

eCommerce
MAKEOVER

WELCOME TO YOUR

MAKEOVER GUIDE



PRODUCED BY:

 **Jamersan**

TABLE OF CONTENTS

ecommerce guide

WELCOME

INTRODUCTION

CHAPTER 1

PICKING A PLATFORM

CHAPTER 2

LET'S TALK TAXES

CHAPTER 3

SHIPPING

CHAPTER 4

ORDER MANAGEMENT

CHAPTER 5

EMAIL MARKETING

CHAPTER 6

INCREASING CUSTOMER LIFETIME VALUE

CHAPTER 7

SITE SEARCH

CHAPTER 8

CONVERSION OPTIMIZATION

CHAPTER 9

CUSTOMER SERVICE

CHAPTER 10

PRODUCT REVIEWS & LOYALTY

OUTRO

CONCLUSION



If you are considering making over your e-commerce store then this guide is for you. Even if you have no plans for such a project anytime soon we believe you will find value. The intent here is not to provide a step-by-step guide to accomplishing a makeover project - that would require volumes of text. We know you won't read that. Heck, we won't read that. Rather, this guide is designed to surface the key considerations as you look to improve & grow your business through a project like this.

Let's establish what is perhaps the most important lesson in this guide right here and now. **The goals of a makeover should be firmly rooted in increasing customer and business value.**

It's very easy in a project like a makeover to get enamored with the specific features and capabilities of what your store can (and can't) do. It's also easy to get caught up in what your store should look like as the result of a makeover. After all, the concept of extreme makeover shamelessly borrows from the home and car reality shows where the climax is the jaw dropping reveal. That's not what is most important here.

If you're underway with one of these projects and you aren't discussing the business impact and/or value to your customer for every single decision then call a timeout and regroup.

Let's make sure we are starting on solid footing and define what we mean by business and customer value. When it comes down to it there are really two things that a merchant needs to be thinking about: customer acquisition strategy and conversion strategy.

Everything else pretty much rolls up into these two. We aren't going to talk a lot about customer acquisition strategies in this guide but it primarily has to do with finding/reaching the right customers for your business. Conversion strategies are figuring out how to provide value to your customers at every touchpoint of the relationship so that their actions, as a result, produce value for your business. A purchase, a product review, a subscription, providing an email address - you get the picture. We are going to talk a lot about conversion strategy in this guide.

So the next time you catch yourself thinking "this store sure could use a makeover, let's bring in the designer to freshen things up" and instead start with a customer and business value conversation then we will have done our job here.

Imagine a new Porsche owner in a traffic jam, a leashed puppy in a dog park, or a sailor on a windless day. Can you sense the frustration? No one likes being held back. For an ecommerce business owner that is what it feels like when your business relies on old, outdated technology. Do any of the following scenarios sound familiar? You want to make some improvements in the look of your site and a developer tells you it will take 2 months. You are constantly fighting technical issues just to maintain the status quo. Your competitor starts offering a loyalty program and you can't easily counter it.

For Florida-based Bulk Candy Store, the limitations of being on an outdated platform became too much and the time had come to move their business forward. The family-owned and operated business has been successfully selling candies through various outlets for decades. Online sales have been healthy and steadily growing thanks to a loyal customer base and a reputation for excellent customer service. However, they knew there is untapped potential for their business to really explode. So time for a change.

Business owners face decisions every day. Some big and some small. If your business' revenue relies heavily on ecommerce then the platform decision is a big one. Fewer decisions will have greater longer term impact than this one. It can and probably will impact things like who you can work with (either as employees or partners), where you are allocating your capital, how you sell to your customers, and how/where you can evolve your business.

Because there is no "one size fits all" option it's important to understand your needs. For Bulk Candy Store that list included:

- + Remove reliance on technical resources to keep the site running
- + Ability to conceive and easily deploy promotions
- + Leverage other sales channels e.g. Pinterest, Walmart, Amazon
- + Plug-in new & existing supporting technologies without requiring a "project" to do so

We'll shortcut the suspense now - the easy choice for Bulk Candy Store was BigCommerce. BigCommerce is an "open" SaaS. What does that mean and why should Bulk Candy Store care? Coming from an open source platform which requires complete management of everything, BigCommerce ticks the box of no longer having to rely on technical resources to keep the lights on. No more worrying about bot attacks taking the site down, paying someone to patch the site every other month, or opening up tickets with a host because the site is slow.



No more worrying about bot attacks taking the site down, paying someone to patch the site every other month or opening up tickets with a host because the site is slow.

The “open” part of that equation means that BigCommerce has an extremely large (and ever growing) network of partners that has created options for merchants to enhance their business. With thousands of technology and agency partners in our open ecosystem and more added every month, BigCommerce is able to relentlessly prioritize the improvement of our core platform experience and ensure merchants have the freedom to choose the best combination of ecommerce solutions for their specific needs. This is a big deal for a merchant like Bulk Candy Store. Here’s why:

Bulk Candy Store has found a niche they can be successful in. But they also recognize that doing what’s been successful in the past doesn’t guarantee future success. In fact, their future growth will require doing new things they aren’t doing today. This means embracing an experimental mindset. For example: How can SMS make it easier for our customers to do business with us? What if we start offering coupons when a buyer wants to bail on a checkout? What sort of product subscriptions will resonate with our customers? The possibilities are limitless!

