



E-COMMERCE ACTION PLAN

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

Download Presentation at
www.HarnessingStrengths.com/sbdc

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WHERE ARE WE GOING TODAY?

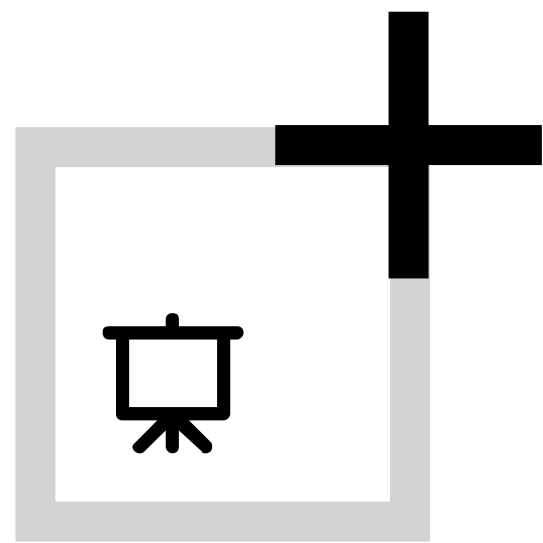
This Morning = Overview Of High Level Steps For Consistent & Stable Growth

This Afternoon = Go Over How and Actually Walk Through The Step For Growth

Last Session = DON'T MISS!!!!!!

We are Going Over How To Increase Your Sale 2x to 4x in 2 to 3 months

Homework – We have given hand outs with all the steps so can take this home and apply it to your business.



NEXT 60 MINUTES

1

Where Is E-Commerce Going
& Why is it Important?

