

Guide to eCommerce Product Marketing: Deals, Offers & Promotions



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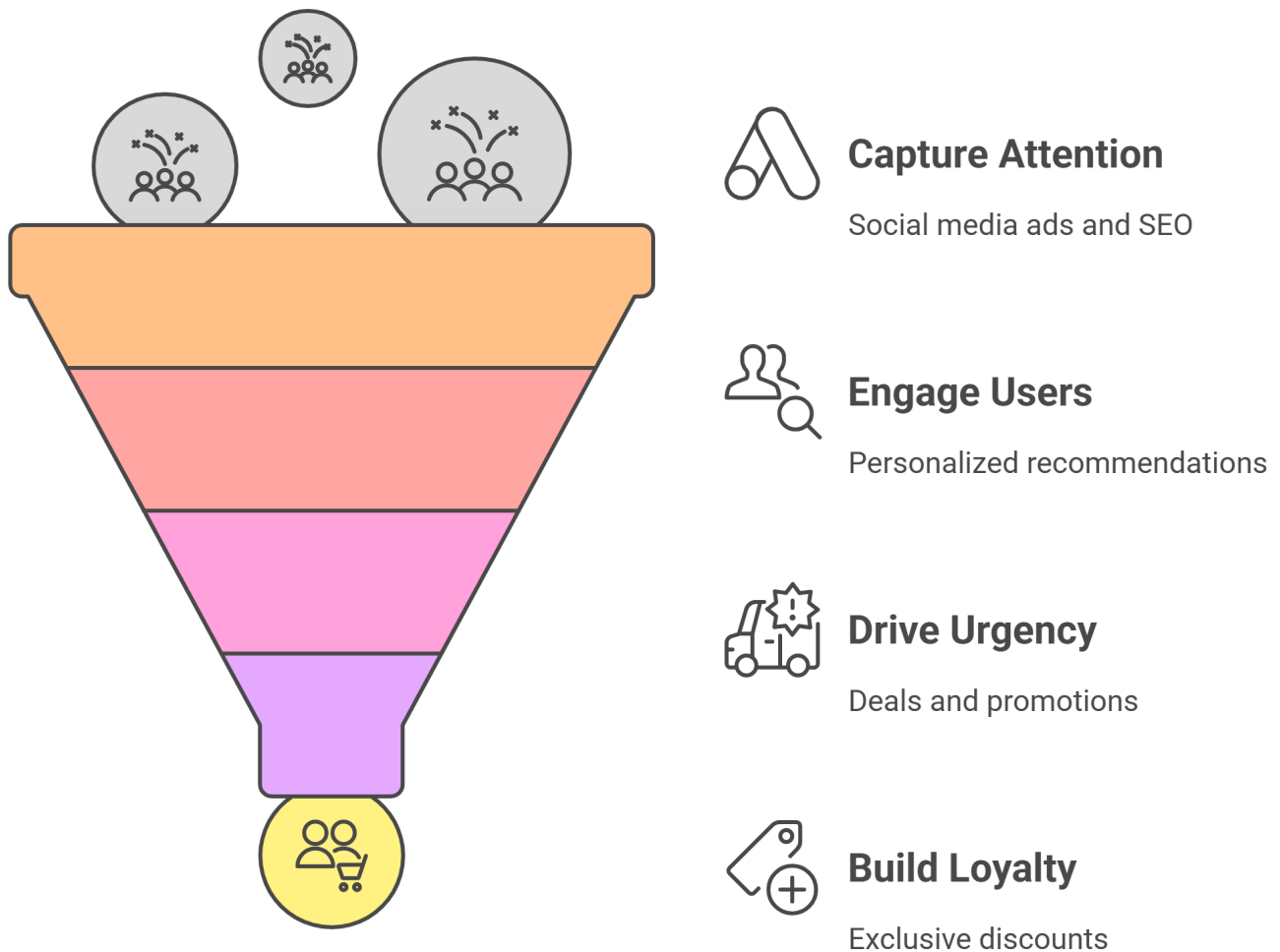
Description

Remember Sarah, who successfully launched her [eCommerce website](#), expanded her presence to major marketplaces, and leveraged [digital shelf analytics](#) to track performance? But having a great product and a well-optimized store is only half the battle. The real challenge? **Getting customers to buy.**

As Sarah steps into the next phase of her journey—**eCommerce Product Marketing**—she realizes that simply listing products isn't enough. In a highly competitive landscape, she needs to craft a **perfect funnel strategy** that attracts, engages, and converts shoppers at every stage of their buying journey.

