



## **Sell it right**

*5 easy steps to use ecommerce marketing funnels to build a profitable customer base and increase website sales.*

# ILOVEFASHIONRETAIL

Copyright © 2020 by ILoveFashionRetail.co [ILFR]

All rights reserved. No part of this book may be reproduced in any form or by any electronic or mechanical means, including information storage and retrieval systems, without permission in writing from ILFR, except by a reviewer who may quote brief passages in a review.

First edition

# ILOVEFASHIONRETAIL

## *Introduction*

Ladies & Gentleman,

First of all, thanks for taking out time to download and read this eBook.

The fact that you are here, tells us few important things about you:

- ❖ You're in an ecommerce business
- ❖ You want to grow it
- ❖ You're stuck

If this is where you are, I would like to encourage you to go to your favorite coffee shop and order 2 cups of your favorite coffee. Why 2 cups of coffee? Well..because that's how much time it will take you to read this eBook and by the time - you're done finishing your second cup, you will have the needed vision and an action plan to fix your sales problems. You will know why your customers are not engaging with your brand and what you need to change it.

I will not tell you about a secret sauce to get more sales. You don't need that. I am sure if you are reading this eBook, you're a learner and you already understand all the marketing channels well enough to use them. I am sure many of you know how to use Instagram better than I can for promoting your business. That's not the point of this eBook.

The objective of this eBook is to help you and may be even force you to focus on creating a system to hold all your marketing channels together so

# ILOVEFASHIONRETAIL

that your marketing works like one engine. We want to help you convert the little traffic on your website into buying customers so that you have the money to drive more traffic and acquire even more customers.

Again, if you're looking for a secret sauce or a magic bullet, this might not be worth your time. You can stop right here. Because most of the successful ecommerce businesses you see out there are probably using the same techniques that you will learn in this eBook. It's actually basic stuff. But, what if you don't know the basic stuff? Or maybe you know the basic stuff but you have been ignoring it because you think it's so basic. In that case, this eBook might be exactly what you need.

Few minutes of your time, a couple of cups of coffee and BANG - you will know what's wrong and how to get things right. Or How to sell it right!

# ILOVEFASHIONRETAIL

## *What's in your core?*

What's the core marketing channel of your ecommerce brand? In other words, do you have a marketing channel that's in the core of your marketing strategy? A channel that holds your entire marketing together as one system.

We come across such brands all that time that don't have a core marketing platform in place and most of them end-up spreading themselves too thin across all channels, just hopping from one channel to the other without really leveraging one to its full potential. Google doesn't work....HOP - Instagram. Instagram...doesn't work...HOP - Facebook. Facebook doesn't work...HOP...Pinterest. Why all this hopping? Because whatever little traffic these retailers manage to drive from these channels doesn't convert and then they get demotivated.

Let me ask you again - What's your core marketing channel? If your answer is Google, Facebook, Twitter, Instagram etc...you're doing it wrong. You can use these channels to acquire customers and engage with them but because none of them is the PMOCH - Primary Medium of Online communication for us Humans (huh.. just invented that), none of these can be the core of your marketing strategy.

What then, should be the core channel of your business?

You got it...Emails.

# ILOVEFASHIONRETAIL

Emails are our primary medium of online communication, especially the serious communication related to important decisions, including the ones that lead us to make online transactions. If it's in our inbox, we take it more seriously than a marketing message in our Facebook feed.

Emails just hold a special place in our daily routine. And thus, the only channel that's most qualified to be the core of marketing strategy is email. **That's why successful ecommerce businesses keep emails in their core.** They use various marketing channels to get discovered by their customers but they use EMAILS to build relationships with their customers.

Look for instance how Huckberry describes itself on its welcome screen. It's the first message it gives when a user types in [www.huckberry.com](http://www.huckberry.com) *"We deliver the coolest gear at the best prices, inspirational stories, and a hell of a lot more **to your inbox** every week."*

And on the flipside - brands that don't do well, use email marketing as just another marketing channel, to push promotional material to their customers without really caring about using emails at their full potential, ie. to build relationships with their customers.

## ***Customers rarely buy on their first visit***

Most ecommerce retailers design their marketing process to convert a first time buyer into a customer. At least this is how they expect from an average visitor to behave when she lands on their website. They expect a visitor to discover their brand through one of their marketing channels and straight away fell in love with your brand and place an order, right on their first visit.

And when that doesn't happen, they look for the solution in their website's design, usability and everywhere when the problem is actually the lack of their understanding of their customer's intent.

*What they don't understand is that majority of potential customers landing on their website discover their brand when they are least prepared to place an order. If you try to sell them on their first visit, you're like that boy who proposes the girl for marriage on his first date. Her answer will most likely be a no and you know why.*

At the same time, just because they are not prepared, doesn't mean they are not your customers. They are just not prepared because they don't trust you or they currently don't want what you're trying to sell them.

