

SCALE YOUR E-COMMERCE BRAND



**Dead Simple But Brutally
Effective Ecommerce Strategies
(#1 Is Fundamental For Profitability)**

A BRIEF INTRODUCTION

If you are a Direct To Consumer & Ecom Business Owner, this book has been written with you in mind.

For every new client we take on board, these are the techniques and strategies we implement to massively increase their ROAS.

Hi, I'm Tom Rozee the Founder and CEO of RozeeDigital.

We're a fast-growing performance marketing agency with a proven track record of helping eCommerce brands grow faster by dramatically increasing their sales.

By working closely with our clients, we've helped them bypass their pain points and grow sustainably.

In most cases, we've hit their annual targets in less than 8 months.

In this book, I will share with you the 10 effective e-commerce strategies we implement to scale their businesses.

But look, reading about these strategies is one thing. Putting them into place, effectively, is another. Everything is intertwined. Adjusting 1 will affect another. That's why we recommend you jump on a call with us and let us show you how it's done.

Our agency has been in the trenches and on the frontlines, doing Facebook ads, Google Ads, Email Marketing and Conversion Rate Optimisation for all our clients and we have the results and testimonials to show for it.

When our clients go to the trouble of taking the time to praise our efforts, it's a special feeling.

Not only have we learnt from ad platform accredited courses, but also, from several years of experience at a point in time when e-commerce has experienced its largest ever growth spurt.

Scaling your business and increasing your ROAS isn't about making 1 change and watching the cash roll in. Rather it's about a series of intertwined changes, combined with testing highly targeted traffic, and investing heavily in the channels that work.

We are a full-service, conversions hungry, and 100% ROI-focussed eCommerce growth agency, and we have worked with hundreds of businesses to grow their revenue.

We're very proud of the results we generate for the clients we have.

We don't measure vanity metrics like "clicks," "impressions", and "follows".

We care about tangible metrics: our clients' return on investment, their lifetime value, the return of ad spend and their profits.

You can check out the results for all of our clients here.

This book has been written with your success in mind. We sincerely hope that you find it a useful guide to scaling your business and we are always here to help you attain your goals, should you wish to reach out to us.

I wish you all the best in your business.

Best Wishes,
Tom Rozee

#1 TURNING ICE COLD PROSPECTS INTO REPEAT BUYER STRATEGY

Setting up any advertising campaign can be a daunting task.

If you are new to Facebook/Google/Snapchat/Pinterest marketing there's a good chance you will find it quite challenging to structure your strategy correctly.

Structuring your campaigns correctly is a really important step towards optimising for success.

Having a clear and well-thought-out campaign structure can help you manage and optimise your campaigns with less complexity which prevents overlap between audiences, meaning that you include the audience you intend to target and exclude the audiences you intend to exclude, which allows you to allocate more of your marketing budget to the audiences that perform the best.

The customer journey is the complete experience a customer has with a business.

It encompasses all customer interactions across all channels, devices and touchpoints, through every stage of the customer lifecycle - from awareness to loyalty.

- The customer journey is what they do at each stage of the customer lifecycle.
- The customer experience is how they feel about the entire customer lifecycle.
- Your goal is to align your online Ad strategy with the visitor Journey.

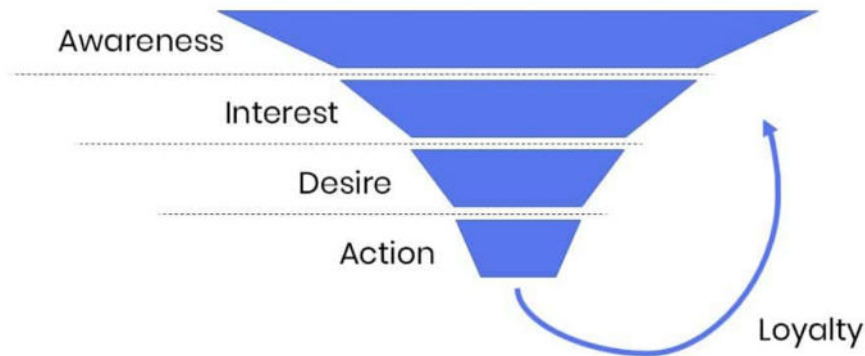
This journey is represented as a funnel. Each stage of the funnel represents a different path on the journey. You need to drive your visitor through each stage of the funnel in order to convert them to a customer.

Top Of Funnel — Drive awareness of those who are not yet familiar with your brand.

Middle Of Funnel — Remarket to people who showed an interest in your brand at the top of the funnel. You want to get these people to view the products on your website.

Bottom Of Funnel — After people have engaged with your brand and viewed your products, it's time to get them to purchase. This happens at the bottom of your funnel.

Post Purchase Funnel - Getting customers who bought from you to take another action. For example to follow your FB/IG page, buy more products, join your Facebook group. This is to build on customer loyalty.



You don't need anything more complicated than this structure in order to run an ad account effectively.

