



How Brands Can Sell High-Demand Products for eCommerce Campaigns

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Understanding consumer behavior and preferences is crucial to success in today's competitive eCommerce market. High-demand products have significant consumer interest and are in high demand, and businesses must identify them to drive sales. This guide will provide valuable insights into how brands can effectively sell high-demand products for eCommerce campaigns.

Firstly, it is important to define what high-demand products mean. These products have significant consumer interest and are perceived as valuable or essential. They may be unique or differentiated from competing products and difficult to obtain due to limited supply. However, understanding these characteristics is essential for businesses to identify the types of products that will generate high demand and drive sales.

This guide will also explore the importance of understanding consumer behavior and preferences when selling high-demand products. By conducting comprehensive market research, businesses can better understand their target audience and tailor their product offerings to meet their needs and preferences.

The following sections will explore the key steps brands can take to create a strong eCommerce strategy and effectively market high-demand products.

Background

E-commerce has become an integral part of modern consumer behavior, with more and more people shopping online.

High-demand products are those that consumers are highly interested in and in high demand in the market. They vary across different industries and markets but share certain common characteristics, including high demand, perceived high value, being unique or differentiated from competing products, and being difficult to obtain or having limited supply.



Background

To better understand the market for high-demand products, it is essential to define relevant terms such as market trends, consumer behavior, and marketing strategies. The ever-increasing influence of e-commerce on consumer behavior has led to a paradigm shift in how businesses approach marketing and sales.

Online shopping provides convenience, accessibility, and a wide variety of options to consumers, thus affecting their purchasing behavior and shaping the market. With this in mind, businesses must understand the dynamics of e-commerce and how it influences consumer behavior. By doing so, businesses can better position themselves to meet consumer demands and capitalize on emerging trends.

Building a Strong eCommerce Strategy

To successfully sell high-demand products in the eCommerce market, businesses must establish a strong eCommerce strategy. Here are a couple of strategies brands must follow:

Set clear goals and objectives

Create a detailed, concise target audience profile

Develop a unique value proposition

Choose the right eCommerce platform and optimize website designs. These platforms can even be on social media platforms like TikTok and Instagram

Create a strong brand image and a message that resonates

Stand out from competitors!

Building a Strong eCommerce Strategy

Setting eCommerce goals and objectives is the first step in building a strong strategy. It helps businesses to focus on what they want to achieve, whether it is increasing sales, boosting brand awareness, or improving customer loyalty. Define clear, measurable, and realistic goals and objectives aligning with the business strategy.

A detailed target audience profile is equally important in creating an eCommerce strategy. Understanding the target audience's demographics, interests, and behavior helps businesses create personalized messaging. However, developing a unique value proposition, choosing the right eCommerce platform, and optimizing the website design are equally important.



Marketing High-Demand Products

Marketing high-demand products requires a thoughtful approach to reach a wider audience and increase sales. Identifying the best marketing channels is critical for success, and brands should consider a range of options, such as search engine optimization, email marketing, and social media advertising. A content marketing strategy can help build brand awareness and establish thought leadership.

In contrast, a social media marketing strategy can help engage with potential customers and build a community around the brand. Influencer marketing is a powerful way to reach a wider audience, and brands can partner with influencers in their niche to promote their high-demand products to a targeted audience. Influencers can help create engaging content that resonates with followers and authentically showcases the product's benefits.

Finally, implementing paid advertising strategies such as search engine ads and social media ads can help drive traffic and sales to the brand's website.

A comprehensive marketing strategy incorporating various channels and tactics is crucial for successfully selling high-demand products in the eCommerce market. By identifying the best marketing channels, creating a content and social media marketing strategy, leveraging influencer marketing, and implementing paid advertising strategies, brands can increase their visibility.

Case Study #1: Nike Air Max

Nike Air Max sneakers are a highly successful product line for Nike, with the brand's marketing strategies generating significant revenue and brand awareness. In 2020, Nike reported a revenue of

\$37.4
billion,

with footwear accounting for

66%

of its total sales. The Air Max line has significantly contributed to Nike's footwear sales, with the Air Max 270 model being the brand's best-selling sneaker in 2020.



Nike's social media presence has also significantly promoted Air Max sneakers and engaged with customers. The brand has over 150 million followers across social media platforms, including 134 million on Instagram.



Nike's social media content generates high engagement rates, with the brand's Instagram posts averaging over

1.2
million

likes and

5,000

comments per post.

Nike's influencer marketing campaigns for Air Max sneakers have also been highly successful, generating significant buzz and excitement among sneaker enthusiasts.

In addition to influencer marketing, Nike used paid advertising strategies to promote Air Max sneakers. The brand uses Google Ads and social media ads to target specific demographics and interests, generating a high return on investment. Nike also used retargeting ads to reach customers who have previously interacted with the brand.

Nike's marketing strategies for Air Max sneakers have been highly successful, generating significant revenue and brand awareness. Nike has established itself as a leader in the sneaker industry and maintained its position as a highly desirable brand among consumers.

Case Study #2: Fenty Beauty

Fenty Beauty, a beauty brand launched by Rihanna in 2017, generated over

\$550
million

in revenue in its first year through its successful eCommerce campaign. Rihanna's personal brand, social media following, and collaborations with influential beauty bloggers created buzz and excitement around the brand.