What you need is - a system in place to convert these unprepared customers, ie. visitors with or without the immediate buying intent to buy from you now or later. In other words, build a sales pipeline to convert

# ILOVEFASHIONRETAIL

your unprepared visitors into immediate or future customers. And that's what we will help you in with this eBook. Hang in tight.

## ***What are you doing with those emails you have collected?***

If you're in the ecommerce business for long enough, you keep growing a list of emails of people who either placed an order on your website or subscribe to your email updates. And before you know, you have an email list which is not big but big enough to tempt you into starting to email them for more business. You keep asking yourself - what do I do with all these emails. And amidst all the confusion, you either ignore that the fact that you have an email list that you can use to grow your business or you do what most retailers out there do - send bulk promotional emails.

With this eBook, I also want to answer this question and tell you exactly what you should be doing with the email addresses of your prospects and customers?

## ***Say NO to Email Blasts***

How do you send emails using Mailchimp?

- You create an email campaign, select your email list, send!
- You replicate campaign, select list, send! (if there is more than one list)

But what happens then? Crickets! Few opens, few clicks and no sales.

What's wrong with the approach? Well...you skip the most crucial step - segmentation. You are sending the same email to all your customers.

When you send the *same email* to all your customers, you are assuming that:

- ❖ All your subscribers are your buying customers
- ❖ All your subscribers have same interests
- ❖ All your subscribers are interested in same products, offers, and categories
- ❖ All your subscribers are equally excited about your brand
- ❖ All your subscribers live in the same time zone
- ❖ All your subscribers have same emotional triggers, so on and so forth

Of course, this is not true. But it's a concept hard to understand if you consider your subscribers – subscribers and not real human beings.

When you don't segment your subscribers before emailing them, most of your subscribers find your emails irrelevant. And that's why with each

# ILOVEFASHIONRETAIL

email sent out, your email list gets more and more uninterested, dormant and dead.

Email marketing platforms such as Mailchimp have evolved a lot in the last few years. There is so much you can do with these email marketing platforms to 'serve' relevant emails and in a timely manner to your customers. You can easily import all your customer data from your ecommerce engine (Shopify, Magento, WooCommerce, etc) into your email marketing software and send emails as per your customer's interests and behavior patterns.

The benefits of segmenting your list are many, such as:

- ❖ Higher open rates
- ❖ Higher click through rate
- ❖ More customer engagement
- ❖ And of course, more sales

So going forward, don't send email blasts. Value your customer's email address.

You can try assigning each email address a dollar value if that helps, ie - if a subscriber is relevant - how much profit you can make from them in the next 1, 5 or 10 years?

**Thus if you want to build a profitable customer base of repeat buyers, you first need to stop killing your customers by sending them generic emails.**

# ILOVEFASHIONRETAIL

The idea here is to do the damage control before we talk about 'putting systems in place'.

## *The 5 Steps*

More traffic isn't the answer to your problems. If you're not making sales with 100 daily visitors, chances are that you won't make many sales with 1000 daily visitors. And even to make that jump from 100 daily visitors to 1000 daily visitors or 10,000 daily visitors, you need to make some profits from your current visitors.

**If you want to grow your traffic and resultant sales, then - *what you do with your traffic is more important than generating the traffic itself.* You can't build a profitable and sustainable business with a 'take it or leave it' approach. You want it to be 'take it or leave it, but let's be friends'.**

Let's talk about the steps to convert visitors on your website into loyal customers. If you are expecting something complicated like algebra, you might be pleasantly surprised to know that the steps involved are rather simple and you probably already know them. And you might even notice how close you were to getting it right and kept falling short because either you skipped a step or did them in the wrong sequence. We like to call it - 'Sell it right' in the ecommerce context.

And here's how it works...

1. Grab their email
2. Introduce yourself
3. Engage
4. Analyze engagement data
5. Re-engage

## ***Step 1 - Grab their email***

I am sure you are already familiar with this step. You already have an email signup form in your website's footer and a pop-up to capture user's email in exchange of offers, news and updates. And I can even give you few tips and tricks to do it better and make 'more visitors' to give you their email address before leaving your website. But it will digress us from the most important question: "How to convert visitors into repeat customers?".

The truth is that if you have email signup forms, you can still rapidly grow your email list without any ninja list building techniques if you just take care of the following steps - 2, 3, 4 & 5 and list building will be taken care of automatically.

## ***Step 2: Introduce yourself***

A prospect customer subscribes to your website and hands-over her email address to you with a permission to email her. At this moment, she is more excited to hear from you than she will ever be. Play your cards right, and you'll be her friend forever. Squander it, and she will look at you as a sleazy spammer as soon as you send your first email.