2

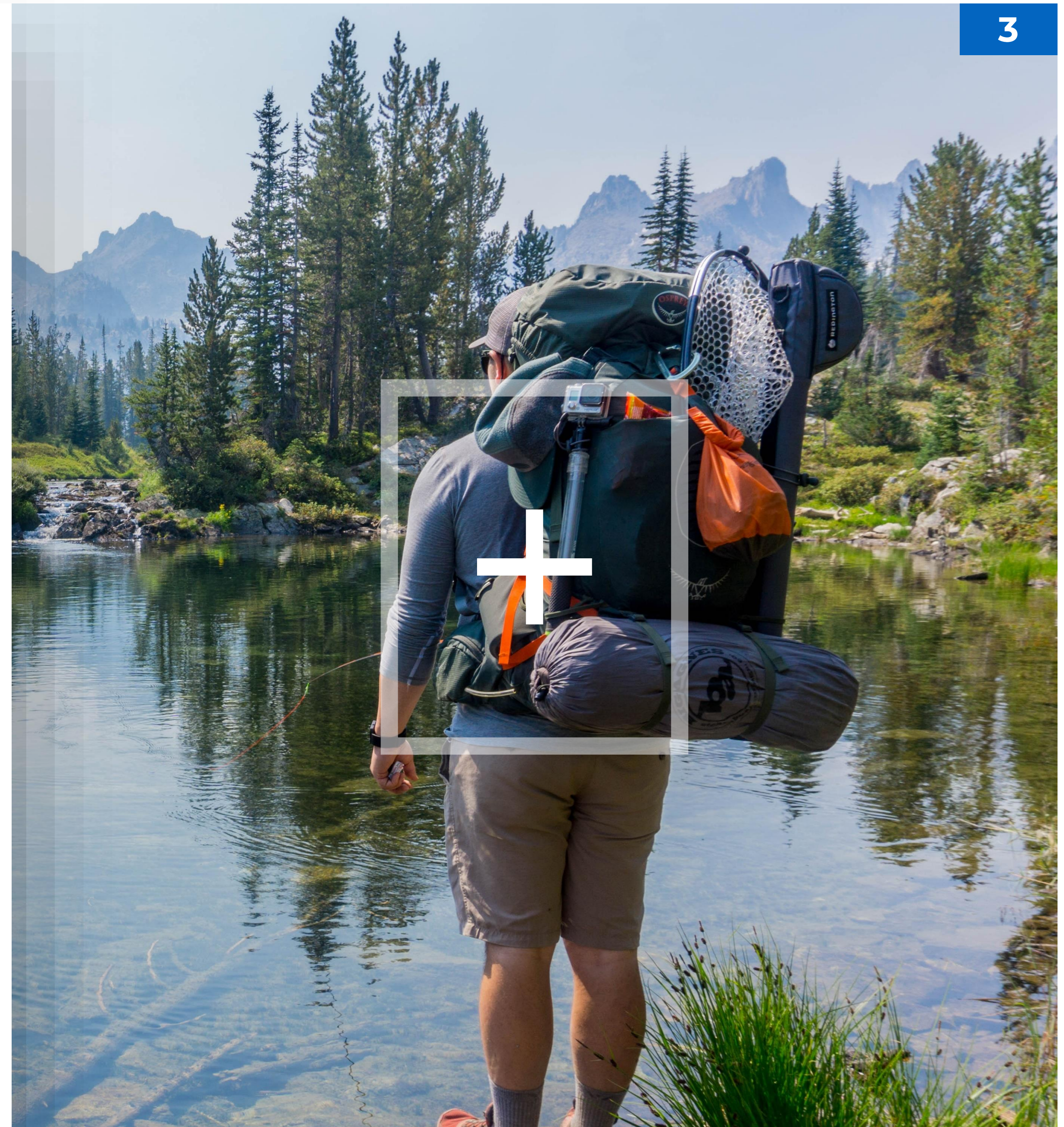
5 Steps To Stay Ahead Of The Curve

3

The tools you need to be
successful

4

Understanding of the Detailed Action
Plan On What To Do To Go Home



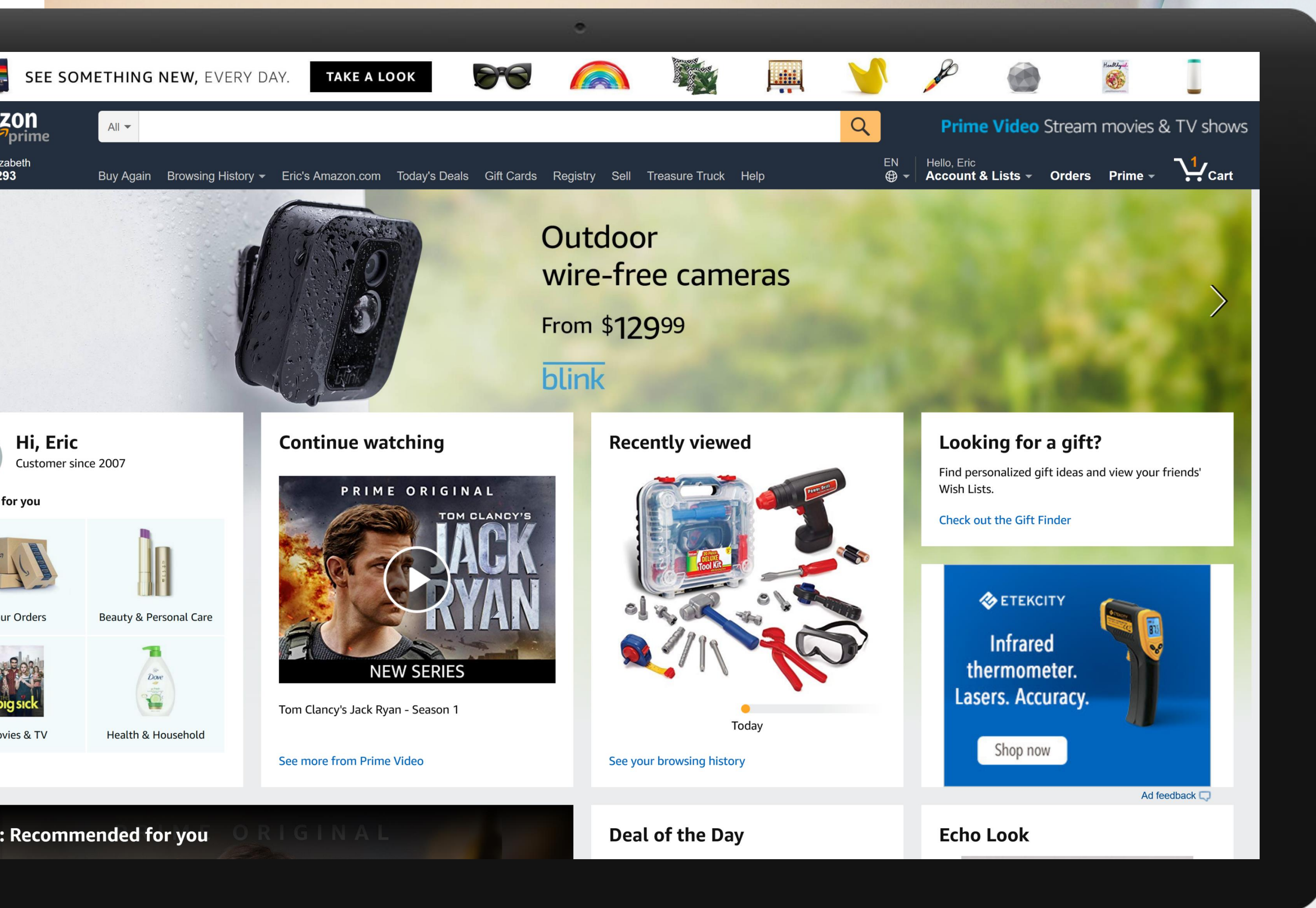
ERIC KOOYMANS

BIO

- 15 Years Experience and have Developed E-commerce websites, marketing campaigns, and growth strategies for over 150 businesses
- Founder & President Harnessing Strengths, LLC For Last 10 years
- Specializes in E-commerce development, funnel development, and online marketing







AMAZON STATS



55%

Of product searches start on Amazon. Up from 46% last year



Birthday Gift

birthday gifts
birthday gifts **for him**
birthday gifts **for her**
birthday gift **ideas**
birthday gifts **for mom**
birthday gift **ideas for her**
birthday gifts **for dad**
birthday gift **ideas for boyfriend**
birthday gifts **for best friend**
birthday gifts **for men**

