

Shopify E-Commerce Playbook

A guide to building and scaling your e-commerce business on Shopify.

We ♥ Shopify Businesses

Growing a Shopify business can be extremely rewarding but doesn't come without its challenges. E-commerce marketing is getting more complicated by the day, and staying up to date with every platform, technology and channel can be overwhelming.

That's why our team handles full-service marketing for Shopify businesses. We hope you find this guide useful, and we look forward to the opportunity to serve you and your business on your e-commerce journey.

Dan Cassidy

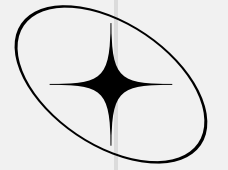
Founder, Brandhopper Digital

Content



- Building Your E-Commerce Foundation
- Maximizing Paid Traffic Strategies
- Fueling Organic Growth
- The Art of Retention
- Word of Mouth / Referrals
- Automate What You Can
- Analyze + Optimize
- E-commerce Traps

Build Your Foundation



High-performing businesses require a strong foundation. E-commerce is no different.



WEBSITE

An optimized Shopify website will convert visitors to buyers regardless of device. This requires clear navigation and an optimized purchase pathway.



BRAND STORY

As competition increases your brand story is more important than ever. Differentiate your business with a story that resonates so you can avoid the discounting death spiral.



CONTENT

As social platforms prioritize content over connections, standing out with high quality imagery and video is a must. Build content specific to your avatar and test format, style and messaging.

Path to Paid Advertising Profits



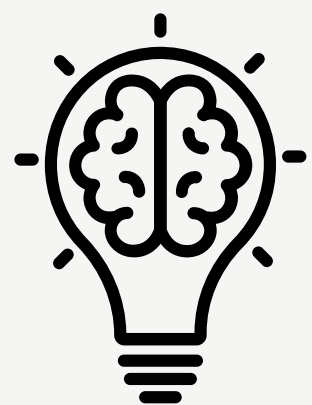
Think Long-Term

Customer journeys take time. Successful businesses combine brand building with conversion strategies.



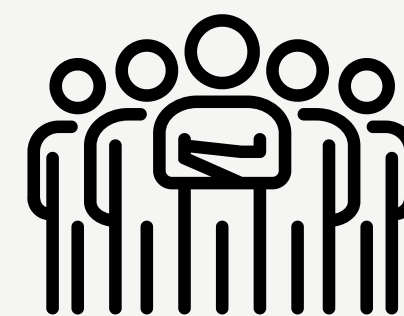
Optimize to LTV

Knowing your LTV allows you to invest more and outspend competitors.



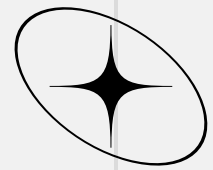
Content is Key

Testing content organically and amplifying winners is a fast-track to efficient growth.



Multi-Platform

Understand demand creation vs demand capture and build your strategy across multiple platforms.



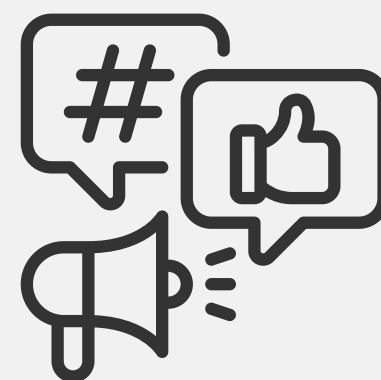
Organic Growth

Yes, it takes time to grow organic traffic but the results can be worth it.



SEO

Understand which keywords attract your best customers and optimize your meta descriptions, titles and images. Bonus points for blog content that amplifies the message.



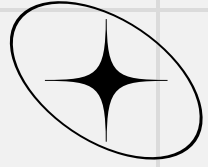
SOCIAL

Social media posting is a must for any business in today's digital world. Consistent, high quality content designed for each avatar will lead to the best results.



CONTENT PLATFORMS

The interest graph or "TikTokification" of social platforms has led to content outperforming based on quality over audience. Take advantage by leaning in and testing platform, style and format.



Test + Learn

Organic content should be analyzed just like paid media as a way to not only generate better content but also to inform other marketing.

Gather insights through engagement stats and comments so you can build better copywriting, content and customer avatars.

