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TIPS

For HyperFast
E-Commerce
Business Growth

1. Allow for a period of research and development.

When you're starting advertising campaigns, it can take some time before you find your winners. Don't expect to see an ad succeed immediately. It could take months before you see the true value of your customer and it may take that long to find winning campaign results.

2. Understand how much a customer is actually worth.

This will help you calculate how long an ad should run before you know it's winning or not.

3. Always be relevant.

Use behavioral data to super-segment your customers and apply sequences that will ensure they are only offered the content or products that are relevant to them.

4. Win them back.

Recognize when someone's about to slip out of the repeat purchase cycle, and win them back with a specific, targeted follow-up campaign.

5. Have lots of conversion assets.

Gone are the days of one page and one offer. Build a brand of value using email sequences, retargeting ads, post-purchase follow-ups, cross sells and upsells.

6. Offer more of the same.

If someone buys a jar of something, it's easier to sell them more jars of the same product than to offer them something else.

7. You have X, how about Y?

Encourage additional purchases by offering customers who have already bought something a better deal on another of your products.

8. Have a shopping cart abandonment sequence.

An abandonment sequence is simple to implement and can result in most instances in about a 10-30 percent increase in sales.

9. Search is powerful.

Make a search box clearly visible on your site. People who search are more likely interested to buy.

10. Target your hyper customers.

A significant chunk of your revenue will come from your best buyers - those who have already bought and who keep buying. Focus more of your marketing on them.

11. Choose your best channel.

Pick 3 visibility channels where you think you can succeed, invest time and energy into them, then later shift 100 percent of your efforts into the one that works best.

12. Be consistent.

Invest regular effort and attention into your business. Be positive, keep getting good information and testing things out. If you keep showing up, you can't help but improve.