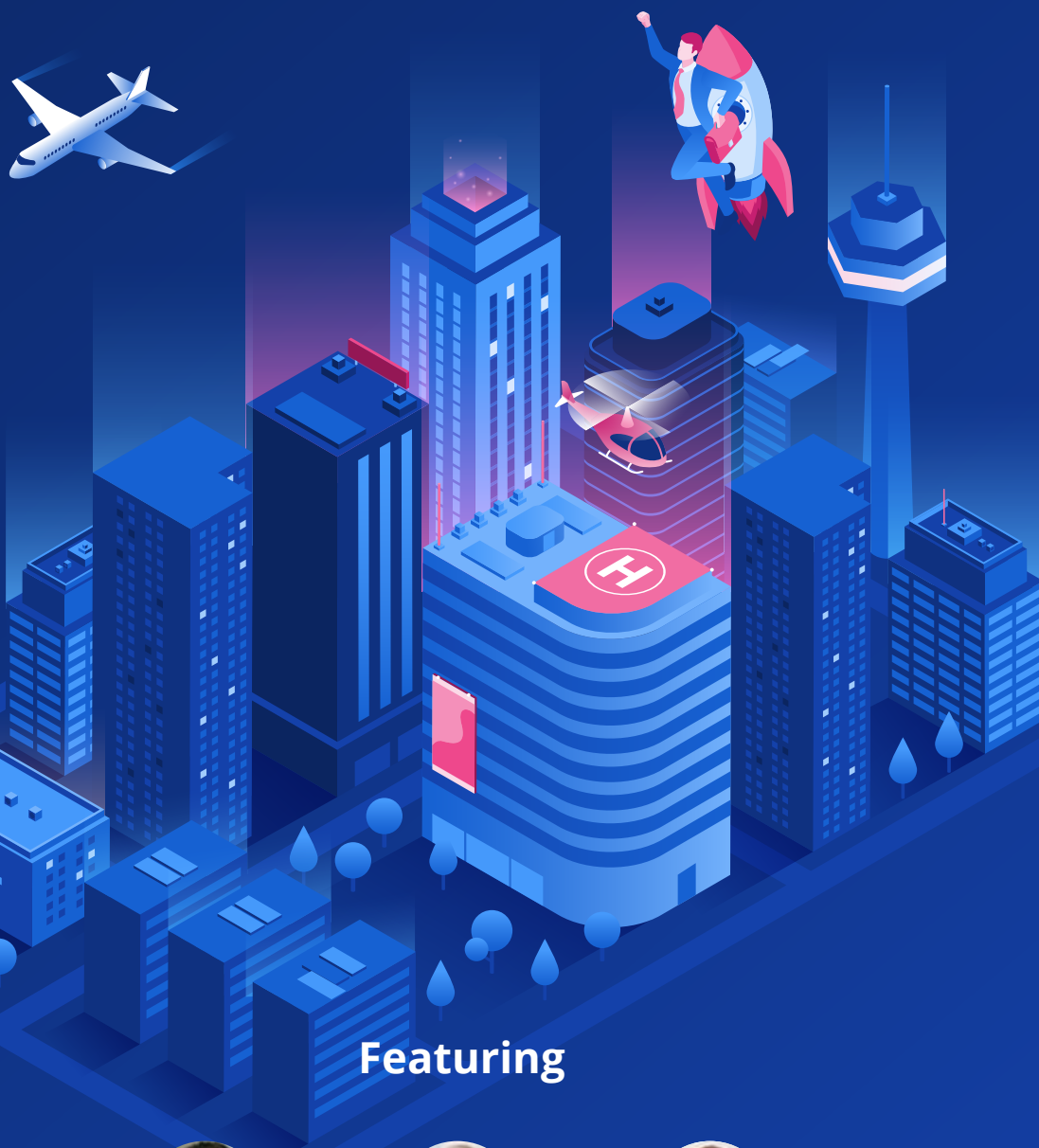


164 eCommerce Growth Ideas for 2020



Featuring



Bob Moesta



April Dunford



Karl Gilis

About this eBook

The eCommerce landscape in 2020 looks challenging, to say the least: Amazon has captured 47% of the total online retail in the US; DNVBs are growing nearly 3x faster than the average e-commerce retailer; Browsers adding more tracking protection mechanisms against cookies and online advertising costs are higher than ever.

To help you level up your game in 2020, we've joined forces with 53 internationally renowned experts in fields like positioning, conversion optimization, advertising, eCommerce management, entrepreneurship, and many more.

The guest speakers were all asked the question



WHAT ARE YOUR TOP GROWTH IDEAS FOR 2020?"

AND HERE ARE THEIR ANSWERS!

Copyright © 2020 by Omniconvert

All rights reserved. No part of this publication text may be uploaded or posted online without the prior written permission of the publisher.

For permission requests, write to the publisher, addressed "Attention: Permissions Request," to contact@omniconvert.com



BOB MOESTA

President & CEO of the Re-Wired Group



Bob Moesta, innovator and new venture expert on creating, developing & launching new products & services, is a pioneer of the Jobs-to-be-Done theory. A visual thinker, teacher and creator, he has worked on & helped launch more than 3,500 new products, services and businesses across nearly every industry.

1. Design a better product to show you care about your customers

Another issue is the lack of a market vision; this does not mean a vision for the future, but the clarity of looking at the past. Every new innovation is literally replacing some old innovation. People will stop using something, only to start using it again. Paying attention to incremental innovation and to ways of improving and enriching a product is the best ticket to success and, in many cases, a guarantee. Paying attention to how good, functional and easy-to-use a product is, translates directly into trust in the mind of any consumer. *"I don't care about the product. To actually design a better product, I care about people."* So very different! Most people fall in love with the product, not the problem.

2. Find the struggling point of your customers

Without a little bit of a push, some kind of pain, or a gap in their lives, and without a struggle, customers cannot actually see the new product as a part of the realization that without pain, there is no gain.

However, it is really about the so-called 'pushes' in context and 'outcomes' in polls, and it's those sets that actually work together from a math perspective to help us understand what opportunity is. We must actually view opportunities from both sides: on the negative side, we have to ask ourselves why we need to change, and on the positive side, what we're going to get out of it.





BOB MOESTA

President & CEO of the Re-Wired Group



Bob Moesta, innovator and new venture expert on creating, developing & launching new products & services, is a pioneer of the Jobs-to-be-Done theory. A visual thinker, teacher and creator, he has worked on & helped launch more than 3,500 new products, services and businesses across nearly every industry.

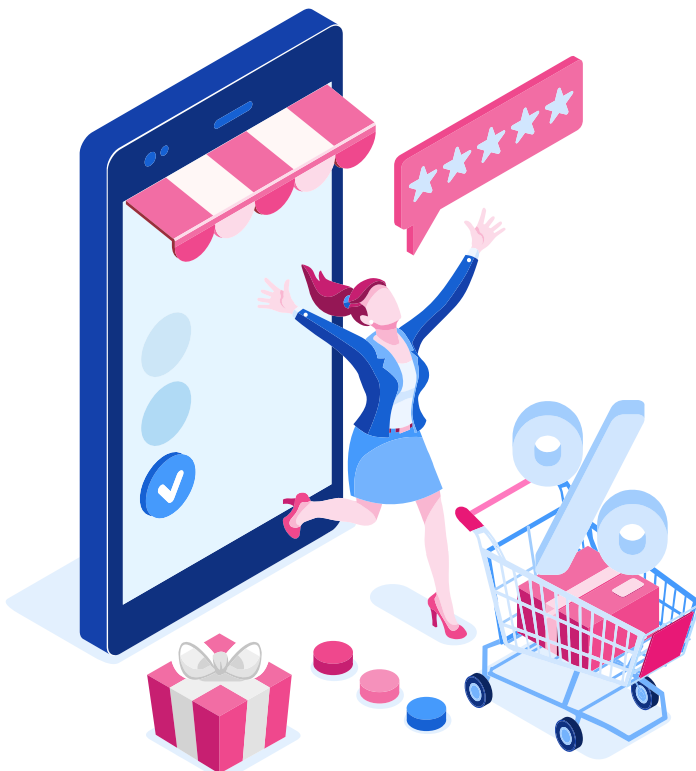
3. Help people to see the problem

Real growth comes when people struggle and the solution is not so easily found. It doesn't come from beating the competition, nor does it come from doing something that's already being done but doing it better. It comes from people who don't even know they have a problem, by helping them to see that problem and to figure out how to make progress.

4. People convince themselves to buy your product

Find the right time and space in which people can understand and hear your message. As Clayton Christensen used to say, *"A question creates a space in the brain for a solution to fall in to."*

What it's really all about is when people ask themselves the right question, which will make them realize that they might need your product. You don't need to go ahead and convince people to buy your product; they will convince themselves that they need your product once they acknowledge that moment of struggle.





DENNIS YU

Chief Executive Officer at BlitzMetrics

Dennis Yu is an internationally-recognized lecturer in Facebook Marketing who has been featured in The Wall Street Journal, The New York Times, National Public Radio, Fox News, CNN, and many more. Dennis is a co-author of Facebook Nation and a regular contributor to Adweek's SocialTimes column.

5. Target your ads

Personalization occurs when brands actually zero in on their customers. Simply put, customizing your text or display ads implies adding elements that reflect your customers' tastes, values and preferences. The key, therefore, is to target and customize your ads accordingly. If people find your ads intrusive or irrelevant to their needs, they will have no interest in what you have to say.

6. Create authentic ad content

Content is king. Proper targeting is great, but ad personalization is what makes the real difference. However, it's not just any kind of content that can bring in leads. Authentic content should not be vague, and it should face the challenge of telling the users' own stories. Use your data wisely and 'interview' your users through your ads.

7. Ask personal questions and create stories

By asking more personal questions, you can do more than just advertise your product or create a sort of testimonial; you create stories. Consumer behavior analysis

is crucial for what comes next in your conversion process. This is the point when brand trust is created. Potential customers might identify with the life situations of current customers as described in the marketing material, even if it has nothing to do with the product itself.

When we make one-minute videos about each of those things, we're giving people the chance to know who we are as a company, and to hear the stories that other people have, as they relate to our company and our product. We're just building funnels that go from *Why*, to *How*, and to *What*.





ROGER DOOLEY

Marketing author and keynote speaker

Roger Dooley is an expert in the use of brain and behavioral research into improving marketing, sales, customer experience, and corporate culture. Roger has worked with a number of Fortune 500 firms and entrepreneurial start-ups, providing insights on building high-traffic and customer-centric businesses.

8. Personal growth comes first

The less obvious kind of growth is personal growth.

- Are you developing new skills, new understanding?
- Is this part of what you're doing?
- Are you improving as a manager or as an entrepreneur?
- Are you learning other kinds of more technical skills or specific skills?

This is one kind of growth that is really important, and it's easy to make it like that when you're managing a business every day. You manage all day, and each day is pretty much like the previous one. So, focus on that growth. In some cases, that may mean taking advantage of outside **opportunities to learn**, while in others, it might just involve creating those opportunities yourself inside your business.

9. Understand the user's pain points

Look at what the user's pain points are. These are important for whatever product you're selling. When we have products,

whether they're our own products or we're selling somebody else's products, we like to talk about how great those products are, and that's a good thing. But often, it's more important to identify what the customer's pain point for that product is, and simply point out how that product is going to solve it.

The next thing is to use the great variety of **non-conscious triggers** out there. There are some companies that do this very well. If you go to many travel websites such as booking.com, there is so much social psychology. Their pages are getting people to book now; they show how many people book the property. They use scarcity: *"There's only one room left at this price."* When they show up, all of a sudden, they can't believe that 50 people have booked this in the last two days. That's social proof. Scarcity and Social Proof are part of the fundamental seven principles, of which there used to be six but now, with Unity, there are seven. So many things are like this.

This science has been around for 30+ years, but many businesses just haven't bothered to use it.



ROGER DOOLEY

Marketing author and keynote speaker

Roger Dooley is an expert in the use of brain and behavioral research into improving marketing, sales, customer experience, and corporate culture. Roger has worked with a number of Fortune 500 firms and entrepreneurial start-ups, providing insights on building high-traffic and customer-centric businesses.

10. Eliminate friction

The final thing, and this is really the premise of my book, **'Friction'**, is that making it super easy to do whatever you want that customer to do, is much, much cheaper for you than trying to motivate them more into doing it. If I'm an eCommerce site, I guarantee that I can increase my conversion rate if I throw in a bonus product or if I offer free shipping when I don't normally do so. That will work every time, but it does cost money. Often, we are just removing some of the little blockers to conversion, when there is so much more of importance.

This is why Amazon is so successful: they made it so simple and easy to shop with them. They patented one-click ordering back in 1998, almost 20 years ago, and they defended their patent because they knew it provided them with a major competitive advantage.

Apple licensed that patent, because they didn't want to mess around fighting with them in court. They wanted it for their music store, and said: *"Hey, we'll pay! We want to use it!"* Steve Jobs knew something about user experience, among other things.

Frustration packaging is another example. For years, when you bought a product by mail-order company or from an eCommerce company, it came in the same retail packaging that stores put it in. This was a clear plastic thing you had to use some kind of knife or a chainsaw to open up, and you risked injuring yourself on these sharp plastic edges. all because they were very good for retail. It made it hard to steal and it gave you good product visibility.

Amazon changed this with the simple cardboard boxes that were easy to open, with no risk of injuring yourself in the process.

What they found was that not only did people like the packaging, but the negative comments about those products went down by 73%. So, the ease of opening translated into liking the product itself better. As a result, their focus has been on eliminating friction throughout. I think that any e-commerce company can follow that as a lesson, and while you may not be able to catch up with Amazon, you can certainly do better than your competitors.



APRIL DUNFORD

Founder at Ambient Strategy

April Dunford is a marketing strategy consultant and passionate market positioning expert. An experienced startup executive with a deep interest in how companies bring new offerings to market, she has extensive expertise in market positioning and has launched 16 products into the market.

11. Start with market positioning

Market positioning determines to a large extent what customers perceive as being offered to them in terms of actual value, as well as added value. Effective positioning ensures that marketing messages resonate with target consumers and compel them to take any type of action that involves the product.

12. Change the mentality of the founders

One of the biggest challenges is the fixed mentalities of entrepreneurs. Customers are changing, marketing is changing, and competitors are appearing out of thin air with strong products. So, holding on to a fixed idea about the product and the way it should look is the worst enemy of a successful company. Every entrepreneur from the digital world should keep an open mind about what the product might become and where the market is going.

13. Find the right product by using your customers' perspective

Oftentimes, while testing new products on the market, ideas adapt to changing market needs and evolving into something that was not initially planned. The most important thing is to respond properly to what the best customers want and need, and to recreate or find the right product as many times as necessary until it is a perfect market fit. Using the most loyal customers' perspective on the product is the best way to discover the product's main market differentiator against the competition.

14. Think direct-to-consumer

Direct-to-consumer is super exciting, and we're seeing this trend among brands that used to rely on a channel, now trying to go straight to their consumers; everybody will benefit from this. It's good for consumers, it's good for the brands, it's good for everybody. And, it's going to change everything - not in all sectors, but certainly in consumer-packaged goods.



KARL GILIS
Co-founder of AGConsult

Karl Gilis, also known as the Conversion Comedian, is one of the most influential CRO experts in the world. He has been obsessed with A/B Testing because it allows him to see the impact of changes based on research. Karl teaches at several universities in Belgium and speaks at global events.

