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COVID-19: How To Strengthen Your eCommerce Business

EDITOR'S NOTE: This one pager was last updated on April 23rd, 2020. Our team will continue to update as we come out with new data and improvements.

As the world shifts to working and learning from home in an effort to slow down the spread of the COVID-19 virus, the online world is experiencing a drastic shift in behavior.

Expect all eCommerce businesses and consumers to be wary of hard sales, and try to focus on messaging that connects and supports your customers.

New Market Behavior Arrives with COVID-19

Media consumption is up as people spend more time at home.



46%
of consumers are using
social media more



Visits to travel sites increased by
9.5% as people cancel upcoming
travel plans



Visits to news sites are up by **33%** as
people look for information related to
COVID-19



40%
of consumers are using their desktop
or laptop more



Visits to eCommerce sites like
Amazon, Walmart, and Target are up
by **3.8%** and continuing to trend
upward



Out of Home advertising has
decreased by **47%**

Observations on the Ecommerce Industry

According to a survey made by Coresight on March 2nd, 2020, those over the age of 60 were already avoiding malls, and 58% of respondents below this age were planning to do so if the outbreak worsened.

As COVID-19 continues to expand we expect to see a significant shift on consumers' behavior as they rely more and more on online purchases. Therefore, eCommerce businesses should create informative content/FAQs that address concerns such as:

- What is the official procedure to avoid contact upon product delivery?
- What preventive measures is your company promoting among employees?
- How is your company making sure all employees practice preventive measures?
- How do you plan to deal with understock of high-demanding products?
- What protocols is your warehouse taking?

Responding To The Current Market

Before you approach your audience, define how you will support them during the coronavirus crisis. Forget your hard sell, focus on helping.

- ❖ **Update** opening hours and changes in shipping options
- ❖ **Add** a chatbox to your website for easier interaction
- ❖ **Ensure** smooth, frictionless, and fast experiences on your eCommerce website (Remember to revise your mobile version!)
- ❖ **Provide** product and business reviews
- ❖ **Verify** all product details are available for consumers
- ❖ If you sell COVID-19 high demand products, **limit** the number of items each customer can purchase



Revising Your PPC Strategy:

- ✦ If you are using COVID-19 or Coronavirus related terms, expect 0 volume. Google is suppressing these ads regardless of if they are “approved” in the interface. This applies to keywords, ad copy, and creative
- ✦ **Use ad extensions.** Examples of extensions that you can leverage are: price, promo (free or discounted shipping may be a big boost!), and call extensions
- ✦ **Focus** on your ad copy to inform customers that you are offering free, expedited, or 24/7 shipping as well as any other service that your customers will find valuable
- ✦ **Create** brand awareness campaigns through display ads
- ✦ **Reallocate** your budget based on search volume trends and products sales performance
- ✦ **Leverage** Google Trends to update your negative keyword lists at both account and campaign level
- ✦ **Use** Google My Business/Bing Places and SEO to increase organic results, page presence, and authority with your audience
- ✦ **Evaluate** your location with Bing’s Interactive Map on Coronavirus Cases to advertise in the less affected areas

Solutions For Your Business

- ✦ **Google My Business:** If your business is not 100% online, this free and easy-to-use tool will help you manage your online presence across the Google platform, including Search and Maps. Update your business information to help buyers find you, share your story with them, and address FAQs through this platform.
- ✦ **Bing Places:** This free tool enables local business owners to add their listing to Bing Maps. Being featured on Bing Maps ensures visibility and it displays content that is useful in real-time.
- ✦ **Yext:** The Yext Search Experience Cloud allows businesses to control facts available online wherever consumers are searching for them-across search engines, maps, apps, voice assistants, and chatbots.
- ✓ **Audience Targeting:** This feature helps you narrow down probable methods to reach your target audience. As consumers engage online, connect with them by narrowing down interests, behaviors, demographics, and locations through your ads campaigns.
- ✦ **YouTube Campaigns:** As consumers engage on YouTube, video marketing can help you create brand awareness, prompt consideration of your services, and drive traffic to your website.
- ✦ **Microsoft Advertising:** Showcase your business to exclusive audiences and expand your brand with Microsoft Advertising. We are offering a **\$250 coupon** for new accounts that add Microsoft to their marketing mix.