Google Search

I'm Feeling Lucky

Report inappropriate predictions

GOOGLE STATS

90%

Search Traffic Comes From Google

3.5 billion searches a day

50% of search queries are **four words or longer.**

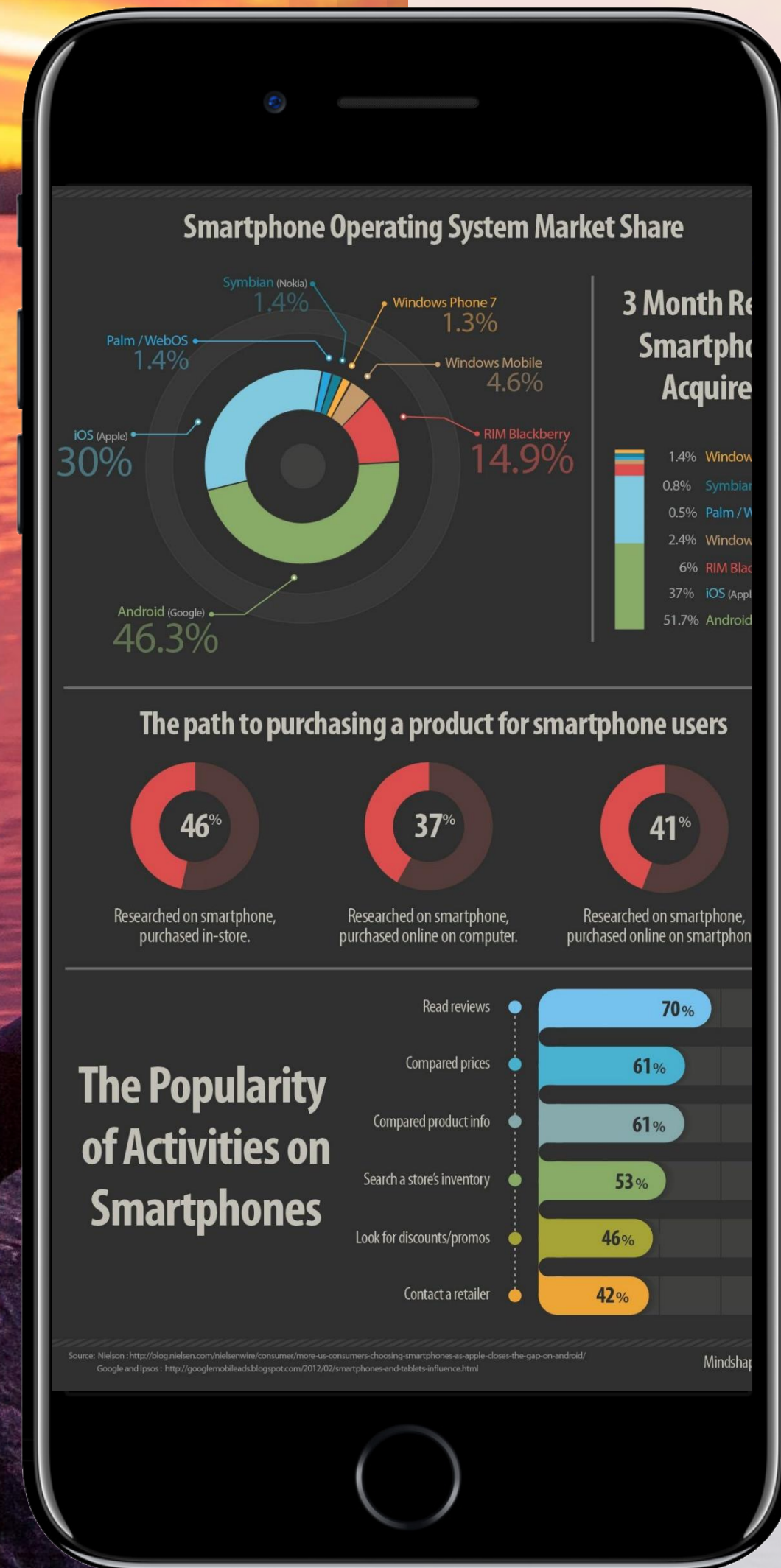
Average Google first page result contains 1,890 words.

Mobile Stats

SMARTPHONES

Takeaway

Must Be Mobile Friendly



Mobile Traffic

52%


52% of traffic come from mobile device

Crate&Barrel

STORES

CB2

The Land of Nod

SHIP TO 

YOUR ACCOUNT ▾

Q Search

[New](#) [Mother's Day](#) [Rooms We Love](#) [Gifts](#) [B2B](#) [Blog](#) [Ideas & Advice](#) [Wedding Registry](#)

♥ 0

CART  0[CHECKOUT ▾](#)
[Furniture](#) [Outdoor](#) [Dining & Entertaining](#) [Kitchen](#) [Decor & Pillows](#) [Rugs & Curtains](#) [Lighting](#) [Bed & Bath](#) [Organization](#) [Sale](#)

Petrie Sofa

In stock and ready for delivery to ZIP code 60062

★★★★★ (4.6) 29 Reviews

\$1,799.00

SKU: 106389



More Options

1

Add to Cart

Add to Registry



Fabric: Jonas, Felt Grey Leg: Deco



VIDEO STATS

144%

Product videos can increase purchases by 144%.

