

**Take off your e-commerce with a
digital communication strategy!**

Dr N.MESSAOUDI

The digital communication strategy results in the use of web channels to share information and promote e-commerce.

Through blogs and social networks, this strategy allows you to increase your reputation and increase your sales.

The digital communication strategy results in the use of web distribution channels to share information and promote e-commerce.

- ❖ Define the profile of your customers
- ❖ Select the keywords to integrate into your digital communication strategy
- ❖ Write content to promote your business
- ❖ The blog is at the heart of your digital communication strategy
- ❖ Select the relevant social networks for your activity

Define the profile of your customers

- The implementation of a digital communication strategy requires a thorough work on the profile of its consumers (See Buyer Persona)
- You need to ask yourself the right questions about their gender, age, occupation, needs, personality and interests.
- list the types of media they regularly consult, this will help you define the communication channels essential to the success of your digital communication strategy.

A *buyer persona*—also called a user persona, marketing persona, or audience persona—is a fictional profile of your ideal customer based on market and audience research. In other words, it's an imaginary person that embodies the most important characteristics found within your broad audience.

<https://www.semrush.com/persona/edit/92575c27-28cf-4fc3-9a6b-65bc5e185156/>

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Buyer Persona Template <https://bit.ly/41HqCtu>

What advantages are there to creating a buyer persona?

- ✓ Customer Segmentation.
- ✓ Personalized brand experience
- ✓ High value leads

How to get the data needed to build the Buyer persona?

I. Data from existing customers

1. *What should you request?* The customer's pain points, challenges, obstacles, goals, and values
2. *How/Who to ask?* The sales team, Google analytics, and the users themselves are all involved
3. *What should you do once you have information?* Combine the data from Google Analytics and social media Audience insights.

II. Market Research

1. Investigate the audience of the top industry players. (<https://www.semrush.com/market-explorer>)
2. Analyze the audience overlaps with other industry players and potential partners.
3. Discover the method by which the target audience discovers the competitors' websites.



Marketing | Customer service

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Post-Purchase Survey Questions

A brand can send a message on post-purchase order

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Question Stream Multi-Question

Multi-question workflows 2024/2024 by





Customer Satisfaction Survey

Please rate your satisfaction with...

	Highly Satisfied	Satisfied	Neither Satisfied nor Dissatisfied	Dissatisfied	Highly Dissatisfied
The taste of your food.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The temperature of your food.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The speed of service.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The friendliness of the crew.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The accuracy of your order.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cleanliness of the restaurant.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next

Progress  11%



KLAVIYO

Why Klaviyo ▾

Pricing

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Resources ▾

Request Demo

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Ecommerce marketing automation for easy, ultra-personal email and SMS

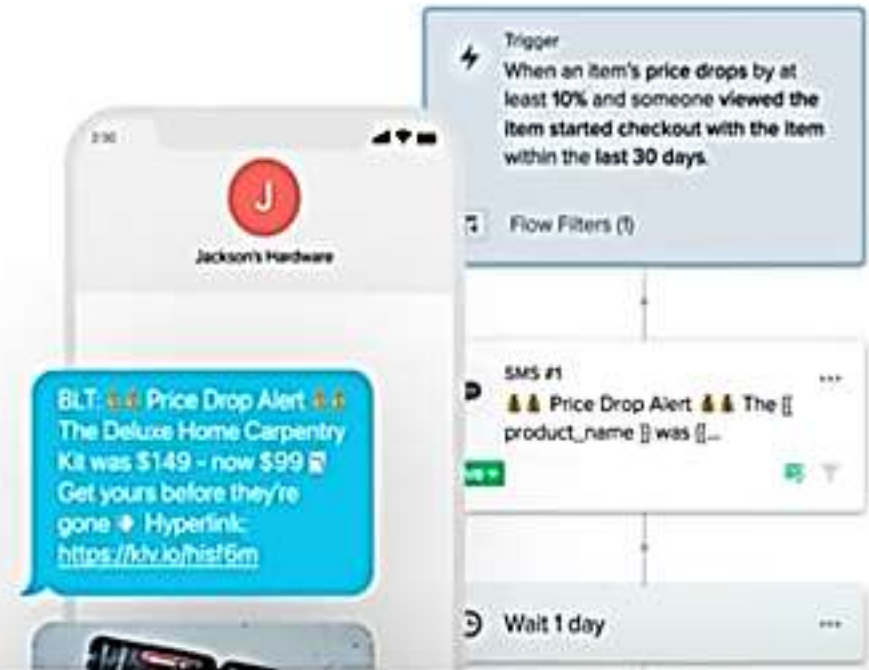
Create beautiful, engaging emails and texts that send themselves. With Klaviyo, advanced multi-channel marketing automation is as easy as it is powerful.