Step 1: Make Them Aware

You need to be on your prospects' radar.

This can happen through advertising, blog posts, SEO, Influencer marketing, Google Ads, word-of-mouth, social media ads, or any other channel that puts your products, offers, and solutions in front of your ideal prospects.

To do this, create top-of-funnel content which attracts attention, and then entertains or informs the audience.

See more information below on how to create top of funnel ads.

Step 2: Get Them to Engage

Now your prospect has become aware of your brand, you need to ensure they are emotionally involved or committed, by getting them to click on the link to build or deepen the relationship.

As a digital marketer, this stage begins immediately after your first touch (or interaction) with a prospect and continues through their entire experience with your brand.

It's an ongoing conversation you have with them through multiple channels: Facebook Ads, Youtube Ads, Google Search Ads, Google Shopping Ads, Google Display Ads or Snapchat Ads.

The engagement doesn't stop once they visit your website or purchase from you.

Step 3: Ask Them to Subscribe

When someone likes their experience with your brand, trust begins to build. Once that happens, it's time to ask for a small commitment; such as subscribing and giving you permission to send them emails.

You offer them something they want - they fill out a form to get it.

It's that simple.

There's just one problem. Today, people are careful about giving their email addresses.

You have to offer something valuable, making it worth their while. Think, free samples of a product or a discount code if they sign up for your offer, an eBook, a tutorial, or a guide.

In a world where customer data privacy is becoming more of a concern, obtaining a visitor's email address is more of a challenge now than it ever has been.

But email is such a communication phenomenon, that it is entrenched in our daily lives and therefore has major financial value to online marketers with an estimated \$42 return for every dollar spent, up from \$38 in 2018 according to research carried out by campaign monitor.com.

Step 4: Make Them a Customer

If the potential customer hasn't opted in, that is fine, we can run a direct response online ad campaign to persuade them to purchase from you.

Once the customer has purchased from you, we need to get them excited about your brand.

How do we do that?

By giving your new customer a memorable experience.

Consider offering a quick-start guide... bonus features that surprise and delight... quick wins... or indeed, any content that makes your new customers happy.

Step 5: Ask Them to Spread the Love

Happy customers love to share their experiences, but sometimes they need some encouragement to do so. The cool thing is, once they do, they become even more loyal to your brand.

So, ask people to share their positive experience with your brand by writing a review or filming a video which you can use for user-generated content.

Step 6: Make Them a Multi-Buyer

At this stage, your goal is to generate repeat buys, real profits and maximise the lifetime value of your customers.

Here you want to focus on your backend systems like email and SMS marketing. You can start to create and send promotional emails, upsell/cross-sell emails and newsletter emails.

You can also run ads to show different products to your customers.

If you're serving your customers well, they'll want to buy again and again.

Step 7: Win Back Campaign From Old Customers

This type of campaign helps to re-activate your dormant buyers. Here it's really important for you to get the timing right.

For example, a supplement brand sells a 90-day supply of a product. When someone places an order, it's logical to appreciate that they will need to repurchase after 90 days.

It would make sense to send out an email before the end of the 90 days to say, 'Hey if you're running low on Supplement X, don't forget to stock up before you run out'.

If you don't sell a product which needs to be purchased periodically, you can still email / SMS / buy ads, to create a Win-back Campaign.

For example, you can send special discounts or perks to get them to shop again.

Bonus - Facebook campaigns stop performing after 3 days?

Facebook sales drop every time you increase your marketing budget? Do your campaigns only ever last 3 days before dying?

So scaling is a complicated topic to discuss with too many moving parts, but chances are that the reason you're hitting a spending cap is this:

You're not excluding your warm audiences and existing customers from your acquisition campaigns.

It's because you're forgetting some critical audience exclusions.

Facebook's A.I is super smart - it will always show your campaigns to those most likely to convert.

This is great, but the issue is that when you create what you think is a "prospecting" campaign to an audience of a couple million, this audience also includes people who know your brand, have been to your website, or purchased in the past.

So your campaign performs straight away, gets you amazing results at low spends, achieves high ROAS, and then as soon as you try to grow, your campaigns start to decline.

Once your spend increases past a certain point, Facebook exhausts these high value (warm) audiences within your prospecting campaigns and is forced to ACTUALLY start prospecting, in which case the cost is much higher.

This is also the reason why, for a lot of you, your campaigns perform for a couple of days and then suddenly "die".

In fact, the reality is, your acquisition cost hasn't actually gone up - your campaigns were just bringing in what you thought was a high ROAS, when in reality this was a retargeting purchase, and not truly a prospecting purchase.

The two exclusions to use as a starting point for you would be customers in the last 180 days, and website visitors in the last 30 days.

So it's super important to run the right exclusions on your prospecting campaigns because if you're not, you're not really achieving the ROI you think you're achieving, and you'll undoubtedly hit that ceiling every time you try to grow.