Increases Qualified Leads 66% for services.

72% Watch The Video when given the choose of Video or Text

HOW TO DO YOU STAY AHEAD OF THE CURVE IN E-COMMERCE



BUILD A STRATEGY



UNDERSTAND THE MARKET & WHERE THE DEMAND IS

Before you get started, you have to have a plan based on data and trends and not just hope it will work.

Key Tools:

Keyword Research:

<https://ads.google.com/home/tools/keyword-planner/>

KeywordKeg.com, UberSuggest

Competitor Analysis

[SEMRush.com](https://www.semrush.com), Ahrefs.com, SimilarWeb.com

1

Keyword Research

How many people are searching for your product online?

2

Google Trends

What is growing and trending in a good direction? - www.Google.com/Trends

3

Competitor Analysis

Where are your competitors getting traffic and sales? www.SEMRush.com

4

SEO & Content Strategy

What are you passionate about, what value can you add, and what problems can you solve?

BUILD A PLAN IN PURPLE WATER



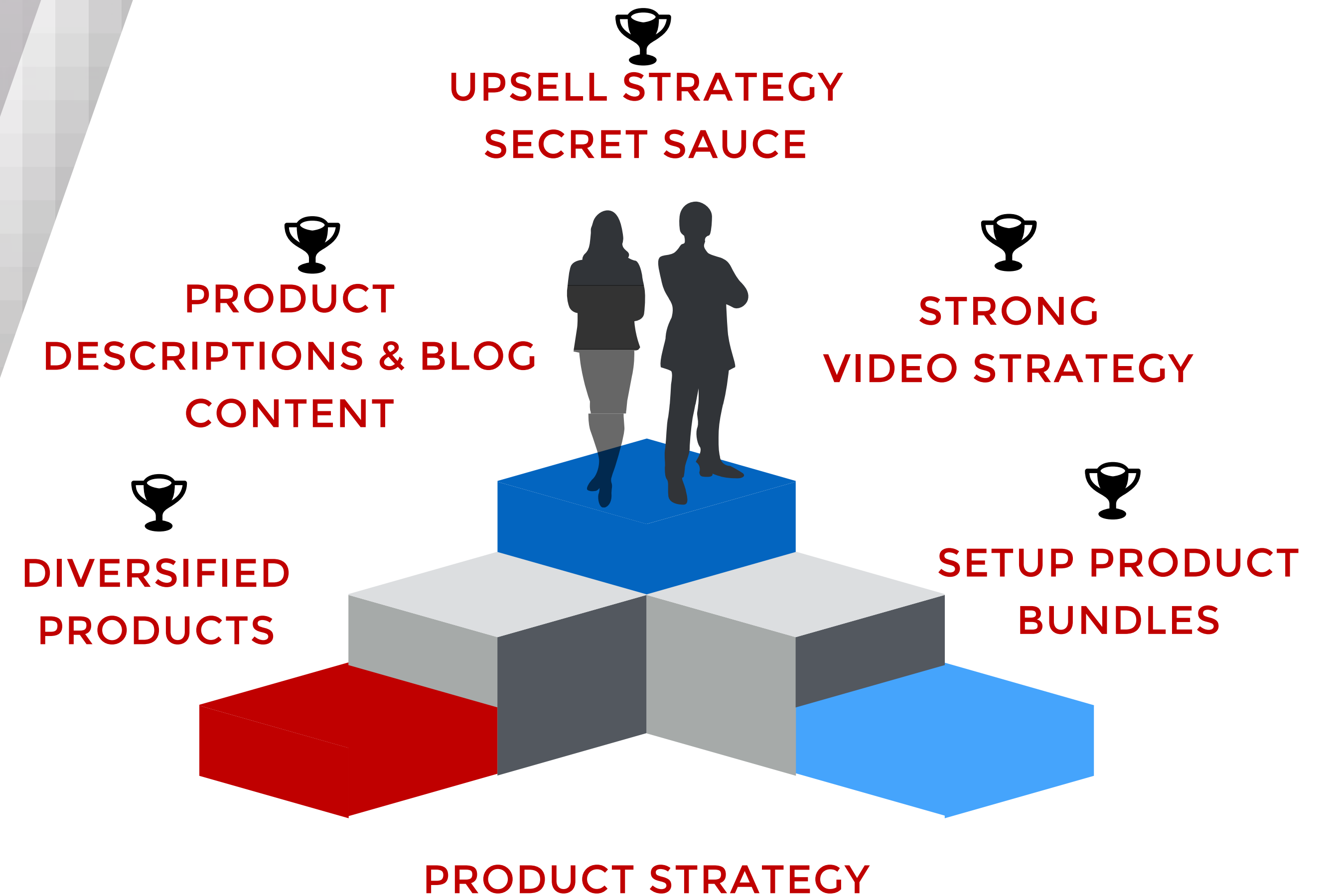
Are doing the keyword research and competitor analysis, build your plan in purple oceans.
Not in Red or Blue Oceans – Needs To Be Accomplishable

Red Ocean	Purple Ocean	Blue Ocean
Compete In Existing Market Space	Compete In Existing Market, but Standout. Giving unexpected extras	Create New Uncontested Market Space
High Competition	Differentiate yourself from the competition	Make The Competition Irrelevant
Existing Demand	Target Existing Demand But with a Difference Mindset and features	Create and Capture New Demand
Compete in Value/Cost Trade Off	Break The tranactional market economy mindset & add value through exceeding expectations	Break The Value-Cost Trade-Off

Leverage the current demand, but win them on differentiated features and not price.

