

YOUR GUIDE TO

Scaling Your Ecommerce Business

PUBLISHED 2022

Prepared by **Limely**

01244 911 366

10 St. John Street, Chester, CH1 1DA

LIMELY.

Contents

Introduction	03
When is the right time to scale?	05
Ecommerce Foundations	07
Website Optimisation	08
Mapping Your Customer Journey	10
Ecommerce Sales Funnel	19
Fundamentals of SEO	20
Building Momentum	24
Supercharge Your Marketing Strategy	24
Marketing Channels	25
Content Marketing	27
Blogging	27
Email Marketing	28
Social Media Marketing	30
PPC & Retargeting	34
Future-proofing	35

The global ecommerce industry is booming! By 2025, online sales are set to exceed £6 trillion and account for a considerable 23.6% of total sales.

Shopify, 2022

Introduction

Businesses who have embraced this trend in online retail have seen tremendous growth in recent years and in many cases, become highly profitable household brands. Since 2020, ecommerce sales have increased by over £1 trillion, highlighting the increasing demand for online retail since the pandemic.

Judging by these statistics which project continued growth well into 2025, it's clear to see why you're here, wanting a slice of the ecommerce action!

In this guide to scaling your ecommerce business, we'll show you exactly how you can take your business from being the underdog, to being a leading force within your field.

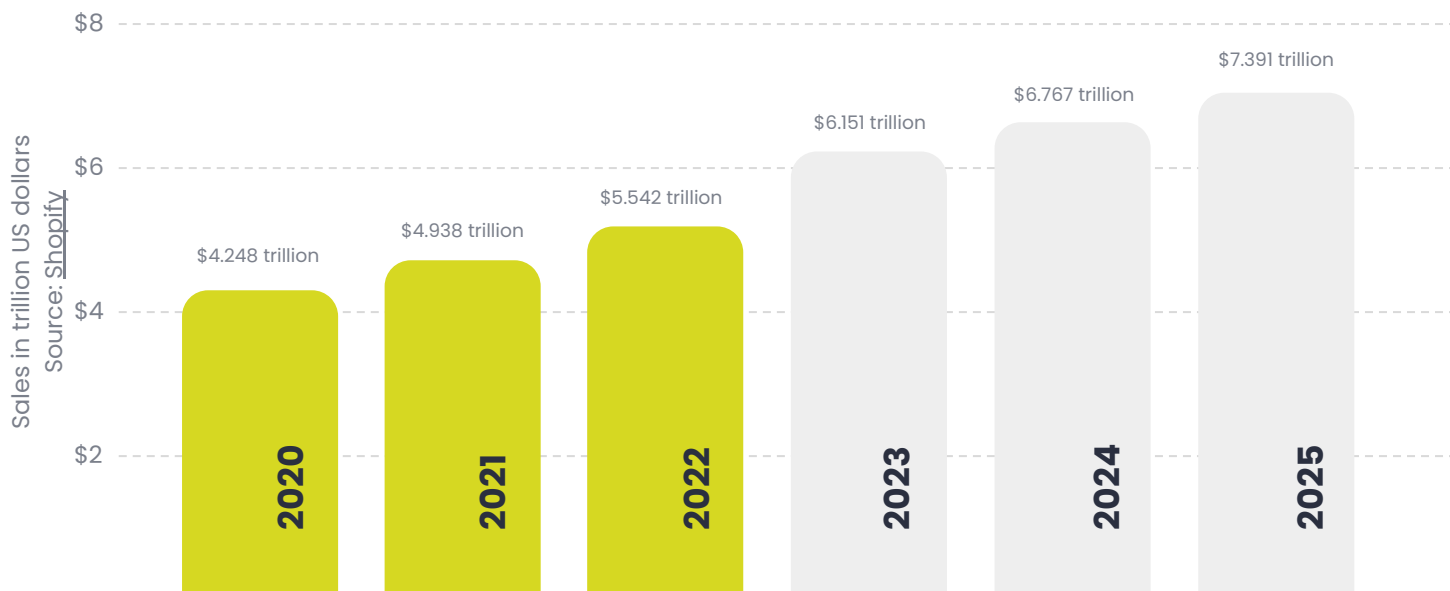
We'll cover

- **The right time to scale**
- **Ecommerce Foundations**
- **Building Momentum**
- **Refining Your Customer Service**
- **Strategy**
- **Future-proofing**

... and so much more!



