
THE FOUR MOST IMPORTANT MARKETING TOOLS FOR E-COMMERCE ENTREPRENEURS IN 2023

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We're going to introduce you to the most crucial marketing tools that you cannot ignore. Why? E-commerce requires an ongoing dedication to serving your existing customers, attracting new customers and going with the flow in general. Rapid technological advancements and ever-changing regulations force entrepreneurs to stay on top of their digital game. The commitment to improvement also means that there is a continuous stream of exciting opportunities to improve your e-commerce business. This is where Tomahawk Digital Marketing steps in: we are dedicated to fulfilling growth ambitions for e-commerce businesses. Leveraging our expertise, we've selected the four most crucial marketing tools for you.

1. Server-side tracking

European data protection laws (GDPR) became stricter to accommodate the growing need for online privacy, so it's time to give your tracking methods a makeover: go for first-party data collection. Server-side tracking is a method that offers improved accuracy in tracking and extra conversion data. These data will increase the performance of your campaigns. This method stores the data in a server instead of the visitor's browser, allowing the tracking to bypass ad-blockers and browser restrictions. It also provides 100% conversion data, and it improves algorithm performance for online campaigns. This better understanding of consumer behaviour is useful for optimising ad targeting and website conversion. Additionally, you have complete control over your data.

2. AI-generated content

You have probably already seen the wonders of ChatGPT or some funky AI art (and in case you're not sure about that, yes, you have). One of the most thrilling recent developments in advertising is the integration of generative AI in search engines. Google is currently experimenting with a prototype. Therefore, the importance of good product descriptions, images and other assets grows because those are the ingredients for top search results. AI offers you the opportunity to create these assets easily, which increases your chances of creating successful, relevant ads. We believe that AI-generated output is useful for selling anything. Literally, anything.

What if you were selling hats...for horses? You never know when those four-legged icons require some extra style. We asked ChatGPT for a prompt, which we fed to Runway ML to create an image to accompany a hypothetical advertisement. It came up with these results:



If this majestic image didn't convince you, you can generate more assets to increase the chances for a successful combination. The ChatGPT prompt also gave us great inspiration for a product description ("Emphasise the hat's premium quality materials, its durability, and its ability to provide ample protection from the elements") and a great slogan to use somewhere in the ad: "Equine elegance". And now that you have seen this AI-generated output, you might believe that AI gives you the tools to convince people that horses actually need hats.

Real-time repricing tools

Price monitoring is crucial in the competitive world of international markets. Real-time repricing tools monitor market demand, inventory and competitor prizes simultaneously, allowing you to adjust your prizes accordingly. You can set a bottom price to protect your margins. Achieve the best international results by using it to track pricing levels in various countries and also factor in the varying cross-border logistics costs.

These dynamic tools also adapt to your purchasing costs. If your stock turns out to be cheaper than expected, the tool lowers the prices to stay competitive. Furthermore, it will also adjust prices to protect your profit margins when conditions become less favourable. Real-time pricing ensures that you can swiftly move inventory and make space for new products. Use real-time repricing tools to your ultimate advantage and implement them so your prices are always at the optimal intersection between competitiveness and profitability. Performance Max optimises bids and ad placements based on competitor prizes, user behaviour and conversion rates in Google Ads (and platforms such as Amazon or bol.com).

Translation tools

Going cross-border means that you will have to translate your website. Leaving the task to a translator can take up lots of time, is expensive and is not sustainable; the content of your webshop changes continuously. Translation tools do the same job but much faster. A good example of such a tool is Clonable: it combines the power and knowledge of different translation AIs. It makes a live copy of your website in another language and changes the domain to match the preferred country.

Depending on the scripture of the intended language and the tool that you use, translations can be 90-98% accurate. You might still need a native proofreader to bring the quality to 100%, but that is less time-consuming and expensive compared to working with a translator for your entire website. Translation tools usually offer you access to an online backend where you can adapt the translated output to your preferences. Are you adding new text to your domestic website? No problem; there are options for real-time translations to the international domains as well. ••

ABOUT TOMAHAWK

Tomahawk Digital Marketing is a cross-border performance marketing agency specialising in tracking, SEA and SEO. We excel in collaborating with webshops to expand their online presence and success in both local and international markets. Our primary goal is to drive growth and provide webshops with guidance in the world of online marketing. Tomahawk is based in Nijmegen, The Netherlands.