BUILD A PRODUCT OR SERVICES STRATEGY ALLOWS FOR SCALABLE GROWTH

1. Diversified Products In a couple categories
2. Setup Bundles - Over \$50 - \$99
3. Strong Content – Build strong product descriptions and blog strategy to drive traffic
4. Video Strategy – Must have videos about the product, your mission, they “Why” they need to buy
5. Upsell Strategy – Need to build the upsell strategy for each product



BUILD A FOUNDATION



BUILD A FOUNDATION

To Build A Website Foundation
Where That You Control:

- Home Page – 1500 words
- Product Category Pages – 1000+ words
- Products Pages – 400+ words
- Page for Each Service – 1000+ words
- Blogs / Targeted Articles – 1500+ words

Strong Call To Action

- Lead Generation Forms
- Appointment Booking Widget
- Advanced Reminders System
- Contact Us / Phone Number



ScheduleOnce



vagaro



We will go over this in detail in our 3 session of the day and have details list of software & plugins.

E-COMMERCE TOOLS

As you grow, everything gets more complicated and if you are thinking about diversifying you have to setup the right tools so you can have scalable grow your business.

ECOMMERCE SOFTWARE

Shopify, Woo Commerce, CartFlows, ClickFunnels

ORDER MANAGEMENT

ShipStation.com
Integrates over 20 marketplaces

INVENTORY MANAGEMENT

Listing Mirror, Ecom Dash, Skubana, Channel Advisor

PRODUCT MANAGEMENT

Listing Mirror, Ecom Dash, Geek Seller, & Channel Advisor

CUSTOMER SERVICE

Xsellco, ZenDesk, FreshDesk, etc

REVIEW MANAGEMENT

Feedback Genius, Feedback 5, Sellics

RETURN MANAGEMENT

Looks at tools like Returnly, Amz RMA

INFLUENCER OUTREACH

MailShake, BuzzStream, BuzzSumo

CRM & EMAIL MARKETING

ActiveCampaign, Mail Chimp, etc

BACKUPS & SECURITY

Rewind, Vault Press, Amazon S3, Cloudflare

FOR OVER 100 RECOMMENDED TOOLS, TO GO WWW.HARNESSINGSTRENGTHS.COM/TOOLS

SERVICE BASED TOOLS

If you are looking to generate more leads, provide services online, here are some recommended tools

WEBSITE SOFTWARE

WordPress.org / Elementor
WooCommerce, Clickfunnels

FORM BUILDER

GravityForm, Wufoo,
JotForm,

HOSTING

WPEngine, Cloudways

SECURITY BACKUPS

Jetpack/VaultPress
For Malware Scanning,
Of Site Backups

CUSTOMER SERVICE

Xsellco, ZenDesk,
FreshDesk, etc

SCHEDULING SERVICE

Calendly,
ScheduleOnce

WORDPRESS THEMES

ThemeForest,

ONLINE TRAINING SOFTWARE

LearnDash, Teachable,
Thinkific.com, Kajiby

CRM

ActiveCampaign, Zoho
AgileCRM, Infusionsoft

MEMBERSHIP SOFTWARE

MemberPress,
Memberium, BuddyBoss

INTEGRATION SOFTWARE

WP-Fusion, Zapier,

PRINTING AUTOMATION

Shopify has 5 to 10 Custom
Product/Printing Apps

WORDPRESS TRAINING

WPCrafter, Udemy,

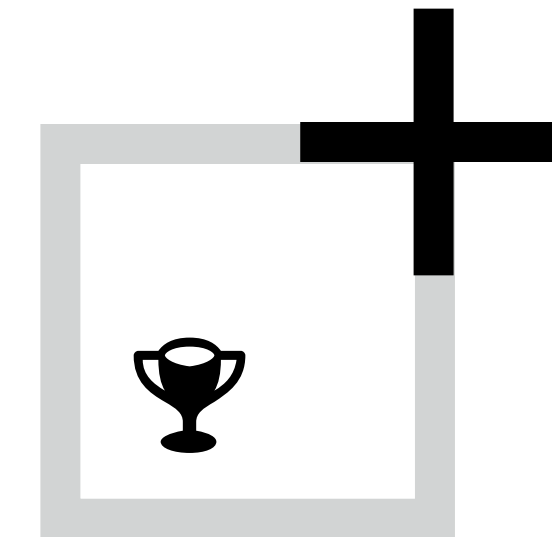
EMAIL MARKETING

ActiveCampaign, Mailchimp,
Campaign Monitor

FIREWALL

Cloudflare, Sucuri

FOR OVER 100 RECOMMENDED TOOLS, TO GO WWW.HARNESSINGSTRENGTHS.COM/TOOLS



Drive Traffic

TRAFFIC CHANNELS

Phase 1:

