

# DIGITAL MARKETING TRAINING



SEO



MARKET ANALYSIS



SOCIAL MEDIA



VIDEO MARKETING



ADVERTISING CAMPAIGN



PAY PER CLICK



[www.DigitalMarketingExperts.ca](http://www.DigitalMarketingExperts.ca)



# My Name is

## **Maryam Golabgir (Chief Amazement Officer of Digital Marketing Experts)**

Maryam Golabgir is a digital marketing veteran with over 17 years of experience. She has worked in the Telecommunications, E-commerce, IPTV, A.I. Development, Broadband Alliance, and Financial industries. Maryam has worked with many B2B and B2C clients across many industries such as Sheridan Communications, Group of Gold Line, McFees Constructions, Snapd, Niche Decor, Roxborough Realty Group, Clifton Blake Asset Management, Ontario College of Social Workers and Social Service Workers and the Ontario Motor Vehicle Industry Council (OMVIC), among others.

Maryam believes creating a sustainable digital marketing strategy will require a sharp vision and loads of metrics to accompany digital plans. Maryam's digital expertise is in Social Media Marketing strategies, Website Development, Search Engine Marketing and Optimization, Online Advertising and Video / Mobile Marketing.





# Message us anytime you want...

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LIKE

TWEET

PHO

RIEND





How do I drive more traffic to my  
Shopify online store?





Invested time and effort in setting up your store and tweaked everything for launch

Maybe you've seen steady growth over the past six months, but hit a plateau on traffic and sales.

Maybe you've been successful with one traffic-driving tactic and you're curious about what tactics you can try next.



***shopify***





Whether you're trying to attract your first customer or your 1,000th customer, generating more traffic to your online store is a crucial part of growing your business.

If your site is properly optimized for conversions, getting an increase in web traffic could mean more customers and more sales.





- Home
- Orders 46
- Products
- Customers
- Analytics
- Discounts
- Apps


- SALES CHANNELS +
- Online store
  - Point of sale

Hi Richard — here's what's happening with your store today.

TOTAL SALES

**\$218.84**


6 total orders [View report](#)



TOTAL SESSIONS

**199**

LIVE 3 visitors [See Live View](#)



- 6 orders to fulfill** >
- 50+ payments to capture** >
- 1 chargeback to review** >



### Switch to Shopify Payments and offer Apple Pay

Allow your customers to make easy and secure purchases on their iPhone, iPad, and Mac using Apple Pay.

- All channels ▾
- Today ▾

TOTAL SALES Today

**\$218.84** 6 orders



TOTAL SALES BREAKDOWN Today

Orders	\$214.84
Returns	\$0.00
<b>Total sales</b>	<b>\$214.84</b>

TOTAL SALES BY CHANNEL Today

Online Store	\$200.84	5 orders
Other	\$14.00	1 order



What you should know about increasing website traffic





**Is this a good product?** A “good product” means that it’s good enough for your audience and passes their implicit cost-benefits analysis

**Is there a large target market?** A market is a group of people already spending money on something. Are people buying the same type of product?

**Is there an addressable target market?** An addressable market is a group of people with visible shared qualities, already spending money on something. Is there a market segment you can focus on?

**Is there a great product story and/or compelling copy?** You might have a clear “why” for the product in contrast to competitors, but you need to translate that pitch to compelling web copy. Does your product pitch resonate with them enough to purchase?

**Is there a low-cost way to reach this audience?** The goal should be to keep customer acquisition costs low. Are there multiple ways you can reach potential customers?

# How to drive traffic to your website



# Which tactic is best for your business?





**Tactic type.** Whether the idea is a short-term or long-term traffic generator. Short-term tactics usually see results quicker but require more maintenance or reinvestment. Long-term tactics take longer to see results but are more evergreen and require little to no maintenance.