15. Start with your customer

There is a study from the Rockefeller Group where they found out that the main reason 68 percent of all people stop being a customer – or don't even become a customer – is because they have the feeling that **the company doesn't care about them**. That's way more important than customer service or your competitors having a better price. That's one problem. People have the feeling that companies don't care about them.

Then, there's the second study, by Bain & Company, showing that 80 percent of all companies say: *"We are customer-centric!"* The clients of those companies were then surveyed, only eight percent of whom said, *"Those companies are customer-centric!"*

We can, therefore, see a big gap between, on the one hand, what companies think customer-centricity is, and what customers actually think, on the other.

Your job is to make the lives of your customers better, to take away their frustrations and fulfill their needs. Yes, innovation and technology are

extremely important, but you should always start with the customer.

If you look at the rise and fall of all companies, they turn from a customer-centric company into a business-driven one, and they fail to see the frustrations and goals of their customers. Usually, e-commerce businesses **spend more money on customer acquisition** because they view it as a quick way of increasing revenue. That's wrong! **Customer retention** is a more effective way of **growing your revenue** because you don't need to attract, educate, and convert them.





KARL GILIS
Co-founder of AGConsult

Karl Gilis, also known as the Conversion Comedian, is one of the most influential CRO experts in the world. He has been obsessed with A/B Testing because it allows him to see the impact of changes based on research. Karl teaches at several universities in Belgium and speaks at global events.

What are the **benefits of customer retention**?

Loyal customers are:

- 5 x times as likely to repurchase
- 5 x times as likely to forgive
- 4 x times as likely to refer
- 7 x times as likely to try out a new offering

Many businesses turn from customer-centric companies to business-driven companies. They **lose connection with their customers**, and they enter a vicious circle where they constantly need to bring in more customers so they don't go out of business.

16. Find your own tone of voice

Your website is not the other (person's) website, and your product is not what the other company is selling. It's more important to understand the principle, the psychology principles, the guidelines, and the way we do research than the perfect outing of it. A lot of people love tactics, and these are important, but you have to really try to understand what makes you

different. If you're doing the same thing as your neighbor, if you're just copying the most popular websites, why should I buy from you? You're just a copy, and a copy is never as good as the original.

You must find your own tone of voice, your own DNA. That is so important!

The smaller you are as a company, the more important it becomes to have your own tone of voice. Be yourself! When they're young, most people want to copy everything, and you have posters of film stars, movie stars, and rock bands, and you wonder, *"I want to be like that!"* I don't have posters from events hanging in my bedroom anymore. I want to be me! And, I think, as a company it's the same. You should just be you, not a copy of someone else!





SEAN ELLIS
 Founder at GrowthHackers

Sean Ellis coined the term 'growth hacking' in 2010, after using it to ignite breakout growth for several companies including Dropbox, Eventbrite, LogMeIn, and Lookout.

17. Learnings from doing growth hacking

Before jumping into growth hacking, figure out who needs the product and why they need it or, even, if they need it.

The most important lesson that I've learned from my previous business experiences is that the natural organic word of mouth is the biggest driver of growth in any business.

The acquisition game has become very competitive, so companies can only be efficient at acquiring customers who really need the product, and making them spread the word both through referrals and staying active. A lot of eCommerce businesses are set to fail because they are trying the same product at a cheaper price than the other guy. It is very easy to compare prices on the Internet.

18. Geography is not a big deal anymore

Geography is not nearly as important as it used to be in the start-up world, especially since the information and the network have moved online. The core problem is not the geography, but the expertise in

getting a product market fit and to scale up. Some other places have become more advantageous than Silicon Valley due to the lower cost of hiring people and the knowledge that you can find everywhere. Entrepreneurs should not leave their homes and communities for Silicon Valley.

19. Entrepreneurship is romanticized

And so it should be, in the sense that entrepreneurs who navigate through all the challenges that they encounter are really special human beings.

What people underestimate is the implications of being an entrepreneur. Entrepreneurship means not working for *someone*, but working for a million bosses: your employees, your employees' families, and your customers.





SEAN SHEPPARD
Founder at GrowthX

Sean Sheppard is a serial entrepreneur, investor, Top 20 sales influencer, and HuffPo contributor.

20. Entrepreneurs should always be curious learners

Entrepreneurs need to be not just the chief executive; they also need to be the chief learning officer - somebody from whom you can quickly and effectively learn. You have to love the most objective truth possible, and **you have to care more about the market** than about your product. In order to avoid becoming blocked, entrepreneurs should embrace a continuous state of curiosity and be permanent learners. Being an entrepreneur means doing the 0 to 1, then the 1 to n and, from there, teaching someone else to do the 1 to n . Entrepreneurs should define their super-power and apply it to something meaningful.

21. Stay close to your customers

One thing about geography is that when launching a product, it is important to be close to your early customers. Even if you are not close, you should go there and find out what their needs are, and understand how to solve their problems. After you figure that out, try to build your brand through word-of-mouth, because everybody wants to use and buy things that their family and friends trust. At the

end of the day, your brand is what other people say when you are not in the room.

22. Think about your product positioning

Focus on identifying where your product fits into the market as quickly as you can, and spend most of your time there. The speed of decisions is of the essence when doing a market-fit test or when preparing for a product launch. Staying objective and cool-headed, and caring more about what the feedback from the market is than the product itself, are critical attitudes in ensuring the success of the company.

23. Be aware of your money allocation

How an entrepreneur allocates the limited amount of money and resources is, in many cases, the deal breaker for the entire business. Running out of money too quickly, or being afraid to invest properly, are two unbalanced situations that are all too frequent. Getting help from a financial counselor is, for the inexperienced, the best investment when it comes to dealing with complex budgetary allocations, cuts, and investments. If you haven't been through it, you don't realize how quickly those resources can run out if you're not careful.



WIJNAND JONGEN
CEO of Thuiswinkel.org

Wijnand is the co-founder and Chairman of the Executive Committee of eCommerce Europe, representing over 75,000 online shops, and is also the founder and CEO of the Dutch eCommerce association, Thuiswinkel.org. He has represented the eCommerce sector for more than 20 years.

24. Customer retention is crucial

Customer retention is vital for any business. You want to keep your most loyal clients, and I think that retail is a data game. Data are at the basics of customer retention, and indeed, at the heart of our e-commerce industry.

I would say to any entrepreneur, you should get your data straight and rely on them, because data are the basis of your business both now and, even more so, in the future. I fully support the idea of keeping those customers and making them more loyal. The loyalty of customers is hard to get, and even harder to keep, but data will help you to do so.

25. Think outside the box

Look outside the box and see where you can find opportunities that are not locked down per se in the sector that you're in, or in the way you've been doing business for the last five, ten or whatever number of years. You must look beyond that, beyond your own silo of expertise. Find Corporations, joint ventures, alliances. Try to define for yourself who you are and

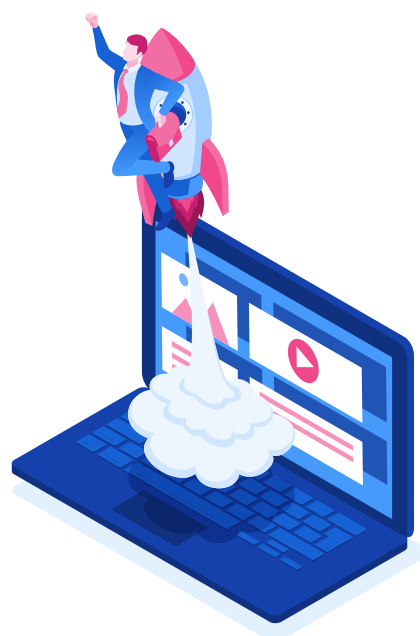
what you want to accomplish, not just this year but also looking ahead to the next two, three or even five years.

Such a strategy is critical!

26. Invest in your employees

Rely on the innovation of people. I think people are vital to our business! We all know there's a big war of talent going on in the world of retail and e-commerce. So, **find the right people!**

Make those people come to you and, that way, you will be able to get the best out of your business. Then you should give the best to the consumers that you want to serve.





CRISTI MOVILA

Country Manager at VTEX

Cristi Movila is the VTEX Country Manager - Romania and Poland. With 13 years of experience in building e-commerce businesses from scratch in big traditional retailers, he created from the ground up, launched and managed top online and omnichannel projects, in the beauty & fashion industries for market leaders such as Coty Cosmetics, Otter or Lensa.

27. The customer is the channel.

Looking at channel profitability separate from overall customer lifetime value is a mistake. That is usually happening because of how the organizations are structured, around separate departments, with specific KPIs, that are disconnected from the customer experience. If in a company, the supply, fulfillment, customer service & demand are not in sync, creating separate agendas, that are disregarding customer expectations, that company will not thrive in this age of the customer.

How to achieve this?

1. **Unify the view of the customer** within the company. Eliminating disparate views of the customers and aligning all the departments around customer expectations will allow you to deliver a real personalized experience on all the channels.
2. Provide an **infinite shelf**: take the client from offline to start an omnichannel experience. No more inventory breakdown and increased assortment available anywhere.
3. Create memorable **brand experiences**: immediate product receiving, outstanding customer service

28. Transform your organization's mindset

Continuity, consistency, flexibility or frictionless are still words that are out of the omnichannel vocabulary. Big players still treat channels and allocate resources depending on each channel's return or attention it receives from the general public, instead of having unified commerce and frictionless customer experience. Why unified commerce and not omnichannel?

Many retailers established their online business as a separate entity with its own profit and loss statement. Most of them launched e-commerce with very clear ROI goals. This thinking, management, and measurement is at the heart of poor strategic choices and remains the biggest barrier to becoming truly customer relevant. Transform your organization's mindset. Adopt new practices and goals to achieve this unified eCommerce perspective. The sooner, the better.



PEEP LAJA
Founder and CEO of CXL

10

Peep Laja is a world-renowned CRO expert and speaker, and a champion of optimization and experimentation. He is mainly focused on business branding, the optimization of learning, and analytics for copy. Not only does Peep talk about conversion optimization, but he also shares as much information about it as he can.

29. Machine learning and AI - the new wave of optimization

Both ML and AI can bring about a new way of drawing conclusions based on your data. Predictive analytics and crunching datasets through deep learning show insights in minutes, compared to human analysis that can take hours or even months. In business, deep learning can help us understand which are the similarities between people who have bought something (the size of the company, the amount of revenue), and which variables predict purchasing (e.g. job title). It then lets us know the probability of those people buying something in the future, and what they might actually buy.

30. The problem of sameness

Any mature category with a lot of competition has a big problem with sameness. Companies are exactly like their competitors. There is no meaningful differentiation or any clear value proposition. It's not just about your website, but you as a business: why do people do business with you, as opposed to somebody else? Being meaningful is hard, but not being meaningful can make your business lose money.

31. Think about meaningful differentiation

A past misconception was that being better is easier than being different. This is not the case, anymore. Being meaningfully different is actually hard, and entrepreneurs need to be constantly thinking about meaningful differentiation. You can drive all the Facebook Ads you want but, if your site has no meaningful differentiation, you are wasting a great deal of money.





JIM STERNE

Founder of Marketing Analytics Summit

11

Jim Sterne is a renowned speaker and consultant to a number of Fortune 500 companies, having spent more than 20 years in sales and marketing, measuring the value of the Digital space and customer relationships. He is the author of various books on marketing, customer service, email marketing and web analytics.

32. The customer should be your North Star

For Customer Experience, the people inside an organization, the senior executives, the CEO, CFO, and CMO, all need to be customer advocates. Opinions, while interesting, are ultimately immaterial, and it is the data that will tell you what your customers are doing, and whether putting the button here or there makes for a better experience. Change the experience to match the behavior of the visitor. Rather than segmenting by age, geography or time of day, you might want to organize and compartmentalize your visitors by behavior.

Try treating your visitors differently and see if that can improve the experience for all of them.

33. Stop chasing the next shiny object

You should stop having high expectations and chasing after the 'shiny new object' that is, of course, every new trend and technological tool that promises to solve all the problems of a business. E-commerce is so vast that in many cases it is almost impossible even to

compare two online stores selling the same merchandise in two different countries. The best you can do is collect the best cases, analyze the conditions in that market, and extract and use what is really valuable. In the rush to earn new clients and a greater market share, and to get ahead of the competition, many entrepreneurs are adopting other success recipes without analyzing the conditions. Before investing in the next fad, you should carry out a proper test and find out whether it's really working for your niche.





GUIDO JANSEN
Senior Digital Consultant of Vaimo

12

Guido Jansen enables growth by combining data with his background in cognitive psychology and scientific methods so as to optimize the online customer experience, thereby increasing the user base and revenue per user. This way, companies get insights into their customers' behavior and learn how to improve.

34. Figure out your Unique Value Proposition

Start by having that unique value proposition and having it figured out correctly. That is something people really want, and is the reason they feel compelled to buy your service and to keep doing so. This is what should be your main focus as a startup. Once you've figured it out and you're ready to scale, and you know what resonates, that's where a really data-driven approach comes in, using both quantitative and qualitative data.

35. Deep observation and the tendency of the human brain

The laziness of the human brain greatly influences the way it recreates meaning from the same type and category of shapes. If a similar shape is encountered and there already is a cognitive process behind it, our brain has the tendency to give the same meaning to the new shape, based on its similarity.

When combining the results of deep observation of human behavior with the tendency of the human brain to subtract and with CRO tactics, it is

almost impossible not to obtain a fantastic result. The only key point remaining is, never forget to test.

36. Marketers should split their target into different typologies

There are a lot of factors and variables when it comes to human behavior in eCommerce. This makes the process of applying psychological sciences in marketing much harder. Knowing the customers is crucial, and it begins with understanding how to recognize them by how they act and react. As the process deepens, and variables grow together with the communication channels, Guido advises us to use multiple sets of data collected from a range of digital tools, and to continuously look at different datasets that show different perspectives.





JONO ALDERSON
Special Ops at Yoast

13

Jono Alderson, an R&D performer at Yoast and one of our most renowned digital marketing experts, is a true master of digital strategy, SEO, Analytics, WordPress, speed, Martech, CRO, and much, much more. Jono could, in fact, be considered a bridge between the 'big picture' and technical details.

37. Make your website faster

Google is obsessed with speed, and so are users. Speed has a direct correlation with conversion, with user experience – all the good things. Make it faster! Make your site and upload experience better, faster and sleeker, and take advantage of best practices.

38. Double down on customer retention

Customer retention is a hugely overlooked area. I think there are many challenges with modern capitalism, especially in the digital economy, the biggest one of which is everything being channel-centric and tied to month-to-month performance. That kind of thinking makes it really hard to care about anything other than acquisition - an acquisition by channel at any cost. Every business is fighting to reacquire the same lost consumers from other places. If just one of them was brave enough to say, *"We understand the value of consumer loyalty. We understand the value of storytelling and that people do have preferences when they shop and make post decisions"* and to be able to just step

away from, *"How many people have been forced through our funnel this week on this channel?"* then they would be a little bit braver and might see that they're winning.

39. Create a unique brand story

The big thing e-commerce marketers are missing out on is differentiation. They're just selling the same kind of stuff at the same kind of prices. When we look at it, we can see the world has changed. In the next few years, we'll have a proliferation of driverless cars, 3-D printers, and drone deliveries. You can't compete on price, location, or same-day delivery, and in a lot of cases many e-commerce retailers have built businesses based on those USPs; they're five percent cheaper because they're a little bit closer, but someday all of those things will just go away.

What they really need is a brand story and a reason why people should shop with them and not their competitors. People are leaving it too late to get up to that, and they're going to fail.



