

# Strategies for E-Commerce Success

Team DeVries – [www.Techknow.co](http://www.Techknow.co)

# Who Is Team DeVries?

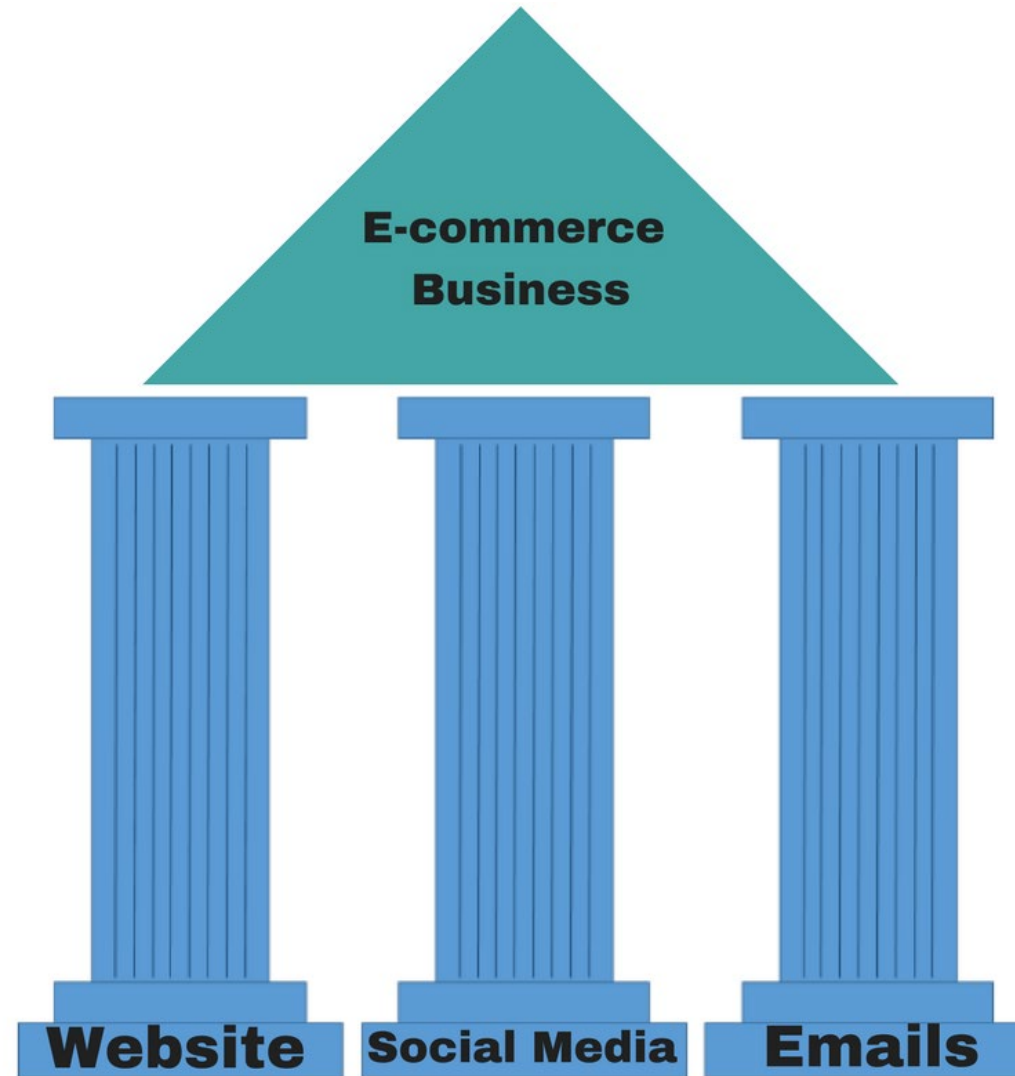
- We are a husband-wife team and passionate entrepreneurs.
- We currently own and operate a 7 figure e-commerce business
- We have our kids “on staff”
- We own and operate [Techknow.co](https://www.techknow.co) based in Loveland, Colorado



# Why E-Commerce?

- Retail ecommerce sales for the second quarter of 2017 totaled \$107 BILLION in sales!
- If you are selling physical products, consider being in the e-commerce space.
- E-commerce means lower overhead (no lease/rent for a storefront) automation, etc.
- On-line “always open” store front.
- Larger Customer Base (Local and National)
- Diversifying Sales Channels

# The 3 Pillars of E-Commerce Success



# Website – must haves

- Serves as a customer service channel
- Capture e-mails with an opt-in magnet (*more about this later*).
- Your Website is your on-line store front
- Most important pages – product and about pages
- Use Professional Product Photography – at least 7-10 photos per product – lifestyle photos are great!
- Video about products and your story are even better!
- Customer Testimonials – Social Proof
- Pictures of people using your product.
- Live Chat to answer questions quickly (optional).

