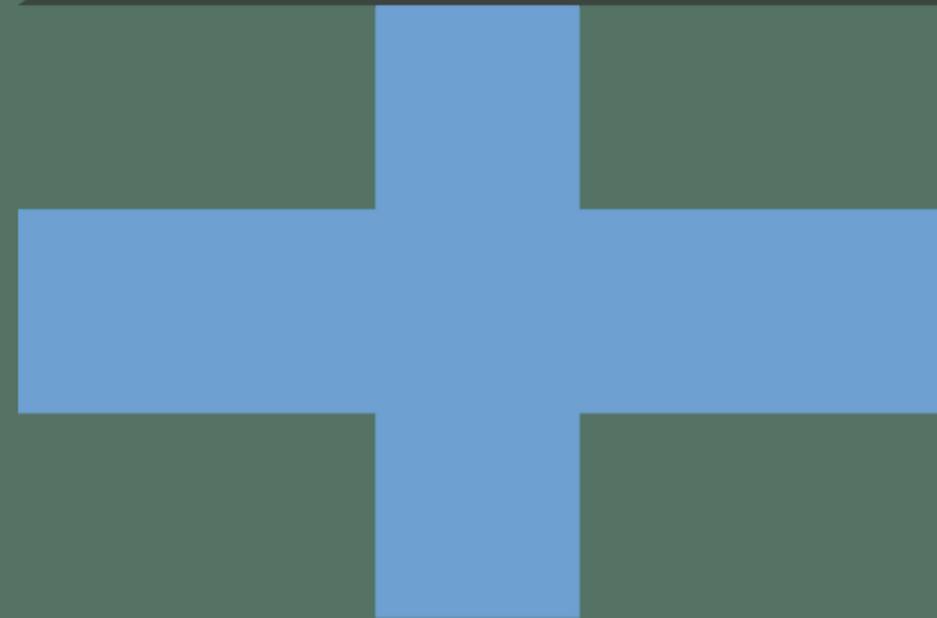




Ecommerce Domination Blueprint

Crafting Compelling Marketing
Strategies





What you will learn

The Science of Consumer Decision-Making

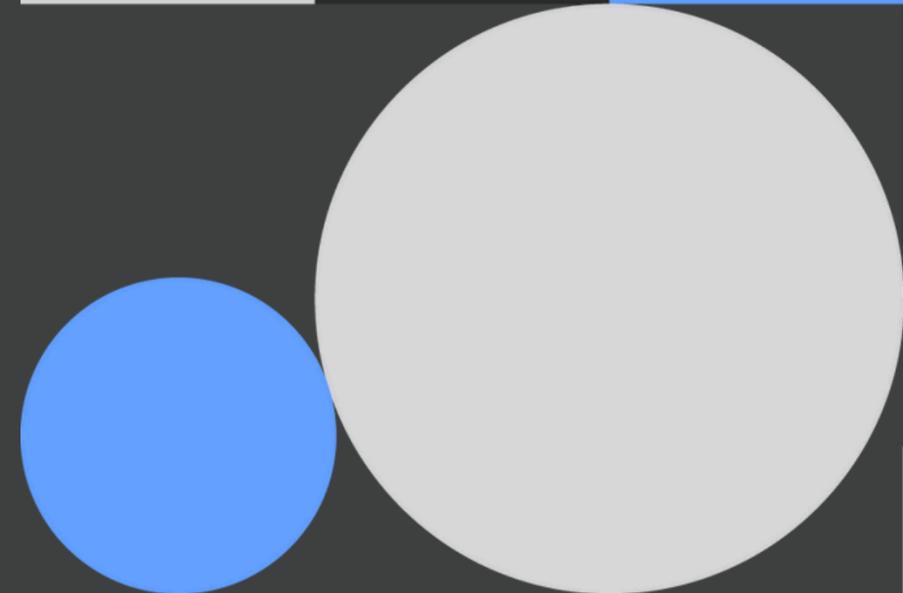
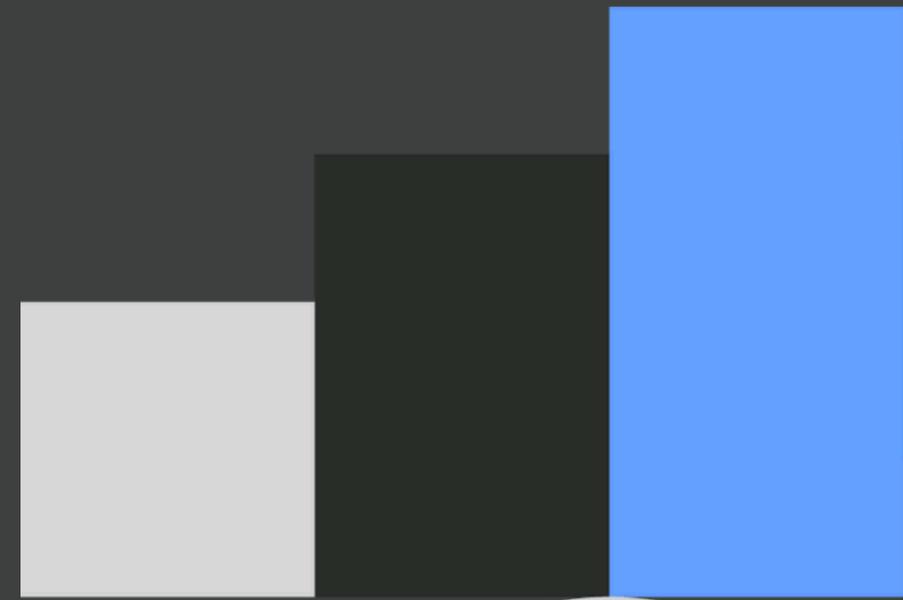
The Foundations of Branding