Campaigns should be based on a higher-level strategy as we mentioned above.

Sure, sometimes it gets more complicated depending on your business objectives, but by consolidating as much as possible, you will be spending more within each campaign, and subsequently, building up data.

A sweet byproduct of doing this is also not having to frantically set up new campaigns just to maintain a steady ROI, pulling your hair out in frustration, and spending long nights in front of the ads manager. With the right campaign structure, your advertising will become far more stress-free, with even better results.

	Campaign		Ad Set	Exclusion
1	Awareness Brand Awareness / Video Views / Reach	1	Broad Interest / Demographic	4,7,11,12
		2	Partner Categories	4,7,11,12
2	Acquisition Conversion Campaign	3	narrow Interest	4,7,11,12
		4	5% LAL on high-value customers	5,7,11,12
		5	3% LAL on high-value customers	6,7,11,12
		6	1% LAL on high-value customers	7,11,12
3	Retargeting Conversion (7) or Product Catalogue Sales	7	Landing Page	8,11,12
		8	View/Add to cart 28D	9,11,12
		9	View/Add to cart 14D	10,11,12
		10	View/Add to cart 7D	11,12
		11	Video View Custom Audience	12
		12	Purchase Cross / Upsell	

#2 TRYING TO SOLVE YOUR ROAS & CPA ISSUES FROM THE AD ACCOUNT?

Have you ever asked yourself: What can we do to increase our ROAS? Our conversion rate?

Are you an eCommerce brand owner who is struggling to scale your paid traffic, trying to fix the problem by spending long periods of time inside your ad account looking for some magical strategy or magical audience segment to lower your CPA?

The variables that you control to positively affect your business are actually outside of your ad account strategy.

Generally, the biggest results are found within **your offer, your creatives, your ad copy, your website, your landing page and your funnel.**

If you double your CTR, you should double your sales.

If you double your conversion rate you will halve your CPA.

If you half your CPC you should double your ROAS.

How do you make these major changes?

You need to work on better creative (Images, Video and Copy) - this will increase your CTR, reduce the CPC and improve your CPAs.

Improve your offer, website, funnel or landing page - this will lead to a higher conversion rate.

Start looking at Google Analytics and use Hotjar to understand why your potential customers are leaving your website without purchasing.

Make changes to your offer, website, funnel or landing page and see how that impacts your conversion rate.

These major changes will alleviate the ROAS and CPA problems.

The lookalikes, the manual bids, the cost caps, the lifetime budgets, all of those strategies and media buying tactics might improve results by 1-2%, however, if you want to dramatically scale your eCommerce brand you need to focus on:

Your offer, your creatives, your ad copy, your website, your landing page and your funnel.

Ad account strategy and tactics are best used to amplify your ad spend once these other attributes have been drilled into.

Once your website is converting high and creatives are good, you should be able to double or triple your ad spend, maintaining good results with solid media buying.



#3 MAXIMISE YOUR AD SPEND WITH ECOMMERCE LANDING PAGES DESIGNED TO TURN CLICKS INTO SALES.

You've been working hard on optimising your ad campaigns.

Increasing clickthroughs, reducing cost per click, and optimising your creatives. Don't let all that work go to waste.

Optimising your ads is only half the battle. Now that people are clicking, if your website doesn't turn clicks into purchases you'll never be able to further increase your ROI and scale.

Sending ad traffic to the homepage, collection pages or product pages?

These pages are catch-all pages for visitors coming from an array of traffic sources, each with a different level of purchase intent, and knowledge of your brand and products.

No matter how hard you've worked on those pages, they're not landing pages, they're under-optimised, and they're certainly not built for a specific campaign and customer type in mind.

You see, no amount of brilliant advertising will convert if your website is not on point.

Your margins are getting squeezed every day. Your operating costs have skyrocketed since you started out and price competition is tougher than ever.

Landing pages are essential to any paid traffic campaign, and in times where every dollar spent needs to maximise returns.

Creating a landing page will improve your paid traffic ROAS and improve your conversion rate.

Your ideal landing page will have all relevant product information for the users as well as your value or feature driven benefits molded together into a seamless and pleasant user experience

Here are the critical elements you MUST have on your landing page:

- **Offer** - Your offer is the most important part. You can fix 90% of your business struggles by strengthening your offer. You want your offer to be such a no brainer for your prospects, that they would be fools to say no.
- **High-Quality Images** - Including a unique image that shows the value of your product can be helpful in converting your visitors. The more vibrant, detailed and high-quality the better.
- **Build Trust** - You can build trust with reviews, written and video testimonials and social proof.
- **Clear CTA Copy** - Being very clear in your CTA button copy has its benefits and helps to keep clarity in the page goal.
- **Product demonstration/breakdown** - It's your job to use your landing page to demonstrate to your prospective customers exactly how your product works so that the customer knows exactly what they're buying. If they have any uncertainty, then they will not purchase.
- **Guarantee** - No online offer is complete without a money back guarantee. This eliminates all risk for the prospect.
- **Include Specific Products** - Including product options with respective product images directly on your landing page can help lead to more conversions.

