

10 tips for sweet success in eCommerce

*Thought provoking ideas & actionable tips
for **starting out** or **scaling up***



Hello, I'm John. I grow digital businesses.

- ▣ *Generalist*, with background in digital marketing & online commerce
- ▣ Help business of all shapes, sizes & digital maturities grow online performance
- ▣ Passion for blending content & commerce to create immersive shopping experiences
- ▣ Almost 20 years experience, starting out skinning Myspace pages back in 2004...



John Alexander Rowley



Butterfinger

FULFIL
VITAMIN & PROTEIN BAR

nutella

FERRERO
ROCHER

Thorntons

SINCE 1853
FOX's

FERRERO

Ferrara
CANDY COMPANY

Keebler

tic
tac

kinder

EAT NATURAL

**BURTON'S
BISCUIT CO**

Delacre
1891

*Fannie
May*



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*Thought provoking ideas & actionable tips
for **starting out** or **scaling up***



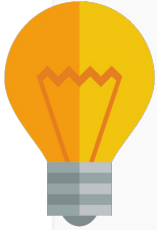
Tip #1: Sell a solution, not a product or service

*"People don't buy what you do;
they buy why you do it."*

Simon Sinek: "Start with why"

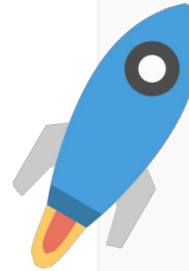


Tip #1: Sell a solution, not a product or service



STARTING OUT?

Create a persona, making sure to detail their wants, needs & common problems.



SCALING UP?

Target incremental 'problem' keywords, focusing ad content on solution marketing.




Tip #1: Sell a solution, not a product or service

EXISTING

Ad · <https://uk.ooni.com/products/pizzaovens>

Ooni Pizza Ovens - Get People Talking


Thoughtfully Designed Our Family Of Pizza Ovens To Suit a Range Of Fire Cooking Needs. Shop Our Full...



Ooni Karu 12 Pizza Oven

Pizza Oven Value Bundles

Most Wanted Pizza Oven

 **Subscribe**
Get Recipes & Exclusive Offers

how to cook the perfect pizza?

🔍 All 📺 Videos 📰 News 🛒 Shopping 🖼 Images ⋮ More Tools

About 84,000,000 results (0.55 seconds)

<https://www.theguardian.com> > wordofmouth > sep > h... ⋮

How to cook the perfect pizza | Italian food and drink

8 Sept 2011 — 6. Slide on to a rimless baking tray or pizza paddle dusted with semolina, and, working as quickly as possible, add the toppings and a drizzle ...

People also ask ⋮

- How do you cook the perfect pizza in the oven? ▾
- How do you properly cook a pizza? ▾
- What temperature do you cook a homemade pizza? ▾
- What is the secret to good pizza? ▾


Feedback

POTENTIAL

Ad · <https://uk.ooni.com/products/pizzaovens>

Cook the perfect pizza with Ooni


Thoughtfully Designed Our Family Of Pizza Ovens To Suit a Range Of Fire Cooking Needs. Shop Our Full...



Ooni Karu 12 Pizza Oven

Perfect pizza in just 6 minutes

Most Wanted Pizza Oven

 **Subscribe**
Get Recipes & Exclusive Offers



Tip #2: Build your CRM Strategy with 1:1 comms

**Personalise every shopper's experience
by utilising four levels of data.**



Tip #2: Build your CRM Strategy with 1:1 comms



STARTING OUT?

Gather basic opt in data during checkout & personalise your post-purchase marketing.



SCALING UP?

Adopt a 'lead scoring' model for visitors, adding triggers & AI-powered predictive modelling.



