

Process

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How to succeed with
your ecommerce
business using Shopify



Our team

Building things, crafting
experiences & having fun
along the way



CLIENTS

carla zampatti

Deus Ex Machina®

OXFORD®

ParlourX

MANNING CARTELL

COCKSOX®

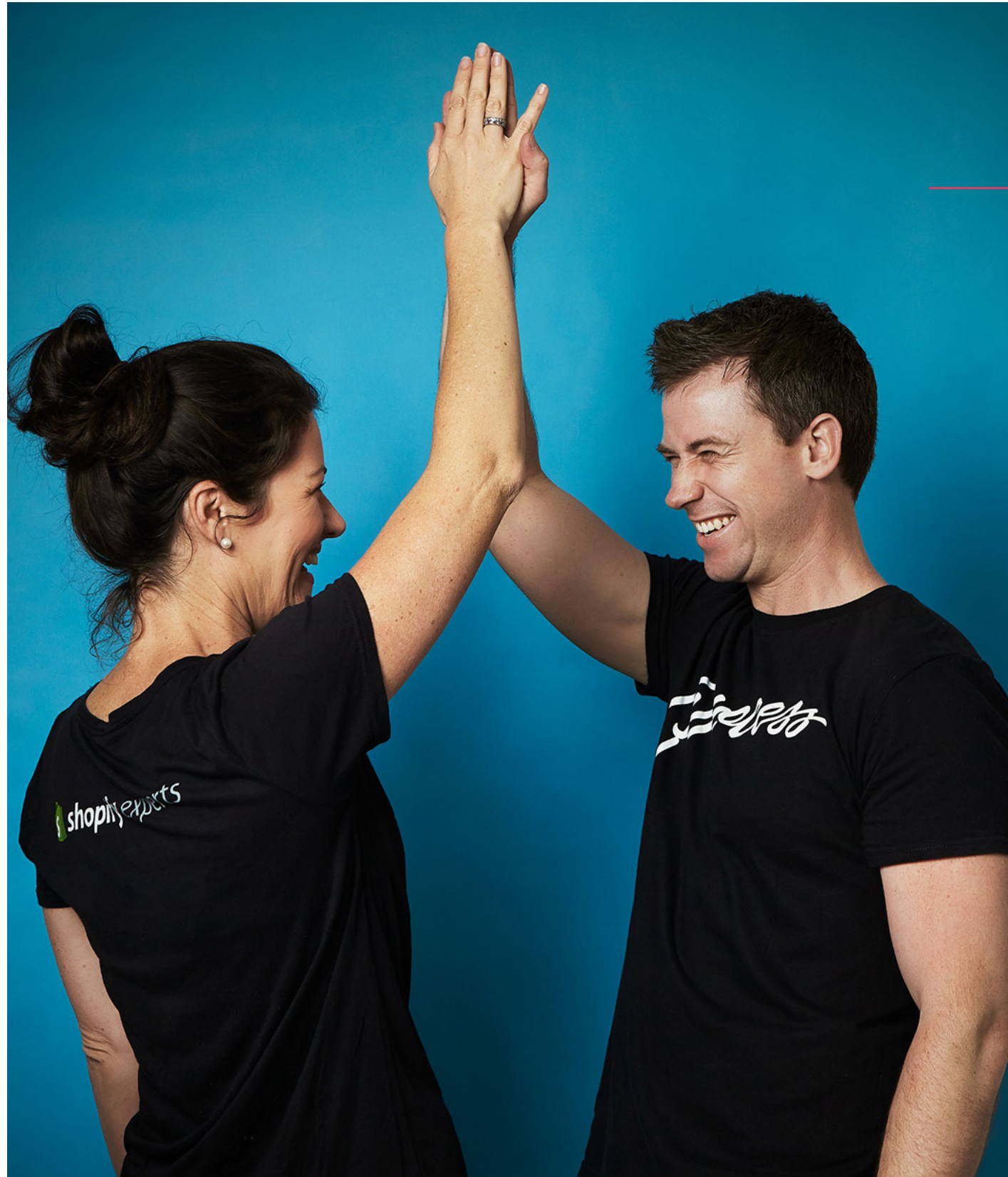
STATE OF ESCAPE

WANDERERS
TRAVEL CO.

ZITSTICKA

 BAUERFEIND®

Taking your site to the next level



Overview

- Planning & getting started
- Choosing the right platform
- Building a strong brand
- Acquisition, conversion & retention