Global Ecommerce Sales 2020 to 2025



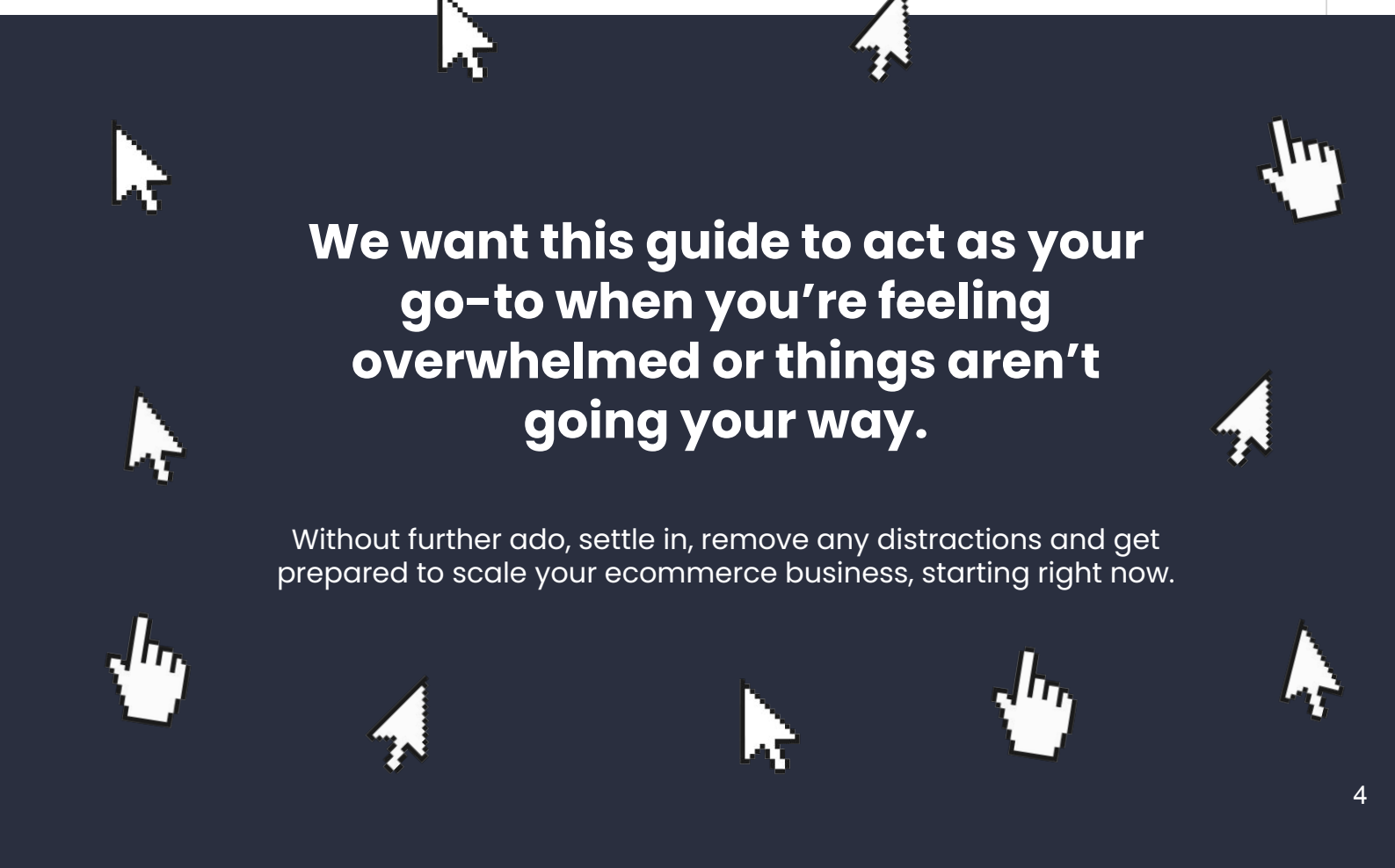
How to use this guide

This guide is here to help you, but it can't do the work for you. It will give you the tools and steps you need to scale your ecommerce business. To utilise the guide to its full potential, you'll need to take action, implement new processes and keep referring back to the concepts we discuss.

Throughout the guide, we provide checklists, cheat-sheets and calendars that will keep you focussed and on-track. You are welcome to print these out, keep them on your desk and refer to them whenever you need to, throughout your scaling journey.

Although it may be tempting to skip through to the section you're particularly interested in, we strongly recommend you begin at the start and go through each section, step-by-step! We've designed this guide to transcend all industries and focus on the universal concepts and processes of scaling an ecommerce business.

So whether you sell lifestyle products, bespoke flooring or health supplements, you will be equipped with the knowledge needed to grow and scale.



We want this guide to act as your go-to when you're feeling overwhelmed or things aren't going your way.

Without further ado, settle in, remove any distractions and get prepared to scale your ecommerce business, starting right now.

When is the right time to scale?

Attempting to scale your business before you have a strong foundation will be detrimental to your long term success.

You wouldn't build your house on sand, so why would you build your business on an unstable foundation?

There's no sugar-coating that without solid systems and strategies in place, just a small bump in the road will have significant negative impacts on your business.

Many businesses who try to grow and expand faster than their products and processes can keep up with, suffer the consequences. With premature scaling currently accounting for 70% of startup failures! So before we begin, we want to make sure your business is ready.

Premature scaling currently accounts for

70%
of startup failures



Time to play 'Scale Up Bingo'

We've created an ecommerce bingo sheet to help you assess whether now is the right time for your business to scale. If you can cross off these 9 things, we're pretty certain your business is ready to take the leap!

★ BINGO ★

Have a validated product / market fit

Your product satisfies a strong demand in the market

I understand my target customer

You know who your ideal customers are and how to target them

Have a reliable & focused team

You have a strong and focused team who can handle growth

Have a rounded business model

You have a proven business model that comprehensively outlines how you deliver value to your customers

Have strong cash flow

You have strong cash flow that can sustain your business throughout periods of investment

Minimal risk

Scaling wouldn't be a significant risk to your business at this time

Dependable infrastructure

You have all the necessary facilities and operations in place to support growth

Surpassing revenue goals

You're already reaching your revenue target and beyond

Proven concept

You've crossed off all other boxes and know your business can achieve the desired growth

02

01

03

Ecommerce Foundations

To ensure a healthy return on investment (ROI), before you even begin to scale your business it's important to nail the fundamentals of ecommerce and lay a robust foundation. The longevity of your ecommerce business depends on these building blocks, so spend time and energy on getting these right in the very early days.



Website Optimisation

Laying the groundwork for a successful ecommerce business starts with a high-performing website. Before you scale your business, it's crucial to implement the features and functionalities needed to keep up with the rapid growth you'll want to achieve.



Attempting to scale your business without a sophisticated site is like trying to row without an oar, you won't get anywhere!

Website Optimisation



Design
75%

of people judge a brand's credibility on the look and feel of their website. Judging by these stats, it's clear that a crisp, clean layout designed with the user in mind is crucial to success.



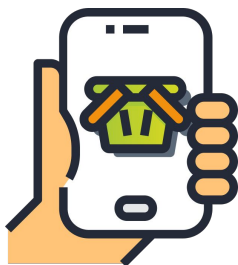
Site Speed
53%

of consumers leaving a website that takes more than 3 seconds to load.

Navigation
38%

of users will leave your website immediately if it isn't easy to navigate.

Mobile
79%



of smartphone users have made a purchase online within the last six months, it's clear that optimising your site for mobile use is extremely important.

Personalisation
760%

increase in email revenue when utilising personalised and segmented campaigns.



Checkout
69%

of carts will be abandoned, however, conversion rates are drastically improved through better checkout design, with reports showing a 35% increase in conversion when the checkout page has been carefully considered.



Search
40%

of customers head straight to the search bar when landing on a site, so it's crucial to ensure your search functionality is up to scratch!



“

**Seek first to understand,
then to be understood.**

”

Stephen Covey
Author

Mapping Your Customer Journey

Possibly one of the most important things you can do for your business is to understand your customers' journey and allow this to inform your overall ecommerce growth strategy.

Having a deep understanding of which stage of the buying process your customers are at when they land on your site will inform important decisions throughout the process.

66%

**of customers expect
brands to completely
understand their needs**

[LXA Hub, 2022](#)



**Customers who feel understood,
are much more likely to make
repeat purchases and tell people
how great your brand is!**

With 66% of customers expecting brands to completely understand their needs, it's clear that mapping the customer journey is one of the most important things you can do for your ecommerce business.

Creating customer personas that accurately represent your current customers is crucial to a deep understanding of their wants, needs, motivators, barriers and pain points. After all, having a deep understanding of their desires and problems provides you with the ability to solve them!

A great place to start your research is by using the analytics tools in **Google** and **Facebook**. Here, you'll be able to get a sense of the age, location, gender, likes/dislikes and motivations of your customers and gain a deeper understanding of the thoughts and opinions they are likely to have during their buying journey.

Mapping Your Customer Journey

OK, so now you have the profile information for your customers.

Now you'll be better equipped to build a picture of your target customers. We suggest creating a profile for your ideal customer which you can refer back to whenever any significant decisions need to be made. If you're coming across a few different demographics during your research, or know that you have multiple customer types from experience, then you can create numerous personas which will help to segment your audience.

Use this template to create your customer persona(s) and consistently refer back throughout each step of the ecommerce scaling process. Keeping your customer in mind every step of the way will ensure you stay focused on the right channels and reduce time and energy wasted on endeavours that don't pay off!