**Effort.** How much time, skill, or experience you'll need to put into the tactic.

**Time to return on investment (ROI).** Whether you invest time, effort, or money into a traffic-driving tactic, it will take days, weeks, or months to see that investment increase traffic and sales.

**Cost.** The upfront budget you'll need to launch the tactic.

**Traffic potential.** The total amount of traffic that could be sent to your store.

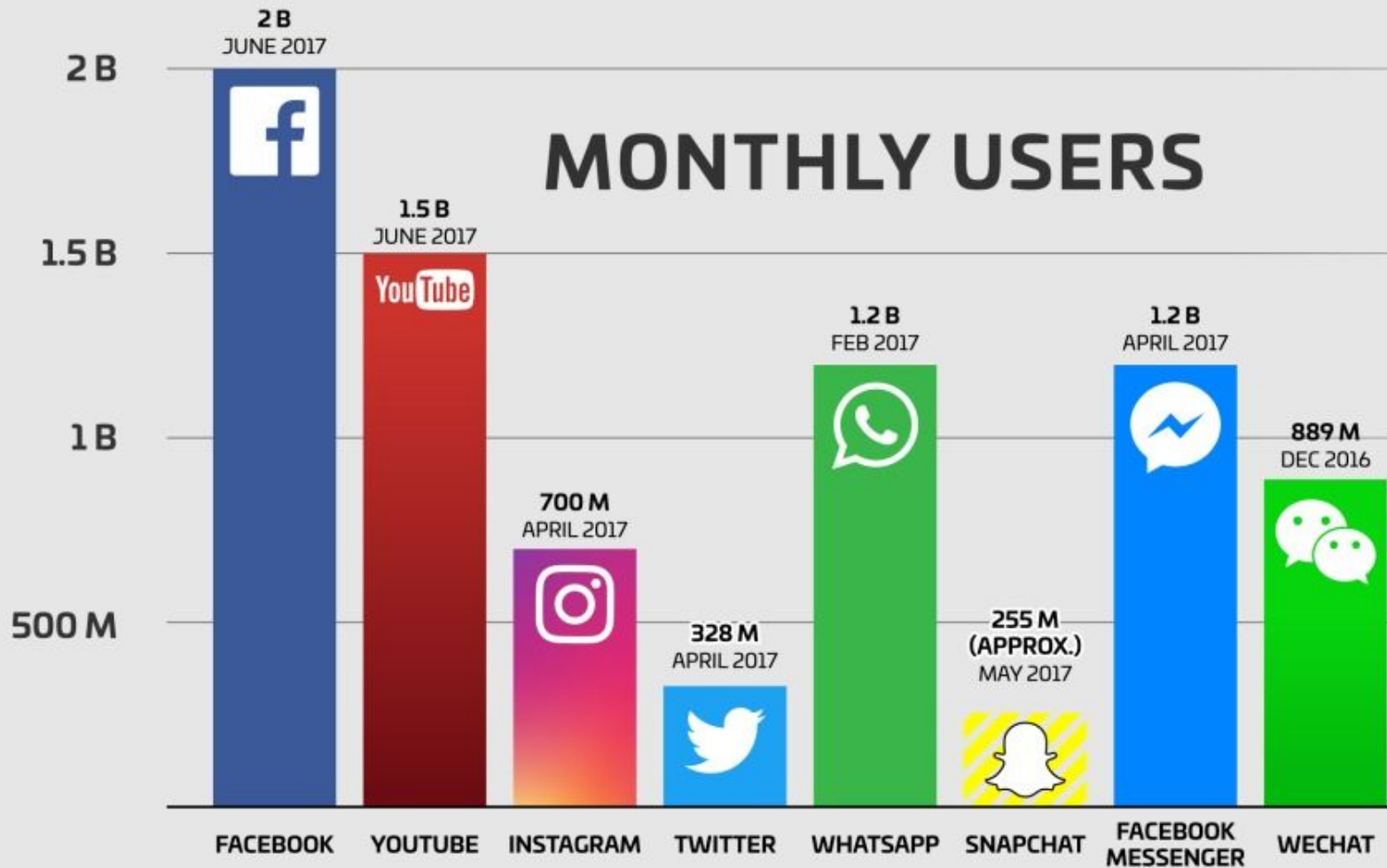




Run paid social media ad campaigns



# MONTHLY USERS





## 1. Facebook ads

**Tactic type:** Short-term

**Effort:** Low

**Time to ROI:** Days

**Cost (out of 5 ):**   

**Traffic potential (out of 5 ):**   



Facebook Dynamic Ads you can even serve customers who have previously visited your website automatically generated ads featuring the products they've already looked at or added to their carts.







## 2. Instagram ads

**Tactic type:** Short-term

**Effort:** Low

**Time to ROI:** Days

**Cost (out of 5 ):**  

**Traffic potential (out of 5 ):**   






hellotushy  
Sponsored

“...not only saving our sanity during this toilet paper shortage, but also saving precious natural resources for generations to come.”

**Refilling Sinks**



Shop Now

16,310 views

Make sure you're signed up for an Instagram Business account or convert a personal account to a business one. This will give you even more ways to connect with your audience through Instagram ads. The platform offers the ability to create ads as photos, videos, carousels, collections, and stories, so you can begin creating ads in the content format you find easiest.