Testing out these tips can help you zero in on what works best for your eCommerce landing page. The concepts can help you optimise your eCommerce conversions, nudging your visitors through the sales funnel so you can ultimately rake in more sales revenue.



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<p>THE PROJECT</p> <h3>Product Re-Launch for Premium Connectable Luggage System</h3> <p> E-commerce Development</p> <p> \$10,000 to \$49,999</p> <p> Sept. 2020 - Ongoing</p> <hr/> <p>Project summary:</p> <p>Rozee Digital provides ongoing e-commerce development for a premium connectable luggage system. The team handles the paid social and email marketing campaigns, and optimizes landing pages.</p>	<p>THE REVIEW</p> <p>5.0 ★★★★★</p> <p>"They have great knowledge of the Digital Ads world."</p> <p>DEC 22, 2020</p> <hr/> <p>Feedback summary:</p> <p>Rozee Digital had an amazing approach and they drove results. The client saw a month-on-month growth in terms of revenue. The team is relentless and they approach the client's business with a sense of urgency that can't be beaten. Their workflow is good. Weekly improvement meetings were held.</p> <p>Read Full Review </p>	<p>THE REVIEWER</p> <p>Founder & CEO, TACH Connectable Luggage</p> <p> John Salek</p> <hr/> <p> Marketing & Advertising</p> <p> 1-10 Employees</p> <p> Littleton, Colorado</p> <p> Online Review </p> <p> Verified</p>
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<p>THE PROJECT</p> <h3>Google Ads & Digital Ads Management for Surgery Prep Drink</h3> <p> Advertising & Marketing</p> <p> \$10,000 to \$49,999</p> <p> Sept. 2019 - Ongoing</p> <hr/> <p>Project summary:</p> <p>Rozee Digital manages a health firm's Google Ads campaigns on an ongoing basis, also creating several new campaigns for brand awareness and e-commerce purchases. They also improved the website with tweaks.</p>	<p>THE REVIEW</p> <p>5.0 ★★★★★</p> <p>"It is clear that skill and understanding are there. Rozee Digital definitely adds value."</p> <p>MAR 31, 2020</p> <hr/> <p>Feedback summary:</p> <p>Rozee Digital had a great handle on the Google Ads platform, opening up new settings making the campaigns more efficient. They're paying less for more leads. The team at Rozee Digital is flexible, communicative, consistent, professional, and pleasant to work with.</p> <p>Read Full Review </p>	<p>THE REVIEWER</p> <p>Brand Consultant, ClearFast Inc.</p> <p> Marissa Adams</p> <hr/> <p> Health, Wellness & Fitness</p> <p> 11-50 Employees</p> <p> San Diego, California</p> <p> Online Review </p> <p> Verified</p>
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<p>THE PROJECT</p> <h3>Google Ads for Online Retailer</h3> <p> SEO & PPC</p> <p> Less than \$10,000</p> <p> Oct. 2019 - Ongoing</p> <hr/> <p>Project summary:</p> <p>Rozee Digital provided PPC and SEO services. They managed a Google Ads campaign and analyzed traffic data, helping with customer acquisition in the process.</p>	<p>THE REVIEW</p> <p>5.0 ★★★★★</p> <p>"They are the best service provider I've worked with in this category."</p> <p>FEB 14, 2020</p> <hr/> <p>Feedback summary:</p> <p>Rozee Digital successfully decreased customer acquisition costs. The ROI was greater than when the project started. Communication and deadlines were hit; their team was competent and supplied high-quality service.</p> <p>Read Full Review </p>	<p>THE REVIEWER</p> <p>Managing Director, Flex Technologies</p> <p> Evgeny Boyarov</p> <hr/> <p> Information Technology & Services</p> <p> London, United Kingdom</p> <p> Phone Interview </p> <p> Verified</p>
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#4 WHY LIFETIME VALUE IS CRUCIAL WHEN SCALING AN ECOMMERCE BRAND

Lifetime value is how much a customer is worth to you within a certain period of time. You can measure the time frame it takes a customer to make a second purchase based on your own data.

The biggest difference between brands generating \$50K a month in revenue to brands exceeding \$1 Million a month in revenue, is their focus on the lifetime value of their customer.

The biggest brands understand that once they acquire a customer, the relationship does not end there.

They want them to return to the business and buy again and again, as many times as possible.

If you have a business where the customer buys more than 2x per year, you should be aiming to acquire the customer at break-even cost, or possibly slightly lower than break even, knowing that there's a high chance the customer will make a repeat purchase and turn the initial break-even acquisition cost into profit within 12 months.

It will cost you more to acquire a customer for the very first time than it will to monetise the same customer for a second time, being as your brand is unknown to them, and they have not had any experience with your company before.

But once they purchase from you and enjoy the world-class customer experience and love the product, they are highly likely to come back and buy again.

