



# THE ULTIMATE ECOMMERCE PLAYBOOK:

4 Quick Steps To  
Increase Sales by **2200%**





# Introduction

**Have you ever felt that your eCommerce business will never reach its growth targets? You have done everything - you made sure you have irresistible products, but you always find yourself wanting, wondering what you are doing wrong.**

You know deep down you have what it takes to succeed in the business. You had an impressive run while you were still doing traditional selling when you were just starting with your stores. You had some successful Facebook ad activations, you ran good email marketing campaigns, you read countless marketing strategy books and articles, even took a few courses from marketing gurus. While all these helped you hone your selling skills online, it also made your task list longer.

You are now overwhelmed and yet still have little to show for in sales.

You work hard, you find out you need to work harder, and then you realise it never ends and the target goals remain elusive. What can be done?

We understand the frustration. We have seen it from many of our clients as well and we know what to do. This is the reason why we are writing this eBook and giving it away for free to those who want to get out of the "cycle".

This eCommerce Playbook has a 4-step system built on a foundation of the eCommerce industry, intimate knowledge of online retail and Facebook ads.

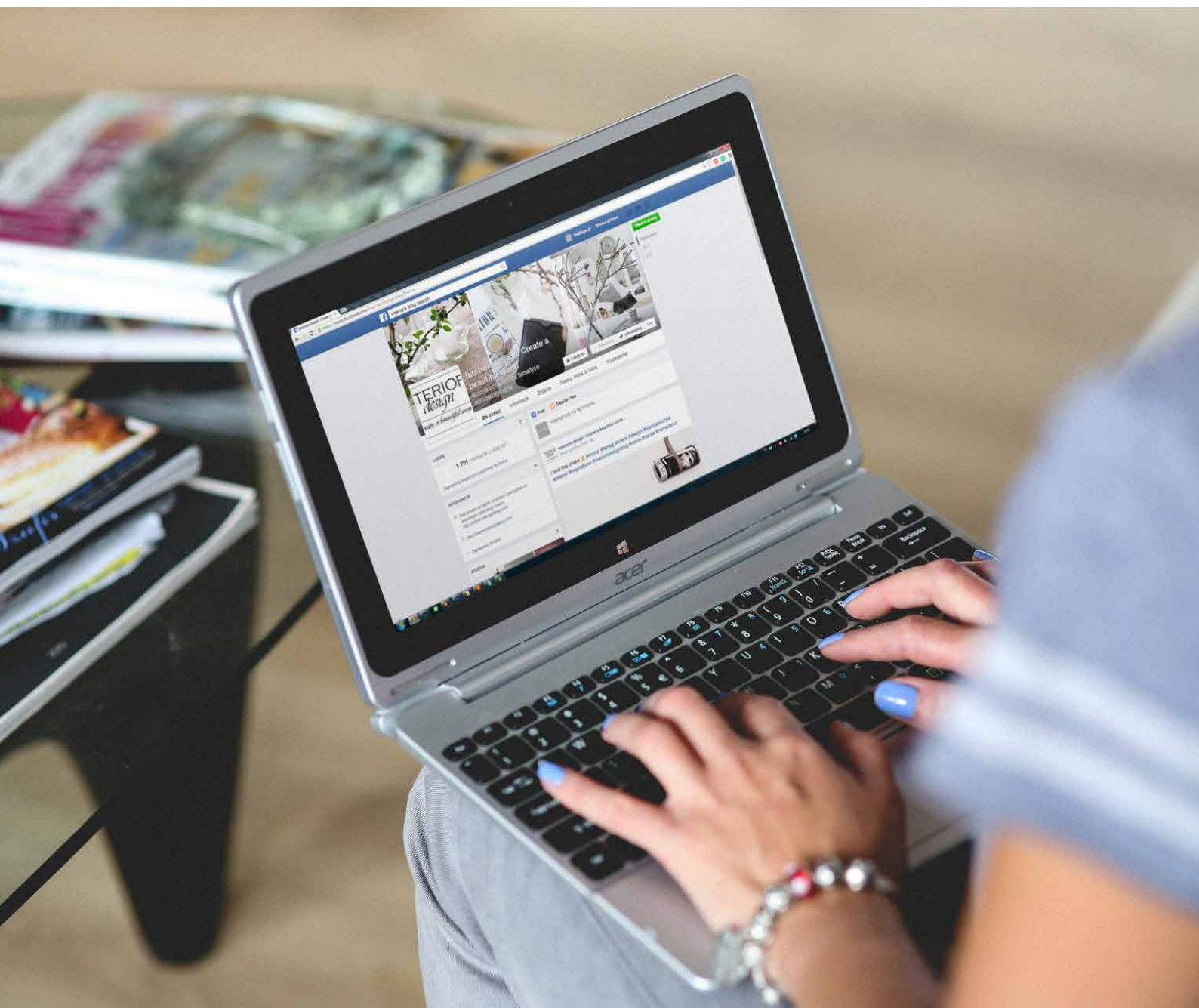
This playbook is a Facebook-driven funnel that draws from timeless marketing principles. The result is a campaign that works like magic!