Value Proposition, Channel Selection and Messaging

Strategic Marketing Framework



The Science of Consumer Decision- Making





**How we think we make
purchase decisions**

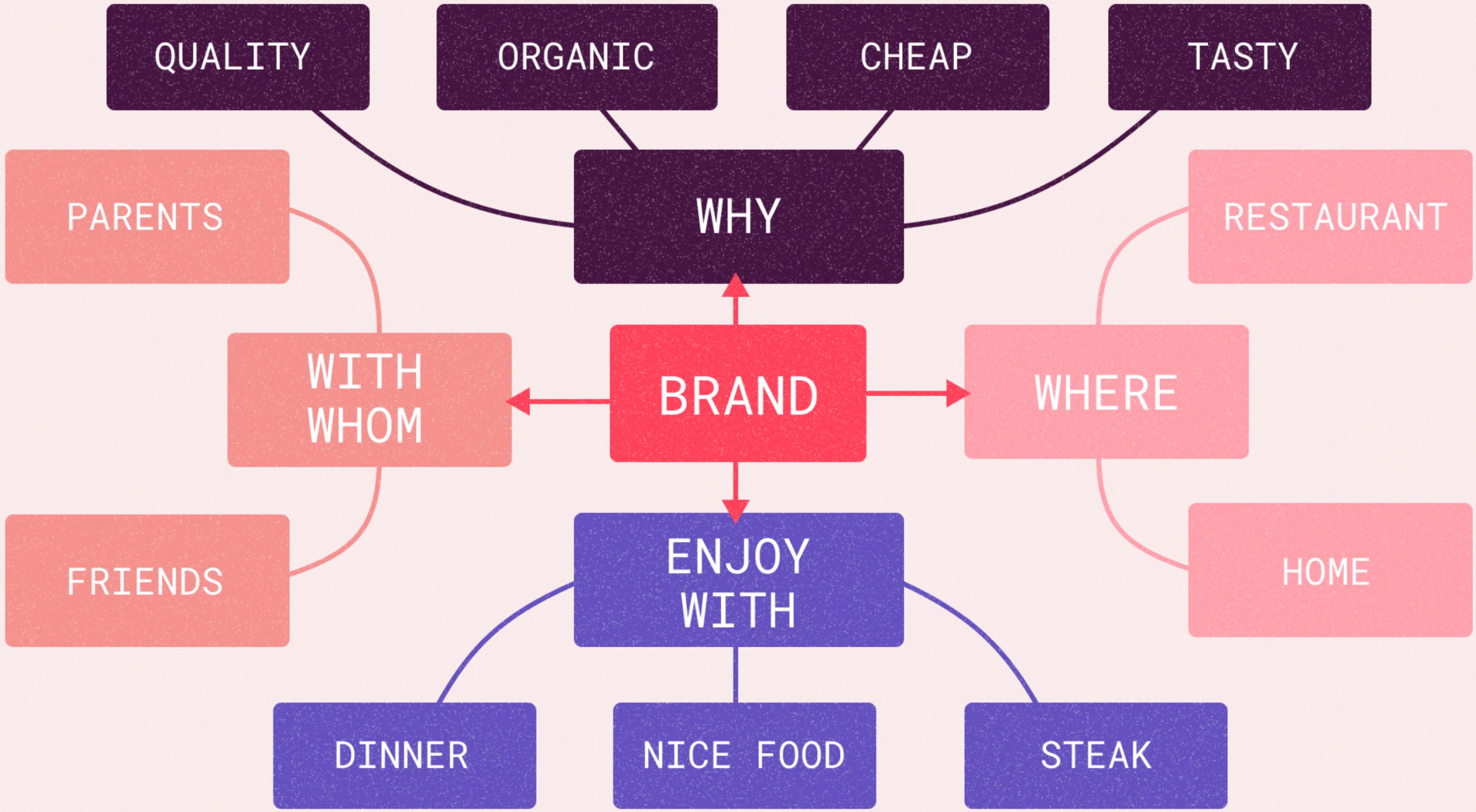


**How we really make
purchase decisions**



Ecom
Nation

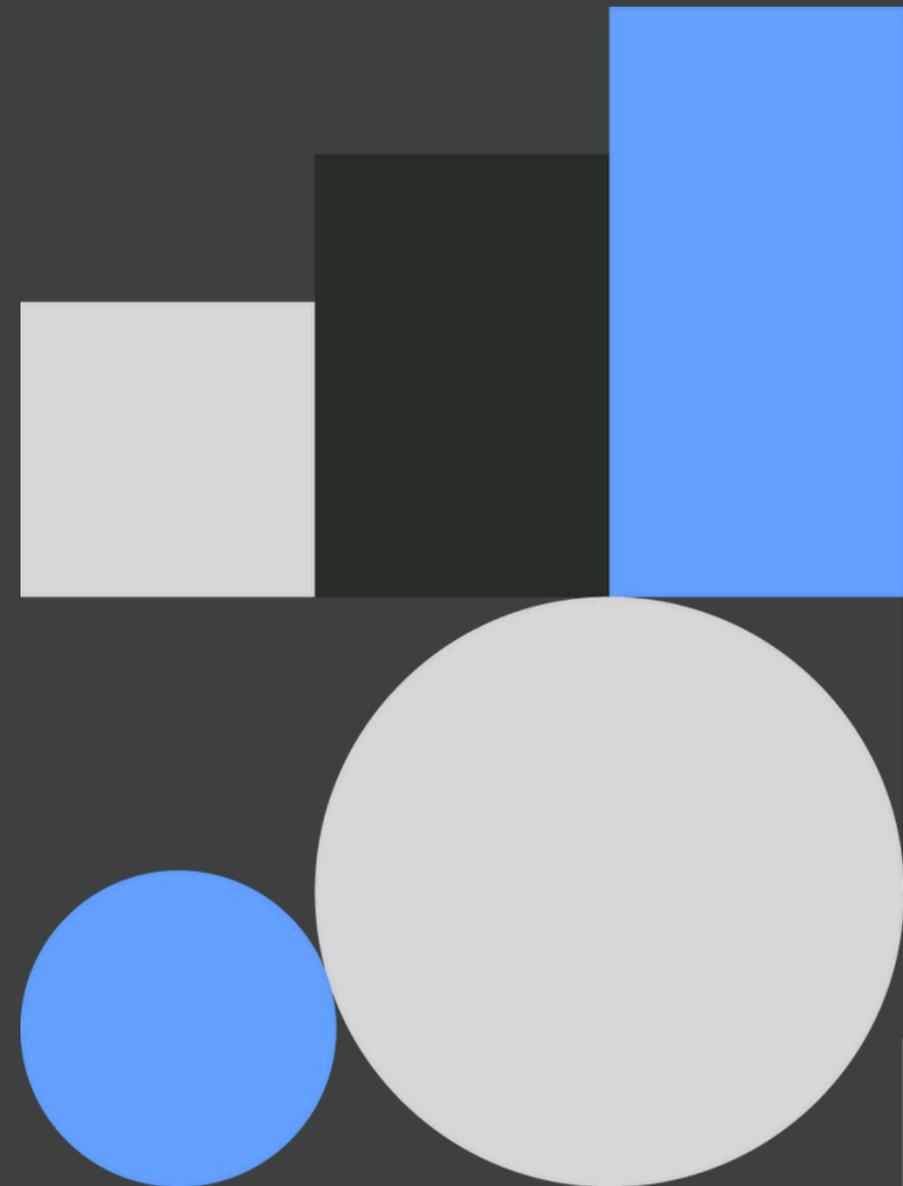




Mental & Physical Availability



Branding Foundations



Purpose (why we exist)

Promise (our commitment to customers)

Principles (guiding beliefs and behaviours)



Purpose: To unite the conditioning community. Gymshark is dedicated to creating a culture of fitness, well-being, and self-improvement. This purpose is about more than just selling fitness apparel; it's about fostering a community that inspires members to achieve their personal best.

Promise: To offer innovative, effective performance wear that supports and enhances the fitness journey of young athletes and gym-goers. Gymshark promises quality, function, and design that empower users to perform at their best.

Principles:

- **Community Focused:** Prioritising community engagement and support.
- **Innovative Design:** Continually advancing product design and functionality.
- **Inclusivity:** Promoting a culture of inclusivity and diversity within the fitness world.
- **Sustainability:** Committing to sustainable practices in production and corporate operations.



Purpose: To make home appliance shopping incredibly easy and convenient for every Australian, offering the best products suited to their needs. Appliances Online aims to streamline the process of selecting, purchasing, and installing home appliances, thereby enhancing the everyday quality of life for their customers.

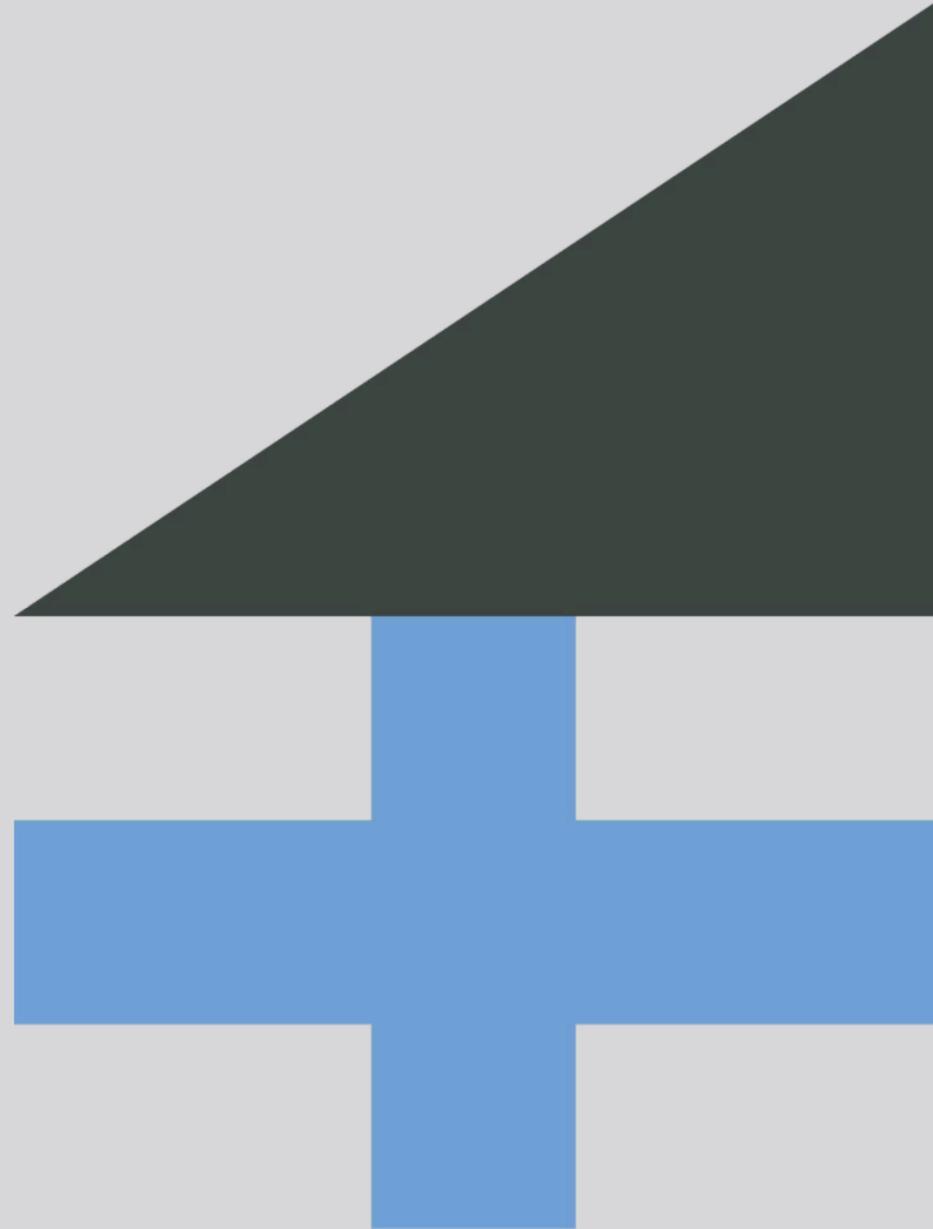
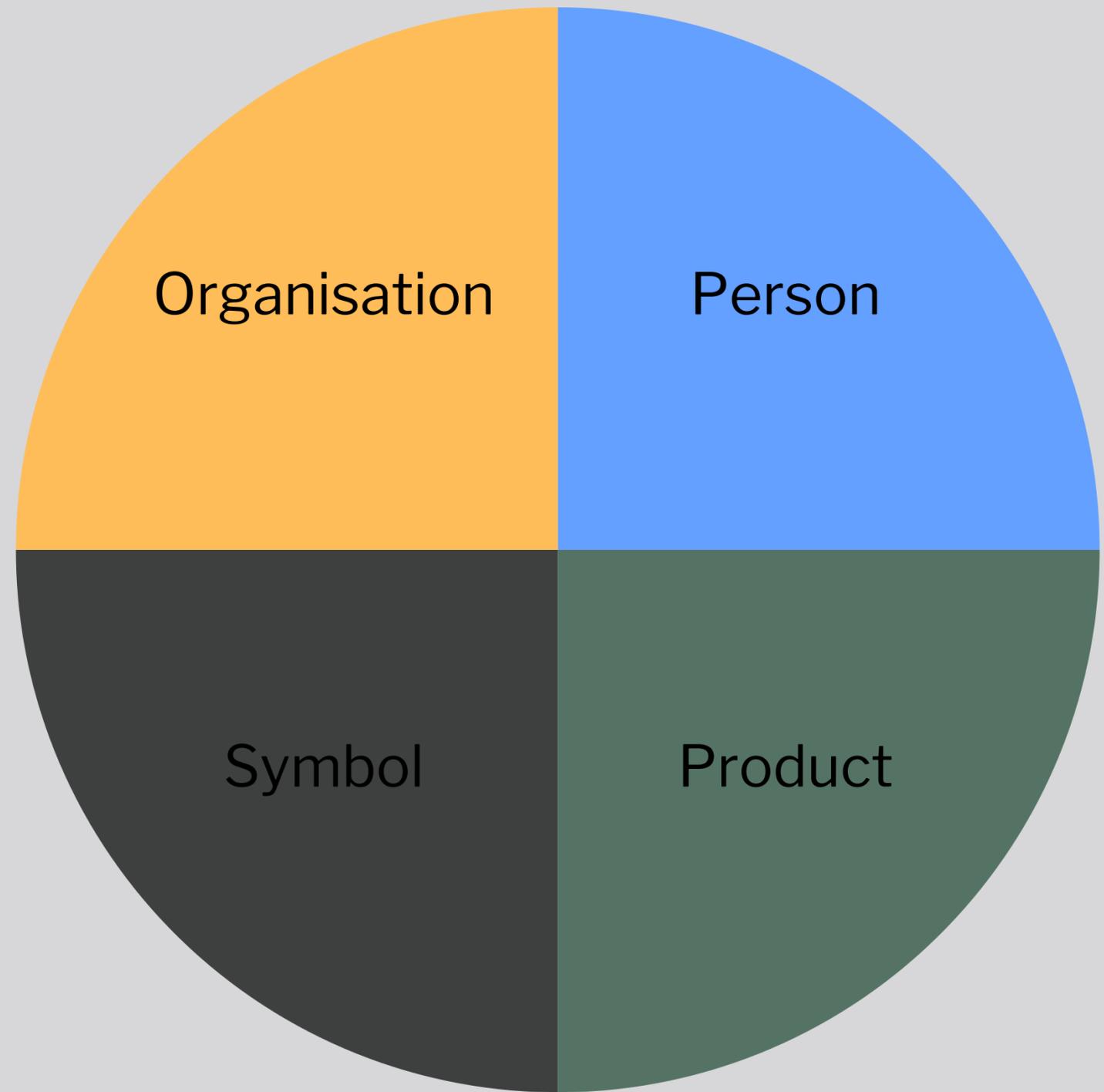
Promise: To provide unmatched customer service, comprehensive product selection, and competitive prices. Appliances Online guarantees next-day delivery, free removal of old products, and a best price policy, ensuring that customers not only receive their appliances swiftly but also have a seamless and satisfying purchasing experience.

