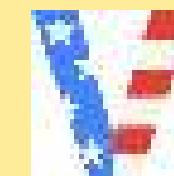




Alexis Priddy

TAKE YOUR ECOMMERCE STORE TO THE NEXT LEVEL

Tip to Attract New Customers,
Encourage Repeat Sales and Increase
Average Order Value

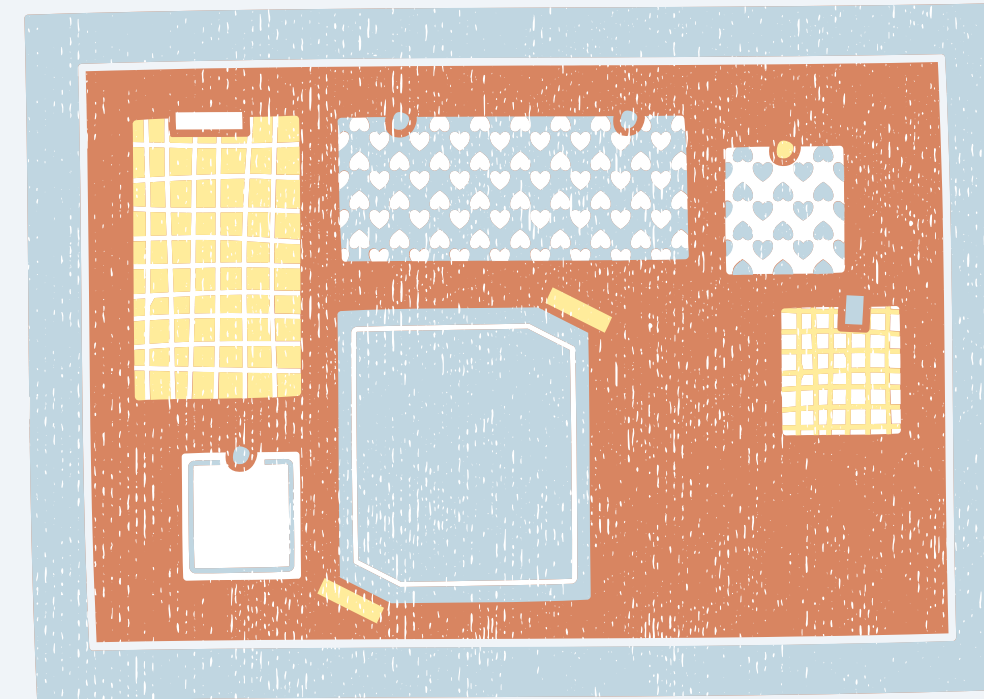


**Veteran-Led
Business**



MY NAME IS ALEXIS!

I am your keynote
speaker for today.



ABOUT ME

USMA '02

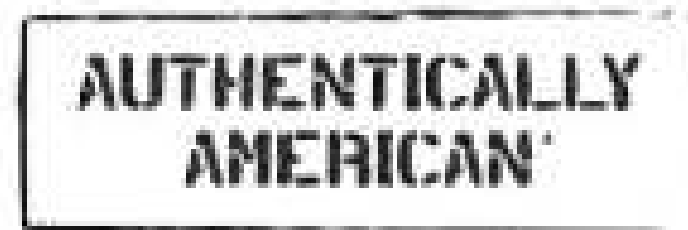
US Army

Web Designer

YellowWebMonkey Web Design



SOME OF OUR CLIENTS



Featured On






DISCLAIMERS

Assuming you know the
basics

Goal is a few nuggets

From a Shopify perspective



RULES OF ENGAGEMENT

Ask questions applicable to
others (non-specific).