Traditionally these types of ecommerce capabilities have only been reserved for businesses with large budgets and teams. For Bulk Candy Store these capabilities are all within reach using BigCommerce as the foundation. By removing the constraints of “old” technology, Bulk Candy Store can devote more time and resources to what matters -- finding new ways to deliver value to their customers. Our friends at Bulk Candy Store now have a new Porsche on the Autobahn.



**Interested in replatforming your ecommerce store?
Interested in starting an ecommerce store?**

To take advantage of a 1 month free trial from BigCommerce reach out to us at Jamersan!

Get Started

RESOURCES

- + Knowledge Base: https://support.bigcommerce.com/s/knowledge?language=en_US
- + Community: https://support.bigcommerce.com/s/community?language=en_US
 - + Product Info: <https://www.bigcommerce.com/product/>
 - + Product Tour: <https://www.bigcommerce.com/product-tour/>



If you were to survey merchants and have them rank what gives them joy in running their business, it is a safe bet that managing tax compliance is near the bottom of that list. No offense to our CPA friends but it just isn't something they get excited about. Who can blame them - calculating, collecting, filing, and remitting sales tax on the goods they sell to various government entities isn't growing their business and isn't delighting their customers. So why are we talking about it in a store makeover guide?

Even though "tax compliance" and "things that are sexy about running a business" don't belong in the same sentence, it is a critical function for a growing business. You do not want to be the subject of inquiry for various government institutions (big and small) for not being in compliance with their sales tax laws. Even if you are doing everything right these events can be very disruptive and time consuming for a business. Why not take measures to just avoid it?

For those not paying attention here is the headline: the easiest, biggest no-brainer opportunity for automation in any size business is tax compliance. Set it and forget it. Just do it. Pass go and collect \$200. Are we clear?

Look, running an online business usually requires wearing a lot of hats: customer service, marketer, catalog manager, and 15 other things. But there is no reason in this day and age to add "tax expert" to that list. It would be silly to expect any business to keep up with each state's ever-evolving tax laws. It just isn't feasible. So automate it. For Bulk Candy Store they are using Avalara's AvaTax to do just that.

Here's what you need to know: most U.S. states have adopted a concept called economic nexus which means that regardless of where a business is physically located they will establish an economic nexus in their state once they reach a threshold of sales from customers in that state. The thing is that each state has their own thresholds and rules. Even though Bulk Candy Store is located in Florida once they sell \$100,000 of goods to Georgia residents they have reached the threshold for economic nexus there and are subject to sales tax collection/remittance.



Here's the kicker - those state rules change. A lot. Hopefully now you can see why offloading the task of keeping up with all of that is a good idea. Bulk Candy Store signed up for an AvaTax account (right inside of BigCommerce since their integration is built-in), provided a few details about their business, and is letting AvaTax do everything else. That includes calculating sales tax at checkout for all orders, telling Bulk Candy Store when they are near achieving economic nexus for any given state, and even filing sales tax for each state.

Avalara

Are you looking for a better way to deal with sales tax rates for your business while trying to prevent tax fraud?

Avalara's annual subscription includes your first 5000 transactions at no cost - after that, pay for overages is only \$0.30 per transaction, or upgrade to a higher plan (this offer is only for BigCommerce merchants that don't have an existing AvaTax subscription)

Get Started

RESOURCES

- + Technical Support: <https://www.avalara.com/us/en/about/support.html>
- + Avalara University: <https://training.avalara.com/>
- + Help Center: <https://help.avalara.com/>



At the risk of stating the obvious, there are actually two parts of the shipping equation for an ecommerce store to consider in a makeover: pre-order shipping & fulfillment. We'll discuss what you need to consider during the shopping experience in this chapter and post-order shipping & fulfillment considerations in the next. Simply put, pre-order shipping & fulfillment has to do with what fulfillment options and associated information you are providing your customers during their shopping experience in the cart and checkout. This is a biggie not only for Bulk Candy Store but for all merchants really.

In a time long, long ago there was an age of ecommerce where merchants would attempt to calculate what an order would cost to ship to a customer and pass that cost along to said customer. That's it. Then, the dawn of the age of Amazon changed everything. Now, we are in the fast & free era. But it's not as simple as that. Shipping options/cost have become a set of strategic levers that merchants must figure out for themselves. There is no one strategy to rule them all.

What we do know is that shipping is a significant influencer of customer behavior - especially when it comes to converting a cart to an order. Here are some proof points:

- + Shipping is one of the biggest contributors to abandoned carts. Up to 63% of carts that are abandoned are because of high shipping costs and 45% because of unsatisfactory delivery options.
- + Shipping is a significant opportunity to improve conversions if you are providing the right mix of options and price points (or free).

HERE IS BULK CANDY STORE'S REALITY:

Fact 1: Shipping chocolate is a challenge. It's temperature-sensitive and perishable which requires extra care and attention, otherwise, customers will receive a melted, soupy mess instead. Customer's should be made aware their packages are being cooled but would they be OK with paying a bit more for the packing materials required? What if it meant only shipping two day? Lots to think about here.