Think Amazon.

You need a well-built email marketing, SMS marketing, social media marketing strategy as well as retention campaigns. You will be showing your customers other items for them to buy, the same item again or relevant items they may be interested in.

The trust has already been established between your brand and the customer, through their first purchase, therefore, they are more likely to buy from you again.

Without a 'back-end' in place, customers will only ever buy from you once - that's it! Don't expect, therefore, to grow a successful brand.

It's important to understand your customer cycle, to help you understand how valuable a new customer can become over time.

This is also crucial when trying to scale your business.

Spend more than you can afford on paid advertising and your business will actually LOSE MONEY.

However, if you spend less, you won't scale and will most likely stagnate. Yes, it's true. One reason companies fail to expand is because they underfund successful campaigns.

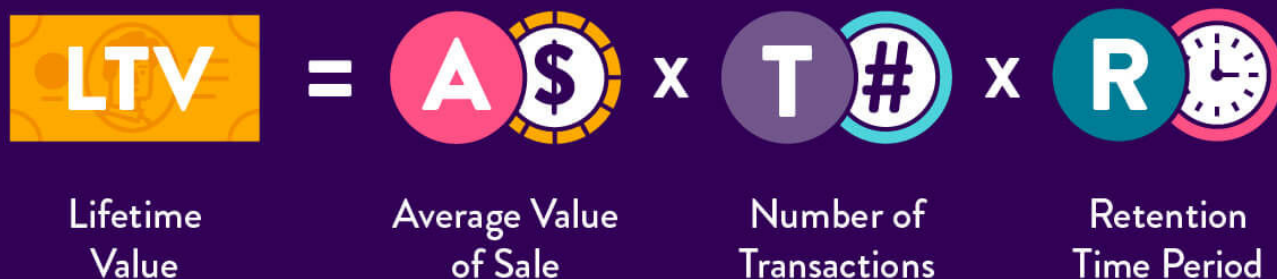
Here is an example of how LTV works.

Let's say the average customer for your brand spends an average of \$150 at least 3 times for 3 years.

That means that $\$150 \times 3 = \450 per year $\times 3$ years = $\$1,350$

Since our average customer LTV is $\$1,350$, we know how much we can spend on acquiring a customer and still be profitable.

As a brand owner, it's clear you need to be maximising customer lifetime value.



#5 YOUR CUSTOMER ACQUISITION AND RETARGETING ADS NEED TO BE EVERYWHERE

Growing an eCommerce business is about customer acquisition and getting those customers to become repeat buyers.

When developing your ad strategy, don't focus on one traffic source, you need to diversify to different traffic sources.

Refer back to chapter 2, "Turning Ice Cold Prospects Into Repeat Buyer Funnel", for the strategy suggestions for customer acquisition and retargeting.

Customer retention is the quickest and most cost-effective way to increase sales because customer retention costs seven times less than acquiring a new customer.

Not all customers are going to convert the first time they see your ad or visit your website.

It normally takes multiple touchpoints before someone pulls out their credit card and makes a purchase.

Potential customers most likely have not bought your product because of a less than optimal user experience or perhaps, don't trust your brand enough yet to buy.

This is where being able to build relationships with your customers with adverts and creatives is crucial to scaling your business.

As you know your potential customers are everywhere on the internet.

We recommend targeting on Facebook/Instagram, but also we emphasise the importance of building out an omnichannel strategy for clients.

You will see amazing returns by simply running retargeting advertisements on Google Search, Google Display, Youtube Ads, Snapchat, and even Reddit, Twitter or Pinterest depending on your niche.

You need to focus on omnichannel marketing to ensure your customers are seeing your brand everywhere they go on the internet.

Simple strategies we use for retargeting to warm audiences are simply showing them the same product they looked at with added benefits and values, as well as user generated content of the product.

The next step is building in an offer that is going to move those potential customers to the purchasing phase.

The idea is to show customers depending on where they are in that funnel, different offers or discounts on products.

You need to make your offer so good, that buying from your brand is, 'a no brainer'.

More on how to build an offer below.



#6 HAVE AN IRRESISTIBLE OFFER - MAKE YOUR CUSTOMERS THINK, 'HOW ARE THEY STILL IN BUSINESS?'

Developing innovative eCommerce promotion ideas can be tough. It will ultimately pay off in dividends when implemented correctly on your eCommerce website.

Offering promotions and special offers to your potential customers is an effective method of driving ancillary traffic to your site, acquiring new customers, and growing revenue.

Best of all, these online sales can also be used to encourage new visitors to become loyal, repeat customers.

Due to the fact that there are more online buying options than ever before, it's no surprise that it can often take additional persuasion to get your visitors to click that checkout button.

What makes a good offer:

- Irresistible offer
- Urgency
- Scarcity

What does this actually look like:

- Percentage Based Discounts
- Buy 1 Get 1 Free or Buy 1 Get 1 50% off
- Free Shipping or Free Shipping Over \$X
- Volume Discount
- Bundles
-

Don't listen to those who insist, "discounts will kill your business"!

