

How to Build a Successful eCommerce Brand From Scratch

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Here are a few tips to create an eCommerce brand.

Position yourself uniquely in front of your target demographic

- You need a compelling differentiation to make an emotional connection with your target audience.
- Like, share a video with a great story and tie it back to your brand.
- Make clear description about the products that you're going to sale.
- Sp, decide what you want to be for your consumers and craft a compelling brand story.
- Spend ample amount of time to finalize your message, but ensure that it appeals to you and your audience.

THIS is an essential ingredient of every successful brand

- One fatal mistake that almost leads to death for brands is inconsistency.
- Once you've figured your message, it's important to stick with it and use it consistently in all your marketing activities.
- The first important step for maintaining a consistent brand image is observing a consistent color palette and design.
- For designing you need a professional designer and you won't find good designers for cheap at marketplaces like Fiverr (least not easily). So be ready to shell out good amount of money.
- When you find a good designer, he'll help in crafting your brand guidelines based on your vision. And you'll be on the right track to keep your branding consistent.

Ensure a stellar experience for your customers

- There's another way you can earn loyal customers and simultaneously extend your branding. By personalizing your product packaging and make your prospects feel special.
- Calculate the shipping as well as custom packaging charges. Then perform a cost-benefit analysis if it's worthwhile to go for custom packaging.
- If you opt for customized packaging, then [here's a guide by Shopify](#) to create a memorable unboxing experience for your customers.
- Another way of making your customers feel special is creating loyalty programs and offering discounts.

- Read this article to [learn about some great customer loyalty programs](#).

A few nitty-gritties to kickstart your business on the right track

Here are few strategies to get your business running off the ground.

- Even most kinds of niche businesses will find their audiences on Facebook. So, start with Facebook Ads and leverage the platform's powerful targeting capabilities.
- Once you've figured out Facebook and streamlined your ads, then bank on visual social platforms – Instagram and Pinterest.
- Experiment with ads containing buy buttons and practicing native commerce on all these 3 social media.
- Lastly, find the key influencers in your industry and develop relationships with them. Here are few tips on influencer marketing guide on [making sales through social media](#).