Principles:

- **Customer Centricity:** Prioritising customer needs and feedback in all business decisions.
- **Integrity:** Ensuring transparency in pricing, policies, and service commitments.
- **Innovation:** Continuously improving the online shopping experience through technology.
- **Sustainability:** Committing to environmentally friendly practices, including responsible disposal of old appliances and energy-efficient offerings.

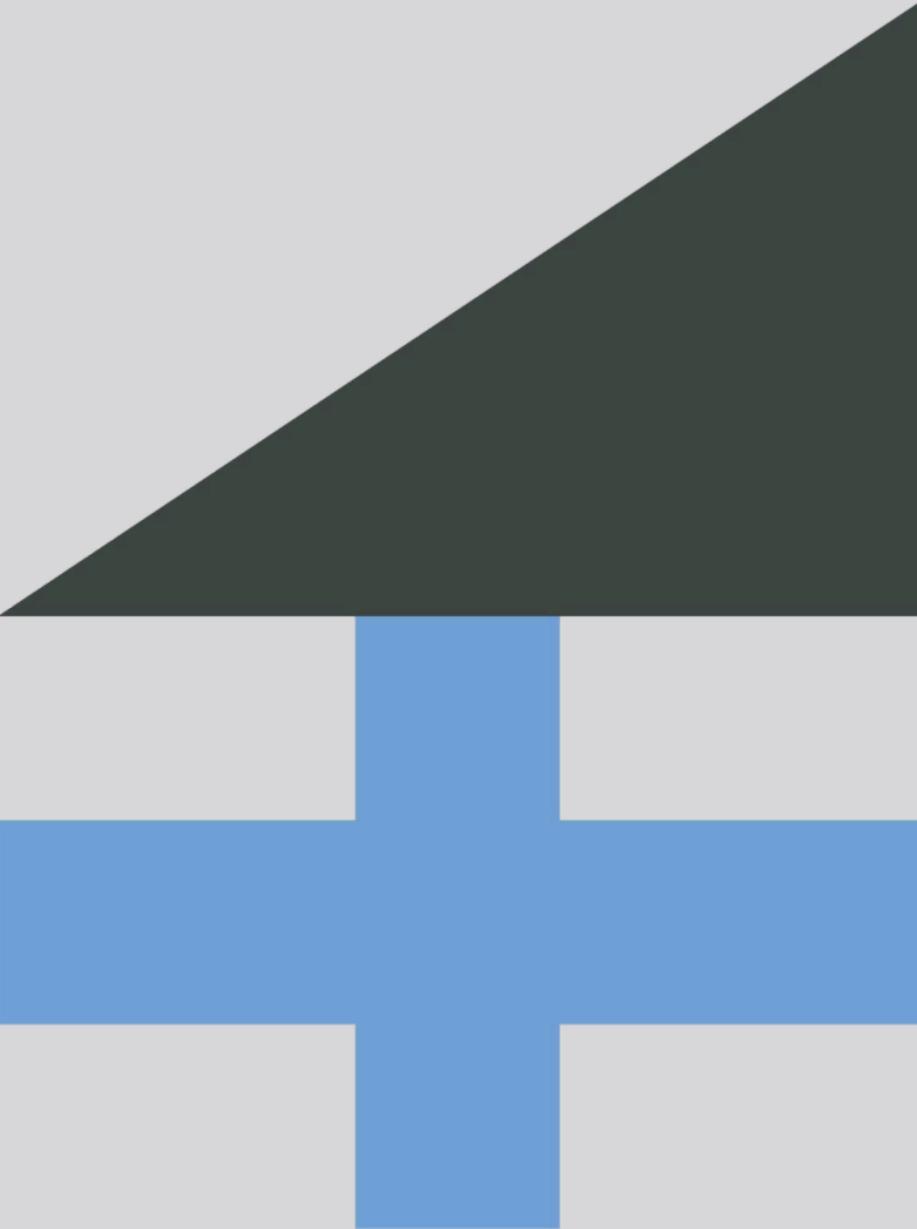
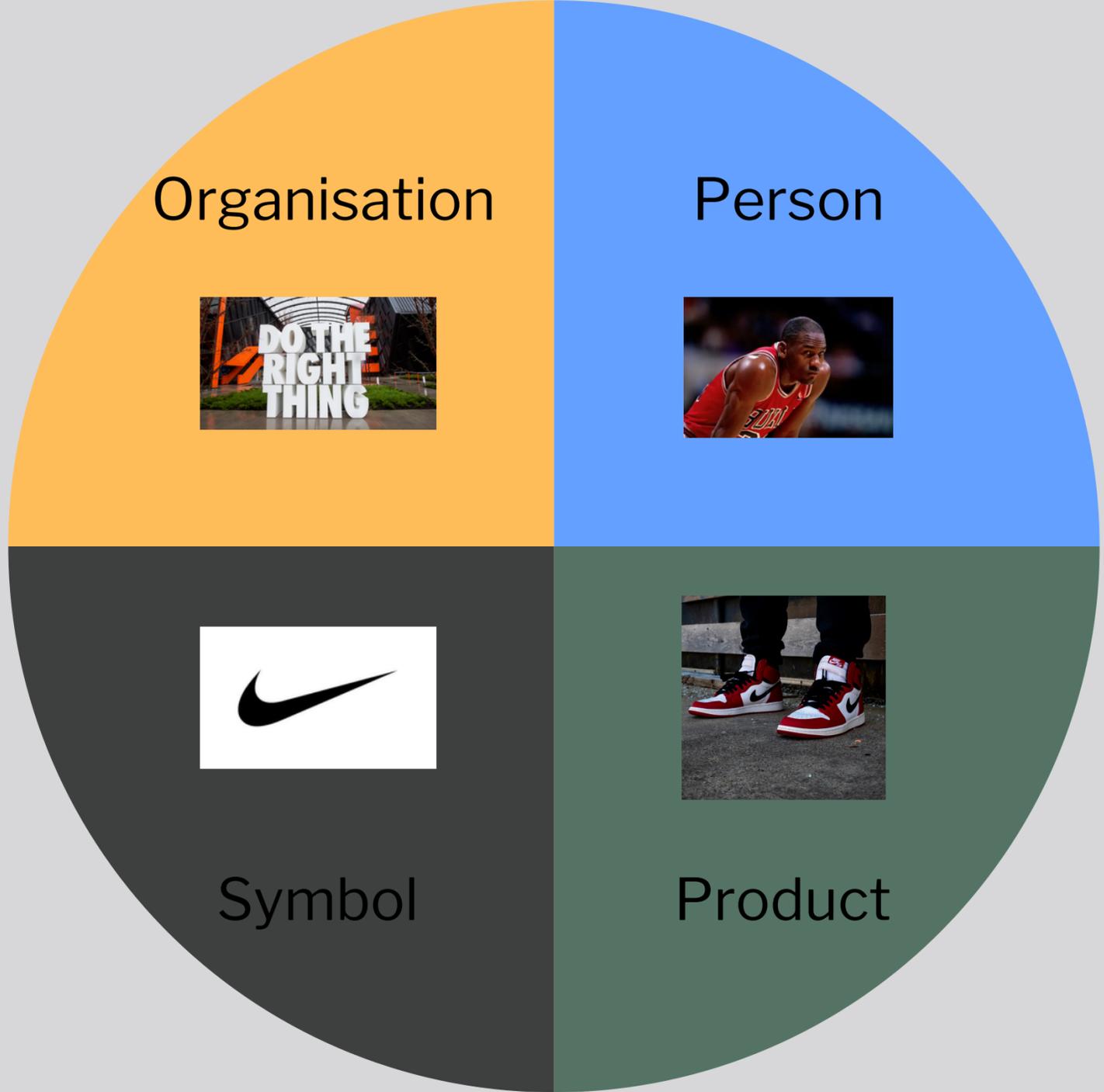