KRASSIMIR STANKOV

Fashion stock trader

14

Krassimir Stankov is an expert fashion trader and entrepreneur with a lot of experience in both wholesale and classic retail, as well as in e-commerce. Thanks to his wide experience, he has expanded his business all over Europe, in the process becoming globally renowned as a leading consultant in retail and e-tail.

40. Keep in mind your price margin

One important thing to always keep in mind is the price margin. Keeping margins between correct and balanced values, neither too high nor too low, is important both for driving sales and for supporting the continuous marketing actions needed to attract and keep customers. Dropping prices just to keep customers interested has a negative impact on margins, and negatively affects the budgetary arrangements for many future marketing actions. Likewise, keeping prices low as a unique differentiator for the business invariably affects the quality of the products.

41. Provide value for your customers with a quality product

Look at the quality of the product, which is actually the starting point of any business. This especially applies in e-commerce, where it is harder to gain and retain customer trust. You should create brand communication with a strong brand promise that never fails. Otherwise, you can end up with a lot of disappointed

clients who will probably never return to buy from you again. Failure to offer a quality product, in line with your brand promise, is one of the fastest ways to lose customers, who not only will never come back, but will likely not recommend you to anyone else either. Taking care of the customers and giving them value is where any e-commerce should primarily focus.





SUJAN PATEL

Co-founder of Mailshake

15

Sujan Patel is a data-driven marketer and entrepreneur. He is a high energy individual fueled by a passion to help people and solve problems. Sujan is the managing partner at Ramp Ventures, the makers of Mailshake, VoilaNorbert.com, Rlghtinbox.com, and more sales & marketing SaaS companies.

42. Build your brand

2020 and beyond is really about building your brand. Build up sustainable growth channels such as content and SEO, and a community. Sujan finds the branding process as being *"Not sexy and not easy"*, and recommends the book, *'Shoe Dog'* by Phil Knight, to everyone. Engage with your customers, try to establish a virtual relationship, and get them sharing content on the web. For this you need to be very creative; for example, replace your stock images with the ones uploaded by your customers, which will definitely increase your engagement and retention rates, because people will feel valuable.

43. Focus on mobile and Instagram

Focus on mobile - very, very big emphasis on *'mobile'* - and social as well. Instagram is still such a big channel to leverage, not just for the organic side of getting shares, posting good stuff and getting engagement, but more on this paid side of things as well. People are on that platform, and others, more than ever before. You can never leave Instagram and go through a whole checkout flow.

44. Don't forget the basics, even if you use influencers

A lot of times, the major influencers will have the big impact that you think they're going to have, but the small ones may also have bigger impacts than you expect. Test it to see how well it works, but don't forget about SEO, PPC and good old-fashioned email marketing, in addition to reducing friction in the conversion, and mobile optimization. Never forget the basics.

45. Customer Retention and Lifecycle tend to be neglected

In eCommerce, it is vital to keep your customers buying from you over and over again, but this is the hardest task an eCommerce manager can have. It is not only about getting repeat purchases, but about how you engage them through your channels (e.g. email) with amazing storytelling about your products and the whole process behind it. Sujanspecifically mentions uncommonthings.com, a handmade online store for the US that impressed him with their stories. This is what marketing success looks like, when someone remembers your brand and mentions it.



JOHN COLLINS
Content Director at Intercom

16

John Collins has 20 years' experience as a former journalist and editor, covering technology and business for major publications such as The Irish Times. He decided to take a leap of faith and start writing, editing and creating strategy for outstanding content.

46. Quality content means higher lifetime value

One of the great things about investing in content is that it's very different to other forms of marketing. If you are spending on Google Ads, it ramps up really quickly, but the minute you stop spending, the flow of people stops.

When people become customers, there's a connection between the content and the actual products. As a result, as all our research has shown, customers who engage with the content before they become customers, spend more with us

and hang around for longer. This, I think, is because there's a real linkage between the content and the product.

The kind of content we create is where we really try to be relevant to the brand. While we try to share a lot about our culture and values, we also try to share what we believe is in the product.

It's easy to *do* clickbait, but it's not easy to duplicate or maintain. But, you can do it. Just because you're generating a big audience, however, it doesn't mean your content program is successful.





VALENTIN RADU

CEO and Founder of Omniconvert

17

Valentin Radu is an entrepreneur, data-driven marketer, CRO expert, and keynote speaker. He has spoken at over 100 International events over the last six years, including Mobile Web Congress, Growth Marketing Conference, MeetMagento, Conversion World, Webit, WebSummit, GPeC, HowToWeb, and IceeFest.

47. First things, first. Fix the management's mentality

There are four forces in online retail:

- > Traffic
- > Product
- > Price
- > Customer

According to Forrester, we're transitioning from the information age to the age of the customer. In effect, customers are becoming the most vital force to be considered.

DTC brands are the living example that this trend is now accelerating. However, shifting the whole of an established company towards becoming customer-centric means changing the main factor that decides the internal balance between those four forces: management mentality.

Strangely enough, that is the hardest thing to change, since these people are usually accomplished individuals with a solid track record, and their tried-and-tested ways of managing a company is what has brought these companies to where they are today.

As a result, an update in their senior-level decision-making systems becomes

a prerequisite for companies that want to survive and thrive. How do we do this? Internal politics. Workshops. Data hygiene. Proper insights. Persistence!

48. RFM segmentation reveals more than you think

Any company thrives by improving the ratio between lifetime value (LV) and customer acquisition cost (CAC).

That means your eCommerce operation has two main functions:

- Decrease the CAC
- Increase the LTV

RFM segmentation helps in achieving both of these.

How RFM helps acquisition:

In the last five years, Facebook CPC has increased by 800%. This means that acquiring new customers is more expensive than ever.

To decrease customer acquisition costs, you need better targeting, along with a better understanding of your customers' real needs and decision-making systems.

That's a job for RFM segmentation: using Recency-Frequency-Monetary scores, you can easily identify the best



VALENTIN RADU

CEO and Founder of Omniconvert

17

Valentin Radu is an entrepreneur, data-driven marketer, CRO expert, and keynote speaker. He has spoken at over 100 International events over the last six years, including Mobile Web Congress, Growth Marketing Conference, MeetMagento, Conversion World, Webit, WebSummit, GPeC, HowToWeb, and IceeFest.

and worst customers. Correlate this data with your ad and email campaigns, and start acquiring customers that you really want, diminishing media waste and finding lookalikes that match not with your average customers, but with different clusters of customers.

How RFM helps retention:

To improve the lifetime value, you need to understand & eliminate the barriers that prevent your best customers from coming back. This is where RFM segmentation helps in improving lifetime value:

- Identify those who truly love you and their reasons for buying
- Eliminate the toxic products that are selling well but are putting off your top customers
- Under-promise & over-deliver, but only to those who deserve it

49. Either you differentiate, or you give up. Or, change your job! :)

According to CB Insights, sales of private-label products are growing three times faster than branded products.

DNVBs are customer-centric from day one. These are agile organizations, having data at the core of their DNA. Instead of finding customers for the products they sell, they craft & ship products according to the expectations of the customers that they constantly listen to.

According to eMarketer.com, 40% of US Internet Users aim to make >40% of their purchases from direct-to-consumer companies.

To compete with this new breed of data-driven companies, you have to differentiate. In effect, you must run away from the game of just moving boxes from A to B. Of course, that means a lot of work: giving a voice to your customers, finding your voice as a brand, crafting or finding products aligned with real needs, finding new markets, and creating UVPs that can provide you with genuinely steady growth.

Companies such as Casper, Warby Parker, or AdoreMe are the real proof that the market is now going that way.



BRAD GEDDES
Co-founder of Adalysis

18

Brad Geddes is the author of *Advanced Google AdWords*, who both teaches and practices SEO, PPC, CRO, affiliate marketing, product development, product positioning, and much more. His agenda is always packed with workshops in Advanced Google and Bing Ads, and in AI and machine learning.

50. Check out display network audiences

E-commerce marketers often fail to use some of the new affinity and in-market audiences across the Display Network. What you miss out on are people who are researching the same products that you have, but just haven't been to your website yet, and so they're not in your audience list. Having somebody in-market, using YouTube remarketing, the YouTube market list, and the affinity list, lets you reach people who are in that same research category, similar to your remarketing list, except they haven't been to your site so far. This is a good way of expanding where your sales prospects are coming from.

51. Look at pattern-based testing

In e-commerce, you have a huge amount of ads, but no one really wants to do a test in an ad group. Looking at pattern-based testing or multi-ad group testing to get better customer insights from their ad data, which can then be leveraged into title tags, email and so on, is a much more useful approach.

52. Make smart campaign segmentations

Be smart with your campaign segmentation. Ensure that you are running brand, non-brand, and third-party stuff correctly with your priority list and are segmenting parts correctly, so that you can manage the margins across those. Also, make sure that you are using your audience to bring everyone back for the eventual conversion and post-conversion. Think about what the upsell with the audience looks like, and segment your audience list so you can do proper up-sells and cross-sells based on what people have bought onto the website.





ANDREW SALZMAN

Founder and Managing Partner of Iris Advisors

Andrew Salzman provides companies seeking growth with market and customer-based insights in order to ensure product-market fit and aligned cross-functional execution. He specializes in marketing and in sales planning and enablement, product portfolio and direction, go-to-market planning, and lead generation.

53. Seizing the day

It is a tremendous time to make your mark on the world. There is an unbelievable range of new opportunities to provide better solutions to existing problems or to bring out totally new solutions to existing needs in the market today. The secret is believing in yourself, and putting extra energy into the effort that perhaps your peers won't. It's going to be a really competitive environment that entrepreneurs are going to face in the future. However, as an entrepreneur, you already have a whole range of tools that you can build upon, in order to be able to create the next generation of new opportunities along with new veins or streams of growth. This is a wonderful time to be an entrepreneur, simply because access to capital and access to our core infrastructure or technologies in order to build things has never been cheaper or easier than it is right now.

54. The winners in the eCommerce chain

eCommerce is explosive. It is certainly attracting a number of different players. The eCommerce space might fragment a little bit in terms of solutions that are appropriate for global enterprises, as opposed to local

or regional enterprises - B2B versus B2C.

There will likely be winners in different parts of the eCommerce chain. To be a winner in the eCommerce chain, it really comes down to how you establish customer intimacy and which channels you choose for broadcasting your message. Customer Experience has always been important, and only how you get to customer loyalty and the way people perceive digital media have changed.

55. Do not try to win the whole market

Everyone should think about which particular sectors and which segments represent the best opportunities, but based on what they're building, not necessarily on trying to win the whole market. When finding the product-market fit, these are the natural steps a business should follow:

- Identify the target market - find the people who have a problem and who want a solution
- Build a compelling reason for buying or switching to your product
- Based on the target needs, develop your product to cover those needs
- Think about other steps that are not fully within your control: allies, partners, sales strategy, price positioning, and the next target



SIMO AHAVA

Senior Data Advocate at 8-bit-sheep

20

Simo Ahava has been a Google Developer Expert for Google Analytics and Google Tag Manager since 2014. Most often, he talks about web analytics, but he also has soft spots for digital marketing in general, especially for SEO, for web development, and for working with the Google Cloud Platform.

56. Jump into the implementation from the beginning

As a developer, jump right into the implementation. Start getting access to the source code. The first thing to do would be to audit the whole pipeline of e-commerce data collection, starting from how the sales engine collects that information from the successful purchase, how credit card validations are done, what happens on the 'Thank You' page, how the data is collected into an analytics system, and what kind of metadata is being set with the data. Work with the data collection and make sure it's up to par.

57. Focus on educating the employees

Educate people working with that data and start introducing the paradigms to them. Make sure that everybody understands what e-commerce analytics is, what product analytics is, and what kind of things you can or cannot measure.

58. Make it an Agile process

Turn it into an Agile process where the setup implementation is re-evaluated periodically - at least once a month - making sure that all the metadata that you need collected is collected, that the data discrepancies are holding at a steady rate, that all changes are predictable, and that you have rollback mechanisms. Enforce a common understanding of what you can do with e-commerce data.





SORIN DUMITRESCU
CTO at Omniconvert

21

Sorin Dumitrescu's background is in web development, with experience in creating and maintaining large, high-traffic applications with scalable architectures. As he evolved, Sorin took on progressive roles that involved managing people, and creating and optimizing workflows.

59. Ask your customers what they expect

The expectation level set by consumers nowadays requires nothing short of impeccable experience. Users always expect intuitive, near-instant interactions in all circumstances. And so they should! This is the new standard. So, always ask yourself how you can do things easier, faster, and slicker for your customers. Better yet, ask them too – and always A/B-test major changes.

60. Think about who benefits from your technology

Probably the easiest thing to lose sight of when working with technology is, well... who benefits from it? The technology we build has the sole purpose of helping people. Whether you're a fashion store or technology provider, or simply just want to bring joy to someone on a personal level at tonight's party, automating people's repetitive tasks allows an exploration of new ideas. It's all about people. What are your customers saying about the value you bring into their lives?

61. Price -v- companies that care

Price is rapidly losing ground as the main criteria for choosing a supplier. In fact, people are now looking more at building long-lasting partnerships by doing business with companies that care: care about them, about society, and about the environment. They are rewarding responsible companies that do more than just move goods for profit. Why should your customers do business with you?





JASON GREENWOOD

Director of Solutions at Moustache Republic

22

Jason Greenwood is a digital native with omnichannel commerce expertise, with a focus on bringing together the core tenets of online success and a wider solution that encompasses teams, business goals, systems, processes and integration/automation. He is a strong advocate of 'phygital' experiences.

62. Focus on customer experience

Move away from an almost myopic focus on acquisition, on to retention and customer experience. Focus on the actual customer experience that you'd like to have as a customer of your own business.

63. Have some empathy

Think of a customer coming through your doors, and imagine the treatment you would like to have if you were in his shoes. Also, think of all the ways in which you could disrupt yourself if you were a competitor. That's the first thing, focusing on the customer experience, and retaining through customer experience.

64. Be completely channel-agnostic

Don't become overly dependent on any channel, whether that be the Facebook acquisition channel or the Google acquisition channel. When we've got things like voice VR and AI right around the corner, the reality is that if you're over-dependent on any channel, you are seriously in trouble. This is because

what was cheap, has disappeared. For example, looking at Facebook organic, that went away and now it's pay-to-play. The only constant in digital is change, and the reality is that every acquisition channel that is cheap today will be expensive tomorrow. Don't ever get over-dependent on and wedded to any one channel. Be completely channel-agnostic. Go after and develop skill-sets around emerging channels and devote maybe 10% to 20% of your budget to them, while still focusing 80% of your budget on the channels that are working really well for you. Double down on those channels but keep your eye open for emerging ones.

65. Make your content visible

What a lot of brands are missing out on is purely the ability to create and distribute content. This builds a little bit along with the channel thing. So, the importance of business leaders is highly visible in social media. You have to find a way, whether it be through the written word, video, photos, or something else, to get your brand out there and get it visible. If you don't, one of your competitors will. You've got to do it.



ANN STANLEY

Founder and Managing Director
of Anicca Digital

Ann Stanley is a digital marketing trainer and consultant at various events and seminars, with long experience in paid media, search and analytics. She has developed a platform called A10 Digital Marketing Framework, ideal for designing digital marketing strategies for their company's clients.

66. Eliminate silos

A lot of in-house people are working in silos. They often have an SEO team, a Social team, a Paid team, and Email, that don't all necessarily work together. I think what's happening is that they're all doing their techniques and tactics individually, rather than doing things like remarketing and learning from each other.

