

DiscoverMyBusiness Expands eCommerce Marketing Services to Empower NYC Retailers and Online Brands

Agency unveils enhanced eCommerce services to help New York City retailers drive growth, conversions, and sustainable ROI.

NY, UNITED STATES, September 24,

2025 /EINPresswire.com/ --

DiscoverMyBusiness, a [New York-based digital marketing agency](#), today announced the launch of its expanded [eCommerce Marketing Services](#), a comprehensive solution designed to help retailers and online businesses in the city and beyond thrive in an increasingly competitive digital marketplace.

With New York City recognized as one of the world's most competitive retail hubs, local businesses face unique challenges in bridging brick-and-mortar traditions with fast-growing eCommerce trends. DiscoverMyBusiness's latest offering directly addresses this need, providing data-driven marketing strategies that deliver measurable ROI.

The Need for eCommerce Acceleration in NYC

The COVID-19 pandemic accelerated the digital shift, and consumer habits have continued evolving. According to the U.S. Census Bureau, eCommerce accounted for over 15% of total U.S. retail sales in 2024, representing a steady annual increase. In NYC alone, more than 50,000 retail businesses compete for consumer attention across physical and digital channels.

Independent retailers, boutiques, and midsize brands in the city face the dual challenge of competing with global eCommerce giants while meeting the heightened expectations of digitally savvy consumers. These pressures have made effective digital marketing a survival necessity, not

DISCOVER MYBUSINESS

discovermybusiness





Our goal is to help NYC retailers grow online with strategies that deliver measurable impact, not vanity metrics."

Yauheni Chvanau

a luxury.

DiscoverMyBusiness's expanded services address these market dynamics by combining localized expertise with global best practices, positioning NYC retailers for long-term success.

Comprehensive eCommerce Solutions

The new services provide retailers with a full suite of tools and expertise, including:

-eCommerce SEO: Optimized site architecture, product page enhancements, and keyword targeting to boost organic traffic.

-PPC Campaigns: Precision-driven ads across Google, Bing, and social platforms designed to increase qualified leads and sales.

-[Conversion Rate Optimization](#): Enhanced user experiences, faster site performance, and optimized checkout flows.

-Marketplace Marketing: Strategic campaigns for Amazon, Walmart, and Etsy to reach wider audiences.

-Platform Specialization: Expert support for Shopify, WooCommerce, Magento, and BigCommerce integrations.

These services are coupled with transparent month-to-month contracts and a focus on ROI, distinguishing DiscoverMyBusiness from agencies relying on one-size-fits-all models.

Proven Track Record of Client Success

DiscoverMyBusiness has already delivered measurable results for eCommerce clients across industries:

-+130% increase in organic revenue within the first year of engagement.

-+70% boost in website traffic from optimized SEO strategies.

-+449% improvement in search campaign performance, reducing wasted ad spend.

-+72% increase in Google Shopping conversions, highlighting expertise in retail-focused advertising.

These figures demonstrate not just traffic growth but tangible revenue gains, reinforcing the agency's ROI-first mindset.

Why NYC Retailers Stand to Benefit

New York City remains the U.S. retail capital, but it is also one of the most fragmented markets. Small and midsize businesses often struggle to compete with large national players with deep advertising budgets.

DiscoverMyBusiness's expansion focuses specifically on helping NYC retailers:

- Level the playing field through targeted, cost-efficient campaigns.
- Leverage local insights, including seasonal shopping trends unique to New York.
- Avoid wasteful spending with transparent reporting and ROI tracking.
- Build resilience by diversifying digital channels to reduce dependency on any one platform.

Industry Context: eCommerce Marketing in 2025

According to eMarketer, U.S. eCommerce sales are projected to surpass \$1.5 trillion by 2027, with fashion, electronics, and home goods leading the charge. In urban centers like NYC, mobile-first commerce and same-day delivery expectations are accelerating.

DiscoverMyBusiness's approach is well-suited to this landscape because it prioritizes:

- Mobile optimization: ensuring seamless shopping experiences across devices.
- Omnichannel campaigns: integrating offline and online strategies.
- First-party data usage: building durable customer relationships as cookies phase out.

Looking Ahead

As DiscoverMyBusiness expands its footprint, the agency plans to:

- Launch educational workshops for NYC retailers on digital marketing best practices.
- Invest in AI-driven marketing tools for personalization and predictive analytics.
- Grow partnerships with local chambers of commerce and trade groups to support the city's

retail ecosystem.

These initiatives further cement the agency's role as both a service provider and an advocate for NYC's business community.

About DiscoverMyBusiness

Founded in 2016, DiscoverMyBusiness is a full-service digital marketing agency specializing in eCommerce growth strategies. With expertise in SEO, PPC, CRO, content, and platform integrations, the agency has helped hundreds of retailers nationwide increase visibility, optimize operations, and scale sustainably.

Headquartered in New York City, DiscoverMyBusiness combines local market knowledge with global expertise, enabling clients to compete effectively in one of the world's most demanding retail environments. The agency's client-first philosophy emphasizes transparency, customization, and ROI above all else.

Yauheni Chvanau
DiscoverMyBusiness
+ 1 877-522-7738

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[TikTok](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/852130888>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.