An average retailer at this point will be ready to send her a series of generic promotional stuff. Bad idea. She probably gets hundreds of such emails in her inbox. Why should she take the retailer seriously. And if you were that retailer - how do you ensure that she will look forward to receiving your emails?

The question you need to answer before you send her even a single promotional email is - What makes you worthy of her attention?

***Well...a good introduction!***

You need to grab your customer's attention with a great brand introductions with the help of a welcome email series.

Send your new subscribers (including your registered users and customers) a welcome email series, educating them about your brand's story, your differentiation and your value propositions.

If you're not currently sending your newly registered subscribers a welcome email, you might think that you're NOT missing on a lot but try

# ILOVEFASHIONRETAIL

sending welcome emails to you new subscribers for 3 months - you will see your new subscribers engaging exponentially more than your old subscribers who never received a single welcome email from you.

## ***Step 3: Engage***

*Great marketing is all about telling your story in a way that it compels people to buy what you are selling. Your story needs to move people's spirits and build their goodwill, so that when you finally do ask them to buy from you, they feel like you've given them so much it would be almost rude to refuse.*

*Gary Vaynerchuk*

---

After you're done introducing yourself and your brand to a new subscriber or registered user, now it's time to engage with them. Notice that I said 'engage' and not 'sell' and I don't mean you shouldn't try to sell them, but sell them in a way that also engages them.

After the welcome email, don't just keep sending them promotional emails one after the other (product offers, stock update / new arrival, etc). Try to mix your emails with other forms of email such as: Popular articles, resources and tips based on your initial understanding you think they might like. Quizzes are also one of the effective ways to engage with your audience and helps you collect insights about your audience worth millions.

You might argue, 'I am already doing that'. How is what you're telling me any different from what I am doing. Well my friend, you might be doing an excellent job in engaging with your subscribers but if you're still not getting the results, then probably you're missing the next step - "collecting engagement data" and that's what takes us to step number 4.

## ***Step 4: Collect engagement data***

Welcome to the climax of this eBook. This might well be the biggest learning you can take away and where you can make the biggest impact on your business.

The way most ecommerce retailers engage is in the form of blind engagement. And if you do it like them - you throw whatever you have on the wall and hope that something will stick. Again, it doesn't work that way.

This one size fits all approach is called email blast when you send same email to your entire email list assuming that all your subscribers are your customers, interested in all your products & offers, have same interests and same shopping behavior.

You need data to support your engagement decisions. What kind of data you might ask? You need to collect data about their interests, likes, dislikes and browsing behavior of your customers, categories on your website they spend more time on, and other important data points to be able to send them emails that are actually relevant to them.

You can collect this data from different sources, both manually and automatically:

# ILOVEFASHIONRETAIL

- ❖ **Manually:** Using quizzes and on-website surveys to collect data and then import that data into your email client.
- ❖ **Automatically:** By integrating your ecommerce platform (Shopify, Magento, Woocommerce) with your email client (Bronto, Mailchimp, Klaviyo, etc). This is a very simple integration. Ask your website developers and they would know about it. These integrations allow you to import all your customer and user's browsing behavior on your website to your email marketing software, so that you can use this to send extremely relevant emails to your customers.

## ***Step 5: Analyze & Re-engage***

This is where the real magic happens. You collect all this data, analyze it and re-engage with your customers with more relevant products, content and offers, in your email ranging from:

- ❖ Products that they are most likely to buy
- ❖ Blog articles that they are interested in reading
- ❖ Quizzes they can relate with
- ❖ Offers that they are interested in, etc

**So with each engagement, you collect data and use it to make the next engagement more relevant to the prospects and customers in your list.**

On the flipside, what most retailers do is that they engage, engage and engage. It's an ineffective way of marketing your brand. The effective way is to use tools out there to collect data and use the data to communicate with your customers. That's how you build real relationships with your customers and that's where real growth happens.

# ILOVEFASHIONRETAIL

## *Implementation*

The retailers who use email marketing with a relationship building mindset, drive exponentially more sales than the retailers who approach email as a promotional platform. If you follow the above steps, you will find yourself on your way to starting to build your customer-base one customer at a time.

If you questions, please email us at [pulkit@ilovefashionretail.co](mailto:pulkit@ilovefashionretail.co)



### **Pulkit Rastogi**

Founder & CEO at I Love Fashion Retail

Email: [pulkit@ilovefashionretail.co](mailto:pulkit@ilovefashionretail.co)

Twitter: [@ilovefashionret](https://twitter.com/ilovefashionret)

*We design Shopify websites and run digital marketing campaigns for growing Fashion labels.*