### 3. Pinterest ads

**Tactic type:** Short-term

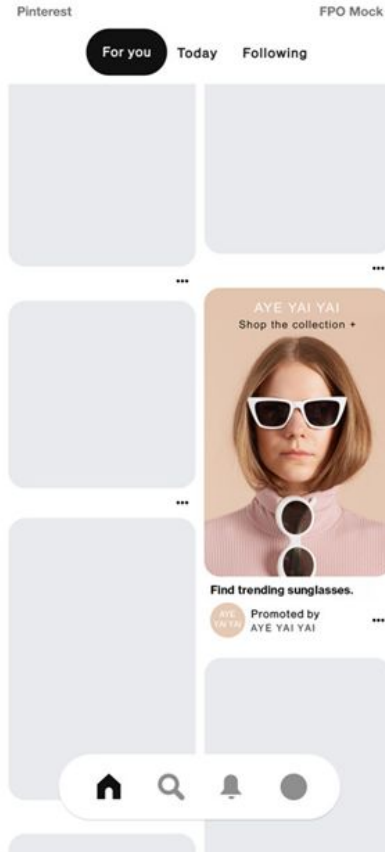
**Effort:** Low

**Time to ROI:** Days

**Cost (out of 5 💰):** 💰 💰 💰

**Traffic potential (out of 5 👤):** 👤 👤 👤





Pinterest is the ideal place to reach your potential customers as they visit the platform to consider future activities and purchases. According to Pinterest, 72% of active users say they use it to find new brands and services, and, in another study, 90% of respondents said Pinterest gives them ideas about which products to purchase.









## 4. Google Ads

**Tactic type:** Short-term

**Effort:** High

**Time to ROI:** Days

**Cost (out of 5 ):**    

**Traffic potential (out of 5 ):**    





You can buy a car online right now,  
but remember,



Ontario's Vehicle Sales Regulator

Google offers three ways to put your ad in front of web browsers; search ads, Google Display Network, and YouTube ads. Google ads operate on an auction basis: the amount you bid on your chosen keywords will determine your placement in relation to other bidders, as well as relevancy to the search term.





# Engage in conversation on social





## 5. Get friends and family to share

**Tactic type:** Short-term

**Effort:** Medium

**Time to ROI:** Weeks

**Cost (out of 5  ):** 

**Traffic potential (out of 5   ):**  







Do you know the site Upworthy? Did you know that its initial momentum was generated by friends and family. It set a goal of getting 1,000 Facebook fans by the end of the day it launched. It worked, and that's part of what gave it the initial traction to take off.