For example, if you're doing Google Shopping ads, why not also use that information to do your Amazon ads? Or, if you're doing paid Social, why not link your Paid Social and Paid Search together by doing things like honey pots, where you get people – the right audience – to your site, whom you then remarket in Shopping or text?

It's that integrated approach, I think, that is really interesting.

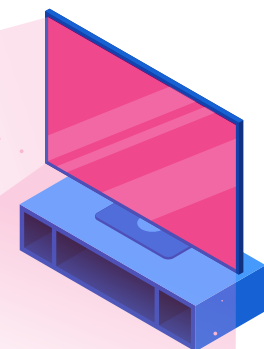
67. Programmatic TV in the UK

In the UK there is programmatic TV, which is really exciting. There, you can do advertising to the individual household, and TV ads can be launched

for less than 3,000 pounds. This already competitive sector is likely to become even more so in the future.

68. Growth in Amazon Ads

There is likely to be massive growth in Amazon Ads as well. This means looking at alternative channels rather than always doing, for example, Google shopping, which is so competitive and with prices that are expensive on cost per click."





NIR EYAL

Bestselling author and blogger at NirAndFar.com

24

Nir Eyal's writing on technology, psychology and business appears in the Harvard Business Review, The Atlantic, TechCrunch and Psychology Today. Nir is an active investor in habit-forming technologies, some of whose past investments include Eventbrite, Anchor.fm, Product Hunt, and Refresh.io.

69. About 'indistractable' company cultures

There are company cultures where distraction is not a problem because they exhibit three traits of a company that are 'indistractable'. Number one, they give people psychological safety, meaning you can talk about a problem without getting fired. Secondly, they give people a forum for talking about those problems, and number three, management exemplifies what it means to become 'indistractable'. For example, companies like Slack don't suffer from distraction like other companies do, because they follow these three traits. They even have a statement on their walls saying, *"Work hard and go home."* The real problem with distraction is that people cannot actually talk about distraction. This happens because in some company cultures, that would be associated with instantly getting fired. Problems can only be solved by talking about them.

70. Find the root cause of your distraction

Distraction relates to the moments when you feel pain, when you feel lonely, stressed, anxious, or fatigued, and you

reach out for something to take your mind off the problem. If you can break out of that and ask yourself *"What am I escaping from here?"*, you should get to the root cause of the problem. It's the fact that you don't have a method, a technique, or a tool to deal with that discomfort in a healthier manner. That's why time management is pain management.

71. Change the way you talk with yourself

We tend to talk to ourselves in a very critical manner. Sometimes, the conversations in our head can become very self-critical and that is definitely not helpful. Instead, we can change that conversation with ourselves in order to acknowledge that when we mess up, it's a growth opportunity as opposed to trying to batter ourselves, which doesn't help us to grow at all. We cannot escape ourselves. You are an individual, and if you say, "I am bad" you cannot escape that. Instead, when you say, "What I did was bad" and learn from that, that is something you don't have to encounter time and time again, because you can change your future behavior by approaching conversations with yourself with compassion rather than criticism.



MARIA CACIUR

Head of Managed Services at Omniconvert

25

Maria Caciur is a professional who combines vast marketing knowledge with an amazing business approach. Assertive and pragmatic, she has envisioned various important steps in order to make businesses grow better and faster. Maria helps eCommerce brands with CRO and RRO.

72. Treat your customers well

One in every three consumers is prone to giving up on a brand after having had a bad experience with it. They have become very picky, and are looking for brands that care about them and treat them well.

Customer retention means multi-channel communication: website, e-mail marketing, mobile, social media and even offline - they all work together. Nowadays, technology allows you to make all this happen, you only need to be willing to invest time in this direction. You will soon find out its value. Just imagine being able to react in real-time when one of your most valuable customers is pissed off because his order hasn't met his expectations. Or to prevent him to move his interest towards your competitors because the only message he receives from you is *"Buy, buy, buy! We are the best!"* Your customer will tell you that you have become the best in your market because he trusted you when you were just a challenger.

It is only fair to give something back. Most of the time, this does not mean that they

will be more motivated by discounts, but that they will appreciate the fact that you actually care about them.

73. Email marketing is still important

It's useless to say that e-mail marketing is one of the most profitable channels, even if fewer people are opening their e-mails. This happens because most brands don't know how to become relevant to their audience. For that matter, it is highly important to try and A/B-test multiple approaches when it comes to e-mail marketing. You should test not only your subject lines but you should try testing your audiences as well. A good approach is to pay special attention to your customers and use the email channel to create a relationship with them. You can plan different campaigns based on their previous orders, their favorite brands, their NPS, not to say their shopping behavior. Not once, this type of approach proved to be more profitable than traffic acquisition techniques so it definitely makes sense to prioritize it in your marketing mix.



MARIA CACIUR

Head of Managed Services at Omniconvert

25

Maria Caciur is a professional who combines vast marketing knowledge with an amazing business approach. Assertive and pragmatic, she has envisioned various important steps in order to make businesses grow better and faster. Maria helps eCommerce brands with CRO and RRO.

74. Talk to your customers

The constant question that should be asked in eCommerce is, *"What is the easiest way to find out what people think about your products/services?"* The answer should always be, the customer.

From my experience, a lot of digital marketers are afraid to use powerful tools such as surveys or customer interviews because they don't know what to ask and how to make sure that they get relevant findings. My suggestion is to hire experts to do this job if this is the case. Otherwise,

once you get started, you will notice that, in most cases, your visitors are more willing to give you feedback than you think. Your main concern here should be to find the right approach to make them feel like you actually care about their opinion. The classical line *"We really care about your opinion, please help us improve our services/products for you"* has become outdated. *"No really? What's in it for me?"* - you will receive as a justification for your poor response rate. Instead, based on segments and behavior, you can try to find out what's the need that you are actually solving for your customers.





TIM KILROY
Digital Marketing Agency Coach

Tim Kilroy's deep experience in search and in social media has allowed him to create new business processes in a successful effort at driving massive revenue growth. Tim has been the creative force behind a number of companies, including the retailers Wayfair or Karmaloop.

75. Focus on the mid-funnel

If you've been in marketing for a while, you've probably heard of the Rule of Seven. This is the idea that a prospect needs to hear or see the brand's message at least seven times before converting.

In the digital age, that strategy's odds of success are pretty slim. Social media touches customers constantly, even more than seven times every single day.

Instead, the strategy is to be in front of your customers enough so that they don't have to race to the bottom of the funnel. So, you have to think about going from the top or the bottom of the funnel through the mid-funnel. You have to **surround your customers**.

In many ways, you need to think about your retail marketing the way that enterprise companies think about software marketing, where someone expresses interest and suddenly, they're surrounded. You capture these people, you're sending them emails, and you're inviting them to webinars. That's what enterprise sales companies do, and retailers have to do the same.

When someone expresses interest when they make that first visit, rather than just assaulting them with retargeting, give them some reason to give you their email address and start a relationship with them. So, when they are ready to buy that thing you are selling, they don't have to go to Google or look for the lowest price or go to Amazon and look for one-day shipping. They're comfortable with you. The strategy is just to attack the middle of the funnel rather than the bottom of the funnel. The way you need to do that is tactically, by focusing your search activities on that sort of **mid-funnel**.

Your programmatic display needs to be focused on the mid-funnel. Also, what you really need to do is invest in selling content, in buying guides ... all this stuff that makes people feel good and creates a relationship and generates emotion.





TIM KILROY
Digital Marketing Agency Coach

26

Tim Kilroy's deep experience in search and in social media has allowed him to create new business processes in a successful effort at driving massive revenue growth. Tim has been the creative force behind a number of companies, including the retailers Wayfair or Karmaloop.

76. The only way to scale is to retain customers.

If your only trick is to acquire customers, you will never increase your margins. It never gets better. So, **customer retention is crucial**. This is something that lots of retailers actually have a huge issue with, because they are so sure, and everybody has an overinflated sense of their own impact. Even small retailers who don't really have a strong brand are sure their brand is good enough that customers will come back to them anyway.

However, this is old-school retail thinking, where you could get repeat customers just by the convenience of location. That's why malls exist. But, on the Internet, there aren't any. Amazon is the only mall.

What you do need, therefore, is to be obsessive about following up your customers in a highly relevant fashion. Absolutely, a part of this is email, but not only. Wherever your clients are, you've got to be there because even though they have purchased from you, you

don't have a right to the next purchase.

With my last agency, we did this really fantastic analysis for one of our clients, but we found out that first-purchase customers only had a 17% chance of becoming second-time customers. However, there was a 50% chance that the second-time customers became third-time customers. And, if you're a third-time customer, there is a 95% chance you're going to become a fourth, fifth or sixth time customer. It's like the third date. We get to number three, it's all over!

So many people look at customer retention for that first 30-day period. Great, we have a new customer! Let's put them into our four email sequences because we know that someone is going to buy and it looks better for us if they buy within 30 days. It's harder to get them to buy on Day 45 than it is by Day 29. This is absolutely true. But, you don't have any right to that sale, and you've still got to work for it. It is much more about presentation and relevance than it is about promotion, price and product.



TIM KILROY

Digital Marketing Agency Coach

26

Tim Kilroy's deep experience in search and in social media has allowed him to create new business processes in a successful effort at driving massive revenue growth. Tim has been the creative force behind a number of companies, including the retailers Wayfair or Karmaloop.

77. Acquisition is overrated

Customer retention is a purposeful act. If you look at the budgets of most retailers, acquisition is overrated and retention underrated. Mostly because there is that bias, the customers had a great experience! They didn't return, but it's cool - they're going to buy again. But, what you really need to think about is the art of a customer. You are willing to spend on acquiring a customer because the minute before someone buys something from you, they have the highest lifetime value. All of their lifetime value is unexpressed. They've never purchased anything from you, so they're super valuable. However, for the few retailers who really **think about lifetime value**, they want to capture these high-lifetime-value customers.

However, what they're not doing is maximizing the expression of that lifetime value throughout the course of their customer relationship. This is simply because it's harder to do, the reason being that you are no

longer thinking about search terms or about promos or loss leaders. What you're really looking at is building a relationship with these customers, so that once they've made one purchase, you need to make sure that you're increasingly relevant to them over time.

78. Use RFM segmentation to improve customer retention

RFM (Recency, Frequency and Monetary value) is actually one of many segmentation strategies you should try. If there is no segmentation, **RFM should be the first place to start**, because it's the easiest. You need the least amount of customer data to do RFM, such as dates and transaction amounts, which are easy to get at. Other kinds of segmentation are either demographic or psychographic or different kinds of behavioral from RFM.

So, RFM is an awesome place to start because it's the closest thing to a universally applicable segmentation strategy there can be. It makes the most sense for most people.



MICHAEL PERRY

Director of Product & Marketing Technology at Shopify

27

Michael Perry is a passionate digital entrepreneur and empathetic leader, who specializes in product development for SMBs as it relates to tools that would simplify marketing. He has been recognized both in *Forbes' Top 30 Under 30 in Marketing* and by *Inc Magazine's Top 10 Influencers in the Chatbot*.

79. Be thoughtful towards your customers on a daily basis

Caring about one's customers and doing thoughtful things at scale are becoming a must, not only in terms of broad business ethics but in daily practice. **Online customers are massively underserved**, and although marketers are looking deeply into segmentation and, indeed, the personalization of communication in general, there is a layer above all these relationship-management marketing tactics. That layer is **relationship development**. Keeping in touch with clients is already widely practiced, and there is a plethora of digital tools that help us to do so. A lot of platforms, such as Shopify, are offering specific country personalization, such as pricing and information about delivery. This takes a lot of pressure off merchants' shoulders, leaving them to focus on the most important matters, such as fostering and facilitating great relationships and building trust.

80. Become a humble leader

For company leaders, it's important to **remain humble** and thankful for the amazing opportunity of creating something special.

In time, conversations and observations are replaced by reports, numbers and statuses, and dividing business matters from relationships in an almost surgical way will only create distance from the core purpose and values that actually gave birth to the business.

Keeping grounded and close to the coalface will always make understanding the problems so much easier, and will have a ripple effect across the company that will keep everyone hyper-engaged. No-one should be 'too good' or too high-up in the company. **No-one should be avoiding the problems**, and no-one should be trying to avoid turning over stones and being honest.

81. Always invest in your staff

Invest very heavily in the staff. Whether it's having book bars in every single office, sending people to conferences, or sending people to executive coaches or even having coaching circles, every organization depends on its resources, the most important of which are people. A leader should give to the people who joined the company to share in its mission, the best of what can be offered, since he or she is the heart of the business and the inspiration of those who are building it.



JEFFREY EISENBERG
CEO of Buyer Legends

28

Jeffrey Eisenberg is a renowned author, giving keynote speeches at events such as Search Engine Strategies, WSI Excellence & Innovation, and others. His specialties are CRO, marketing optimization, internet marketing strategy, Persuasion Architecture, sales process analysis, and customer experience design.

82. Don't get too obsessed about the ROI

There's still much more within the business person's control that they could do, but they're simply not paying attention and are waiting for somebody to tell them, *"Let's try this"* or *"Let's try that."* Just think about the customer and about what's important to him, and you'll start to find out what truly is important. People always want to know the return on investment. They're asking for ROI. To the question, *"What's the ROI of smiling at your wife or your husband in the morning?"* the answer is very simple: if you stop doing it, the relationship deteriorates. There is a correlation that cannot be measured. It's not a causation, but what the lack of smiling will probably do is cost you the rest of your relationship!

83. Make someone responsible for customer experience

If you went to McDonald's and you had wanted to go to McDonald's, that's okay. On the other hand, if you spent a lot of money at a fine restaurant and they gave you McDonald's food,

you'd be very upset. This is about expectations. The only reason that we talk about something is when it has disappointed us, it did worse than we expected, or it made us very happy.

Allocate a portion of the budget towards word-of-mouth. Some portion of your budget has to be to make the thing that you are delivering better than the customer expects.

Promise ABC but give them D as well - the surprise that people talk about! Real reviews talk about things such as, *"I really had a problem and they solved it"* or *"I found something that was so much better than I expected."* Reviews very rarely say, *"Yeah it was okay, hey you did make it work."* So, it's all about shifting the psychology of that. Now, this is a problem of not looking at it at a product level. If you have a team that is responsible for acquisition and another team responsible for retention, and all these different teams have different motivations, then how can you have a different outcome? In effect, you have to **have one person who's ultimately responsible for the entire customer experience.**



AARON ORENDORFF

Founder of iconiContent

29

Previously the Editor in Chief of Shopify Plus, Aaron Orendorff is now the founder of iconiContent, where he's busy "saving the world from bad content". Named by Forbes as a top-ten B2B content marketer, his paid work has included the likes of Facebook, PayPal and Google. Aaron is also a regular contributor to Mashable, Entrepreneur, Fast Company, Lifehacker, Business Insider, Success, and many more.

84. eCommerce *growth* strategies (plural) have to be rooted in an eCommerce *business* strategy (singular).

Far too many medium-to-large enterprise online retailers focus on the former without ever formulating a clear blueprint for the latter. This is especially crucial given the increasingly crowded and competitive landscape among DTC brands.

When *strategies* come before *business*, the chief symptoms are (1) single-account ROAS goals divided by channel and (2) a myopic focus on new customers. Profitability and 'lifetime' value' — meaning 60, 90, or 180-day payback windows (depending on a product's lifecycle to reorder) — are either hidden beneath initial conversion rates and topline revenue *or are ignored completely*.

