

E-Commerce Action Plan & Resources

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Where E-commerce Is Going & How To Stay Ahead Of The Curve?

Important Stats:

- **Amazon** – 55% of product searches start on Amazon
 - **Mobile** – 52% of traffic is from a mobile device
 - **Advertising** – Cost of advertising has gone up 5x inflation.
 - **Facebook** – Average Action on Facebook cost \$18
 - **Search** - 50% of search queries are four words or longer.
 - **Content** - Average Google first page result contains 1,890 words.
 - **Video**: Product videos can increase purchases by 144%.
 - **Facebook Messenger**: 88% open rate and 56% CTR
- Other Stats: <https://www.hubspot.com/marketing-statistics>

Step 1: Build A Strategy

1. **Build A Plan** – Different Plan in Purple Water (not red or blue)
2. **Keyword Research** - Build Based on Demand and Trends
 - a. Google Keyword Planner, Google Trends, KeywordKeg, Keyword.io
3. **Product Strategy** – Bundles, Content Strategy, graphics, and product video
 - a. Need bundle over \$50 dollars or more.
 - b. Not about the quantity, it is above the profitability to market.
4. **Plan The Growth** - Map out a Growth Strategy Goals

Step 2: Build the Foundation

1. Setup A Website on Shopify or Wordpress (Afternoon session go over how to increase sales 40% to 80%)
2. Set up an Amazon Sell Central Account (Shannon will go over this in Afternoon sessions)
3. Setup the secret sauces.... Go over in our last session of the day

Step 3: Step Traffic Channels: Have to Drive Traffic

- Phase 1: Organic Traffic, Facebook Ads, Google Shopping, Bing Shopping,
- Phase 2: Google Ads, Bing Ads, Instagram ads, Pinterest Ads

Step 4: Diversify Your Sales Channels

1. **Setup Order Management System**
 - a. ShipStation, EcomDash, ListingMirror, Skubana,
2. **Customer Service**: Setup XsellCo or ZenDesk to manage customer service in one place
3. **Main Marketplaces**: Amazon.com, Ebay.com, Walmart.com, Jet.com. Etsy.com
4. **Second Tier**: Wish, Houzz, MoreCommerce, NewEgg, Groupon Goods, Sears, Rakuten,

Step 5: Manual / Advanced Integrations:

- Flash Sale Sites: Zulily, Jane.com, Guilt.com, Snap Deals,
- Retailers: Wayfair.com, Staples, TheGrommet, Overstock, Target,
- International: Amazon, Mercado Libre, AliExpress, Flipkart,

Easy Steps

Step 1: Make a Plan

Google Keyword Planner, Google Trends, KeywordKeg, Keyword.io

Step 2: Build Foundation

Shopify Or WordPress
Setup Amazon Seller Central
(see plugin list below)

Step 3: Make Scalable Growth

ShipStation.com / EcomDash.com
XsellCo.com

5 Steps To Increase Traffic and Sales 40% to 80% on Shopify Or Wordpress

1. Market Analysis – Understand The Demand

- Keyword Research – Ubersuggest, Google Keyword Planner, KeywordKeg.com,
- Competitor Analysis – SEMrush.com, Ahrefs.com,
- Content Analysis – Ahrefs.com, Buzzsumo.com
- Content Strategy - Educate & Build Confidence**
- Home page Content – Needs 1500+ words
- Category Content – 500 to 1500 words of content
- Videos - Make videos of the “Why”, “How.”

2. Build a Value Ladder – Educate and Add Value

- Setup Bundles to get order over \$50
- Setup Upsells -To get average order value up.
- Digital Products - \$9 Downloadables Checklist, \$29 How-To Guide. Goal Pay for shipping and CPAs

3. Growth strategy – Content, video, and email signs ups, FB Messenger

- Map out your growth strategy with targeted content with 1500 words or more blogs
- Don't Guess – Use the keyword research, competitor analysis to write with a plan
- Educate and build confidence.
- Build Email address – with Free Downloadable How-To Guide,

4. Backlink Development

- Use 1 to 4 rule** – Every hour you write, spend 4 hours doing backlinks outreach.
- Do Targeted Outreach** - Use a tool like ahrefs.com or buzzsumo.com, or SEMRush.com and reach out to people and ask to link back to your article... Use: MailShake.com, Buzzstream, Citationlabs

Continued Learning Tips:

Ahrefs Youtube Channel: https://www.youtube.com/channel/UCWquNQV8Y0_defMKnGKrFOQ

Neil Patel Youtube Channel: <https://www.youtube.com/user/neilvkpatel>

Recommended Shopify Apps

- [Shogun Landing Page Builder](#)
- [SEO Content Blocks](#)
- [Bold Commerce Bundles, Bold Upsell,](#)
- [Cross Sell](#) by Cross Sell
- Facebook Messenger App
- Rewind Backups
- Out Of Stock Reminder
- Returnly
- TaxJar
- Google Shopping
- Google Analytics
- Image Optimization – Crush.pics

