

# Sydney Shopify Meetup

Wednesday 18 May 2022



*Process*

Hosted by

## Our clients

*Incu*

frank  
green

KIRSTIN ASH



rollie

just for pets

*Brittoria*  
Coffee

ZITSTICKA™

tropeaka®

kas

UNSW  
SYDNEY

OXFORD®

## Thank you to our sponsors

klaviyo<sup>™</sup>

 gorgias

 OKENDO

 *shopify*

# Scott Goodman

Okendo



# Cultivate & Supercharge Your Community With Reviews



OKENDO



*Process*

We are proud to help **5,000+ fast-growing brands** leverage their customers to grow bigger, faster!

- 💰 Building trust and driving sales
- 🛒 Producing more qualified shoppers
- 💖 Growing loyalty and CLTV
- ☆ Enabling better customer experiences



NETFLIX

SKIMS

BUCK MASON

Bite

knix

# The best DTC brands trust Okendo



DASHING DIVA  GROOVE LIFE *LoVISA* **SKIMS** ILIA  P.E. NATION MESHKI SHEIKE

GANT  crunchyroll *Haus* NOMAD  MAGIC SPOON BUCK MASON MUD\WTR

FRAME **knix** **Bite** *florence*  
by mills  ASTRID & MIYU **Glue.**  
STORE

CARBON<sup>38</sup> *tigerlily* SEAFOLLY  // LeSpecs **thermomix** TAFT

BALIBODY  **feastables** *Liquid Death* **outer** *Knockaround*  gorjana



**NETFLIX**

 MISEN



*Natural*  
DOG COMPANY





# How many of you care about...

- Converting more traffic into sales?
- Establishing trust with your customers?
- Building customer loyalty?
- Increasing average order value and customer lifetime value?



Then you should care about **building a community.**



Reviews have become **more important**  
**now** than ever before.



99.9%

of customers read product reviews  
before making a purchase



Customers are willing to spend

**31%**

more with a brand that has excellent reviews



How do you build a community with reviews?




1


Display content-rich reviews on  
your product page



# Highlight what's important to your customers



**Sirena B.**  
Verified Buyer ✓



**Reviewing**  
Arihi Indah Top

★★★★★

3 weeks ago


**So Cute!**

Love the Arihi print! The colors are so beautiful, and fit is super flattering. Amazing quality as always!






# Highlight what's important to your customers



**Sirena B.**  
Verified Buyer



**Reviewing**  
Arihi Indah Top

I recommend this product

**What size did you purchase in the piece you are reviewing?**  
S

<b>Age Range</b>	25-29
<b>Body Type</b>	Hourglass
<b>Height</b>	5'2"
<b>Weight</b>	80-100
<b>Cup Size</b>	B
<b>Pants Size</b>	0

★★★★★ 3 weeks ago

**So Cute!**  
Love the Arihi print! The colors are so beautiful, and fit is super flattering. Amazing quality as always!

