

Strategies for Building a Successful E-Commerce Business



INTRODUCTION



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- Founder of MEB
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- BusinessWeek Top 25 Entrepreneurs
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Introduction

E-Commerce success is driven by four numbers . . .



Introduction



Number of visitors to your website

Percentage of visitors who purchase

Average order size of their purchase

Average margin per order



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Introduction

How do you improve the performance of these four numbers?



Introduction

Focus on your relationship with the customer and analyze the experiences they have across their entire buying journey.

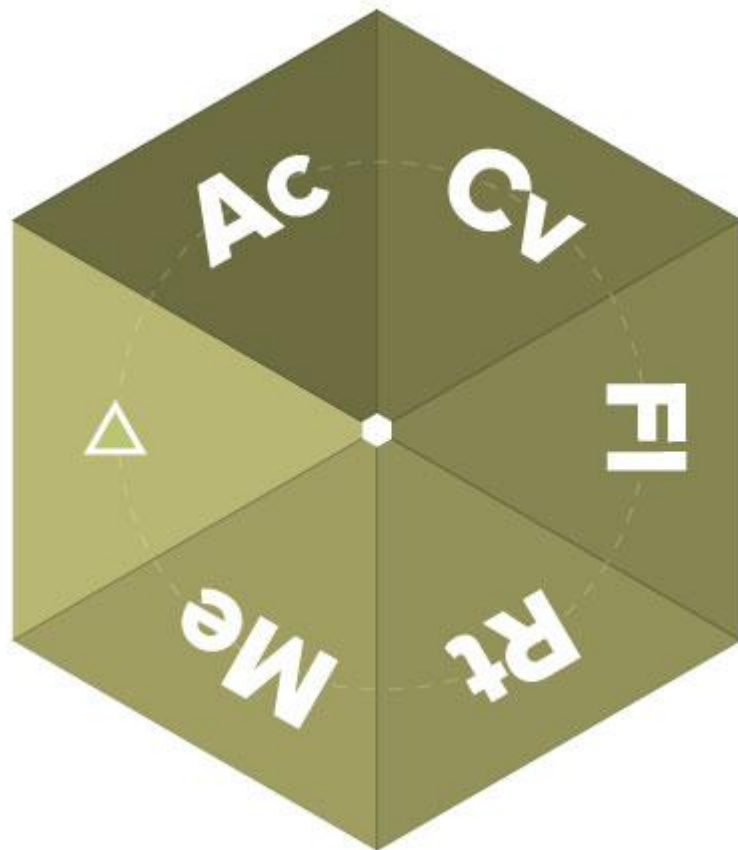


Introduction

We break this relationship down into five steps and have created a framework for analyzing them called the **E-Commerce Customer Lifecycle**



Introduction



- Acquisition
- Conversion
- Fulfillment
- Retention
- Measurement



ACQUISITION



Acquisition

ecl01

Ac

akwə'ziSH(ə)n

How do you get people to your website?



Acquisition

ecl01

Ac

akwə'ziʃH(ə)n

- Search Engine Optimization
- Content Marketing
- Social Media
- Pay-Per-Click (PPC) Advertising