Age

Marital Status

Education

Bio

Customers background and general lifestyle



Motivation

Example. Work performance, family, social status

Health Habits

Are they conscious about their health

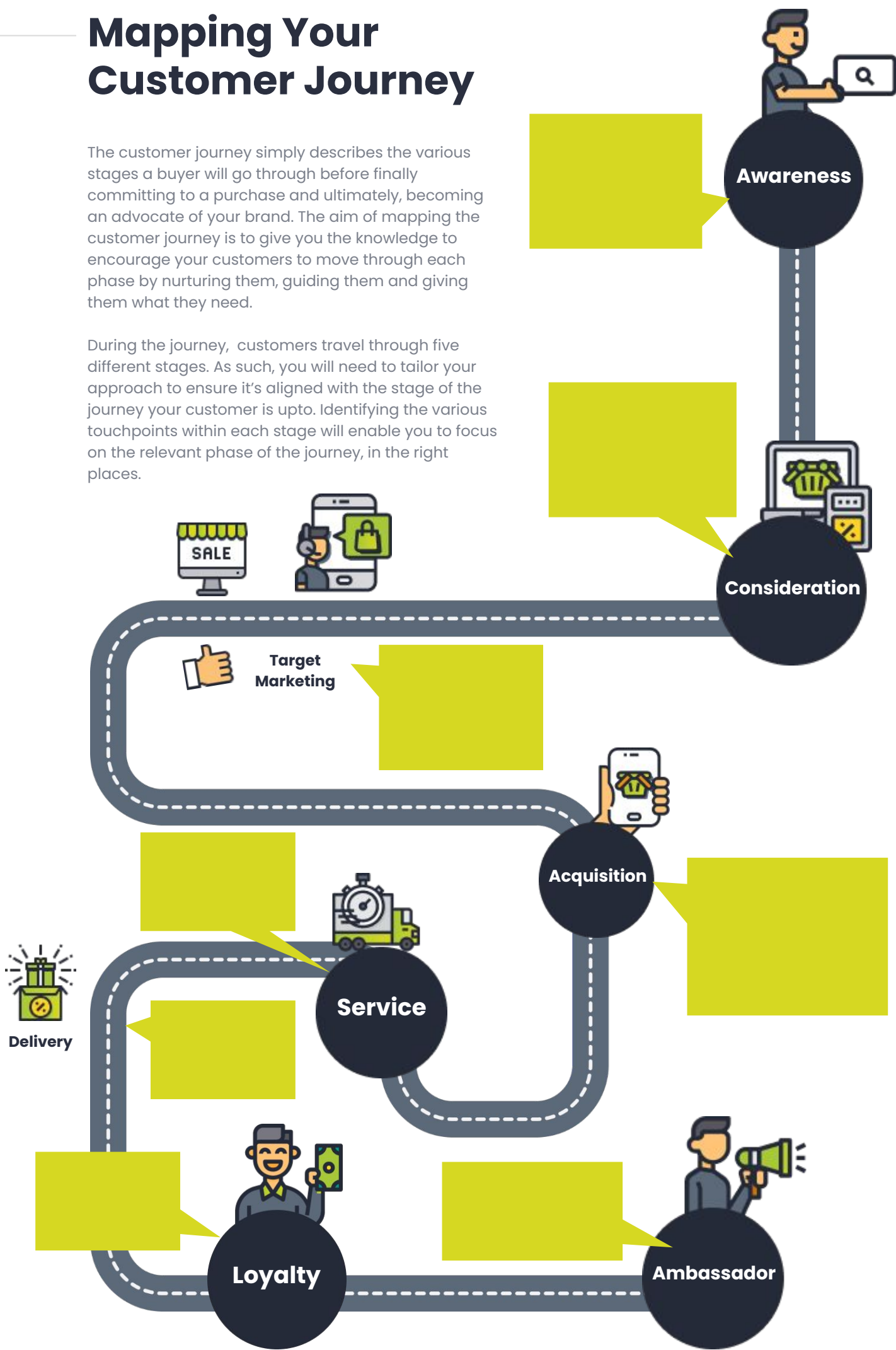
Wants

What do they need to draw them towards your product.

Mapping Your Customer Journey

The customer journey simply describes the various stages a buyer will go through before finally committing to a purchase and ultimately, becoming an advocate of your brand. The aim of mapping the customer journey is to give you the knowledge to encourage your customers to move through each phase by nurturing them, guiding them and giving them what they need.

During the journey, customers travel through five different stages. As such, you will need to tailor your approach to ensure it's aligned with the stage of the journey your customer is upto. Identifying the various touchpoints within each stage will enable you to focus on the relevant phase of the journey, in the right places.



Customer Journey Mapping

If your customer has never heard of your brand before but ends up on your homepage, what elements show them exactly what your business does within a matter of seconds? Or if a loyal customer is visiting your site and lands on a product page, what is going to convince them to convert?

With your customer persona research in hand, make your way through the next five sections which go into detail about the different phases of the customer journey. Within each section, jot down the various touchpoints that your customers will engage with or come into contact with for your specific business e.g. blog posts, product pages, social media posts, Google Ads and radio interviews. We have included a handy customer journey template on the next page for you to do this.

Once you've identified all of the touchpoints relevant to each phase of the customer journey, you'll need to map out all of the possible motivating factors, as well as any barriers that your customer may face which impacts whether they continue through the buyer journey, or not.

Simply, you can imitate the customer journey yourself by landing on the homepage, identifying any friction points that may prevent you from converting and making a note of each one. However, it's always best to dig a little deeper and get the opinions of real customers. Holding a focus group with customers from each of the five stages of the journey is a great way to gain an accurate insight into the real ups and downs of shopping on your site.

Gathering Customer Feedback

Top Tip

If you don't have the time or resources to do identify touchpoints, why not send a feedback survey that enters them into a prize draw for completing? Incentivising your existing customers to provide feedback will build trust and also give you valuable data to work from - win win!



Customer Journey Mapping

There are many other tools you can use to gain an insight into customer behaviour such as heat-maps and digital tracking tools which will also help you to identify any stumbling blocks or friction points within the customer journey.

No matter which tools you choose to use, gaining this understanding will help you to improve your website and propel your ecommerce business forward. Whether changes are as simple as making the 'Add To Basket' button more obvious or you need to go the whole hog and design a brand new page layout, there's always something you can do to improve your customers' journey.

1

Awareness / Discovery

The first stage is awareness. This is the first time a customer discovers your brand so naturally, this can be a really exciting time for them!

In this phase, the customer is actively looking for more information and may need help answering a question, perhaps they're simply looking for inspiration or have accidentally stumbled across your website. Whatever the reason is, this is your opportunity to make a lasting impression.

There are many different ways customers can become aware of your business, from social media posts to Youtube product tutorials, organic searches on search engines, all the way to recommendations from friends and even television adverts.

Ensuring that the relevant touchpoints you identify within this phase are carefully reviewed and then improved to focus on customers in the awareness phase is crucial. Now is a great time to go back and review any traffic data you have for your ecommerce site.

Some examples of touchpoints customers are likely to engage with are:

- Landing Page
- About Page
- Blog Posts
- Social, Google, Radio & Tv Ads
- Social Media Posts
- Homepage Banner

Ask yourself

Where is the majority of traffic coming from?

What are the customers' intentions when they reach this touchpoint?

How can we better improve each touchpoint to cater for customers in the awareness phase?

Consideration

In the consideration phase, customers are 'getting warmer' so to speak.

They are actively considering engaging and connecting with your brand but are probably also looking at your competitors too. Depending on the customers' motivation and behavioural traits, they may spend seconds, hours, days or weeks in this phase! So it's up to you to provide additional value in order to build trust and credibility and provide a superior experience than your competitors can!

