

5 WAYS TO GROW YOUR E-COMMERCE BUSINESS

Simply DIGITALDESIGN.



Anchen le Roux - Simply Digital Design

CONTENTS

INTRODUCTION	3
PRODUCT PAGES	5
BRAND PAGES	7
ABANDONED CARTS	8
EMAIL MARKETING	9
COUPONS	11
SUMMARY	13
CONCLUSION.....	14



INTRODUCTION

It has never been easier to get started with an E-Commerce store. Yet, many stores fail to generate enough sales and the owners quickly lose faith and give up on their businesses.

A successful E-Commerce store is one that attracts, converts and retains customers. You want your customers to purchase from you more than once, which increases your Customer Lifetime Value (CLV).

It's much easier to sell another product to someone who has already purchased from your business, as they already know, like and trust you. Therefore, it would be wise for you to focus some of your marketing efforts and budget on selling more to your existing customer base.

Your E-Commerce business will benefit from having loyal fans. People who are engaged with your business, love what you do and can't wait to see what you launch next.

The ideal process would be to turn a visitor into a customer, and then that customer into a loyal fan. The loyal fans will engage with your content, share it with their friends and drive more visitors to your website.

Whether you're an existing E-Commerce website owner, you've just started or you're still in the planning stages, it's important that you get your strategy and marketing right to give your website the best chance of success.

An attractive website is a first step, but this alone will not bring you sales. You need to make sure that your website and your offer is in front of your ideal target audience. Most importantly, this should be where your ideal audience actually uses the Internet. So if they are predominantly on Facebook, you should make sure you're visible in front of them there.

One of the simplest things that you can put in place, which we'll go into more detail as we progress through the guide is to have a system that follows up with Abandoned Carts.

70% of carts are abandoned on E-Commerce websites. It seems like a crazy number, but you've likely accidentally contributed to this yourself when shopping online. It only takes a phone call, a pet causing mischief, a child running into the room, or even just the need to take a little extra time to make a purchasing decision.

Your customers will have distractions on a daily basis. If you're not following up with their Abandoned Carts, then you're leaving money on the table.

Our free guide is based on many years of experience in the E-Commerce industry. We've covered five important areas that business owners skip over or forget about, which can really make a difference to the number of sales that you're able to generate.



PRODUCT PAGES

What's the most important page on your E-Commerce website? It's not your homepage if that was your first answer.

Your Product Pages are the most important pages that you have. These are the pages that many users will land on when they find a website like yours in the search engines and are typically the most visited pages on an E-Commerce site.

With E-Commerce, everything comes down to buyer intent. A user who is looking for a specific product, e.g. "Montblanc Meisterstück Le Petit Prince Classique Fountain Pen", is closer to making a buying decision than a user who is performing a more generic search for "pens".

If you focus more of your efforts on ensuring that you're visible to your audience who are ready to make a purchase, you give yourself more opportunities to generate a sale.

So what do you need to include in a great product page?

- **Logical Title** - The title for your product should include the name of the product itself and the brand if it's something that your customer may use to search for it. You don't need anything fancy here - you just want to make it easy for your potential customers to find and understand.
- **Great description** - A mistake that a lot of E-Commerce businesses make is to use the description for the product that is provided by the manufacturer. This does not work well in the search engines. Wherever possible, you should write unique product descriptions that speak in a language your target audience understands.
- **Good images** - There's nothing worse than a poor quality image on a website. Taking your own product images would be the best thing you can do for your business. Second to this would be requesting high-quality images from the manufacturer. Never take images from competitor's sites, as this is an easy way to breach their copyright.
- **Attractive layout** - Your product pages should have an attractive layout that is easy for your customers to use. You don't need to overdo the design, but you do want to make sure everything is user-friendly.



- **Clear Call To Action (CTA)** - Every page on your website needs to have a purpose. For your product pages, your main purpose is to encourage the customer to add the product to their cart. Make sure your “Add To Cart” button is using a strong accent colour. Popular choices here would be orange or green, but this will depend on your existing brand colours.

TIP: Look at your existing product pages or your planned product pages if you haven't yet launched your E-Commerce site. Are they giving the right information to a potential customer? Are your images large and attractive? Do you have unique descriptions?

If you don't, we recommend picking out the ten most popular products and starting to revise these based on our advice above.



