



# HOW TO INCREASE YOUR ADVERTISING CAMPAIGNS ROI FAST IN 2019

**(E-COMMERCE INDUSTRY EDITION)**

## **Briefly About Bllush:**

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Bllush makes it easy to convert shoppers into buyers.

Detecting your shoppers' trends, creating relevant, high-quality content and drive them straight to your product pages.

We're a software company specializing in developing Artificial Intelligence (AI) solutions for the online retail market.

Using Bllush's platform, fashion and home decor retailers can easily publish high quality, licensed content directly to online store shoppers.

Bllush's platform is trusted by the biggest e-Commerce brands in fashion and home decor industries, such as Zalando and Myntra.

If you like to read more about us, visit our website: [www.bllush.com](http://www.bllush.com)

# How to Increase Your Advertising Campaigns ROI Fast In 2019 (e-Commerce Industry Edition)

## Overview:

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For the online business industry and online advertising, it is essential that the investors ensure they are getting a good return on the investment. Ideally, it is by measuring the advertising ROI. The online business owners can determine whether the online business is profitable and can survive the market or if the company will not be useful and will end up closing.

In that regard, it is vital that e-commerce business owners focus on how to get a positive return on investment from the online advertisement or marketing campaigns. This way, you are to that your online shop is going to survive the market and ultimately grow into a successful online business.

In this brief, we share ten tactics on how to get higher ROI from your online advertising campaigns for your online shop. Keep reading to find out.

## Tactic #1: First, Evaluate the Cost Implication Based on CPM, CPC, and CPA

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These are the three commonly used models when it comes to pricing the online advertising. Therefore, these will work best for paid online advertisement. CPM refers to the cost per 1000 impressions. Ideally, this is when you are paying whenever the online ad displayed to the users.

CPA is the cost per acquisition, and you pay whenever the online shopper completes a specific action like placing an order.

For CPC it is the cost per click and generally refers to the amount paid whenever the ad is clicked.

Assuming that you are using a User Generated Content to target new buyers, first, depending on the advertising model used, you should check to see that you are getting a good ROI. If not, it is critical that you change to the next favorable pricing model.

Take an example of an online fashion designer who uses CPM model while retargeting potential online shoppers using a user-generated content or post. If the CPM is high compared to the returns, you will want to switch to a more favorable online advertisements pricing model like CPA where you pay per acquisition.

This would also apply for online home decor company, where you first analyze the cost implication and come up with a long-term advertisement pricing model.

Therefore, what we are trying to achieve at the end of the day is choosing the best pricing model for our online advertisement to ensure we are getting a positive ROI based on what we spend.

## **Tactic #2: Test Your Online Advertisement in Advance**

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The importance of testing your online Ads is that you can determine the winning concepts and also the ads that are winning business. The reason why most online ads fail to achieve a positive ROI is that they are launched out of mere guesswork.

It's through ads testing that online shop owners can be able to determine the ads that need improvement to bring business. You will also be able to decide on the advertisements that will fail to connect and negatively impact your brand online.

So how possible can one determine the likelihood of ads success?

The online advertisement headline is essential to the success of your advertisement. The goal here would be to determine which headline version produces a high response rate. Split testing is a technique that works best to resolve this.

For instance, for our fashion industry online advertisements, you want to test the click rate and the conversion rate. Therefore, you can come up with two ad versions or headlines to determine the one with high response rate.

So is the case for our home decor e-commerce example. You come up with two online ad versions and determine which of the two gets a high conversion and ultimately likely to give you a positive ROI.

Note that the results of ad testing can give you a big leg up on your competition. It is primarily because you are no longer relying on guesswork and hunches.

## **Tactic #3: Scale the Winning Advertisement and Kill the Losers**

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So, you have determined the ads that are likely to give you a positive ROI based on the pricing model chosen and also based on the online ad testing concept above. The next step is to determine the winning ads and even the losers.

After running your ads for a predetermined period, identify the winning ads and the ones that are not bringing in a good return. The objective is to invest more in the attractive returns. A fashion designer can, upon identifying an advertisement with good returns, increase the amount spend on that bid to maximize the profits. Thus, probably raising the amount bid for, or showing the online advertisement more often will mean more business.

Similarly, so should the home decor company. Identify the ads that are not productive and withdraw them while scaling the investment in promising home deco advertisement.

## **Tactic #4: Conduct in-depth Market and Keyword Research**

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You are now aware of the ads that are bringing business. The next objective is to conduct thorough market research and keyword research to improve the targeting techniques appropriately.

