



Marketing for E-Commerce: Tactics to Keep Online Sales Growing



by Maryam Golabgir

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Hello. I'm Maruam



Hi, I'm Maryam Golabgir, the founder and Chief Amazement Officer of Digital Marketing Experts. I'm passionate about helping businesses grow through innovative, sustainable digital strategies that deliver real results.

My background blends creativity with technical expertise—I'm a digital marketer, programmer, and website strategist. Over the years, I've developed deep experience in social media marketing, website development, search engine optimization, paid advertising, and video/mobile marketing. I believe that a successful digital strategy requires not just vision, but also data-driven insights to guide every decision. My mission is to help small and medium-sized businesses compete, thrive, and stand out in today's fast-moving digital world.

You can learn more about our work at www.digitalmarketingexperts.ca or connect with me on [LinkedIn](#)

Maryam Golabgir

Chief Amazement Officer



2025 E-Commerce Trends SMBs Can Use



Smarter Discounting (Value-Based, Not Blanket)

- Blanket discounts are out; targeted discounts are in.
- AI tools like Klaviyo Predictive Analytics or Shopify Audiences identify who needs a discount and who will buy without one.
- Discounts should reward behavior, not destroy margins.



Buy Now, Pay Later (BNPL) Normalization

- Platforms like Affirm, Klarna, Afterpay are now default checkout options.
- BNPL makes purchases feel lighter in recessions, increasing AOV (average order value).
- BNPL is no longer a luxury feature—it's table stakes.



Bundling & Value-Add Offers

- Consumers want perceived value. Bundles (e.g., Starter Packs, Family Kits) sell better than single SKUs.
- Example: Fat Beluga bundles supplements by symptom category (Sleep & Energy Bundle).
- Bundling increases perceived value while moving more inventory.

2025 E-Commerce Trends SMBs Can Use



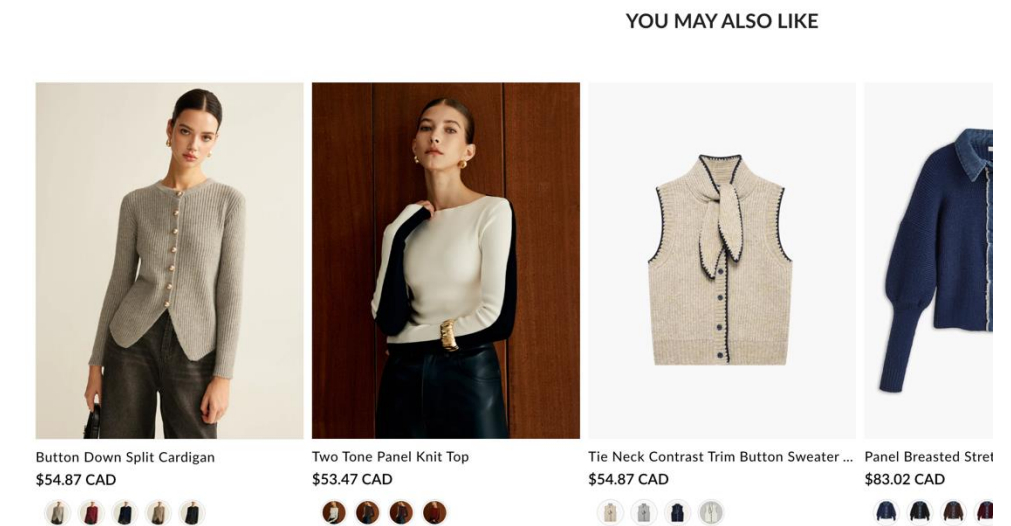
Retention Becomes the Growth Engine

- Acquiring new customers is harder and more expensive.
- Retention tactics—loyalty programs, replenishment reminders, VIP perks—drive sustainable revenue.
- Retention is your cheapest growth lever in 2025.



Social Commerce and Live Shopping

- TikTok Shop, Instagram Live Shopping, and YouTube Live integrations make buying instant.
- SMBs can replicate QVC-style sales with minimal budgets.
- Live selling converts because it combines entertainment, urgency, and trust.