Must Have WordPress Plugins

- GoDaddy For Domains
- Basic Hosting WPEngine.com or Advanced VPS Cloudways.com
- Firewall - Cloudflare.com/ Sucuri.net
- JetPack.com and PressVault.com
- Elementor.com
- CartFlows.com
- Yoast SEO
- WooCommerce.com
- ShortPixel.com
- ThemeForest.net / CodeCanyon.net
- Google Analytics

Easy Steps

Step 1: Do Market Analysis

Keyword Research: Ubersuggest
Competitor Analysis: SEMRush.com
Content Analysis: Ahrefs.com/Buzzsumo

Step 2: Educate & Add Value

Write with plan, start with Why

Step 3: Make Bundles

Get the average order value over \$50

Step 4: Plan For Growth

Map out content & video strategy

Step 5: Build Backlinks

Get the average order value over \$50

How to 2x or 3x Online Sales in 30 to 60 days

Industry Problems:

- Conversion rate 1% to 3%, Shopify has 5 Step checkout, very limited upsell functionality
- Cost of Advertising has gone up 5x inflations. You don't control the customer on Amazon

Solution: Create 3 Funnels

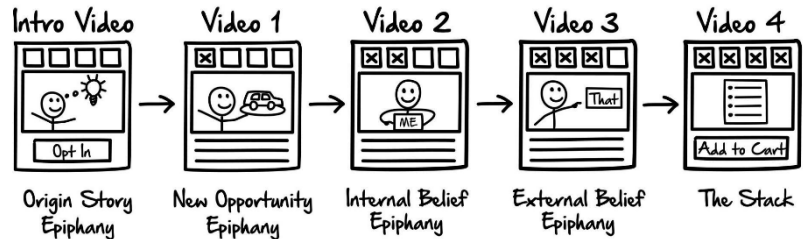
1. Build Traffic funnel

- Make 4 to 10 targeted videos
- Facebook Ad with the videos to a targeted audience.
- Remarket to the same audience with second and third videos to only the people that have watched 50% of the first videos
- Offer a Free Downloadable for their emails address or Facebook Message Engagement
- Goal to educate and build confidence and email list.



2. Build Evergreen Funnel

- Setup 4 Step Email /FB messenger video series where you send them an email once a week or twice a week with step 4 as a buy now button to the landing page.



3. Build Educational Landing Funnel

1. What To Build

3 to 5 step funnel with one-click upsells.

- Step 1 – Bundle with Video explain Order Bump – With Checkbox Add
- Step 2 – Video Adding Second Bundle
- Step 3 – Online Course to learn how
- Step 4 – Coaching Or Continuity
- Step 5 – Referral Program

2. What Software Do We Use:

ClickFunnels.com for Shopify or
Cartflows.com for WordPress WooCommerce



Continued Learning:

Must Read Books: <https://www.amazon.com/Expert-Secrets-Underground-Playbook-Creating/dp/1683504585>
<https://www.amazon.com/Building-StoryBrand-Clarify-Message-Customers/dp/0718033329>

Youtube Channel: <https://www.youtube.com/channel/UC2qUDKqTsz00csykCYgdLuA>

Unlimited Traffic: https://www.youtube.com/watch?v=nR3MWK_zbL4

How to 2x or 3x Service Based Leads in 3 to 12 months

1. Build A Website Foundation

1. Build A Mobile-Friendly Website
2. Home Page – 1500+ words
3. Build Services Pages – 1000+ words
4. Areas Of Service Pages – 500+ words
5. Call To Action (Book Now, phone, email, Lead form)
6. Build Videos on the “Why”, “Mission”
7. Free Downloadable w/ Email sign up
8. Book Appointment Calendar App (Calendly, ScheduleOnce)
9. Provide Easy Pay App on Phone – Stripe, paypal, Square
10. Facebook page / Instagram page
11. Write Educational Blogs on Problems/Solution, How To, Check,
12. Create a Referral Program



2. Provide an Experience

1. Create Wow Factor at each interaction
2. Kids Play Area - Movie, games, toys, free babysitter
3. Make it a break, provide drinks, wifi
4. Don't gossip, provide encouragement, tips, strategies

3. Easy Effective Communication

1. Automatic Text Message Reminders
2. Add Facebook Messenger (MobileMonkey, ManyChats)
3. Browser Notifications (Subscribers.com)

4. Diversify & Upsell Your Offering



1. Provide Companion Service, Bundles
2. Offer Supporting Products & Easy Solutions
3. Offer Recurring Product (meal plan, monthly cleaning)
4. Do mobile Service at a home or office



5. Go To & Offer Big Events


1. Do free hair cuts at events
2. Free Hair Cut on your birthday
3. Do Birthday party's
4. Prom specials
5. Wedding Specials
6. Moms Night Out - Free sitters

Recommended Software

vagaro

 **WORDPRESS**  **themeforest**

 **ScheduleOnce**  **calendly**

 **Woo**
COMMERCE

Step By Step
WPCrafter.com, Youtube.com

7. Movie Night
8. Momma /Daughter Date Night discount
9. Host Real Estate Agent Night
10. Mothers Day Hair Cuts If you have kids