Acquisition

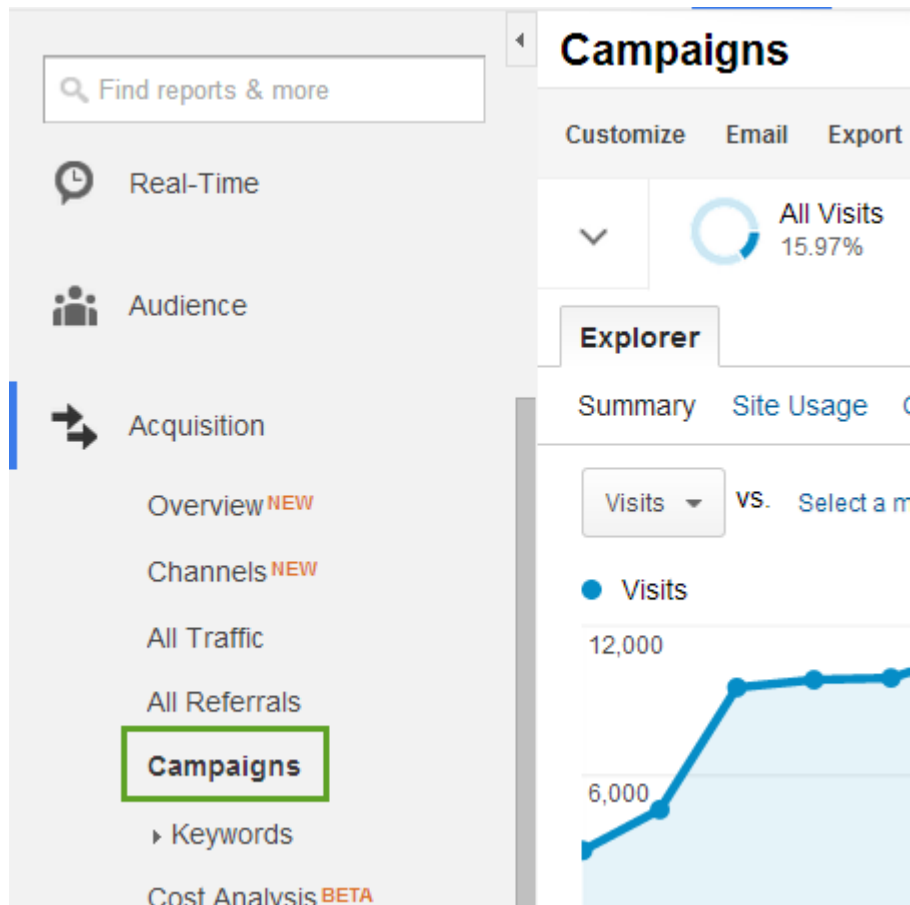


Write in Pictures



Acquisition

Track Content Campaigns



Acquisition



**Advertise on
Mobile Unlike
Desktop**



CONVERSION



Conversion

ecl02

Cv

kən-ˈvər-zhən

How do you get people to buy
once they're there?



