



SYDNEY

#SHOPIFYMEETUP

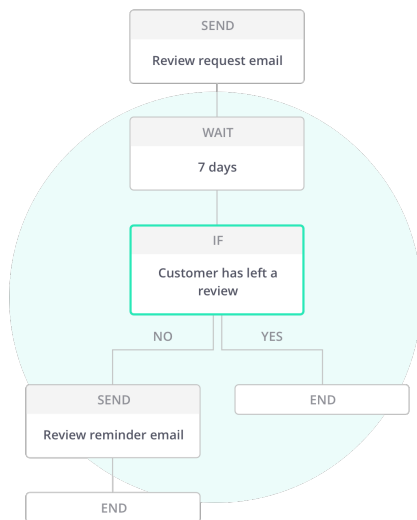
Wednesday 8 May 2019

HOSTED BY

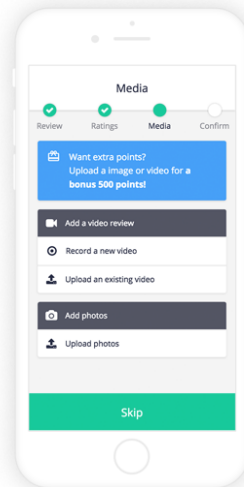
Process

Andy Homan

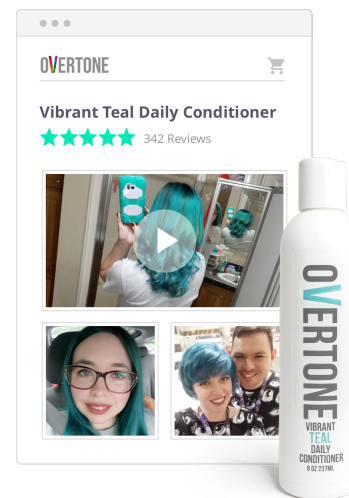
Build trust and increase conversions with customer reviews 🥰 📈



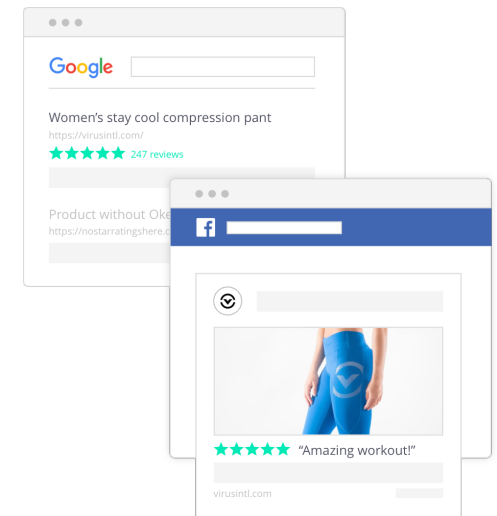
Automated Review Request Emails



Mobile-First Review Capture



Customer Photos/Videos



Integrate with Google & Facebook

Grow With Us: Free setup, 30-day trial, \$49/month!

SIMON BYRNE

Head of Client Strategy, Andzen



andzen

5 WAYS TO BOOST SALES

(without spending more on ads)

Simon Byrne

Sydney Shopify Meetup



WHO AM I?

Simon Byrne

Head of Client Strategy @ Andzen



WHO'S ANDZEN?

We're a customer journey agency with a focus on automated digital messaging for Shopify merchants.

THE
WANDERERS
TRAVEL CO.

slip™

tropeaka

SUNNYLIFE®
SYDNEY · AUSTRALIA



Magali Pascal

INI
NUHEARA

MELBOURNE
— SNOWBOARD —



GOOSEBERRY
Intimates | Seaside

ECO.
Modern Essentials



THE WORLD WE PLAY IN



dotmailer



KLAVIYO



mailchimp

ActiveCampaign >



OKENDO



OCTANE AI



smile.io

justuno



andzen

It's (at least) five times more expensive to attract a new customer than to retain an existing one.



#1

Give potential customers an easy and quick way to contact you
(...and respond quickly!)



MVMT™

MVMT ✓
@MVMT

Home
About
Reviews

FLASH FRIDAY FLASH FRIDAY

SALE 2018

Liked Following Share ...

Shop Now Send Message



<p> Message us</p> <p> Nick Julia Not you?</p> <p> Get support</p> <p> Nick Julia Not you?</p> <p> Notify me on Messenger</p> <p> Nick Julia Not you?</p>	<p> Out of stock. Want us to tell you when it's back?</p> <p> Nick Julia Not you?</p> <p> Questions about sizing or fit? Ask us here</p> <p> Nick Julia Not you?</p> <p> Get early access to new releases via Messenger</p> <p> Nick Julia Not you?</p>
---	---

#2

Optimise your site for capturing email addresses





The Boot

Click **here** to be notified by email when The Boot becomes available.