# The Strategy

To get your business to the next level you need to maximize Facebook ads. Why Facebook? Because people are on it, this is where your market lives, this is where you will probably reach the bulk of your audience.

To maximise FB ads you need to have a well-designed funnel that processes your leads every step of the way improving your conversion and getting your sales up.

The good thing about funnels is that as soon as you get it right, you can practically leave it to work for you and your business, allowing you to increase your sales without adding to your todo list!



# Our eCommerce Accelerator is a 4-part strategy built on Facebook ads



## 1. Attention

This is the first contact with your audience to your brand. They have not heard from you, and have never seen what you have to offer them. You are engaging a cold audience. This is where you will grow your traffic.



## 2. Attraction

This is where your “warm” audience is. Now they have seen your products, and you know to some extent they are interested in what you have to offer. They are ripe for retargeting!



## 3. Conversion

Now you have identified and built up a list of engaged audiences. You have piqued their interest, you have successfully drawn them closer to your brand. Now you can retarget them and provide content and creatives that are relevant to them. This will drive your ROAS up!



## 4. Retention

Succeeding in getting people to buy from you is simply not enough. You have to make sure that your market keeps on buying from you. This is where the line is drawn between a good and a great business. A great business puts immense value on customer loyalty. Besides, it is cheaper and more efficient to sell to a repeat customer than to get new ones!

# The Solution

Before we get to the 4 steps of our eCommerce accelerator, we need to dive deeper into these 3 concepts:

Engage. Spend. Repeat.

Here's how these work:

## **1. You simply want to ENGAGE more people with your brand**

Traffic is the lifeblood of any eCommerce business. Facebook ads can get you there. A good SEO strategy can also help a lot. But it is not just traffic. Once you have traffic, how you interact with the people that are streaming to your website and social media accounts matters. This is where customer engagement comes in. You need to be able to connect with your audience in a nice, pleasing manner, ensuring their experience with your brand is unforgettable.

## **2. Get your customers SPEND more money on your store**

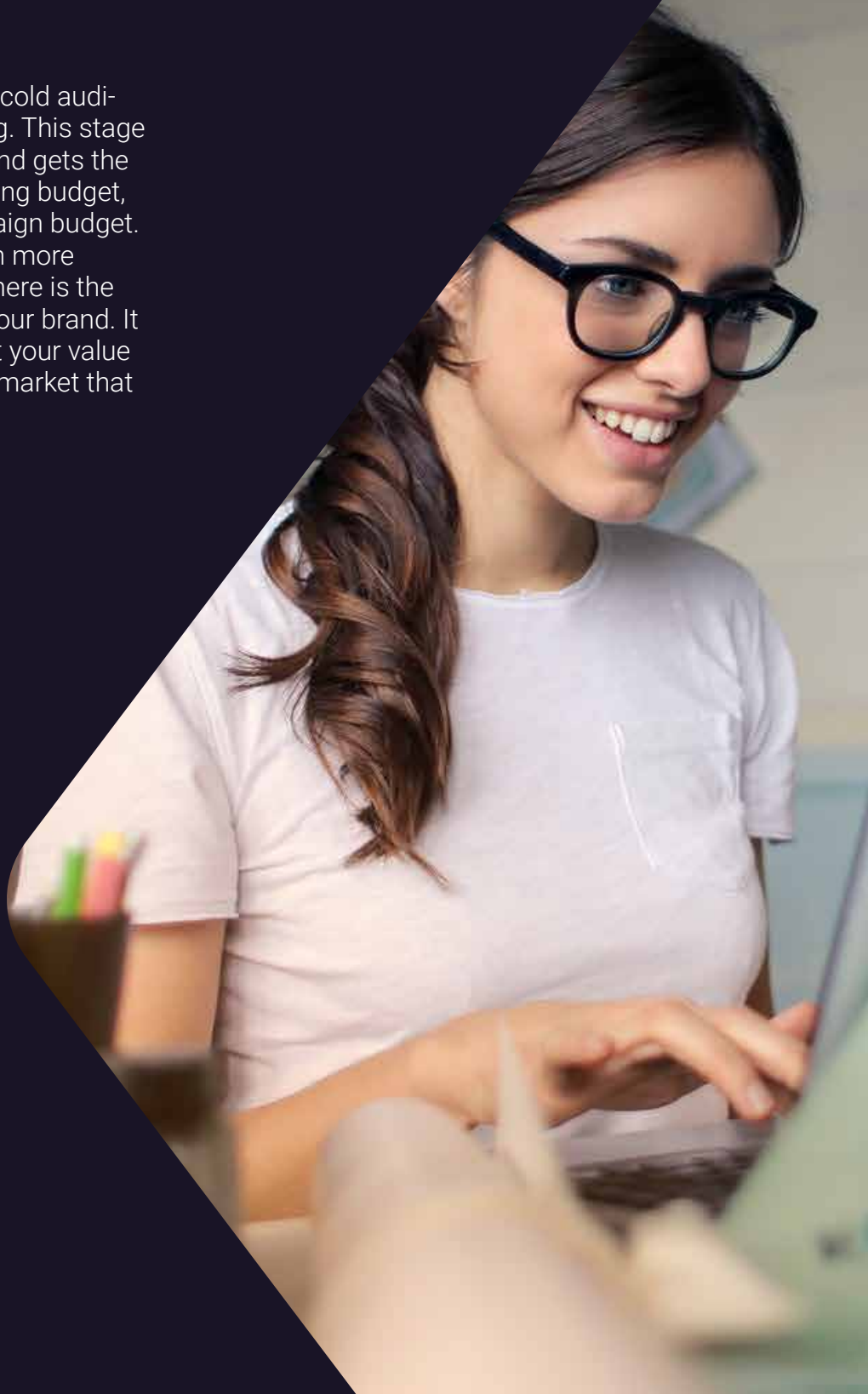
Pricing can only get you so far in earning from eCommerce. Increasing your AOV or Average Order Value is a must and this means amazing store selection which will encourage your customers to buy more from you per transaction. They could not just resist it (that's the ideal). And then you can also employ up-sells and cross-sells, bundling related products together or allowing them to save money when they add more to their cart.

