

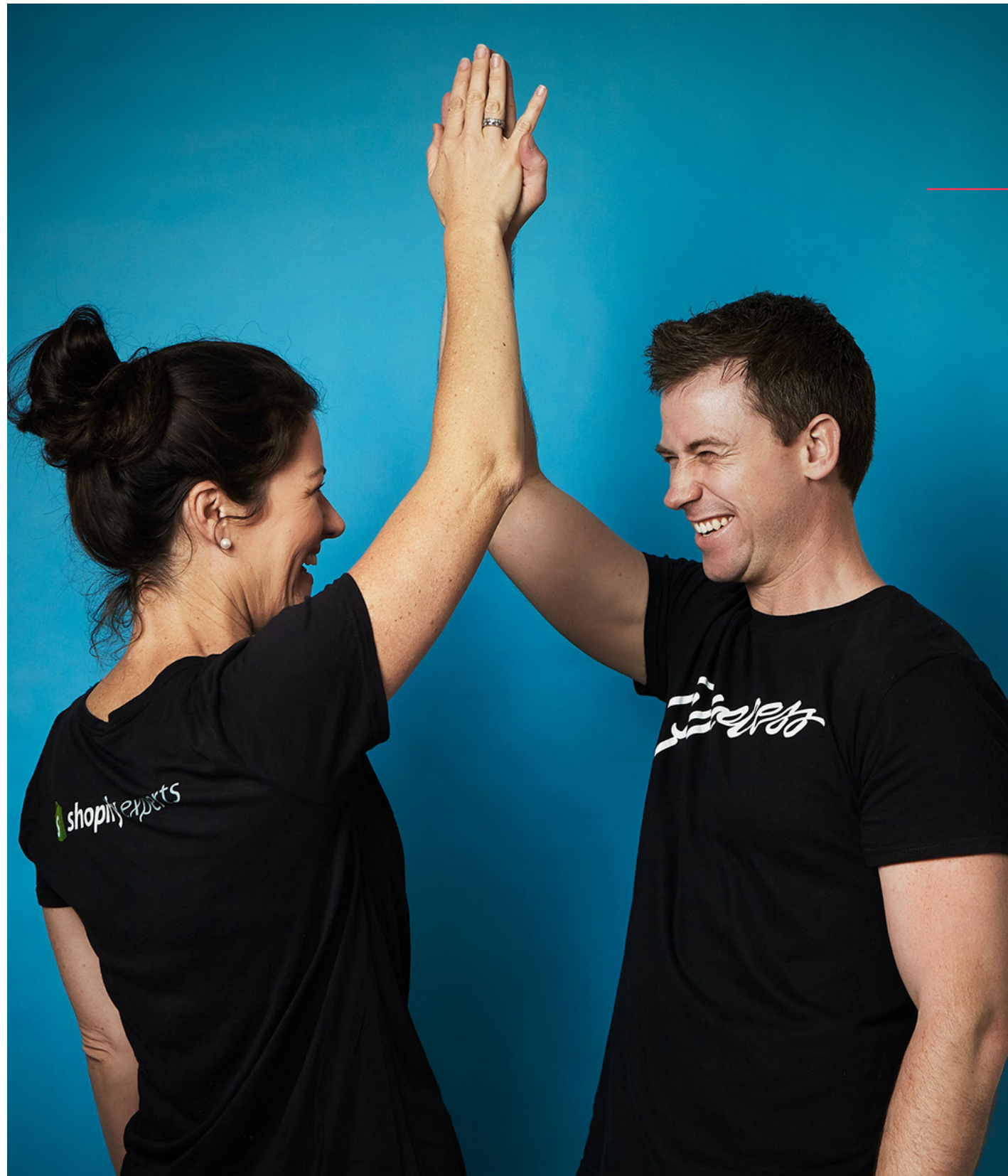
Process

Process Creative

www.processcreative.com.au

How to succeed
with your ecommerce
business

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

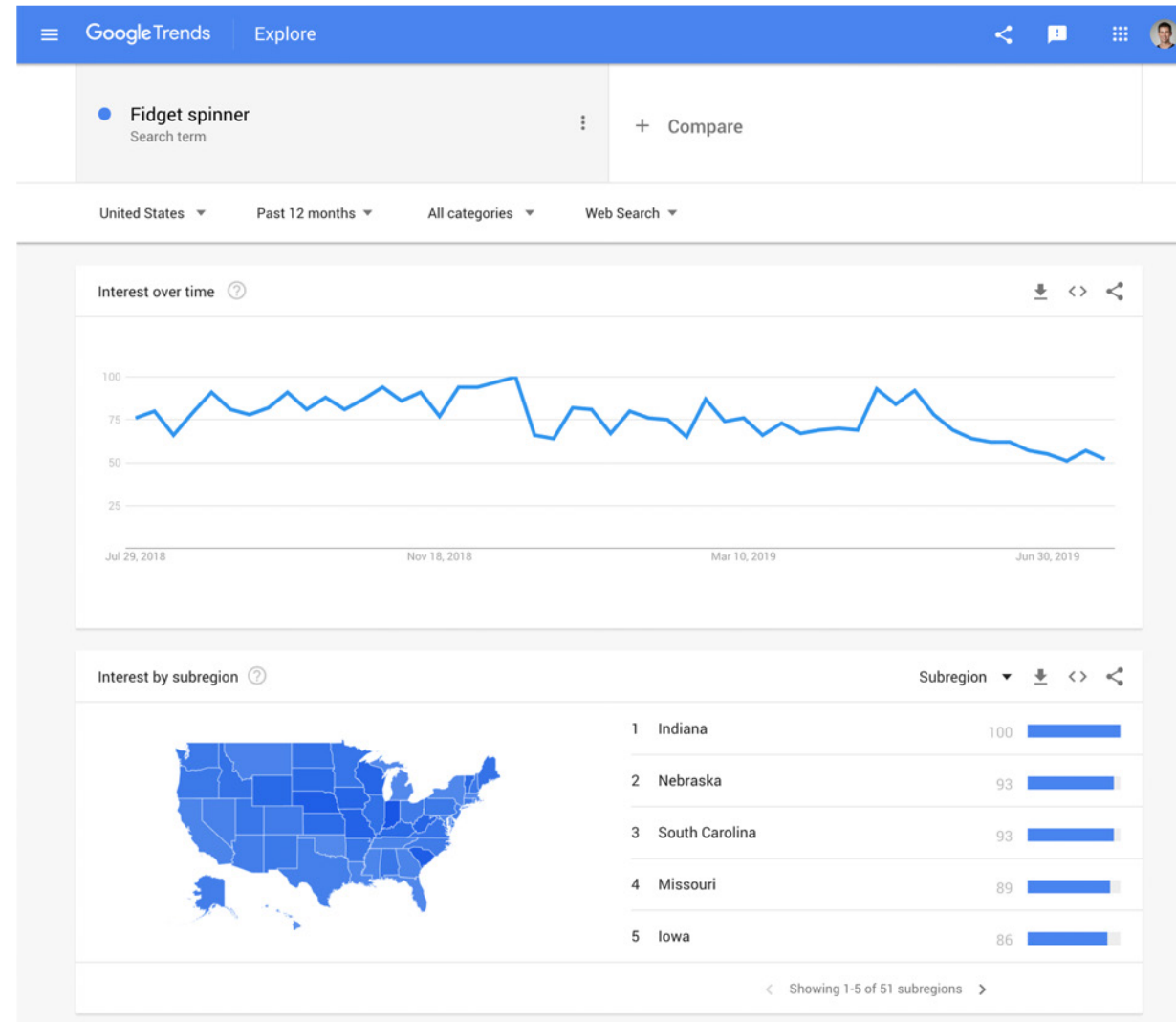


Around 80% of all e-commerce
businesses fail!



Research your chosen market vertical

- How competitive is the market?
- Is the market growing?



The screenshot shows Google Keyword Planner results for the search term 'thin bed pillow, pillows, flat pillow'. It lists related terms and a table of keyword ideas with volume and cost per click (CPC).

Keyword (by relevance)	Vol	CP
firm bed pillows ★	140	\$2.
pillow ★	301,000	\$1.
thin bed pillows ★	170	\$1.
flat pillow ★	2,400	\$1.
bed pillows ★	22,200	\$1.
firm pillows ★	5,400	\$1.
thin pillows ★	1,900	\$1.

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