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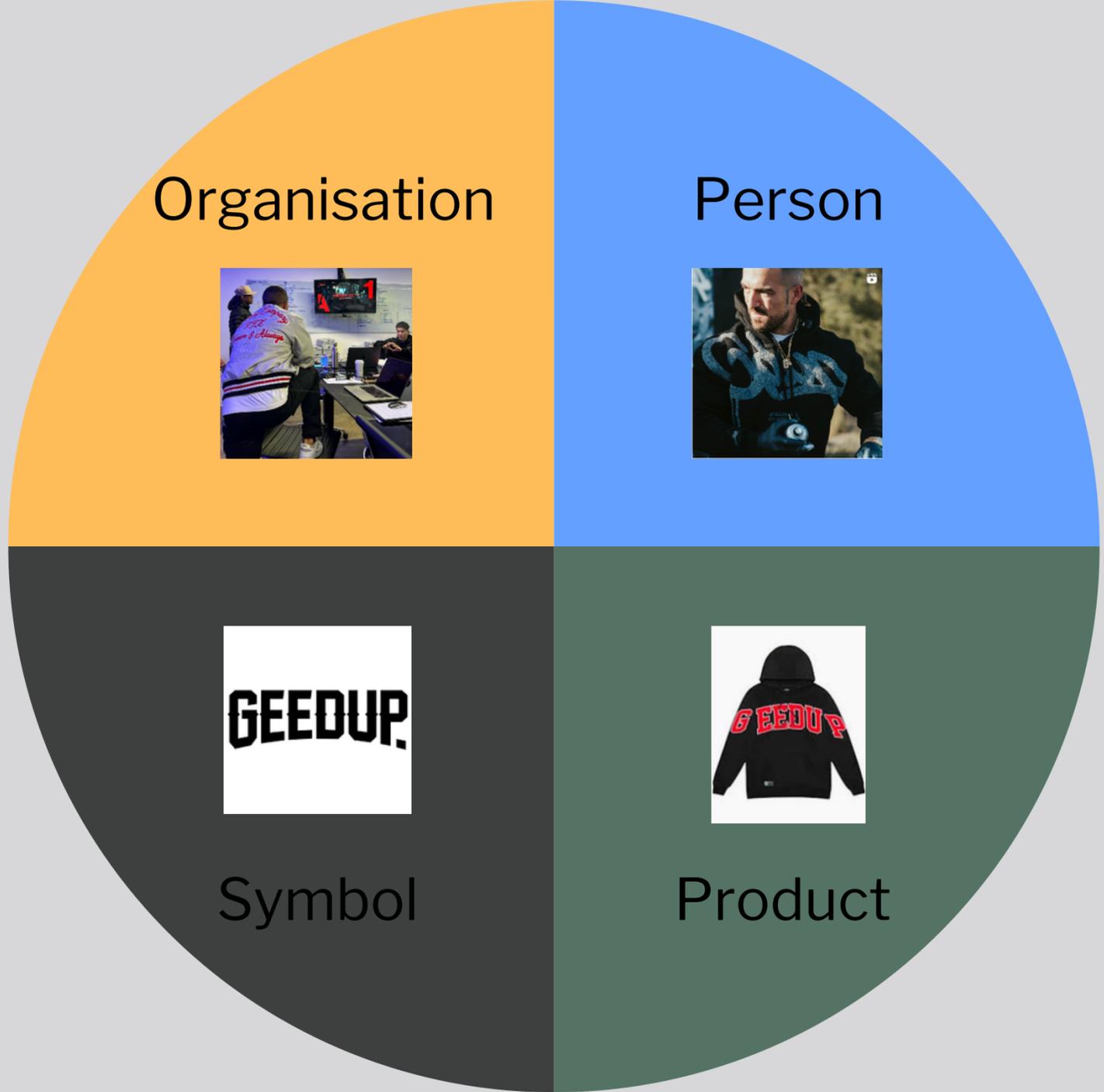


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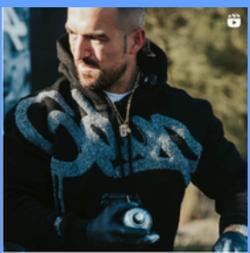
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Organisation



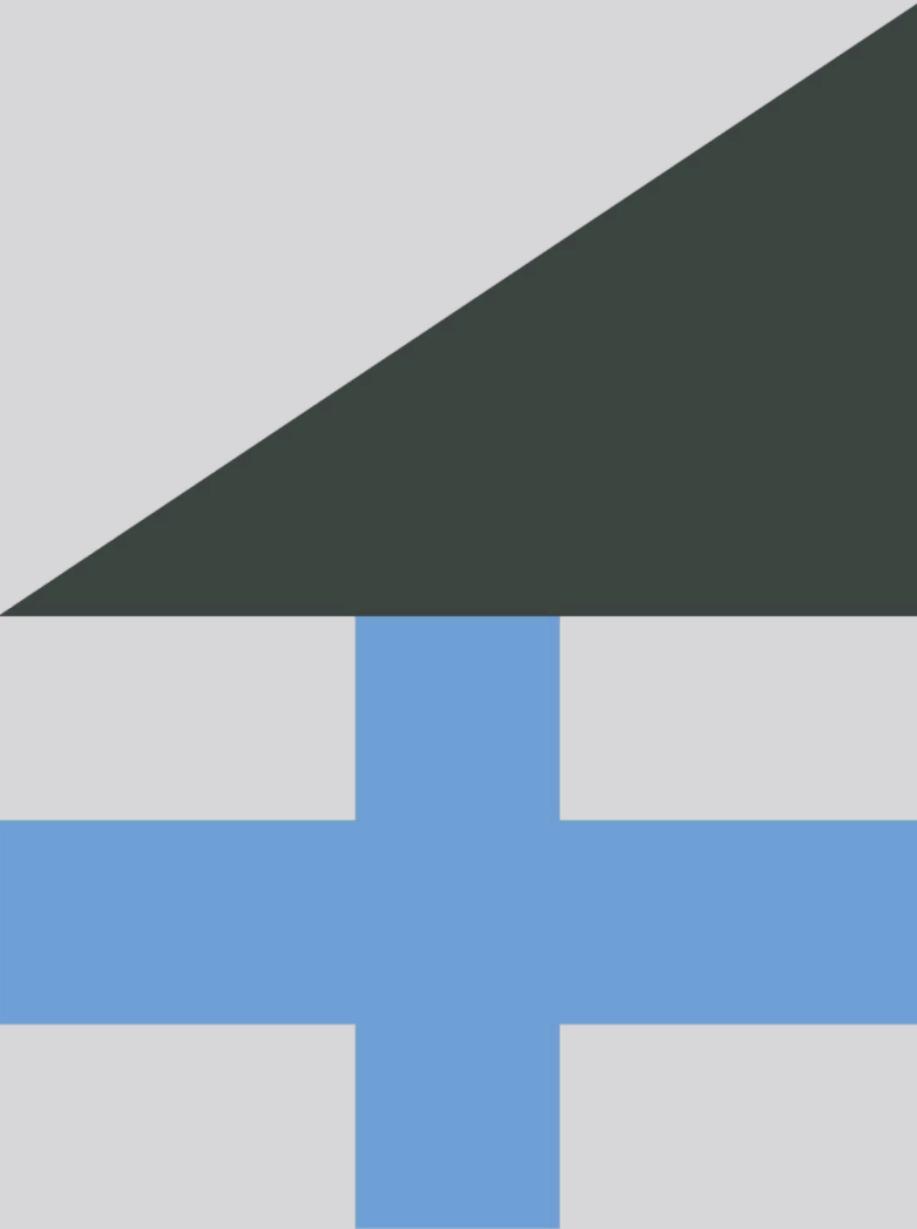
Person



Symbol



Product



Task

Can you articulate your brands Purpose, Promise and Principles?

What is your Brand Identity Model?

Break

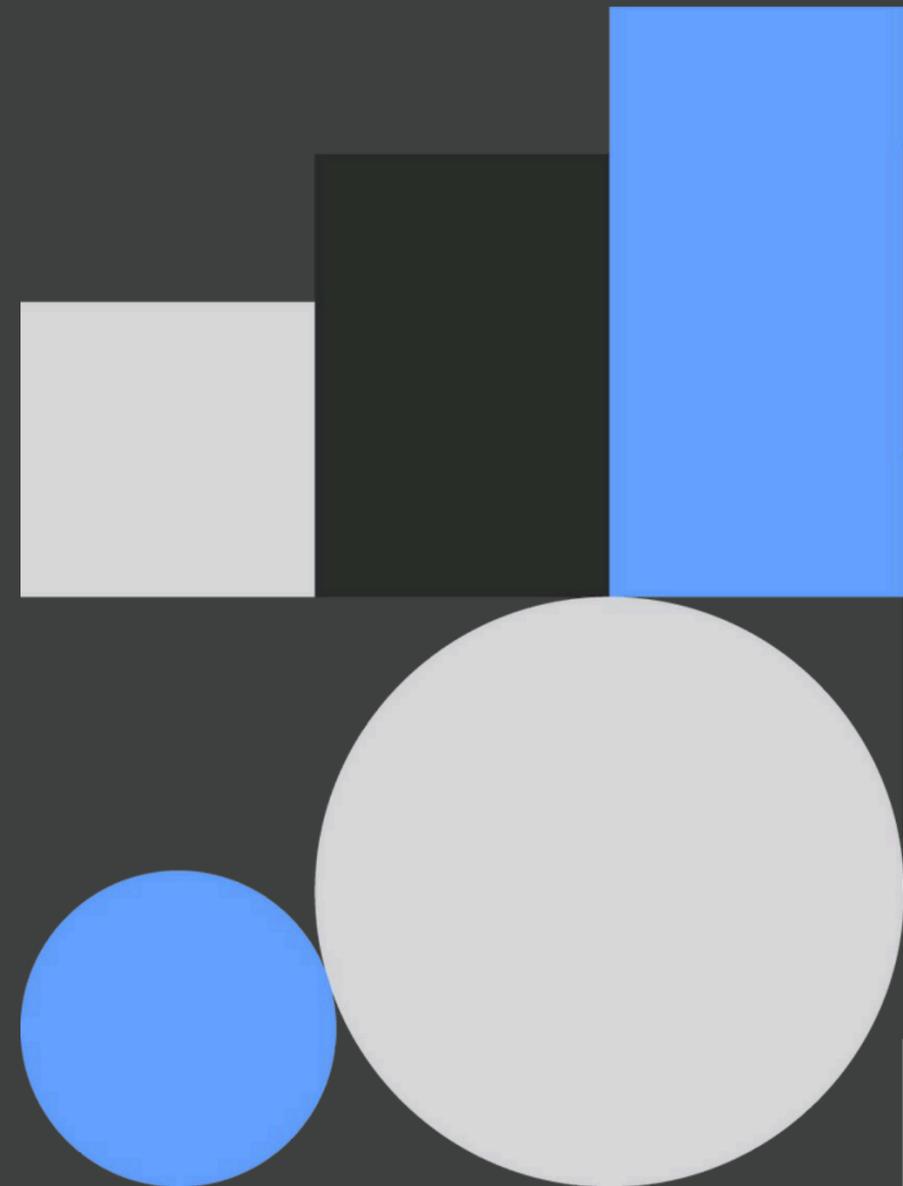
Learn From Us:



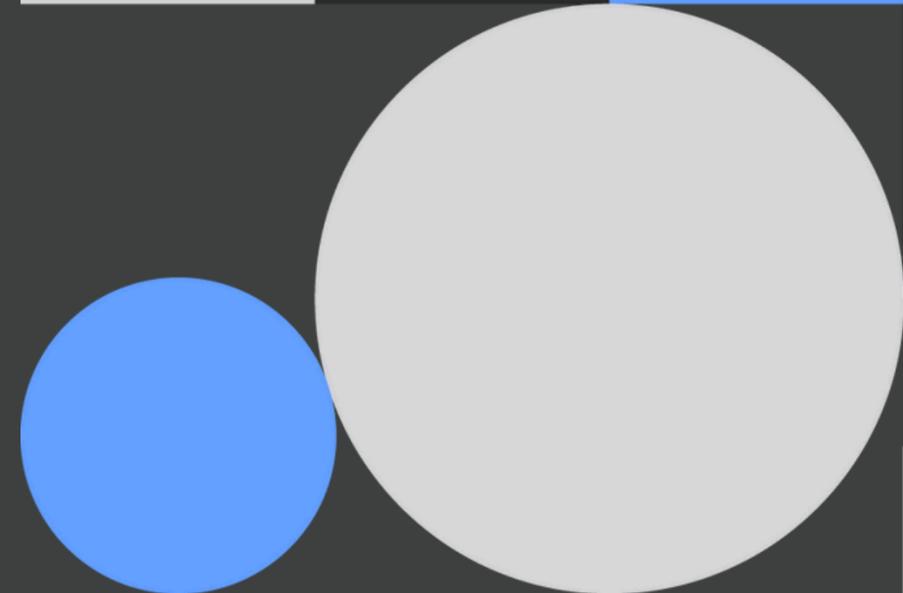
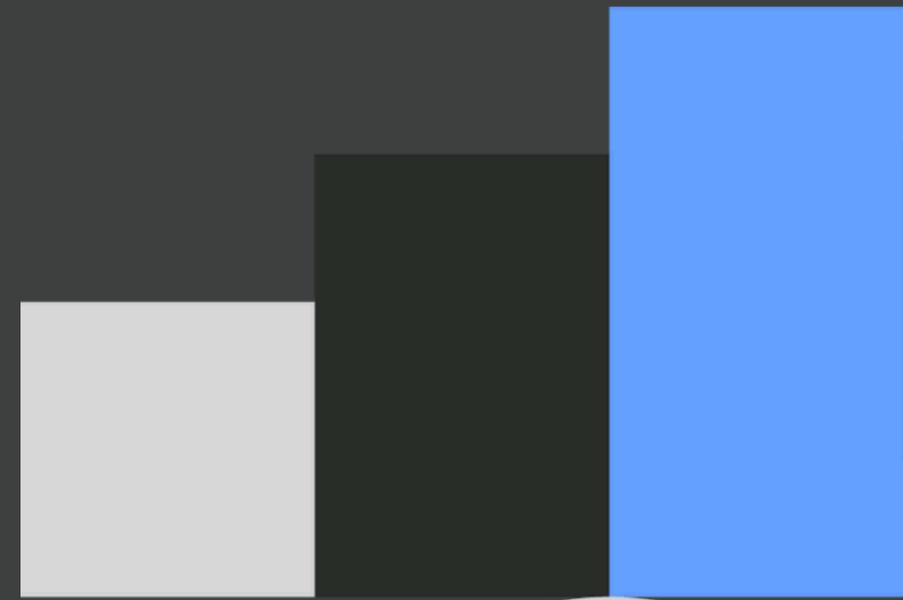
THIS WEEK IN ECOMMERCE

with

Paul Waddy & Mal Chia

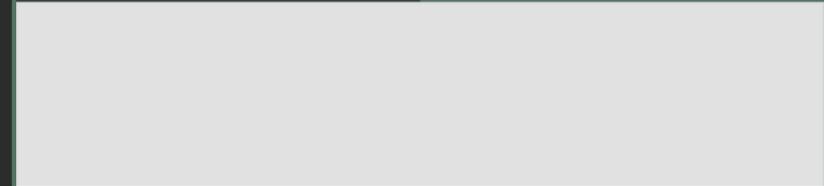


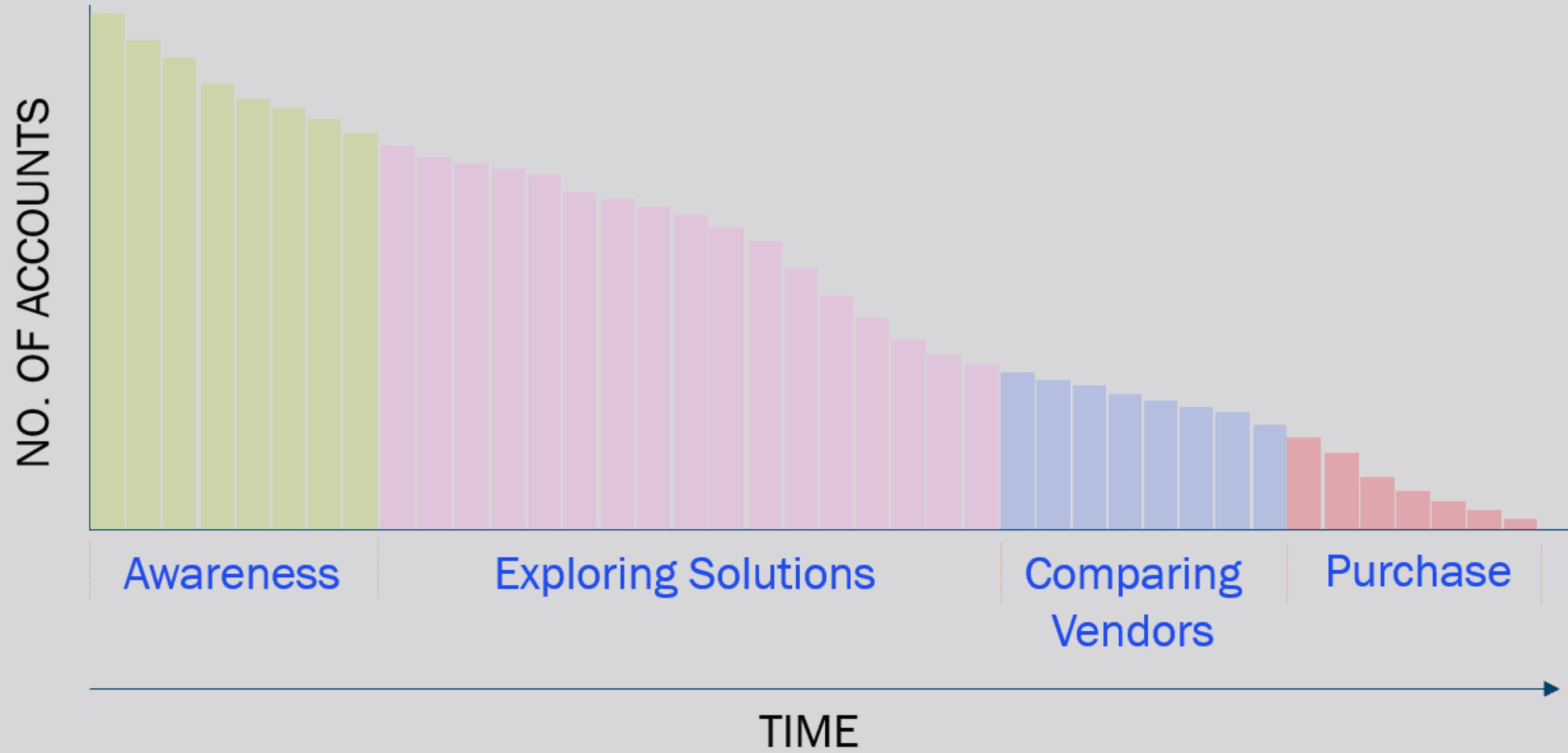
Value Proposition, Channel Selection and Messaging