Tip #2: Build your CRM Strategy with 1:1 comms



Individual (Familiarity)

- ▣ **Name:** Chloe
- ▣ **Age:** 28
- ▣ **Location:** Nottingham

Behavioural (Relevance)

- ▣ **Action:** Abandoned basket
- ▣ **Frequency:** 2x per year
- ▣ **Purchased:** Anniversary gift

Preference (Cohesion)

- ▣ **Likes:** Christmas, Easter
- ▣ **Dislikes:** Father's Day
- ▣ **Comms:** Email, 2x per week

Meta (Prediction)

- ▣ **Retention score:** 88/100
- ▣ **LTV progress:** £120 of £200
- ▣ **Predicted CPA:** £9.00



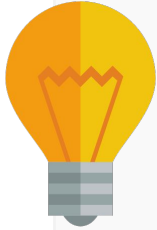
Tip #3: Reward your most loyal shoppers

**Repeat shoppers can cost 5x less¹ and
spend 67% more² than first time buyers.**

(1) Harvard Business Review, (2) Inc. Magazine

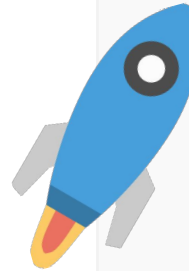


Tip #3: Reward your most loyal shoppers



STARTING OUT?

Offer a promotional incentive on their next purchase during the post-purchase journey.



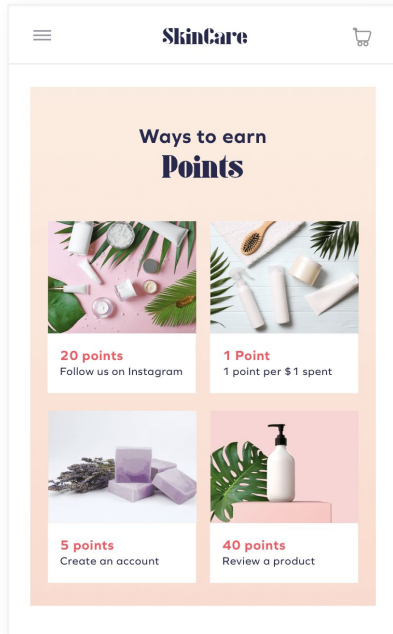
SCALING UP?

Create custom loyalty programmes that both motivate and reward your *'best'* shoppers.

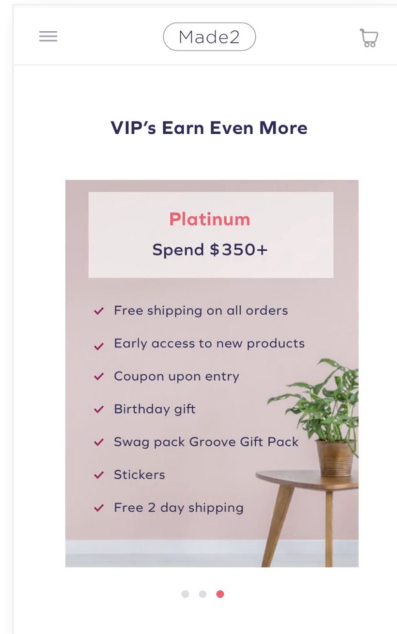


Tip #3: Reward your most loyal shoppers

Points-based



Spend-based



Subscription model



God mode



Tip #4: Advocates are your greatest influencers

“People don’t trust businesses⁽⁶¹⁾, media⁽⁵³⁾ or the government⁽⁵¹⁾... But they do trust other people⁽⁷³⁾”

Source: 2021 #TrustBarometer index

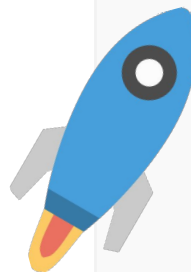


Tip #4: Advocates are your greatest influencers



STARTING OUT?

Share social comments, measure NPS & launch refer-a-friend schemes.



SCALING UP?

Supplement your own content with UGC, add social proof & syndicate reviews across channels.



Tip #4: Advocates are your greatest influencers

Refer-a-friend

mention *me*


Get free flowers

For you and your friends

Whenever you tell your friends about us, we'll give you (and them) a little treat. It's too good to keep to yourself, so click below to let them know.


Spread the word

By accepting this offer you agree to the Terms and Conditions




Share more, earn more


Refer 4 people



Refer 10 people



Refer 20 people



Visual UGC

yotpo.