During this phase, customers are likely to engage with the following elements and pages:

- Online Storefront
- Product Pages
- Category Pages
- Reviews and Testimonials
- FAQ Pages
- Sign-up Forms



Think about when you, yourself engage with an ecommerce site, what are your bug-bears and pain points? Is the site navigation clear? Is there enough information about individual products? Is there enough evidence of credibility? Jot your answers down on the template and build up a picture of how the customer may be feeling.

Remember, if you're holding a focus group or sending out a survey, you can build a bigger and more accurate picture of how your real customers are feeling at this point.

96%

Of consumers compare prices from different sellers

Skuuudle Insights, 2022

3

Conversion

This is the phase of the journey where the customer decides whether or not to commit to a purchase.

There are a number of touchpoints within this phase that can both positively and negatively impact this decision such as:

- Shopping Cart
- Terms & Conditions Page
- Checkout Page
- Thank you Page
- Delivery Information Page
- Members Log In Area

These touchpoints need to be carefully considered and continuously refined in order to encourage conversion. If a touchpoint doesn't meet the customers' expectations, you risk losing a sale!

As discussed previously, primary research such as information gathered via focus groups and surveys will help you to identify any issues or elements that are off-putting to potential customers and allow you to improve these for the future.

4

Retention / Loyalty

It's now time to invest in nurturing and retaining them!

Now that you have managed to take your customer from the awareness stage, all the way through to completing the conversion stage, it's now time to invest in nurturing and retaining them!

There are many touchpoints customers in the retention phase are likely to engage with:

- Invoice and thank you emails
- Online Storefront
- FAQs
- Delivery Experience
- Product Packaging
- Return labels
- Customer Service Representatives

Here, it's crucial to provide excellent customer service at every touchpoint to encourage your customer to shop with you again. You should always be thinking about how you can improve the experience at each touchpoint, ask for feedback and improve every process to increase the likelihood of repeat custom.



40%

Of consumers would NOT order online if the return period is less than 30 days

Send Cloud, 2021

Advocacy

This is the phase that you want all of your customers to reach. The pinnacle of ecommerce! If your customers reach this stage, a congratulations is in order!

The advocacy phase is when you know you've done a fantastic job as your loyal fans spread the word about your brand because of how amazing their experience has been, from start to finish. Generally, these customers strongly align with your brand values and their customer lifetime value (CLV) will be high.

Within the advocacy phase, customers are likely to engage with the following touchpoints:

- Email Newsletter
- Online Storefront
- Feedback Forms
- Landing Page
- Social Media Community

Customers in this phase need to be rewarded, feel appreciated and be motivated to continually champion your brand. Think about creative ways you can do this and employ tactics such as reward and loyalty schemes and VIP portals to ensure these customers feel loved!

Now you have identified your customers' touchpoints and corresponding barriers and motivators for each phase of the journey, you should have a clear vision of the overall process and understand the ways in which you can improve the customer experience.

We suggest you refer back to this completed customer journey template every few months and adjust as necessary!



74%

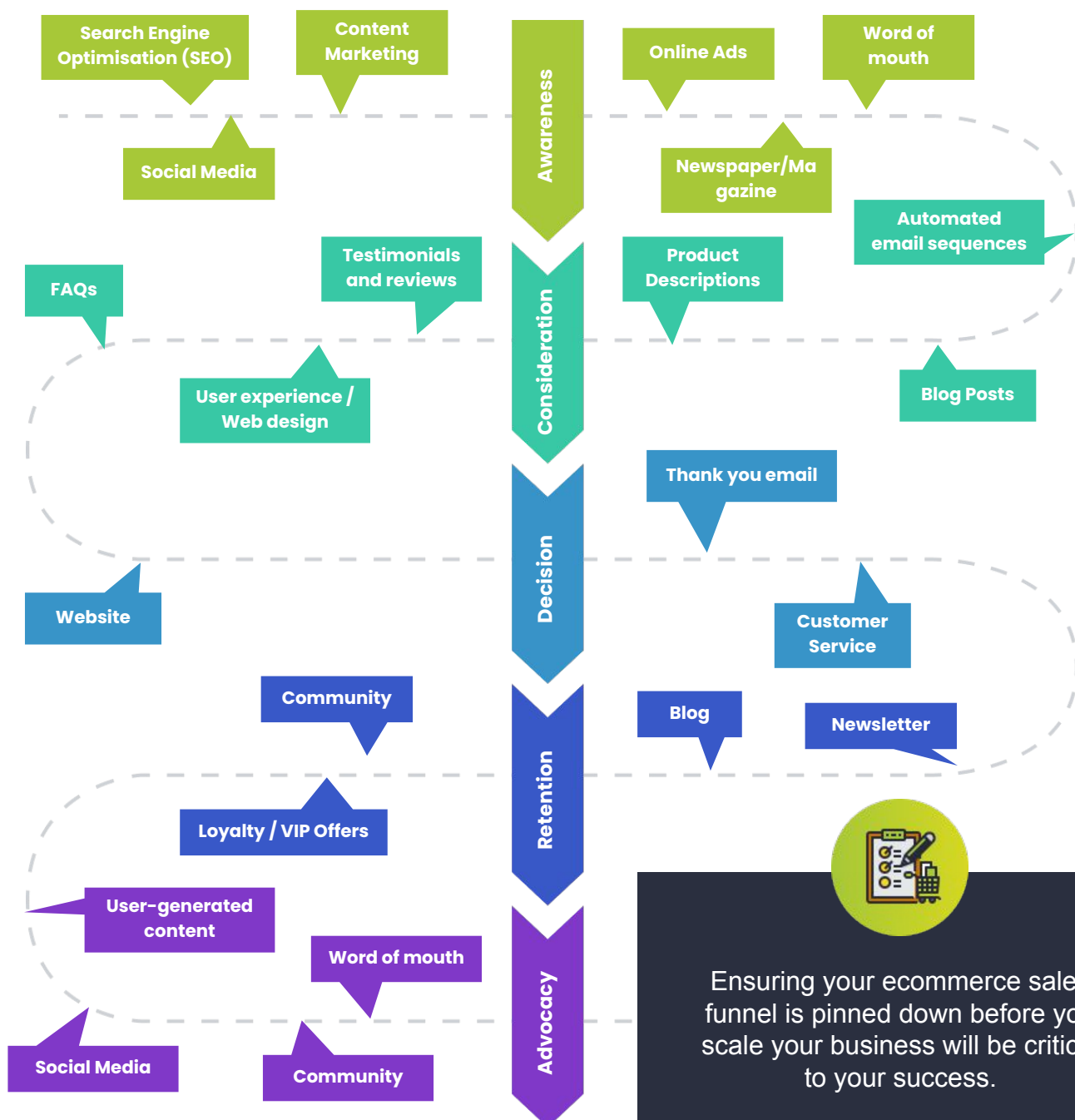
of consumers say they're loyal to a brand due to its product quality

Ecommerce Sales Funnel

Having an ecommerce website without a functioning sales funnel is like having a roast dinner without the gravy – it’s just plain wrong!

Now that you’ve mapped out your customer journey and identified the touchpoints within each phase, it’s time to translate the information you’ve collected into a working sales funnel.

This funnel should guide your marketing and sales efforts. It should provide the tangible steps you need to take a customer from one phase of the journey to the next and ultimately, result in a sale! Using your previous research of the customer journey where you have identified barriers and motivators to purchasing, you can begin to map out the best marketing channels and tactics to use for each phase of the funnel.