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2023/2024

1/24/2024

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Market Explorer

Gain insights into any industry and benchmark yourself against market competitors with Semrush's all-in-one market research software.

Try these market samples based on your previous activity

Organic competitors

searchenginejournal.com

Organic competitors

searchenginejournal.com

Business category

Online Services

Create List

Find Competitors

Analyze Category

Location

Competitors 0/100

Worldwide

Enter at least 3 domains

Create and analyze

List name

2023/2024

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SEO

Local

Advertising

Social Media

Content Marketing

Trends

Get Started

Traffic Analytics

Market Explorer

EyeOn

One2Target

Agency Solutions

MANAGEMENT

My Reports

User Management new

Notes Dr N.MESSAOUDI

Once you uncover a trustworthy buyer persona, you will be able to respond:

- Which type of content is more likely to get a positive response from an ideal customer?
- What is the perfect customer experience, from home to checkout?
- What are the pain points related to that transactional journey?

▪ **Bio:**

Name: Alex Tech Enthusiast

Age: 28

Occupation: Software Developer

Location: San Francisco, CA

Lifestyle: Alex is a tech-savvy professional with a passion for innovation. Working long hours in the tech industry, Alex is always on the lookout for the latest gadgets and solutions to streamline daily life and enhance productivity.

- **Quote:** "Efficiency is my mantra, and technology is my toolkit. I need a smartwatch that can keep up with my demanding lifestyle and help me stay connected and organized

▪ **Frustrations (Pain Points):**

- I. **Limited Time:** Alex's demanding job often leaves little time for personal activities, making time management a crucial challenge.
- II. **Multiple Devices:** Managing multiple tech devices can be overwhelming. Alex seeks a solution that can consolidate some functions.
- III. **Battery Anxiety:** Frequent charging disrupts productivity. Alex desires a smartwatch with exceptional battery life.
- IV. **Style vs. Function:** Finding a smartwatch that balances both style and functionality is often a struggle.
- V. **Data Security:** As a tech professional, Alex is concerned about data security and privacy

- **Motivations (Goals):**

Efficiency: Alex aims to simplify and optimize daily tasks, from managing work emails to tracking fitness progress.

Connectivity: Staying connected with notifications and calls is crucial, especially during important meetings and workouts.

Health and Fitness: Tracking health metrics and achieving fitness goals is a top priority.

Style: A smartwatch that complements professional attire while being suitable for the gym is ideal.

Tech Integration: Integration with other tech devices and ecosystems, like smartphones and smart home devices, is highly desirable.

- **Demographic Info:**

Gender: Male

Income: Above-average income

Relationship Status: Single

Tech-Savvy: Early adopter of tech trends

Urban Dweller: Lives in a metropolitan area

Active Lifestyle: Enjoys occasional outdoor activities and workouts

▪ **Brands and Influencers:**

Brands: Apple, Samsung, Garmin, Fitbit

Influencers: Alex follows tech and fitness influencers on social media, such as Marques Brownlee, Dave Lee, and MKBHD.

▪ **Communication:**

Social Media: Active on platforms like Twitter, Instagram, and YouTube for tech and fitness updates.

Online Forums: Engages in tech forums to discuss and research gadgets.

Email: Subscribed to tech newsletters and product updates.

▪ **Factors Influencing Buying Decisions:**

Reviews and Recommendations: Alex heavily relies on reviews from tech websites, YouTube channels, and trusted friends.

Features and Compatibility: The smartwatch's features, compatibility with existing tech devices, and the availability of apps influence the decision.

Design and Build: A sleek and stylish design that can transition seamlessly between professional and casual settings is a significant factor.

Battery Life: Exceptional battery life for uninterrupted usage.