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

Shop Today's Deals

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](#)

- 


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


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


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

Electronics

[See more Best Sellers in Electronics](#)

- 


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


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


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

Camera & Photo

[See more Best Sellers in Camera & Photo](#)

- 

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

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

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

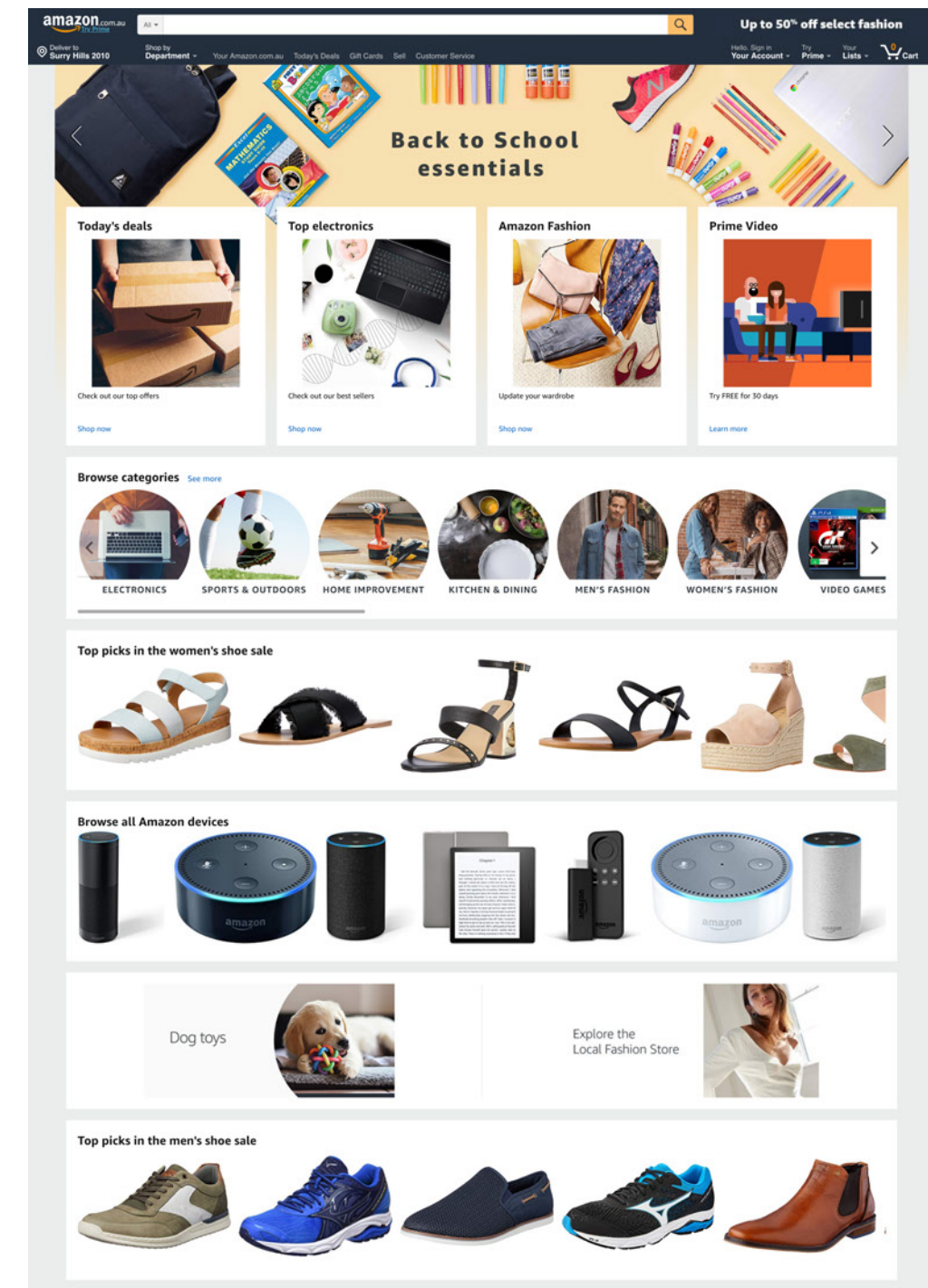
“

In order to be irreplaceable one
must always be different.