The best overarching formulation Aaron has seen is a combination of visitors (V), conversion rate (CR), lifetime value (LTV), and variable costs (VC). He didn't invent it, he points out; it's what the brilliant folks at Common Thread Collective call the

eCommerce business growth equation:

$$(V \times CR \times LTV) - VC = \text{Profit}$$

Naturally, behind each of those variables is a world of opportunities (and data). By rolling everything up, however, into a single view — mathematically oriented to profitability — growth strategies (plural) are forced to serve the business strategy (singular). What's more, this type of big-picture orientation simplifies growth, a topic that is otherwise muddled by complexity.

There are only four variables that can grow an online business profitably. Know them, adhere to them, and make them serve you.





RYAN KULP
Founder of Fomo.com

30

Ryan Kulp is a marketer, musician and self-taught developer. He has built more than 30 web apps in his spare time and hosts a live-stream series where he builds new products from scratch in a day. In addition to running Fomo.com, he has a portfolio of small apps that generate over \$1.6m per year.

85. Growth tools are as effective as their operator is

No matter how good and how effective growth tools can be, they are only as smart, as good or as effective as their operator, which in most cases means the marketer.

Marketers are emotional beings who are actually trying to help other humans find what they want and need in the best possible way. If marketers miss the empathetic aspect of the entire shopping journey, then they miss the most important point. Data is just an effect, a causality. The most important thing is creating the right trigger. And, the right trigger is always emotional. Data is the easy way out, but real marketing means real human experience and willingness to be of service at your very best.

86. Focus on your customers' journey

Every e-Commerce wanting to grow must focus on customers, particularly on how they feel about the products and the shopping experience before, during and – especially – after that experience. The after-sales process, with all the messaging,

not only creates a good feeling about, and memory of, the shopping experience, but it also gives an online store the opportunity to create an upsell program and to leverage every relationship with every one of its customers.

87. Observe your customers' behavior trends

Observe the customers more closely and observe their patterns and behavior trends. Consumers are savvier than ever these days. Everybody is looking for the best products at the best prices, with the best services included. Even if customers find exactly what they were hoping for, they will always make comparisons in their search for that better deal that fulfills their need to win the so-called shopping battle.

88. How to win the price battle

The difference an eCommerce business can make in terms of winning the price battle lies in storytelling and branding. There are no price tags or comparisons between stories. No-one can doubt a price on something that already shows value.



WIL REYNOLDS

Founder and Vice President of Innovation, Seer Interactive

31

Wil Reynolds has over fifteen years of experience in search ads. He has worked across every vertical, from pharmaceuticals to e-commerce and SaaS. Wil uses big-data tools to look at search, he researches how to disrupt silos between divisions, and he speaks about ways to run a growing agency.

89. Growth ideas are an investment

Invest in your growth ideas. The worst thing is when you have an idea and a hypothesis for which you can't get the budget. If ways can be found to save you money, based on things that were never going to convert for you anyway, then you now have the money for testing more of your growth ideas.

90. Be aware of your cognitive biases

All marketers are biased. If we don't look at the work we do through the lens of "*How can I minimize my bias?*" then we're going to be bidding on words and creating strategies based on flawed logic.

One of the best examples I can give you – it is just such a great example – is one of our clients in the United States who does decks for your back garden, like a patio. People want to build it themselves, as a DIY project, so they figure it out and

do it themselves. They might type in the words 'deck plan'. It seems to make sense, therefore, that I should target the phrase '*deck plan*' for my client. They help people plan out decks, after all.

The thing is, people that go on cruises also search using '*deck plan*', because they're looking for a different deck plan, for a cruise ship.

Now, we see that that same word has two different meanings. If I was into cruises, I would have known that. However, because I don't take cruises, I would have never known it. This means I'm more likely to have wasted my client's money until I eventually found that out.

I'm really big on the fact that we, as marketers, bias our initial set of keywords, and on how we can **start to minimize that bias** by using bigger and bigger datasets, thus saving a bunch of money.

Google doesn't need any more of our money! They've got enough.



LUKASZ ZELEZNY

Non Executive Director at Smarter Media

32

Lukasz Zelezny is an SEO Consultant with 15+ years' experience, and a Search Award Judge, with a results-driven and Growth Hacking approach. In 2007, he became responsible for the organic SEO performance of a large number of companies, including The Digital Property Group, Thomson Reuters, and HomeAway.

91. Be aware of algorithm changes

Regarding future challenges, the most important piece of advice is to be constantly on top of the algorithm changes, while paying special attention to Google and the global social media platforms that are making these changes more often than everybody else is. Competition is higher in all areas of digital marketing, and SEO is no exception. New tools are being launched every day, with more capabilities than ever before, which pushes all the specialists to be more focused, more engaged, in the strategies they propose, and permanently updated. In terms of SEO martech tools, some of the best are Keyword Hero and SEMrush.

92. Better SEO = relevant content

Engagement, user experience, and conversion rate optimization are absolutely vital in order to improve SEO rankings. The more attractive a website is, the more likely it is to offer better interactions and better user experiences, thus increasing visitor

numbers and duration and, ultimately, transforming visitors into customers.

More than this, a broader vision of all media assets, tools and business is needed in order to come up with a fully working strategy, with the main focus being on the audience. **Investigating the audience** and creating relevant segments for the purpose of creating content that will help gain traction on a specific segment through SEO, is another crucial point for improving SEO ranking and performance.





BURC TANIR
CEO of Prisync.com

Burc Tanir is an entrepreneur and experienced marketing expert with the mission of helping e-commerce businesses of all sizes to manage their pricing strategies in a smarter way, through innovative automated solutions. Burc loves reading, thinking, writing and speaking about all things e-commerce.

93. Customer Experience is just practical hard cash

Focus on your existing clients, because it is seven times more profitable to sell a product to your existing clients than to acquire new clients. People should really focus on customer experience not just because it's a nice fancy concept, but the fact that it is more profitable.

94. Content marketing is crucial for sales

Digital B2B and SaaS companies are treating marketing a little bit differently, and one of their best tactics is content marketing. No matter how good a

product is, referring mostly to software, that product is only as good as the understanding of it. If the prospects really understand the benefits, then half the sale is already done, and this is where content marketing is vital.

95. Start early with guest posting

By publishing articles on your blog, and also starting early on with guest posting on many websites that can help you grow organically, you will stir interest and attract interested clients.





STEVEN SHYNE

Co-Founder & COO at CXperts Inc

34

As co-founder of CXperts, a consultancy focused sharply on customer experience, Steven Shyne is a researcher first and a marketer second. Whether working with ecom, B2B/lead gen, EDU or government/municipal clients, he strives to improve his clients' website performance and business metrics with a data-backed, user-centric approach.

96. Try innovative tactics

The eCommerce landscape is changing with unprecedented speed and is pushing digital marketers to design increasingly complex strategies and to permanently try and test innovative tactics. Expanding communication on all available and suitable channels has become a must. Get **more insight into that customer journey** with inexpensive, easy-to-use digital tools that reveal the qualitative data.

97. Understand customer behavior

Defining the path of customers' behavior, and finding out what their triggers are and what interests them in the short term, as well as understanding their evolution in order to continue to serve their needs, is what all eCommerce businesses should start doing. The fast-paced technological age we live in offers a plethora of inexpensive and easy-to-use digital tools that help marketers see and **understand customer behavior** so as to be able to provide better products, services and offers, and to ease any friction points.

98. From segmentation to personalization

Research leads to segmentation, and clear segmentation leads to personalization. The most important thing to bear in mind is not the personalization of one type of message on a particular channel, but the creations of completely different conversations.





GERRY MCGOVERN

Founder and CEO of Customer Carewords

35

Gerry McGovern has spoken about digital customer experience in more than 35 countries and has written seven books. He has appeared on BBC, CNN and CNBC television, participated in various radio shows, and appeared in a number of print media publications. Microsoft, Cisco and Toyota are some of Gerry's commercial clients.

99. Do not neglect your current customers

Organizations are obsessed with potential customers but neglect their current ones, because they think it's like a marriage. Once they've got married and have their customers, those customers won't leave them.

However, people do leave and their loyalty is in decline, despite this never having happened before. The reason for this is that most organizations neglect their existing customers. In most organizations, the longer you're with that organization, the worse you're treated. This is not a mistake that Amazon makes, however.

You've got to think from the customer's point of view. If you are an Amazon Prime customer, you get free delivery within a day or two. You get **better service** than if you're not an Amazon Prime customer. The ethos is, *"If you spend a lot of money with me, I will treat you better than if you don't spend so much."*

So, the more they spend with you, you've

got to be thinking something other than, *"They spend a lot with us, we can make even more profit on them."* That's how traditional organizations think. The clever organizations, however, think: *"They spend a lot of money with us, we should give some back to them so that they'll stay with us, because they're such good customers."* So, instead of exploiting your best customers, give something back to them.

You've got to think from the customer's perspective. *"Do they care about me? Do they treat me well? I'm giving them all this business and yet they don't answer my calls. Only if you're a potential customer do you get offered all the good deals."*

The relentless focus must be on the principle that the longer the customer stays with you, and the more business they do with you, the better you treat them - not on seeing them as a potential customer, to make even more profit!

The best way to build your business is an obsession with your current customers, not an obsession with your potential ones.



GERRY MCGOVERN

Founder and CEO of Customer Carewords

35

Gerry McGovern has spoken about digital customer experience in more than 35 countries and has written seven books. He has appeared on BBC, CNN and CNBC television, participated in various radio shows, and appeared in a number of print media publications. Microsoft, Cisco and Toyota are some of Gerry's commercial clients.

100. Marketing should focus on the customer journey

Marketing must become as focused on the journeys of current customers as it is on those of potential customers. Right now, most marketers only care about potential customers, whereas they should be caring about the journeys of existing ones and providing true support. They should be just as concerned about the support experience as the buying experience, because it is often the support experience that determines whether you will ever buy again or not.

Many customers are lost during the support experience, and yet this is totally neglected.

Marketers should be looking at all the journeys that customers have had. If a customer wants to rebuy, most marketers don't care about that. There might, for example, be five steps in rebuying a product. If you make it two steps, they'll rebuy far more products. Nevertheless, **marketers don't care about rebuy.**

This absurd situation is because marketers are measured on the number of new customers!





KHALID SALEH
CEO and Co-founder of Invesp

36

Khalid Saleh is an expert in conversion rate optimization, and an in-demand speaker and trainer with more than 12 years of experience in e-commerce architecture, design, and implementation. In 2016, he geared up to launch his technology startup Figpii, a one-stop platform for everything related to CRO.

101. Work on conversion rate optimization

The rate of improving conversion can vary, and it depends on a lot of factors such as the industry, the size of the business, the size of the market, market trends, client preferences, and the list goes on. CRO is a complex process that means involvement from all the existing teams, and from the agency side as well as from the client-company. Guaranteeing great results is a mistake.

102. Retention is about drilling deeper into the customer's mind

Any CMO, when they look at numbers, can tell you that it costs five times more to acquire new customers as opposed to retaining existing ones. Customer acquisition is, to some extent, drying up nowadays, and people are moving more and more towards conversion followed by retention.

Retention is about drilling deeper into the customer's mind and understanding what motivates them to purchase, followed by segmenting them at a very high level.

103. The key to customer perception

Functionality and usability are key in terms of customer perception. It is vital to ensure that the website is loading fast, that all buttons are easily found, all the categories in place, and all the CTAs are served correctly without being annoying.

104. Understand what people expect when buying online

How buying from the site makes the customers feel is as important as its functionality. People will forget how the website looks, especially today, when everybody in digital is working with almost the same tools. It becomes almost impossible, therefore, for a website not to look like at least a dozen others. People never forget how they felt, nor how the experience and the interaction were, and this is the main differentiator for a smart e-commerce business which is really looking after its customers.



MIROSLAV VARGA

Integrated data analyst at Escape

37

Miroslav Varga is a search engine advertising expert, professor, and MENSA member, who is experienced and specialized in Google Ads account optimization and statistical analysis. Miroslav is a Google AdWords Certified Trainer – GCT - and online marketing lecturer at several schools and institutions.

105. Think outside frameworks

The diversity of tactics and strategies that any digital marketer can adopt is attracting and opening new streams of business success, while at the same time, we lack the experience of working with all the tools and channels together.

The only way to discover what works for any business is to forget the old frameworks, the old ways of setting up campaigns, and to test any new creative idea, strategies and tactics with the courage of a four-year-old in a Batman suit.

People are very often victims of company policy, life circumstances, previous experience - you name it, it's there. You should always try to challenge these borders, these frames that you have, which stop you from flourishing. Usually, it's based on fear. What will my boss tell me? What will my neighbor think? What will my wife say?

Fear of the reaction of your environment is something that is very often putting people down.

So many things are different from the things our parents did. Despite that, we're still afraid, constraining ourselves, and not brave enough to think outside the box, outside frameworks. This is something that should be embraced. The sooner, the better, because our industry is changing. It is revolutionizing from inside.

106. Overcome the data barrier

Data, particularly the lack of proper data, is still the most important barrier to be overcome for any small or medium-sized business, and its key lies in the creativity of communication, a new vision, and a new way of building interest.

The digital environment is ever-changing and growing, with thousands of new businesses entering this environment every day. Newcomers bring the biggest changes and, in their attempt to adapt, they are adapting the entire system to their needs. One of the most effervescent areas of change is digital advertising. Old mindsets are clashing with new ones, and we are witnessing how digital marketing is taking the scene by storm as the most important one to focus on, as the



37

MIROSLAV VARGA

Integrated data analyst at Escape

Miroslav Varga is a search engine advertising expert, professor, and MENSA member, who is experienced and specialized in Google Ads account optimization and statistical analysis. Miroslav is a Google AdWords Certified Trainer – GCT - and online marketing lecturer at several schools and institutions.

playground where everyone is welcome and where the impossible is becoming possible.

Data, or more importantly, the lack of proper data, is still the most important barrier to be overcome for any small or medium-sized business, and its key lies in the creativity of communication, a new vision, and a new way of building interest. With the explosion of digital business, skills in digital marketing are in higher demand than ever, with a new wave of tools and technologies imposing the rise of 2.0 digital marketing.

Small and medium-sized companies that could not afford to have a national TV campaign can afford a national digital campaign. As the industry changes, we

should change our mindset at the same time, with more small and medium-sized businesses entering the digital marketing area. The demand is increasing not because existing customers are growing, but because a lot of new ones are entering the digital market.

This will be the greatest challenge, because machine learning is based on data and newcomers have no data. You have to do some manual things to collect the proper volume of data in order to feed them again in a new way.

We don't know how things will develop, but with new people entering digital, this will be their first point of marketing activity. It will not be radio or television or newspapers as it was before. That is one





37

MIROSLAV VARGA

Integrated data analyst at Escape

Miroslav Varga is a search engine advertising expert, professor, and MENSA member, who is experienced and specialized in Google Ads account optimization and statistical analysis. Miroslav is a Google AdWords Certified Trainer – GCT - and online marketing lecturer at several schools and institutions.

reason why this industry will grow very fast: a very great volume of new presence will change the industry.

Our mindset is still based on old CPC models and these models are not bad, but switching as fast as possible is strongly suggested.

When digital appeared, it was very nice, very interesting, and it was a fight between the traditional marketing and digital marketing experts. Now, we in the digital industry, we are now the traditional ones.

We don't want to change. It's hard for us to change, because finally, we understand how it works, and now, somebody is saying, *"This is not working anymore. This is not the way you should go."*

That, in a way, is the proof of the maturity of the industry, the fact that now we are mature and we don't want to change. It's not because Google is changing or people are changing, or that we're not willing to change. It's just that the guys who will use these new methods, techniques and strategies will be more efficient, and that's the reason you have to run this race. Without it, in the long term, you will lose.