Planning & getting started

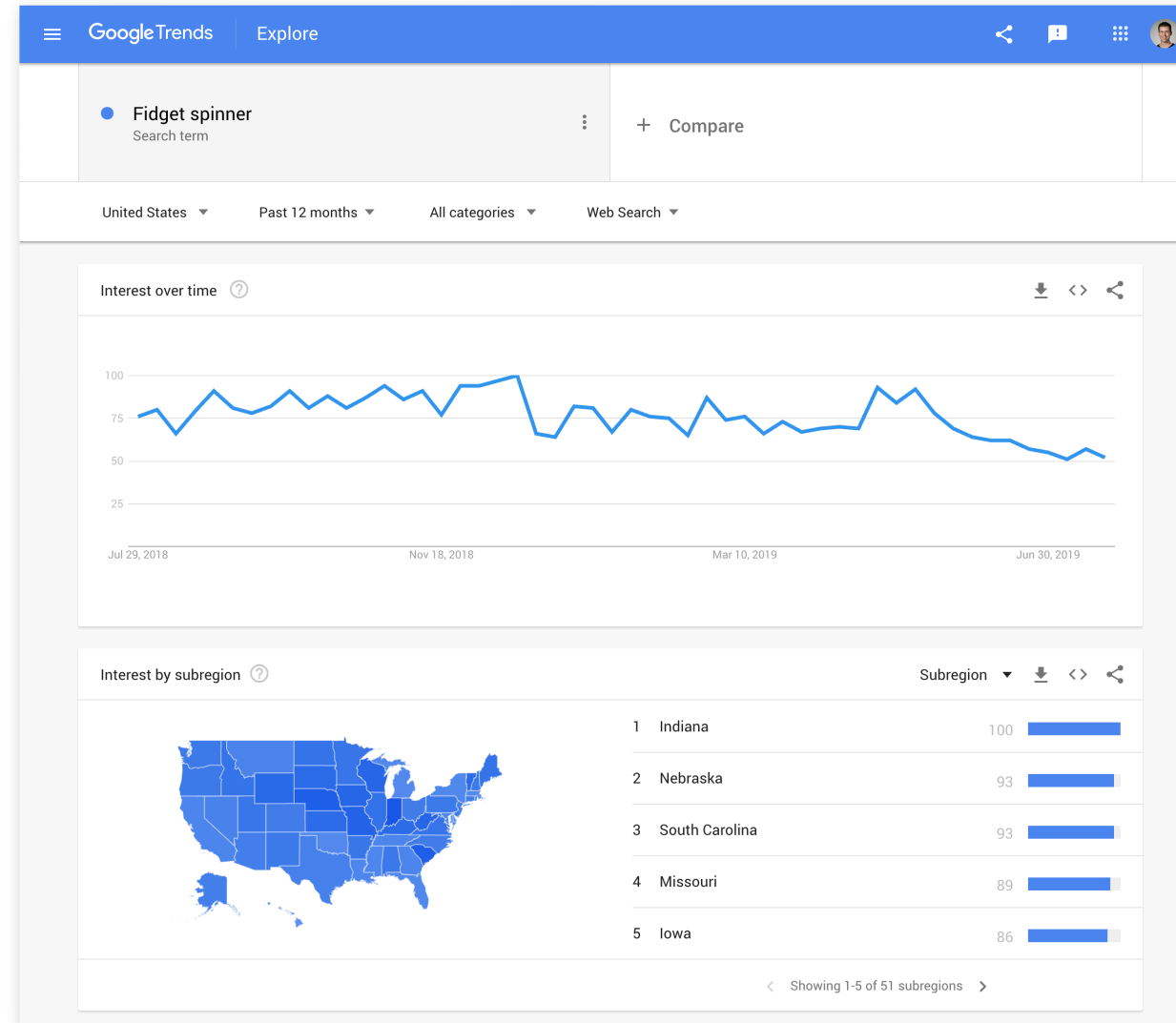


Around 80% of all e-commerce
businesses fail!



Research your chosen market vertical

- How large is the market?
Domestically & internationally
- How competitive is the market?
- Is the market growing or contracting?
- Any external factors to consider?



Google Keyword Planner "Keyword ideas" page for the search term "thin bed pillow, pillows, flat pillow". It shows 3877 keyword ideas. The table below lists the top results with their volume and cost per click (CPC).

Keyword (by relevance)	Vol	CPC
<input type="checkbox"/> firm bed pillows ★	140	\$2.00
<input type="checkbox"/> pillow ★	301,000	\$1.00
<input type="checkbox"/> thin bed pillows ★	170	\$1.00
<input type="checkbox"/> flat pillow ★	2,400	\$1.00
<input type="checkbox"/> bed pillows ★	22,200	\$1.00
<input type="checkbox"/> firm pillows ★	5,400	\$1.00
<input type="checkbox"/> thin pillows ★	1,900	\$1.00

Positioning

If you don't understand your customer,
your business will fail.

RESEARCH YOUR COMPETITORS

- How will you differentiate?
- Is there a gap?
- What is your brand proposition?

RESEARCH YOUR CUSTOMERS

- How will you make them care about you?
- How/where can you reach them?
- What are their potential concerns when purchasing from you?

amazon

All

Q

Shop Today's Deals

Deliver to Andy
Surry Hills 2010

Departments

Browsing History

Andy's Amazon.com

Today's Deals

Gift Cards

Help

EN

Hello, Andy

Account & Lists

Orders

Cart

Best Sellers

New Releases

Movers & Shakers

Most Wishd For

Gift Ideas

Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

Any Department

Amazon Devices & Accessories

Amazon Launchpad

Appliances

Apps & Games

Arts, Crafts & Sewing

Audible Books & Originals

Automotive

Baby

Beauty & Personal Care

Books

CDs & Vinyl

Camera & Photo

Cell Phones & Accessories

Clothing, Shoes & Jewelry

Collectible Currencies

Computers & Accessories

Digital Music

Electronics

Entertainment Collectibles

Gift Cards

Grocery & Gourmet Food

Handmade Products

Health & Household

Home & Kitchen

Industrial & Scientific

Kindle Store

Kitchen & Dining

Magazine Subscriptions

Movies & TV

Musical Instruments

Office Products

Patio, Lawn & Garden

Pet Supplies

Prime Pantry

Smart Home

Software

Sports & Outdoors

Sports Collectibles

Tools & Home Improvement

Toys & Games

Video Games

Toys & Games

See more Best Sellers in Toys & Games

1.

Intex River Run I Sport Lounge, Inflatable Water Float, 53" Diameter
★★★★☆ 2,610

2.

Crayola 12 Ct Ultra-Clean Washable Markers
★★★★☆ 302

3.

L.O.L. Surprise! Dolls Sparkle Series A, Multicolor
★★★★☆ 84

Electronics

See more Best Sellers in Electronics

1.

Fire TV Stick with Alexa Voice Remote, streaming media player
★★★★☆ 18,662

2.

Fire TV Stick 4K with Alexa Voice Remote, streaming media player
★★★★☆ 30,740

3.

Amazon Smart Plug, works with Alexa
★★★★☆ 10,693

Camera & Photo

See more Best Sellers in Camera & Photo

1.

Wyze Cam 1080p HD Indoor Wireless Smart Home Camera with Night

2.

Fujifilm Instax Mini Instant Film Value Pack - (60 Total Pictures)(Package

3.