Coco Chanel

Amazon's growing influence

- 50% of all online orders in the US take place on Amazon
- With regards to women's fashion it's 42%
- Amazon is set to overtake Macy's to be the largest seller of clothing to Americans this year



STATE OF ESCAPE



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



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 >



shine+



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

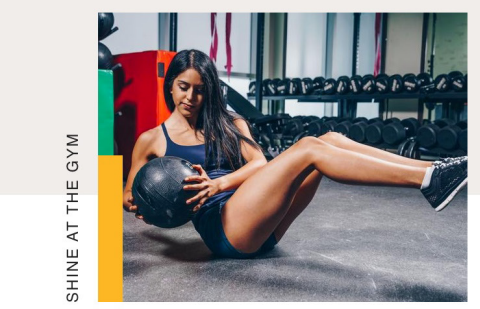
 <p>100ML</p> <p>SMART DRINK EXTRA CAFFEINE WILD TROPICAL FLAVOUR</p>	 <p>400ML</p> <p>DECAFFEINATED DECAFFEINATED WILD TROPICAL FLAVOUR</p>	 <p>400ML</p> <p>SMART DRINK SPARKLING WILD TROPICAL FLAVOUR</p>	 <p>400ML</p> <p>EXTRA BRIGHT EXTRA CAFFEINE WILD TROPICAL FLAVOUR</p>
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SEVEN FUNCTIONAL, NATURAL INGREDIENTS

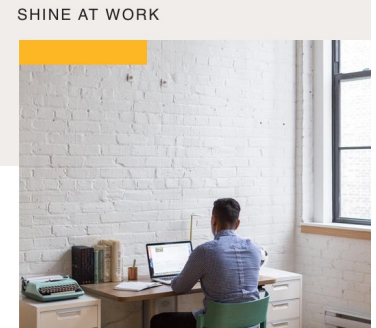
- 1 GINKGO BILOBA
- 2 GREEN TEA
- 3 CAFFEINE
- 4 TURMERIC
- 5 SIBERIAN GINSENG
- 6 VITAMIN B6
- 7 VITAMIN B12

LEARN MORE

AS SEEN ON Forbes Mashable FASTCOMPANY TC Entrepreneur Mashable FASTCOMPANY TC

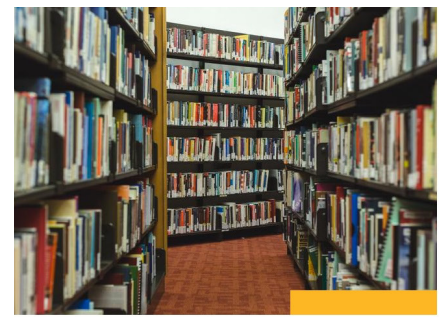


SHINE AT THE GYM



SHINE AT WORK

SHINE +, 2018



SHINE AT SCHOOL

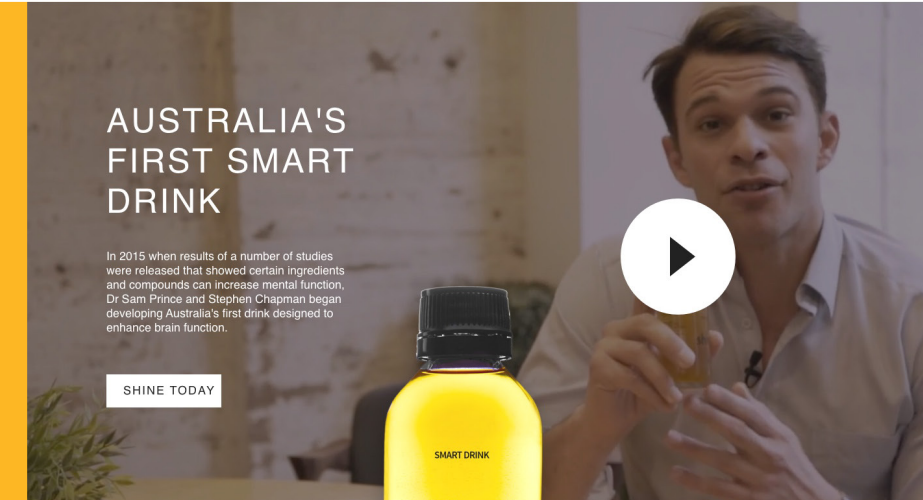


SHINE ANYWHERE

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

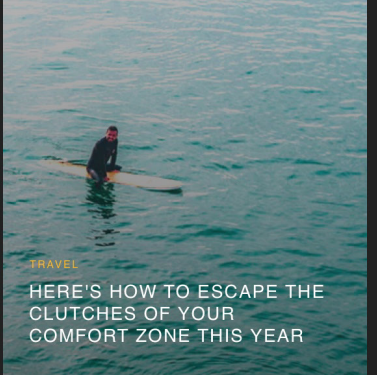
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BUY NOW

SUBSCRIBE TO OUR NEWSLETTER TO WIN A 12 PACK


Your email address GO

TRAVEL



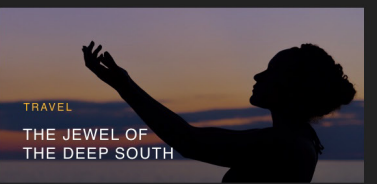
HERE'S HOW TO ESCAPE THE CLUTCHES OF YOUR COMFORT ZONE THIS YEAR

TRAVEL



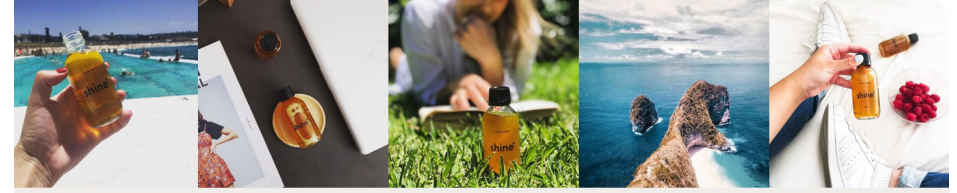
STEP INSIDE THE DARING MIND OF RUSSELL BIERKE

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!