Conversion

ecl02

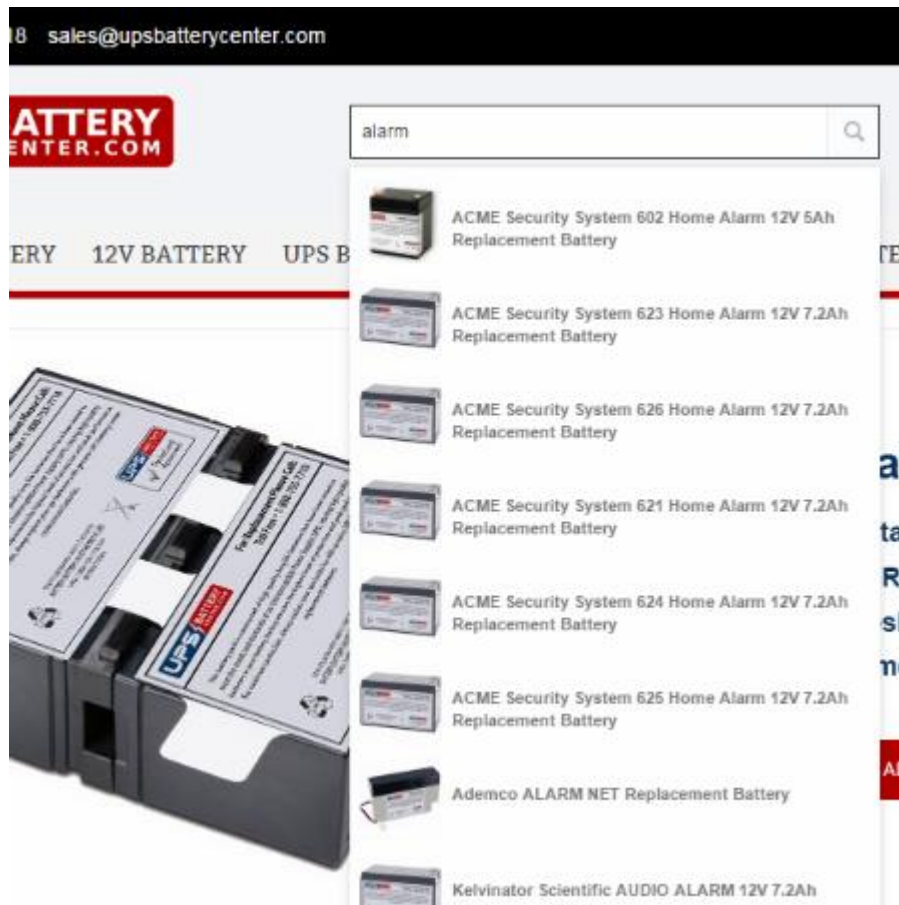
Cv

kən-ˈvər-zhən

- Design and Experience
- Social Proof
- Promotions and Service
- Customer Buying Tools
- Omni-Channel Management



Conversion



Provide Intelligent Search Tools



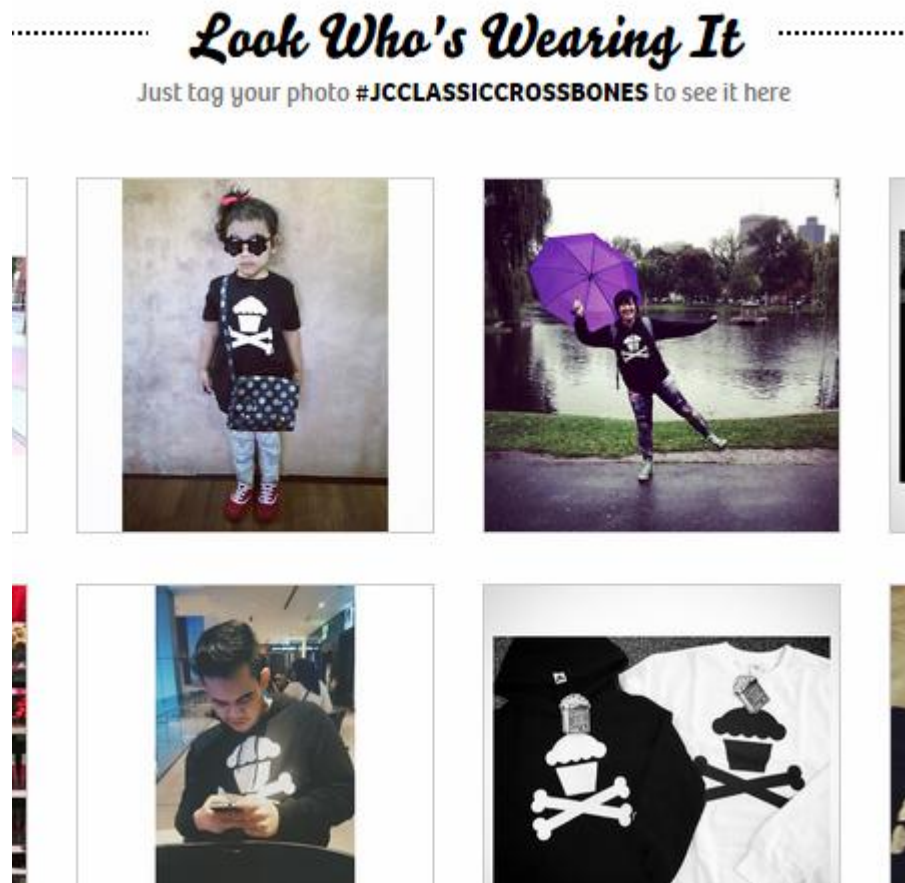
Conversion



**Choose
Merchandizing
Over Categorizing**



Conversion



Integrate Social Activity



FULFILLMENT



Fulfillment

ecl03

FI

fû(l)-'fil-mənt

How do you get people the product?