Wyze Cam Pan 1080p Pan/Tilt/Zoom Wi-Fi Indoor Smart Home Camera with

Choosing the right product

- Keep it simple
- What are the profit margins like?
- Consider weight & size

Choosing the right platform



MARKETPLACES

- Amazon
- eBay
- Etsy

SELF HOSTED

- WooCommerce
- Magento
- Open Cart

SAAS

- Shopify
- SquareSpace
- WIX

Platform considerations

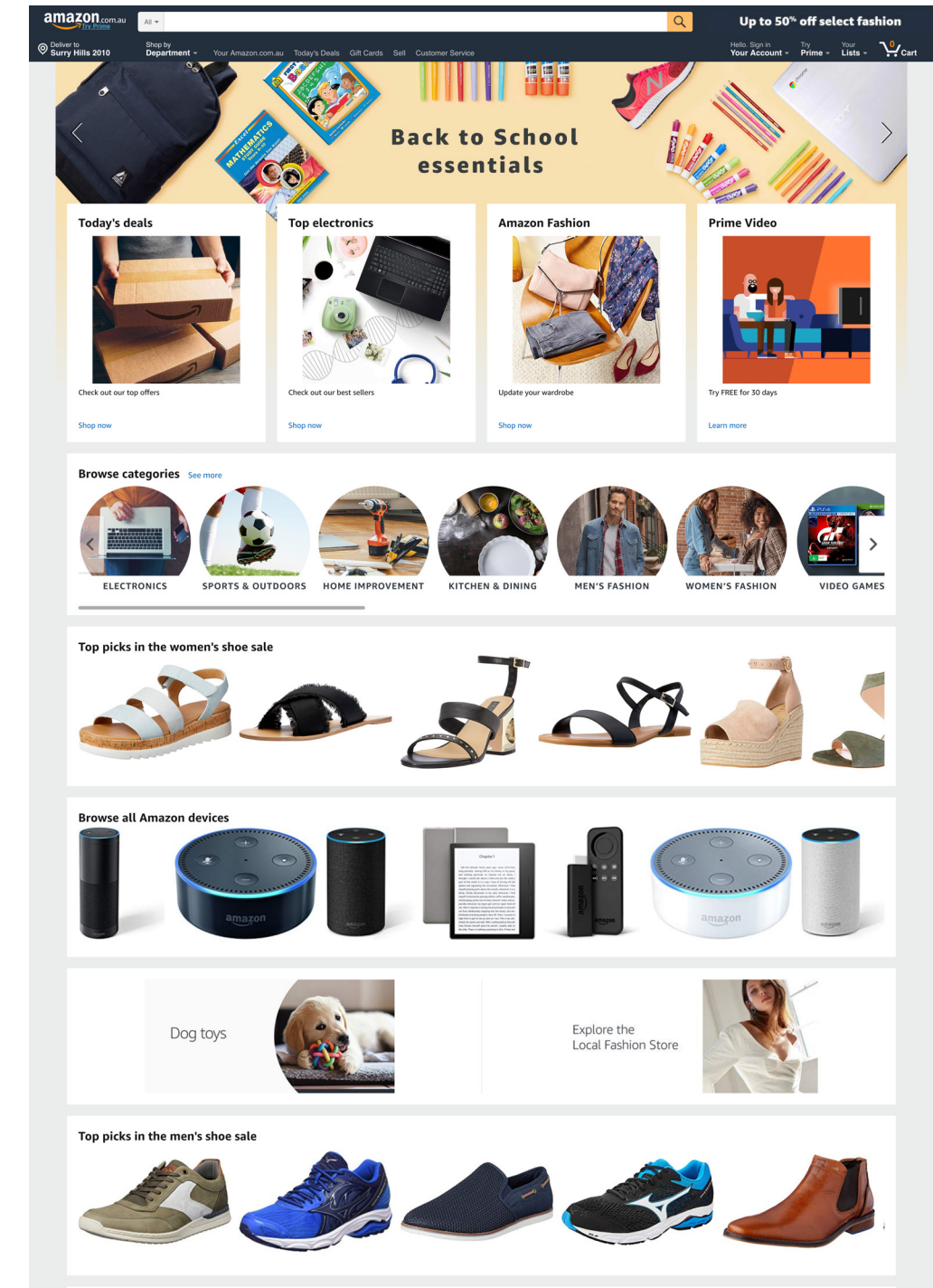


- Load speed/performance
- Total cost of ownership
- Apps & integrations
- Sales channels (POS)
- Official support
- Professional support options
- API
- Scalability
- Security

Cultivating a strong brand narrative

Amazon's growing influence

- 50% of all online orders in the US take place on Amazon
- Amazon sells more than 12 million products
- Last year Amazon Australia increased revenue by 1500%





Branding is an idea, set of beliefs or a philosophy to which your business seeks to align itself with.





Your branding should define...

- What your business stands for
- The wording and tone you use
- Pricing
- Colours and layout
- Packaging
- Even your voicemail message

Consider

- Why should people care?
- What truly separates you from your competitors?
- What do you do better than anyone else?
- What don't you stand for?



Don't be afraid to be niche

Be opinionated

Take a stand

Support a global or local cause

Communicate your narrative

“

In order to be irreplaceable one
must always be different.

Coco Chanel



SPEND OVER \$200 AND RECEIVE A FREE ST.TROPEZ TRAVEL POUCH . FREE SHIPPING AUSTRALIA WIDE

The importance of great photography



CARRY BAGS

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

SHOP NOW ›

AUSTRALIA'S FIRST DRINK DEVELOPED TO SUPPORT BRAIN FUNCTION AND HEALTH

SHINE TODAY

NO ADDED SUGAR & LOW

MADE IN AUSTRALIA

HEALTHY & NATURAL

SCIENTIFICALLY PROVEN

FIERY GINGER LEMON-LIME

FREE SHIPPING ON ORDERS OVER \$39

MONEY BACK GUARANTEE

SMART DRINK
EXTRA CAFFEINE
WILD TROPICAL FLAVOUR

DECAFFEINATED
DECAFFEINATED
WILD TROPICAL FLAVOUR

SMART DRINK
SPARKLING
WILD TROPICAL FLAVOUR

EXTRA BRIGHT
EXTRA CAFFEINE
WILD TROPICAL FLAVOUR

BUY NOW

SEVEN FUNCTIONAL, NATURAL INGREDIENTS

1 GINKGO BILOBA

2 GREEN TEA

3 CAFFEINE

4 TURMERIC

5 SIBERIAN GINSENG

6 VITAMIN B6

7 VITAMIN B12

LEARN MORE

AS SEEN ON

Forbes Mashable FAST COMPANY TC Entrepreneur Mashable FAST COMPANY TC

SHINE AT THE GYM

SHINE AT WORK

SHINE +, 2018

SHINE AT SCHOOL

SHINE ANYWHERE

AUSTRALIA'S FIRST SMART DRINK

In 2015 when results of a number of studies were released that showed certain ingredients and compounds can increase mental function, Dr Sam Prince and Stephen Chapman began developing Australia's first drink designed to enhance brain function.

SHINE TODAY

This little drink needs to be renamed 'limitless'. I've replaced my afternoon coffee with @shinedrink and I'm loving it! Also making me go the whole distance on my afternoon runs!"

NICOLA | LIFESTYLE BLOGGER
@THE_UNREFINED

Drinking healthy to energise my mind! 🍌 Great run this afternoon thanks to @shinedrink. With hours of clean focus with no crash, I hit my new 10km personal record.

JAKE MOLLENHAUER | MALE HEALTH EXPERT

FOR EVERY SHINE+ SOLD, WE DONATE ONE DAY OF CLEAN DRINKING WATER TO SOMEONE IN NEED.

