE TRENDS FOR ASO

DYNAMIC COMPOSITIONS

Maintain engagement by introducing diverse compositions throughout the set. Avoid monotony! Don't stick to the same designs; instead, include different elements to vary in the composition. Experiment with different background colors, alter phone positions, and introduce individuals within the set to infuse dynamism and captivate attention.



CREATIVE TRENDS FOR ASO

FIRST SCREENSHOT AS A POSTER

Across various app categories, a prominent trend has emerged involving the integration of a poster design seamlessly placed between the first, second, and third screenshots in a set. This poster design features a distinct composition that sets it apart from the other screenshots. It incorporates continuous elements and backgrounds that transition from one screenshot to the next, creating a captivating visual experience.

This dynamic design includes elements such as **photos, tilted phone displays, and flying objects**, enhancing the overall aesthetic appeal and creating a more engaging and cohesive presentation.



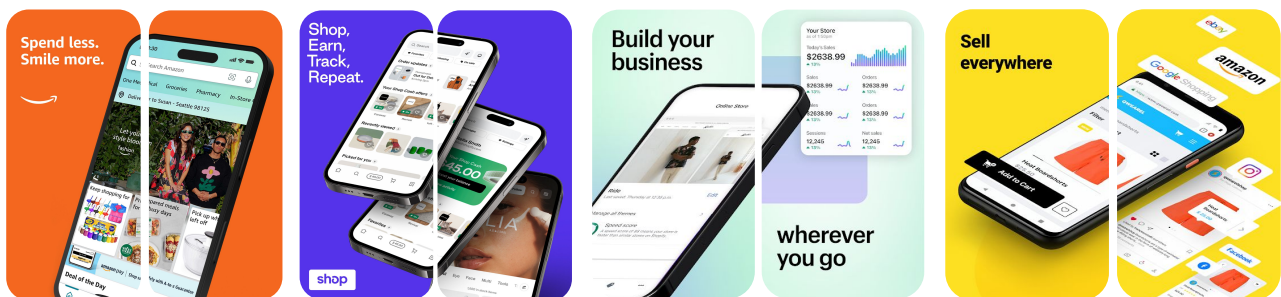
CREATIVE TRENDS FOR ASO

FIRST SCREENSHOT AS A POSTER

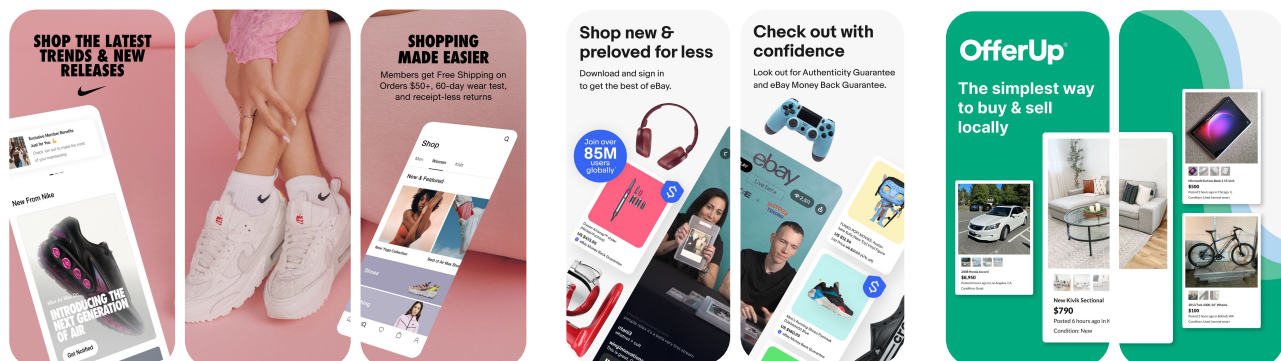
1. Screenshot Poster



2 Screenshots Poster with Continuous phone



2 or 3 Screenshots Poster with Continuous elements and photographs



SEO - CONTENT MANAGEMENT SYSTEM

Optimizing your website for Search Engine Optimization (SEO) is essential for creating a cohesive online presence, but first let's start with making sure you have a system in place.