Reach out in a targeted way to your friends and family. You'll get away with it without risking irritation. On Facebook, talk about your store in an update.

Are there channels for talking to your extended family? Do they plan reunions on an email list? Send a note and tell them about your new store.





## 6. Proactively engage on Twitter

**Tactic type:** Long-term

**Time to ROI:** Weeks

**Leverage:** Medium

**Cost (out of 5 ):** 

**Traffic potential (out of 5 ):**  





[Blackbird Baking Company](#), a bakery in Toronto that sells fresh bread, built an audience of over 500 engaged, passionate bread lovers on Twitter, ensuring that when it opened the doors of its first bakery, it had a great reception.





Follow

**Blackbird Baking Co.**

@bbirdco

Quality Breads & Pastries available locally in Toronto, retail located in Kensington Market at 172 Baldwin Street. Opening in Riverside summer 2019. 🍞🌟

📍 Toronto, Ontario 🔗 [blackbirdbakingco.com](http://blackbirdbakingco.com) 📅 Joined July 2011

433 Following 1,596 Followers





## 7. Post your store to Reddit

**Tactic type:** Short-term

**Effort:** Low

**Time to ROI:** Weeks

**Cost (out of 5 ):** 

**Traffic potential (out of 5 ):**  





[Reddit](#), a collection of forums and subforums, is where people share news and content and leave comments. In addition to its main page, which aggregates the most popular content on the platform, it also has thousands of niches called subreddits. You can find a subreddit on nearly any subject, for example, `/r/bicycling`, `/r/scifi`, or `/r/corgi`.





reddit  [LOG IN](#) [SIGN UP](#)

**Entrepreneur** [JOIN](#)  
r/Entrepreneur

Hot New Top

**PINNED BY MODERATORS**

Posted by u/AutoModerator 8 hours ago  
**Thank you Thursday! - (May 28, 2020)**  
7 Comments Share Save

Posted by u/snowfallstartup 5 hours ago  
**628 From \$0 to \$323,010.43 in 14 months with a simple startup. The exact Facebook ads, landing pages, website, pricing strategy, sales aids and everything you need to do it yourself in one massive post. Nothing is held back.**

TL;DR. Me and my college buddy took our startup to \$323,000.43 in 14 months and we will soon pass \$1,000,000 in annual recurring revenue. I'm creating this post to give you a ski lift up the hard-fought mountain of success. I wish someone had done that for me.

This is how we did it. All cards on the table.

(Read time - 10 minutes)

**About Community**  
A community of individuals who seek to solve problems, network professionally, collaborate on projects and make the world a better place. Be professional, humble, and open to new ideas.

739k Members 2.7k Online  
Created Aug 21, 2008

**Filter by flair**

Lessons Learned Feedback Please Other





To promote your business and drive traffic to your site, create a new post. Make the post brief, displaying only the essence of what your new store is about. Here are the components of a great post:







- **Create a catchy headline.** Keep it topical to the subreddit. For example, if we posted in the curly hair subreddit, we might try the headline “Who says that short hair can’t be fancy?”
- **Add value and be concise.** The text within the main body of the post will be snappy, catchy, and not very salesy.
- **Add a photo.** It’s not essential, but adding images can help convey your messages and as they appear on the subreddit page and might grab further readers.
- **Add a link to your most relevant product.** This is essential. Leave a link so people can find out more about your product or business.





## 8. Drive excitement with contests and giveaways

**Tactic type:** Short-term

**Effort:** High

**Time to ROI:** Days

**Cost (out of 5 💰):** 💰 💰 💰

**Traffic potential (out of 5 👤):** 👤 👤 👤 👤





Contests and giveaways are a great way to get more followers on Instagram, increase social media engagement, and drive traffic to your website. When you run a contest or giveaway, 94% of the time users share the promotion immediately after they register. And of the total participants, 62% share the promotion with a friend and suggest they take part too.





**Questions?**

We're happy to help!





We are here to serve you.



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