We partnered with Water Is Life on their mission to provide access to clean water to those who need it most.

SHINE FOR WATER

shinedrink.com

ORDER NOW & START THINKING BRIGHTER

SMART DRINK
EXTRA CAFFEINE
WILD TROPICAL FLAVOUR

DECAFFEINATED
DECAFFEINATED
WILD TROPICAL FLAVOUR

SMART DRINK
SPARKLING
WILD TROPICAL FLAVOUR

EXTRA BRIGHT
EXTRA CAFFEINE
WILD TROPICAL FLAVOUR

BUY NOW

SUBSCRIBE TO OUR NEWSLETTER TO WIN A 12 PACK

Your email address

GO

TRAVEL

HERE'S HOW TO ESCAPE THE CLUTCHES OF YOUR COMFORT ZONE THIS YEAR

TRAVEL

STEP INSIDE THE DARING MIND OF RUSSELL BIERKE

TRAVEL

THE JEWEL OF THE DEEP SOUTH

FOLLOW @SHINEDRINK ON INSTAGRAM

SHOP

CONTACT US

RETURN POLICY

PRIVACY POLICY

TERMS OF SERVICE

OUR STORY

BLOG

STOCKISTS

WHOLESALE

CAREERS

INSTAGRAM

FACEBOOK

TWITTER

PINTEREST

YOUTUBE

SUBSCRIBE TO OUR NEWSLETTER TO WIN A 12

Your email address

GO

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SITE BY PROCESS

Now, let's make some money!



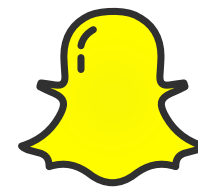
Growth drivers

- **Acquisition**
Increase total number of customers
- **Conversion**
Increase conversion & Average Order Value (AOV)
- **Retention**
Increase purchase frequency

Acquisition

- Pay Per Click (PPC) Google AdWords/Bing etc
- SEO
- Paid social
- Influencers (free samples for reviews)

Instagram



Snapchat

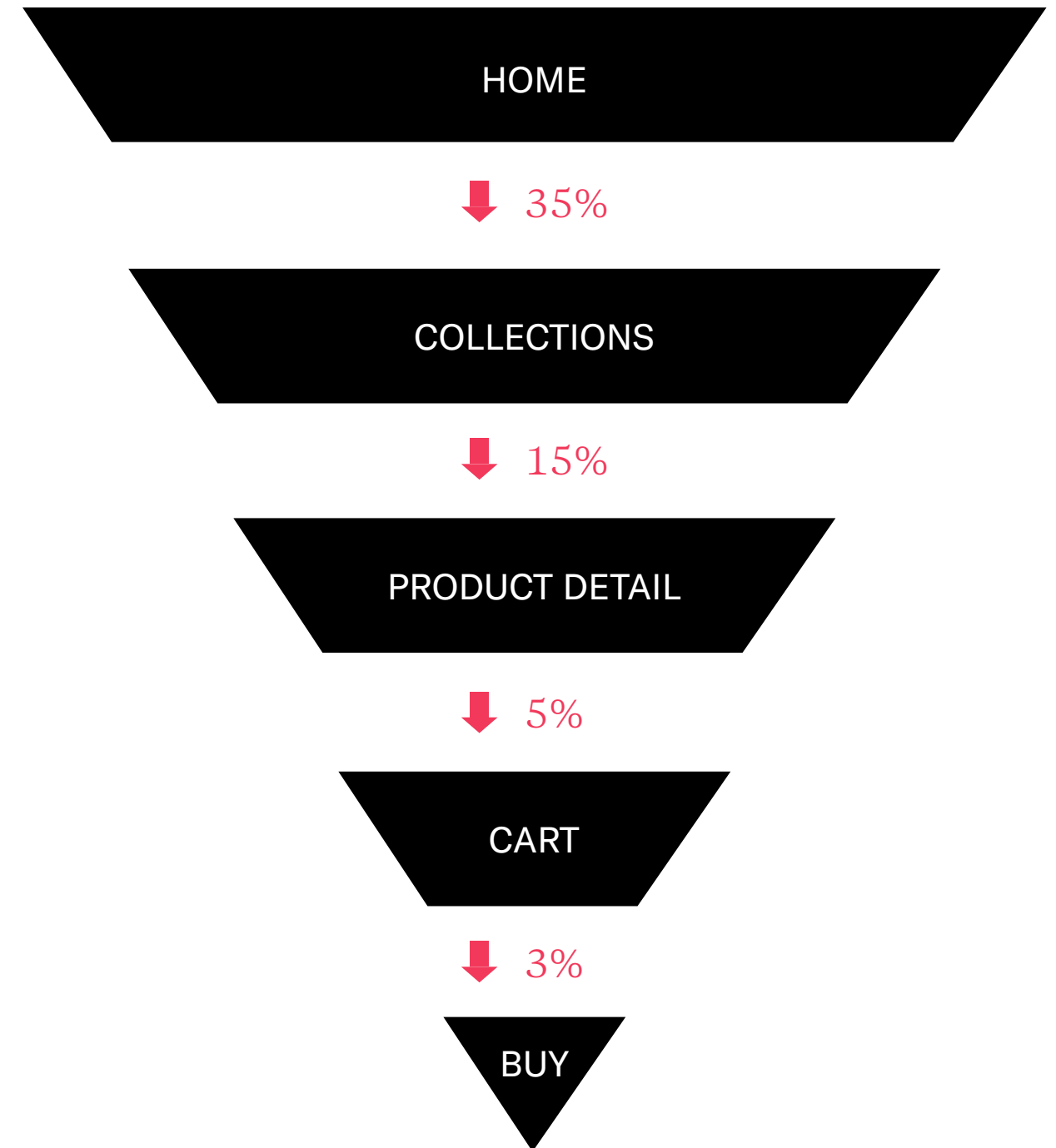
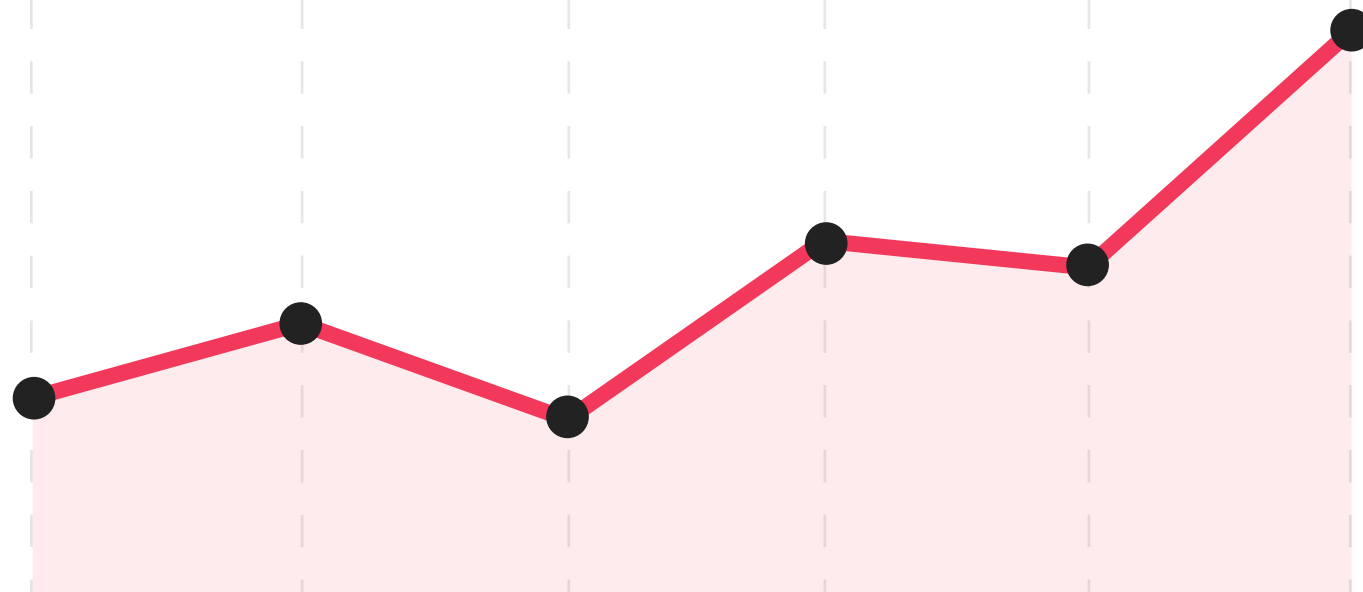
facebook