When it comes to e-commerce you have a several options when choosing CMS (Content Management System). Some of the most popular are: Shopify, Wordpress, Wix, Magento or you can even go headless and create your own unique store.

yellowHEAD TIP: Do your research, and check which option suits your needs and budget the most. However, a few things should be non - negotiable. Regardless of your business goals, your chosen CMS must support them.

- You want your website to be **easily accessible for the crawlers** and in order to do that you need to create a good site structure
- Even if you start small, **plan for expansion**
- Make sure you have **easy payment, order management**, inventory and convenient shipping options

When you're researching your options, take into consideration the costs, and think through what are the must have features you cannot compromise on. Think of the integrations that you might use based on your business needs. Make sure your website is secure, and safe for every user. Don't forget - you and your team should be able to use the website on a daily basis, so make sure that the UI is user friendly, and easily accessible for your team.

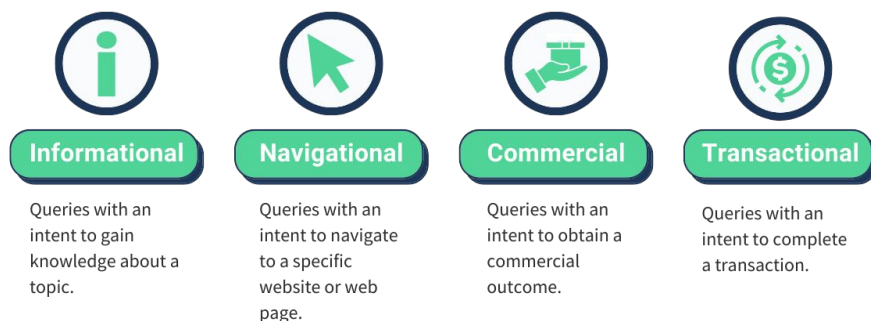
SEO - KEYWORD RESEARCH / SEARCH INTENT

We already know that content is king, we know the importance of content clusters, blogs and any other type of supporting content that creates authority, recognition and trust for your brand. However when you're in e-commerce you need to get your point through very quickly - your users are here to spend money.

Do not underestimate Search Intent. Identify what is a certain page about, write the content, and choose your keywords accordingly. If someone is looking for a black V-neck dress, or Vanilla scented candles, make sure you serve that intent on the page. Make sure you help your potential customer with their decision -

- **If someone is looking for a certain product, make sure they'd get what they were looking for.** If the search query is vanilla scented candle, do not discuss (on that page at least) how you started your business, or how you're making the candle, because that is not relevant there.
- Help your SEO - **Place your strategic keywords to the Page Title and Description**, so your potential customers can easily find what they are looking for.

The 4 Types of Search Intents



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SEO - BUYER'S JOURNEY

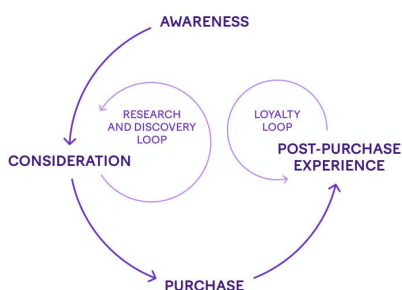
For E-Commerce you'll have to plan the buyer's journey step by step. Make sure you have categories, and filters that help your buyers find what they are looking for - regardless of the size of your website. Maybe you start small, but remember - you're planning for expansion. Here, your product page is your most precious real estate. A one stop shop for attraction, captivation, and conversion.

Do not let your customers wonder off the purchasing funnel to get more information about the product.

By the time your customer arrived to the product page, and is ready to start the purchasing process, we can assume that they already researched the product and company. If you add inner links to other pages in order to convince the customer to purchase, you're risking a higher drop off, and potentially your users would not come back to the product page.