Organic Traffic, Email Marketing,
Facebook Ads With Video
Google Shopping,
Bing Shopping,
Amazon Ads

Phase 2:

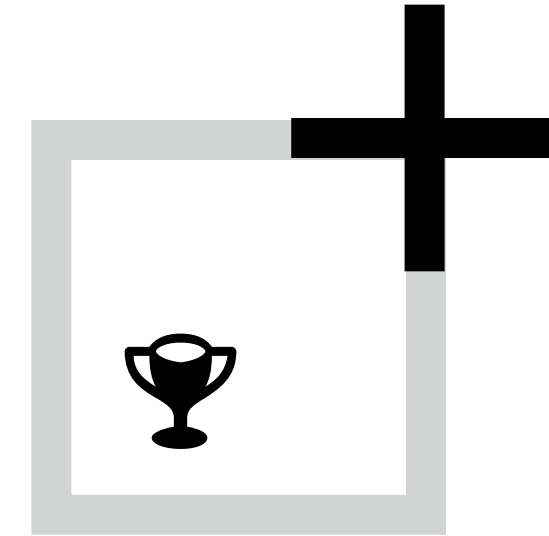
Google Ads, Bing Ads,
Instagram ads, Pinterest Ads

facebook

Google
Shopping

Bing ads

amazon
seller central



STEP 4:

DIVERSIFY SALES CHANNELS

MARKETPLACE DIVERSIFICATION

To quickly diversify sales, you need to leverage other sites' traffic and start selling on 10 to 20 marketplaces, retailer sites, flash sale sites, & B2B marketplaces.

1 Amazon.com

Take Marketplace Seller Courses, and start selling on Amazon

2 Walmart.com

Go to partner.Walmart.com and sign up to start selling on Walmart.com

3 eBay.com

Go to Ebay.com/sell and start selling on eBay

4 Etsy.com

If you sell handmade products, start selling on Etsy, handmade, etc

5 Jet.com

Walmart purchased jet.com and it is starting grow

6 Drive Traffic

Drive Traffic To Get Niche Going

ADDITIONAL MARKETPLACES & EASY TO INTEGRATE WITH
WWW.SHIPSTATION.COM/PARTNERS/INTEGRATION/MARKETPLACES/
WWW.CHANNELADVISOR.COM/SOLUTIONS/CHANNELS-WE-SUPPORT/

SECOND TIER MARKETPLACES

These are smaller marketplaces, but good to for diversification & niche rankings

1 **WISH.com**

Good marketing options as well

2 **Houzz.com**

Good for both Products and Services

3 **NewEgg.com**

Good marketing options as well

4 **MoreCommerce**

If you sell handmade products, start selling on Etsy, handmade, etc

5 **Groupon Goods**

Expanded from offers to a full store

6 **Rakuten**

Biggest Retailer and Japan and coming on strong in US.

ADDITIONAL MARKETPLACES & EASY TO INTEGRATE WITH
WWW.SHIPSTATION.COM/PARTNERS/INTEGRATION/MARKETPLACES/
WWW.CHANNELADVISOR.COM/SOLUTIONS/CHANNELS-WE-SUPPORT/

FLASH SALE SITES

These are short 1 to 3 days offers where you get high volume of orders. You have to offer strong discounts but the volume is good.

Zulily.com

They provide one PO for big order and pick it up from you.

Joss and Main

Furniture, Lighting Fixtures, and home decor

Gilt.com

Luxury designer apparel and accessories for women

Hautelook.com

Womenswear, menswear, childrenswear, and home items

Fab.com,

daily design deals for the home and beyond meaning wall art, modular furniture, design-your-own wallets or bento box sets

RueLaLa.com

Fashion-based flash sale site

OTHER BIG RETAILERS (ADVANCED INTEGRATION)

Here are a couple other retailers you can sell on, but need more advanced EDI integrations or have to print orders from their site.

1 **WayFair.com**

Have had huge growth with their marketing

2 **Staples.com**

Very big in their niche

3 **TheGrommet.com**

Ace Hardware purchased them and greatly growing

4 **Overstock.com**

If you sell handmade products, start selling on Etsy, handmade, etc

5 **Target.com**

Walmart purchased jet.com and it is starting grow

6 **HomeDepot.com**

You can start selling on their marketplace as well.