Introduction to a Perfect Funnel Strategy: Deals, Offers & Promotions

Funnel Strategy for Deals, Offers & Promotions



To turn visitors into loyal customers, Sarah must implement a **strategic marketing funnel** that guides potential buyers through:

- **Awareness:** Capturing attention through social media ads, influencer marketing, and SEO.
- **Consideration:** Engaging users with personalized recommendations, email campaigns, and retargeting ads.
-

Conversion: Driving urgency with **deals, offers, and promotions**—the key to increasing sales.

- **Retention:** Building loyalty through exclusive discounts, rewards programs, and post-purchase engagement.

Deals and promotions aren't just about slashing prices—they're about **smart positioning, psychological triggers, and data-driven offers** that create a compelling reason to buy **now**.

Now, let's help Sarah craft the **ultimate eCommerce promotional strategy** to maximize conversions and boost revenue.

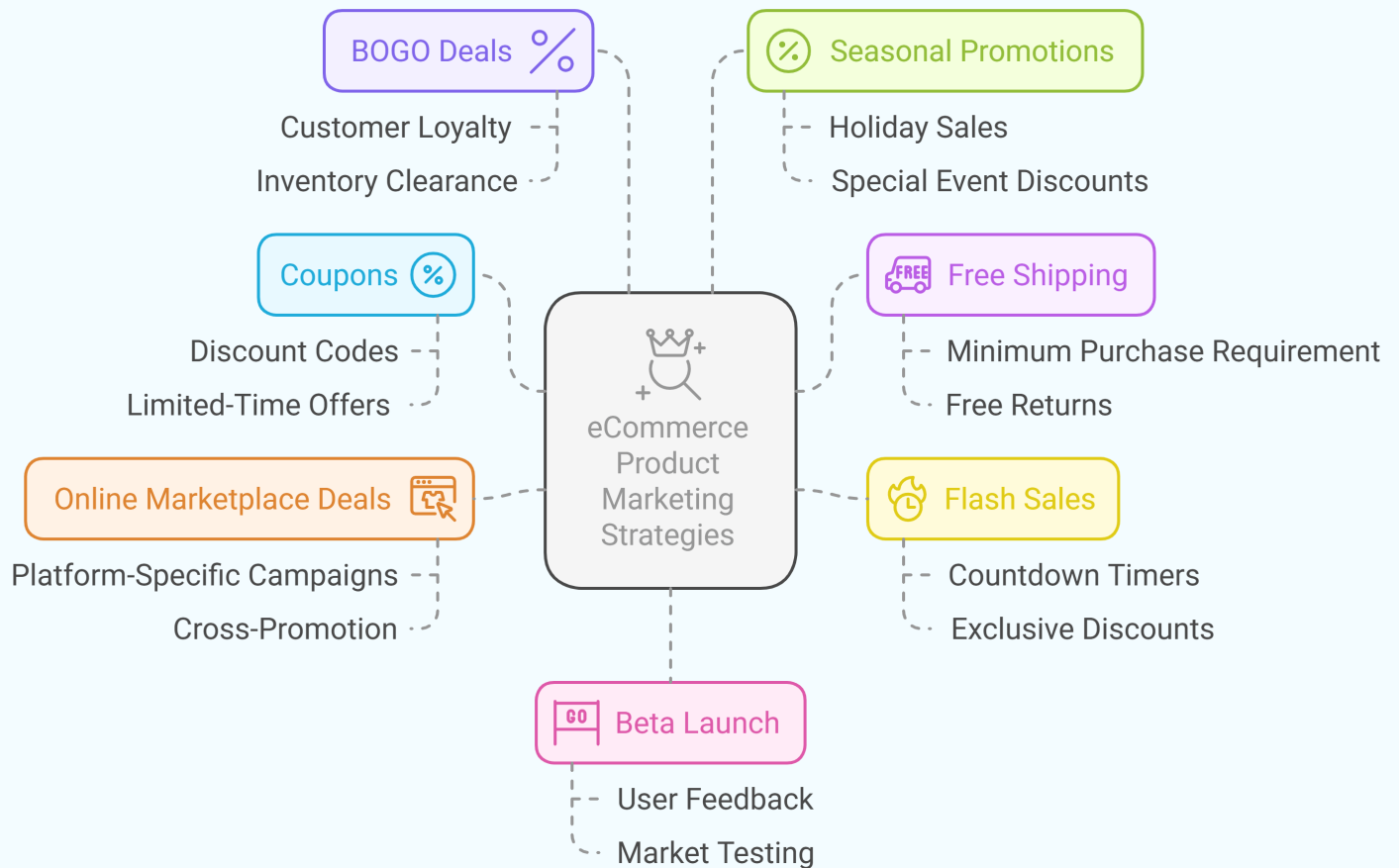
Crafting A Robust eCommerce Product Marketing Funnel Strategy to Market Your Products

The question of how to effectively market your products in the highly competitive eCommerce landscape is crucial. We are here to help! This guide explores various **eCommerce product marketing** techniques, including attractive coupons and **eCommerce promotions**, designed to enhance the shopping experience and drive sales.

