

Introduction to iiNet

shoppingcart

6/7 Marketing



Introduction to Shopping Cart 6/7 - Marketing

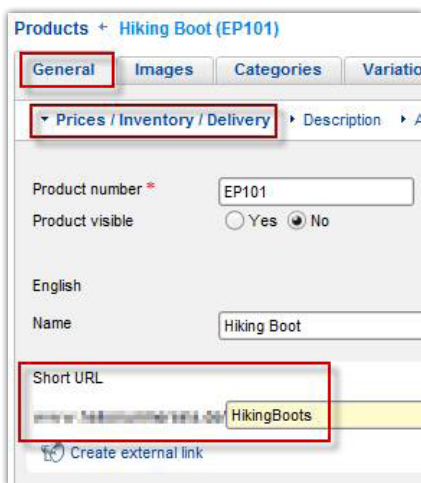
Boost your online shop's sales. Your **Shopping Cart** system can help via numerous marketing methods. Use search engine optimisation, advertising in product portals or certification to attract customers. Measures which can promote sales include cross-selling, exemption limits or personalised coupons; use such measures to increase the average transaction per shopping basket.

Search engine optimisation

Shopping Cart has been tailored to the requirements of search engines such as Google and Bing to ensure that people find you quickly. Under the "Marketing / Google registration" menu item, you can have an XML site map created, which is then stored on a server. The next time Google visits your shop, the search engine will read out the XML file to obtain an optimal overview of your shop.

Tiny URLs, which are generated by your system automatically, provide "speaking" URLs to search engines and customers. In lieu of a cryptic database number, every category and every product gets a URL consisting of your shop's domain and a category/product name. Thanks to a URL such as www.jeansshop.de/LEVI501, Google can more precisely associate the page with certain search terms. Your customers also benefit from this feature, since such URLs in Google search results are more persuasive and thus more likely to be clicked. You can modify the Tiny URL of any product or any category by changing settings.

In the "Description" submenu on the same tab, you can also use HTML metatags to present relevant product-related keywords to search engines.



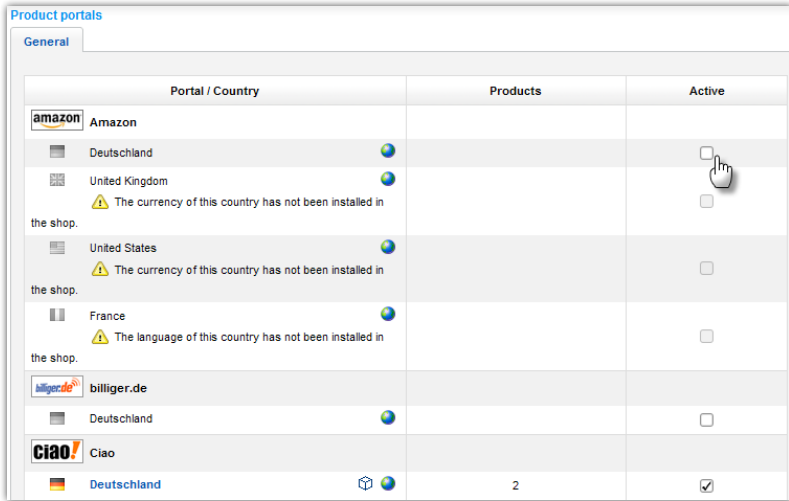
The screenshot shows the administration interface for a product named "Hiking Boot (EP101)". The "General" tab is selected, and the "Prices / Inventory / Delivery" submenu is open. The "Short URL" field is highlighted with a red box and contains the text "HikingBoots".










Product number *	EP101
Product visible	<input type="radio"/> Yes <input checked="" type="radio"/> No
English	
Name	Hiking Boot
Short URL	HikingBoots

[Create external link](#)

Selling via product portals

Customers gladly use product portals such as Ciao, shopping.com and Google Product Search to find the best prices and to read shop reviews written by fellow customers. To help you address such customers, your ePages shop system has been preconfigured to interact with the most important product portals. Simply access the "Marketing / Product portals" menu item to activate those portals you wish to utilise for advertising.



Portal / Country	Products	Active
 Amazon		<input type="checkbox"/>
 Deutschland		<input type="checkbox"/>
 United Kingdom ⚠ The currency of this country has not been installed in the shop.		<input type="checkbox"/>
 United States ⚠ The currency of this country has not been installed in the shop.		<input type="checkbox"/>
 France ⚠ The language of this country has not been installed in the shop.		<input type="checkbox"/>
 billiger.de		<input type="checkbox"/>
 Deutschland		<input type="checkbox"/>
 Ciao		<input checked="" type="checkbox"/>
 Deutschland	2	<input checked="" type="checkbox"/>

In the settings for a given product portal, you will see (at the top of the tab which appears) all the information you need to register your shop with a given provider. Click on the registration link to reach the portal page, where you can create a merchant's account and post your shop's URL.

During registration, the product portal will issue you a one-of-a-kind access ID, or a user name and a password. Enter this data into the appropriate tab in your back office. Please make sure that you transfer all data correctly.



Entries from your merchant registration

Merchant ID *

Display review link Yes No [?](#)

Country Deutschland

Language Deutsch

Currency €

Export all products Yes No

Export variation products individually Yes No

Now you just have to access the "Products" tab to define which products should be offered via a portal. Using the tray allows you to enter a lot of product numbers in one go. Please consult the first tutorial ("The Back Office") in this series for more information about the tray.

Certificates

In the Marketing menu, you will find several certification providers. After checking your shop, such a provider will issue a certificate you can integrate into your shop. You can thus demonstrate to customers that they will be in good hands.

Shopping Cart already meets all technical requirements specified by certification providers - which paves the way for quick and easy registration. Following certification, you can access the design menu to insert the corresponding logo as a page element on your website.

Cross-selling

Boost the average amount of your customers' shopping baskets. Suggest products which are appropriately similar to the goods customers select. You can either use the automatic cross-selling function (in the "Products / Product settings" menu), or assign suitable cross-selling products to each product in your settings. In the case of automatic cross-selling, the system supplies appropriate suggestions based on the shopping behaviour of other customers.

Newsletters and coupons

Create incentives to buy with promotional coupons, for example, and include them in a newsletter you send to your customers. To do so, access the "Marketing/Coupons" menu. Create a new campaign and give it a name such as "Valentine's Day discount". Adapt the settings to suit your needs.

For example, you can specify percentage-based or absolute discounts, stipulate a minimum purchase amount or make your campaign a limited-time offer.