Fact 2: Popcorn is also a challenge given its volume and light weight. Using dimensional packing would enable them to more accurately quote shipping costs to customers or allow them to utilize premium packaging methods (i.e. popcorn tins) without increasing shipping costs to customers.

Fact 3: They need a pick up in store option since they have a physical location but only enable the option for customers who live in close enough proximity.

Fact 4: Bulk Candy Store needs to restrict certain shipping methods from displaying to customers from different locations for certain categories of products. An example of this is not allowing a perishable item to be in transit for longer than it can be kept fresh. That is a fairly complex set of rules to implement.

We've talked about automation, which is very applicable to calculating shipping costs/options for customers, but the key term here is flexibility. You want to provide your customers with options that satisfy their needs. You want to be able to set up different rules for different product types so you can fine tune these options for your business. Enter ShipperHQ.

ShipperHQ is a platform that integrates with ecommerce stores (in this case BigCommerce) to optimize the presentation of their shipping options in order to increase transparency, deliver a great customer experience, and increase sales. Bulk Candy Store is able to leverage ShipperHQ to handle all of their business realities: volumetric shipping for popcorn, assigning chocolate-based products into a unique group so that shipping options are automatically presented, adding a pickup in store option, and advanced rules for specific restrictions.

While shipping certainly doesn't have to be a profit center for merchants (although there are some ways to do better than break even) it is critical to consider the business value question when determining how to set up your fulfillment options. Obviously all customers would like a free next day option but that is rarely feasible so what do the alternatives look like? How will you be compared to your competitors? How will those options drive customer behavior?

In a makeover type of initiative you might be surprised to learn that shipping is often the area where the greatest mindset shift takes place. With greater flexibility comes more opportunity. With the introduction of a robust shipping platform like ShipperHQ the change that takes place is: "we're done with setting up shipping so we don't have to think about it anymore" to "I'm going to continue to experiment and optimize the shipping options I am presenting to my customers to drive more customer & business value."



**Looking for a truly unique shipping experience
that will fit your unique business?**

ShipperHQ is offering an extended 30-day trial with a complimentary
30-minute shipping strategy consultation.

Get Started

RESOURCES

- + Help Docs: <https://docs.shipperhq.com/>
- + Blog: <https://blog.shipperhq.com/>
- + Features: <https://shipperhq.com/features>
- + How it works with ShipStation: <https://www.shipstation.com/partners/shipperhq/>



In a guide for an ecommerce store makeover, you might be curious about why we bring up the topic of order fulfillment so early in the conversation. What customer or business value could possibly be generated at this stage of the process? As it turns out - quite a lot!

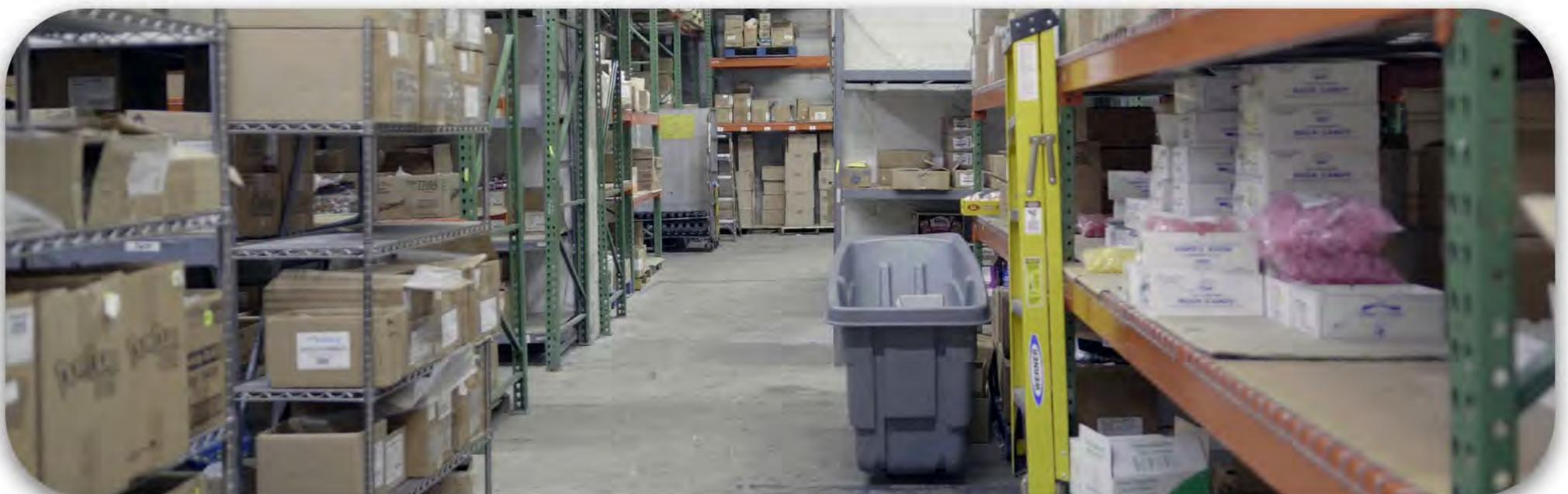
Generally speaking merchants will fulfill an order in one of two ways: they either ship it from their own warehouse(s) or have it drop shipped from a third party. Some merchants even do both. In either case there are significant opportunities to create (or destroy) value in the order fulfillment process.