## **3. Give your customers reasons to do REPEAT transactions**

The lifetime value of your customers is very important. It is not enough that they buy from you once. They need to be convinced and reminded that your business is worth coming back to. New products and improving selection overtime is a good way to do that but that is not enough. FB ads that target people who already engaged with your store is a good way to have people come back to you. You can also get into email marketing, continually nurturing your buyers and building relationship with them over time.

# eCommerce Accelerator Step 1: **Attention**

The first step is engaging with cold audiences via Facebook advertising. This stage is one of the most important and gets the biggest chunk of your advertising budget, getting up to 70% of the campaign budget. There is simply a need to reach more people at this stage. The goal here is the awareness of your market to your brand. It is at this point that you present your value proposition, telling your target market that you have what they want.



If you do this right, you will have FB users clicking on your ad and getting acquainted with your business.

**“Doing this right” means:**

You have effectively narrowed the people that will be reached by your ad. This means getting the audience targeting right. This will be based on your market research and customer persona development. The best way to go about this is to use lookalike audiences and singling out the possible interests of your target market.

Even if you have effectively reached your target market, you still need to make sure your messaging is spot on, allowing your reach to be backed up with engagement. This means you need to get your ad copy right, and you need to make sure to use the right image or video and set an aesthetic that speaks to your market very well. If all these elements are spot on, you will get your clicks, you will have good traffic.

**Quick Pointers:**

This will be hard work so be patient and make sure you are prepared for the nitty-gritty stuff of building awareness with cold audiences.

The interest-based audience is harder to build up. This entails serious market research and a lot of effort in buyer persona development.

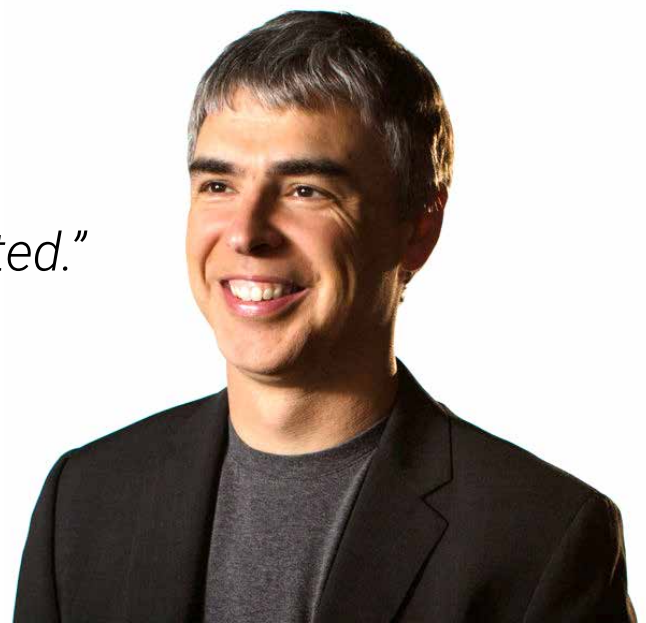
You can speed up the process if you already have email lists, website visitor database and other data that can help you create lookalike audiences. But while you save time on the set-up of the ads with these, you still have to refine it inside the Facebook ad platform and that too can cost you time.