**How would you describe the fit?**

Runs Small      True to Size      Runs Big

**Quality**

Poor      Excellent



**Midori**  
When Shoppers Interact  
with a Review Display



**241% increase**  
in Conversion Rate



**12% increase**  
in Average Order Value



2

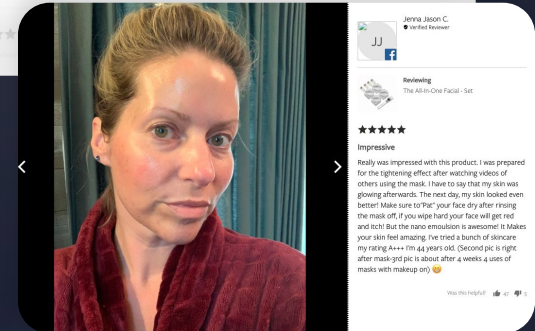
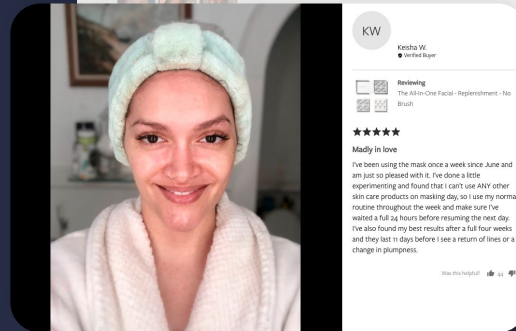
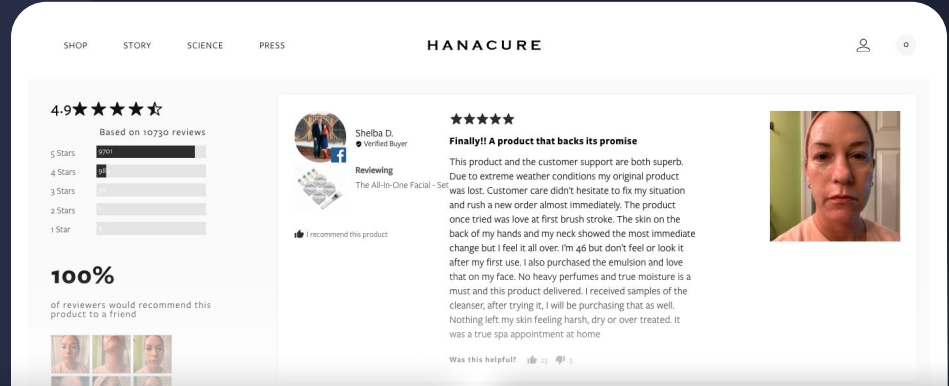
Collect UGC from your  
community



# Be Visual

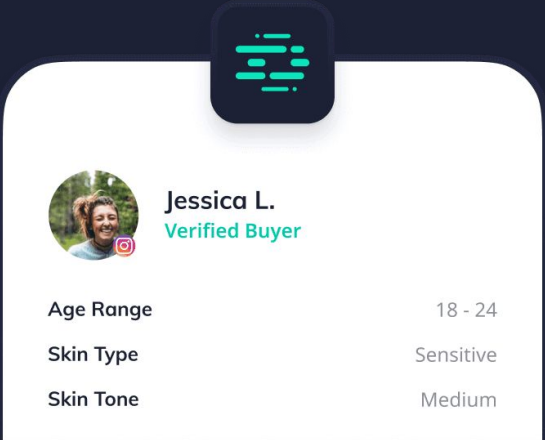
90% of information transmitted to the brain is visual

We process images 60,000x faster than text



# Incorporate customer photos

88% of of shoppers specifically look for photos and videos provided by other consumers before committing to a purchase.




Profile card for Jessica L., a Verified Buyer. The card includes a profile picture, name, and verification status. Below the name, there are three rows of attributes: Age Range (18 - 24), Skin Type (Sensitive), and Skin Tone (Medium). At the bottom of the card, there are three sliders for Quality, Taste, and Ease of use, all set to the maximum level.

Age Range	18 - 24
Skin Type	Sensitive
Skin Tone	Medium

Quality

Taste

Ease of use



Three customer photos showing the product in use. The first photo shows a hand holding a jar of 'Bite' toothpaste and a toothbrush. The second photo shows a woman smiling and holding the jar. The third photo shows a bathroom sink with the product on the counter.

3

Own the negative  
experience

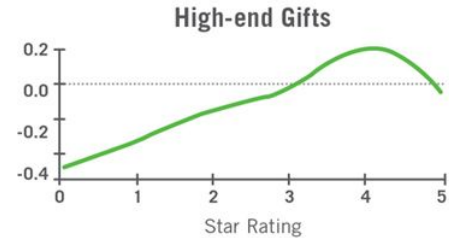
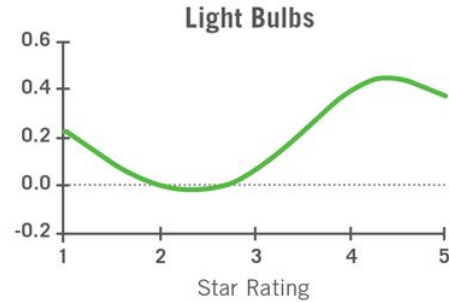


# Increase conversion by publishing negative reviews



- ★ Purchase likelihood peaks when the average star rating of a product is between **4.2 and 4.5 stars**
- ★ **Negative reviews have a positive impact** because they help establish trust and authenticity