Like it or not, customers have expectations. Part of your job as a merchant is to properly set, and communicate on, those expectations so your customers can make informed decisions. "Is that bicycle I bought yesterday as a buy-online-pickup-in-store order going to be waiting for me when I show up to the store today to pick it up?" You said it would, so it better be. The all-too-common complaint of "I paid for expedited shipping but it took 2 days to ship so what's the point!" should also be an expectation that is better managed.

A shipping and fulfillment platform will make it much easier to meet, and even exceed, those expectations. How? Automation. Are you noticing a trend here? Most ecommerce platforms (including BigCommerce) provide a basic level of order management. However, any merchant in "growth mode" will want and need more to keep up and maintain that growth. More control over their order processing times, better visibility into order status, fast & accurate label creation, fewer errors resulting in reduced sunk costs and an increased bottom line..

Bulk Candy Store is leveraging the ShipStation platform to handle order management and fulfillment. Here are the key reasons why:

1. ShipStation allows them to process incoming orders from all of their online selling channels and marketplaces (e.g. Walmart.com, Etsy, etc.) from a single platform, on any device.
2. ShipStation's automation rules notify the warehouse crew when they need to include ice packs or use special packing material for perishable goods.
3. ShipStation allows Bulk Candy Store to verify an order's accuracy before shipping resulting in fewer errors.
4. The platform updates the order status in BigCommerce when certain events take place to keep the customer updated and sends those updates via a customizable branded email which directs them to a branded tracking page.



ShipStation provides automation, visibility, and scalability in a fulfillment operation in a way that is simple & achievable for a merchant of any size. It works like this for Bulk Candy Store: orders placed online (and other marketplaces/channels) are automatically pulled in to ShipStation, shipping labels and packing lists are created and printed from ShipStation, ShipStation sends shipment tracking information and order status out to the store so that customers are notified. That's it.

For you dropshippers out there - think about how to use automation in your order management process. You can use a platform like ShipStation to create automation rules that send orders out to third parties, apply tags to orders so they get special attention, and other workflows that are unique to your business.

The lesson here is that the easier you make the process of managing orders through automation while at the same time providing customers with better visibility into the status of their order, business + customer value will skyrocket on both sides of the equation.

ShipStation®

Do you want to optimize your order management and fulfillment processes? Are you looking to reduce your packing and shipping errors and costs? Do you want your customers to remember their experience with your brand, even after they've left your site?

ShipStation is exclusively offering readers of this e-book a chance to try their platform for 90-days, free!

[Get Started](#)

RESOURCES

- + Resource Hub: <https://www.shipstation.com/resource-hub/>
- + Help: <https://help.shipstation.com/hc/en-us>
- + Features: <https://www.shipstation.com/features/>



You can't have a successful makeover for your ecommerce business without addressing your email marketing strategy. And if you're doing it right, email marketing will drive at least 30% of your online revenue. If you're not reaching that number, it's costing you.

The good news is that there are proven strategies that can help you increase your revenue from email marketing. Here's one to get started:

Log in to your store's customer database or email marketing platform and pick an email address at random. It doesn't have to be a VIP—just an average customer. Now, review the email correspondence that you've had with them over the last six months. As you read the exchanges, think about them as if they were actual verbal conversations. If you were to describe those conversations, it might sound something like this:

- + I told them they left a cart behind when they were researching my products
- + I confirmed that they ordered something and thanked them for their order
- + I gave them a tracking number when their order shipped
- + I asked them to review the product they bought
- + I told them that there are other things they can buy—and that we are having a sale next week

Now, there's nothing wrong if that's what you're doing. In fact, you should be having these conversations. But the problem is that it sounds transactional.

There is a huge opportunity when you evolve customer communications from something that's transactional to an actual relationship. And you can start this evolution with two simple questions:

“Are we providing value to the customer with this communication?” and “Will this conversation be worth their time?”

If you can genuinely answer “yes” to these two questions—great! If not, then you need to figure out what needs to change in communication.



Technology has made it easier to create conversations with your customers where they will find value. Email marketing automation solutions, like Klaviyo, address the unique need of each business to tailor communications that will connect—and provide value—with customers. Here are some key features to look for in a marketing automation platform:

- + Builds a profile of each customer using purchase history data and other profile information captured through various touchpoints
- + Automatically creates important segments based on that data
- + Easily target communications using those segments
- + Automates the conversations that you want to have with customers
- + The platform is intuitive and easy to use

As a business owner, you have experience and expertise in your field—and your insights can provide value to your customers. Share your knowledge by automating your communications with a solution like Klaviyo. Once you reframe yourself as an expert in your field, you'll be amazed at how easily the ideas will flow.



Are you looking for a marketing automation platform that is easy to launch—and even easier to maintain?

Claim this offer from Klaviyo.