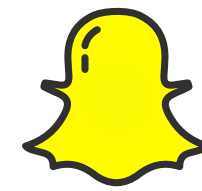
Growth drivers

- **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

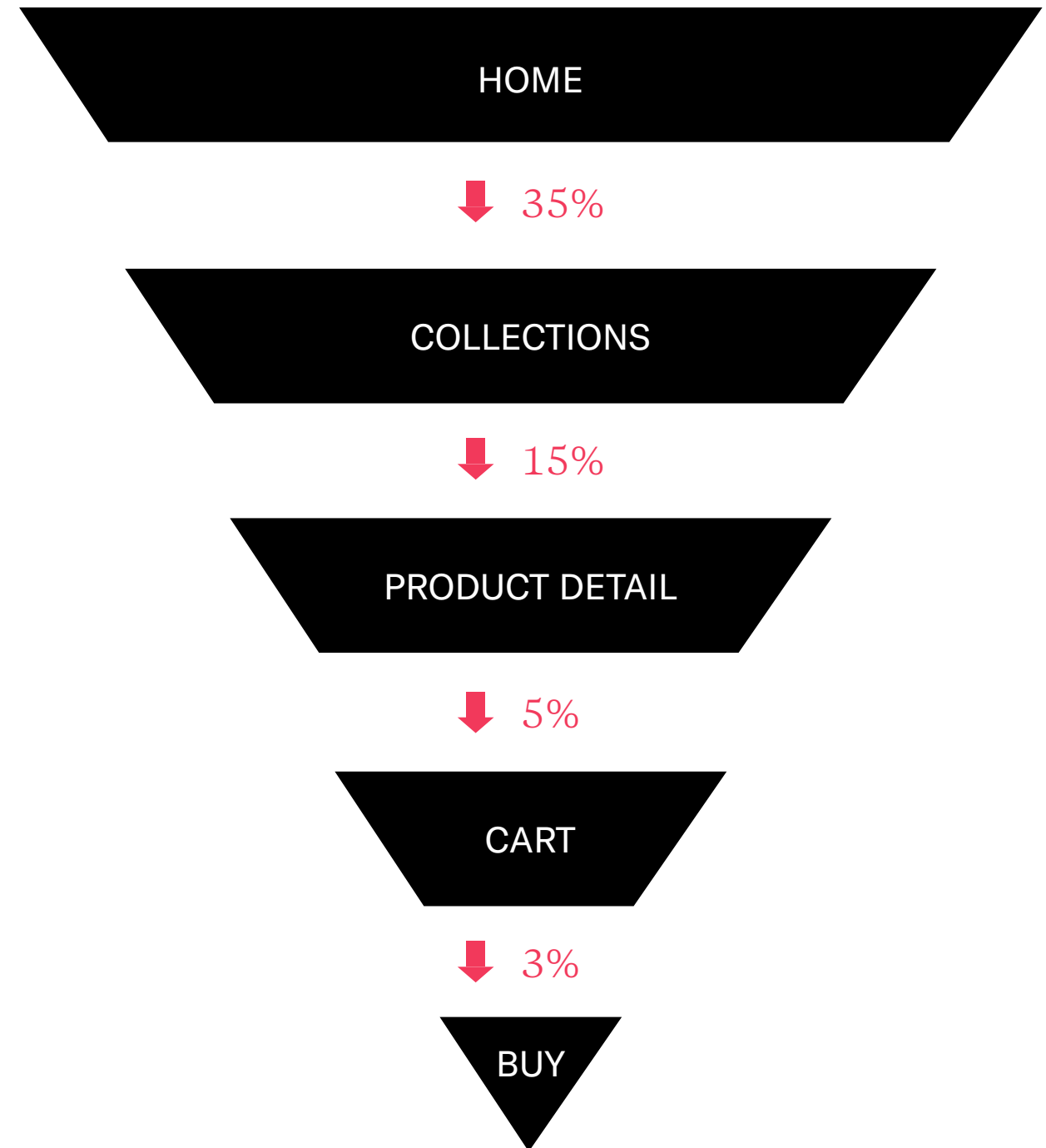
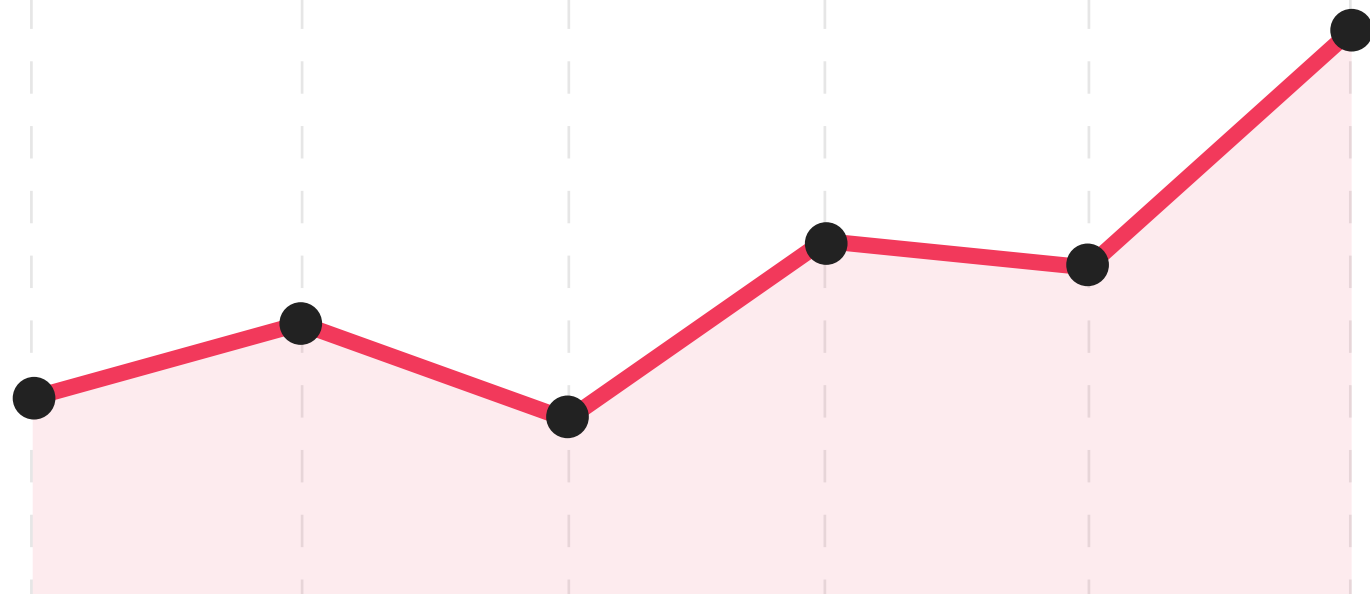
facebook