Ensuring your ecommerce sales funnel is pinned down before you scale your business will be critical to your success.

You can't build momentum without a solid plan!

Fundamentals of SEO

A few decades ago, SEO wasn't so critical to a successful online business. However, things have dramatically changed. Nowadays, if you don't have a solid SEO strategy, your ecommerce website will suffer. We've created a handy SEO checklist to make sure you're on track for success! So delve into each section and cross off each task, as you go.

SEO Basics

SEO stands for search engine optimisation and simply describes the practice of telling search engines that your website exists. This is necessary as when a user searches a term relevant to your site or business, your website can be shown to users in the search engine results pages (SERPs). If search engines don't know about your website, they can't tell customers about it either! In simpler words, SEO aims to drive organic traffic to your website.

Every website page is ranked by search engines in terms of relevance so if your SEO is substandard, you'll be left at the bottom of the rankings and no one will know you exist! Considering that pages shown on the second page of Google's search results have a click through rate (CTR) of less than 1%, we're pretty sure you want to be on page one, right?

Before we delve a little deeper into SEO, there are a few key tools and features you'll need to have in order to make the most of the next steps.

A great place to start is with Google Analytics. This tool allows you collect, track and analyse data to gain a deeper understanding of how customers reach your website. This data will help you to make informed decisions in driving organic traffic and growing your ecommerce website.

You'll also need to set up Google Console and Bing Webmaster, install an SEO plugin, ensure your site is indexed, create a Robots.txt file and submit a sitemap, if you haven't already done so! Once you've completed these tasks (or got the help of an expert to do them for you!) cross them off the checklist below and you're ready to move on to the next step.

Don't be happy on page 2

Links on page two of Google get a click through rate of less than

1%

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, blue, green, red) inside a white speech bubble with a black outline.

[Search Engine Journal, 2020](#)

Keyword Research

If you haven't heard of keyword research, where have you been? This is the process of researching and identifying keywords that your ideal customers enter into search engines to find the product, service or information they're looking for. Of course, humans are all different so finding these keywords can prove to be a rather tricky task!



1 Identify Key Topics

Search engines rank your website pages based on relevance. Narrowing down your keyword research into topics before you begin can save you from choosing keywords that are irrelevant and harmful to your rankings.

There are a few different ways you can identify topics; You may have a few different product categories (such as homeware, clothing, gifts) so you can narrow them down that way. Or perhaps you have one main line of business that can be applied or used within different industries (such as IT services or coaching). The main thing here is that you choose topics that are relevant and important to your business.

2 Identify Relevant Keywords

Once you've identified your key topics, you can begin your keyword research! A great tool for this is Answer the Public. Using this tool, you can find out which questions, phrases and keywords people are searching for that are relevant to the topics you've previously identified. This gives you a really good idea of the needs and wants of your customers and allows you to direct your energy towards answering those questions and providing solutions to their problems.



What next?

Now you've got your list of relevant keywords and have identified the ones you are most likely to rank for, you can use these keywords to inform your content and on-page SEO.

3 Identify Competitor Keywords

Next, you need to identify the keywords that your main competitors are ranking for. Using keyword research tools such as 'Ahrefs' you can find out which keywords your competitors are ranking for, which your brand is not. We call this 'Gap Analysis'. You can then assess the intent of the people searching for these keywords and decide whether or not they are relevant to your business. When ranking, search engines also consider the level of authority of your content and web pages, so identifying your competitor's keywords is really important if you want to remain in the game!

4 Rank Your Keywords

Once you've found tons of keywords, it's time to rank them. Here, you need to understand both the average monthly search volume (MSV) and the ranking difficulty for each keyword. You can find this information using Google's Keyword Planner.

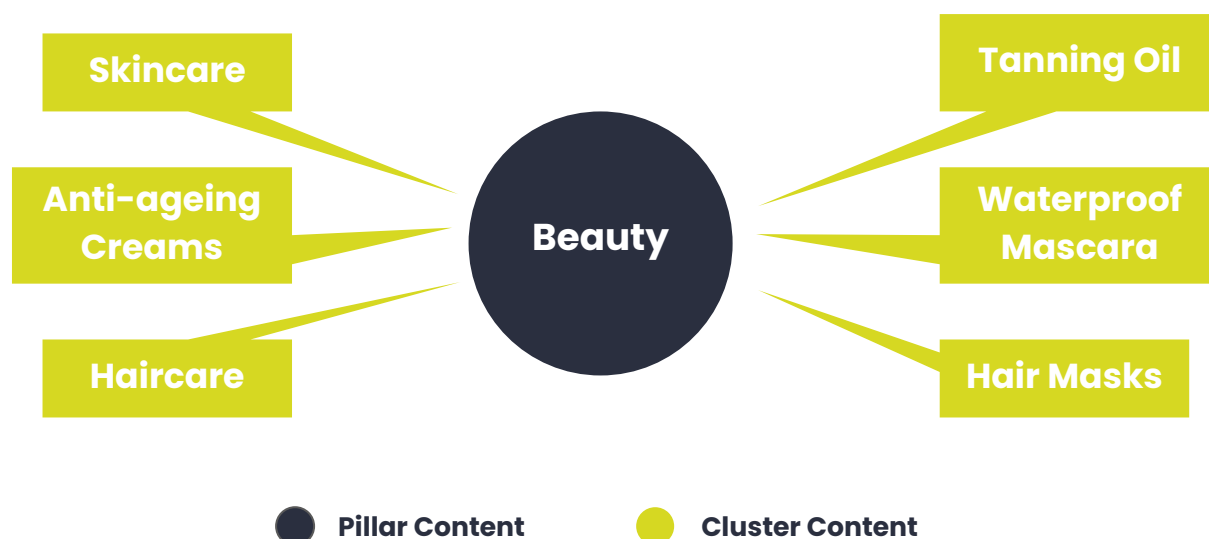
You are looking for the sweet spot between a high search volume and low ranking difficulty. If the ranking difficulty is high (as you're competing with a dominant force in the industry such as Amazon or The New York Times for example) it is less likely that you will rank, unless your content is absolutely exceptional!

Likewise, if the average MSV is low, you're wasting your time creating great content that no one will find. Getting the balance right is important and takes time to master but when you find those keywords that sit perfectly between the two, it can be magic!

Content

Your SEO keyword research should always inform your content plan! The benefit of utilising this research is that instead of creating content (blog posts, how-to-guides etc.) that your business simply wants to shout about, you can now create the content that you know people are actively looking to discover! Hence, they are more likely to find out about your brand and find significant value in your content.

A great way to begin implementing keyword research within your content is to cluster relevant topics together. For example, if you sell beauty products, you may end up with something like this:



Now, you can plan your content according to your keywords and ensure you are consistently covering the topics that are important to both your business and your customers.

Additionally, utilising backlinks within your content is a great way to boost your search engine rankings. As search engines assess web pages based on their authority, having high-ranking websites linking back to your page is a great way to tell them that your content is relevant and valuable.

Top Tip

When you next write a blog post, email other businesses, blogs or news outlets who may be interested in highlighting it to their audience. This is a great way to begin to build high-quality and relevant backlinks.

On-Page SEO

On-page SEO refers to optimising existing content, imagery and other elements such as meta descriptions and title tags. Firstly, you'll want to run an audit on your website which will highlight any issues with your on-page SEO. You can use tools such as Google Search Console to do this.