Get Started

Resources

- + Help Center: <https://help.klaviyo.com/hc/en-us>
- + Marketing Resources: <https://www.klaviyo.com/marketing-resources>
- + Features: <https://www.klaviyo.com/features>
- + Integrations: <https://connect.klaviyo.com/integrations/>
- + Custom Reports Library: <https://help.klaviyo.com/hc/en-us/articles/1260806521330-About-the-Custom-Reports-Library>



INCREASING CUSTOMER LIFETIME VALUE

When you're sitting in the cockpit of your ecommerce business, there are three gauges that should be in the center of your view: conversion rate, average order value, and purchase frequency. These metrics ultimately determine whether your business is taking off or losing altitude. For each metric, it's important to get a firm grasp on:

1. What the current readings are
2. What trends are occurring
3. What customer behaviors are impacting performance
4. What options are available to influence those behaviors to improve performance

In this chapter, we'll focus on purchase frequency.

Purchase frequency is a measure of how many times a customer makes a purchase from you. It factors into the equation of customer lifetime value, which can help gauge the effectiveness of your customer retention.

You've probably heard the saying that it's easier to retain a customer than it is to acquire a new one. That is true in most cases (depending on your product set), so it's important to have a thoughtful strategy for retaining customers and driving up those purchase frequency numbers.

Sending your customers an email every once in a while that incentivizes them to buy something is one such method. Beyond that, though, many merchants struggle with how to accomplish increased purchase frequency. One strategy that is often hidden in plain sight is automated recurring purchasing through subscriptions.

In an ecommerce context, subscriptions provide customers with a way to make recurring purchases that are charged and fulfilled automatically. Your customers don't have to do a thing unless they want to cancel or alter the subscription terms.

You might be thinking, "I don't sell products that are conducive to reordering." While this is certainly true for some merchants, we believe there is untapped opportunity for a vast percentage.



Let's say, for example, that you run a bike shop that specializes in high performance road bikes for serious cyclists. While there might not be an obvious subscription opportunity for bicycle hard goods, there might be subscription opportunities in other categories. How about performance energy drink powders? What about an annual membership that includes product exclusives, discounts on accessories, and logoed jerseys and socks to show the world they are part of your brand community?

By onboarding Recharge, a recurring payments subscription management solution, Bulk Candy Store is adopting two new strategies to drive up purchase frequency. The first is to offer subscriptions for designated candy products—this allows customers to keep their home and office candy jars filled with their favorite selections. The second strategy is to create gift bundle subscriptions. Purchase the “nostalgic candy” gift subscription and the store will send the recipient a mix of nostalgic candies each month. Bulk Candy Store was able to easily tie in their current payment processor and enable these new subscription products with Recharge. Bonus: Because this is a do-it-yourself solution, experimentation is easy and encouraged.

Here are some subscription ideas to experiment with for your store:

- + Curate a mix of “what we recommend” products each month and offer them as a subscription bundle to give your customers an easy way to try new products.
- + Offer a discount (subscribe-and-save option) on products that are consumable and require replenishment.
- + Create a membership aspect to your business where you provide access to content, product/industry knowledge, discounts, or other forms of added value for a monthly subscription fee.



Are you interested in adding subscriptions to your business, but aren't sure where to start?

Learn more about how Recharge can allow your business to easily launch and scale subscription offerings.

Get Started

RESOURCES

- + Resource Library: <https://rechargepayments.com/resources/>
- + Help Center: <https://support.rechargepayments.com/hc/en-us>
- + eCommerce Glossary: <https://rechargepayments.com/glossary/>
- + Products: <https://rechargepayments.com/products/>



Let's be honest - there are a lot of decisions that go into building or remodeling an ecommerce program. It can be overwhelming. To combat this the impulse is to "check the box" on the capabilities that might be difficult to implement but are thankfully taken care of for you as built-in platform features. Search is a prime example of this.

All ecommerce platforms have search built-in. You don't have to lift a finger to have a solid search on your site (assuming you have good product data). Most of them work perfectly fine. So why would we devote a chapter in a makeover guide about search? Because we aren't looking to check boxes, we are looking for opportunities to grow your business. Search is a ripe opportunity to think twice before checking the box.

We all know how important search is in connecting customers to the products they are looking for. There is a significant correlation between how effective your site search is at returning relevant results and conversion. That's a no-brainer. Where search can really deliver on that customer + business value equation is when you take it a step further and introduce customers to products they weren't aware of but should be. We're talking upsells, cross-sells, accessories, bundles, etc. - all the things that can increase order values. If your customer is looking for hot cinnamon gummy bears wouldn't you probably want to let them know that you have a cinnamon candy sampler pack that has gummy bears plus other candies for only \$5 more? They might be interested in that.

It used to be the merchant's burden to make product associations and recommendations but that's no longer the case. With the maturation of artificial intelligence combined with better merchandising tools, your search platform can deliver an online shopping experience that can approximate having a personal shopping guide.

Bulk Candy Store could have simply rolled out with BigCommerce's built-in search but the decision to use the Klevu Discovery Suite was an easy one.



In the candy business there is a lot of opportunity to make product associations based on customer preferences - flavor profiles, textures, colors, events, themes and so on. Bulk Candy Store needed a way to break out of relying exclusively on product categories and keyword matching to ensure that customers were getting exposed to candies they might have never known about. Klevu's discovery platform leverages AI to make smart associations and improve relevant results. Not only does it use product attribute data to do this but it also factors in actual user behavior like views, clicks and checkouts to make informed recommendations.