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



FREE SHIPPING ON ALL ORDERS

BAUERFEIND PERFORMANCE RECOVERY STOCKINGS SHOP BY SPORT ABOUT



GENUTRAIN KNEE BRACE

★★★★★ 22 Reviews

\$149.95 or 4 interest free payments of \$37.48 with afterpay®

An award-winning knee brace that provides targeted support for pain relief and stabilisation of the knee. [Read more](#)

COLOUR:

SIDE: Universal

QUANTITY: 1

MEASURE & BUY

Home > GenuTrain Knee Brace

PRODUCT DETAILS

DESCRIPTION

If your knee is weak, swollen, painful or recovering from an injury, the Bauerfeind GenuTrain recovery knee brace will help provide you with relief and stability.

The GenuTrain active brace has been engineered using Bauerfeind's gradient compression combined with a revolutionary Omega Pad. The ring shaped Omega Pad serves as a functional cushion around your knee cap to relieve pressure and reduce pain while gently massaging your knee as you move.

The award-winning GenuTrain is ideal for runner's and jumper's knee, instability, mild arthritis of the knee, tendonitis and sprains. Bauerfeind's unique 3D weave is moisture wicking and comfortable enough to be worn all day.

FEATURES

EASY RETURNS

SHIPPING

HOW TO ACHIEVE THE PERFECT FIT



STEP 1

Click the Measure & Buy button above.

You will need to measure the circumference of your leg 14 cm above the centre of your knee (A) with your knee bent at 30 degrees.



STEP 2

Then measure the circumference of your leg 12 cm below the centre of your knee (B) with your knee bent at 30 degrees.



STEP 3

GenuTrain should feel snug and firm but not constrictive. All Bauerfeind knee braces have a 1 year warranty and qualify for our 30 day size exchange policy.



FREQUENTLY ASKED QUESTIONS

What is the difference between GenuTrain Knee Brace and the Sports Knee Support?

The GenuTrain and the Sports Knee Support are similar braces that use the same Omega pad and general design. However there are subtle differences in the products knit, ability to wick moisture and compression level.

We recommend using the GenuTrain for day to day use and in between sporting activity, it is a more comfortable brace for prolonged usage. If you intend to use a Bauerfeind knee brace during a sporting activity we recommend using the Sports Knee Support, it is generally better suited for athletic use.

However the GenuTrain can still be used during lower intensity physical activity.

Can the GenuTrain be worn all day?

Does the GenuTrain help to treat Iliotibial Band syndrome?

What happens when my measurements don't fall into one of your sizes?

What is this item's TGA certification number?

[Can't see your question here? Submit your question](#)

CUSTOMER REVIEWS

OKENDO

WRITE A REVIEW

Mitch D. Verified Buyer 27 days ago

★★★★★ 5 STARS

This GenuTrain Knee Brace is a great product. Superior in both style and comfort to any other knee brace-based product I have ever owned, I would recommend it to anyone with bad knees who wants them to be better. I would buy a full body compression brace if you made one.

Was this helpful? 4

Richard D. Verified Buyer 14 days ago

★★★★★ GREAT SUPPORT FOR BJJ

Was looking for a knee brace to both cushion and protect my knee for Brazilian Jiu-Jitsu. Was initially a bit wary of the cost of the brace, but found it greatly reduced knee bruising and provided good lateral support. Don't roll without it now.

It impressed me enough that I am about to purchase my second. Cant have one knee left out.

Highly recommended.

Was this helpful? 4

Stephen Q. Verified Buyer 15 days ago

★★★★★ VERY GOOD

I am so happy with the product. It was very fit and comfortable.




Was this helpful? 1


SHOW MORE

YOU MIGHT ALSO LIKE


SHOP ALL



SPORTS KNEE SUPPORT
\$129.95
★★★★★ 7 Reviews



GENUTRAIN P3 KNEE BRACE
\$239.95
★★★★★ 1 Review



SPORTS KNEE STRAP
\$69.95
★★★★★ 1 Review

MADE IN GERMANY

For decades, Bauerfeind has been developing highly effective sports and medical aids to help top international athletes, including at the Olympic Games.

At the Bauerfeind Innovation Center, we continually develop our products, drawing on all the experience we have gained in the world of elite sport. For this reason, you can be 100% confident that all Bauerfeind products always reflect the latest findings in sports science.

BUY NOW

SUBSCRIBE

To receive the latest news & offers.