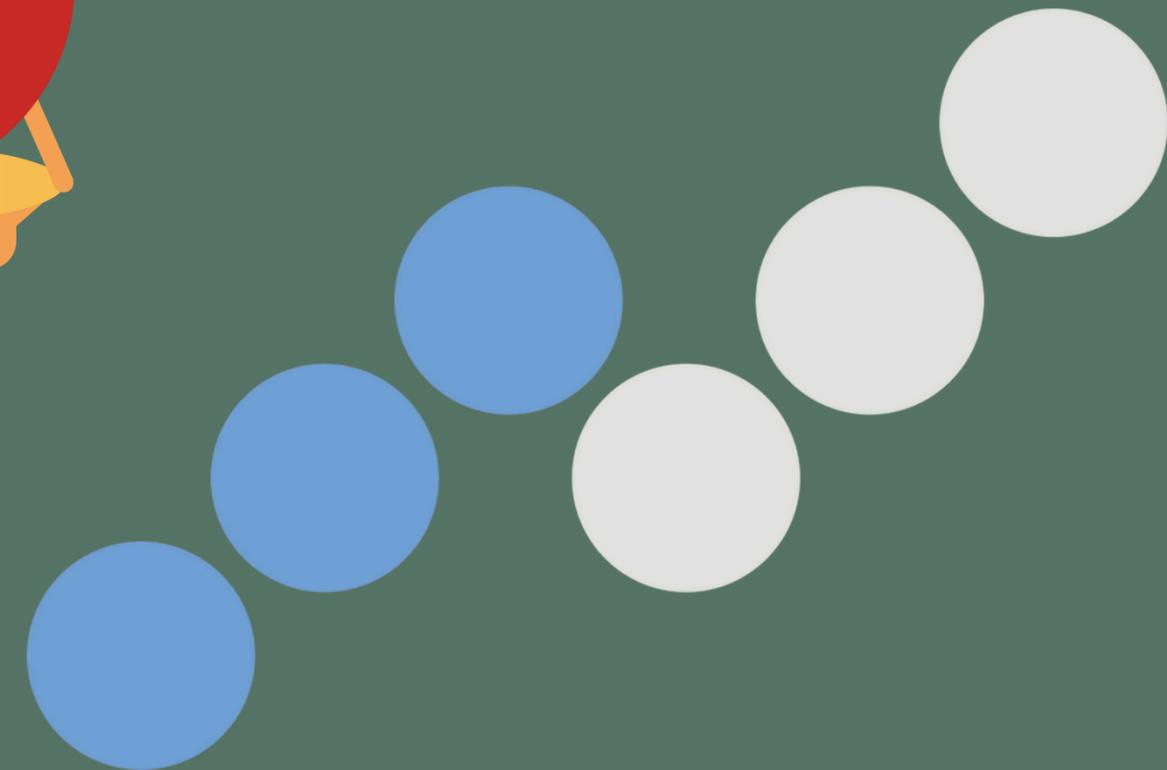


Only 5% of your potential
customers are ready to buy
at any single time





What is a value proposition?



Ad-libs

Our

Product or Service

help(s)

Customer Segment

who want to

job to be done

by

verb (e.g. reducing, avoiding)

and

verb (e.g. increasing, enabling)

a customer pain

a customer gain





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NETFLIX Sign In

Unlimited films, TV programmes and more.

Watch anywhere. Cancel at any time.

The advertisement features a dark background with a collage of various Netflix titles. Visible titles include 'Tower Heist', 'Narcos', 'Friends', 'Locke & Key', 'BFG', 'The BFG', 'Narcos', 'South Park', 'Peter', 'Love is Blind', and 'The Stranger'. A 'Sign In' button is located in the top right corner of the banner.



Ecom
Nation

patagonia

Shop Activism Sports Stories

🔍 🛒 ☰

We're in business to save our home planet.

We aim to use the resources we have—our voice, our business and our community—to do something about our climate crisis.

[Join Us](#)

The hero section features a background image of a group of people kayaking on a lake. One person in the foreground is holding a sign that says "GIVE UP OIL". The Patagonia logo is in the top left, and navigation links for Shop, Activism, Sports, and Stories are in the top center. Search, cart, and menu icons are in the top right. The main headline and sub-headline are centered over the image, with a "Join Us" button below.



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ZERO^{CO}

Shop ▾

Get Refills

Subscribe & Save ▾

About Us ▾

Our Mission



JOIN/SIGN IN



Together, let's untrash the planet.

Every purchase
funds ocean cleanups

LEARN MORE



Paid Owned Earned

Paid

- ✓ Ads
- ✓ Commission
- ✓ Partnerships

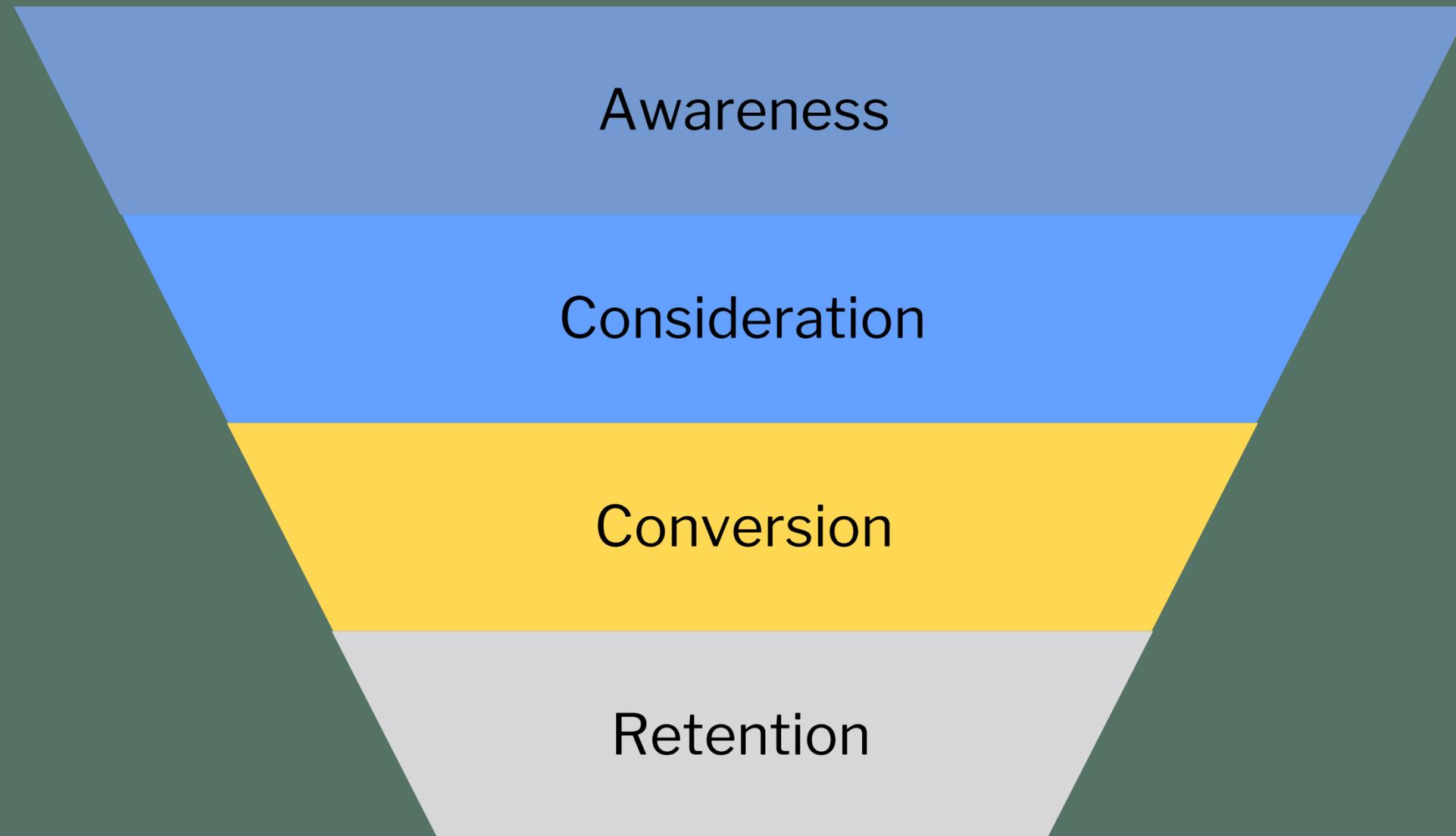
Owned

- ✓ Website
- ✓ Email/SMS
- ✓ Social

Earned

- ✓ Public Relations
- ✓ SEO Content
- ✓ UGC/Community

Customer Journey



Channel Matrix

	Paid	Owned	Earned	Core Message
Awareness	<<channels>>	<<channels>>	<<channels>>	<<message>>
Consideration	<<channels>>	<<channels>>	<<channels>>	<<message>>
Conversion	<<channels>>	<<channels>>	<<channels>>	<<message>>
Retention	<<channels>>	<<channels>>	<<channels>>	<<message>>

Channel Matrix

	Paid	Owned	Earned	Core Message
Awareness	<<channels>>	<<channels>>	<<channels>>	<<message>>
Consideration	<<channels>>	<<channels>>	<<channels>>	<<message>>
Conversion	<<channels>>	<<channels>>	<<channels>>	<<message>>
Retention	<<channels>>	<<channels>>	<<channels>>	<<message>>

A Runner's Guide: The Top 5 Gold Coast Parkruns

BY SPORTITUDE

4 AUG 2023



The Gold Coast is a *runner's* paradise. From the sandy white beach of Surfers Paradise to the subtropical rainforest of Tamborine Mountain just beyond the region's boundary – the Gold Coast is your destination for fun, fitness and exploration.

It's only fitting that the Gold Coast is the birthplace of **parkrun** in Australia. The sun-kissed city supports an active lifestyle for people of all ages and abilities – with everything from a thriving artistic scene to natural gems and tranquil parklands. The philosophy of parkrun – to make fitness accessible, inclusive and free, and the rejuvenating energy of the Gold Coast naturally go hand in hand.



Sportitude
Sponsored
Library ID: 1439452603614022

⋮

Ready to run with Sportitude? Trusted by Australian runners, Sportitude offers more than just gear. Enjoy FREE delivery on orders over \$100, quick 1-2 day shipping, and easy 30-day returns & exchanges.

Discover our extensive range and find your perfect style today!