# SHOPIFY

- Pros - Easy set up (no development experience required)
- Pros – Payment Processing out of the box.
- Pros - They host it and take care of Updates.
- Con - Cost to Plugins
- Con – Not very customizable
- Con – SEO

# Wordpress/Woocommerce

- Pro – SEO
- Pro – Lower Overall Cost
- Pro – Customizable and Scalable
- Cons – Requires some development skills
- Cons – Need to implement Payment Processing and SSL Certificates for secure payments.
- Open Source – Free Plugins



Bloomberg

STAR  
WARS

BBC  
AMERICA



SONY

Disney

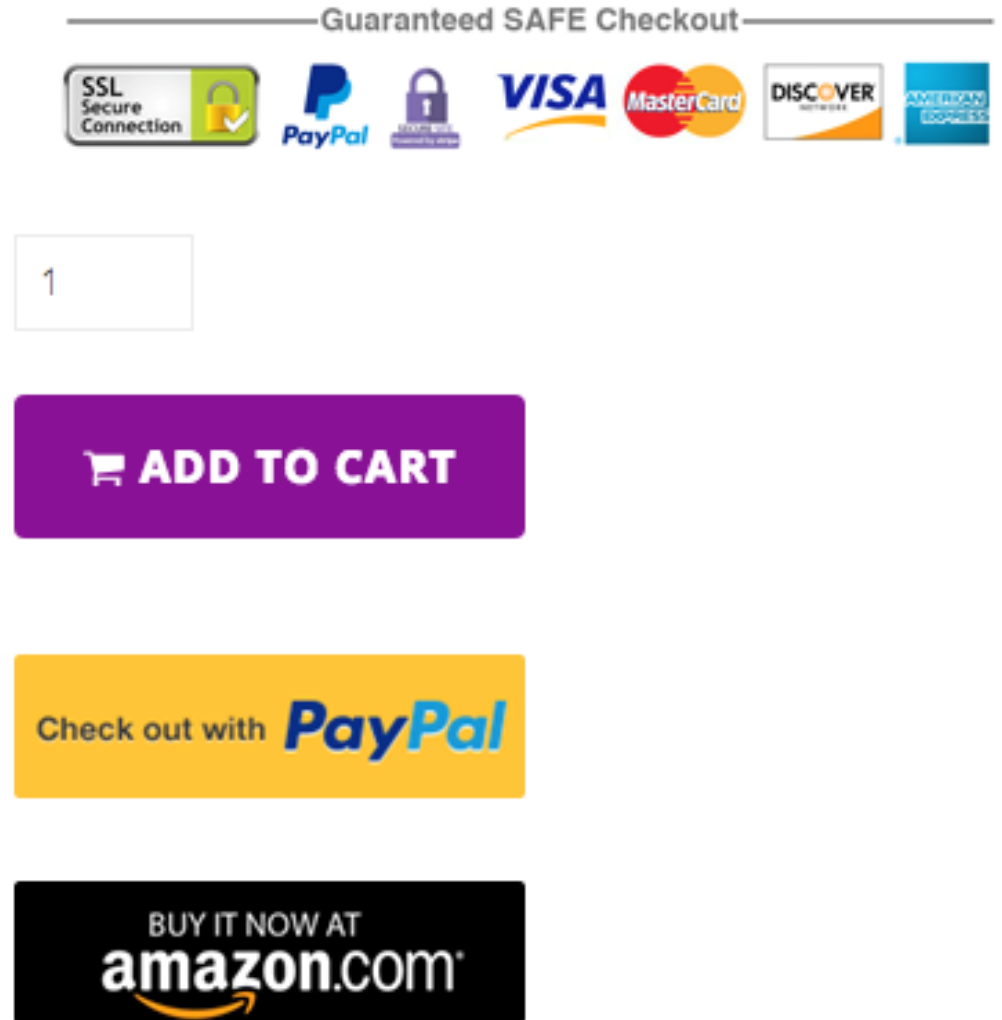


MTV NEWS

facebook

# Website Shop Pages

- Shop Pages – Give people Easy Payment Options (i.e. Paypal, Amazon Pay, Credit Card etc.).
- Having trust Icons
- Above the Fold





# Social Media

- A strong social media presence is key for product launching and promotion
- Survey customers
- Build relationships and brand awareness
- Facebook Ads - boost sales

# Email List

- Email has a high conversion rate
- Pitch multiple products
- Email blog posts (keep your list warm)
- Preferred method of communication
- People check email multiple times a day
- Even if all my search engine rankings disappeared tomorrow, I'd be able to promote my blog to tens of thousands of people via email.”
- Opt-in Magnets (pop-ups have the best conversion rate)

# Opt-in Magnet

- This is a great way to build an email list
- Provide something of value in exchange for the customer's email address
- PDF guides (e-book), free downloads, etc.
- Pop up capture – don't be annoying – use exit intent. WPBeginner did this, and their email subscribers jumped from 70-80/day to 445-470/day.