- When the customer is on the product page, **make their decision journey smooth** as possible. Give them a detailed product description, unique selling points, trust signals - payment security, shipping and return policy, all in the Above The Fold section, and make sure you have a place on the page where you show customer reviews.

The Modern Online Buyer's Journey



semrush.com

SEMRUSH



Use high quality product images



Be transparent about shipping costs



Show Products in real life - User Generated Content

SEO - WEB TO APP



After creating a strong presence on the web, it's time to connect your web entity with your app. You have a few opportunities to capture, and engage the audience from the desktop and the mobile web as well.



To capture people who browse from the desktop, you can add a QR code on the website, the customer can use their phone and camera to download the app. The smart QR code will recognize the type of device, and direct the customer straight to the relevant app store to download the app.



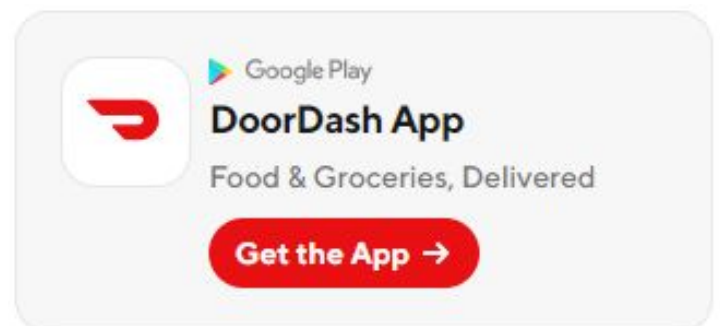
When the customer is browsing from mobile web you can implement a smart banner to direct them to the app store.



The smart banner is customizable - speak to customers who either already have the app, offer promotions or use it for retargeting purposes, like 'app only' discounts.

Download the App

Scan the QR code with your mobile device.



ASOS ★★★★★
Available in the Play Store



VIEW IN APP

GET APP

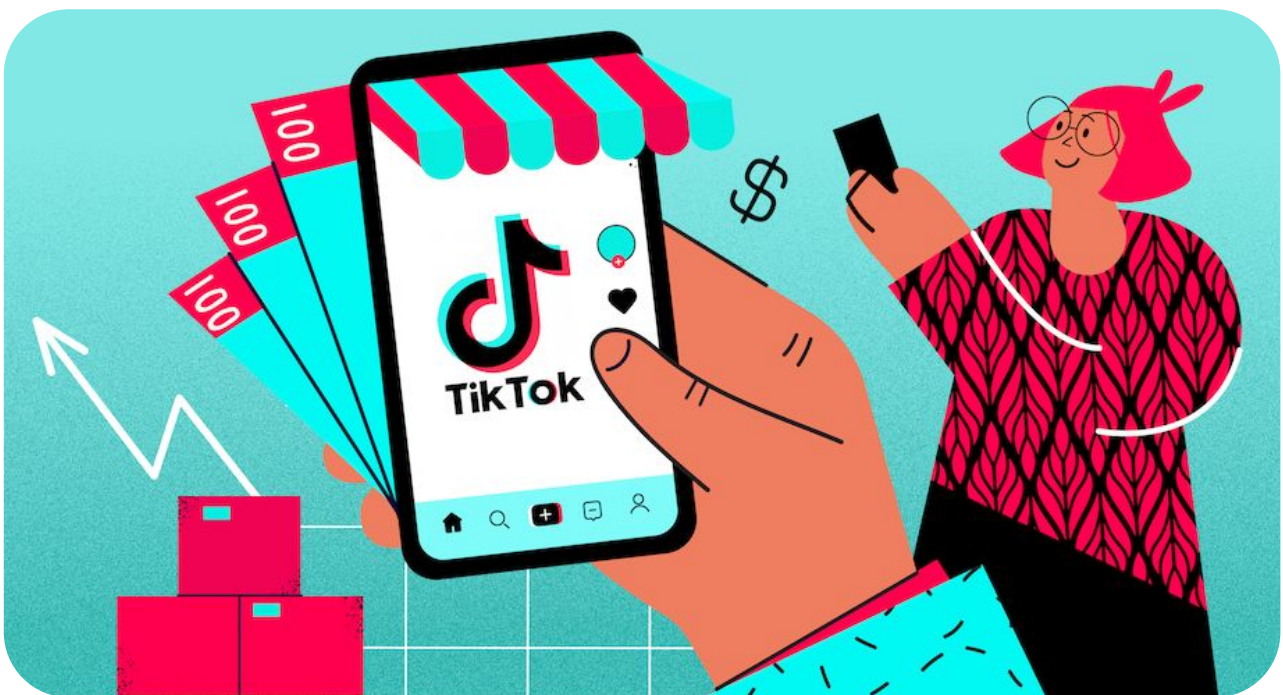
CREATIVE AD TRENDS FOR E-COMMERCE ON TIK-TOK