Once you've audited the site, it's time to fix any errors such as broken links, duplicate title tags and meta descriptions and update any outdated content that may be harming your rankings. Make your way through our handy checklist and ensure you've addressed each step before moving on to the next task!

Technical SEO

Technical SEO refers to the optimisation of your website and server to help search engine “spiders” crawl and index your site more effectively.

We get it, it sounds a little scary - In simple terms, search engines prefer websites with specific technical characteristics such as fast load speed and a secure “https” status. The more technical characteristics your site possesses, the higher you’re likely to rank on the SERPs.

If you’re an SEO whizz, you may be able to action some of the tasks on the checklist below. But honestly, we would highly recommend getting an expert in to help with this as it can get a little tricky if it’s not something you’re used to doing.

It’s much easier to create a problem than to solve one with SEO so if you’re unsure on anything, call the experts!

Your SEO Checklist

SEO Basics

- Set up GSC & Bing Webmaster tools
- Set up Google Analytics
- Install & configure an SEO Plugin (WordPress)
- Make sure that your website is indexed
- Generate & submit a sitemap
- Create a Robot.txt file
- Check Search Console for manual actions
- Check the website is indexed

Keyword Research

- Identify your competitors
- Conduct a keyword gap analysis
- Find your main keywords
- Find long-tail keyword variations
- Find question keywords
- Analyse the intent of pages that rank
- Create a keyword map
- Prioritise by search volume & keyword difficulty

Technical SEO

- Leverage “inspect URL” feature in GSC
- Ensure your website is mobile-friendly
- Check your site loading speed
- Make sure you are using HTTPS
- Find and fix crawl errors
- Check the page depth
- Check for duplicate versions of your site
- Identify and fix broken links
- Use an SEO-friendly URL structure
- Find and fix orphaned pages
- Check canonical tags
- Add structured data

On-Page and Content

- Fix duplicated, missing and truncated title tags
- Find and fix duplicate or missing meta descriptions
- Find and fix multiple H1 tags
- Improve title tags, meta descriptions and page content
- Update outdated content
- Run a content audit and prune content
- Optimise images for SEO
- Organise topic clusters
- Find and fix keyword cannibalisation
- Improve content readability

Off-Page SEO

- Analyze your competitors link profile
- Conduct a link intersect analysis
- Target your competitors broken backlinks
- Leverage digital PR
- Implement the Skyscraper technique
- Turn unlinked mentions into links
- Set up and optimise Google Business Profile

Tools to help

SEO Basics Tools

Google Search Console
Google analytics
Bing Webmaster Tools
Yoast
Semrush Organic Research Tool

Keyword Research Tools

Semrush Keyword Magic Tool
Semrush Keyword Gap Tool
Google Ads
Semrush Topic Research
People Also Ask
Answer The Public

Technical SEO Tools

GSC and GA
PageSpeed Insights
Googles Mobile-Friendly test
Semrush Site Audit
Structured Data Markup Helper
Merkle Schema Markup Generator

On-Page & Content Tools

Semrush Content Audit
Semrush Topic Research
SEO Writing Assistant
On Page SEO Checker

Off-Page SEO Tools

Semrush Backlink Audit
Semrush Backlink Analytics
Semrush Backlink Gap
Semrush Link Building Tool
HARO
Prowly
Google Business Profile

Building Momentum

Now you've expertly laid the foundations for a killer ecommerce website, it's time to build momentum and attract more customers to your beautiful and functional site!

Building momentum and creating a buzz around your brand couldn't be more crucial to its online success. Your marketing and customer service strategies must be unified and working in sync to create a sense of urgency, in addition to providing an outstanding customer experience if you want to stay ahead of the competition.

When working your way through these sections, it's important to keep your customer personas, customer journey map and keyword research at the forefront of your mind. This information will help to guide the direction of the strategies we're about to delve into!

Supercharge Your Marketing Strategy

The first thing you need to do to build momentum and drive traffic to your website is (dun, dun dun...) make a marketing plan! It may sound simple, but creating a successful marketing strategy takes time, creativity and dedication. Let's get started!

LIMELY.

We create bespoke ecommerce stores

Convert visitors into customers



Marketing Channels

First things first, you need to decide which marketing channels you will use to create hype and momentum around your products or services.

So how do you decide which channels to pour time and effort into and which ones to simply ignore? It all comes back to your previous customer persona research and customer journey map - you must have seen that one coming!

For each customer persona you have, you should have a good understanding of how they are likely to find your business, where they are hanging out in the online world and how you are most likely to reach them. If your customers are millennials, it's likely that they'll be glued to Instagram or TikTok, but if your company is B2B and you want to reach out to business managers, perhaps LinkedIn is the place to start!

If you don't have solid evidence of where your customers are, now's the time to head to Google Analytics to delve into your traffic data and do some wider research.

How many different marketing channels and platforms can you think of?

We'll start you off...

- Social media
- Websites
- Email marketing
- Blogs
- SEO
- PPC
- SMS marketing
- TV / Radio
- Influencer marketing
- Printed adverts
- Online advertising
- Press releases

... And that's just a handful of the many different channels you've probably already thought about utilising.



Top Tip

Why not send out a customer feedback survey to find out which social channels they use the most and which marketing channels they prefer?!

Ask them:

- How did you find out about our brand?
- Where do you spend most of your time online?
- What are your preferred social media channels?

Once you've got this information, you're in the perfect position to whittle down your marketing efforts to only a handful of channels. It's also important to ensure that the channels you choose allow you to effectively communicate your message. If you're a photographer, perhaps Twitter isn't the right place to focus your energy, but Instagram and Pinterest are probably a good place to start.





































Don't forget, throughout the customer journey, different channels will be appropriate at different stages so ensure you consider.

Marketing Burst

To kick-off your marketing efforts in the best way possible, it's a good idea to start off with what we call a 'marketing burst'. This is a set period of time where marketing efforts are intensive and focused on spreading brand awareness and acquiring new customers.

We have created a 30 day marketing burst template to show how you can build momentum in the short term. You can then build upon this momentum and buzz with more long-term content marketing strategies.

Marketing Burst Calendar Template

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				  		
 Blog - Article #1		  		  		
	  	 Blog - Article #2		  		
 Blog - Article #3		  		  		
	  	 Blog - Article #4		  		

Content Marketing

Now you've laid the foundations for a great marketing strategy, it's time to delve into the world of content marketing. This is a long-term marketing strategy that takes a lot of time and effort to grow, but when you put in the hard work, you will reap the rewards!

There are many different forms of content that you can include in your strategy, from blogging and email marketing to social media and influencer marketing. Again, you need to consider your customer personas and phases of the customer journey when planning your content.

Blogging

Blogging is often used to entice your audience and attract new customers who are likely to be in the awareness phase of the funnel. Your blog will be one of the most frequently updated pages on your website and should be used as a magnet for your ideal customers.

Your blogging strategy should link with your SEO strategy and utilise the keyword research you have carried out, in order to push your website up the rankings. Using your SEO keywords within your blog title, H1 tags and meta descriptions is a great way to boost your rankings!

