

TOP 3 BRANDING MISTAKES FOR ECOMMERCE



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Building a brand for your eCommerce business is important for gaining new customers and giving existing ones a consistent experience with your eCommerce store. Your brand helps you develop advertising initiatives and speak to your target customers.

Being entirely online can have its advantages, however, if you avoid these common branding mistakes for eCommerce.

1. INAUTHENTIC BRAND VOICE

The powerful buying generation, Millennials, prefer purchasing from brands they perceive as [trustworthy and authentic](#). How do you position yourself in that category? First, make sure that you have sincere customer service and online interaction. Being upfront about your products and services, plus your business practices is a great first step in transparency.

Having a clear brand mission statement, and “walking the talk” when interacting with customers, especially if there’s a problem with goods or services, goes a long way towards having an authentic brand voice. Be sure that everyone on your team understands your mission and operates within the customer service and product preparation guidelines. This creates a consistent brand persona and ensures that your customers will receive the same high level of service and product no matter who they deal with.

2. USING THE WRONG SOCIAL MEDIA

As a business owner, you’ve likely already determined your target customers and the personalities of their demographics. For example, your client base may be young and trendy, or it could be older, with top-of-the-line tastes that match your exclusive products. These two demographics communicate differently online and through social media.

Where are your target customers getting information, and [which social media apps are the most popular for the demographic?](#) Trendy Generation Z isn’t on Facebook as much as Gen X and boomers, so a cutting edge eCommerce store won’t reach as many customers there. Instead, research which apps are more popular for your customers, such as Tik Tok or Snapchat, and spend more of your online business presence there.

When you create a business social media profile, it's important to have a brand voice that matches the app. You can be silly and fun yet remain professional. Your social media interactions should have common goals. First, to interact with potential customers in a way that leads them to complete a call to action, such as visiting your website or following/friending you. Second, your social media posts should reinforce your brand message to create a cohesive persona.

3. **LOSING TRUST THROUGH POOR QUALITY INTERACTION**

Poor quality interaction for online businesses don't just include bad customer service. Lack of payment options (for example, only taking MasterCard and Visa) and little to no social media presence are big trust killers for most shoppers.

Set your store up to have many different types of payment options and ensure that your website is secure and monitored to protect your customers' data.

Having a consistent social media presence makes your eCommerce store more relatable, which leads to more customers. Making your posts shareable also helps you gain more customers, as your current customers may share posts with their friends, widening your reach.

TAKEAWAY

Building your brand as authentic and trustworthy can improve your conversion rates and turn regular customers into loyal brand followers. However, your brand message should resonate with your target demographic and give a voice to your business's culture and personality. Branding your business means taking a look at who your target customers are and how to reach them.