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TOP 5 MARKETING BLOGS AND RESOURCES FOR YOUR GROWING ECOMMERCE BUSINESS

A strong marketing strategy that's right for your business is a critical step in your ecommerce success. But marketing trends can change rapidly with new technology and tactics, and it can be hard to find the time to keep up while you're trying to run your business. That's why we've prepared this handy guide to our five favourite marketing blogs and resources—the ones we trust to keep us ahead of the curve and answer our specific marketing questions.

1

THE INSIDER, BY DIGITAL MARKETING INSTITUTE.

This industry insights blog gives a general overview of what's happening in digital marketing and digital transformation, and is ideal for ecommerce store owners who want to make better use of their digital assets.

2

KISSMETRICS BLOG.

If your online store is seeing moderate traffic and you're ready to boost conversion rates, this is the blog for you, with all the latest news in customer behaviour analytics and data-driven digital marketing.

3

HUBSPOT'S MARKETING RESOURCES.

This might just be the one-stop shop for every marketing manager or online store owner looking to reach more potential customers and improve social engagement. It's got every free resource you could need, such as templates for customer personas, content creation, and social media planning, and all the latest news is on their [accompanying blog](#).

4

MYCOPYBLOGGER, BY RAINMAKER DIGITAL.

This free educational site offers courses, webinars, and articles that will teach any in-house content writers how to write "words that work"—the sort of copy that will boost your conversion by drawing people in and keeping them on your site for longer. Also check out the [Copyblogger blog](#).

5

HOOTSUITE SOCIAL BLOG.

Keep up to date on everything in the social media, with regular stories about new features and how to use them, which content is currently working best on which platform, and how to measure your social media success.

Now that we've done the hard work of narrowing your overwhelming options down to just a few, we hope you'll have no trouble finding the time pick your favourites and keep up with the latest marketing trends for your growing ecommerce store. And don't forget to subscribe to Neto's blog, too!

Neto is the only Australian retail management platform that provides a complete solution for ecommerce, Point of Sale, Inventory and Fulfillment. Our integrated back-end technology enables exceptional and consistent customer experiences via any channel, be it in store, online or through a marketplace. We automate repetitive tasks and integrate with multiple sales channels to manage orders and shipments.

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Sell everywhere, manage everything

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