Are you ready to explore the dynamic world of e-commerce on TikTok?

e-commerce on TikTok is an ever-evolving landscape filled with opportunities for brands to innovate and connect with their target audience in creative and authentic ways that doesn't feel like an ad but rather joyful entertainment or an honest recommendation.

Let's review some of the latest ad trends on Tik Tok that can inspire your next creative!



CREATIVE AD TRENDS FOR E-COMMERCE ON TIK-TOK



TREND #1: ADDRESSING PAIN POINTS

Addressing pain points upfront in e-commerce ads establishes quick connections on fast-paced platforms, offering immediate solutions and empathetic guidance. Make a list motivations and barriers that your audience may have, that could make a great intro for an ad!

Example #1

Example #2

Example #3

Example #4

TREND #2: TIKTOK MADE ME BUY IT

"Tik Tok made me buy it" trend sparks curiosity among viewers. What makes this trend so compelling is its authenticity. Unlike traditional advertising, where products are marketed directly by brands, the "TikTok made me buy it" trend is driven by user-generated content giving an honest review about a product.

Example #1

Example #2

Example #3

Example #4

TREND #3: MEMORABLE CHARACTERS



Memorable characters have the potential to go viral on TikTok, leading to increased shares and exposure for the ad.

Unique characters add an element of curiosity and engagement to ads, encouraging viewers to watch till the end. Whether it's through humour, quirkiness, or relatability, characters can captivate audiences and drive interest in the brand or product being promoted. Sometimes saying something ordinary can become extraordinary when the right person is carrying the message.

Example #1

Example #2

Example #3

Example #4

TREND #4: SATISFYING VIDEOS

Satisfying videos in ads captivate viewers' attention and create positive emotions, leading to higher engagement rates, improved brand recall, and positive associations.

Their hypnotic quality extends viewing time, embraces emotional connections, and amplifies the ad's impact and effectiveness.

Example #1

Example #2

Example #3



TREND #5: FOMO

FOMO (Fear of Missing Out) videos can significantly impact ads by leveraging the psychological principle of scarcity to drive urgency and action.

FOMO videos create a sense of urgency and excitement among viewers, prompting them to take immediate action, such as making a purchase or visiting the brand's website.

Example #1

Example #2

LET'S SUMMARIZE OUR APPROACH IN E-COMMERCE ADVERTISING ON SOCIAL NETWORKS:



Product-Centric Messaging: Cut to the chase by talking everything related to the product, without going behind the bush



Minimal Storytelling: Eliminate unnecessary storytelling to maintain audience interest. Get straight to the point and highlight product features and benefits.



Immediate Product Showcase: Ensure the product is revealed right at the beginning of the content or within the first few seconds to capture audience attention effectively.



No need for Call to Action: Keep the content authentic with the feeling of a real recommendation and not an advertisement with a distinct sales intent.



READY TO TAKE YOUR E-COMMERCE TO THE NEXT LEVEL?

Contact us today

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info@yellowhead.com