Fulfillment

ecl03

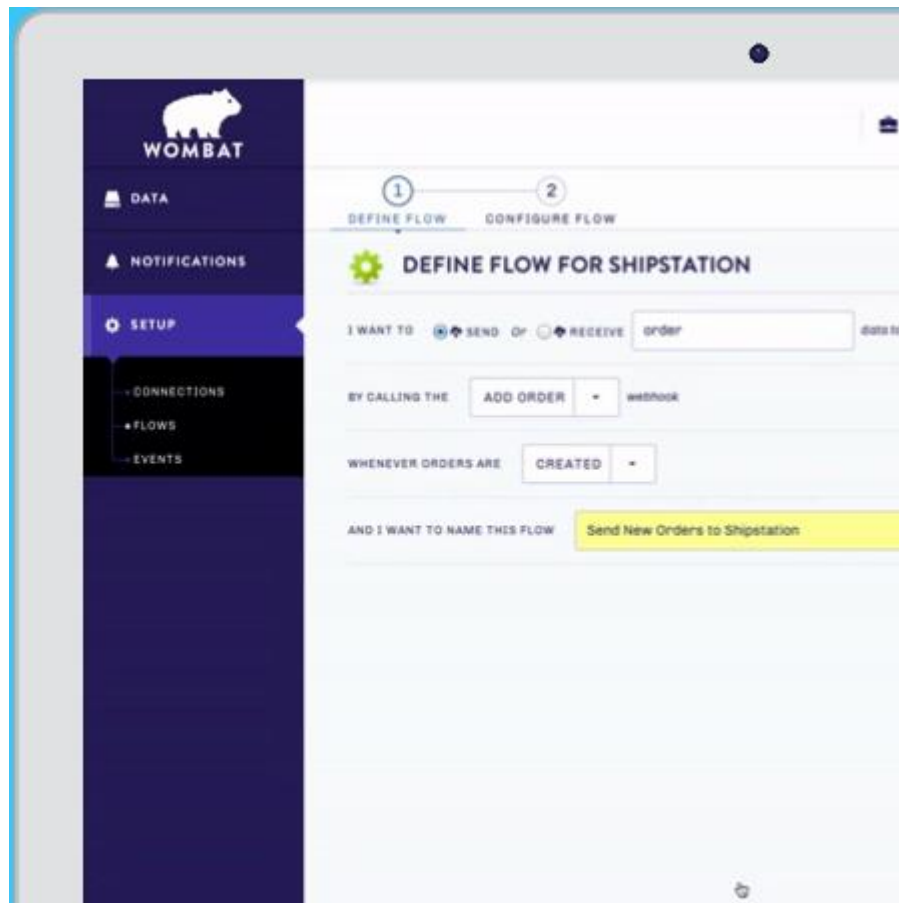
FI

fû(l)-'fil-mənt

- Order Management
- Shipping Management
- Inventory Management
- Financial Management



Fulfillment



**Develop Business
Logic, Not
Software**



Fulfillment

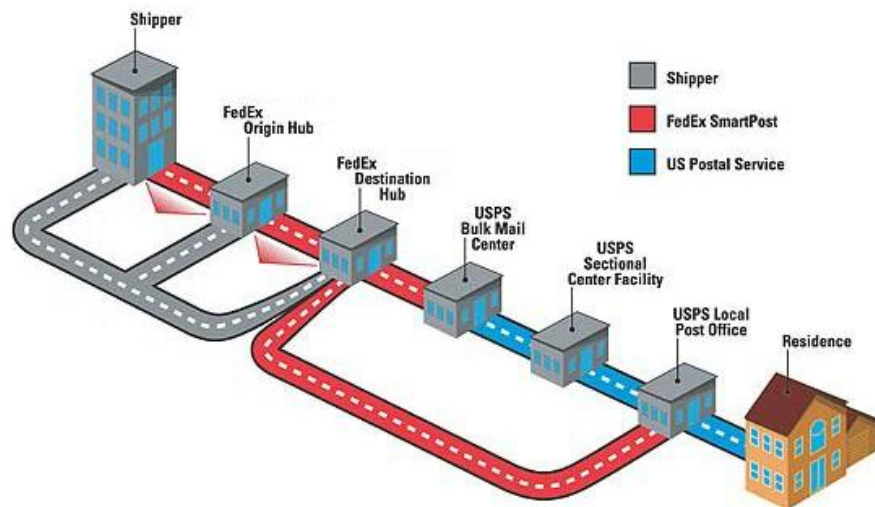


Think About the Packaging Experience



Fulfillment

Provide Process Transparency



RETENTION



Retention

ecl04

Rt

ri-'ten(t)-shən

How do you get people to come back and buy again?