When used strategically, discounts can super-charge your Google Ads or Social Media Marketing campaigns by helping brands stand out against large competitors like Amazon and Walmart.

Start with the discounts suggested above. Don't forget to take the A/B test to see which discounts resonate with your customers!

#7 HOW TO CREATE AD CREATIVES THAT SUCK IN SALES LIKE A VACUUM

Top Of Funnel Creatives:

The whole purpose of TOF creatives is to engage your audience to watch and look at your ads and click through to your website or offer in order to buy.

Here, you are targeting ONLY new customers for the TOF ads. Super engaging, eye-catching product showcasing creatives are all important at this stage.

Below we have put together the elements that should be included in highly converting TOF videos. Not all niches will be included in the elements below, but include as many as you can in your TOF Content.

- Clearly show your product's features and make it obvious how it works.
- Highlight the problems and issues your niche is experiencing, which your products will help solve. Make sure to emphasise these pain points to draw emotion from your customers.
- Show your audiences what they are missing out on, by not having this product.
- Highlight the benefits of your products and particularly, how it will help them make their life easier, or solve a problem. Make the customer feel they can't do without this product or why it's a perfect gift. Whatever the benefits are, you must highlight them.
- Showcase how your products differ or are superior to the competition in the market.
- Include photos and or videos from your customers with your products; using them; trying them on; reviewing them; unboxing them and reacting to them.
- Include videos on how to use your product. Don't make the buyer guess.
- Showcase multiple products of a collection in one video.

Middle Of Funnel Creatives:

The purpose of MOF creatives is to build trust with these audiences and encourage them to buy your product via seeing user-generated content and trust-building content about your brand.

At this stage, you are targeting people who have engaged your offer or service in the top of the funnel but have not yet visited the landing page. They have consumed some of your ad content or engaged with your brand in some way, however, for some reason, they have not made it to your landing page or offer section of your website.

Ideally, most of this content needs to be user-generated - produced by your customers and you are using it for MOF ads. At the same time, you can create content for MOF yourself and it will still convert.

Below we have put together the elements that should be included in highly converting MOF videos.

- Unboxing videos showcasing the product in its packaging, highlighting the branding experience, including revealing the product and talking about it.
- Reaction Videos showing people's reaction to receiving the products themselves, or as a gift. Capturing the excitement from these moments is super engaging content.
- Competitor Review showing your products versus a competitor's products or the person on camera talking about why your products are superior when compared to a competitor's product.
- Product In Use Videos showing different angles and features of the product in use.
- Customer Collage showing combinations of the different elements above into one larger video, and includes short videos and photos from customers using your products.
- Full Product Experience Videos showing a video from a customer, with them receiving the items, talking about the brand experience, talking about why they purchased the products, what made them buy it, how it compares to competitors, what they love about it, how it solves a problem for them and highlights the key features and benefits. Should involve them using the products for its intended use.

Bottom Of Funnel Creatives:

The purpose of the BOF creatives is again to build trust with these audiences and encourage them to buy via seeing user-generated content and trust-building content about your brand.

At this stage, we are targeting people that have been to your landing page or website but never purchased your products.

Ideally, this content is user-generated, so it has been filmed or photographed by your customers and you are using it for your BOF ads.

At the same time, you can create content for BOF yourself which will still convert.

The content used for BOF is very similar to MOF, however, you can add some more customer reviews and testimonials. Consider deploying the classic, “come back and buy” or “finish your checkout” creatives, as this stage of the funnel as your potential customer is warmer than the middle of the funnel.

Below we have put together the elements that should be included in a highly converting BOF video.

- Unboxing videos showing how the products get delivered, showcasing the branding experience and include showing the products and even talking about the product.
- Reaction Videos showing people's reaction to receiving the products themselves, or as a gift. Capturing the excitement from these moments is super engaging content.
- Competitor Review showing your products versus a competitor's products or the person on camera talking about why your products are superior vs a competitor.
- Product In Use Videos showing different angles and features of the product that is in use.
- Customer Review Video from your customers talking about why they purchased your product; why they love it and why others should purchase too.
- Testimonials Videos from customers talking about how the product has helped them or made a difference in their life and how it could benefit others.

- Customer College video combining all the different elements above into one big video including short videos and photos from customers using your products.
- Finish Checkout Creatives images or videos encouraging potential customers to come back to the website and finish their checkout.
- We Miss You Creatives create a video stating in a creative way that we know they have come to the website however have not purchased - persuading to come back and buy.
- Full Product Experience Videos showing a customers video of them receiving the items, talking about the brand experience, talking about why they purchased the products, what made them buy it, how it compares to competitors, what they love about it, how it solves a problem for them and highlights the key features and benefits. Should involve them using the products for their intended use.