YOYO

Yoga mat

4.3 | 245 reviews

★★★★☆

Add to cart

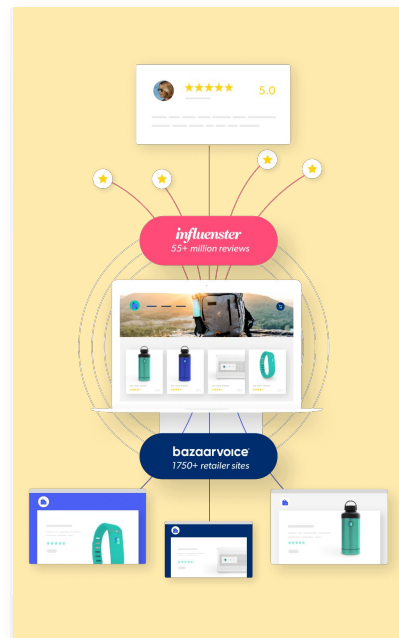
Joe R. verified buyer
★★★★★
Great Purchase
Needed a yoga mat that is sustainable and I just found it! super happy :)

Lyn S. verified buyer
★★★★★
Just wow
Did not know that yoga mats can be this good!

◀ [Instagram icon] [Product image] [5 stars] ▶

Retail syndication

bazaarvoice.



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Keep the conversation going



Tip #5: Plan for the messy middle

**'Micro-moments' and the 'messy middle'.
Planning for the unpredictable.**

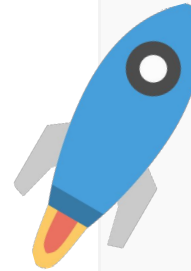


Tip #5: Plan for the messy middle



STARTING OUT?

Start with a single landing page & several touchpoints to create a 'hub & spoke' model.

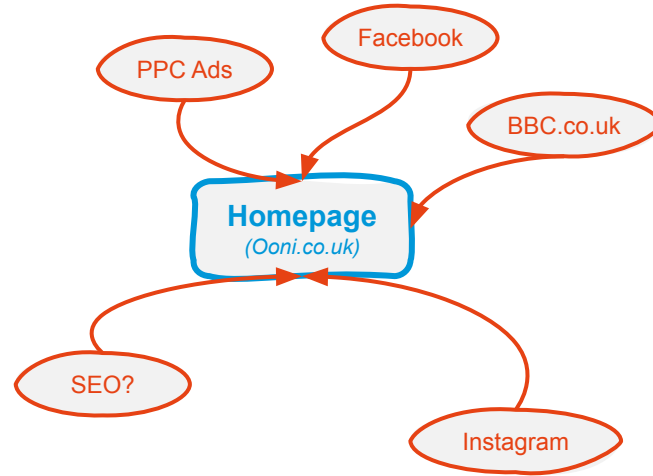


SCALING UP?