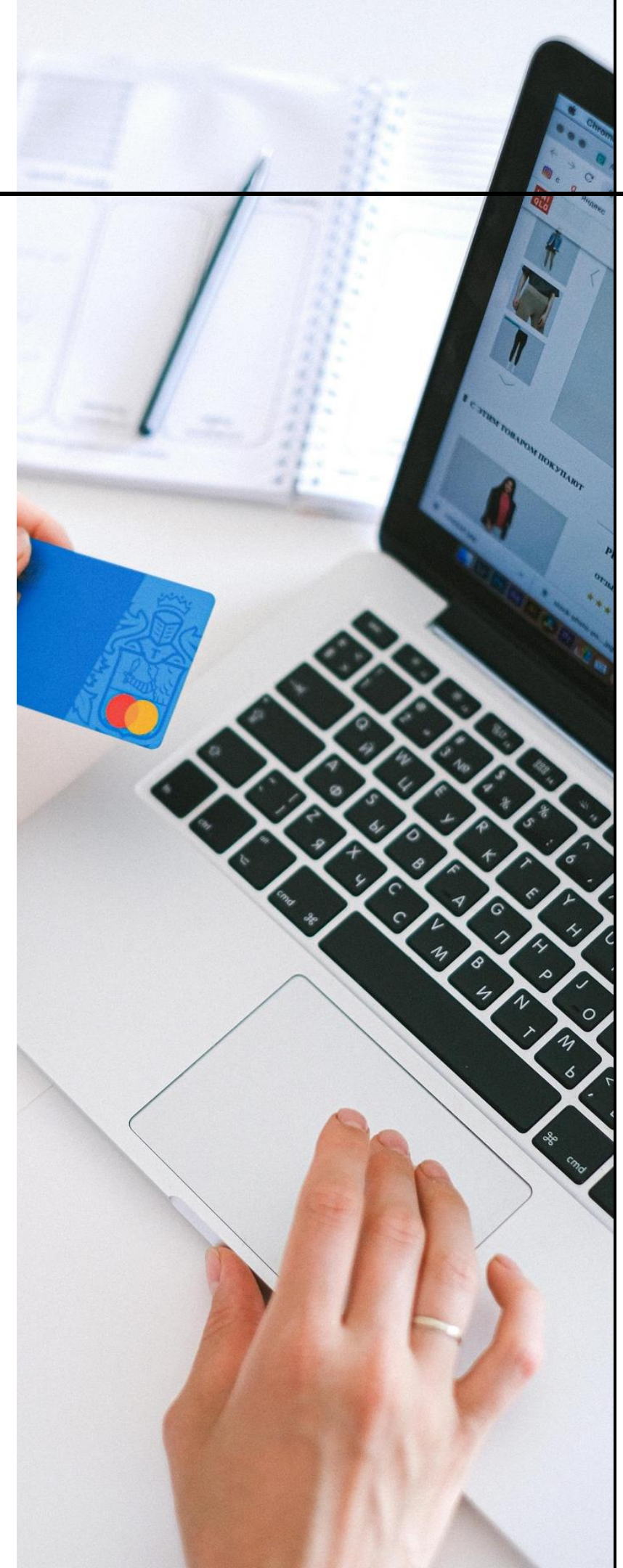
AI-Driven Product Recommendations

- Personalization at checkout and email drives higher conversions.
- Tools like Nosto, Rebuy, or Shopify's AI Recommendations.
- AI-driven upsells can increase order size by 10–30%.

Step-by-Step Framework for SMBs

- ✓ **Step 1: Audit Your Product Positioning**
- ✓ **Step 2: Use Smart Discounting Strategies**
- ✓ **Step 3: Embrace Flexible Payments**
- ✓ **Step 4: Leverage Bundling & Subscriptions**

- ✓ **Step 5: Double Down on Retention**
- ✓ **Step 6: Invest in Social Commerce & Live Selling**
- ✓ **Step 7: Automate Product Recommendations**
- ✓ **Step 8: Monitor & Optimize**



Step 1: Acknowledge Buyer Concerns

- Are your products positioned as essential or discretionary?
- Frame your product as a smart investment, not a splurge.