Enter your email address

SIGN UP

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 staples for your skin. The Skincare Set is a collection of the three core essentials that elevate your daily beauty routine: Milky Jelly Cleanser, Priming Moisturizer, and Balm Dotcom. These necessities in line with our skin-first philosophy: weekly treatments (masks!), and products that is 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 new 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

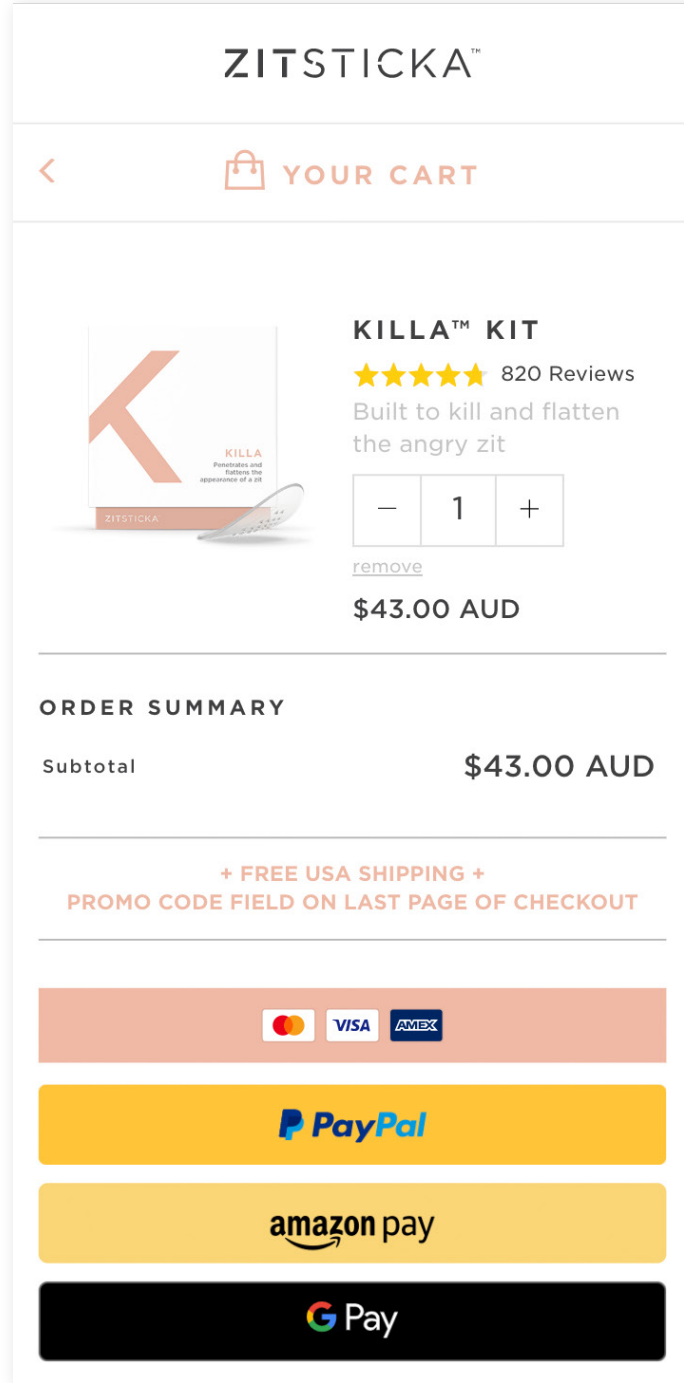
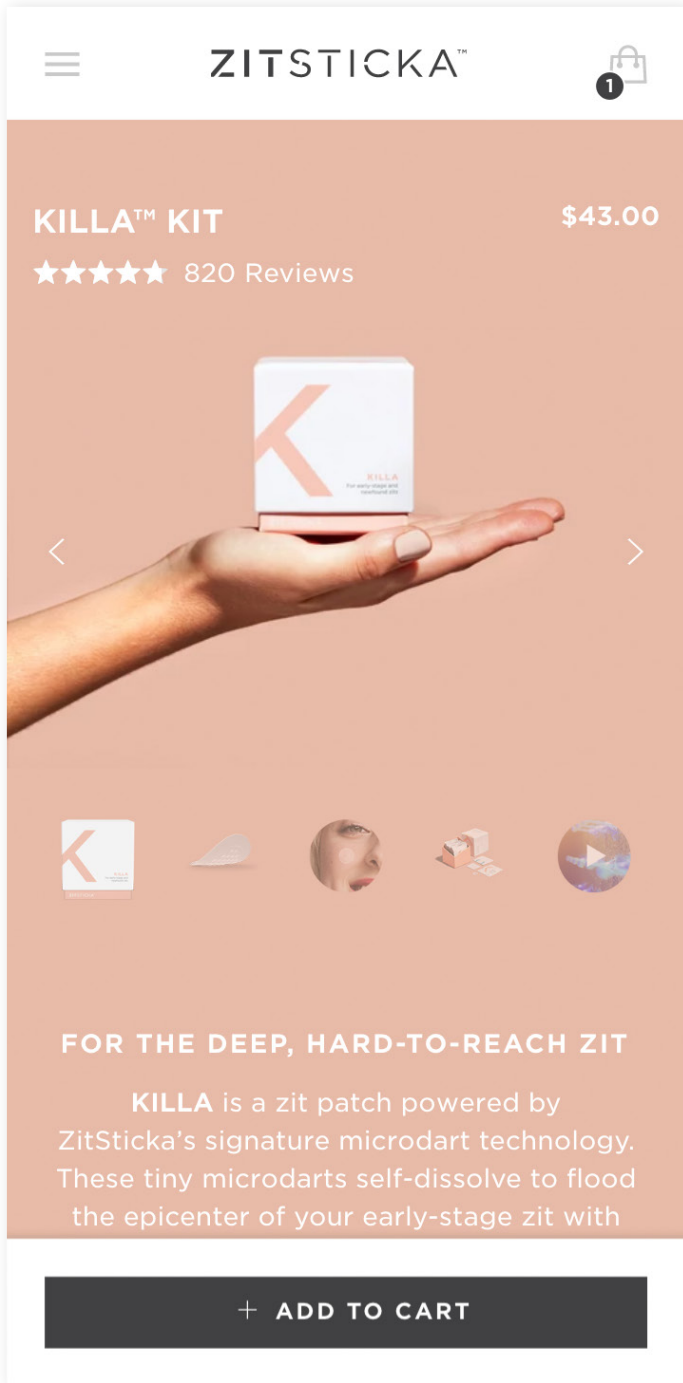
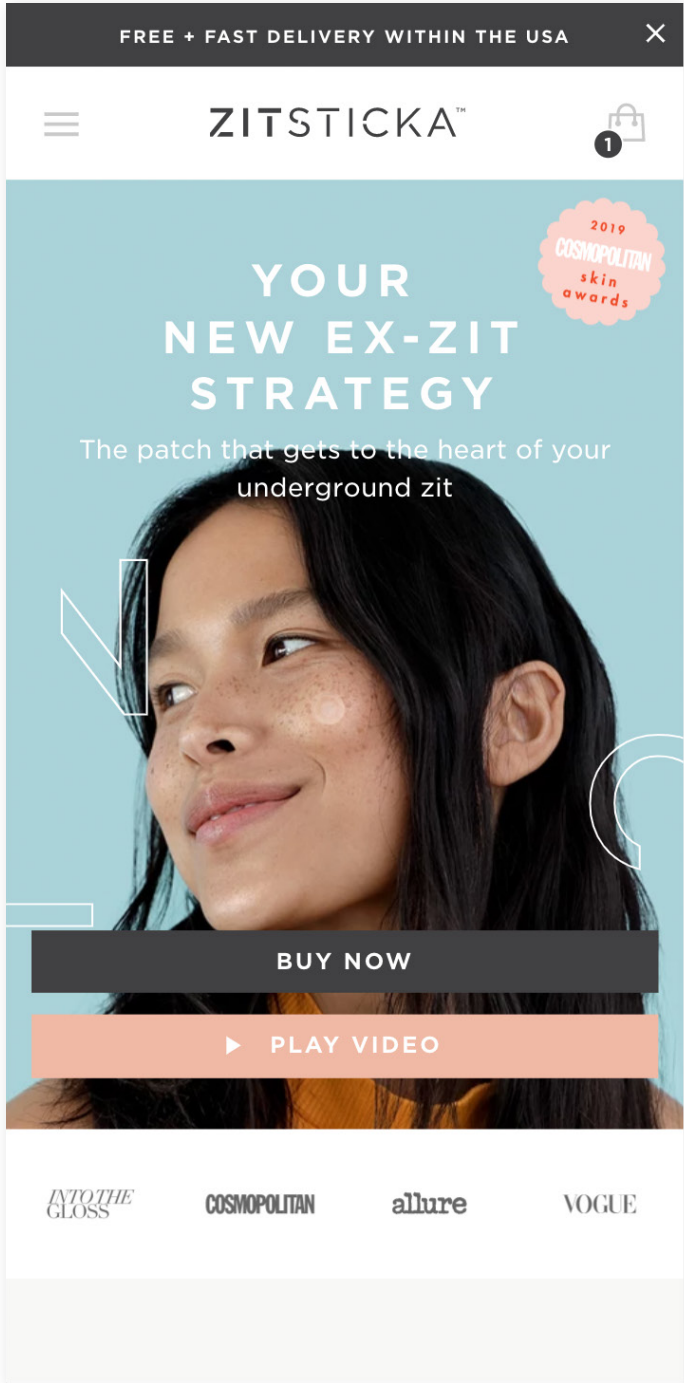
QUICKPAY