Promotional offers and discounts yield the highest return on investment when aligned with the right **eCommerce product marketing** strategy. This approach helps build customer relationships and increases sales conversion rates. Below, we explore some of the most effective promotional strategies that enable eCommerce brands to boost sales and differentiate themselves in an ever-growing marketplace.

Effective eCommerce Product Marketing Strategies

eCommerce Product Marketing Strategies



In today's fast-paced digital world, traditional marketing methods are no longer sufficient. New **eCommerce promotional strategies** are required to attract modern, digitally savvy bargain hunters. Let's explore them:

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1. Marketing Products with Coupons

(a) Signup Coupons

Encouraging first-time visitors to sign up with a **signup coupon** (e.g., 10% off the first order, free credits, or free shipping) fosters customer engagement and sets the stage for future purchases.

(b) Mobile Coupons

As of 2024, there are approximately 4.88 billion unique smartphone users globally, accounting for about 60.42% of the global population (Statista, 2024). Mobile-based **eCommerce promotions** are increasingly effective due to the widespread adoption of smartphones. Brands use single-use mobile coupons to engage on-the-go shoppers, enhancing purchase convenience and retention.

(c) Coupon Codes



discoverpilgrim.com

<https://www.discoverpilgrim.com>

Pilgrim Official Site | Flat 10% Off. C Limited Period Offer

Get 10% off on all Pilgrim Products. Use Code NEW10. Explore a Wide Range of Pilgrim Beauty Care Products. Don't Miss this Opportunity. UPI Payment Option. COD Option Available. Free Shipping. Easy Replacement.

Makeup

Face Creams & Moisturizers

Face C

Coupon Code Discount, Source: Pilgrim, Google.

Coupon codes remain a tried-and-tested method to drive sales. Various types include:

- **Repeat Purchase Coupons:** Offering a 10% off the next purchase incentivizes loyalty and

increases customer lifetime value.

- **Influencer Marketing Coupons:** Partnering with influencers to share exclusive codes expands brand reach and builds trust.
- **Abandoned Cart Discounts:** With 70% of carts abandoned before checkout (Baymard Institute, 2024), a timely discount reminder can convert lost sales.

2. Free Shipping Offers



White Chocolate

₹1,216⁰⁰

(₹243.20 /100 g)

₹1,280.00



White

₹720⁰⁰

(₹180.00 /100 g)

₹799.00

✓prime

In stock

FREE Delivery

Tomorrow



Orange

₹760⁰⁰

(₹190.00 /100 g)

₹799.00

✓prime

Only 1 left in stock.

FREE Delivery

Tomorrow

₹1,216 **-5%** (₹243.20 /100 g)

M.R.P.: ₹1,280

EMI starts at ₹110. [EMI options](#)

Inclusive of all taxes

Pay with **Amazon Pay UPI** & unlock exciting offers on every payment.

[Learn more](#)



All offers & discounts



Coupon Applied

₹60.80 discount. [Details](#)

Consumers love the word “free,” making **free shipping** a compelling incentive. Research shows that 79% of consumers prefer free shipping over fast delivery (Retail TouchPoints, 2024). Brands can offset costs by setting minimum order values or offering expedited options at a premium.

Popular implementations include:

- Free shipping over a certain purchase amount.
- Limited-time free shipping during peak sales seasons.
- Loyalty program members receive free shipping benefits.

Do you know what Amazon Prime, Flipkart Plus, and Flipkart Premium have most in common? These services offer free shipping to their customers, along with a few extra benefits.

3. Creating Urgency with Flash Sales

Flash sales create FOMO (fear of missing out), driving impulsive buying behavior. A 2024 industry report found that **62% of business owners** reported flash sales outperforming regular promotions, with increased engagement and conversion rates (Monetate, 2024). Effective strategies include:

- **Registration Flash Sales:** Pre-registering participants ensures sufficient inventory and demand prediction.
- **VIP Flash Sales:** Offering exclusive early access to registered users builds brand loyalty and increases engagement.