Star Ratings' Impact on Purchase Probability



# Build trust by responding publicly to negative reviews



The screenshot shows the Thermomix website's review section. At the top, the navigation bar includes the Thermomix logo, categories like THERMOMIX, KOBOLD, OVANA, RECIPES, BAKING, ACCESSORIES, GIFT CARDS, SHOP BY, and SALE, a search bar, and a shopping bag icon. Below the navigation, there is a 'Write a Review' button and a 'Most Recent' filter dropdown. The main content area displays a review by user 'J.R.' with a 3-star rating and a date of 'about 1 month ago'. The review text is: 'I don't recommend this product. I have had the vacuum now for a couple of months and haven't found it very useful. It isn't very powerful and I also find that it would need a longer slimmer attachment piece in the front to get to all the little nooks and crannies especially in a kitchen. Unfortunately, I can't recommend this and will start looking for something better. Also, it took about 1 month to arrive in NZ from Australia and the communication with customer support has been very slow and unhelpful.' Below the review, there is a 'Was this helpful?' section with a thumbs up icon and the number '1', and a thumbs down icon with the number '0'. A response from 'Thermomix' is shown below, dated 'about 1 month ago'. The response text is: 'Sorry to hear you haven't found the MiniVac very useful so far. It sounds like there might be some issues with the suction. I would try making sure no blockages are affecting its usability. This should help to make it more powerful so you can get more use out of it. If problems persist you are always welcome to get in touch with our customer service team and they will be able to help. Thanks for getting in touch.'

4

Collect valuable zero-party data  
directly from your customers





# Zero Party Data - What is it?



**ZERO PARTY**  
Data proactively & intentionally given by customers



**FIRST PARTY**  
Data collected by a company when customers interact with their brand



**SECOND PARTY**  
1st party data shared by another company to your company



**THIRD PARTY**  
Aggregated data from public/non public sources



# Zero Party Data

## Why is it so important?

- 80% of revenue is driven from 20% of customers. Retention is key.
- Make customers feel valued, engaged and respected
- Use owned marketing channels for cheaper, more personalized and more efficient communication



# Personalize campaigns with zero-party data

- Collect review events & customer attributes
- Sync to ESP or SMS platform
- Create audience segments
- Send personalized, targeted campaigns
  - Product recommendations
  - Run out stock
  - Education pieces
  - Blog content



Okendo Cosmetics: Having trouble with your dry skin this winter? Try our new ultra-hydrating moisturizer.



Take 15% off at checkout now with code 10WXYZ



## Key takeaways

1. Collect and showcase useful attributes and UGC
2. Use negative feedback to your advantage
3. Use zero-party data to help drive hyper personalized communication

Thank You!



# A Special Offer For Attendees

Get your first 60 days of Okendo **FREE** when you sign up before June 30th

[www.okendo.io](http://www.okendo.io)



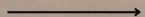
# Daniel David

KAS Australia



# Kas

[www.kasaaustralia.com.au](http://www.kasaaustralia.com.au)



# ABOUT ME



I am the business manager of KAS and carry over 10 years experience in advertising, marketing and building successful eCommerce operations from the ground up.

During my 5 years in media, I developed a strong interest in digital marketing which began to grow and the role at KAS was a natural fit for me at my family's business back in 2013.



**DANIEL  
DAVID**

**BUSINESS MANAGER**





# About KAS AUSTRALIA



KAS Australia is an Australian family business that has taken pride in brightening homes with design-led, quality bedding and homewares for over 40 years.

Every piece has always been designed in our Sydney studio and the core KAS values have remained unchanged for over 40 years.

These are:

- 1.) Superior quality**
- 2.) Unique designs**
- 3.) Our loyal community**



1975

**KAREN & STEVE START SELLING  
AT MARKETS**

Founders Karen & Steve David began selling cushions and bean bags at the markets

1980'S

**KAS LANDS ITS FIRST  
BIG CLIENT**

KAS lands its first big wholesale client in MYER department store stocking cushions & bean bag range

1990'S

**FIRST INTERNATIONAL  
EXHIBITIONS BEGAN**

KAS began entering the world stage & securing its first International clients within the USA, Canada, and Dubai

2000'S

**RAPID CUSTOMER EXPANSION  
DOMESTICALLY**

Within the early 2000's KAS supplied to all the major retailers in Australia, including David Jones, MYER, Freedom, Domayne, Harvey Norman, & over 1,000 Independent retail stores

TODAY

**KAS BEGINS CHANGING ITS  
BUSINESS MODEL TOWARDS DIRECT TO  
CUSTOMER (B2C) NEW WEBSITE BUILT**

Due to the rapid changes in the way customers are purchasing KAS focused more attention in the direct to retail market



## VISION

Bring happiness into people's homes. KAS is made for real life. Everyday living. Beautiful pieces that deserve more than to be looked at from a distance. That become even more beautiful once our customers have made their mark on them.