How To You Get Customers To Keep Coming Back

1. Give Honor Where Possible
2. Veterans Discount
3. Teachers Discount
4. Senior Citizens Discount
5. Moms with Newborns
6. Birthday is free
7. Active duty Police or firefighter
8. Parties over 8 - the organizer eats free
9. Sunday Brunch – 1 Free lunch with Church flyer

4. Post Business On Directory (see full list below)

1. Google places, BingPlaces, apple maps, TomTom, Waze
2. Yelp, trip advisor, Better Business Bureau
3. NextDoor, Craigslist, Angie's List, Houzz, Home Advisor, Porch
4. Facebook Events, Facebook Groups, Yard Sales Groups, Niche Groups,
5. Post on all Local directories (google “your city” directory)
6. Post On Contractors Gig Directories (see list below)

5. Setup Social Listing

Reputation management – listen & monitor what people say and respond... customer is always right

1. Google Alerts
2. HootSuite

6. Create Strategy 100 Partners With Target Outreach

1. Create Referral Program
2. Find, Reachout to Strategic Partners
3. Do Before/After Photos and Post On Facebook & Instagram
4. Due FB, YouTube Live Videos
5. Get \$2 off if posted in FB/IG/Pinterest
6. Referral program / Social Referral Program
7. Run Facebook ads
8. Next Door Ads
9. Google ads
10. New Home owner mailing
11. Ask For Reviews, Blog posts, guest posts and get the backlink
12. Contact All Influencers & Competitor backlinks

Continued Learning:

Recommended Audible Books

Expert Secrets

Building A Story Brand

Start With Why

Creating Customer Evangelists

Youtube:

Ahrefs Youtube Channel:

https://www.youtube.com/channel/UCWquNQV8Y0_defMKnGKrFOQ

Neil Patel Youtube Channel:

<https://www.youtube.com/user/neilvkpatel>

Unlimited Traffic:

https://www.youtube.com/watch?v=enR3MWK_zbL4

Directory List:

- Bing (Domain Authority = 94)
- Yelp (DA = 94)
- Better Business Bureau (DA = 93)
- Foursquare (DA = 92)
- MapQuest (DA = 92)
- HubSpot (DA = 91)
- Yellow Pages (DA = 91)
- Angies List (DA = 91)
- Yahoo! Local (DA = 91)
- Manta (DA = 87)
- Merchant Circle (DA = 86)
- Super Pages (DA = 84)
- Yellow Book (DA = 83)
- Thumbtack (DA = 82)
- Local.com (DA = 77)
- Kudzu.com (DA = 76)
- Hot Frog (DA = 76)
- Communitywalk.com (DA = 75)
- Brownbook.net (DA = 73)
- Tupalo.com (DA = 72)
- La Cartes (DA = 68)
- 2findlocal.com (DA = 67)
- ezlocal.com (DA = 67)
- ebusinesspages.com (DA = 67)
- Spoke (DA = 66)
- Chamberofcommerce.com (DA = 66)
- City Squares (DA = 66)
- Cylex USA (DA = 66)
- yelloyello.com (DA = 66)
- BOTW (DA = 65)
- worldweb.com (DA = 65)
- ibegin.com (DA = 63)
- Get Fave (DA = 63)
- Fyple.com (DA = 63)
- Company.com (DA = 60)
- Call Up Contact (DA = 60)
- Finduslocal.com (DA = 60)
- My Huckleberry (DA = 59)
- Hub.biz (DA = 59)
- where2go.com (DA = 58)
- City Insider (DA = 58)
- n49.com (DA = 58)
- My Sheriff (DA = 57)
- opendi.us (DA = 56)
- Bizhwy.com (DA = 55)
- Smartguy.com (DA = 55)
- Wherezit.com (DA = 55)
- DiscoverOurTown.com (DA = 54)
- Nexport.com (DA = 52)
- USdirectory.com (DA = 50)
- Wowcity.com (DA = 49)

50 Best Popular Gig Directories

- Wonolo
- Amazon Flex
- Bellhops
- [Care.com](#)
- Caviar
- Closet Collective
- CrowdFlower
- Dolly
- DoorDash
- Etsy
- Fancy Hands
- Favor
- Feastly
- Fiverr
- Freelancer
- Gigwalk
- Grubhub
- Handy
- HelloTech
- HomeAway
- HopSkipDrive
- Hubstaff Talent
- Instacart
- Juno
- Lyft
- Moonlighting
- onefinestay
- OpenAirplane
- PeoplePerHour
- Postmates
- Prefer
- Rentah
- Roadie
- Rover
- Shipt
- Snagajob
- Spare5
- SpareHire
- SpotHero
- Takl
- TaskEasy
- TaskRabbit
- Turo
- Uber
- Upwork
- VRBO (Vacation Rentals by Owner)
- Wingz
- Airbnb
- YourMechanic
- Zeel