Calculating your Gross Profit per Visitor (GPV)

- Let's say our website has 1000 monthly visitors and a conversion rate of 5%. Based on 50 orders
- Average order size is \$100
- Total revenue per month is \$5000
- Then calculate your average order margin is. Let's say 50%
- Now you're making \$2500 for every 1000 visitors coming through to the site
- That means that you're generating \$2.50 for every visitor that comes to the site
- That means theoretically you can spend up to \$2.50 to acquire each visitor to the site

Conversion



Basket analysis based up/cross sells

- Cart Scripts
- Shipping threshold
- Accelerated payments

Glossier.

While we've got you, let's talk a little more about the Skincare Set—where it all starts and easy-to-use formulas. These products are the not-so-basic beauty for your skin. The Skincare Set is a collection of the three core essentials that everyone needs in their beauty routine: Milky Jelly Cleanser, Priming Moisturizer, and Balm Dotcom. These products are in line with our skin-first philosophy: weekly treatments (masks!), and products that are plumped up with moisture, redness is reduced, and pores are minimized, leaving you with a dewy canvas that's ready for whatever comes next.

We also make emails.

We do this thing where we send email updates on stuff you'll probably want to know about, including products, launches, surveys, and events. Unsubscribe anytime. For more information, see our [Privacy Policy](#).

Your email_



REDEEM GIFT CARD

HELP & FAQ

RETURNS & EXCHANGES

gTE

Meet u

[Visit U](#)



Your Bag



You are **\$5** away from free standard shipping.



Invisible Shield

\$25.00

- 1 +



Goes well with: Milky Jelly Cleanser

Add our conditioning face wash that doesn't strip skin, or leave it dry or thirsty.