#8 THE KPI'S YOU NEED TO UNDERSTAND TO OPTIMISE YOUR STORE CONVERSION RATE FOR SUCCESS

To properly optimise your website you need to understand what Key Performance Indicators (KPI's) are causing your conversion rate problems.

No matter what type of product you sell, if you own a website, your number one goal is to convince visitors to put items in their basket, proceed to the checkout and complete the purchase.

Simple right?

Of course, if you currently have an eCommerce website, you've probably realised there's more to making sales than just displaying a website and a shopping cart.

We can tell you that approximately 97% of the customers that browse an online store, will leave without making a purchase. Conversion rates of one or two percent are actually very common.

This begs the following questions:

- ✓ Where are the 97% going?
- ✓ Who are the 3%?
- ✓ How did the 3% reach your website?
- ✓ What did the 3% do on your website?

The KPIs serve as a constant indication of the growth potential.

They allow you to look at the metrics and instantly know where the growth potential is.

These KPIs take away the guesswork, remove emotion and give you the data you need to make data-driven decisions, rather than emotional decisions, on what you need to do to get this visitor to complete the purchase.

The KPIs tell you what, why and when to invest in your eCommerce store.

In addition, the KPIs will also indicate, when investing in certain areas of your site, will give you no revenue gain whatsoever. If growth has slowed, you can be sure that one of these KPI metrics has reduced.

If you try to improve without monitoring all these KPIs, you can end up frustrated because you won't be seeing the whole picture.

The final objective is a completed sale, but there are KPIs along the way that you can use to track and evaluate performance. You can really dial in and discover where the problem areas might be and ultimately fix them to increase revenue.

Where to start

On average:

- ✓ 10% of visitors will add a product to their basket.
- ✓ Of that 10%, 40% will proceed to checkout.
- ✓ Of that 40%, 84% will place an order.

To determine how your website is performing, first, benchmark yourself against those three statistics.

If you're falling behind in any one of these, this will dictate where you need to spend your time and money.

For instance, if only have five percent of your visitors are placing items in their cart, this is the area where you should concentrate your attention to fix the problem.

You'll need to answer the question, "Why aren't visitors adding items to their cart?"

Or you might find, your "add-to-basket" percentage is high, with very few people proceeding to checkout, the dreaded abandoned cart syndrome!

#9 BAD USER EXPERIENCE, COSTS YOU CUSTOMERS AND REVENUE

If you want to sell online, you can't rely on your products selling themselves.

You need to provide a good user experience (UX) that includes everything from aesthetics, usability, audio, visual, and even the experience which comes after purchasing or signing up for a newsletter etc. This makes it easy for people to buy and encourages them to buy often.

UX is critical to eCommerce because it ensures your customers can easily navigate your website, find what they need, buy it, and move on. When you make it easy for people to buy, they'll buy more frequently.

***“By 2021, Mobile eCommerce sales are expected to account for 54% of the total eCommerce sales. Make sure your mobile UX is just as dialled in as your desktop version.”
- Big Commerce***

We will explore eight common reasons for shopping abandonment.

- Slow site loading time
- Account creation request as part of the checkout experience
- Too many data inputs required
- Site errors
- Hidden charges
- Ambiguous delivery options
- Unable to complete checkout on another device

The experience involves every detail, from start to finish. It's not just about the online part. It's about the moment the user clicks onto your site, all the way to the moment they receive their purchase at their doorstep and open the package.

#10 - FAILING TO KNOW THESE NUMBERS WILL SINK YOUR BUSINESS

eCommerce is simply a numbers game.

Many eCommerce brand owners fail to understand the importance of knowing their business numbers in order to scale their brand.

Not knowing the numbers, can lead to you wasting ad spend and limiting the opportunities that you will have to truly scale your business.

Successful eCommerce businesses make decisions based on data and you need to be obsessed with the metrics below.

You can't achieve a scalable eCommerce business that achieves high growth if you don't know your numbers.

Here are the top Key Performance Indicators (KPIs) that are crucial to the lifeline of your eCommerce Brand:

- Cost Per Acquisition (CPA)
- Average Order Value (AOV)
- Sales Conversion Rate (CVR or CR)
- Customer Lifetime Value (LTV)
- Repeat Customers % (RPB)
- Cart Abandonment Rate (CBR)
- Cost Per 1,000 Impressions (CPM)
- Breakeven Return Of Ad Spend (BEROAS)
- Cost Per Click (CPC)
- Click Through Rate (CTR)
- Add-to-basket rate.
- Growth of six-month customer recruitment year on year.
- Basket-to-order rate
- Return & Refund Rate (RRR)

What is ROAS?

ROAS is basically a measurement of how much money you generate for every dollar you spend on advertising; you can use this metric to measure the overall effectiveness of your digital marketing efforts or drill down into measuring the effectiveness of a specific campaign or ad group.