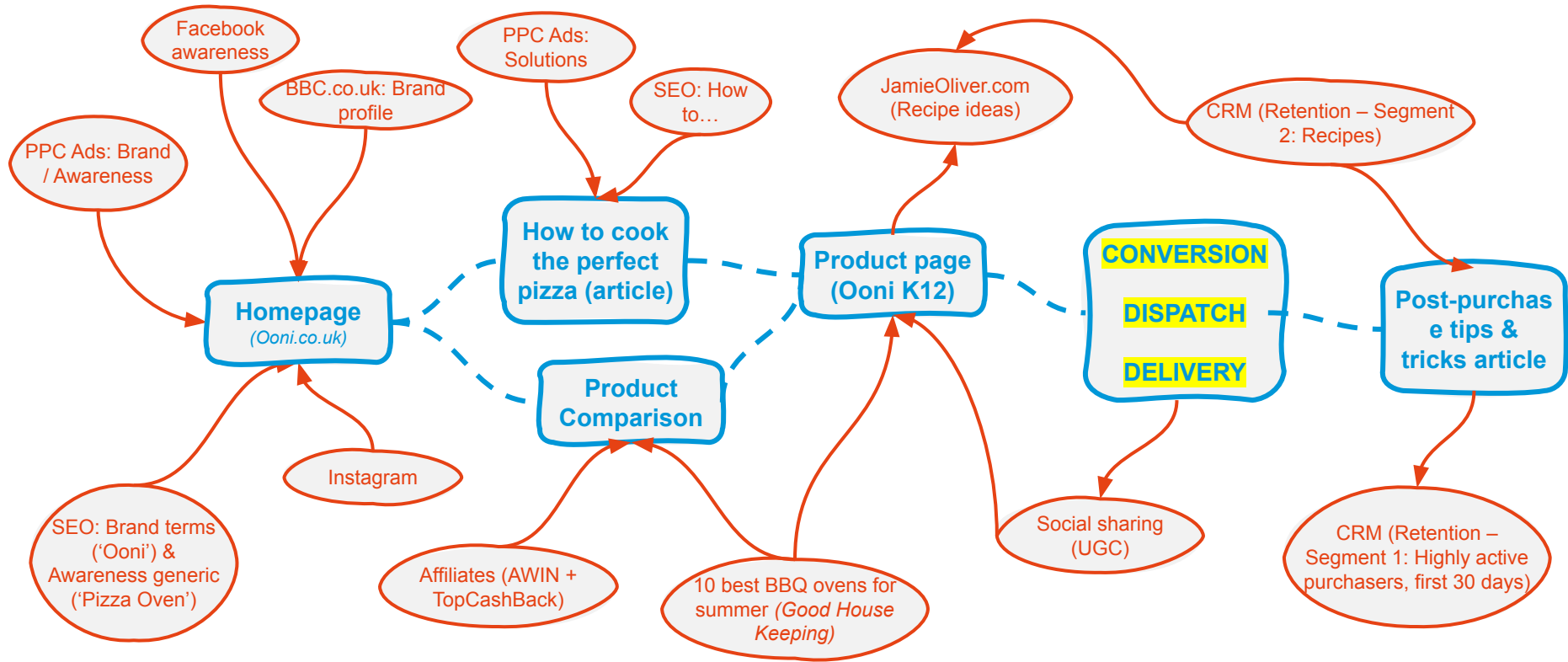
Connect multiple 'hubs', expand your touchpoints & add a multi-touch attribution model.



Tip #5: Plan for the messy middle



Tip #5: Plan for the messy middle



Tip #6: Digital marketing isn't just about online CX

**Everybody has a plan,
until ~~they get punched in the face~~
the delivery lands on the doorstep.**

Quote: Tony Bellew

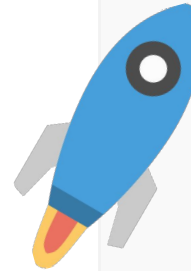


Tip #6: Digital marketing isn't just about online CX



STARTING OUT?

Collect 'test order' info from friends and family, from the first to the last interaction (*"end-to-end"*).



SCALING UP?

Work with postage & packaging providers to turn fulfilment efforts into profitable P&L lines.



Tip #6: Digital marketing isn't just about online CX

In pack incentives



In pack marketing



Gift packaging



Postage costs

Flat fee
(Profit per order)

Free shipping
(Offset by product margin)

Variable fee
(Breakeven per order)

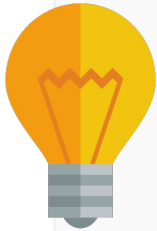


Tip #7: You might be reporting ROI incorrectly

**Out of the box digital marketing tools
will incorrectly report ROI.**

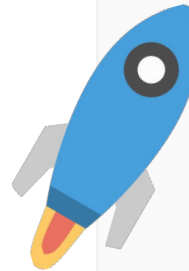


Tip #7: You might be reporting ROI incorrectly



STARTING OUT?

Understand cost of goods sold at a macro level and factor this into your ROI calculations.



SCALING UP?

Use diminishing returns predictions to identify the most profitable next £1 of marketing spend.