YOU CAN EXPLORE LOGIC BROKER OR CART ROVER FOR EDI INTEGRATIONS

INTERNATIONAL MARKETPLACES

I don't recommend selling international unless you can pay for the company to do it really well for you. There are VAT tax, local laws etc, that can be a pain. But there is HUGE growth potential and Amazon and Ebay are making it much easier than ever

China Marketplaces

Aliexpress
Amazon china
Jd.Com
Taobao
Tmall
Vip.Com

Social commerce

Wechat

Japan

Amazon Japan
Rakuten

Social Commerce

Viber

India

Amazon India
Flipkart
Snapdeal

Full Marketplace Listing for Asia-Pacific

AliExpress
Amazon China
Amazon India
Amazon Japan
eBay Australia
eBay Hong Kong
eBay Singapore
Flipkart
Lazada Indonesia
Lazada Malaysia
Lazada Singapore
Lazada Thailand
Lazada Vietnam
Rakuten
Snapdeal
TMall
Zalora

Germany Marketplaces

Amazon Germany
eBay Germany
Otto
Rakuten
Zalando

Nigeria Marketplace

Jumia

United Arab Emirates Marketplaces

MarkaVIP
Souq.com (Now Amazon)

Top Grossing Latin American Marketplaces by Country

Americanas
Extra
Mercado Livre
Submarino

Mexico

Amazon Mexico
Linio
Mercado Livre

Full Marketplace Listing for Latin America

Amazon Mexico
Americanas
Extra
Linio
Mercado Livre
Submarino

Full Marketplace Listing for EU, Africa, Middle East

Amazon France
Amazon Germany
Amazon Italy
Amazon United Kingdom
Amazon Spain
eBay Austria
eBay Belgium
eBay Netherlands
eBay United Kingdom
eBay Poland
eBay Switzerland
eBay Spain
Jumia Cameroon
Jumia Ghana
Jumia Ivory Coast
Jumia Morocco
Jumia Nigeria
MarkaVIP
OTTO
Rakuten
Souq.com (Now Amazon)
Tesco
Privalia
Zalando

BUSINESS DIRECTORIES

The goal is that you start generating backlinks, traffic and leads from as many sources as possible. Here is a list of business directories with high domain authority. It is important that you only get links from sites with high domain authority. My goal is 40+DAA

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)

THUMBTRACK (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)

CITY SQUARES (DA = 66)

CYLEX USA (DA = 66)

YELLOVELO.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

Your goal is to diversify your service based leads and niches of where you get leads from. You have to start now so you can build your profile rating.

WONOLO	FREELANCER	OPENAIRPLANE	FEASTLY
AMAZON FLEX	GIGWALK	PEOPLEPERHOUR	FIVERR
BELLHOPS	GRUBHUB	POSTMATES	TASKEASY
CARE	HANDY	PREFER	TASKRABBIT
CAVIAR	HELLOTECH	RENTAH	TURO
CLOSET COLLECTIVE	HOMEAWAY	ROADIE	UBER
CROWDFLOWER	HOPSKIPDRIVE	ROVER	UPWORK
DOLLY	HUBSTAFF TALENT	SHIPT	VRBO
DOORDASH	INSTACART	SNAGAJOB	WINGZ
ETSY	JUNO	SPARE5	AIRBNB
FANCY HANDS	LYFT	SPAREHIRE	YOURMECHANIC
FAVOR	MOONLIGHTING	SPOTHERO	ZEEL
HOME ADVISOR	ONEFINESTAY	TAKL	PORCH
ZILLOW	REALTOR	TRULIA	HOUZZ

Goal: Is the Upsell Cross Sell The Leads and Business You Get

SUMMARY OF SUCCESS

1. **Strategy** - Build A Plan & Product Strategy based on demand
2. **Build A Website** - Build a website that you control
3. **Amazon Seller Central** - Setup and Start selling products on Amazon
4. **Drive Traffic Diversification**
5. **Get Systems in Place to Scale**
6. **Diversify Sales Channels**
7. **Add The Secret Sauce**