THEODORE MOULOS

CEO of Growthrocks

38

Theodore Moulos has over 15 years of experience in running profitable software products. One of his major career achievements was creating i-Docs, an international product in Customer Communication Management, and Segmatix, a product on marketing automation, mainly used in large European markets.

107. Monitor and Segment customers based on their purchasing history

First of all, Customer Retention is extremely important, because only by doing Customer Retention will you be able to afford higher CPA (cost per acquisition).

The more customers that purchase from you again and again, the greater customer acquisition will become, as the lifetime value of the customer increases. Thus, you need to make sure your customers will be monitored and segmented by the way they purchase from you.

You will also need to do an analysis in order to find out who your most valuable customers are, because they need to see different ads, they need to participate in private watch parties, and they need

to gain access to exclusive content that might not be available to other customers.

You need to treat your best customers in a different manner, one that will make them come back and purchase from you again and again.

108. Grow your e-commerce with performance marketing

If the only property you have is your e-shop, then you have no other alternative but to grow via performance marketing. For healthy growth, however, any eCommerce entrepreneur will need more assets, more digital properties, and more owned media.

The immediate tactic to pursue in order to ensure constant growth is to start generating content. Blog production and





THEODORE MOULOS

CEO of Growthrocks

38

Theodore Moulos has over 15 years of experience in running profitable software products. One of his major career achievements was creating i-Docs, an international product in Customer Communication Management, and Segmatix, a product on marketing automation, mainly used in large European markets.

video blogging are the first things to put in a content development plan. Also, getting into channels that generate leads and getting on sales platforms like Instagram or WhatsApp, or taking on conversation marketing through instant-messaging platforms, is one of the best marketing tactics.

109. Think about your USP

One of the most urgent matters for eCommerce players is how they create their Unique Selling Proposition and unique differentiators. One important consideration is the way customers

perceive the online store and the way its products are visually presented. High-quality visuals are almost always the deal-breaker in the eyes of a potential customer.

In addition, high-quality imagery, presented in an organized and harmonic way, creates an undeniable appeal for a visitor to look for more, to explore more of what the online store is offering and, ultimately, to start a purchase.

Denying the **influence of high-quality visuals** is like opening a store and shutting down the lights.





ROD BANNER
Agent of Change at 3LA.com

39

Rod Banner has founded businesses and mentored various tech industry luminaries. Rod has been acknowledged as part of the TechCity Insider 100 list, the Fresh Business Thinking Power 100, The Maserati 100, The Smith & Williamson Power 100, and GQ's list of the 100 Most Connected Men in Britain.

110. Speak your customers' language

The future of every brand and service is being able to provide something their competitors don't have. The only way they can do that is by really understanding the problems the customer encounters.

Translate the needs of customers into requirements, and specifications into need-fulfilling materials. No matter how visionary a development team or a tech product creator might be, putting technology into an easy-to-understand language without overwhelming the customers with too much or excessively specific information is crucial.

Keeping communication objective and attractive for one's customers is not something that comes very easy, especially for development teams, and this is the point where the digital marketers take over.

111. The race for customers, the race of innovation

Competition is harsh in any industry, and adopting technologies in order to improve processes or services is only giving the phenomenon greater speed. In general, technology has changed the game entirely, since most industries are not only in the race for customers, but are in the innovation race too. It really does not matter whether you get to the customer first, and the most important thing is who has the most impressive product.





KRISTA SEIDEN

Founder & Principal Consultant of KS Digital

40

Krista Seiden is a proven B2B/B2C marketing leader with experience in digital marketing, analytics, and product management. She has led analytics & optimization at companies such as Adobe, The Apollo Group, and Google. Krista is a frequent speaker at global digital marketing and analytics conferences.

112. Take advantage of the tools you already have

There's so much more you can probably do with the tools that you already have. Take full advantage of those before you continue to grow your toolset, because it can get big and unwieldy and not all of these platforms work very well together. So, take advantage of what you've got.

113. Be up-to-date with data analytics

The way data is being collected is going to change over the next few years, which represents an opportunity in terms of how you're taking that data and analyzing it, and then using it to increase your growth opportunity. Get on the cutting edge of what's coming, and make sure that you've implemented the right datasets, whether that's Google Analytics, Adobe Analytics, or any of the other analytics platforms out there. This will allow you to be ready to go full-speed-ahead at optimization efforts.





SHAHINA MERU

Senior CRO Manager at Merkle

41

Shahina Meru comes with a decade of experience in CRO, analytics and web development. She is passionate about consumer psychology, data, and the user experience. Shahina is a regular speaker at global industry events such as SMXL Milan, SEMRush Marketing Show India and Search Y Paris.

114. Cross-department collaboration

Get other departments involved. Remember, optimization is about going from data to insights, and from there to activation. There is a lot of knowledge and customer insight held in siloed departments. Getting cross-department collaboration can exponentially increase your level of testing. By sharing customer insights internally, we enhance our data, which then increases testing velocity. That, in turn, leads to more opportunities for impactful tests.

115. Speak the language of the stakeholders

Get buy-in from stakeholders with the right metrics. When trying to do so from senior stakeholders, or your C-suite, don't just show them the improvements in your primary goals. Speak in their language and tie your success to key metrics they care about, such as revenue or profit.

116. Become a customer-centric company

Customer-centricity is a way of doing business that fosters a positive customer experience at every stage of the customer journey. It builds loyalty and satisfaction, which in turn leads to referrals for more customers. A business that forgets about its customers is destined to fail.

In a customer-centric organization, every team member listens to customers and all are aligned on that goal. In turn, the company anticipates customer wants and provides a level of service that keeps customers coming through the door and advocating for the brand.





SHAHINA MERU

Senior CRO Manager at Merkle Periscopix

41

Shahina Meru comes with a decade of experience in CRO, analytics and web development. She is passionate about consumer psychology, data, and the user experience. Shahina is a speaker at events such as SMXL Milan and e-commerce Conversion World, and at Conversion Rate Analytics & Product Talks 11.

Here are three ways to **become more customer-centric**:

1. Start with the big picture.

Ask yourself, as an organization, what is important to you and your customers? What differentiates you from your **competitors**? How do you want to be perceived by your customers? Once you have answers to all of these questions, you can create customer-centric values that are tied to your organization's goals.

2. Get everyone on board.

These values should be shared across the organization, and strategies created for driving this transformation internally. A good one to try is to shift ways of working

so as to **reward employees** for meeting customer needs rather than meeting targets.

3. Listen to, and understand, your customers.

You have access to an abundance of customer feedback, which you just have to listen to in order to really understand your users. This can be done via customer service **call logs**, **Net Promoter Scores (NPS)**, **reviews**, **complaint logs**, and **social media comments**. Customers are voluntarily giving us **feedback** and telling us what they want, or what **frustrates** them. Use this to inform your strategies and create a better experience for them.





LUCAS WALKER

Strategic Partner Manager at Gorgias

42

Serial entrepreneur with a focus on revenue growth. Currently working to make dogs happier and healthier through Treats Happen, and helping B2B sales teams use modern selling techniques to win more at Sport of Sales

117. Use User-Generated Copy for better converting ads and product display pages

Everyone talks about ditching corporate-speak and jargon to better connect with customers, but this can be hard to do. Let's use a premium headphone example. Nobody describes their \$500 noise-canceling headphones thus: "You can really feel the 18 months of R&D and proprietary Bluetooth connection technology that makes these headphones best in their class." Instead, they'll probably say something like, "When I fly, I love that I don't hear anything else on the plane while streaming Netflix."

Here is a simple three-step framework you can use to increase your user-generated copy to better connect with customers, and increase sales.

1. Gather data

There are lots of ways you can gather data about what your customers are saying about your products and brand. The easiest is, of course, your own reviews. One of the simplest ways to get more reviews is to simply ask for them.

When wrapping up a positive customer interaction, whether it be through a live chat on your website, email ticket, phone call, or SMS, ask for a review.

If customers have already left a positive review, asking them a follow-up question or survey (don't go crazy here, they've already done a lot for you, so keep it to about 2-5 questions, max) is a great way to dig deeper. For example, questions like, "What pain were you looking for us to solve?" or "How do you use your product?" are great ways to uncover this information.

2. Analyze

Once you have this data it's time to analyze it. Many tools, including Gorgias, offer insight and analytics into topics. This is also why setting up rule tagging, or tagging your interactions, is important so that you can automate this process.

Once you have this information collected and sorted it's time to analyze. The first level of analysis can be as simple as reading these tickets and responses. What are the trends that you're starting to see at a surface level? Are people using your product in



LUCAS WALKER

Strategic Partner Manager at Gorgias

42

Serial entrepreneur with a focus on revenue growth. Currently working to make dogs happier and healthier through Treats Happen, and helping B2B sales teams use modern selling techniques to win more at Sport of Sales

ways you had no idea about? Are they happy with one thing in particular?

Once you've read through and started to see the trends, run your text of tickets and responses through a word cloud generator. This will show you the words, phrases, and trends that your most satisfied customers are using.

3. Produce User Generated Copy

Once you've discovered the words, phrases, and new users of your products, it's time to put them to work. Here are some of the ways you can use this new user-generated copy.

Ad copy

This might be the most obvious, but use the language of your best customers to attract more. Maybe they give you a gem like, "On a plane full of crying babies, all I could hear was Netflix." This is great for selling your headphones to new customers who are frequent travelers.

Knowledge Base

Are there tickets, or questions that are constantly coming in? Use this data to make sure your questions are being

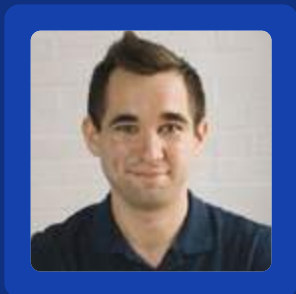
answered and communicated clearly in a way that your best customers will understand. This will help you reduce costly returns, and time spent answering questions - which leads to a better overall customer experience.

Product descriptions

The copy on your product description pages, is one of your most powerful sales tools there is. However, many people leave without adding to cart or purchasing because they had an objection you didn't bust! Analyzing the questions your customers have, and addressing them on the product display page, through copy or images, is one of the best ways to increase your on-site conversion rates.

Macros for your customer service team

Macros are your secret sauce to efficiency and automation. They also help keep your cx team on brand. By doing a deep dive into what your customers are asking, you can be ready to answer them, and with a bit of machine learning, you can even automate those responses for your customers. This will save your company resources, and also bring a better experience to your customers



43

MARK IRVINE

Senior Data Scientist and Analytical Lead at Wordstream

Mark Irvine researches trends in the changing SEM market for the company's engineering, product development, and marketing teams. He is recognized as the 5th Most Influential PPC Expert by PPCHero in their 2017 Rankings, among other honors given to him by Hanapin Marketing in the previous years.

118. Seek opportunities for your ad campaigns

Shopping ads might be a hassle to set up, but once you invest the work, they pay off in droves! Additionally, shopping ads allow you to change a feed and can provide quick results on the impact of your changes. As you test out the difference in your feed, you may discover valuable insights for your SEO!

Apply audiences – remarketing, similar audiences, and demographics – to your campaigns! A loyal customer is easier to keep loyal on the SERP than a new customer.

Beyond just retaining your customers, it's always a great idea to think of what other products you could potentially **cross-sell** to them, and continue to keep them loyal while making **more sales**.

119. Get your feed together.

Get your feed together. Then, keep testing changes within that feed – try new titles and new descriptions. Test your feed just like you'd test new keywords and ad copy!

120. Keep your loyal customers

It is, on average, 10 times cheaper to keep an existing client than to acquire a new one, so it's worth a few dollars to market to your existing clients. Particularly if they suddenly start searching for your competitors, it's important to keep your brand at the forefront of their minds.





LUCA SENATORE

Agency Director of Genie Goals

44

Luca Senatore is a dynamic speaker and digital marketing expert rated #5 Top International PPC Expert and #21 Most Influential PPC Expert 2015 and 2016. He is known for his high-energy and his action-packed, no-nonsense speaking style at key global events such as PMI, SEMrush, Web Summit, and PPC Experts.

121. The brand guardian as the point of contact

Hire a brand guardian! The brand guardian, in essence, is the person within the brand who knows that brand inside out, and understands its mission, vision and intricacies. This kind of expert will know what the company needs to do in order to adopt, what to get rid of, and what the best direction for development might be. Most importantly, the brand guardian should be the single point of contact and management for all the marketing activities, so that everything runs smoothly.

122. Customer Retention is very important because customers nowadays have more choices

Customers these days have more choices, which means they don't have to shop from you, and can easily go and shop elsewhere. It is, therefore, your job to retain them. A good way to do this is to offer them an easy way to buy from you and, if necessary, to be able to return products as well.

The relationship after the purchase is also very important, and you have to be able to design a conversation with them tailored to what they want. Technology today ensures the possibility of personalizing the way you communicate with your customers and tailoring your marketing actions to their needs.

After the sale, make sure you keep your customers proud to have purchased from you.

123. The 80-20 rule

What can you do that nobody else is doing? There is a framework that goes in two directions. One direction is working shoulder-to-shoulder with the client to engage customers, to improve what already is, and to keep the money coming in, all of which should take around 80% of the time and effort. The second direction is to use the rest of the 20% for continuous testing and trying new things. A permanent state of testing keeps any e-commerce enterprise ahead of the competition and, from that unexplored land and playing with ideas, something really good always comes around.



JULIANA JACKSON

Head of Product Marketing at Omniconvert

45

Juliana Jackson is the personification of women in leadership. Her wisdom, intuition and a great sense of how to get things done are a result of a decade of doing Software Marketing and Business Development. She is a serial intrapreneur, a great source of energy and valuable ideas, very objective-driven, always coming up with excellent input on topics such as customer experience, growth and product marketing.

124. Retention is the new customer acquisition

Customer retention is essential to your long-term success. In 2020, if you are not implementing any retention strategy you are leaving some serious money on the table. Your current customer base is the best asset your store has. Dedicating time defining and enhancing the experience for your customers as opposed to always being acquisitions-centric can be a powerful way to increase your store's revenues. At the end of the day, we all heard it before. Acquiring a new customer costs up to 7 times more than retaining an existing one.

125. Customer Intelligence. Your most powerful ally in defining Customer Behavior.

Empower your Growth Team with unified insights about your customers' behavior. It's all in the data. Customer intelligence provides a detailed understanding of the experience customers have in interacting with your online store and

allows predictions and forecasts to be made regarding reasons behind customer behaviors. This decade it's all about the customer and about creating and re-creating the perfect environment for the customer to consume.

126. RFM (Recency, Frequency, Monetary Value). The most comprehensive method to understand the customer value in this decade.

Your customers are different. They have different needs, expectations and buying behaviors.

RFM Analysis is a method to identify the most important type of customers by grouping them according to scores to their recency, frequency & monetary values. This will allow you to target specific clusters of customers with more relevant content for their particular behavior – and thus generating higher rates of response, increased loyalty and better customer lifetime value (CLTV).



PATRICK WIND

Managing Director of AdsAccelerator.com

46

Patrick Wind has created the unique Full-Funnel Strategy, which helps marketers lower the cost per conversion and increase their return on investment (ROI). His strategy has been successfully implemented by international brands such as ASICS, DiamondSupplyCo, Bioderma, 21Buttons, HolaLuz and Meller.

127. Use ad sequencing

My secret sauce is targeting the right people in prospecting. It's all about finding people who are likely to convert.