However, be careful to only use these keywords if they're relevant and provide the best experience for your customers. Using a blog title such as 'Top 10 Tips For A Healthier Diet' when the post is actually about an exercise regime, is a sure-fire way to negatively impact your SEO rankings and therefore, organic traffic. Moral of the story, only use keywords that are relevant and provide value to your audience.

Blogs are also key to your SEO strategy as they also provide a great opportunity to obtain new, high-quality backlinks. The more backlinks your website has, the more domain authority you have and hence, more credibility. But be careful, search engines will penalise you if your backlinks are of poor quality.

You should never forget that there are real people on the other side of the screen, and whilst it's important to utilise SEO keywords and backlinks, you must always think of the customer first and ensure you're adding value to them in some way.



Don't have time to write content?

Speak to Lively about content packages.
www.lively.co.uk 01244 911 366

LIMELY.

Content Marketing

Email Marketing

Email marketing is a great marketing tool as it allows you to directly communicate with your customers without a third party such as social media platforms which can be distracting and detract from your key message. Sending important messages straight to your customers' inbox is an invaluable tactic but should be used sparingly. If you continually spam your customers with daily newsletters and emails, you can be sure they'll hit the unsubscribe button pretty quickly!

The key to a successful email marketing campaign is to be consistent. Reports show that 49% of consumers want to hear from their favourite brands on a weekly basis, so embrace this!

However, it's important to only send emails that provide a great deal of value for your customers. Your newsletter should offer them things that non-subscribers can't access such as VIP discounts, exclusive content or early access to new releases.



49%

of consumers want to hear from their favourite brands on a weekly basis, so embrace this!

[Statista, 2017](#)

So how big should your email list be?

Build & Nurture

Building a large email subscriber list takes time and a whole lot of consistency but when you get there, the results will speak for themselves. At first, growth may start off slowly but don't be disheartened, even the smallest of email lists can be really effective. After all, the people on your list are already invested in your brand so much that they have opted to hear from you on a regular basis.

Designing a great signup form is a huge part of building your email list. Ensure you consider the placement of your form within your website, carefully choose the language and wording of your signup CTA to maximise conversions and ensure you have chosen the most appropriate fields within your form for marketing purposes later down the line. As standard, a signup form should always include a First Name, Last Name and (of course!) an Email Address field.

Now you've got them, it's time to nurture them.

Now you've acquired some loyal subscribers, it's time to give them some valuable content and really nurture them! If you've segmented your audience based on their interests or demographics, you can use this to your advantage and curate emails targeted specifically to their preferences.

Segmenting your audience is a great way to hone your email marketing strategy as you can easily identify which customers are in the awareness, consideration, conversion, retention and advocacy phases of the buyer journey, and tailor your emails to suit them. Not only that, it also reduces the number of people who unsubscribe and builds trust as customers are only receiving content that is valuable and relevant.

Here are some top tips for building your email marketing subscriber list:

- Make your prospects want to join your community and feel like they're missing out if they don't sign up!
- Create valuable lead magnets that customers need to sign up to download
- Offer other incentives to join such as discounts or priority access
- Allow customers to sign up to relevant emails to them (e.g. if you're a fashion business, allow them to choose which categories are of interest to them such as womenswear, menswear or accessories)
- Add signup links within your social media platforms, relevant blog posts and landing pages

Here are some top ways you can provide valuable content to your subscribers within your emails:

- Provide educational content or insider knowledge that your customers will appreciate. If you sell groceries online, why not show them how they can use them to create delicious meals? If you sell makeup, you could record a makeup masterclass video and send it exclusively to your subscribers!
- Use a range of content types to keep your audience engaged, if you're always writing blog posts, why not record a video instead?
- Create product tutorials which demonstrate exactly what your products do, what they're made of, how they're superior to your competitor's products and highlight the value they'll bring to your customers' lives.

Enhance your open rate

Now you've created some top quality content, it's time to get people to open your emails! We don't want all that hard work for nothing do we? There are a few nifty tricks you can employ to entice your audience and increase that email open rate.

1

Write compelling subjects

Firstly, you need to write compelling subject lines that will capture the attention of your audience. Using emotive language is a great place to start...

Instead of saying "Here is our new product."

Try "What you've been waiting for is finally here!"

2

Grab the audience's attention

Recent studies have shown that using emojis in email subject lines can have both a negative and positive impact on an email's unique open rate. However, utilising emojis to enhance an already great subject line is a great way to capture your audience's attention. But be warned! Overdoing it with emojis can make your email look like spam.

Avoid this: 🚫⚠️ BIG DISCOUNT SALE ON 👗 TILL 5PM 🛍️

Do this: Exclusive discount on your summer faves ✨

3

Use A/B testing

Another great way of increasing your email open rate is to test which subject lines work best for subscriber list. A simple but really effective way of doing this is to carry out an A/B test. Most newsletter providers such as MailChimp allow you to do this type of test and it simply allows you to test one subject line against another.

For example, you can test two subject lines to 10% of your subscribers, set a time period for the test and when the test is complete, the winning subject line (the one with the most opens) will be sent to the remaining 90% of your subscribers.

4

Use dynamic values

Using dynamic values to personalise your subject line with the subscriber's name can lead to an increase in open rates by a huge 50%.

Next time you write an email subject line, try this technique and see if it affects your open rate!

How much more compelling is this subject line:

With dynamic value:

David, here's 10% off just for you!

Without dynamic value:

Here's 10% off just for you!

You're now ready to start your email marketing campaign

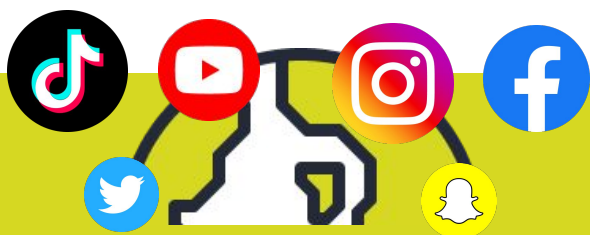
So now you've built your email list, your subject lines are perfected, your open rate is soaring and your content is invaluable. What next? You need to provide a clear direction for your subscribers. Ensure you include CTA's within your emails so they know what the next step is. If you want them to shop with an exclusive discount, ensure your CTA clearly demonstrates this!

Top Tip

If you're really unsure of how you can provide value to your audience, why not ask them what they would like? Send out a survey with an incentive if they complete it!

Social Media & Influencer Marketing

Social media is a powerhouse for ecommerce businesses. It can be utilised to target new audiences, direct customers to your website and build a buzz around new product launches and your brand in general.



58.4%

of people worldwide now use social media. Not embracing this force to be reckoned with, would be a huge mistake.

[Hootsuite, 2022](#)

4.70 BILLION

Users of social media

7.4

Average number of social platforms used each month

+5.1%

Year-on-year change in social media users

2H 30M

Average time spent using social media

93.6%

Of internet users using social media



The key thing to remember here is that when using social media platforms, you are not in control. Social media algorithms and engagement metrics are constantly changing so putting all of your eggs in one basket is a home-run to failure. Social media should be used as an enhancement of your overall marketing strategy but shouldn't be the sole focus. When used wisely, it can have an incredible impact.

Which Social Media is right for me?

