



# E-commerce Preparation Guide



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## 1. Long Form Sales Page

Direct response marketing usually employs these pages, also known as mini-sites or one-pagers. A sales page for a single product should contain enough information for a user to understand the product and decide if it solves a problem for them. To do this, it usually contains the following:

- Images, i.e. product demonstration pictures
- Clear headlines
- Proof elements
- Bullet points
- Rich media such as videos and images
- Call to action

## 2. Traffic Sources

Depending on your target demographic, you may have a number of traffic sources. For Survival Frog and many other products such as supplements, some of the best traffic sources are:

- Conservative news sites
- AdWords- Bing
- Ad networks, i.e. Adblade
- Product Listing Ads (PLA)
- Facebook

## 3. Conversions

For e-commerce sites there are several tactics that can help to increase conversions. For example, on the way to checkout you can offer the following:

- Increased quantity of the product(s) selected



- Related products

One good selling technique is to have a front end quiz funnel. It can ask a specific question, i.e. the kind of climate the user lives in. The response can then be saved and used later to recommend a relevant additional product after a general sale has been made. In addition for example to a water filter, the user might be offered a heat pack if they live in a cold climate.

Remarketing is also huge. So get in front of customers who have shown some interest in your product/website before and see if you can encourage them to make a purchase.

## 4. Affiliates

Affiliates can be a significant and valuable part of your sales mix. A couple of tips for leveraging affiliate marketing are:

Sales contests every other month - In addition to a sales spike at the time of the contest, your business can enjoy a lingering effect that lasts for months as affiliate efforts such as banners continue to send traffic your way.

Embrace the competition - Your biggest competitors can be your best affiliates, particularly if your business offers value that they can't. For example, direct response marketers in your industry might direct users to your e-commerce site if you sell a product they don't have. Of course, the best joint venture involves give and take, so being an affiliate in turn for your competitor's product is good reciprocation.

## 5. Email deliverability

A good email provider is crucial to making sure your emails are delivered and read. A well-recommended platform for large email lists is Maropost, which offers the following benefits:



- An exclusive, self-hosted IP
- Good deliverability and clickthrough rates
- No risk of getting shut down by the provider
- Freedom to do what you want with your list

## 6. In-house over drop shipping

Drop shipping is convenient, but drop shippers charge a fee as well as higher shipping rates. Moving your goods in-house can raise your profit margins and allow you to scale, buying your products in bulk instead of one off. Imagine buying one or two items from a drop shipper versus buying 5,000 pieces from China.

## 7. Team

Businesses inevitably require manpower to grow. Whether your team is local or virtual will depend on what works best for your business. Virtual obviously has the advantages of no office overhead or transportation costs. However, there are sometimes pros to be had with local hiring and a physical office. Survival Frog, for example, has experienced the following:

- More work done
- Culture
- Higher-quality people
- Some people want to go to an office

## 8. Collecting the money

Typically, the more payment methods you accept, the better. Suggested platforms:

- All credit cards
- PayPal
- Amazon
- Bitcoin



Note: One great investment strategy is to hold money in a currency or format that can have a long term gain.

## 9. Shopping cart abandonment

Having a shopping cart abandonment sequence in place is a power move. There are people who get as far as your shopping cart without actually buying for some reason or another. For a little one-time effort, you can bring them back to your site and add as much as 30 percent to your revenue.

## 10. "You may also like" apps

A user puts something in their cart and gets a popup that says, "You may also like this," recommending one or two additional items closely related to the product they're buying.