

3 MARKETING MUST-DOS FOR YOUR B2B ECOMMERCE PORTAL

Looking for ways to drive more orders from your B2B eCommerce portal?

These three marketing tactics will help drive more traffic to your portal, answer product questions, and create a more targeted experience for your buyers.

1 USE YOUR B2B ECOMMERCE PORTAL AS AN EMAIL MARKETING LANDING PAGE.

Now that you have a dedicated destination for your customers to place orders, you can run email campaigns that announce specific promotions or a preview of your new line. Directly link your customers to specific product pages, so they can take action immediately and buy.



2 LOAD UP YOUR PORTAL WITH HELPFUL MARKETING GUIDES, ASSETS, AND IMAGES.

Top B2B eCommerce portals provide you with the option to showcase your marketing assets, including merchandising guides, how-to videos, lookbooks, lifestyle images, and more. This marketing collateral will support your customers in the purchase process and enable them to educate themselves on in-store best practices that maximize sell-through.



3 RUN TARGETED MESSAGING AT SPECIFIC CUSTOMER SEGMENTS.

Your B2B eCommerce portal should allow you to target messaging and promotions to particular customer segments. For example, upon login, your gold customers can be shown a banner ad for a particular promotion, while your silver customers see another.



To learn more about the power of B2B eCommerce to drive more revenue for your business, contact Handshake today at info@handshake.com or 855-532-9044 (+1-646-434-2553 intl).

ABOUT HANDSHAKE

Handshake provides the B2B Commerce platform for manufacturers and distributors that powers standout ordering experiences both in-person and online. Companies using Handshake transform their sales effectiveness and drive operational efficiency, delighting customers and growing lasting relationships.