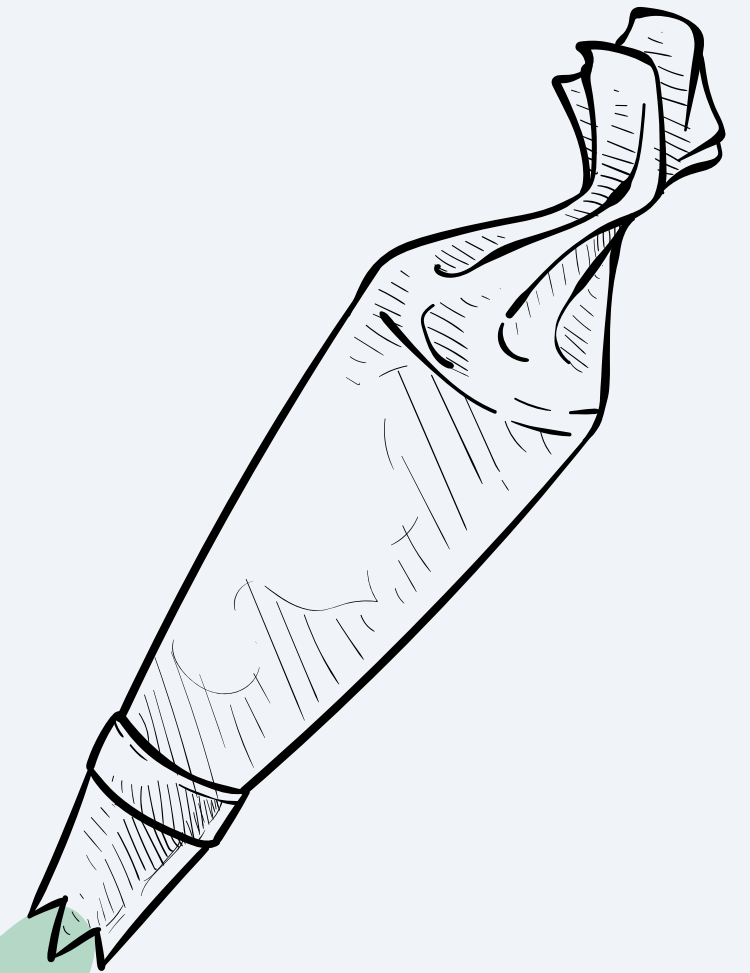
Contact us on Whova for
specific questions

Be brave: Volunteer your
website!

WHAT WE ARE TALKING ABOUT



eCommerce Conversion Rate
&
Average Order Value



THE BASICS



Branding



Homepage



Cart/Checkout

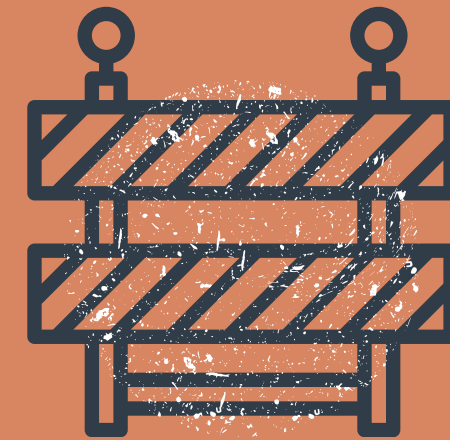
IMPROVE ECOMMERCE CONVERSION RATE



Targeting



Do Not Make
me Think



Remove Obstacles



Build Trust



Urgency



**IF YOU ATTRACT THE
WRONG PEOPLE,
NOTHING ELSE MATTERS**



Buyer persona
Messaging

**YOUR VALUE PROPOSITION
SERVES AS AN INTRODUCTION
TO THE MARKET.**

**IT HIGHLIGHTS THE VALUE YOU PROMISE
TO DELIVER TO YOUR CUSTOMER. IT
ALSO TELLS A POTENTIAL CUSTOMER
WHY TO BUY YOUR PRODUCT OVER THE
ONE FROM YOUR COMPETITION.**

Conversion Gorilla





HOMEPAGE TEST



GENERAL

- Where is it made?
- What is the guarantee?
- What is the cost of shipping?
- Is shipping expensive?

FOOD/BEV

- Is it FDA approved?
- Is it low fat?
- Is it gluten free?
- Are there preservatives?
- Is it nut-free?
- What is the serving size?

OBSTACLES

APPAREL

- What is the material type?
- Where was it made?
- How does it fit?
- What size am I?
- Lead time for custom orders?

PERSONAL CARE

- Is it tested on animals?
- Is it FDA approved?
- What is the dosage (CBD) ?
- Will I fail a drug test?

GENERAL



OBSTACLES

APPAREL



PERSONAL CARE



✓ WHY BUY MADE IN THE USA	0
✍️ FIT GUIDE	0
📦 SHIPPING & RETURNS	0
📄 CARD INSTRUCTIONS	0

Silver Mighty Jungle Double Cuddle

\$52

Size: Infant (28"x40")

Newborn
(17"x27")

Infant
(28"x40")

Not sure what to get?
Buy a gift card and let them
pick their blanket.

