

UCD0447

LÍNGUA INGLESA

E-MARKETING

50 HORAS

MÓDULO 1

INTRODUÇÃO AO E-MARKETING

1.2.A importância do e-marketing nas vendas

A Importância do e-marketing nas vendas

Why is it e-marketing a powerful tool for driving online sales?

→ e-marketing is a powerful tool to boost online sales due to its ability to reach a wider audience, personalize messages, measure and analyze results, be cost-effective, interactive, flexible and increase conversion.

E-marketing, also known as digital marketing, refers to the promotion of products, services, or brands using digital channels such as search engines, social media, email, and websites.

Here are some key points about e-marketing and its importance:

1. **Increased Reach**
2. **Targeted Advertising**
3. **Measurable Results**
4. **Cost-Effective**
5. **Personalization**

e-marketing vs e-commerce online sales



What is the difference between E-Commerce and E-Marketing?

E-commerce is buying and selling of products and services over electronic medium such as the internet.

E-marketing is promotion of products and services over the internet. It includes various concepts such as email **marketing**, social media **marketing** and search engine optimization.



E-commerce marketing is the process of driving awareness and traffic to an online store and converting website visitors into loyal customers. When done correctly, [e-commerce marketing and advertising](#) can help online retailers and service providers realize considerable ROI and reach business goals

E-commerce marketing – way to success in online sales

Benefits of E-marketing for Online Sales

1. Increased Conversions

Sales; sign-ups; downloads

2. Improved Customer Engagement

Building brand loyalty and inscreasing the likelihood of repeat business

3. Competitive Advantage

Businesses that use e-marketing can gain a competitive advantage in their industry.

4. Data-Driven Decision Making

E-marketing provides valuable insights and data, enabling businesses to make informed decisions about their marketing strategies.



By leveraging e-marketing strategies, businesses can increase their online sales, improve customer engagement, and gain a competitive advantage in their industry.

Competition



e-marketing Strategies

Building and executing a successful marketing strategy might be the solution to achieving powerful conversion results.



E-MARKETING Sales Strategies

Here are some e-marketing sales strategies



1 Content marketing



2. Email marketing



7. Affiliate Marketing



3. SEO (Search Engine Optimization)



8. Personalization



9. Retargeting



5. Social media marketing



4. Pay-per-click



6. Influencer marketing



10. Analytics and Optimization

ENGLISH EXPRESSIONS

E-MARKETING SALES STRATEGIES

Examples:

1. The new marketing strategy was effective in increasing sales:

A nova estratégia de marketing foi eficaz em aumentar as vendas.

2. The company implemented an efficient system to manage

customer data: A empresa implementou um sistema eficiente para gerenciar dados de clientes.

3. The team was successful in launching the new product:

A equipe foi bem-sucedida em lançar o novo produto.

English expressions used for marketing online sales aim to create compelling and persuasive messages.



strong calls to action

personalized language

engaging visuals to capture
attention

drive desired results

Key elements of effective e-marketing

Key Elements of effective e-marketing

understanding the target audience

crafting clear and persuasive messaging

utilizing various online channels.





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