On the other hand, make sure properly retarget them, not just with boring ads all day long, but by implementing something like an ad sequence – such as a **sequential retargeting funnel**:

From Day 1 to Day 3, I readdress you with a dynamic product ad, for example. If you haven't purchased by then, from Day 4 to Day 7, I'll come up with some testimonials, product reviews, or an influencer. I'll show you a different message and I'm not boring you all through the next 14 days or 30 days. I'm going to try to be relevant, I'm going to tell you a story, or I'll do ad sequencing, and that makes a big difference.

128. E-commerce duo: YouTube and Pinterest

There are two channels where there is a lot of growth potential this year and, probably, also next year. One of them is YouTube, where they've just incorporated

this function for combining Google Shopping with YouTube. The second thing, when you're in the e-commerce industry, and something many companies in Europe are neglecting still, is Pinterest. It depends a lot on your audience, the add-to-cart group, and the product. From a marketing perspective, do not just tap into the red-sea markets and fight for the fish where everyone else fishes, but rather, try new channels where the big companies have not yet gone.





FREDERICK VALLAEYS

Co-founder of Optmyzr

47

Frederick Vallaeys is a leading influencer in PPC and search marketing, and is one of Google's top 500 employees. Today, he and his team continue to shape and influence the industry through deep automation, driven by machine learning and artificial intelligence.

129. Structure your account so you can do PPC

We believe that you need to have a grip structure – groups of individual products, one SKU per product group – because this enables you to do smarter bid management. What that means, for example, is that if you have a finding one day about the size, you can actually act on that, because each size is a different product group. Or, maybe the next day you figure out, *"Hey, we're getting into spring and the big color this year is purple."* We didn't know that last year, but now we can actually say, *"Let's find all the purple products, because they're each in one product group, and just increase the bids for those."* The grip structure is really important.

130. Sync your Google Ads

When you create a Google Ads product group structure, and the products in your merchant feed are changing, it actually gets out of sync. Google Ads suddenly put all of these new products in the bucket of everything else. Those are generic bids. That's not a good performance or a controlled one. Figure out a way to make sure that your

Google Ads is always in sync with what you actually sell in your merchant feed. These are inventory-driven campaigns and inventory-driven product groups.

131. Shift your attention to where your customers go

Go to where the customers are. There is all this money shifting towards Amazon, so if you're not doing that yet and you're still just on Google Ads, go ahead and shift over to Amazon as well.

PPC is one of the quickest ways of seeing positive ROI, so it's no wonder eCommerce is one of its fastest-growing fields. Google is dominating the pay-per-click advertising game now, but with Amazon joining in, marketers have a new opportunity to engage customers throughout their buying journey. This is both an opportunity and a threat. While some retailers fear the ever-growing eCommerce giant will push them out of the market, others take it as a challenge and an opportunity to strengthen their brand. Take voice search, for example: for companies that sell on Amazon, getting Alexa to choose your products when you have a purchase history sure is an opportunity one cannot miss.



FREDERICK VALLAEYS

Co-founder of Optmyzr

47

Frederick Vallaeys is a leading influencer in PPC and search marketing, and is one of Google's top 500 employees. Today, he and his team continue to shape and influence the industry through deep automation, driven by machine learning and artificial intelligence.

132. Build an ongoing relationship

If you think about a twenty-dollar cost per acquisition for one conversion, that kind of limits you, but if you start thinking about the **lifetime value** of that customer, then all of a sudden, maybe you can afford to pay even a one-hundred-dollar cost per acquisition. That makes you far more competitive in the auction and, all of a sudden, you can compete against much bigger players.

As far as steps go: follow up, and set up a **remarketing list**. Once you've got that customer, you don't just let them go, but remind them instead, *"Hey, there are other products that people like you may have enjoyed buying!"*

Maybe you sold a refrigerator and you re-market that: *"Hey, it's been two years actually..."*, but that's kind of difficult to do because of cookie length. Rather, think about it this way: *"Maybe you need a service at some point that we can provide as well."*

This way, you build an ongoing relationship.





MARTIN REINTJES
CEO of Team Croco

48

Martin Reintjes helps companies to increase their website conversion rates through a personalized A/B Testing program. His company usually teaches about CRO and implements a program, guaranteeing a positive ROI in the process. Martin speaks regularly at events around the world about CRO, remote teams, and entrepreneurship.

133. Dedicate special people to handling data

Marketing managers, or whoever is responsible for a website, have a lot on their plates. They must do advertising, look at the analytics, run campaigns, and so on, and then they don't stop to reflect on, *"Hey, is this actually working?"* They

either don't have, or want to spend, time on actually looking and digging into the data to see what could be improved, and what conclusions they can reach from that.

You have to really have dedicated people to run tests or look into your analytics and make decisions on the data.





JAKUB LINOWSKI
Chief Editor of GoodUI

Jakub Linowski is a pattern hunter, dedicated to refining a design through to its final version. He has transformed science and art into a solution now used by many companies, creating a new outlook in the industry, searching and sharing user interaction patterns that can win or lose in A/B tests.

134. Time is of the essence

One particular thing is next-day delivery, something we'll call urgent next-day delivery, where basically, a message is shown saying, *"Hey, if you act within this timeframe, you can receive it tomorrow or within two days."*

This is not fake, it is authentic, because if there is a given timeframe that we act on, then you can maybe still get the item shipped today, or perhaps it could be pre-calculated.

It's good to have that kind of message in a prominent place on the product page, making clear the cutoff time by which you need to act, and pointing out that if you do so, then you will be rewarded by receiving that item sooner.

135. Coupons?

Use in moderation!

Coupon fields are a very popular one, where showing a blank coupon field to everyone is a way of losing customers. You must find ways to minimize that, and avoid only showing an upside coupon for those people who have already earned it. These are other ways of increasing revenue.





BRIAN GREEN

Adobe EMEA Sales & Marketing Director

50

Brian Green has over 25 years' experience in IT Sales, Operations, Marketing and Management. He has a record of success with Commercial and Public Sector customers in the UK and EMEA, with a strong understanding of technology and how it can be used to address a customer's needs across their journey.

136. Focus on end-to-end customer journeys

Focus on that end-to-end customer journey, from a commerce standpoint. Think about that really clean, content-driven, amazing creative for engaging and attracting that audience.

Look at the shopping experience, and make it as frictionless as possible: a great checkout that takes advantage of all the modern payment networks, also linked to shipping logistics.

People make procurement decisions based on the absolute delivery date because they are possibly doing things at the last minute. You have to look at that integration, so you've got a whole customer journey integrated.

This is certainly recommended, because these become the most engaging experiences. **You want people to come back again and again.** If you provide a great experience, people will probably know about it. If we go to a great restaurant in our local

town, and they give us great food and great service, we'll go back. The same holds true in the digital world.

137. Innovate only where it matters

When you're innovating today and you're designing technology, there is a sense of innovating oneself. There are amazing tools out there: amazing content-creation tools, amazing creative tools, amazing commerce tools, and amazing shipping tools. Look at how they can use off-the-shelf technology to build the platform, so that you can innovate around the customer's experience and journey, rather than innovating around the app or developing a platform.

This market is changing fast, and the least amount of customization that you do inside your own business, the better. In particular, in the mid-market, the speed of innovation is the speed of differentiation, and differentiation is an opportunity for your brand to become internationally recognized and for your business to grow.



NICK DIMITRIOU
Head of Growth at Moosend

51

Nick is the Head of Growth at Moosend. When he's not writing articles, you'll find him running his SEO magic sitewide or making friends from blogs and companies discussing the expert power of email marketing

138. Marketing Automation is crucial for your eCommerce Store

Surviving in the eCommerce arena is getting harder and harder. Numerous stores with similar products appear all the time, giving customers various alternatives. Having your customers taken away by competitors is a usual phenomenon. That's where marketing automation comes into it, to give eCommerce businesses the high ground. Marketing automation is not just a tool, but a weapon that will save you valuable time, simplify tedious tasks, and help you deliver the best customer experiences out there. Because hyper-personalization is on the rise, marketing automation will help you to deliver more personalized experiences that speak to your buyers. In order to do this, you need the power of segmentation to divide your customers into groups with common interests. Then, set up an automated workflow and send them a personalized message that suits their needs.

139. Leverage your eCommerce AI features, such as Product Recommendations

Artificial Intelligence is the next big thing and online businesses should start taking advantage of its tremendous capabilities. One of the best AI features that every eCommerce store needs to consider is Product Recommendations. If you think about it, the age of recommending your best-selling products is unfortunately over. Now, customers need to see recommendations that match their purchasing behavior and their interests. For this, you need to spot your customers' regular orders and recurring purchases. You then use the data to craft the perfect recommendation campaign that will be tailored to their needs. For instance, if a customer buys staples regularly, you can recommend relevant products such as new staplers and paperclips for targeting possible future needs. Your recommendations need to be smart, so instead of trying to promote random products, try to predict which products they'll need next.



NICK DIMITRIOU
Head of Growth at Moosend

51

Nick is the Head of Growth at Moosend. When he's not writing articles, you'll find him running his SEO magic sitewide or making friends from blogs and companies discussing the expert power of email marketing

140. Leverage Landing Pages and Subscription forms to create targeted product campaigns

Landing pages and subscription forms are the fastest arrows in your marketing quiver. By nature, your eCommerce landing pages are perfect so as to create targeted product campaigns. These single pages will allow you to focus your potential shoppers' attention on a specific product. Of course, to do that, you need to have the best elements, such as stunning pictures of your product, a value proposition that will excite them, and an equally awesome CTA to seal the deal.

Subscription forms, on the other hand, let you capture your potential shoppers' email addresses. This is very important since you'll have a direct line of communication with them. It is crucial to remember that through your newsletter signup forms, you can collect valuable information about your subscribers, such as their gender, location, favorite products, and interests. When you do so, you can send them relevant content that will create 'hype' about your new product. Knowing what your subscribers like will give you the chance to come up with the right messages for your targeted product campaigns, and thus maximize their performance.





STEEN RASMUSSEN

Founder of IIH Nordic

52

Steen Rasmussen is an Analytics Optimization expert who specializes in turning digital analytics data into specific business actions. He has spoken at the biggest events in Silicon Valley, New York, London and Barcelona. Steen has earned three nominations as *World's Best Analytics Practitioner*.

141. It's no longer just about getting more traffic

The business is becoming much more critical in its thinking. It's no longer just about getting more traffic – the market is already saturated and you are not going to get more people to come online. It's a competition for the people who are already there, not just about growing and getting more people there. You could have been really amazing in e-commerce five years ago, but that doesn't help you today.

142. Multiple customer journeys

Improving lifetime value is about segmentation and understanding the users you have, in the sense that we see a lot of people running their business. When you talk about this, you hear about this customer journey, but just saying 'customer journey' in the singular, is actually where their first problem lies. It's not one customer journey; you actually have multiple customer journeys. Some of them will overlap, some of them you can cluster and you will have similar patterns, but there are very few organizations if you look at it on a lifetime basis, that have just one process. We tend to underestimate the complexity of the customer. We just set things up to having marketing automation – one

sequence. After three weeks, we send people one email and then after six weeks, we send them another mail. People are much more complex than that, and so is the way we buy. Until we can meet the customers on their own terms, it's going to be a challenge. I see personalization as the key thing in building your relationship with people; to personalize, we need to know who people are. Segmentation is the first step toward personalization – more like pseudo personalization, because it's not really personal – but if it's close enough, no-one's going to notice.

143. Understand your business in the long term

People's bottom line is really defined by how they run their business. The only thing that is likely to improve your bottom line is selling products with a margin that is high enough, so that it's higher than the cost of running the business. But, very often, if you go to most systems today, they look at optimizing for turnover, which in reality could just be killing you as a business. It comes down to understanding that this is about money and being able to be a business in the long term.



CLAYTON WOOD

Digital Marketing Consultant at ClaytonWood.org

Clayton Wood has over 10 years' experience in digital marketing, coaching, personal branding and SEO. He has built two multi-million-dollar marketing brands without any investment, managed thousands of online marketing campaigns worldwide, and has helped startups to become profitable in three different countries.

144. Track what matters

Understanding the customer journey is vital. In eCommerce, there is this very specific type of thing that must be done right: change someone's mind from the moment that they need the brand all the way to where, hopefully, they become a repeat customer.

However, there are many steps in that funnel and, sometimes, the funnel is days, sometimes weeks, or even months. It depends on the price points and the industry.

Start with great tracking platforms, all the way from Google Analytics to the backend, and all the way from your order fulfilment and email marketing. All of that tracking is really critical. If you have holes in your tracking, you are not likely to be as successful as you could be if it was tight and properly taken care of.

There's no sense in guessing about your audience. What do they like? What is this demographic like? You must do some really effective customer persona exercises and build customer personas around your real

audience. From there, you have to do A/B testing, which is critical, and to make only data-driven decisions.

So, number one is analytics and tracking. Number two is getting to know your audience. You have to do this through A/B testing, and then building campaigns that are customized for them.





CLAYTON WOOD

Digital Marketing Consultant at ClaytonWood.org

Clayton Wood has over 10 years' experience in digital marketing, coaching, personal branding and SEO. He has built two multi-million-dollar marketing brands without any investment, managed thousands of online marketing campaigns worldwide, and has helped startups to become profitable in three different countries.

145. Don't be scared to upsell.

If you're an eCommerce shop and you have a product, people are comfortable with the understanding that they're being sold to, especially in North America. There are emails coming all the time from everywhere, and this is okay, but it needs to be some sort of customized upsell.

If you can have a customized upsell, you can probably convert a further percentage of customers.

146. 20% of your keywords will drive 80% of the traffic.

There's always this top group of keywords, maybe five or ten, that are driving most of the traffic. This is the 80/20 rule. 20% of your keywords will drive 80% of the traffic.

For those keywords, if they're getting 5,000 or 10,000 searches per month, it's really important that you take the number one position. This is the position that gets about 20% of the clicks. Position two gets about 12% or 13%.

Position one and position two are what count, and it drops down further from that.

SEO can save you thousands of dollars that you will not have to run in paid ads if you're smart and if you can create compelling content that converts clients.





ANTANAS BAKSYS
CEO of SearchNode

Antanas Baksys is passionate about developing innovative solutions that create value for big e-commerce companies, as well as having the potential to change the way things are traditionally done. Since 2009, he has sold GetPower.LT and worked on several projects as a freelancer.

147. Analyze long-tail search queries

If you are in Google Analytics and you are right now, for example, checking your top 20 or even top 100 search queries, this is just the head; if we take it as the head of a long tail, it's still just the tip of the iceberg.

If you are optimizing your search for the top 100 search queries, usually you're just playing with about 10% of all the revenue that's coming from search.

I would, therefore, really recommend analyzing more search queries – including longer-search long-tails – to discover what exactly users are searching for and where things could be improved, and then simply calculating the percentage of revenue coming from the top 100 search queries. If it's 10, 20 or 25%, while you still have a long tail, you can optimize for it.

Once you understand how important it is when you analyze those search queries, not only the top 100 but also those that are not very frequent, and when there are lots of them in the long tail, then you can see where it might be improved.





JIM ROWE
Owner of Jim Rowe-Bot

55

Jim Rowe helps businesses of all sizes with their chatbot and Conversational Commerce development, working with commercial clients across retail, financial services, and celebrities-and-media. He has developed chatbot experiences that drive sales and efficiently give customers access to information.

148. Harness the power of chatbots

Traditional opt-in forms require name and email (at a minimum). Chatbot apps remove the need for your prospect to type anything to become a subscriber. At the click of a button, the prospect engages in Messenger and is signed up. With Messenger, your open rates at the moment are 90% plus, with click-through rates of 40%. So, you know that people are engaging with your content.