Send

6 ▼

\$122

Sold out



#3

Develop an email funnel to nurture unconverted subscribers

dotmailer



KLAVIYO

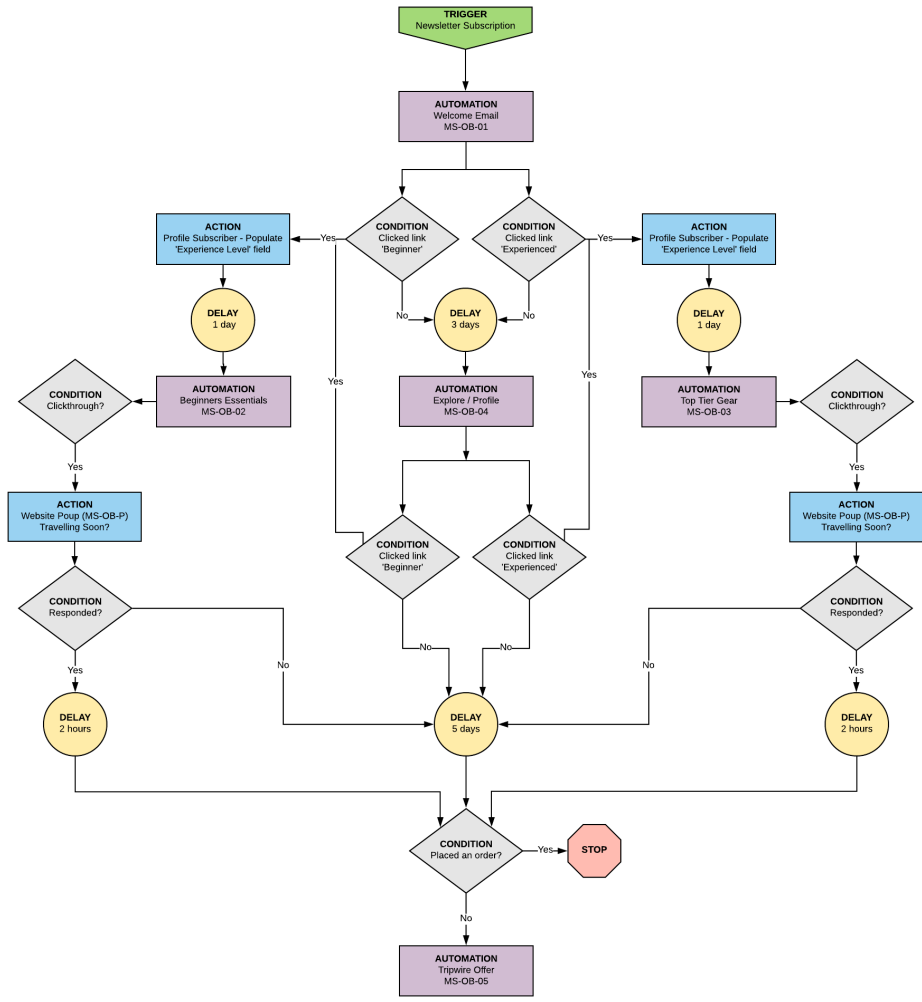
ActiveCampaign >



emarsys

Priority order (by % of revenue):

1. Abandoned cart
2. Welcome series
3. Tripwire



#4

Implement a series of post-purchase emails

dotmailer



KLAVIYO

ActiveCampaign >



emarsys



andzen

Priority order (by % of revenue):

1. First purchase thank you
2. Product cross-sell
3. Replenishment / anniversary

ANTHROPOLOGIE



WE'RE LISTENING!

What you think matters to us.
We've been working hard to give you more of
what you love—have you seen improvement?

As a little thank you,

ENJOY 20% OFF
your next full-price purchase.

GET STARTED →

Redeem your promo code by Monday, September 18

#5

Put a **structured** loyalty program in place

 smile.io

 LOYALTYLION


SWELL


andzen

welcome to

HOTEL PINK

The Loyalty Program that goes to a whole new level.
Sign up to get your hands on exclusive discounts, flash sales, prizes,
and the chance to test my new products. Come on in, babe. The mini bar is waiting.

SIGN IN

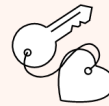
REGISTER



LEVEL 1
LOBBY



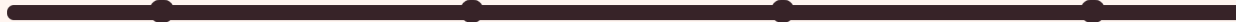
LEVEL 2
POOL
DECK



LEVEL 3
JUNIOR
SUITE



LEVEL 4
PENTHOUSE



www.frankbody.com/au/hotelpink

THANKS!

simon@andzen.com.au

CALEB MARSHALL

Managing Director, Tropeaka



tropeaka®

CONQUER THE DAY THE HEALTHY WAY™ | LAUNCHED IN 2016

4

KEYS TO OUR
eCOMMERCE
SUCCESS

+ (IF WE GET TIME) WHAT APPS WE USE

PROTECTING OUR BRAND AT EVERY POSSIBLE TOUCH POINT

- + Product ingredients
- + Packaging design, web design, ad design
- + Online/Offline distributors we choose to work with
- + Not discounting all the time



TREATING OUR CUSTOMERS AS OUR GOOD FRIENDS

- + In how we communicate (social media, via ads etc)
- + Product returns
- + Misplaced Parcels
- + Every touch point of the business (e.g. pick and packing)



BUYING UNDERPRICED MARKETING

- + Video Ads (Insta Stories, Snap Ads)
- + Influencer Marketing
- + Pinterest, TikTok



WORK WITH EXPERTS BUT BE AS MUCH OF AN EXPERT YOURSELF AS POSSIBLE

- + Are you learning every single day? Are you studying trends/competitors, and generating new unique, creative ideas?



APPS

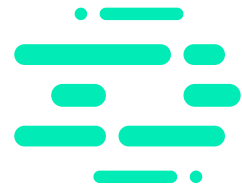
- + Recharge for Subscriptions
- + Retention Rocket for SMS Abandoned Cart
- + StarShipIt for Shipping
- + Dear Inventory for Inventory Management System
- + DeepMine for Analytics
- + FOMO for Social Proof
- + Klaviyo for Email
- + Loyalty Lion for Loyalty Program
- + Okendo for Customer Reviews



SAVE THE DATE

Next Sydney
Shopify Meet Up
Wednesday 14 August 2019

THANK YOU TO OUR SPONSORS



OKENDO



ONLINE MARKETING GURUS



VIRTUE CREATIVE

WORLDFIRST