OTHER INFO

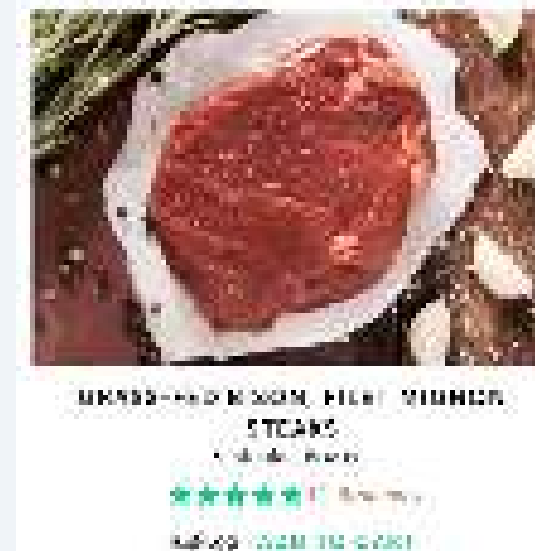


- 1 +

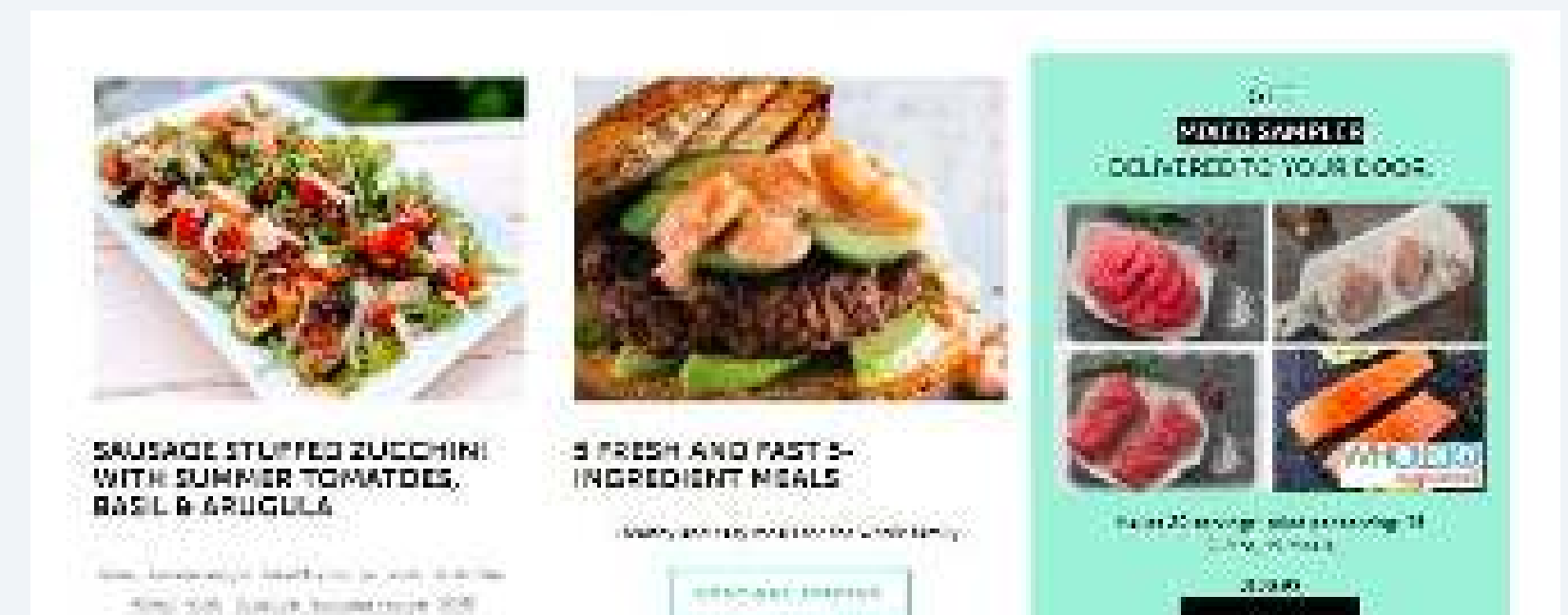
SOLD OUT

NOTIFY ME WHEN AVAILABLE

♥️ ADD TO WISHLIST

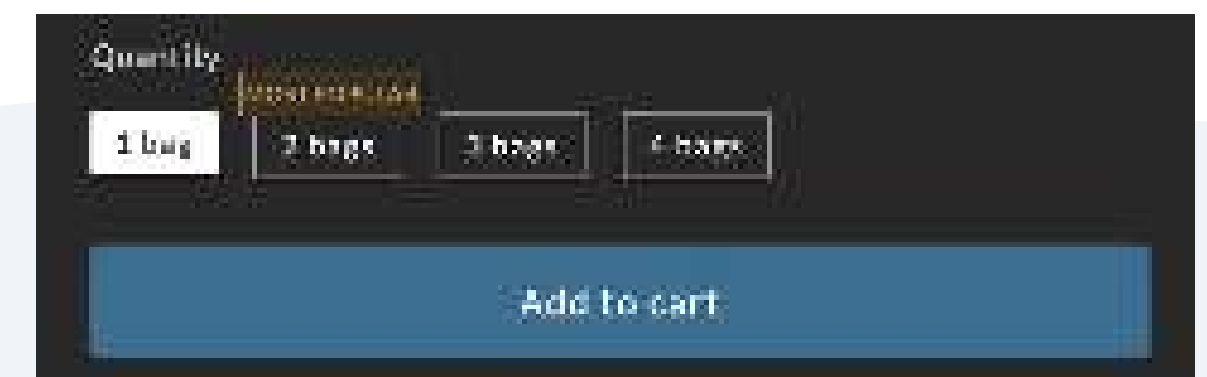
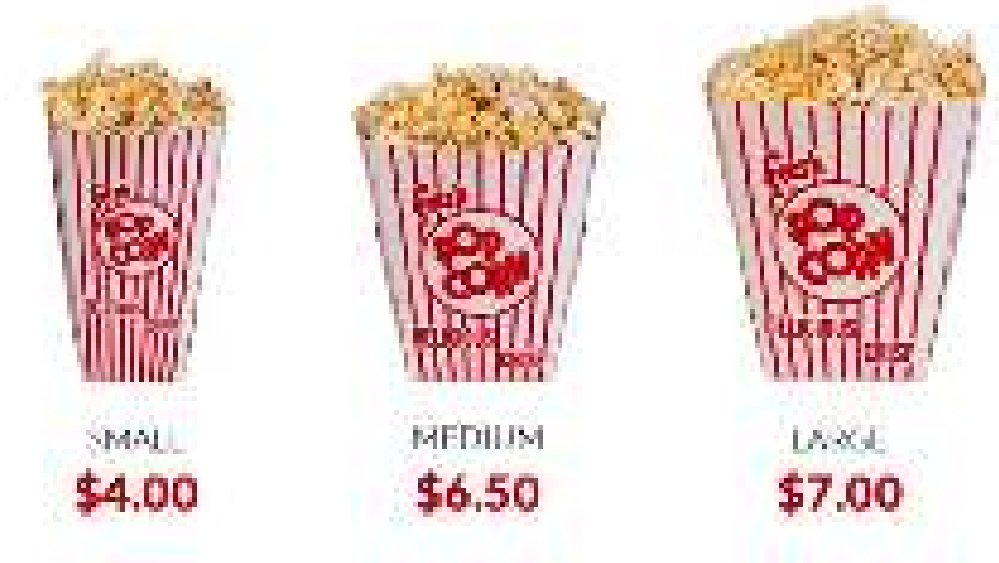


CREATE OPPORTUNITIES