HOMEWORK FOR THIS WEEK

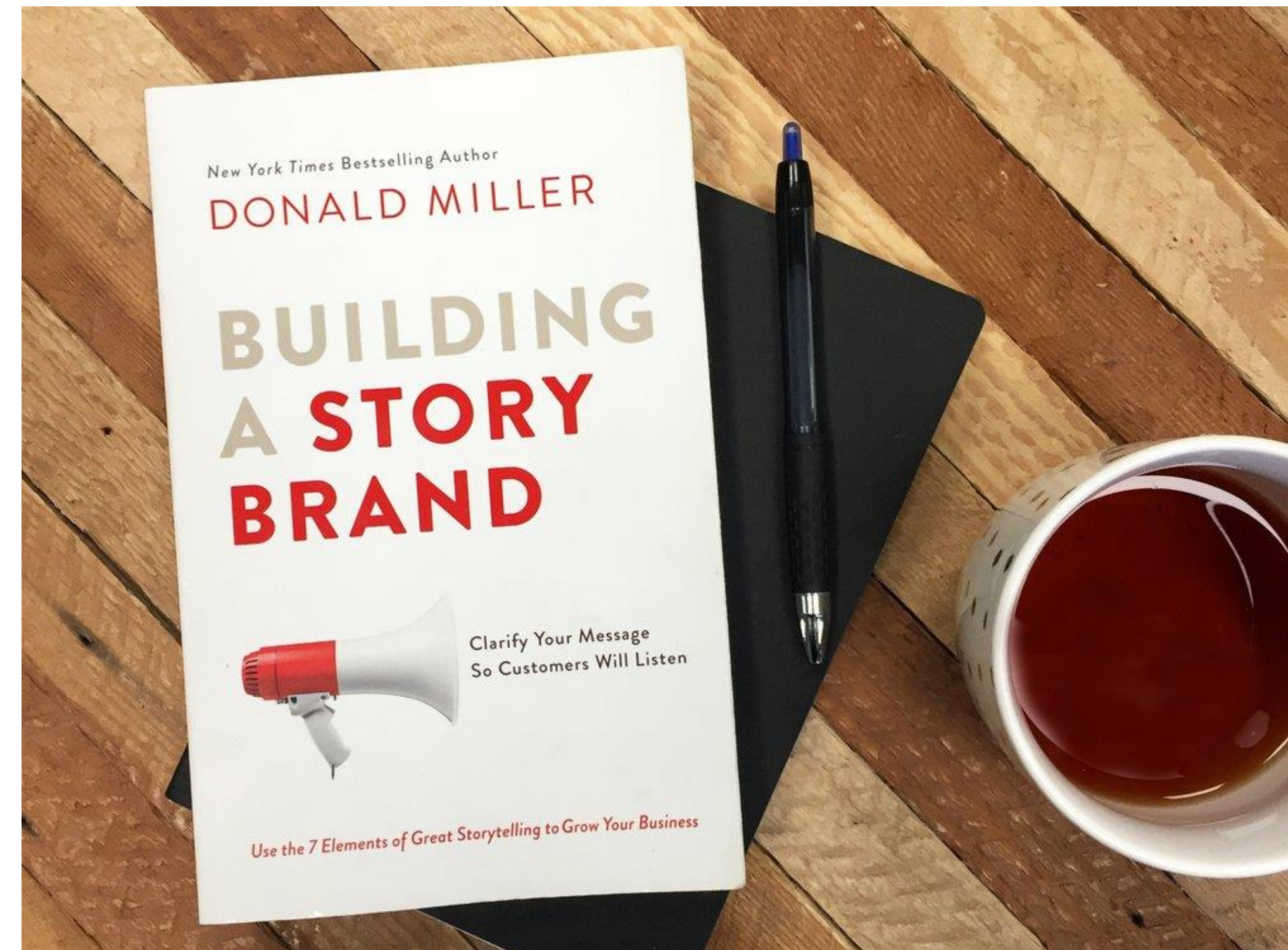
Book you must read

Building A Story Brand

Clarify Your Message So Customers Will Listen

***** NOTE*****

DON'T Listen their website content length guides. They recommended under 300 words. That would get you penalized by Google for thin content. Must always have over 400 words and recommended over 1500+ words on any important page.



<https://www.amazon.com/Building-StoryBrand-Clarify-Message-Customers/dp/0718033329>

HOW TO STAY UP ON A CHANGING INDUSTRY

As you know the industries change soooooo fast. Everything we are talking about today might be obsolete within a couple years. Here are the top 10 blogs I recommended following on Facebook, LinkedIn, and sign up for their email list

NEILPATEL.COM

AHREFS.COM

CLICK FUNNELS

SEARCH
ENGINE WATCH

SEARCH ENGINE
JOURNAL

WPCRAFTER.COM

SHOPIFY BLOG

CPC STRATEGIES
BLOG

HUBSPOT
BLOG

NINJA
OUTREACH

FOR OVER 100 RECOMMENDED TOOLS, TO GO WWW.HARNESSINGSTRENGTHS.COM/TOOLS

NEVER EVER EVER STOP LEARNING

If you are interested in learning more, there are some additional courses you can take to get a better understanding of E-commerce, Shopify, Amazon, Listing Optimization, SEO, Content writing, influencer outreach, dropshipping, and more.

1 Learn Shopify On Udemy

<https://www.udemy.com/courses/search/?ref=home&src=ukw&q=Shopify>

2 Learn How To Sell On Amazon

Go to
www.MarketplaceSellerCourses.com

3 Learn SEO

<https://www.udemy.com/courses/search/?src=ukw&q=SEO>

4 Writing SEO Content

<https://www.udemy.com/seo-copywriting/>

5 Learn More Dropshipping

<https://www.udemy.com/dropship-your-way-to-2000-per-week-the-complete-blueprint/>

6 Other Topics

Content Marketing,
Influencer Outreach,
Backlink development, etc

DID I LEARN SOMETHING TODAY THAT WILL CHANGE THE WORLD TOMORROW?

SCHEDULE A FREE AUDIT AND CONSULTATION

Our goal is for you to take this information and start or make your e-commerce business successful. However, if you have questions, are unsure of how to get past your challenges, or are having some specific problems, let's book a time to discuss it today. We look forward to helping make your ecommerce business successful



www.harnessingstrengths.com/book



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WWW.LINKEDIN.COM/IN/EKOOYMANS/

WWW.FACEBOOK.COM/EKOOYMANS



A wide-angle photograph of a beach at sunset. The sky is a mix of orange, pink, and purple, with several birds in flight. In the foreground, a person in a wetsuit stands on the wet sand, holding a surfboard. The ocean waves are breaking gently. On the right side, there are multi-story buildings built on a cliff overlooking the beach.

ANY QUESTIONS?