The market research entails finding out where your traffic is originating from. Also, you are also determined to find out why the online shoppers didn't convert. Simple tools like Google Analytics will aid you here. However, you can rely on an expert to do your online market research through advanced trend detection tools to help determine who to target.

On the keyword research, you are interested in finding out the search terms your clients are using to find you. Through this, you can add other similar words to maximize the possibility of being found online.

Back to our fashion industry example, a fashion designer who finds out that most of the conversions originate from a Facebook Ad can invest more on this ad to maximize the potential.

On the other side, the Home deco e-commerce counterpart can check out the keywords used by the homeowners leading to an increase on the website traffic. Therefore, he will be interested in targeting similar search terms to "widen the nets."

## **Tactic #5: Make use of the Conversion Tracking Tools**

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To increase the return on investment for your online advertisement, you need to track your conversions regularly. Why is this important? Consider that by measuring click-through rates from your online ads to your landing page using ideal conversion tracking tools, you can figure out where the traffic is heading. Thus, you can determine where you will need to focus hard and soft sale pitches.

In other words, the importance of conversion tracking is that it lets you make smarter business decisions. The information gleaned from tracking the CTR, and the online conversions will help to boost ROI for your online shop through increased sales.

So, how can a fashion designer best take advantage of this to increase her ROI on online advertisement?

It's merely by implementing a conversion tracking code on the ads landing page to track what happens ultimately after the client falls on the intended page.

Through a similar approach, the online home decor e-commerce shop can be able to determine the instances where he needs to focus hard and the soft sale pitches.

## **Tactic #6: Concentrate on the right target audience**

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Who is your target audience and where are they? It is essential that online advertisers focus their resources where they are likely to boost the ROI. For instance, if an online fashion designer targets college ladies, it does make sense targeting the college-going ladies other than the retired seniors.

Similarly should a home decor e-commerce website which targets new home buyers living in urban places. You don't need to focus on seniors living in retiree's communities and semi-urban areas. You want to ensure you are targeting the homeowners who are likely to give you new business.

## **Tactic #7: Take Advantage of Ad Scheduling**

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What time are you likely to get more traffic? The importance of this is that you will be able to place the advertisement at the time when your target audiences are browsing and more likely to click on the CTA.

For instance, a fashion designer targeting more sales over Christmas season needs to ensure the ads are up and running when the Christmas bells are ringing.

The home decor counterpart also should focus on researching the best time when the homeowners are looking to give their homes an uplifting look. For instance, it might be in summer when the weather is favorable.

## **Tactic #8: Take Advantage of Video Advertising to Boost your ROI**

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Video advertising is gaining more attention compared to still images. Web users are more likely to spend more time watching a video as opposed to checking out still images.

For the fashion designers, you can probably sponsor a local fashion show event and post videos of models in your designer outfits.

The home decor company can also shoot videos showing the employees working on a project and post it online.

## **Tactic #9: Spy on competitors**

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What is that your competitors are doing better? It doesn't mean that you "copy and paste" what your competitors are doing. The overall goal is to outdo your competition. For instance, a fashion designer can spy where the competitor's traffic is coming from and focus on deploying better targeting techniques.

For the home decor e-commerce, this also works in the same manner. The investors can focus on targeting potential clients around the area where competitors are doing better and probably show an improved online advertisement to convince the prospects.

## **Tactic #10: Take advantage of the automation strategies to ensure fast retargeting**

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Finally, technology will help a business to improve their ROI. For instance, through introducing machine learning and artificial intelligence in your advertising approaches, you can target potential clients.

Fashion designers can use AI to target online shoppers as they browse on social media and other websites.

The home deco owners can as well retarget interested prospects by showing ads as they browse other advertisements, or even by sending an email to the prospects.

## **Key Takeaway**

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Those are the advanced approaches for online retailers hoping to increase ROI on their online advertisement. These might seem simple to implement, but the results will be better if a professional is contacted. Therefore, contact a professional near you to help you with online advertising to ensure a positive ROI.

## **Suggested Next Step:**

### **Not Enough Sales This Month?**

#### **Are you from fashion or home decor e-Commerce company?**

Convert more shoppers into buyers using user-generated content from top influencers embedded into your website and matched with your products

#### **Interested in implementing this for your company?**

Get a private implementation coaching & strategy session with one of our experts. Schedule it here (short form):

<https://www.bllush.com/coaching-and-strategy-session/>

Ready? Awesome. We'll see you there!

Bllush Team