CHECKOUT

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

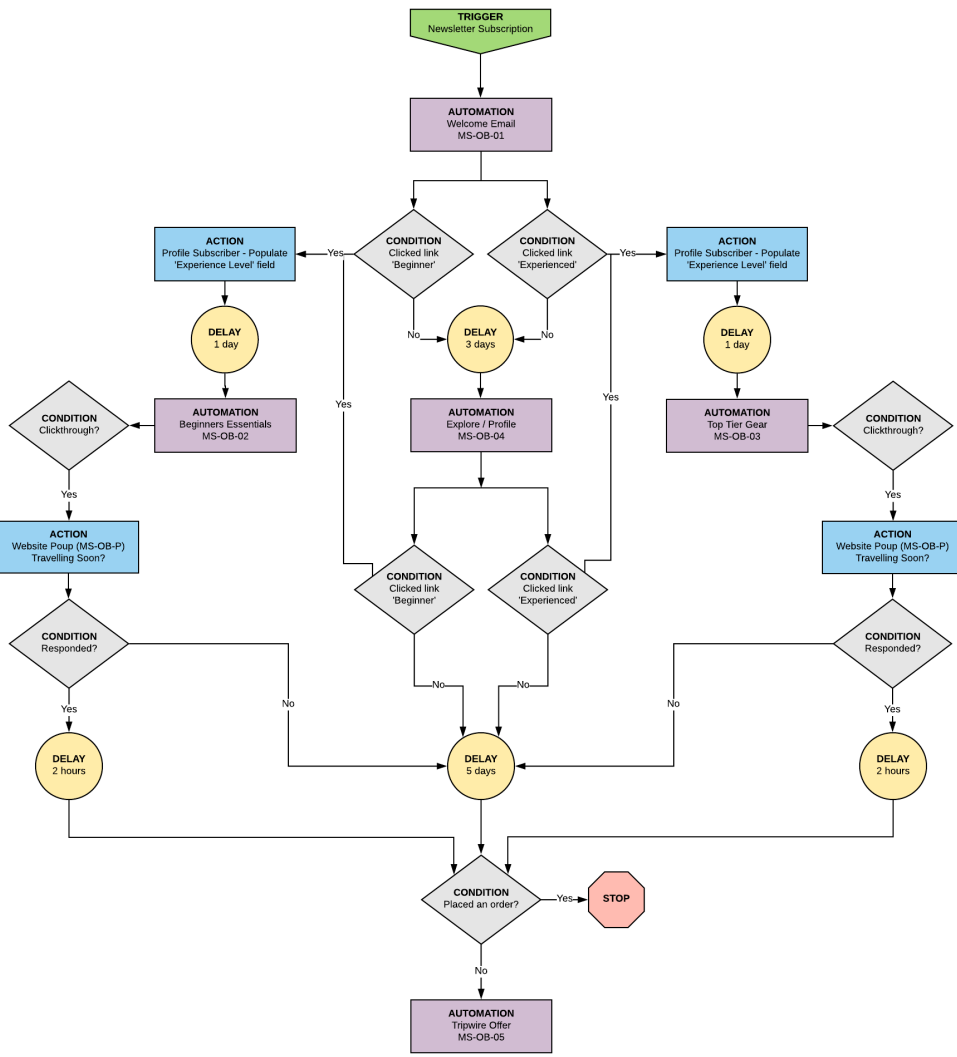
Optimise for mobile


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



Personalised abandoned carts

- Approximately 66% of checkouts will abandon.
- Average abandoned cart recovery rate is around 10%






Hi Andy, I'm Adam, I work at mahabis.

I noticed you hadn't completed your order and wondered if I could help in any way?

I've attached a selfie of someone wearing the exact mahabis you were interested in (unfortunately not taken in Surry hills, but still!) to show you what you're missing out on :)







To complete your order simply click here:
<https://checkout.shopify.com/my-order>

ps: larvik grey is a great sole choice

[click here to see your mahabis order](#)

HYPEBEAST
GQ
THE SUNDAY TIMES
THE VERGE
THE INDEPENDENT ON SUNDAY
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%.

Crafting your loyalty program

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](#)









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

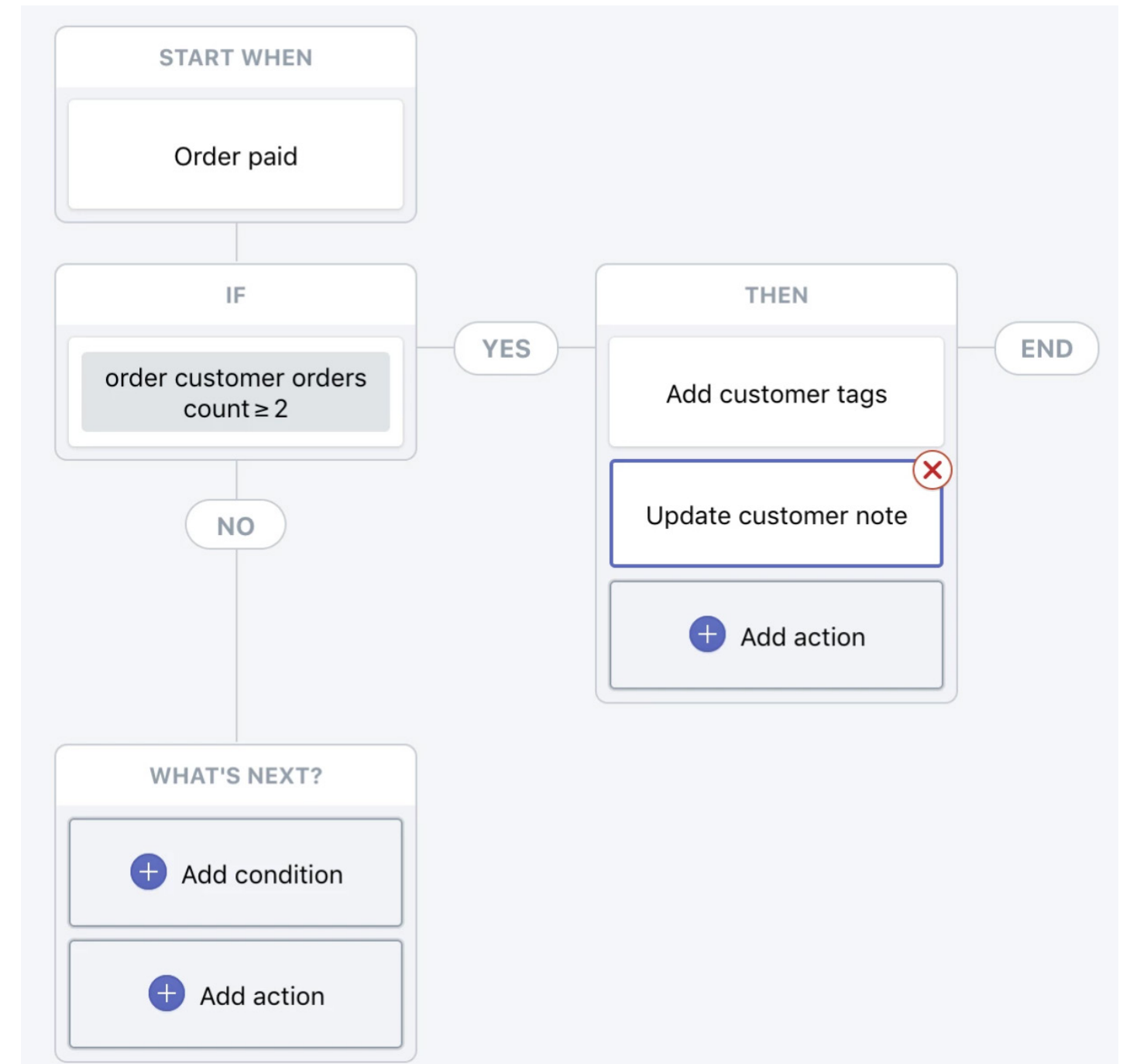
sephora.com

2019 Beauty Insider Benefits

	INSIDER	VIB	ROUGE
Spend per calendar year	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.

Surprise & delight with Flow





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
relevance

- Thinking strategically
- Cultivating a strong brand narrative
- Delivering a more personalised user experience

Thank you & be sure to get in touch!

Process Creative
Ecommerce experts

enquiries@processcreative.com.au
www.processcreative.com.au