

# A blueprint for eCommerce success

Australia has one of the strongest eCommerce markets in the world; a fact that international businesses like Amazon are ready to embrace as they open their digital doors to Aussies looking for low prices and fast shipping. But with global online sales expected to top \$27 trillion by 2020, there's plenty of room for local retailers to cash in on the action.



To make sure you're set up for success, use this blueprint to develop, optimise and promote your eCommerce website.

## 01 ENHANCING



### STRATEGY

1. Understand your customer proposition, your business, and your goals.
2. Consider whether your goals for expansion or enhancement affect the architecture of your site.
3. Form a robust measurement framework with quantifiable goals.
4. Define the project delivery process and team.
5. Decide on the technology platform you'll use.



### INFORMATION ARCHITECTURE (IA) /USER EXPERIENCE (UX)

1. Conduct a competitor analysis and build out user personas.
2. Understand and refine your customer journey.



### DESIGN

1. Create wireframes, a working prototype, and all visuals.
2. Perform navigation/IA testing, first click testing, and prototype testing before you commence the build.
3. Set up your site for continuous improvement with conversion rate optimisation (CRO) and A/B multivariate testing.

## 02 OPTIMISING



### SEARCH VISIBILITY

1. Conduct keyword research - What is your target market searching for?
2. Incorporate these keywords into the content on your site to bolster search.
3. Measure what is working and keep tweaking for performance.



### CRO

1. Create a long-term plan for tracking optimisations.
2. Work with a CRO specialist for help identifying which adjustments should take priority.
3. Conduct A/B tests on things like design and copy.



### PERSONALISATION

1. Collect data from your CRM and other sources, like customer surveys.
2. Use this data to tailor the on-site experience to individual customers.
3. A/B test personalisation strategies to prove success.

## 03 PROMOTING



### SEARCH ENGINE MARKETING (SEM)

Consider the following as part of your overall marketing strategy:

- Search ads.
- Display ads.
- Remarketing.
- Product-focused experiences.



### EMAIL

Integrate email into your eCommerce platform to:

- Send your customers specific products or deals.
- Showcase new products.
- Send personalised alerts.

Consider automation to send emails after customers take certain actions, or after a period of time.



### SMS

- Consider using an expert provider to develop an SMS strategy.
- Use SMS to send both marketing and operational messages.
- Be careful not to overuse the tool.
- Ensure you're complying with requisite legislation.

## 04 MEASUREMENT AND ATTRIBUTION



- Build a measurement and attribution framework from the outset.
- Establish internal goals and targets against the website itself and promotional strategies.
- Track each touchpoint in the user journey to understand the impact and create actions.



Get in touch with Salmat to find out more about our eCommerce solutions or give us a call on **1300 725 628.**