BRAND PAGES

Unless you're selling your own products, your E-Commerce store will typically consist of products from multiple brands.

Just like your Product Pages, you'll find that your Brand Pages are very important for both the search engines and your visitors.

A lot of customers may have a preference for products from a particular brand, so giving them an easy way to view everything that you offer from each brand will be a great benefit for your store.

Good brand pages have a unique description, talking about the brand and the types of products that you have available. These descriptions should be a few hundred words.

If you find that the description text is too long, you can use a "Read More" link that a user can click on to expand the text. Alternatively, you can have the description at the bottom of the page.

It's a smart idea to feature the most popular products from each brand at the top of the page. So, if you had a page about Apple products, you might feature the latest iPhone, Macbook and Watch.

You may also want to show any specific offers that are available for the brand at any time. For example, you could have a coupon code or a BOGOF offer available. It's a great idea to make this obvious to your site visitors when they come to the particular Brand Page.

Another item that is often forgotten is to add in the logo for the brand. It might seem like a small detail, but it's a trust factor that helps your visitors to feel like they're in the right place.

The layout and appearance of your Brand Pages will be similar to Category Pages. For most E-Commerce sites, you'll find this to be a grid layout, with rows and columns of your products.

When you have many brands (20+ for example), it would be a wise idea to have a Brand overview page, which lists all of the brands that you currently stock in alphabetical order.

TIP: If you sell products from multiple brands, consider setting up some Brand Pages for each of the brands that you stock. If you have a large number of brands, focus on your most popular brands to start with and continue on from there.

ABANDONED CARTS

As we mentioned in the introduction to this guide, 70% of carts are abandoned on E-Commerce websites. Wouldn't it be great to recover some of these abandoned carts?

The great news is that with most modern E-Commerce software, it's absolutely possible to do so. Using Abandoned Cart recovery, you can typically recover around 5-10% of carts. What difference would that make to your business?

If you have ever shopped online, you've likely had at least one store email you reminding you that you forgot to complete your purchase. You've also more than likely followed through with a purchase from one of these emails on at least one occasion, so you know how effective they can be.

To start recovering Abandoned Carts you'll want to use an Email Marketing platform that supports your store. One of our favourite options is Klaviyo.

Klaviyo supports E-Commerce platforms such as WooCommerce, Magento, Shopify and more. Their pricing starts at \$20/month (approx £16) for 500 contacts.

So how does Abandoned Cart recovery work?

When a user adds one or more products to their cart and enters the Checkout process, your system will capture the name and email address that they enter. If the customer doesn't complete their purchase, this triggers your Abandoned Cart process.

Your Abandoned Cart process is typically made up of a series of emails, sent out at different intervals. Each email is intended to remind the recipient that they forgot to complete their purchase and to give them an easy link back to the Checkout, where they can finalise their order.

A good rule of thumb is to include three emails in your abandoned cart sequence. You can include more than this, but you don't want to go past 7 emails as there are diminishing returns at this point.

The last email that you send is ideal for adding in a custom coupon. These have a proven emotional effect at helping someone to complete their purchase.

TIP: If you don't already track and follow-up with Abandoned Carts on your website, take some time to investigate Klaviyo and look at how this can work inside your business. It's worth taking the time to follow-up with users who don't complete their purchase as this will increase your store's revenue.

EMAIL MARKETING

Email Marketing is one of the most important things that you can have in place for your business. It's the difference between people buying from you once and people buying from you over and over again.

It's hard as a business owner to make sure that your brand stays in front of your customers. People are busy and they aren't going to remember you if you aren't in contact with them.

But, you know what's the worst thing? A bad first impression.

The very first email that you send out to people who subscribe to your email list is one of the most important emails that you will ever send out. This is your Welcome Email. Your Welcome Email is your opportunity to welcome your new subscribers, let them know what to look out for from you and your team, and also a short introduction to your business.

With a Welcome Email, first impressions really do count. The first impression that a new subscriber has with your email list is often before they're even a customer of yours. Unfortunately, it costs a lot more to try and repair a bad first impression... if we assume that they can be saved at all!

Spending a few minutes to make the right first impression through a well crafted Welcome Email, will do wonders for your business. Don't worry, this isn't something you need to manually send out each time. Your email platform, such as Klaviyo, will handle this for you automatically.