Tip #7: You might be reporting ROI incorrectly

EXAMPLE 1: Out of the box

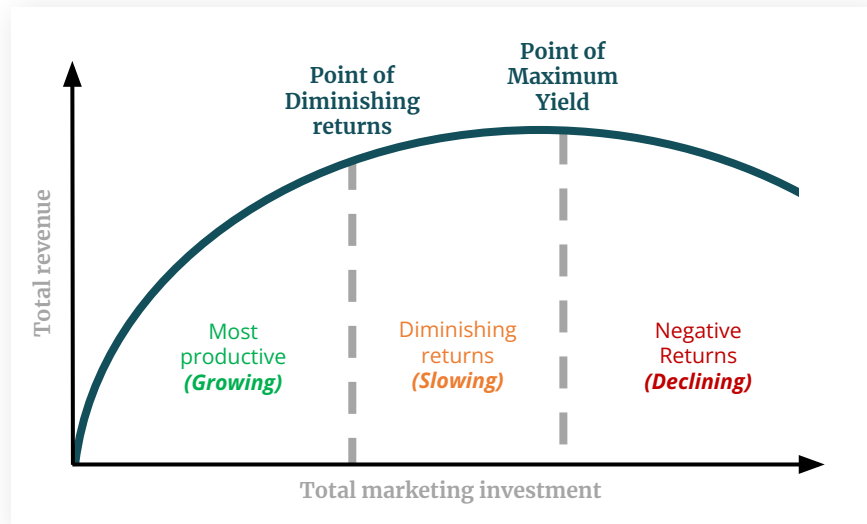
Revenue	£100
Marketing spend	(£30)
Profit	£70
ROI	230%

EXAMPLE 2: COGS addition

Revenue	£100
Marketing spend	(£30)
Cost of Goods Sold	(£50)
Profit	£20
ROI	60%

EXAMPLE 3: FULLY COSTED

Revenue	£100
Marketing spend	(£30)
Cost of Goods Sold	(£50)
Fulfilment costs	(£30)
Agency costs	(£20)
Profit	(£30)
ROI	-100%



How to
Import
cost data
into GA

owox.com



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Tip #8: Create blended content & commerce CX

**Win wallets with commercial strategy,
but hearts with content strategy.**

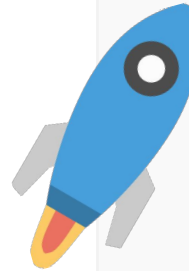


Tip #8: Create a blended content & commerce CX



STARTING OUT?

Build a *sustainable* content calendar which showcases **expertise, authority & trust**.



SCALING UP?

Create content dedicated to each stage of the journey, delivered based on behavioural signals.



Tip #8: Create a blended content & commerce CX

Purchase stage	Location	Image style
Awareness	Homepage	Solution / Gifting
Consideration	Category page	Appeal / Appetite
Purchase	Product page	Functional / Product
Retention	Email	Delivery / Menu



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Tip #8: Create a blended content & commerce CX

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Tip #8: Create a blended content & commerce CX

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Tip #9: With guided selling, less is more

Let's be honest, no-one likes the overzealous sales assistant.

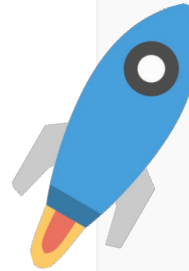


Tip #9: With guided selling, less is more



STARTING OUT?

Create a 'step-by-step' navigation based on the need states of your shoppers / personas.

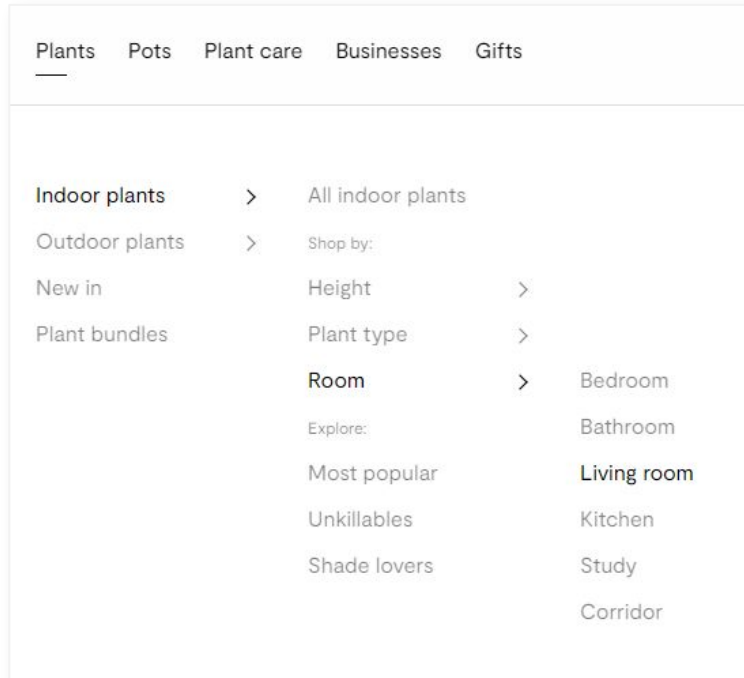


SCALING UP?

