

# Go Online & Achieve Results Fast

## CHECKLIST

### Key Ingredients

- ✓ High quality off the shelf ecommerce platform with free upgrades
- ✓ Experienced agency in that platform to implement and guide you
- ✓ Professional graphic design
- ✓ Quality product descriptions & imagery
- ✓ Excellent customer service
- ✓ Digital & social marketing expertise



## Stage 01: **Getting Live**

**Select an off the shelf platform:** You don't need a custom bespoke site

**Don't go DIY:** Select an implementation team experienced in your platform choice

**Get live fast:** 2-6 weeks and aim for 500 products



STEP	WHAT'S INVOLVED
<b>ePos/ERP Integration</b>	<ul style="list-style-type: none"> <li>• Crucial step in being able to scale</li> <li>• Checkbox for Show on Web and select website category</li> <li>• Automatic integration of stock and price changes</li> <li>• Automatic download of web orders</li> </ul>
<b>Product Imagery &amp; Descriptions</b>	<ul style="list-style-type: none"> <li>• High quality images and unique, relevant user-friendly product descriptions sell products. Consider outsourcing</li> <li>• Should be able to edit descriptions and upload/manipulate images easily and quickly – e.g. LiveEdit</li> </ul>
<b>Graphic Design</b>	<ul style="list-style-type: none"> <li>• Off the shelf fully responsive design template</li> <li>• Keep it simple – mainly banners/product images</li> <li>• Quality design will help you stand out, it's the difference between a professional and unprofessional looking site</li> </ul>
<b>Non-Product Content</b>	<ul style="list-style-type: none"> <li>• Ability to create and manage multiple non product pages including: Home Page, Delivery, Returns, etc. without external assistance, for example, using Widgets and LiveEdit</li> </ul>
<b>Project Admin</b>	<ul style="list-style-type: none"> <li>• Lots to set up including payment providers, Google Analytics, SSL certs, shipping rates, order emails, etc. so be prepared</li> <li>• A good agency will guide you</li> </ul>

## Stage 02: Launch & Grow

**Hit your target:** Hit your first target of €250,000

**Paid advertising:** Paid advertising will support your growth strategy

**Grow your catalogue:** Continue to add 500 products per month



STEP	WHAT'S INVOLVED
Paid Advertising	<ul style="list-style-type: none"> <li>• To achieve initial growth, you will need to buy sales via Paid Advertising such as Google adverts, Facebook adverts, Gmail campaigns, and Google shopping, etc.</li> <li>• Estimate that to achieve €5k sales per month, you will need to spend €1k per month on Adwords</li> <li>• Aim is to increase sales and reduce the cost of the sales over time, for each €1,000 spent, generate €8k-10k in sales</li> <li>• consider outsourcing the set up of your campaigns</li> </ul>
Continue Uploading Products	<ul style="list-style-type: none"> <li>• Set a goal for 500 new products each month</li> </ul>

# 02

## Stage 03: Long Term Growth

**Aim High:** Aim to achieve a target of €1,000,000+ revenue

**Promote:** Active promotion of your website will improve growth

**Enhance your online store:** Using turn on/turn off plugins



STEP	WHAT'S INVOLVED
SERVICE	<p><b>Superior Customer Service &amp; Repeat Customers</b></p> <ul style="list-style-type: none"> <li>Offer a superior customer service including; next day deliveries, personalised gift messages, a simple returns policy, and your customers will keep coming back</li> </ul>
	<p><b>Email Marketing</b></p> <ul style="list-style-type: none"> <li>Ideally should be integrated with your ecommerce platform so you can download the order history to both target and personalise your email campaigns</li> </ul>
PROMOTION	<p><b>SMS Marketing</b></p> <ul style="list-style-type: none"> <li>Can be very powerful and effective when used properly, should be integrated with your platform to utilise effectively</li> </ul>
	<p><b>Organic Search</b></p> <ul style="list-style-type: none"> <li>Without doing SEO but doing what you do well in your ecospace (including blogs, Facebook, etc.) will get you onto or near page one of search results</li> <li>In addition, outsourcing options are available</li> </ul>
	<p><b>Social Media</b></p> <ul style="list-style-type: none"> <li>Harness the power of social media including Facebook, Twitter, Instagram, and blogs, etc.</li> <li>Use the ones that suits your market best</li> </ul>
	<p><b>Videos</b></p> <ul style="list-style-type: none"> <li>Videos are a very powerful promotion tool, and particularly appear to the younger audience</li> </ul>

## Stage 03: Long Term Growth – Continued



STEP	WHAT'S INVOLVED
ENHANCEMENT PLUGINS	<p><b>Product Reviews</b></p> <ul style="list-style-type: none"> <li>• Consider using Product Review sites such as Trustpilot, Feefo, or Google Reviews to gather Reviews</li> <li>• Also good for SEO</li> </ul>
	<p><b>Personalisation</b></p> <ul style="list-style-type: none"> <li>• Consider personalising the users browsing experience based on their preferences and order history by using services such as Nosto or Segmentify</li> <li>• Can give 10-20% boost in sales</li> </ul>
	<p><b>Specialised Search Providers</b></p> <ul style="list-style-type: none"> <li>• For large catalogues, turn on specialist keyword auto-complete and analytical based search results</li> </ul>
	<p><b>Online Chat</b></p> <ul style="list-style-type: none"> <li>• Provide additional customer service and immediate engagement with online chat, can help increase sales</li> </ul>
	<p><b>Order Management</b></p> <ul style="list-style-type: none"> <li>• Streamline your order fulfilment process and reduce costs by engaging order delivery management software</li> </ul>

# 03