Retention

ecl04

Rt

ri-'ten(t)-shən

- Customer Support
- Loyalty Programs
- Referrals and Advocacy
- Email Marketing



Retention

Reward Your Customers


CUSTOMER SERVICES
LOYALTY PROGRAMME

WELCOME TO THE PHILIP KINGSLEY
LOYALTY PROGRAMME

SPEND EARN
\$1 = 1PK

REDEEM
20PK = \$1

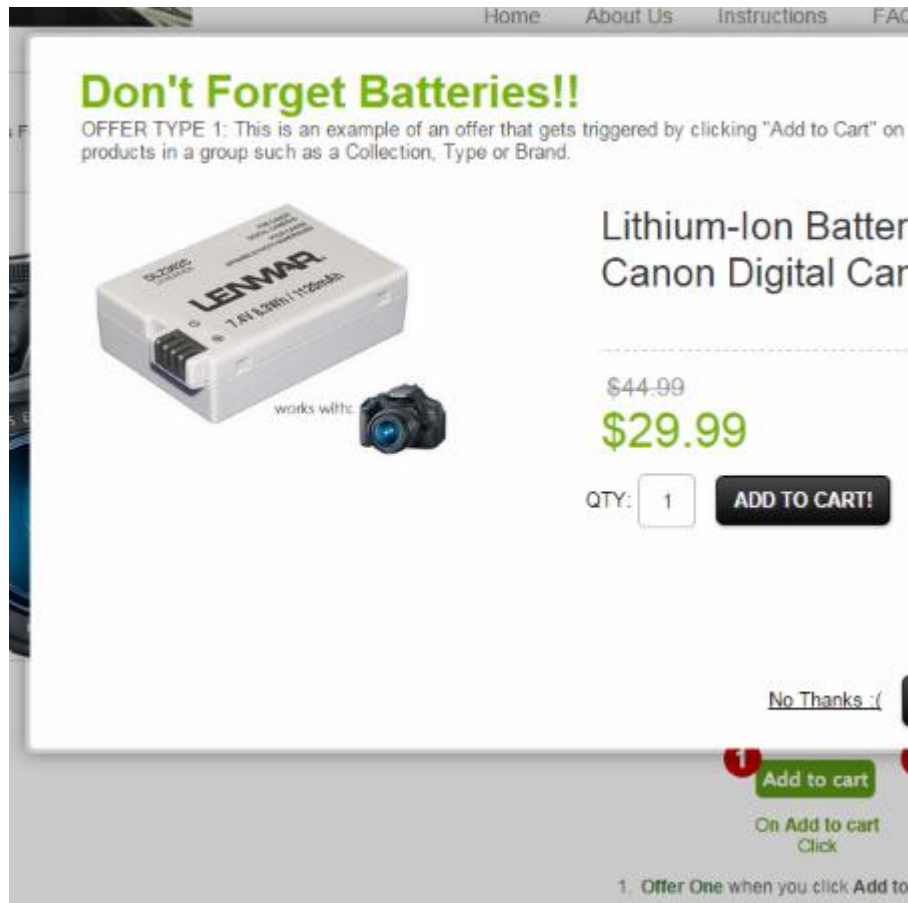
\$ P



The image shows a promotional graphic for the Philip Kingsley Loyalty Programme. It features a woman's profile with long, dark hair on the right side. The text on the left details the programme's terms: 'CUSTOMER SERVICES LOYALTY PROGRAMME', 'WELCOME TO THE PHILIP KINGSLEY LOYALTY PROGRAMME', 'SPEND EARN \$1 = 1PK', and 'REDEEM 20PK = \$1'. At the bottom, there are four circular icons: a dollar sign, a hairbrush, the letter 'P', and another hairbrush. A white arrow points to the right at the bottom of the graphic.