4. Leverage Flipkart and Amazon Deals & Offers

Amazon and Flipkart promotions significantly impact sales. Key offerings include:

Promotion/Feature	Description	Eligibility
Amazon Lightning Deals	Time-limited promotions that drive engagement and sales, with up to a 72% sales boost.	<ul style="list-style-type: none">• Must be a registered seller• Product rating of 3+ stars• Prime eligibility via FBA (Fulfilled by Amazon) or FBM (Fulfilled by Merchant)
Amazon Deal of the Day	One-day-only discounts appear at the top of Amazon’s Deals page, enhancing brand visibility and conversion rates.	<ul style="list-style-type: none">• Must be Prime eligible• Product rating of 3+ stars

Amazon Subscribe & Save

Allows customers to schedule recurring deliveries at a discount, enhancing customer retention, with a 10-35% sales increase.

- Active **FBA status**
- Product rating of **3.8+ stars**
- Must fall under categories like **Health, Beauty, Grocery, Home & Kitchen, Electronics, and Pet Supplies**

Flipkart Big Billion Days

One of India's largest shopping festivals, similar to Amazon's Prime Day, with massive spikes in traffic and conversions.

- Offering limited-time discounts and bundled deals.
- Participating in Flipkart's ad campaigns for enhanced visibility.
- Using exclusive app-only deals to drive engagement.

Flipkart SuperCoins & Exchange Offers

SuperCoins reward system and exchange offers to boost sales and increase repeat purchases.

- Partnering with Flipkart's SuperCoins program
- Offering additional incentives to Flipkart Plus members
- Providing exchange offers

5. Get Extravagant with BOGO Deals



Amazon India Shop
App installed

Pilgrim Buy 1 Get 1 Free - Order Online Today

Prime Members Can Enjoy Unlimited Free Shipping, Lightning Deals and More.

Pilgrim's B1G1 Offer on Amazon

Buy One, Get One (BOGO) deals are powerful incentives that encourage bulk purchases and maximize order value. Flexible variations include:

- "Buy Three, Get Two at 20% Off"
- Bundled complementary products, such as shampoo with conditioner
- BOGO offers to promote:
 - Up-selling and cross-selling
 - Introduce customers to new products
 - Provide valuable data on customer purchasing behavior

Get 3 Bestsellers FREE on Orders Above
Midnight - Shop Now



SWISS BEAUTY



Search For Eyeliner

FREE
3 Bestsellers

Shop for ₹799

USE CODE **SPECIAL3**



Source: Swiss Beauty

6. Seasonal Promotions & Festive Event Sales

Capitalizing on seasonal shopping trends is a key **eCommerce product marketing strategy**. Major annual sales events include:

- **Amazon Prime Day & Flipkart's Big Billion Days**
- **Myntra End-of-Season-Sale, Nykaa Pink Friday Sale**
- **Southeast Asia's 9.9 & 11.11 Mega Sales**
- **Holiday Discounts (Christmas, Black Friday, Diwali, etc.**

Offering higher-than-usual discounts during these periods attracts both existing and new customers, increasing brand exposure.

7. Beta Launch: A Level Playing Field

The global beta testing software market was valued at USD 5.1 billion in 2023 and is projected to grow at a CAGR of 14.6% through 2029 (Beta Testing Market Report, 2019-29)

In today's fast-paced market, customer feedback and engagement have become vital components of successful product development and marketing strategies. Here's how beta launches embody this new generation

- **Early Feedback and Risk Reduction:** Beta launches gather crucial user feedback early, helping to spot and fix issues before the official release, thus minimizing risks and ensuring a successful launch.
- **Customer Engagement and Data Insights:** Beta launches engage customers in the development process, fostering loyalty, and providing valuable data-driven insights to fine-tune products and marketing strategies.
- **Generating Buzz and Competitive Advantage:** Releasing beta versions creates excitement and anticipation, generating buzz and giving companies a competitive edge by delivering superior products that meet customer expectations.
- **Inclusivity and Equal Opportunities:** Beta launches level the playing field by enabling small businesses to compete with larger companies, empowering users, and encouraging innovation through diverse feedback and community building.

Closing Thoughts

Promoting your eCommerce products with discounts and other offers isn't a new [eCommerce marketing strategy](#) by any stretch of the imagination. But it is still as effective as ever.

Only customized [eCommerce campaigns](#) will work if geared both toward your audience's expectations and your overall business goals. At [Paxcom](#), we have a team of advertising strategists to assist you in planning, executing, and auditing promotional strategies that are aligned with your brand's goals and budget. In addition, our team keeps a close eye on trends, best practices, and competition activities to find new business opportunities within the relevant category and help build event calendars

for planning promotions and for mapping opportunities. To market your product in the array of competition, having a solid eCommerce marketing plan can take you a long way toward success and sales.

[Enquire Now](#)