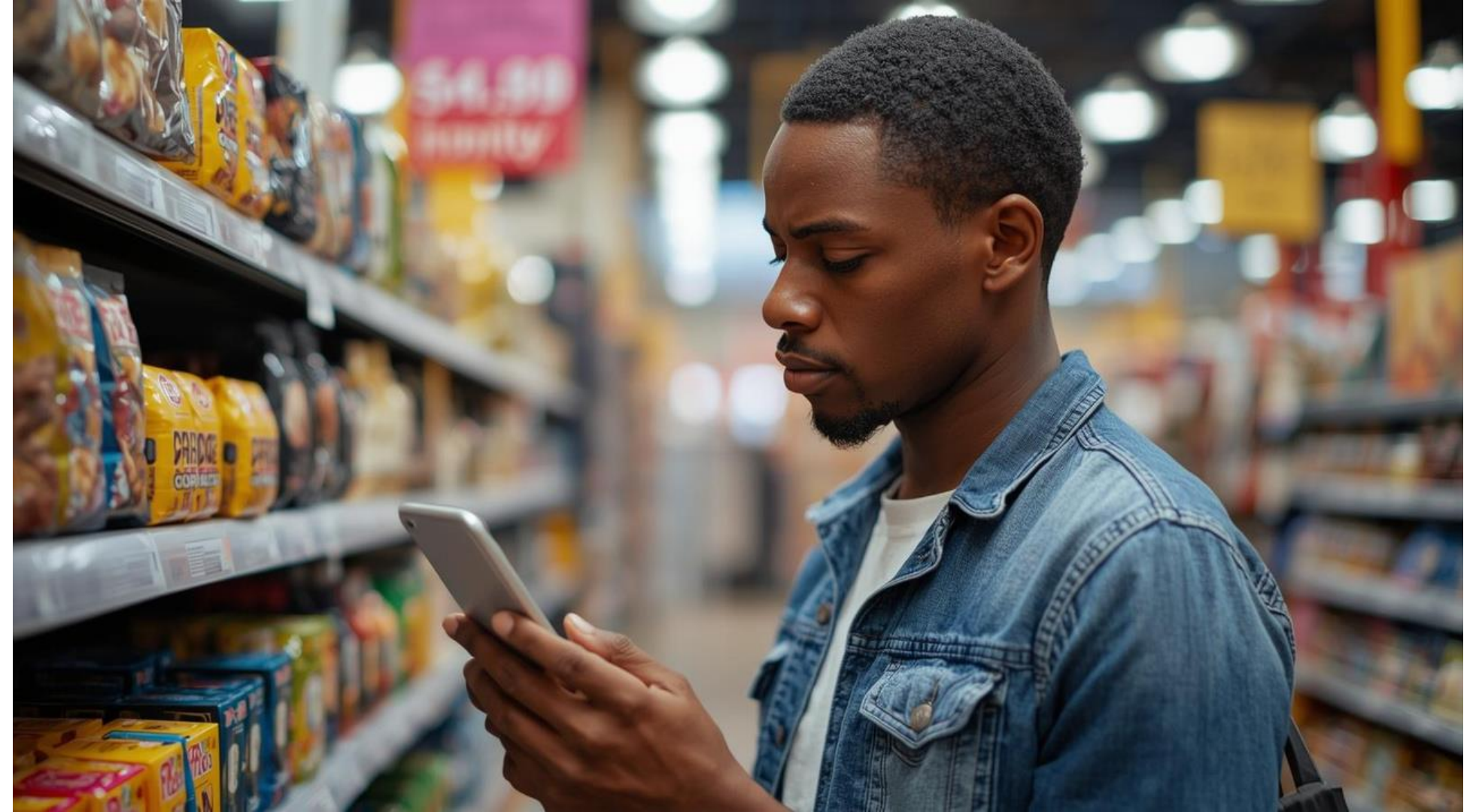


Step 2: Show Proof, Not Promises

Segment customers:

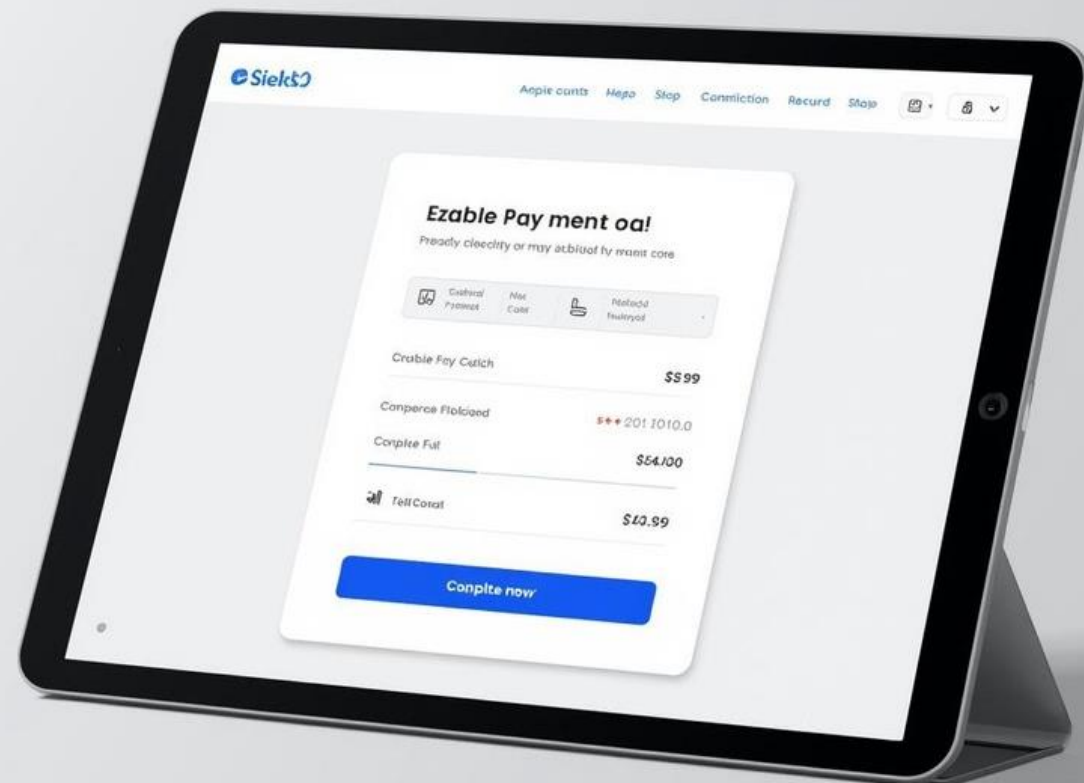
- High-intent buyers → low/no discount.
- Price-sensitive buyers → targeted coupons.
- Lapsed buyers → win-back offers.

- A blanket discount is lazy marketing;
segmentation protects profits.



Step 3: Embrace Flexible Payments

- Add BNPL options at checkout.
- Promote \$10/month instead of \$120 upfront.
- Ease the financial burden, and you'll ease the buying decision.



Step 4: Leverage Bundling & Subscriptions

- Create bundled kits with clear savings.
- Offer subscriptions for essentials to lock in repeat sales.
- Subscriptions turn a one-time buyer into predictable revenue.



Step 5: Double Down on Retention



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- Launch or enhance a loyalty program.
 - Send personalized post-purchase emails (Here's how to use your product better).
 - Automate replenishment reminders.
 - In 2025, your best growth hack is simply keeping the customers you already have.

Step 6: Invest in Social Commerce & Live Selling

- Run weekly TikTok/Instagram Lives showcasing products in use.
- Partner with micro-influencers for co-hosted lives.
- Live shopping is cost-effective storytelling with a buy button attached.



Step 7: Automate Product Recommendations

- ✓ Use AI to show personalized upsells at checkout
- ✓ Upsells don't annoy when they add real value.

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Step 8: Monitor & Optimize

- Track KPIs: AOV, CAC, CLV, retention rate.
- Use AI dashboards (Shopify AI Insights, Glew.io).
- Optimization is not about adding more ads; it's about increasing profitability per customer.