☒ **Full-size** 6 fl oz / 177 ml

☐ **Mini** 2 fl oz / 60 ml

ADD TO BAG — \$18

Promo code_

APPLY

Subtotal

\$25.00

QUICKPAY

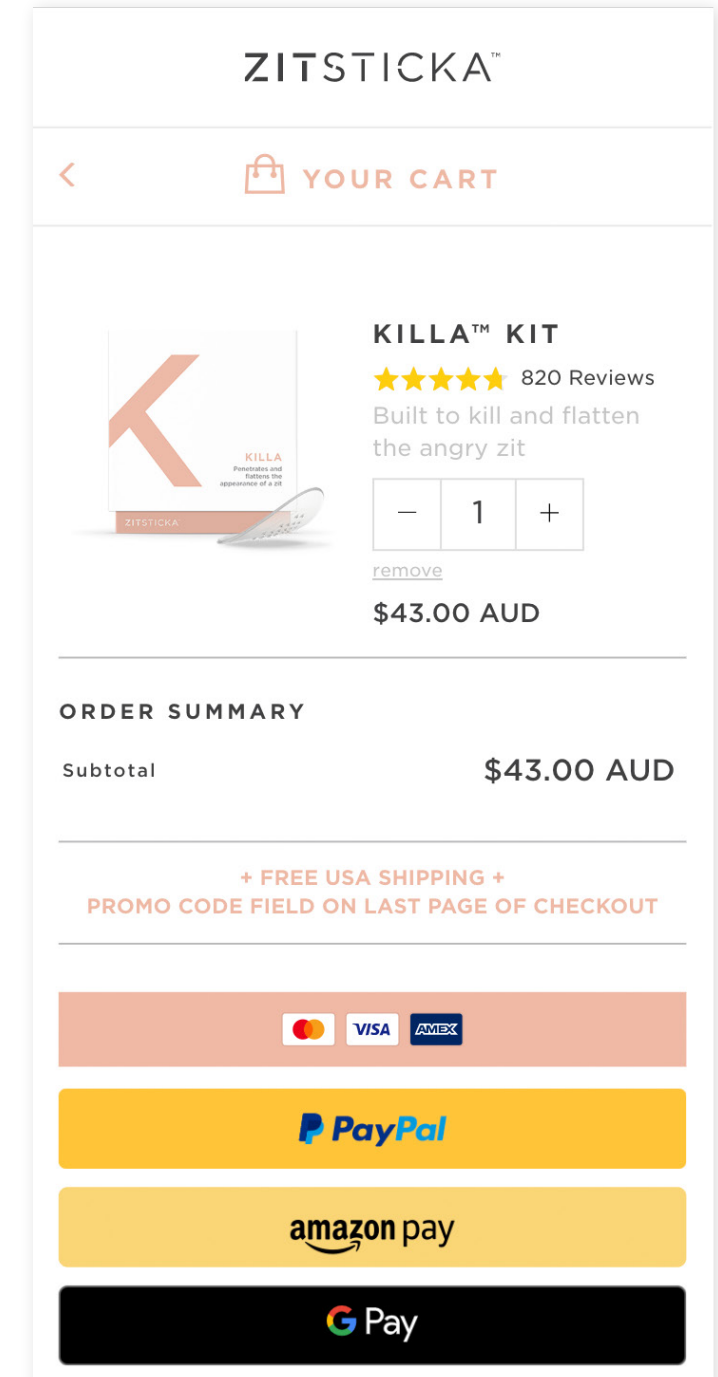
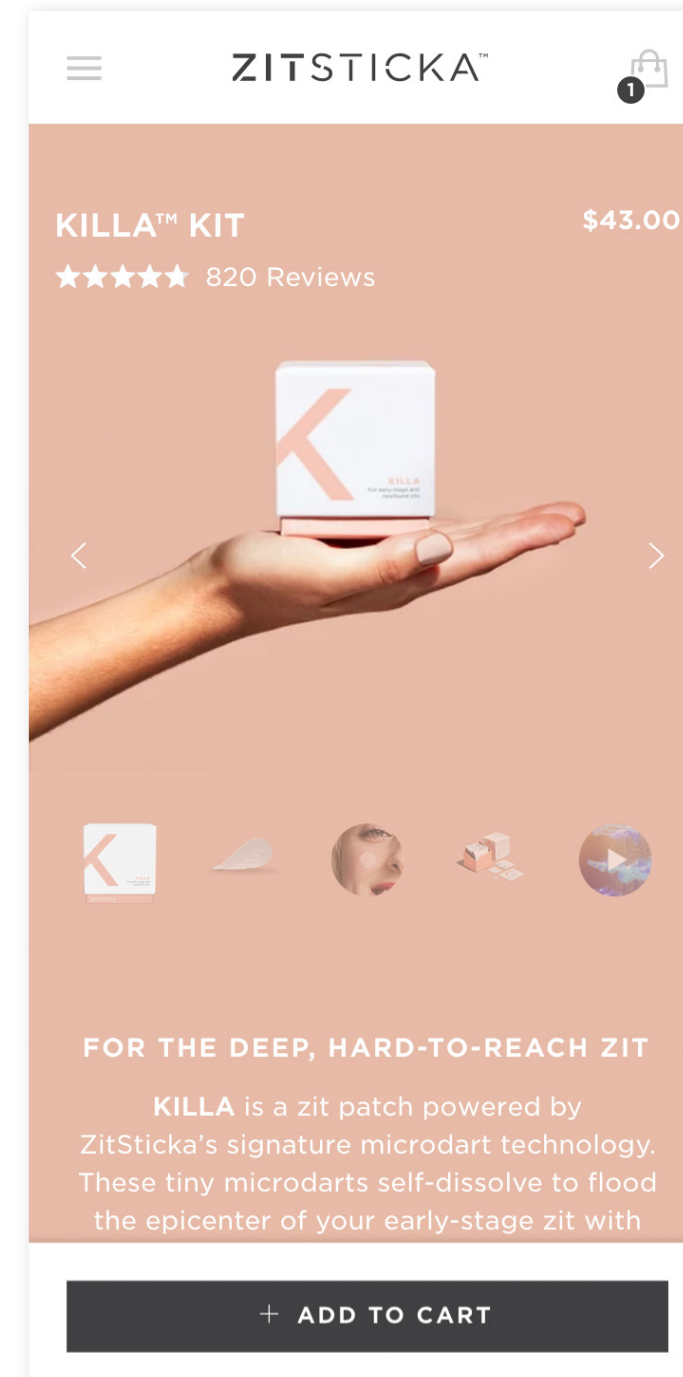
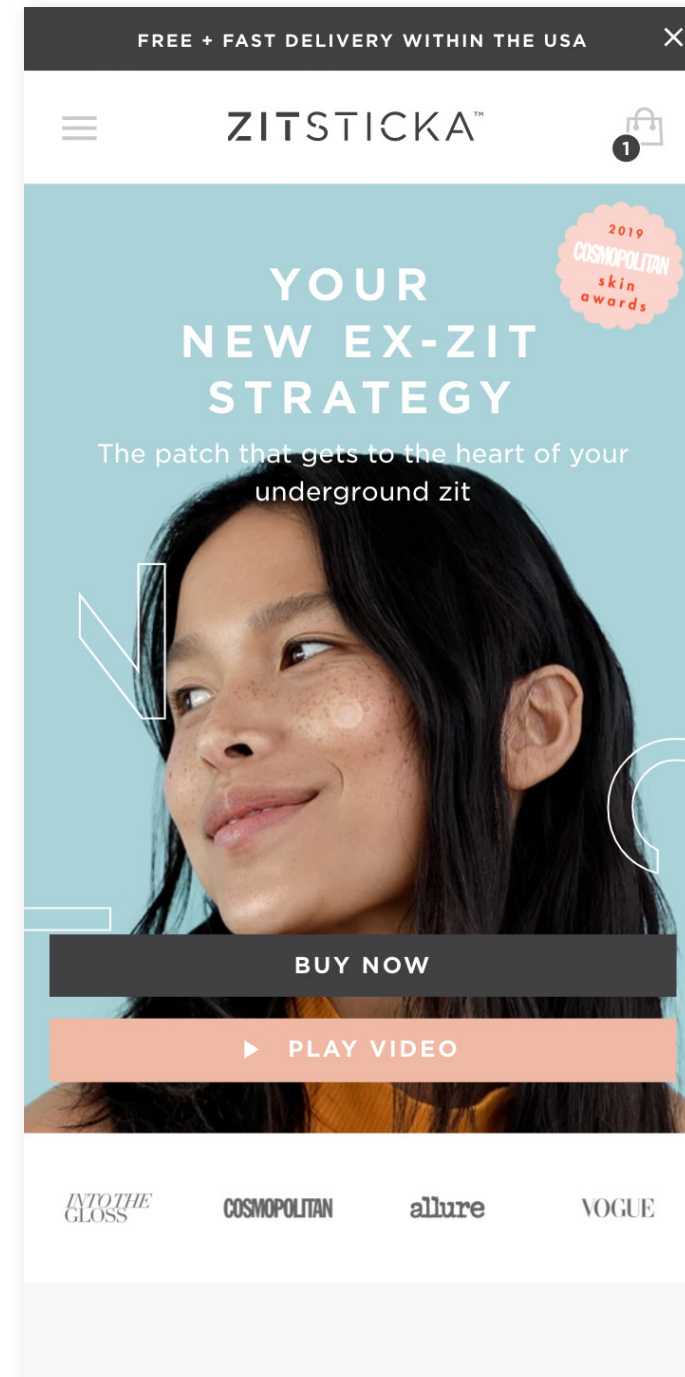
CHECKOUT

I agree to the [Terms of Use](#) and acknowledge that I have read the [Privacy Policy](#). Shipping and promotions calculated in checkout.

