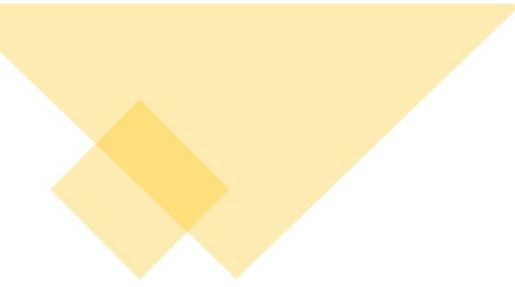


Strategy Project

Jarno Ylilehto



Agenda



Introductions

The company



Strategy

Goal

Tools

Reasoning

Metrics

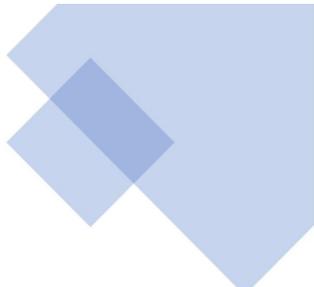
Cost & Benefit



Wrap up



Introduction

- Owner of an eCommerce company
 - Bezigo
 - Recently established, no current activity
 - 'Starting from scratch'
 - No employees
 - Products: Gifts
 - Markets: Finland
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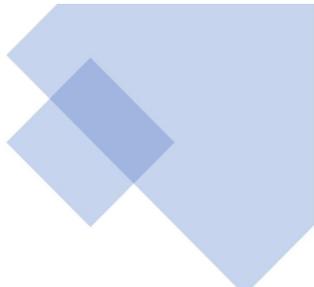


Strategy - Goal

- Long-term business goal: Become fully automatized store
 - Softwares integrated
 - Digital marketing strategy goal: Automatically generate buyers without manual sales work
 - Short-term: Start getting references
 - Convert the visitors into buyers
 - Value proposition: Finland's best and most special gift ideas
 - Marketing challenge: How to build eCommerce store that attracts visitors, converts to buyers, and automatically fulfills the orders?
- 



Strategy - Tools

- Shopify – Platform for the shop & analytics
 - Klaviyo – Marketing automation & promotions
 - Tidio – Chatbot
 - BigBuy – Product suppliers (Partner)
 - Klarna – Payment solution
 - Facebook Business Manager & Google ads – Advertisement
 - SEOAnt – Search Engine Optimization
 - Sales Pop up – Sales conversion
- 
- 



Strategy - Reasoning

- Reflect back to the long-term goal: Become fully automatized store
- Therefore:
- Shopify will be used because of the integrations
 - All the other tools have APIs with Shopify meaning that some of the manual work can be automatized
 - When visitor first time lands the webstore, Tidio, Klaviyo and Sales Pop up helps building trust and converting the visitor.
 - Klaviyo promotes -> Get email address for email marketing
 - Tidio highlights customer service but also the promotion code → get email address
 - Sales Pop up -> Shows references that other people has bought products too = Builds credibility
 - FB & IG & Google ads for finding the right audience
 - 200 € / Month
 - BigBuy = EU's largest supplier portal
 - SEO for organic growth
 - Klarna provides trustworthy payment solution to Finnish people, and there's 'Buy Now, Pay Later' function
- 



Strategy - Metrics

- In the beginning, conversions only matter (need to test the products, and get references)
 - FB & IG & Google ads in the beginning, follow these KPIs:
 - Click through rate (CTR)
 - Add to cart
 - Checkout
 - Purchases
 - Cost of previously mentioned items
 - Once there's purchases, start measuring the visitor amount and how well they convert
 - Measure marketing automation = How many opens the emails and click through the links
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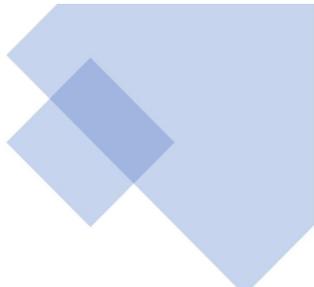


Cost & Benefit, Timeline

- Overall the first year investment would be ~4000 euros.
 - Shopify 300 euros
 - BigBuy 1000 euros
 - Marketing 2400 euros
 - Other software 300 euros
 - The benefit of investing 4000 euros immediately would rely in quality of products. There are alternative solutions that are more cheaper, such as AliExpress, which is recommended for people who haven't done eCommerce business before.
 - Estimated break-even point would be near eight months, in that time, the sold products starts covering the investment costs.
- 



Wrap up

- Becoming fully automatized eCommerce
 - Tools that communicate with each other
 - Tools that builds credibility
 - Tools that shows activity to the visitors
 - Ads for getting potential buyers
 - SEO for organic growth
 - Convert first time visitors to give email addresses -> marketing automation to convert into buyers
 - Metrics to tell which products aren't selling, and what ads is providing the best results
 - Once the winning products and ads have been found
 - Only manual work: Upload new products and create & adjust ads
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