Here is the formula for ROAS:

$$\text{ROAS} = \text{Advertising Revenue} / \text{Advertising Costs} * 100\%$$

For example, if you spend \$3,500 on Facebook Ads and earn \$8,500, your ROAS will be:

$$\text{ROAS} = 8500 / 3500 * 100\% = 242.8\%$$

In this case, the ROAS of 242.8% is a good result. It means that every \$1 spent resulted in a \$2.43 return.

While some people calculate ROAS as a percentage, others might prefer to express it as a multiple, a ratio, or a dollar amount. So with this example, you can either say that your ROAS is 242%, 2.4x, 2.4:1, or 2.4; these all mean the same thing.

How to calculate your break-even ROAS

The ROAS, on its own, doesn't always show how cost-effective your ad campaigns are.

So the ROAS calculation often isn't enough to assess if you earned any money. For example, a business can have a huge ROAS, but the real calculations will show that advertising campaigns didn't pay off.

That's why you need to calculate the break-even ROAS. To do so, you need to know your profit margin.

Here's the formula to calculate your break-even ROAS:

Breakeven ROAS = $1 / \text{Average Profit Margin } \%$

Pretty straightforward, right? If your average profit margin is 50%, then your break-even ROAS is simply $1 / 50\% = 200\%$.

$(1 / 0.5) \times 100 = 200\%$

This means that you break even at 200% ROAS, and if your actual ROAS is below this number, you're losing money on your online ads.

Now, some eCommerce store owners might think of their profit margin in absolute numbers, but they might not be 100% sure about their profit margin, expressed as a percentage.

If that's you, don't sweat it - you can easily do some calculations to convert your profit margin into percentage form. Here are the formulas you'd use:

(1) Average Profit Margin (\$) = \$ Average Order Value - \$ Average Order Costs

(2) Average Profit Margin (%) = Average Profit Margin / AOV x 100

For best results, don't use assumed numbers and therefore estimate your profit margin. Instead, take some time to actually work out your average profit margin (using the first formula), and then plug that answer into the second formula to derive your profit margin in percentage form.

Let's run an example:

Average Profit Margin: Monetary Value \$150 (See Below)

Average Order Value (\$250) - Average Order Costs (\$150)

$\$250 - \$100 = \$150$

Average Profit Margin: Percentage Value 60% (See Below)

Average Profit Margin (\$150) / Average Order Value (\$250) X 100

$\$150 / \$250 \times 100 = 60\%$

BONUS - THE 3 KEYS TO MANAGING A TEAM FOR ECOMMERCE BUSINESSES IF YOU'RE RAPIDLY TO TRYING SCALE

The easiest way to build a sustainably successful business is to build an audience.

If you're starting today, and want to go down this path, you need to understand it takes time. If you have an audience who cares about you / your product and believes in you / your product, they'll take care of you forever.

The 3 keys to managing a team for eCommerce businesses if you're trying to rapidly scale:

1. SOPS

You need SOPs for the repeatable tasks. These let your team hand things off quickly whether to a teammate or a new hire.

2. KPIs

Every team member needs to know which metrics they're responsible for. Marketing is responsible for revenue. Customer service for answered tickets. Operations are responsible for gross profit. The list goes on and on.

3. Objectives & Key Results (OKR's)

While KPIs are what numbers people are responsible for, OKRs are the goals and targets. I am always advocating for setting these aggressively high. That way, if your team misses their targets they still end up achieving a lot.

The above actionable tips are only a sneak peek of what we really do for our clients. We even go more in-depth, to spy on your competitors and create a custom digital marketing blueprint for your business so that you can use it to implement this digital marketing strategy yourself.

CLAIM YOUR FREE 30-MINUTE STRATEGY SESSION (WORTH \$1,997)

If you're serious about setting your business up for domination and long term unprecedented success, you must get these 10 things right. I've given you what you need to get started, but if you have any questions, or would like to get help with implementing any of the above, get in touch today.

Even better, for a limited time, we're offering you a free 30-minute "no obligation" strategy session, where we'll discuss your business goals and challenges in order to create a custom \$1,997 Digital Advertising Roadmap for you.

Either way, you will appreciate the value we offer with just one 30 minute strategy session, worth \$1,997

This is how it works. We'll review your business, your goals, and processes, spy on your competitors, and analyse the operations behind their ads. After that, based on what you tell us we'll create a custom-tailored advertising plan for you...for free. This will take only 30 minutes, but can easily transform the next 30 years for your business.

Simply click on the button below.

Either watch the additional value video or schedule a call with us.

CLAIM YOUR FREE "NO OBLIGATION" 30-MINUTE STRATEGY SESSION NOW

WARNING: Before you book your strategy session you must understand that this is only for businesses serious about rapidly growing their profits and have at least \$3,000 per month to invest in their paid Ads. Our goal is to maximise your sales and in order to do that, we'll have to dive into the deep psychological triggers that make people buy. If the idea of that makes you feel queasy, you should close this report and go with your day. However, if you're ready to see your sales explode and kick up your figures, book your strategy session now.