So what do you need to include in your Welcome Email? Here's our top 5 tips:

- 1) **Say "Thank You"** - Saying thank you to your new subscribers brings a warm, human element to your business. There are few words more important than "Thank You".
- 2) **Give them the incentive** - If the user signed up to receive a coupon, give them easy access use this, as it's likely why they signed up for your list in the first place.
- 3) **Set expectations for future emails** - Let them know about your email schedule. If you're planning to send out weekly emails, this is the perfect time to let your new subscriber know and it will help to reduce spam complaints.
- 4) **Tell them a little more about you** - Your new subscriber would love to know a bit more about your business. Tell them a brief paragraph about your history or a few fun facts about your company. The tone here will match the type of tone your business uses.

- 5) **Ask them to whitelist your email address** - This is an important step as asking them to whitelist your email address helps your emails to avoid spam folders!

TIP: Get your Welcome Email in place for your new subscribers. You'll set this up inside your email platform, and it will be sent out automatically to any visitor who subscribes. We recommend Klaviyo as it's a great email marketing tool for E-Commerce businesses.



COUPONS

Coupons are a powerful tool in your marketing arsenal, yet they're often under-used by E-Commerce stores.

Of course, you don't want to be known as the people that always have a sale or discount. There are enough furniture companies on TV who always have a sale that ends on "Monday". However, you do want to have an attractive and compelling offer.

Research by the Nielsen Company shows that roughly 90% of purchasing decisions are made subconsciously. These subconscious decisions come down to two things: needs and emotions.

Offering a discount coupon helps a buyer to make an emotional purchasing decision. Maybe it's a coupon that helped to get them off the fence and to decide to make a purchase, or perhaps it's a discount coupon that encouraged them to add a few more items into their basket.

Let's focus on one type of coupon that is proven to convert time and time again. A Welcome Coupon.

You would use a Welcome Coupon when a visitor first comes to your website. You'll have seen this before on other websites, and have likely used them on more than one occasion.

It's a simple premise. You offer the new visitor an opportunity to sign up to your email list in exchange for a discount coupon. This coupon is normally a percentage discount, the amount of which will vary depending on your market and the type of products that you sell.

So, how do you set this up?

You can use a tool like Klaviyo, which we've talked about already in this guide. Klaviyo will integrate with your E-Commerce store and give you the ability to create a custom personalised coupon for your new subscriber.

A visitor will come to your website, sign-up with their name and email address and then a minute or two later, they'll receive an email from your company with their special coupon enclosed. Once they've filled the cart with the products that they want to purchase, they can use their personalised discount coupon at the Checkout.

The benefit for your business is that you now have a new customer, and they're on your email list so you can send further marketing emails to them in the future.

TIP: Set up a Welcome Coupon on your website to give a discount to new subscribers. Make this live on your website and enjoy the new sales and subscribers that you're generating.



SUMMARY

Sales are the most important metric with your E-Commerce website. You're selling products to businesses and/or consumers. Without sales, you don't have a business.

Once you've got the right tools in place and you've optimised your website for success it's great to watch the sales roll in. However, it's still important to take time out to review your website regularly and pay attention to how you are marketing your business.

If you don't regularly look at how you're doing in your market and keep an eye on the competition, you're leaving the door open to someone taking your share of the market.

Throughout our free guide, we've talked about five important ways that you can grow your E-Commerce business. These are a great starting point for your website and can offer some quick wins that will enhance your business as you move forward.

There are, of course, many additional things you can do too. For example, carry out SEO work, PPC (Pay Per Click) adverts and to list your products on systems like Google Shopping. These are whole separate topics by themselves, but we'd be happy to discuss these with you if you'd like more details.

We'll send over some additional tips and suggestions over the next few days that you can take and action on your E-Commerce website. Keep your eye out for these, the first one should be arriving tomorrow.

In the meantime, if you have any questions, please don't hesitate to get in touch!



CONCLUSION



Hope you have found this workbook valuable. If you need our help in planning your Digital Marketing or Online strategy, reach out to us or fill in the [worksheet](#) on our website to give us more information

Anchen le Roux

Website Developer and Digital Marketing Consultant

Simply Digital design

+27766373017

hello@simplydigitaldesign.co.za

<https://Simplydigitaldesign.co.za>

CLICK HERE TO WORK WITH US