All of the automated, self-learning features are great and will prove their worthiness on their own but there is an aspect to effectively managing your customer's experience that requires your product expertise. This is where visual merchandising tools provided by a platform like Klevu will enable you to create rules that determine the order of products displayed in a category based on various criteria. For Bulk Candy Store they could, for example, create a merchandising campaign that boosts any product that has the word "Heart" in the title and/or is red during the week(s) leading up to Valentine's Day. The possibilities are endless and experimentation is encouraged. A nice bonus is that Klevu provides a lot of reporting around what is working for you and what is happening in your store related to search so you have data to fine tune with.



Want to experience the type of uplift Bulk Candy Store experienced?

Pair Klevu Smart Search with either Category Merchandising or Product Recommendations and get 15% off your annual subscription. Add all three and you can have 20% off our full suite of products. To take advantage of this, please book a demo.

[Get Started](#)

RESOURCES

+ [Product Discovery Buyer's Guide: Product Discovery Buyer's Guide - Klevu](#)

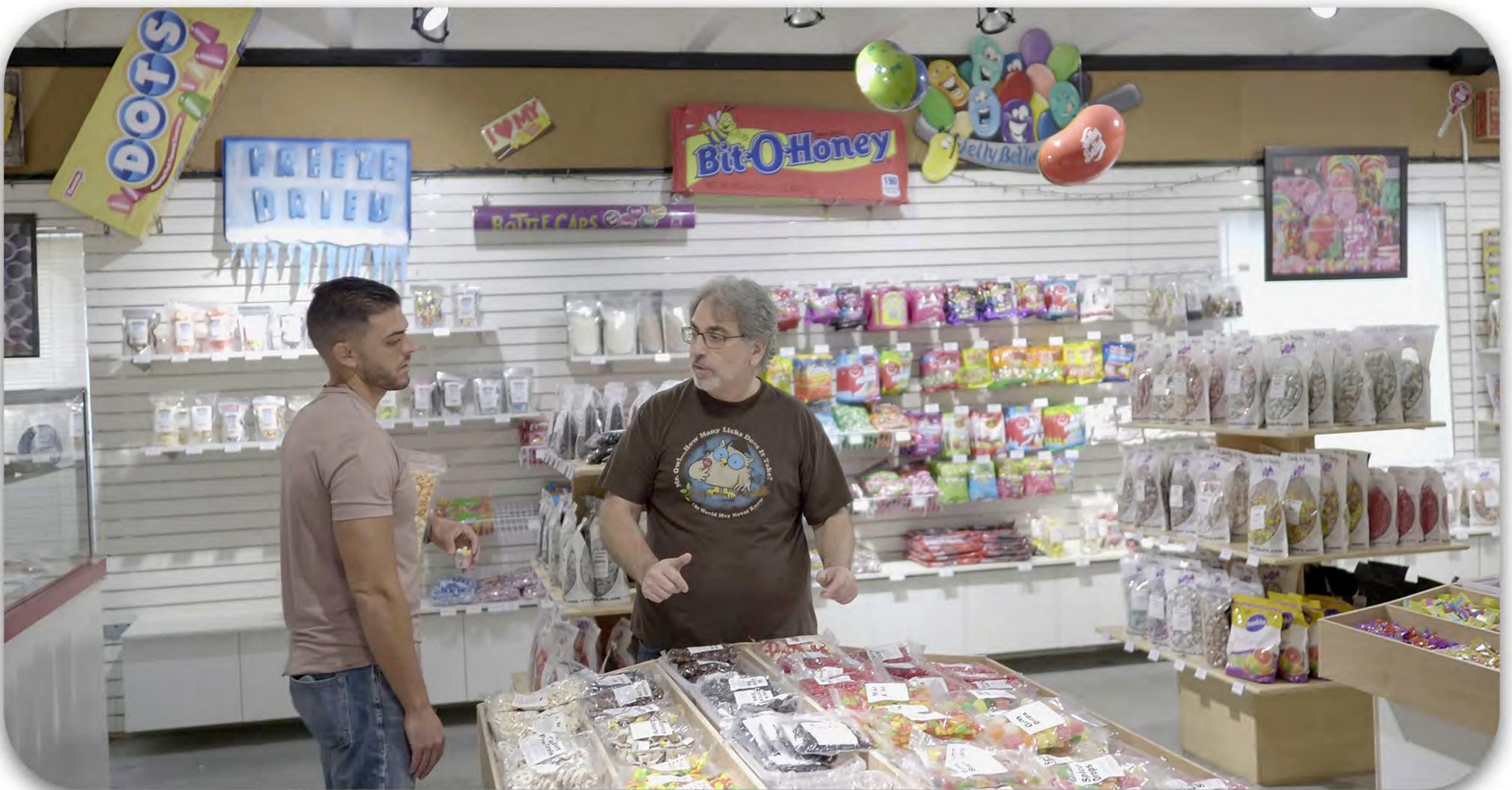


It's no secret that conversions are the lifeblood of an ecommerce business. Conversions are those moments when your customer takes an action (typically a purchase) that results in a value exchange. You should be obsessing over those moments - at what rate they are occurring, what are the factors in your business that might be impacting that rate, and dreaming about new ways to keep that number trending up.