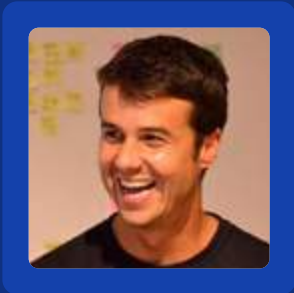
However, no chatbot survives the first contact. As soon as you put it out live, a potential customer will do something you don't expect, and you've got to be ready for that. The minimum viable bot then needs to stop being layered, so you do some split testing, which you can do with any chatbots, until you find out what works. Then, you layer extra capabilities on top of your chatbot. You listen to your customers, and you find out what they need.

If your niche is in a certain area of fashion, you've got to link everything

together: your Google Ads and your Facebook remarketing.

People don't realize that if you - or your business - has a conversation with a potential customer in Messenger, you can then output them into a custom audience so that you can remarket them. You can remarket down to a specific product. They've come through the chatbot, and they're looking at a particular product. You know they dwelled on that product and they like it, and so you can start remarketing that product straight to them.

Then, you've got the ability to automate offers, sales, flash sales, or whatever you like, directly in Messenger, which you know are going to be viewed, and you get the analytical data you see. You have viewed it, you've clicked it. You can then segment the audience if they really clicked on it but didn't quite make the purchase. Then, 24 or 48 hours later, you can come back with another offer. It works! A lot of strategies that worked early on with email had a high conversion rate, and this now works in Messenger.



BRAULIO MEDINA

Co-founder of Growth Team

56

Braulio Medina is a mathematician and digital marketer with 15 years of experience. He has created several digital courses about entrepreneurship, digital marketing, productivity, and growth hacking, and sold these to over 5,000 people. He is also one of the top LinkedIn influencers in Brazil.

149. Experiment with pricing

You should experiment fast with pricing for different clusters and for different kinds of consumers. Don't be afraid to change the price if you have to. Most people are afraid to raise their price and to risk having some angry customers, but that is something you shouldn't think too much about. Experiment with pricing and, obviously, with everything else, such as copywriting, the style of the page, and the daily mail drip.

150. Analyze and track cohorts of your users

Growth is about improvement, and analyzing and tracking cohorts of users that are coming and using our platform. How they have been behaving differently over the years is very important, because it allows you to check whether retention is going up or down.

151. Experiment with 360-degree images

People should experiment more with 360-degree pictures of their wares. This way of touching and seeing the goods - and it all comes back to content marketing - allows the audience to make a stronger connection with you.





KIMBERLY AFONSO

CEO and Founder at Kimberly Afonso Agency

57

Kimberly Afonso is a digital marketing consultant who helps start-ups to grow through social media action plans and to develop email marketing strategies for retaining customers through ad funnels. She speaks at events about Personal Branding, Social Selling, Lean Startup Marketing, and Global Digital trends.

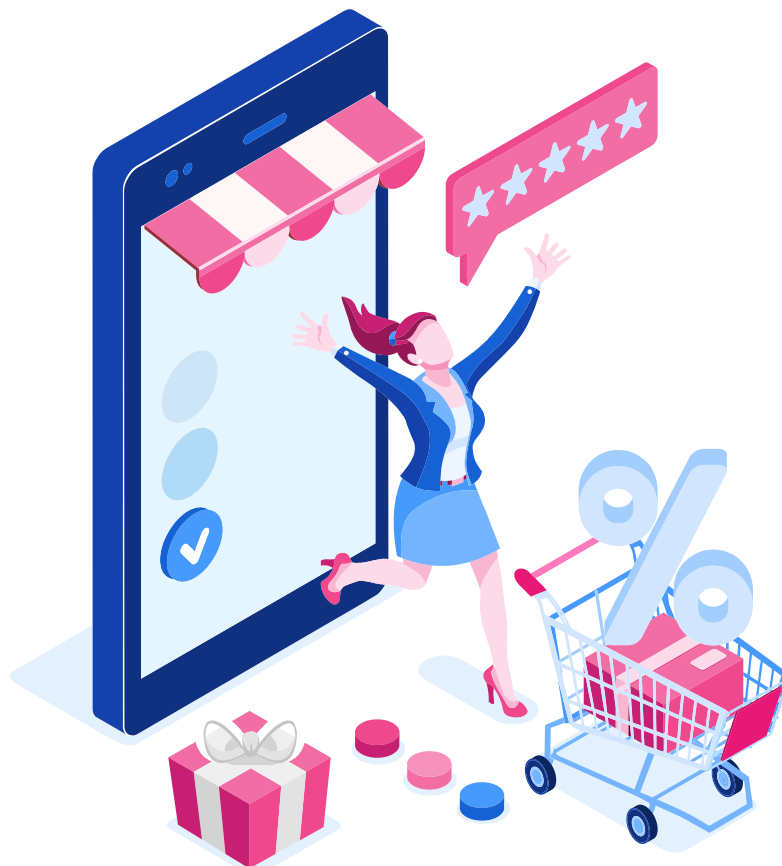
152. Content is king

Your content is king, and you must invest in developing that content.

Your visuals should always be super high-quality and, when applicable, you should also carry out content marketing. Maybe you have a sunglasses brand? So, in that area, you could do blogs

about the best trends for sunglasses or products related to that industry.

Think about your offer, and how important it is, whether it is a sale or an email list that someone can subscribe to for a great offer. Your offer is, without question, what's going to drive people to give you their email address or look at your websites.





BRIAN MASSEY

Conversion Scientist™ at Conversion Sciences

58

Brian Massey's rare combination of interests, experience and neurosis was developed over a period of almost 20 years as a computer programmer, entrepreneur, corporate marketer, international speaker, and writer. He helps clients understand customer behavior in order to leverage conversion tactics that boost acquisition.

153. Have clean e-commerce sales data

One time out of three, analytics is not about accurately reporting sales data; it just means there's something not set up properly on the site. Make sure that your analytics package ties in with your backend sales data.

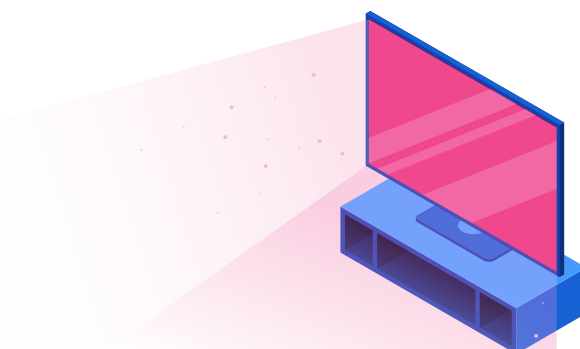
If you're on Shopify, you can pull a report from it, and then do likewise from Google Analytics, with the latter showing your sales on a per-day basis. Then, in Google Sheets or in Excel, do a scatter plot, which compares the revenue on a given day as shown on one report with that given in the other. This scatter plot will show you how well they correlate. Both of those tools will show you the R-squared value, which you will want to be certainly above 0.8, and ideally above 0.9. However, if you've got a 60% 0.6 correlation, then you know there's something wrong in your analytics, and you're potentially making decisions from the data that are wrong, and that are quite the opposite of what you should be making.

Make sure that your e-commerce sales data is clean. You can do the same

thing with the number of transactions, and with shipping charges.

154. Separate your website's mobile version from your desktop version

Completely assume your mobile site is a completely different company from your desktop site. It needs to be tested differently, and to have a completely different playbook and different hypotheses list that you're drilling in on. This is because any eCommerce site is going to find itself testing in a completely different direction with its mobile visitors, compared with desktop visitors. Your response template should have a completely different set of rules, so as to allow you to make changes to the mobile site that do not apply to the desktop.





58

BRIAN MASSEY

Conversion Scientist™ at Conversion Sciences

Brian Massey's rare combination of interests, experience and neurosis was developed over a period of almost 20 years as a computer programmer, entrepreneur, corporate marketer, international speaker, and writer. He helps clients understand customer behavior in order to leverage conversion tactics that boost acquisition.

155. Show the visitor why they have come to the right eCommerce website

Although we're all pretty good at buying things online, you may have a really poor checkout and cart process. Even things that have worked over and over again for other e-commerce sites are no longer working. People are seeing through them. As an eCommerce site, focus very strongly on your value proposition, on how you're communicating that value proposition, and on how you're

helping visitors to choose a product. The wording, the navigation, and even your tagline can all have a bearing on that.

However, what people see when they first come into a page - be it a home page, category page or product page - needs to tell them very clearly that they're in the right place, why they should be there and, ideally, how you're different and why they should consider you over all the other companies on the planet that sell what you sell.





59

VASIL AZAROV

Founder of Growth Marketing Conference

Vasil Azarov is a marketing expert with the mission of connecting professionals in growth and start-up marketing, and nurturing the community with the best international know-how. Vasil founded one of the biggest growth-marketing events around, and is building a valuable community at Startup Socials.

156. Find the right niche and the right message

After finding the right market, the next important step is defining the right niche and creating a complete marketing strategy around it. Going for

the entire market is a waste of resources, especially in the early stages of an e-commerce business. It's important to set a clear target and really go for conquering that specific market niche, all while establishing the brand in the eyes and minds of the consumer.





JOE DOVETON

Founder and CEO of Binary Bear

60

Joe Doveton is the official CRO trainer for CIM, IDM, and Brighton SEO in the UK. One of the UK's top consultants on cultural and international approaches to CRO, Joe has extensive experience, being drawn to display advertising, social media, SEO, PPC, and App Store Optimization.

157. Abandon 'short-termism'

There's a kind of general short-termism - a one-upmanship on a short-scale basis - with people jumping on the bandwagon for a topic or an idea for a very short time. This is part of the way the world is now, with Twitter, LinkedIn and other kinds of social media platforms.

People leap onto something, and there's a huge amount of debate in a small period of time rather than people taking a long-term view; people just want to be controversial for the sake of it.

The reality is that SEO is not dead. It's still there. CRO isn't dead, and it's not going away. Personalization is a journey. It's not the kind of thing you switch on just like that. It's maybe time for people to take more of a long-term view.

158. A mindset change in your company

I think a big idea is acknowledging that a culture shift is needed. You can't just flip a switch and suddenly become optimized. It's a mindset change. You need a senior sponsor on board to bring about this change properly, and you must embrace

the fact that you can imagine your design assets in real-time - or close to real-time - based on customer information.

Yet, people still don't get the fundamentals right. You still go to organizations in local power bases and not all teams are equal, so maybe the acquisition team has more influence than the merchandising team or, perhaps, the paid search team has more influence than a social team.

You need a structure that is flat, and a very strong senior sponsor on the board that's going to run this whole process. I think that's the big thing: people don't recognize it's not really about a set of tools; it's a mindset change.





OWAIS KHAN

Marketing Manager at Cloudways

61

Owais works as a Marketing Manager at Cloudways (a managed hosting platform), where he focuses on growth, demand generation, and strategic partnerships. With more than a decade of experience in digital marketing and B2B, Owais prefers to build systems that help teams achieve their full potential and deliver ROI that often exceeds the targets.

159. It's the Customer Experience that matters

People do not remember products - they remember and talk about experiences that help them solve a problem. If you can come up with unparalleled user experiences, you already have an edge over the competition. So, rather than focusing on building the next BIG THING, invest in building the next GREAT EXPERIENCE, and you have a winner.

160. Is your website slow or down? It's all the SAME!

Business owners often overlook the fact that performance lies at the heart of the success of the business. Nowadays, performance is a combination of speed, security, and user experience. While the ratio of these ingredients depends upon industry and niche, meeting the bottom line (both financial and market share) depends upon ensuring that the digital assets of the business perform well beyond the industry averages. If the

business skips on (hosting) performance, it will end up paying a lot in terms of lost brand reputation and revenues.

TOFU to BOFU and then the sales pages. The implementation requires a lot of time and effort, but the results are very worth it.

161. Product-led growth is your next station

Customers should be the real judge of innovation and feature enhancement, because they are the ones who use the products or services for solving real-world problems. Listening to the customers closely and integrating a product-led growth driven by customer feedback is the real key to long-term market domination. The business should employ all means available to it for streamlining the collection, categorization, and evaluation of customer feedback for steady improvements in product/service offerings.



MARA GAVRILESCU

Web Optimization Strategist at Omniconvert

62

Mara Gavrilescu is passionate about human behavior and has over three years' experience in A/B testing, Website Strategy, Customer Experience, and User Research. She has worked with brands such as AVON Romania, Sephora and Bonia.

162. Test your website before launching it

Online businesses that do not test their UX and user flows on their website prior to launching it should not be allowed on the Internet. You can always do a quick usability test with your close friends and colleagues – you'd be amazed how many hidden problems can be revealed this way!

You can discover irregularities in the checkout, hidden information, hidden buttons, errors and other aspects that you never thought of. Not testing your website it's like going on the street blindfolded.

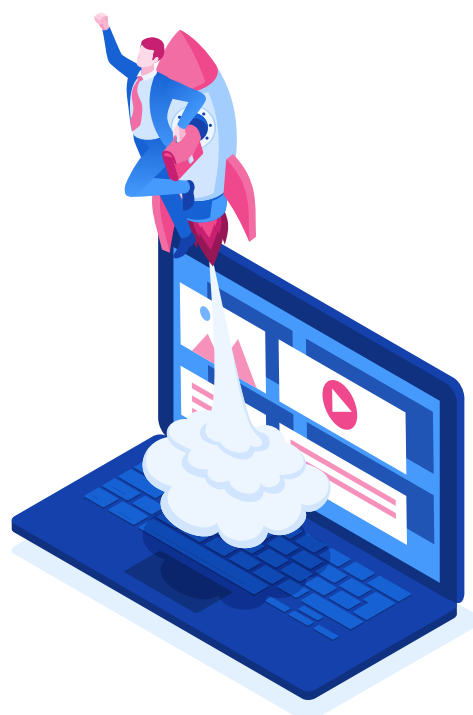
163. Create a good customer experience

With severe market competition, eCommerce owners should be highly aware that clients are not wasting time anymore with brands that lack a good customer experience. The market is becoming very sophisticated and demanding in this regard.

The checklist for a customer experience is a long but worthy list - it includes:

a friendly website interaction, a good post-purchase communication, a useful loyalty programme, a non-intrusive cross selling- and up selling strategy and so on.

Of course, you are going to have a hard time measuring the outcome and ROI, but it will pay-off in the long-term. The easiest way to is to track the Retention Rate and Customer Satisfaction Surveys. As HBR also says in an article about customer experience: it is mandatory to stop the debate about the value of investing in CX.





MARA GAVRILESCU

Web Optimization Strategist at Omniconvert

62

Mara Gavrilescu is passionate about human behavior and has over three years' experience in A/B testing, Website Strategy, Customer Experience, and User Research. She has worked with brands such as AVON Romania, Sephora and Bonia.

164. Reduce packaging waste

eCommerce has shifted our shopping behavior towards buying more and more online. Even if it simplified our lives, it brings with itself a huge waste and imagine that the online world is growing at the same time with the amounts of boxes and packages.

People have started to pay attention to this issue, and tend to be loyal to responsible brands. You can invest in biodegradable packages compostable, materials that can be upcycled or try to use less materials and work with delivery services that are as sustainable as possible. Amazon and Target already started their efforts to reduce the packages waste.

We should not forget to care about our planet, the need to build sustainable packaging, be as eco-friendly as possible and educate people.



Hungry for more
eCommerce **Growth** Ideas?

Sign up for the eCommerce Growth
Summit on **26-27 March 2020**

Register now for free!