We believe our pieces are made for the moments that make a house a home. Designed to be enjoyed; dived under, thrown over, cuddled up to. Made for the realities of living. By us, for you.



## MISSION

“To create colourful, trend-led furnishing designs with a KAS twist that are made to last”. ”



# THE CHALLENGES

- **Significant investment required in website and digital experience**
- **Rapid business model transformation needed as the business was structured for wholesale**
- **Converting traditional bricks & mortar shoppers into digital customers**
- **Limited budgets**
- **Competing with wholesale stockists e-commerce sites**



# Laying the FOUNDATION

Building a great e-commerce website experience from scratch isn't easy and it starts with a great strategy & plan to deliver a big vision in small steps.

---

1.) START WITH A GREAT UX

2.) IMPLEMENT A STRATEGY

3.) BE REALISTIC ON TIMEFRAMES

4.) DO SOCIAL LISTENING

5.) BUILD MOBILE FIRST

6.) BE PREPARED TO TEST & LEARN



*The good & the Bad*  
**OF DIGITAL TRANSFORMATION**



**THE GOOD**

- 1.) Increased mobile conversion rate to over 2.5% alone in 2021 YTD due to our Mobile first design.**
- 2.) Substantial growth seen online from COVID-19 for the ecommerce business in our industry.**
- 3.) We were able to develop an omni-channel digital strategy**
- 4.) Increased email subscriber list and communications**
- 5.) Building strong momentum within our loyalty and review programs**



*The good & the Bad*  
**OF DIGITAL TRANSFORMATION**



**THE BAD**

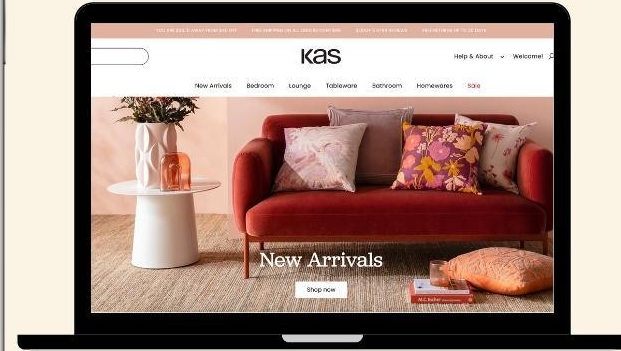
- 1.) Choosing the right technology**
- 2.) Capturing quality leads**
- 3.) The e-commerce learning curve**
- 4.) Attracting and hiring the right people to make it all happen became challenging**



# *Adapting Fast*

## THE COVID RECOVERY PLAN

- 1.) Re-imagine the post COVID-19 world
- 2.) Meet our customers where they are
- 3.) Focus on care and concern
- 4.) Accelerate digital options
- 5.) Ordering stock further in advance due to heavy delays in shipping





# The Family EXPERIENCE

- 1.) **Treat your customers as if they were family**
- 2.) **Go above and beyond to create the perfect customer service experience**
- 3.) **Provide FREE 30 day returns**

*"Our goal is to continually grow our loyalty program"*



KAS AUSTRALIA

---



*Thank you*

**KEEP IN TOUCH**

- ✉ [www.kasaaustralia.com.au](http://www.kasaaustralia.com.au)
- 🌐 [daniel.david@kasaaustralia.com.au](mailto:daniel.david@kasaaustralia.com.au)
- 📱 (02) 9317 5700



[online@kasaaustralia.com.au](mailto:online@kasaaustralia.com.au)

[www.kasaaustralia.com.au](http://www.kasaaustralia.com.au)

# Save the date

 Sydney Shopify Meetup

 Wednesday 15 September 2022

## Thank you to our sponsors

klaviyo<sup>™</sup>

 gorgias

 OKENDO

 *shopify*