

Top 6 lead gen ideas for your e-commerce business

Lead generation for e-commerce businesses involves attracting potential customers to a website and encouraging them to take actions like signing up for newsletters, engaging with products, or adding items to a cart.

Here are six ways you can gain leads for your e-commerce business.



Email list

You've probably heard it before but it is worth repeating: email is the holy grail of lead gen. From a ROI standpoint alone it is impossible to ignore: for every \$1 spent on email the average return is \$44.25.

With 99% of consumers checking their email daily, getting new users to sign up to your email list can nurture potential customers through targeted newsletters and guide them towards making a future purchase.



Referrals

Creating a referral program that gives certain influencers or customers a unique link that tracks and incentivises new sign-ups can generate high-quality leads without additional marketing expenditure on your part.

This strategy leverages the trust and credibility of your existing network, resulting in warm leads that are typically more receptive to your offerings.

This not only takes advantage of your existing network of customers and influencers but also provides a measurable way to track the success of your referral efforts.



Social media

New leads constantly come through if a user follows your page on a social media platform. Apps like Instagram give the ability to directly message followers and sell products inside the app.

In fact, 150 million users engage with companies via Instagram Direct messages monthly.



User Generated Content

Running a marketing campaign that highlights people creating and uploading their own content gives an authentic look for your business.

Honest reviews from others can lead to more followers/leads with platforms like TikTok having 22% more effectiveness from UGC than branded videos.

And with more than 1 billion global users, you can't afford to overlook TikTok in your social media strategy as part of lead gen.



Lead generation paid ads

Harnessing the power of paid advertisements and a lead generation campaign targeting users online can dramatically increase leads for your e-commerce business. These platforms include Google, Meta, Instagram, and TikTok.

Know the channels where your potential leads are and target accordingly.



Blogs

Giving in-depth previews of your products or generally talking about the industry entices viewers to stay in contact and persuades them more to trust your business. For B2B e-commerce brands especially, blogs allow you to finetune your content to appeal to potential leads.

Another bonus of blogging: content can be repurposed across socials. Turn highlights into carousels on Instagram, include links in your EDM (electronic newsletter) and share on LinkedIn to ensure you're reaching new leads.

Keen to build your brand, but don't know where to start? Start by contacting us! As a full-service digital marketing agency, we have the expertise to create the ideal campaign and strategy for your brand.