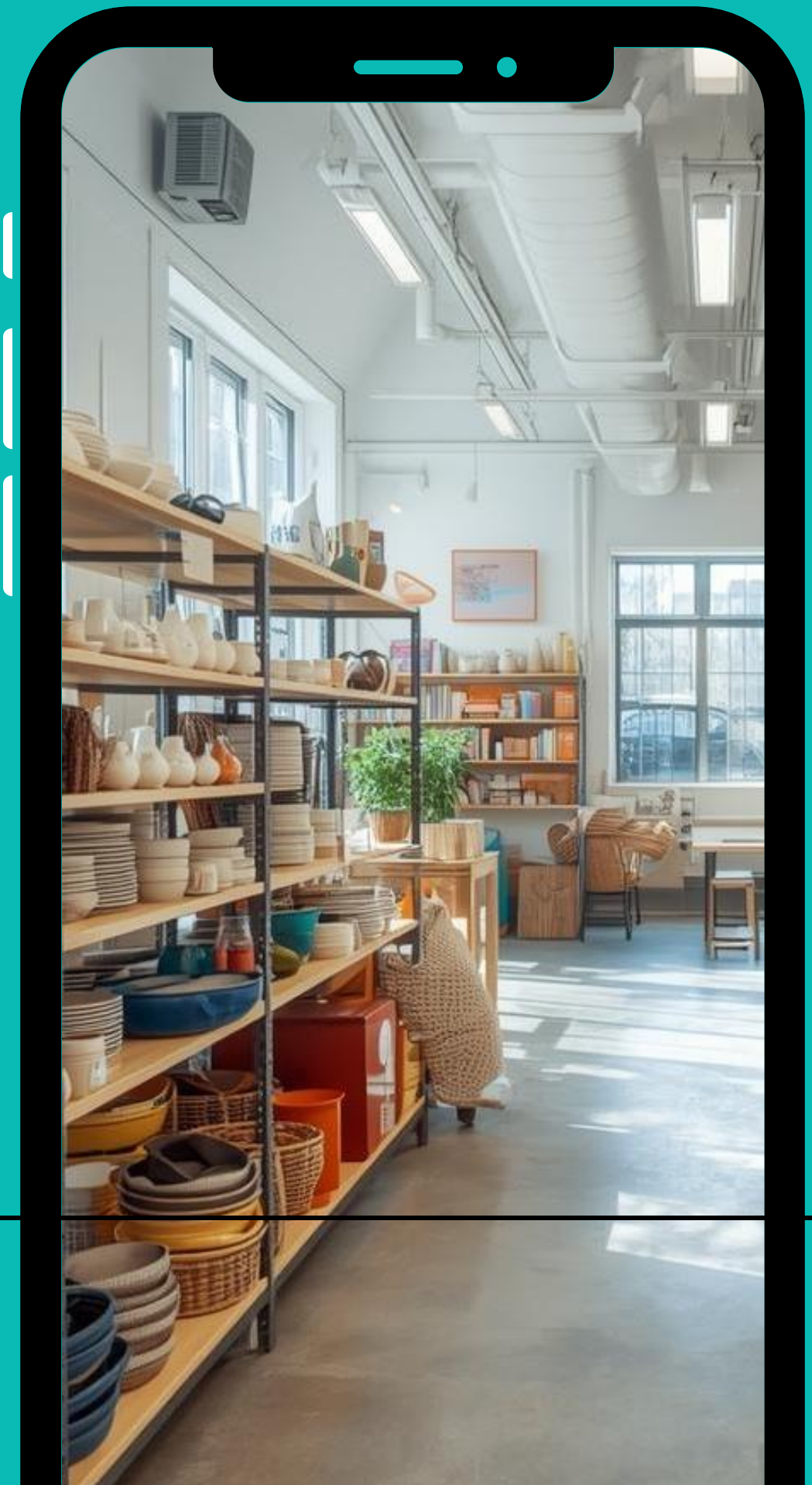
Case Study

An online home goods store in Ottawa faced declining sales in late 2024. Instead of slashing prices across the board, they introduced smart discounting and bundles.

- Lapsed customers received 20% win-back offers.
- High-intent shoppers were nudged toward bundled kitchen starter kits.
- Loyal customers were given early access perks and small loyalty bonuses.
- They launched weekly TikTok Lives where staff demonstrated products in real homes.

The results: Retention increased 25%, average order value rose by 18%, and sales stabilized even though their ad budget was cut in half.

They didn't outspend competitors—they outsmarted them with targeted offers and retention tactics.



To Recap

- Discount smarter, not deeper.
- Offer flexible payments with BNPL.
- Increase perceived value through bundles and subscriptions.
- Make retention the growth engine.
- Use social commerce and live shopping to drive engagement.
- Personalize with AI-driven recommendations.

E-commerce in 2025 isn't about endless ad spend—it's about maximizing value from every customer interaction. Businesses that pivot their strategies toward retention, smarter offers, and authentic engagement will thrive while others struggle.

In a downturn, e-commerce growth isn't about chasing more customers—it's about serving your existing ones better.



Any Questions?