**Goals:**

- Growing the number of people in the eCommerce Accelerator funnel
- Getting your website traffic up
- Highlighting the uniqueness of your products
- Allowing people to get acquainted with your brand

*“Always deliver more than expected.”*

**Larry Page, Google Co-Founder**



# eCommerce Accelerator Step 2: **Attraction**

The second step involves pushing traffic and sales with warm audiences.

It is simply not enough that you were able to reach and engage your target audience with good targeting and effective creatives and ad copies. There is a more important action that your “warm” audience needs to do - to buy from your store!



Sure you have email lists and you have impressive follower size over social media but if these people are not going through your shop, all is in vain. What is stopping them from getting where you want them to be?

Your customers could have countless reasons and it is your job to make sure that those reasons are addressed.

How do you do that?

You can now retarget using the list of people who interacted with your ad, the one you made to reach your cold audience. This time you need to develop different creatives and copy, sending out a different message that makes way for deeper interaction with the said audience. Pixel and custom audience is best used in this campaign.

This time you can be more specific with your message, maybe provide more information about your products, what makes your brand unique, and what specific problems you are solving with your products.

Social media platforms are not the only place you can find warm leads. You also have your mailing list, website database, and other places where you already have initially made contact with your audience.

Goals:

- Get more people interested (and do something about it) from the same pool of audience you have already reached with previous ads.
- Maximise your FB ad reach by “attacking” the same audience, but with a different approach.
- Make sure you are not forgotten by your audience, including those who already know about you or those who planned to buy from you the next time.

*“If you’re competitor focused, you have to wait until there is a competitor doing something. Being customer-focused allows you to be more pioneering.”*

**Jeff Bezos, Amazon CEO**



# eCommerce Accelerator Step 3: **Conversion**

In the 3rd step of the eCommerce Accelerator system, you now have access to both cold and warm audiences. Now is the time to get your audience to the "add to cart" button.



Here are some of the ways you can retarget your ads at this point:

- Create an audience that already visited your website before
- Track people who showed interest in a specific product or product category
- Track people who already had items in their cart but never pushed for a purchase.

Each of these retargeting opportunities means new creatives and copy so that your customers belonging to a specific audience list will be convinced to engage your ad and get them moving towards actual purchase.

If you do this right you don't only get a sale, you increase your AOV as you are now able to tweak your ads for your market to browse familiar and/or related products to the items they were interested before.

As your average order value goes up, you also increase your Return On Ad Spend for your FB Ads. Now you are playing smart with your profit efforts - you are now appealing to the desire of your customers to spend on your shop. It is all about up-selling and cross-selling.

Be sure to make it convenient to buy more from your store. Recommend related products and then make it easy to add these to their carts. You can even bundle items and sell them as a set with a discounted price!

Goals:

- Make sure to convert traffic into actual sales
- To have your customers spend more at your store.
- Present your products in such a way that it excites people to buy it.

*"The reason it seems that price is all your customers care about is that you haven't given them anything else to care about."*

**Seth Godin, Founder of Squidoo**



# eCommerce Accelerator Step 4: **Retention**

The 4th step is where many people in eCommerce seem to become disinterested with the whole funnel system. Most think that because a sale has been made, it is all good and there is nothing that can be done to maximize sales after the first purchase. Wrong.



You need to focus on one thing at this stage: LIFETIME VALUE.

The more your customers buy from you again (and again), the more you can get out of them. They do not need a lot of convincing as you would expect from a cold audience.

They already know you

They are happy with your products

They can identify with your brand

They have this feeling of loyalty, of wanting to see your store make more sales

Facebook ads can still work for this stage although the best tool would have to be email marketing with newsletters and other updates that provides for new arrival announcements, discount coupons, sale updates, and many more. The important thing here is continuous engagement with people who thought your business is worth their money.

Goals:

Turn your customers into fans

Build loyalty with your captured market

Provide continuous value to your customers

*"Amazing things will happen when you listen to the consumer"*

**Jonathan Midenhall, CMO of Airbnb**



There you have it. Those are the steps in our eCommerce Accelerator System and we know you can grow your business using the strategies and principles we have outlined here.

It might seem, overwhelming at first with so many things to consider but it is very simple when you get familiar with all the “moving parts” of the system. The secret is to try it out - to run the ads and see for yourself how it goes.

It is just maximising Facebook ads, leveraging on marketing tactics that have existed for a long time, and using tried and tested actions that have worked very well for businesses.

If you need help to get your eCommerce Acceleration system up and running, Boom-Now can provide you with all the assistance you need to get your online store to the next level!

We have the talent and the expertise to run the system for you! Let us know how we can help!



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