You may have decided which social media platforms are best suited for your business and customer personas. If not, here is a brief breakdown of the dominant social platforms along with their key advantages:



Summary:

Visual platform loved by creatives and lifestyle influencers alike

Audience:

Primarily Female Millennials and Gen-Z (18-34)

Advantages:

The go-to place for visually compelling content

Advanced ecommerce tools within the app so customers can purchase right there

1 billion monthly active users



Summary:

Network to keep up with family, friends, brands and inspirational figures

Audience:

Primarily Female Millennials (aged 25-40)

Advantages:

The go-to place for connecting with friends and family

Ability to create private groups and build communities

2.93 billion monthly active users



Summary:

Microblogging platform where users vocalise their train of thought & opinions

Audience:

Primarily Older Male Millennials (aged 34-55)

Advantages:

The best social tool for blogging and thought leadership

Great for sharing news or opinions on current events

395 million active monthly users



Summary:

Professional network to share opinions about work and life

Audience:

Primarily Younger Millennials (aged 25-34)

Advantages:

The go-to social platform for connecting with like-minded professionals

Great for opening conversations around societal and cultural affairs

310 million active monthly users

Which Social Media is right for me?



Summary:

Creative platform primarily for housing inspirational content & moodboards

Audience:

Primarily Older Female Millennials and Gen-X (aged 30-64)

Advantages:

The go-to place for inspiration and creativity

Great way to share targeted content and reach ideal customers

433 million active monthly users



Summary:

Image-led app where users send snaps only visible for a matter of seconds

Audience:

Primarily Younger Millennials and Gen-Z (aged 18-24)

Advantages:

You can see everyone who views your snaps, allowing insight into customer demographics

Content on SnapChat doesn't feel interruptive to consumers

347 million active monthly users



Summary:

Creative app used to share short videos as a means of self expression

Audience:

Primarily Gen-Z and Millennials (aged 18-24)

Advantages:

TikTok is the go-to educational platform for younger generations

It provides a sense of community and light-hearted humour

1 billion monthly active users



Summary:

Often used by vloggers to share longer videos, tutorials or interviews

Audience:

Primarily Gen-Z and Millennials (aged 15-35)

Advantages:

Youtube users love to consume long form video content on the platform

Great way to connect with a global audience

2.1 billion monthly active users

Social Media Strategy



This is a good opportunity to hone your social media strategy and ensure that your business is making the most of the platforms.

Firstly, you want to clearly define the goals of your social media plan. Do you want to direct people to your website? Get them to sign up for your newsletter? Both? Whatever your aims are, jot them down to keep your efforts aligned with your main objectives.

When creating your social media content calendar, it's important that you target your various customer personas, but also target the various stages of the customer journey.

For example, if one of your customer personas is a female Gen-Zer, you will likely focus your marketing efforts on TikTok or Instagram. However, you must also ensure you're targeting her throughout the journey.

Your social media marketing plan may look a little something like this:

Customer Journey	 TikTok	 Instagram
Awareness	TikTok Ad / Influencer Post	TikTok Ad / Influencer Post
Consideration	Product Tutorial Video	Product Tutorial Video
Conversion	Unboxing Video	Unboxing Video
Retention	Loyalty / VIP Offer or Competition	Loyalty / VIP Offer or Competition
Advocacy	UGC / Reviews	UGC Reels / Reviews

If you create a simple table like this one for each of your customer personas, and ensure that you rotate your content through the customer journey cycle on a regular basis, you'll be on to a winner!

Here are our top tips for creating engaging content:

- Think outside the box
- Always have your customer in mind when creating content. What will they think?
- High-resolution imagery, always!
- Engage with customers, reply to comments, DM's and create a community feel
- Keep your brand values in mind

UGC & Reviews

Another key element in social media marketing is sharing content created by users; aptly coined user-generated content. Simply, this is the process of resharing authentic, original content created by your brand advocates. The theory is, if they love your product, they'll post about it!

- Firstly, you need to identify those customers who are most likely to share high-quality, authentic photographs or videos of your products. Lucky for you, you've probably already got a pretty good idea as you've spent time researching your customer personas and their traits or behaviours. Once you've done this, you can choose the best course of action for them!

If you're not getting much traction in the way of UGC, you can incentivize your customers to do so with a few simple marketing tricks:

- Create a hashtag for advocates to use when sharing content. Spend time on this, research competitor hashtags and ensure the # you choose is focused on your customers and not you!
- Host a competition to encourage them to post using your hashtag or by tagging your social handle (depending on the platform you choose)
- Feature their images on your website! With a chance to feature on the homepage of a brand you love, why wouldn't you take a few snaps and post them on socials?
- Ask your customers for reviews and testimonials

PPC & Retargeting

Retargeting is the practice of utilising pay-per-click (PPC) advertising to get your brand or products in front of customers who have previously engaged with your brand. It's a key marketing tactic used to drive growth from customers who are already in the consideration phase of the customer journey. Unlike SEO practices, which rely on content reaching users organically, PPC campaigns drive paid traffic to your website, as your business is showcased above organic search results on the SERPs.

When launching a new PPC campaign, it's key that you have defined your goals and objectives. Take a look back at your customer journey map and customer personas so you can identify the best demographics and even locations to target in your campaign.

When executed well, PPC can help you to win back lost customers by targeting them with valuable content that you know they'll love! Ensuring that your content matches the customer phase you're targeting is key to a successful retargeting campaign!

10X

On average a retargeting ad performance is 10X better than a regular display ad

[VWO, 2022](#)

70%

Consumers are 70% more likely to convert with remarketing

[WebFX, 2022](#)

Future Proofing

Supercharging your content marketing strategy is a great way to scale your business as it attracts new customers, nurtures existing ones and keeps your brand at the forefront of your audience's mind. In order to futureproof your business, you must constantly adapt and evolve to ensure you stay ahead of the game and way in front of your top competitors.

In order to assess the success of your SEO, marketing and other growth tactics, you must keep track of some key metrics. This will enable you to adapt and adjust your strategy, depending on what your customers are responding to best.

The metrics we suggest you keep an eye on, are as follows;

Organic Traffic

This metric represents the non-paid traffic visits to your website, directly from search engines such as Google. It is a great indicator of whether your SEO and content marketing strategy is paying off. However, it's important to understand that an increase in organic traffic doesn't automatically correlate to increased conversions.

Organic Revenue

Of course, this is the ultimate aim! Keeping track of your organic revenue is key to understand the quality of your leads. If your organic traffic isn't increasing, but your revenue is, it demonstrates that your strategy is working and you're attracting high quality leads who are ready to convert!

Organic Assisted Conversion Value

This metric is often overlooked. However, it's key to understanding the role that your SEO and content marketing efforts are playing in a customer's journey to conversion. This metric can demonstrate an effective campaign and should be carefully tracked.



Organic Conversion Rate

Organic conversion represents the proportion of website visitors who are converting into sales or leads. This metric is key for determining the quality of your website traffic and can be used to inform your content marketing approach as conversion rates are likely to increase when more conversion-focused users are visiting the website.

Keyword Rankings

It's always good to track the ranking position of your priority keywords so you can determine the success of your content marketing and SEO efforts. However, it's important to understand that ranking highly on search engines is only useful if it actually drives traffic and sales!

And there you have it! You've just completed our guide to Scaling Your Ecommerce Business. We wish you all the best in your drive for success.

Don't forget, we're always here if you need a helping hand along the way!

Limely.

Prepared by Limely

01244 911 366

10 St. John Street, Chester, CH1 1DA