Optimise for mobile

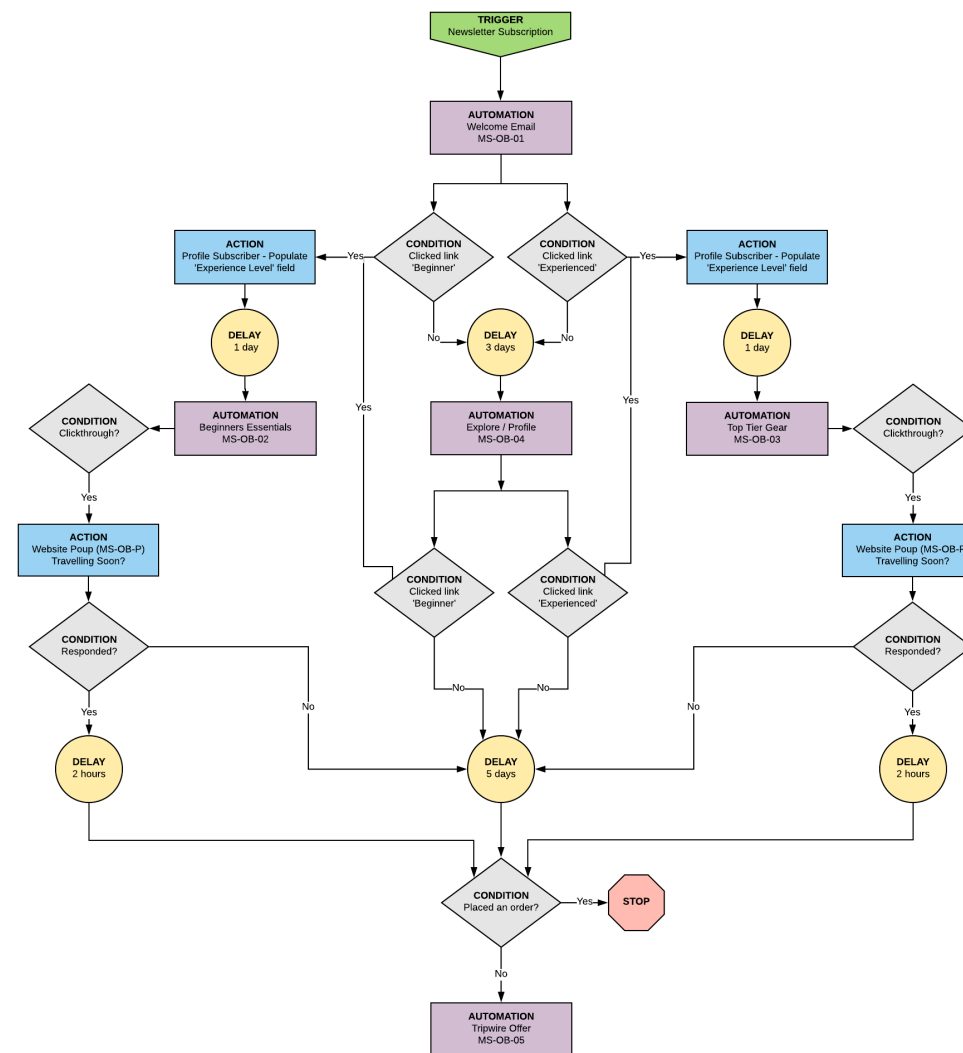
- Majority of traffic is typically on mobile devices
- Performance and page load speed is critical

ZITSTICKA, 2019



Approximately
66% of checkouts
will abandon.

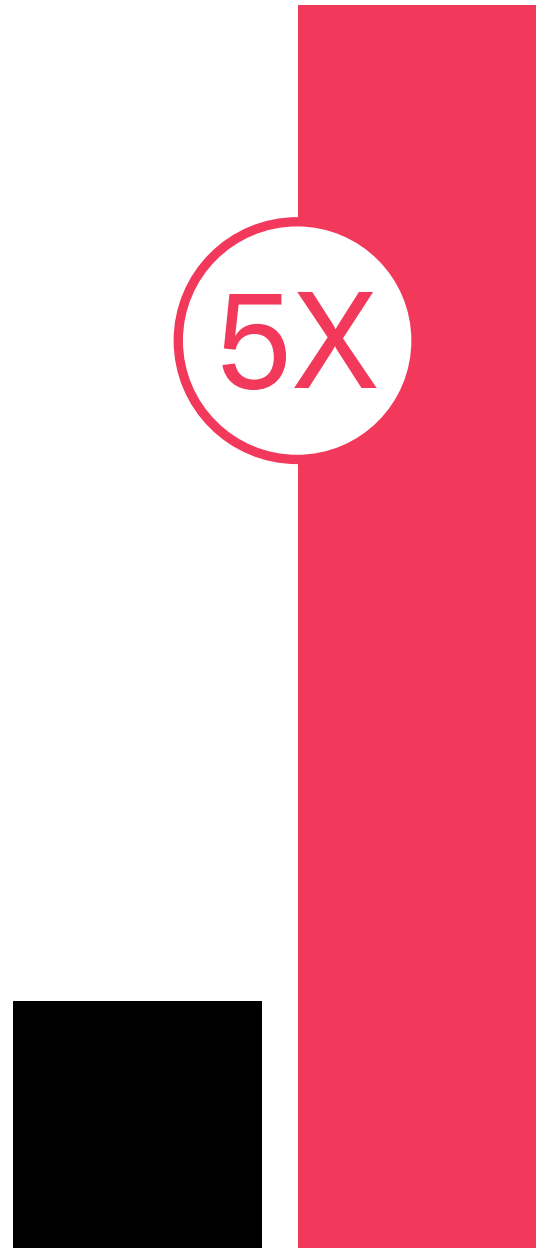
Average abandoned
cart recovery rate
is around 10%



HYPEBEAST GQ THE SUNDAY TIMES THE VERGE THE INDEPENDENT theguardian



Retention











- It's 5X more expensive to acquire a new customer than it is to retain an existing customer.
- Increasing your customer retention rates by as little as 2% can have the same impact as reducing costs by 10%.
- A 5% increase in customer retention can increase company revenue by 25-95%.