Retention

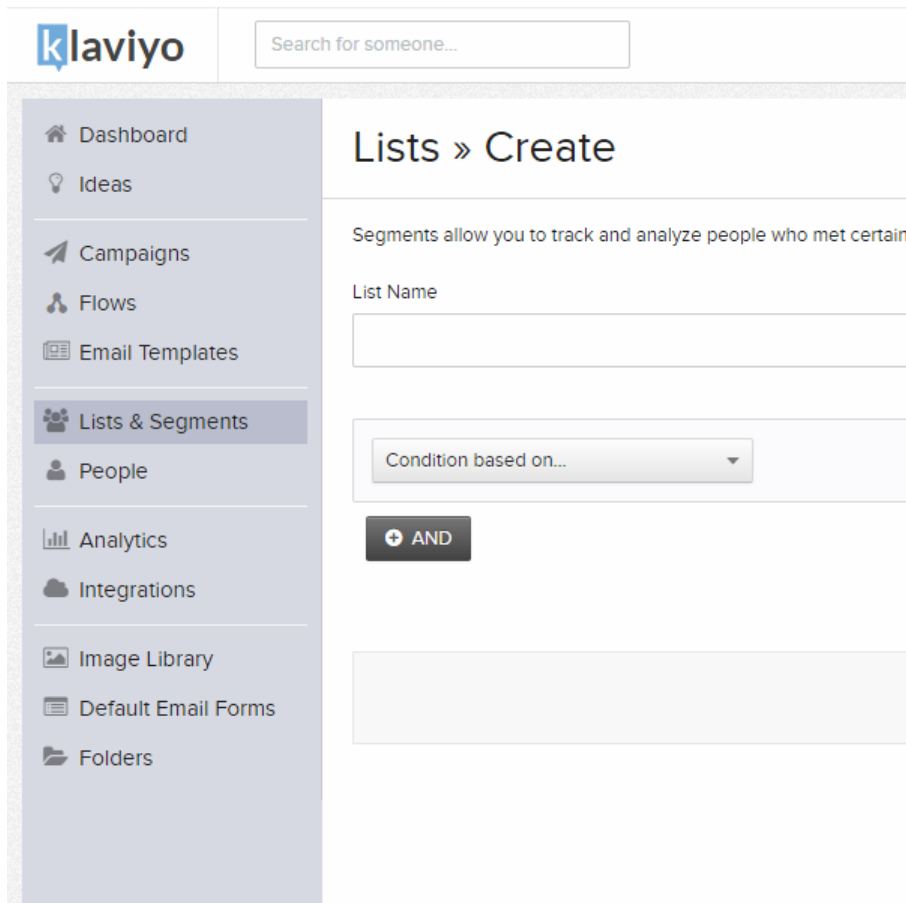


Setup a 'Candy' Aisle in Your Checkout



Retention

Segment and Personalize Email



MEASUREMENT



Measurement

ecl05

Me

me-zhər-mənt

How do you measure the
profitability of your relationship?