WINTER 2024 RESULTS



78 POSTS



345 FORWARDS



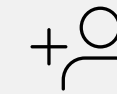
45468 LIKES



2460 SHARES



1268 COMMENTS



6453 FOLLOWERS



13464 SAVES



120K PAGE REACH

SPRING 2024 PLAN



80 POSTS



500 FORWARDS



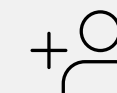
70K LIKES



4000 SHARES



2K COMMENTS



10K FOLLOWERS

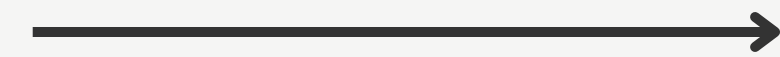


20K SAVES



220K PAGE REACH

Customer Retention



28% ↑

Average repeat purchase rate for online retailers.

5X ↓

It's 5X cheaper to retain an existing customer than acquire a new one.

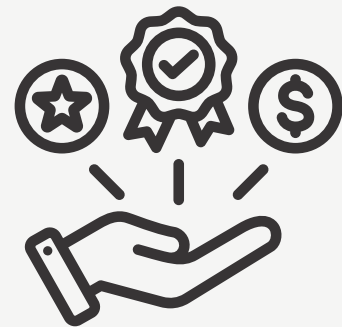


Increasing repeat purchase rate will increase LTV leading to faster growth opportunities and profit for e-commerce stores.