The topic is important enough to have spawned an entire industry that specializes in helping merchants with conversion rate optimization. These services are designed to improve website performance and the customer journey to drive more conversions from your current marketing campaigns. Some keys for being successful in conversion improvement include an understanding of the underlying analytics, pricing & fulfillment strategies that are presented to customers, the "on page" user experience and a host of other considerations throughout the customer journey that lead to those moments of truth.

Although almost everything about your store will have an impact on conversions, most ecommerce platforms will provide some out of the box capabilities you can leverage to specifically help boost conversions. These typically include the ability to discount, create sales, generate coupons, and the like. However, there are tools available that can really take these to the next level. Platforms that were designed exclusively to drive conversion rates through an improved onsite experience. Justuno is a great example of this type of solution.

How can Justuno pull this off and why should you pay attention? At its core Justuno enables merchants to create highly targeted offers and messages that are presented to customers at critical moments in the shopping journey. The key words here are highly targeted.



Here are some examples of how to impact your conversion moments:

1. Instead of relying exclusively on your abandon cart email flow to try and recover sales, why not offer a discount on the cart at the moment of abandonment? Combine that with targeting rules based on cart contents or total value for maximum impact. There is a higher likelihood of conversion at that moment than hours later when they are looking at email.
2. There is strong evidence that adding an element of time pressure to promotions increases conversion. Create offers that have an expiration and remind customers with a countdown timer based on certain conditions like when they have items in their cart or how long ago they opted into your lead capture.
3. Add an element of gamification to your promotions to increase engagement. Ask a customer to provide their email address in exchange for a "spin to win" for a chance to receive a prize or discount, these promotions have an average 13% opt-in rate for Justuno customers.

Bulk Candy Store is employing a combination of these conversion tactics using JustUno. It shouldn't end there though. Our theme of experimentation that we've discussed in previous chapters holds true in conversion rate optimization as well. Justuno has A/B testing built into the platform which makes it easy to try various offers/pop-ups/messaging and evaluate which resonate with your customers.

Justuno

Do you want to improve conversions in your store?

For a 2 week free trial click 'Get Started' below and use code "MAKEOVER" for 15% off any Justuno plan.
Want to learn more about Justuno first? Reach out to sales@justuno.com for a free demo

[Get Started](#)

RESOURCES

- + Academy: <https://www.justuno.com/academy/>
- + Help Center: <https://support.justuno.com/>
- + Features: <https://www.justuno.com/features/>
- + Conversion Rate Analyzer: <https://www.justuno.com/ecommerce-conversion-rate-analyzer/>



One aspect of being an online merchant that is underappreciated is how difficult it is to differentiate. As proud as you are of <insert your cool product here> chances are that there are many viable alternatives available in the market. We know that competing on price alone is a dangerous road. Spending lots of money on ads to get noticed is something to step carefully into. So how do you do it?

Niching or specialization? Sure.

Add value through unique content, how-to videos, community, etc? Absolutely.

Being better than everyone else at customer service? Bingo.

There's a misconception by some that customer service in an ecommerce context is mostly handling order returns or resolving fulfillment issues. Perhaps that misconception is propagated by our collective "customer service" experience with Amazon. It's much more than that though. Let's make sure we understand the opportunity that great customer service affords our business.

Great product descriptions, images, reviews, buying guides and other content in your store are crucial. Just because we have moved into the era of the "endless aisle" doesn't mean your customer no longer needs help when shopping in that aisle. In fact, they might need more! You have to figure out ways to get in front of them when and where they need it.

One of the big shifts that has taken place in the last few years in ecommerce is how important it has become for merchants to service their customers across platforms and marketplaces. For example, they want to buy your products from Walmart, eBay, Amazon, and Etsy because it is convenient for them. They want to engage with you on Facebook, Instagram, and Twitter to comment on or ask you something. So you have to be there for them.

The only sane approach to accomplish this is to aggregate. Aggregate all of the communications that take place with your customers across various channels & touch points and manage it in one place. Not only that, but aggregate it with all of the transactional data you have on them. That is exactly what Gorgias does for ecommerce merchants.



A great playbook for delivering excellent customer service for an ecommerce business will include the right mix of automation and live help and a formula for how they might connect. Automation is great for providing that all-important fast first-response time, addressing common requests, and instantly transforming your support function into a 24/7 operation. It also frees up time for your live support staff to handle the more nuanced requests. Gorgias includes all the tools and prebuilt templates necessary to setup a level of automation for any size merchant without a lot of effort.

On the live help you can really see the power of the “aggregated view of the customer” that the Gorgias platform provides. Whether serving a customer through chat, email, or phone, your team is empowered with insights about the customer that will convey you care enough about them to know them. That’s what great relationships are all about.



**Want to provide better customer service than
any of your competitors?**

Get 2 months FREE of Gorgias by clicking 'Get Started'!

Get Started

RESOURCES

- + Helpdesk: <https://docs.gorgias.com/>
- + eCommerce Tools: <https://www.gorgias.com/tools>
- + BigCommerce: <https://www.gorgias.com/bigcommerce>



In a previous chapter, we talked about checking feature boxes. That's the act of assuming the feature list on your ecommerce platform has you covered for that function if it's included. As a friendly reminder - we recommend putting thought into each ecommerce platform feature and evaluating how it contributes to the value equation for your business. For each feature, ask yourself: "How is this feature going to deliver value to my customers, and in turn, how is it going to provide business value to grow my business?"