Measurement

ecl05

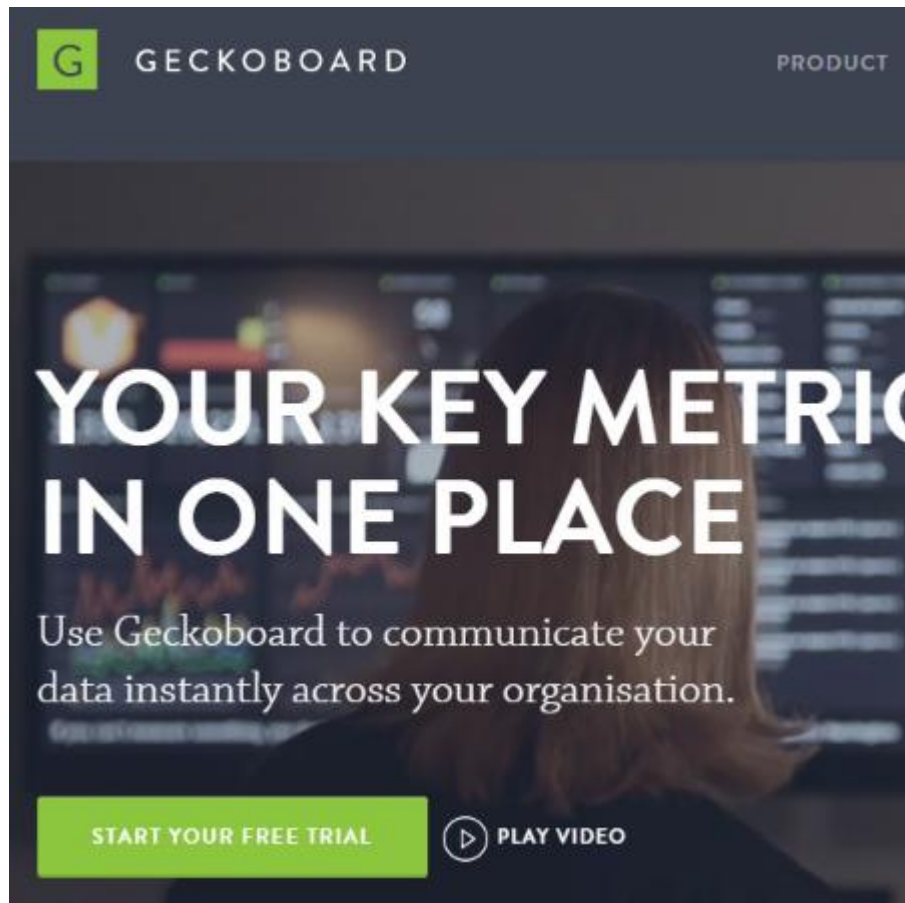
Me

me-zhər-mənt

- Performance Metrics
- Analytics Management
- CRM Strategy
- Conversion Optimization



Measurement



G GECKOBOARD PRODUCT

**YOUR KEY METRICS
IN ONE PLACE**

Use Geckoboard to communicate your data instantly across your organisation.

[START YOUR FREE TRIAL](#) [▶ PLAY VIDEO](#)

Plan The Year, Measure the Day



Measurement

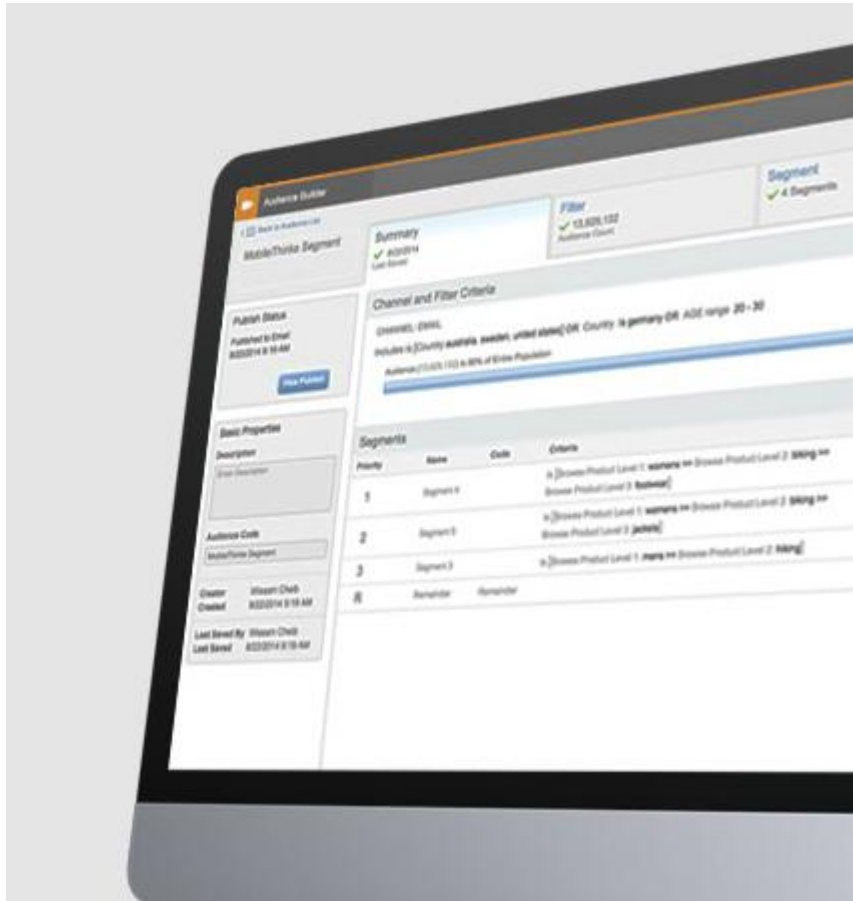


**Measure Events,
Not Just
Conversion**



Measurement

Profile Your Customers



Thank You!



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