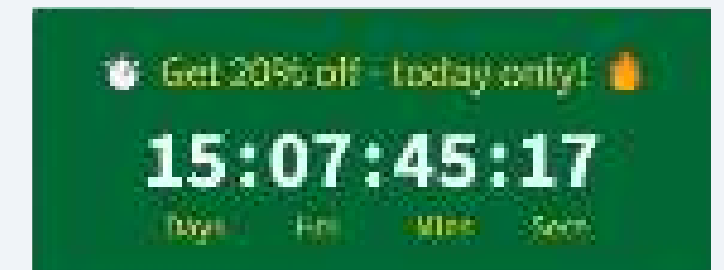
PRICING

- DO NOT GET TOO SALE HAPPY
- .99 CENTS
- BOGO VS 50% OFF
- SHOW VALUE
- PRODUCT COMPARISON
- MOST POPULAR





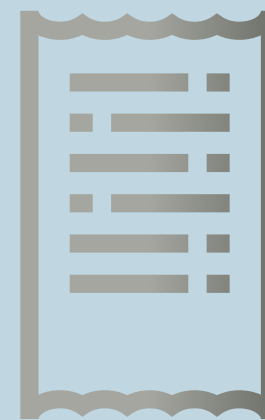
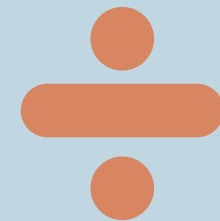
CREATE URGENCY