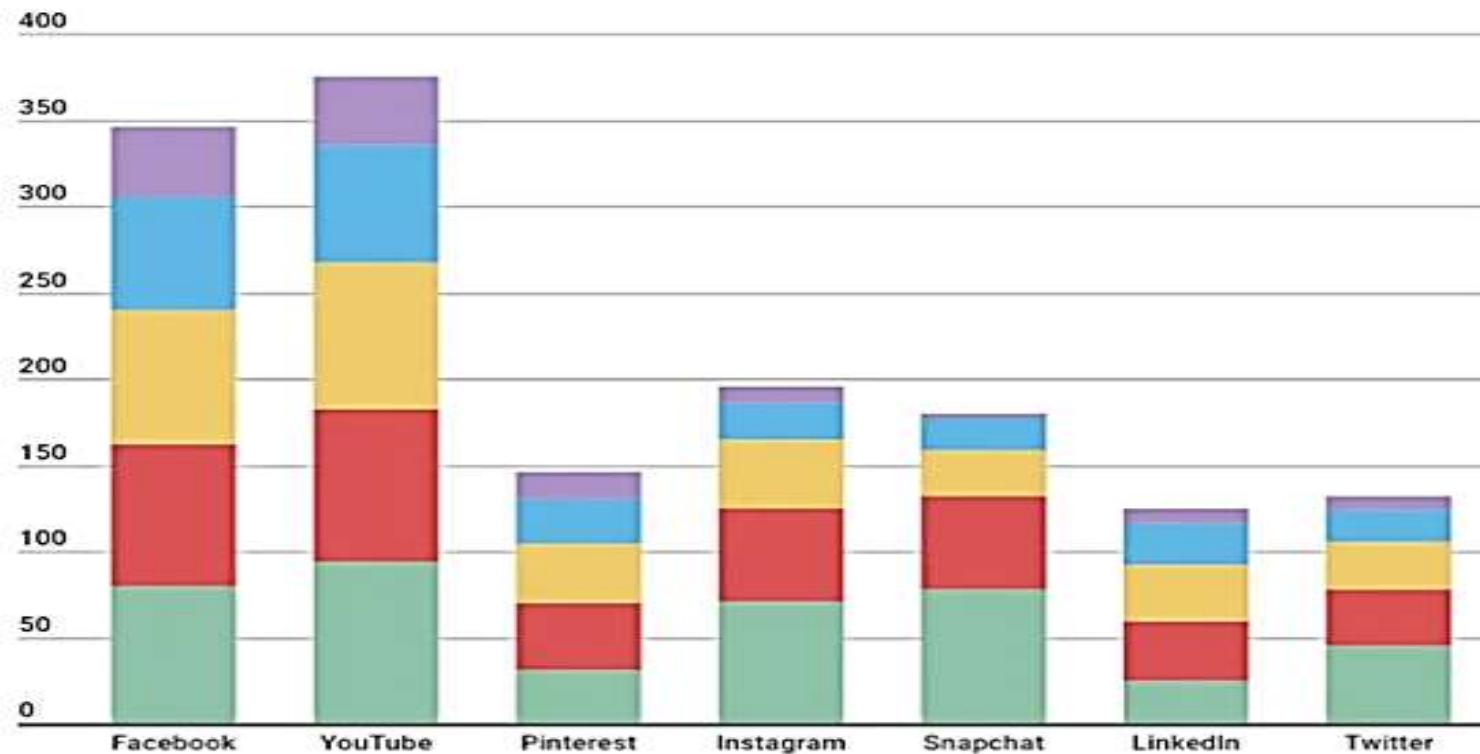
Data Security: Ensuring that the smartwatch offers robust data security and privacy measures is crucial.

Write content to promote your business

- Content writing is a pillar of your digital communication strategy. Internet users are very demanding on the **quality and originality of *the* texts, *videos or photos*** you offer on your ***product sheets*** , your ***fixed pages*** and your ***blog***.
- Always put yourself in the reader's shoes, in order to determine whether what you propose will really be useful to them.
- Use different persuasion techniques that will subtly convince them that your products are the best to solve their problem.

Select the relevant social networks for your activity

UTILISATION DES MEDIAS SOCIAUX SELON LA DEMOGRAPHIE



Données issues de Hootsuite

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● 18-24 ● 25-29 ● 30-49 ● 50-64 ● 65+

2023/2024

AURONE

1/24/2024

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We discern three main types of advertising:

Cognitive advertising: to make knowledgeable

advertising : to make move, to incite to purchase

affective advertising: to make love

Product advertising

How to launch your online store on social networks?

- Import your product inventory with your Facebook store,
- Select the product catalog to sync with Instagram Shopping,
- When posting a post, be sure to use all the options that will allow you to tag the people and products you sell,
- Place the tags where the products are located.
- Your publication is ready for distribution

The 7 most common SEO errors among e-merchants

- Duplicate content
- Page load too slow
- Bot could not crawl
- 4XX Less,
missing, or duplicated
- Description empty, missing, or duplicated
- pages in sitemap
- XML