The campaign also focused on inclusivity and diversity, launching with various foundation shades and resonating with underrepresented customers.

The campaign was successful from Fenty Beauty's perspective, generating revenue and establishing the brand as a leader in the beauty industry. From Rihanna's perspective, the campaign allowed her to promote a product she believed in and leverage her brand.



Fenty Beauty's focus on eCommerce, social media, and influencer marketing contributed to its success, generating over \$600 million in revenue in its first year.

Case Study #3: REI's #OptOutside

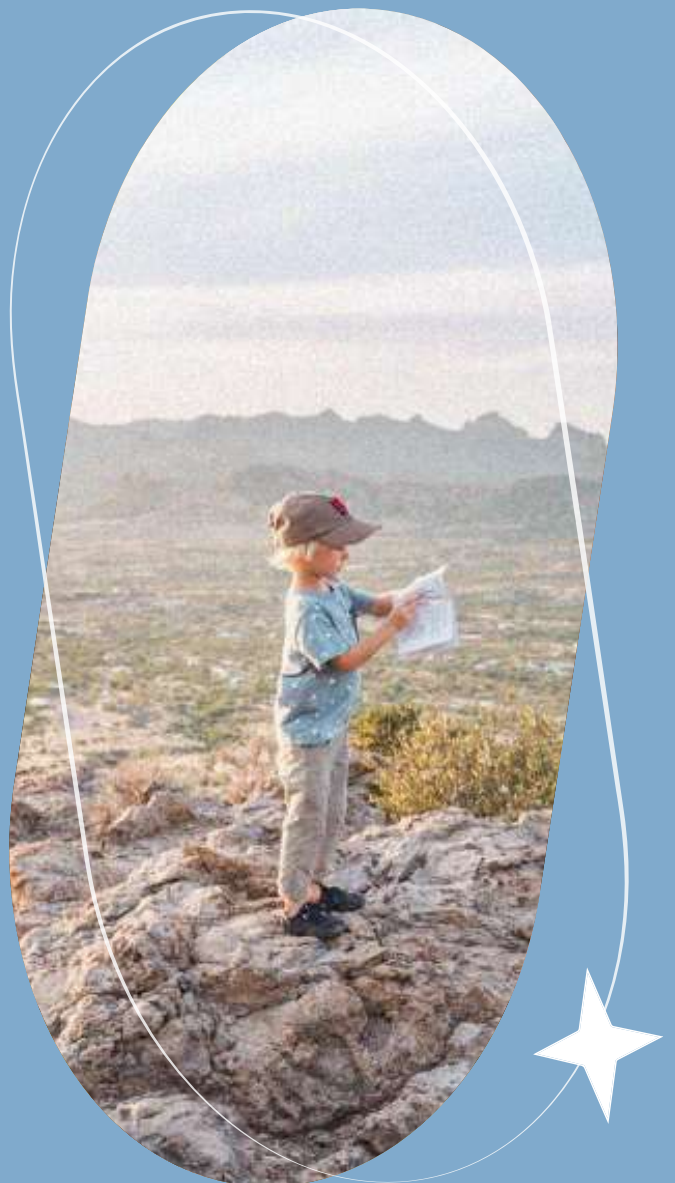
Black Friday is a perfect time for brands to kickstart their eCommerce campaigns. However, REI (Recreational Equipment Inc.) stepped away from traditional holiday campaigning by not participating in these marketing efforts. You might be wondering, "How is this possible?"

In 2015, REI took a stand against consumerism by creating the #OptOutside hashtag while encouraging social media users not to shop at their stores. REI's counter-intuitive marketing strategy expressed gratitude to retail workers during the stressful holiday season and became an internet phenomenon. In addition, REI encouraged consumers to go outside for the holiday season and step away from traditional consumerism.

REI reported a

7,000%

increase in social media impressions within the first 24 hours.



BLACK FRIDAY

**Opt Outside
isn't as easy
as it sounds.**

Shockingly enough, by 2019,
#OptOutside's engagement skyrocketed by

3,000%

Despite REI's counter-intuitive promotional strategies, their marketing campaign aligned with the company's brand while sparking discussions in regard to holiday consumerism. REI's eCommerce campaign is a testament to staying true to a brand's values and promoting ways for consumers to step away from technology and immerse themselves in the great outdoors.

Offline engagement was at the forefront of their strategy, and yet, the #OptOutside hashtag is relevant years after the campaign's initial announcement.

Conclusion

- ✦ Understanding consumer behavior and preferences is crucial for eCommerce success.
- ✦ High-demand products have significant consumer interest and are perceived as valuable or essential.
- ✦ Comprehensive market research is necessary to tailor offerings to meet the target audience's needs and preferences.
- ✦ Developing a strong eCommerce strategy involves setting clear goals, creating a detailed target audience profile, developing a unique value proposition, and choosing the right platform.
- ✦ Marketing high-demand products requires a thoughtful approach incorporating various channels and tactics such as search engine optimization, email marketing, social media advertising, influencer marketing, and paid advertising strategies.
- ✦ Brands can effectively sell high-demand products through eCommerce campaigns by understanding their target audience, developing a strong eCommerce strategy, and implementing a comprehensive marketing strategy.
- ✦ Nike and Fenty Beauty are excellent case studies that showcase real-world examples of selling high-demand products through eCommerce campaigns.

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