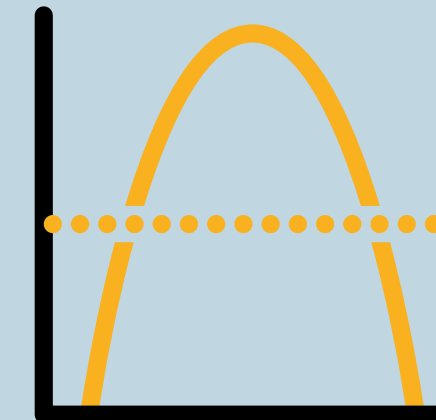
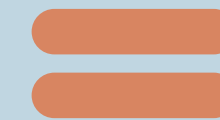
INCREASE AVERAGE ORDER VALUE



Total Revenue



Number of Orders



Average Order
Value (AOV)

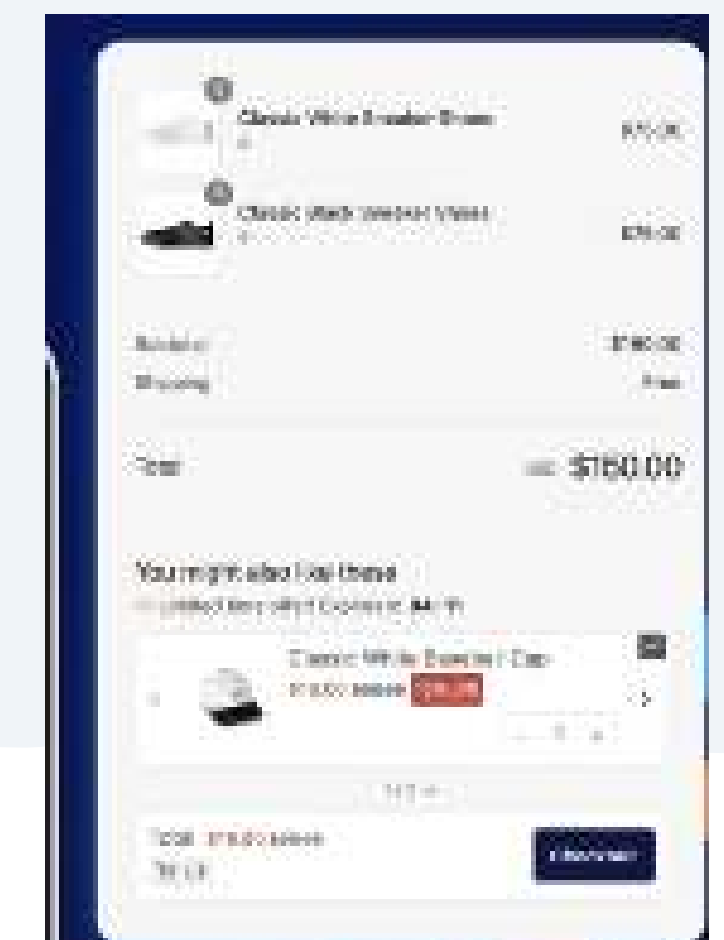
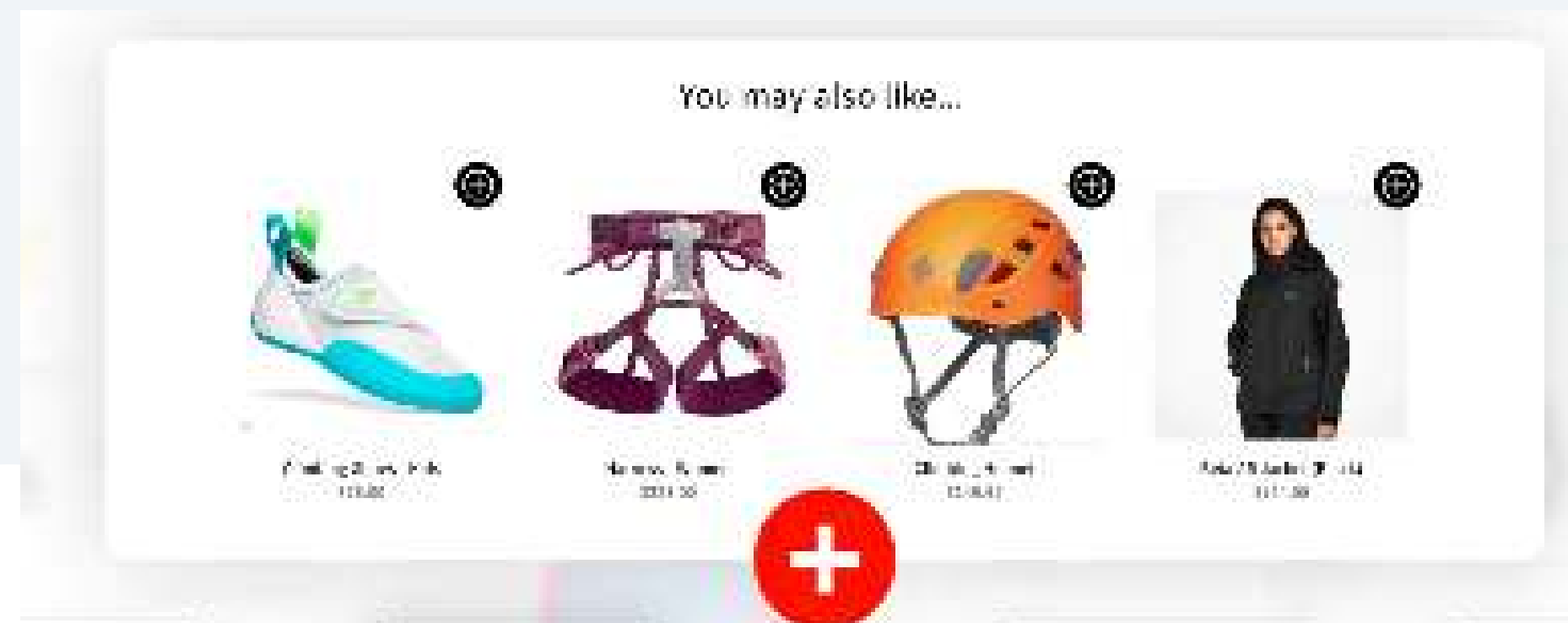
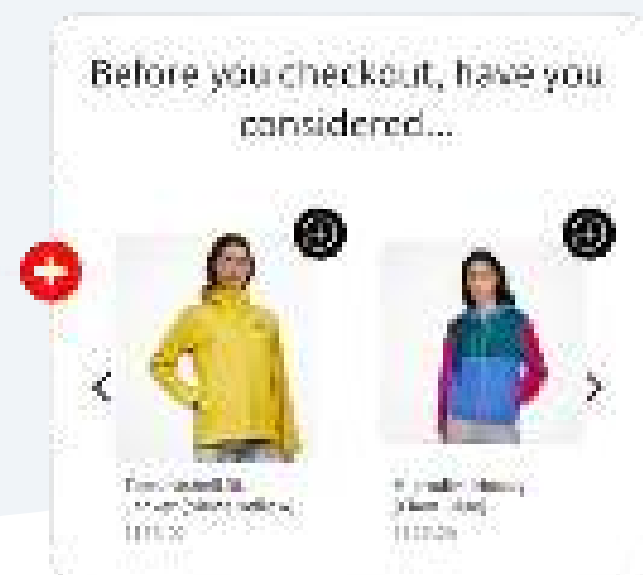


DO YOU KNOW YOUR PROFIT MARGIN?





UPSELLS/CROSS SELLS





SHIPPING

- **FULFILLMENT**
 - SHOP AROUND RATES
 - CORRECT BOX SIZES
 - THIRD PARTY LOGISTICS (3PL)
 - LABELING
- **FREE SHIPPING**
 - RAISE PRICES IF NEEDED
 - ORDER COST THRESHOLD
 - FREE METER
- **ADD-ONS**
 - RUSH PROCESSING
 - SHIPPING INSURANCE





- **GIFT BOX/GIFT WRAPPING**
- **CUSTOMIZATION/PERSONALIZATION**
- **BUNDLES**

MY CART				
<div>  Audio Creeting Card for 52 <div> <div></div> <div>ADD</div> </div> </div>				
PRODUCTS	PRICE	QUANTITY	TOTAL	
 <div> <div>Silver Nightly Jungle</div> <div>by: 4/27/2018</div> </div>	\$52	<div> <div>-</div> <div>1</div> <div>+</div> </div>	\$52	✕



THANK YOU FOR LISTENING!

 Nationwide company with team members in Texas (HQ), Alaska, California, New Mexico, Ohio, Pennsylvania, Rhode Island & Washington

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 support@yellowwebmonkey.com