Overlooking product reviews and loyalty programs by putting them into the "box is checked" category is a missed opportunity for any ecommerce business. Having product reviews greatly impacts your conversion rate, as 89% of consumers read reviews before making a purchase -- and just one review on your product page can boost conversion rates by 354% (*). Effective product reviews are streamlined for the customer to submit and highly visible to your customers at various stages in their shopping experience. This is where a review platform like Stamped.io contributes to your value equation.

Highlighting your product data and ensuring it is easily accessible for your customers is key to creating a high quality customer experience. Product data includes images, descriptions, manuals, and user generated content (UGC). UGC is the secret to stand-out product data. Given the importance of social proof in the purchase process, you should plan to include reviews, ratings, and user photos for each of your products. This ensures your product data is dynamic and allows your customers to highlight the value and differentiation of your products from your competitors. There are 7 types of UGC you can collect with Stamped:

- + Photo & Video Reviews
- + Instagram Shoppable Gallery
- + Community Questions & Answers
- + Checkout Reviews
- + Net Promoter Score
- + Review Sources: Import and collect reviews from Facebook, FB Messenger, AliExpress and Klaviyo



Reviews help you gain deeper insights into what your customers really think, and will help you better understand how they truly feel about their overall shopping experience.

Gathering, managing, and displaying reviews should be a streamlined process using smart automation tactics. With Stamped.io, you can set up processes and custom forms to request reviews from customers over email, messenger, or SMS. Customers complete their reviews in the body of the email - meaning they don't even need to open a new tab to do so. By reducing friction to submit the review, you immediately increase the amount of reviews you are likely to collect.

Once collected, reviews can be leveraged beyond the product page. Stamped offers a main reviews widget that is completely customizable to your branding. You can easily add user-generated visuals to social media platforms, ads, and marketing campaigns to increase engagement and build your brand. Customer reviews displayed on the right channels at the right time can make a huge impact on the traffic your store receives from shoppers who are ready to buy.

When planning your store makeover's review strategic, we'd like you to consider four things:

1. How will UGC enrich our product content?
2. How will I moderate UGC content and do I have capacity to do so?
3. How can we leverage reviews beyond the product page?
4. Reviews and UGC are only valuable if customers give them, so how do we ask for them in a way that will maximize the response rate?

This last consideration transitions nicely into a related topic - rewards & loyalty. Remember the value equation? You're asking a customer to take time to review something that your business will benefit from. It makes sense to incentivize them so there is value for them as well. Stamped.io has a companion application that manages your Loyalty and Rewards program.

Loyalty programs are becoming an industry standard in eCommerce as businesses look for ways to drive repeat purchasers. Incentivizing customer behavior with a reward system is an effective way to accomplish that and build loyalty. Business stats tell us that existing customers account for 65% of a brand's profits, while just 35% come from new customers. And increasing customer retention rates by 5% may raise profits by up to 95% (*). As you can see, it makes sense to add incentives.

Some common use cases to consider adding incentives include:

- + Earn discount coupons or points for providing reviews
- + Promote customers into loyalty program tiers based on purchase volume with escalating benefits
- + Refer a friend to earn rewards
- + Deliver loyalty program benefits automatically around certain events like birthdays
- + Allow members to redeem points for meaningful rewards like discounts and free products

Loyalty incentives should be unique to your business and make sense for your customers. One rule of thumb when implementing such a program is to start simple and add incentives over time. The temptation might be to design a robust system of incentives right off the bat, however customers might find that difficult to navigate. Make it easy to enroll and the value proposition strong.

Focusing on your Reviews & Ratings and Loyalty & Rewards features is an important part to your store makeover. By increasing your reviews, you make finding new customers easier, and you can reward those customers with a loyalty program.



Are you ready to upgrade your product reviews and add a rewards system to drive loyalty?

Use the code JAMERSAN10 at checkout for 10% OFF the first 3 months for new subscribers.

Get Started

RESOURCES

- + Articles: <https://stamped.io/resources>
- + Inspiration: <https://stamped.io/inspirations>



The good news is that it has become easier than ever for ecommerce merchants to create great shopping experiences with the availability of platforms & tools on the market today. There is a specialized solution that will fit nicely into just about every aspect of running an ecommerce business. Most will drop right into a platform like BigCommerce with no fuss required. However, with more options available the decision making for what to do becomes more difficult.

A makeover project will be successful when the decisions made along the way were based on the right questions: how will this provide value to customers? and, how will it provide value for the business? Now, it might turn out that some decisions were the wrong ones but that's OK. Part of running this type of business is you have to be comfortable with experimentation and change. Ecommerce is not like the Woolworth's that anchored Main St. for 50 years. Ecommerce is a moving target - new competitors, regulations, technologies, social media, and so on. But always aim with the right goal in mind and things will be moving in the right direction.

Finally, don't be afraid to ask for help along the way. There is a lot to consider and you certainly aren't expected to be an expert in everything. Just remember to hold tightly onto your business goals and enjoy the ride.

Good luck and best wishes,

THE JAMERSAN TEAM