# E-commerce Platforms (and conversion rates)

- Website – between 2.46% and 3.5%
- Amazon - Most notably among Prime members, Amazon's conversion rate is a whopping 74%. And for non-Prime members, the conversion rate is still at 13% - that's four times the average conversion rate for online retailers. If anything, these conversion rates illustrate strong loyalty to Amazon.

# The Secret Formula

**Question #1:** Who is your Ideal Customer?

Who do You want to sell to and who will be buying your products?

**Question #2:** Where Can You Find Them/Where do they hang out (Audience)? Instagram? Facebook? Facebook Groups? Blogs?

Don't Focus on Everything.

**Question #3:** What Will You Use to Attract Them (PDF/Ebook/Audio CD)?

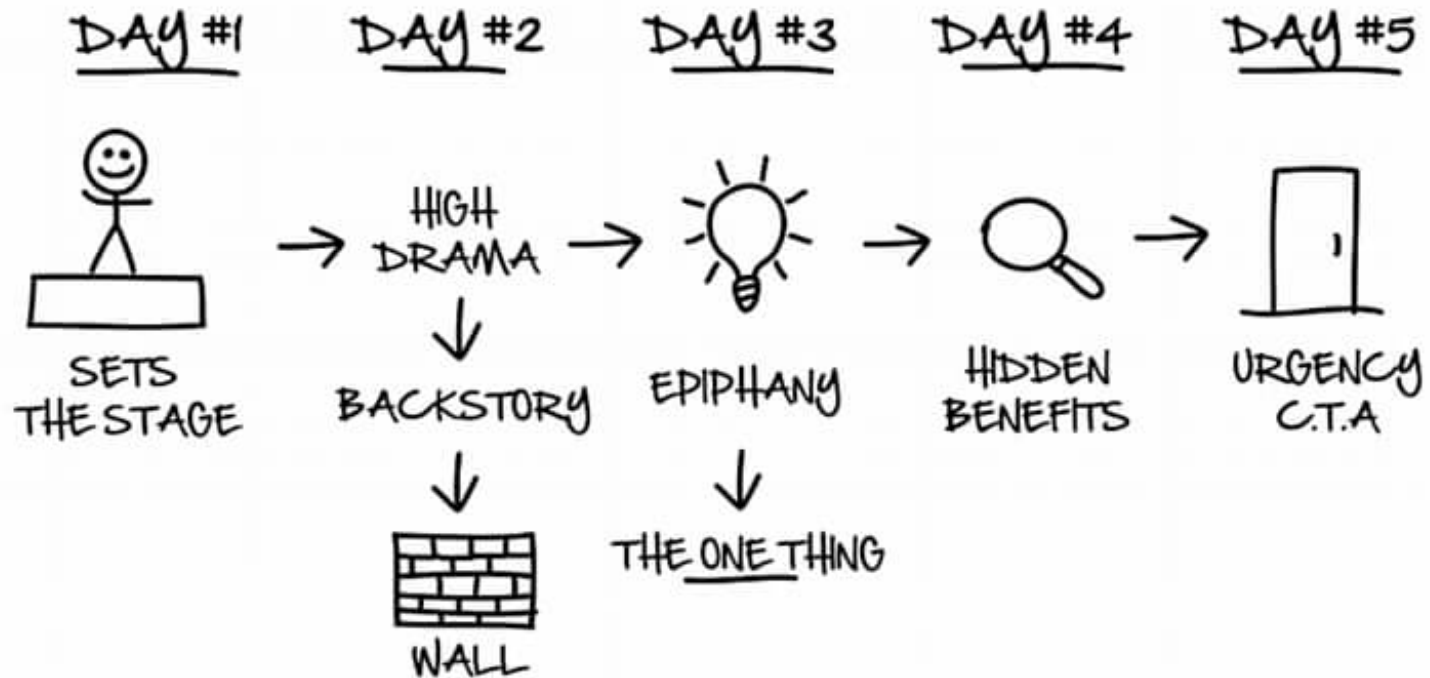
**Question #4:** What Result Do You Want to Give Them (A business is not about what product or service you can give them, but the problem you are solving).

# Landing Pages and Click Funnels



# Email Auto Responder Sequence

## SOAP OPERA SEQUENCE



# The 3 Pillars of E-Commerce Success





# TechKnow Contact Information

- Email [info@techknow.co](mailto:info@techknow.co)
- Website: [www.techknow.co/resources](http://www.techknow.co/resources)
- Connect with us on Social Media:  
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# Thank You!

## Community Partners



City of Loveland



THE WAREHOUSE



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