FB.COM
Elevate Your Run with Sportitude

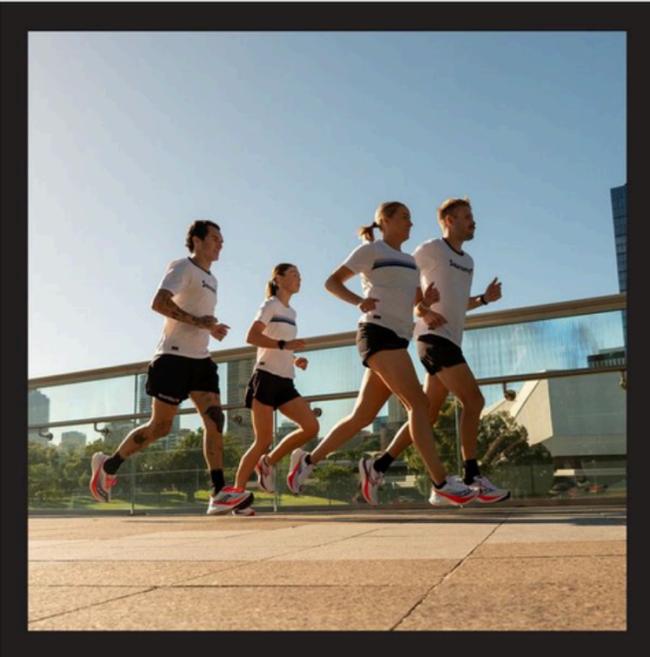
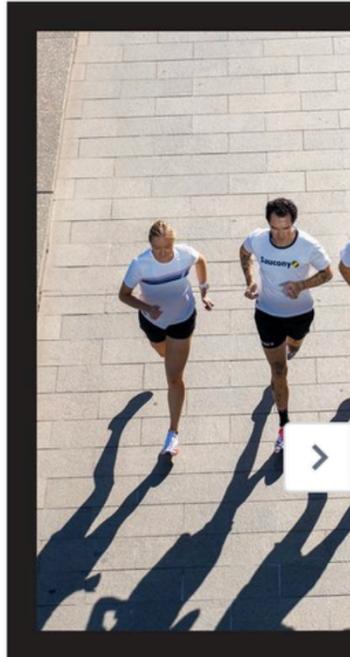
Learn more



Sportitude Running
Sponsored
Library ID: 1604664459937573

⋮

Elevate your run and race day with Saucony's latest innovations: the Endorphin Speed 4 and Endorphin Pro 4. Whether you're training for your next personal best or stepping onto the race track, these shoes are designed to bring out your fastest self.

SPORTITUDE.COM.AU
Unlock Your Best:
Saucony's Endorphin...

Shop Now

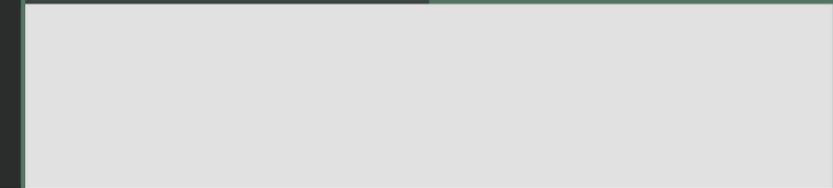
SPORTITUDE.COM.AU
Unlock Your Best:
Saucony's Endorphin...

Task

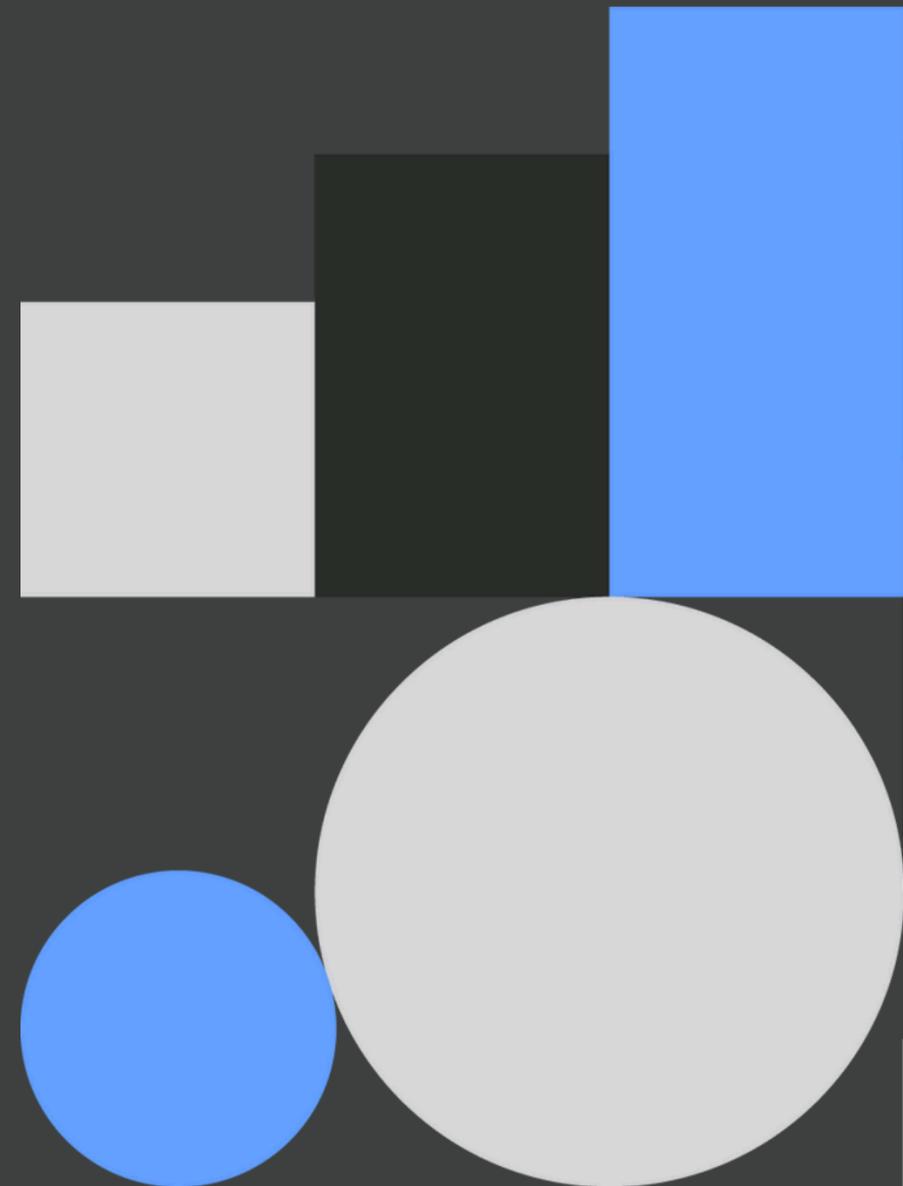
Map out your current channel mix and your messaging at each stage of the customer journey.

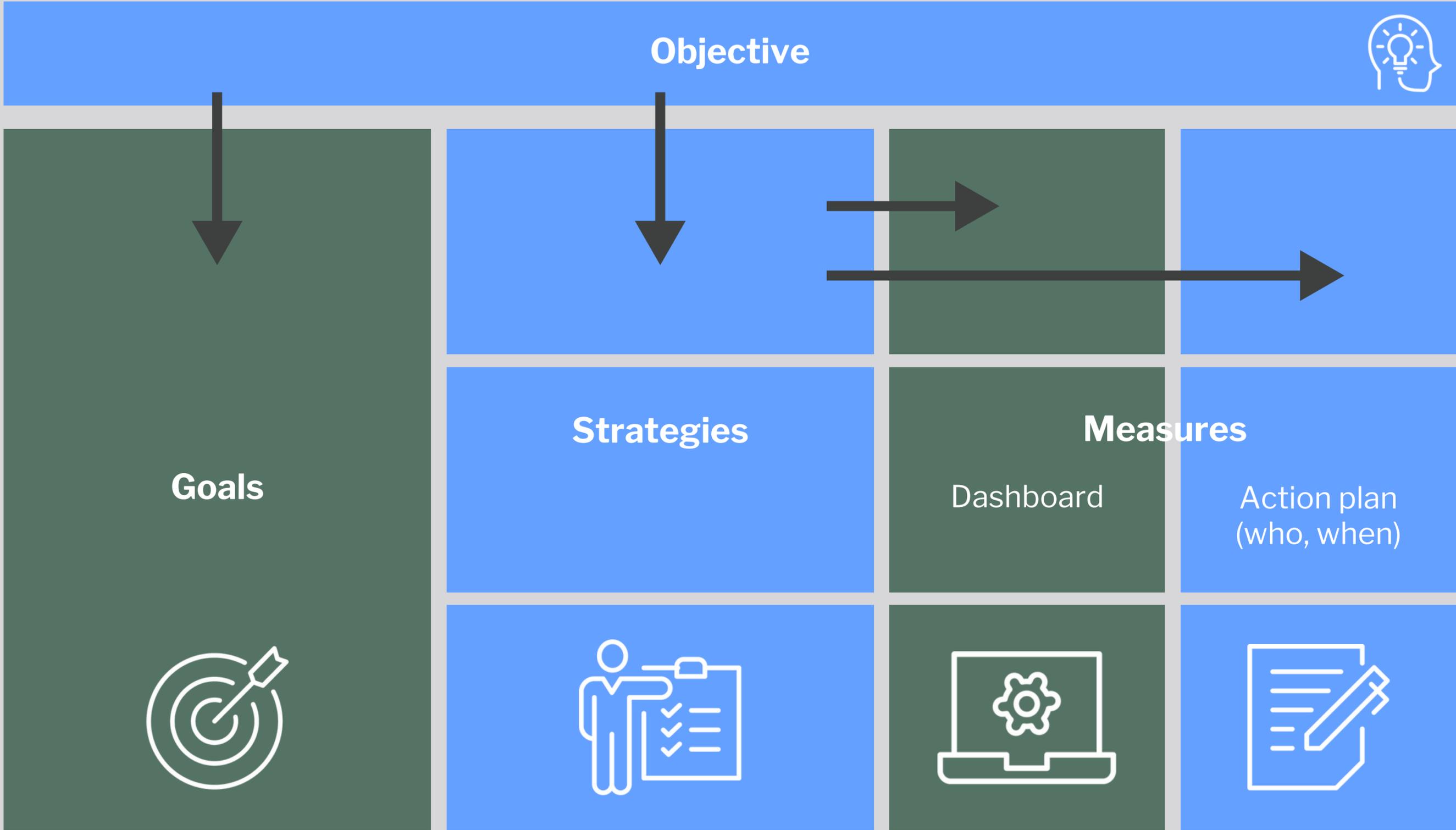
Does your messaging align back to your value proposition?