Usually over 50% of revenue
usually comes from the top 20% of
your loyal customers

Crafting your loyalty program

- Ensure you brand your loyalty program
- Implement 2–4 tiers
- Think beyond just points
- Consider offering free shipping fro VIPs

sephora.com

2019 Beauty Insider Benefits				
Spend per calendar year		INSIDER	VIB	ROUGE
		FREE	\$350	\$1000
	Points per \$1▶	1 point	1.25 points	1.5 points
	Birthday gift ▶	2 choices	4 choices	4 choices
	Seasonal savings ▶	\$	\$ \$	\$ \$ \$
	Tier celebration gift ▶		3 choices	3 choices
	Free standard shipping ▶			●
	Early access to products ▶			●
	Exclusive events ▶			●
	Rewards Bazaar* ▶	●	●	●
\$100 Rouge Reward				●
Full-size products			●	●
Trial-size products and sets		●	●	●
One-of-a-kind experiences		●	●	●
*Points must be exchanged for any of the rewards above. Availability is subject to change.				

Crafting your loyalty program

draxe.com

How To Earn Points



+50 POINTS

When you sign up for our mailing list



+1 POINT PER \$1

For every \$1 you spend



+100 POINTS

Every year on your birthday



+50 POINTS

When you Like Us on Facebook



+50 POINTS

When you Follow Us on Instagram

My Rewards
140 pts.

My Account
Hi, Mollie



Shop By Diet ▾

Order Summary

Subtotal: \$89.90

Shipping: TBD

Taxes: TBD

Total: **\$89.90**



You are **\$9.10** away from free shipping!

[Proceed to Checkout](#)



You've got **140 Reward Points** to Spend

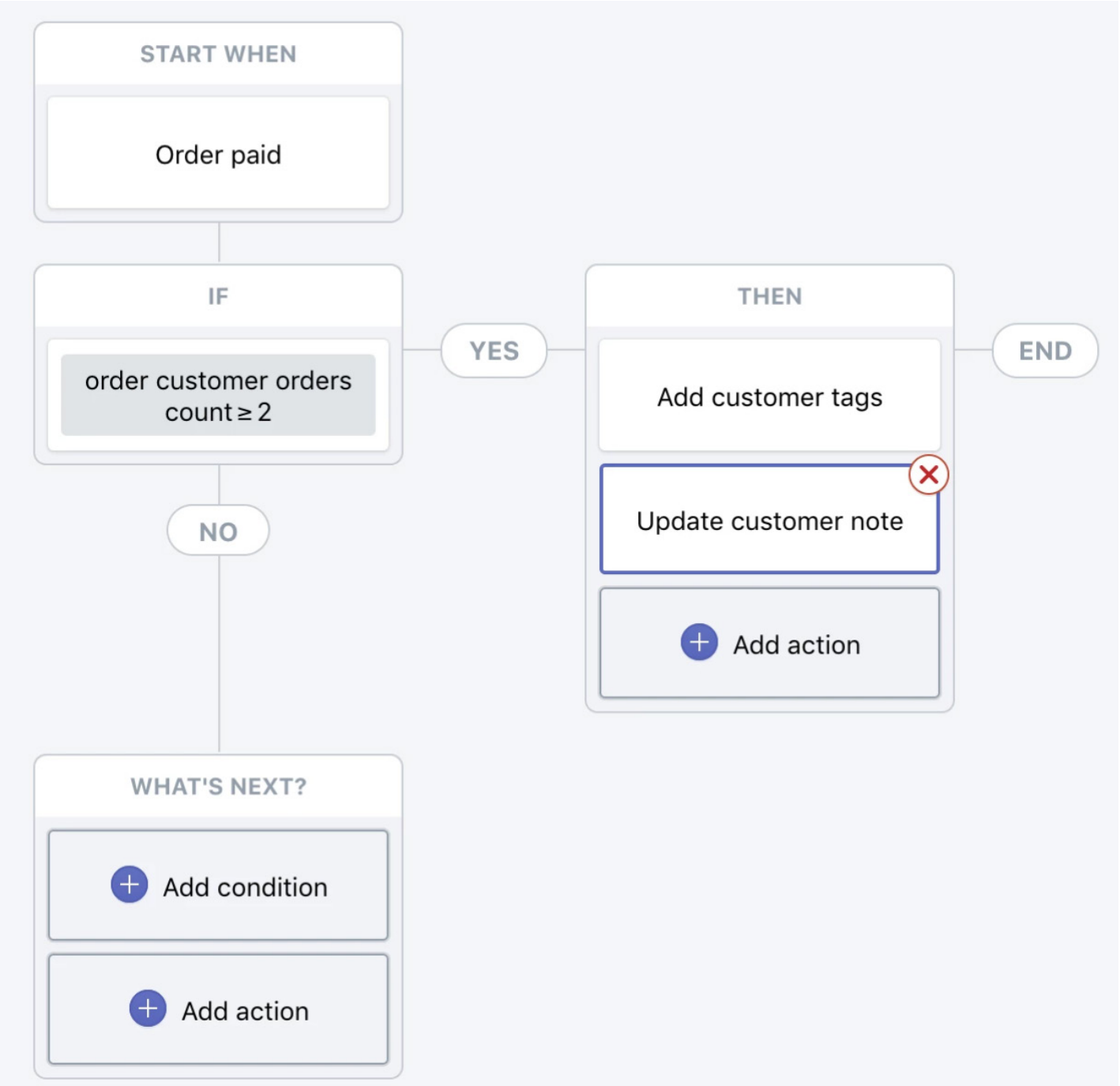
Redeem your points & add FREE one-time
reward(s) to your order!

[View Rewards](#)

Surprise & delight with Flow



birdnest.com.au





Know when to get professional help

- Logo & branding
- Photography
- Custom site build (beyond theme tweaks)
- Digital marketing (larger budgets)
- IMS / ERP integrations

Wrapping up: It's all about being strategic

- Do your homework (product, customer & market)
- Cultivate a strong brand narrative, differentiate & be relevant
- Research your platform, understand its capabilities
- Find your audience
- Create an amazing user experience & reward loyalty
- Know when to get help!

DOWNLOAD THE SLIDES

processcreative.com.au/cityofsydney

Thank you!

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