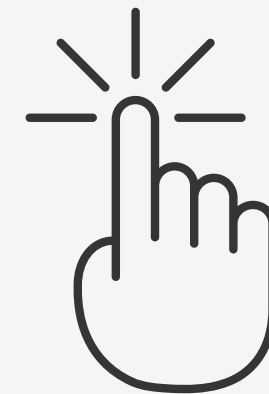
How to Retain Customers



**Excellent Product
and Service**



Loyalty Program

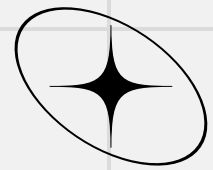


**Nurture Post-
Purchase**



**Multi-Channel
Offers**



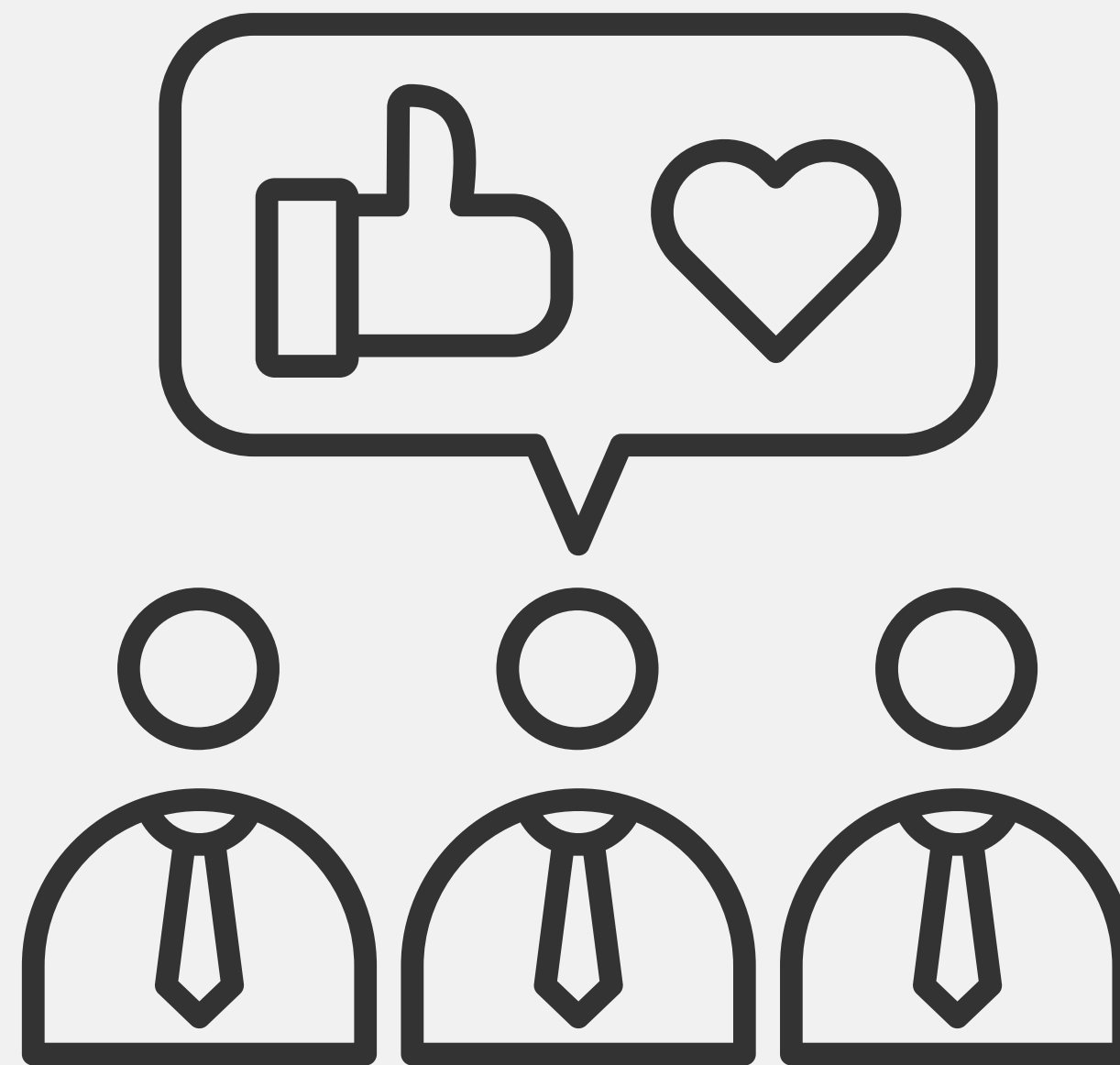


Referrals

Encouraging existing customers to refer your e-commerce business to their friends and family increases their lifetime value and improves customer retention.

Loyal customers who refer friends are worth up to 10 times the value of their first purchase.

Word-of-mouth marketing can drive growth and revenue, generating five times the sales of paid advertising.



Automate

Email + SMS



Set up your highest value flows including Welcome, Post-Purchase and Abandoned Cart automations.

Up-sell / Cross-sell

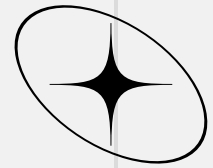


Add value to the customer journey by offering appropriate cross-sells and up-sells at or near checkout.

Reviews + Feedback



Collect and feature reviews and feedback as a way to highlight social proof, improve products and generate content.



Analyze + Optimize

The only way to improve consistently is by analyzing data across platforms and optimizing toward the metrics that matter.

This typically includes net profit, revenue, growth by earned vs owned channels, and supporting KPI's like ROAS, CPA and list growth.



Avoid These E-Commerce Traps



Over-reliance on any one platform or channel.

Unless you own the platform, anything can (and typically will) happen.



Product - market fit is not there.

Everything is easier when you have products people truly want.



Over-promising / under-delivering customer experience.

Customers are the lifeblood of your business. Keep 'em happy to increase referrals and brand loyalty.



Insufficient margins.

As competition increases it becomes more important to operate with healthy margins so you can invest in growth and reap the rewards.

Want Help Growing Your Shopify Store?



About Brandhopper Digital

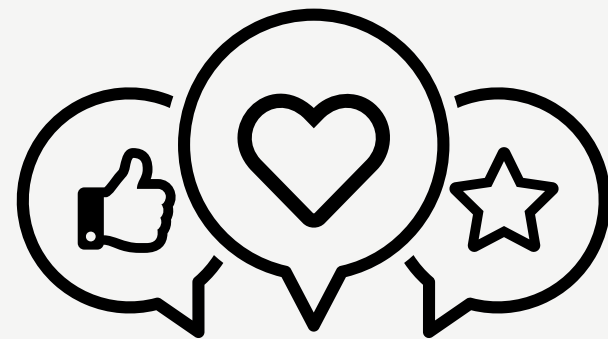


Our team manages and grows Shopify stores for businesses looking to take their e-commerce sales to the next level. Whether your goal is to increase sales and profitability, cut costs, or save time, our team of e-commerce marketing experts can help.

Dan Cassidy

Founder, Brandhopper Digital

Fully Managed Shopify Marketing



**Social Media
Marketing**



**Shopify
Management +
Optimization**



**Search Engine
Marketing**



**Email + SMS +
Content Creation**



Thank you

————— **For your attention**

Contact us to learn about our Shopify marketing services for your business:

➔ hoptastic@brand-hopper.com