How balanced is your activity at each stage?



Strategic Marketing Framework





Company Level

Objective	10% total sales growth in 2024								
Goals	10% month-on-month increase in sales for non-core product categories			Increase ratio new:returning customers to 60:40			Enhance customer lifetime value (CLV) by 15%		
Strategies	Expand product visibility through targeted marketing campaigns.	Leverage cross-selling opportunities on core product pages and during the checkout process.	Introduce limited-time offers and bundles for non-core products to stimulate interest and urgency.	Enhance referral programs to incentivise word-of-mouth marketing.	Optimise website and landing pages for conversion with A/B testing.	Implement targeted ad campaigns focused on customer acquisition in new markets and demographics.	Optimise the onboarding experience to convert first-time buyers into repeat customers.	Personalise email marketing to increase engagement and repeat purchases.	Utilise data analytics to offer personalised recommendations and discounts.
Measures	Increase in campaign click-through rates by 15% and a 10% rise in product page views for non-core categories each month.	20% of customers who purchase core products also add a non-core item to their cart, measured monthly.	5% conversion rate for offers and a 10% uptick in non-core product sales during promotional periods.	25% increase in referral program participation and a 10% increase in new customer acquisitions attributed to referrals.	Achieve a 20% improvement in conversion rates on targeted landing pages.	15% increase in new customer sign-ups from these campaigns, with a monthly performance review.	30% of new customers make a second purchase within 60 days of their first purchase.	25% increase in email open rates and a 10% increase in repeat purchases through email promotions.	10% increase in conversion rates for personalised recommendations and a 5% uplift in CLV for engaged customers.

Department Level

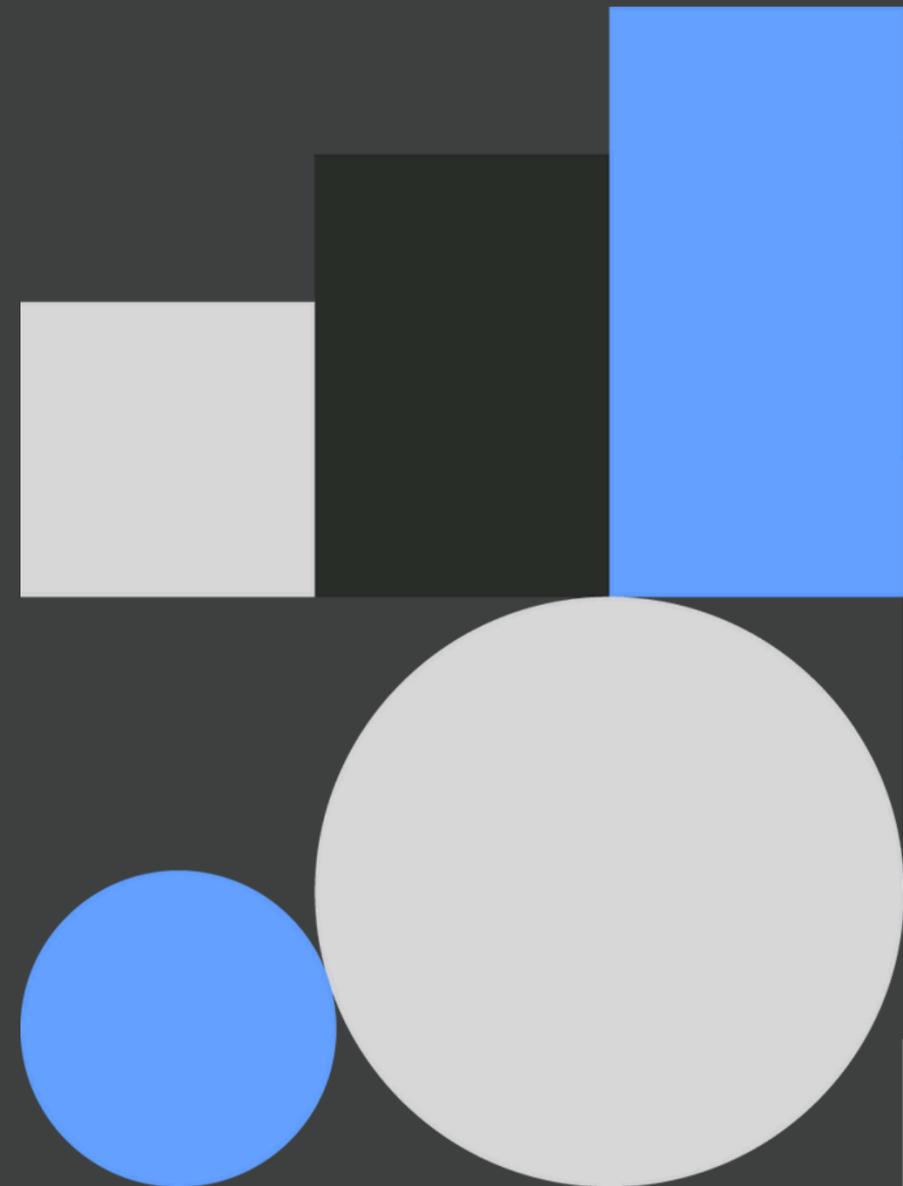
Objective	Become the 2nd most popular brand amongst middle-aged parents within 2 years.			
Goals	Achieve a 50% brand recognition rate among middle-aged parents by the end of Year 1.		Achieve a 25% repeat purchase rate among middle-aged parent customers by the end of Year 2.	
Strategies	Launch targeted marketing campaigns on platforms popular with middle-aged parents (e.g., Facebook, parenting blogs).	Partner with influencers and communities that resonate with middle-aged parents.	Implement a loyalty program with rewards and benefits that appeal specifically to middle-aged parents.	Offer exclusive deals or early access to new products for returning customers.
Measures	Brand recognition rate via surveys, social media mentions, and Google Trends data.		Repeat purchase rates, loyalty program enrollment	Loyalty program enrolment

Example: Uber



Objective	Increase Trips Per Hour to 1.8			
Goals	Increase off-peak trip rider requests		Increase active drivers during peak times	
Strategies	Off-peak ride incentives	Launch a business offering	Surge pricing	Driver bonuses for extra trips
Measures	Off-peak requests	Uber For Business signups	Active drivers	Trips per shift

Conclusion

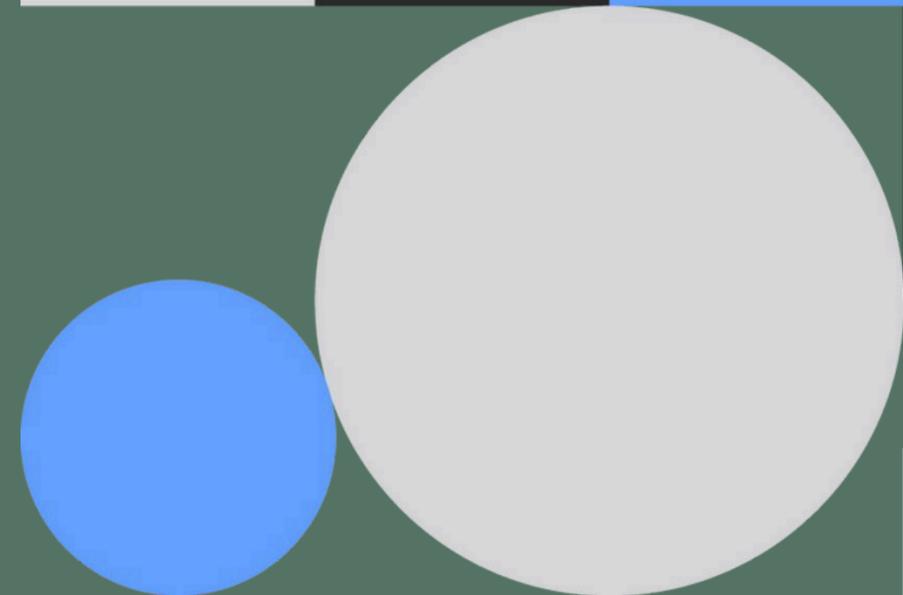
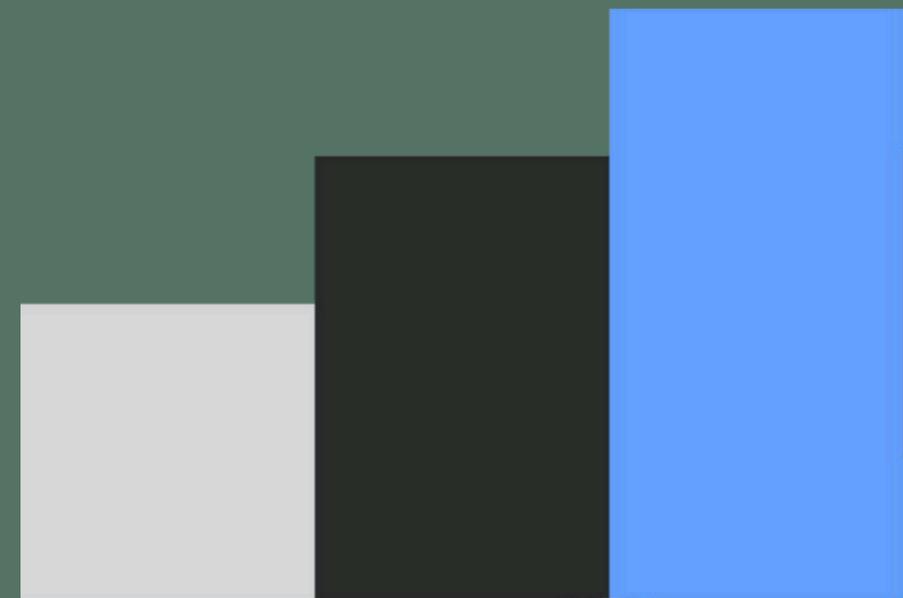


Make your branding memorable

Know the value you are creating for your customers

Don't just focus on bottom of funnel

Be intentional



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