Introduce conversational commerce (*Live chat, chatbots, gift finders*) but minimise disruption.



Tip #9: With guided selling, less is more



Get help from our Plant Doctors

While our free plant care videos cover everything you need to know to look after your plants, our Plant Doctors are here to help if anything goes wrong. 🩺 Fill out the form below and they'll do their best to diagnose the problem and suggest a cure within 5 working days.



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Tip #10: Test & learn, but be conscious of bias

Lies, damn lies and statistics.



Tip #10: Test & learn, but be conscious of bias



STARTING OUT?

Have a reason and hypothesis. A/B test using free tools such as Google Optimise.



SCALING UP?

Build a multivariate strategy spanning all touchpoints & test more than just conversion rate!



Tip #10: Test & learn, but be conscious of bias

50 Split Testing Ideas (You Can Run Today!)

NeilPatel.com



- Image x Journey efficacy
- Guest checkout
- Call-to-action wording
- Refer-a-friend incentives
- Ad copy & extensions
- Persona need state efficacy
- Popularity vs urgency proof
- 10% off vs Free delivery

50 Cognitive Biases (for you to be aware of)

TitleMax.com



- **Preconception bias**

An idea that you have formed before testing, sometimes based on bias or prejudice.

- **First information bias**

Human tendency to rely too heavily on the first piece of information offered.

- **Cause & effect bias**

Our brain is wired to see causation everywhere that correlation shows up.



John Alexander Rowley (He/Him) • You
Digital Leader | DTC eCommerce | Omni-Channel | Performance Marketi...
1mo • 🌐

Looking for the best actionable tips and tricks for [#eCommerce](#) growth, for an upcoming talk I'm presenting in September.

👍❤️🌐 Sam Bettis and 9 others 17 comments

Reactions

👍👍👍👍👍👍👍👍👍 +2

👍 Like 💬 Comment ➡ Share 📧 Send

📊 3,039 impressions [View analytics](#)

Luke Turner • 1st
Commercial Manager at Peak | Use AI to drive business growth
1mo ...

Detailed segmentation of customers. Hyper-personalisation of comms, content and touch points.

Asher Fingerhut (He/Him) • 1st
Helping brands deliver a first class post sales experience 🙌⚡
1mo ...

The post-purchase customer experience and building on the loyalty!

Asher Fingerhut (He/Him) • 1st
Helping brands deliver a first class post sales experience 🙌⚡
1mo ...

Most retailers and brands focus on customer acquisition and the pre-purchase aspect of the customer journey. Only now are brands and retailers looking at the final part of the journey.

Although there are improvements, a lot still needs to be ...see more

Milou Manie (She/Her) • 1st
Let's grow your website's organic performance | Freelance SEO & ...
1mo ...

Proper website structure that works for both UX and SEO/Acquisition - focusing on just one means you're either having a great site that no one visits, or traffic that can't properly use your site, and both those cases are a poor experience.

Leonardo Bertelli (He/Him) • 1st
Regional Category Director Kinder UK & Ireland at Ferrero
1mo ...

Dear John, my basic tip is: the whole organization should consider e-commerce as..."commerce". So make sure that the customer is at the centre and the overall brand strategies and plans are shared and aligned among departments of every channel.

Elliott Davidson • 1st
Helping eCommerce businesses scale through a proven growth fra...
1mo ...

Post purchase order bump. Set it very quickly if on the likes of Shopify. It also on average will help you generate an extra 7.6% revenue.

Dan Wall • 1st
Digital Marketing agency -> SEO | PPC | Web Design & Development
1mo ...

offer guest checkout first then pre-populate data used at checkout to offer one-click account setup by simply and only asking for password creation.

Sam Bettis (She/They) • 1st
Customer Engagement Director at Ethology & krow.x - The...
1mo ...

Focus on meaningful analytics above all else for me - it's the only way to grow, set up tracking that teaches you, not just following vanity metrics. Super simple, often forgotten

Good luck,
keep safe &
Thank You

Search *'John Alexander Rowley'* on LinkedIn

