

WELCOME

Getting Results From Your E-commerce Platform

Thursday, February 18, 2021



JOEL ARBUCKLE

PRESIDENT, ARBUCKLE MEDIA

- Joel began his professional career as a freelancer after graduating from Saint Mary's University with a degree in Marketing Management.
- Joel opened Arbuckle Media in 2015.
- Arbuckle Media began helping local businesses use similar strategies and software tactics that the big brands were using in a way that fit their scope.
- Now his company is working with organizations of all shapes and sizes across Canada and the United States, deploying strategic branding that's scalable to each organization's needs and goals.

Getting results from e-commerce



About Joel & Arbuckle Media

- Been building websites and marketing on social media since 2009.
- Founded Arbuckle Media in 2016 after struggling to get an agency gig.
- Work with clients using different technologies, all over Canada and in the US.
- Over the last 12 months, building e-commerce stores, consulting and building digital marketing strategies has been our biggest demand from clients.



What's expected of where you're at right now

- This **isn't** a 101 “how to setup a website/Shopify” tutorial
- This **isn't** specific to a particular business model (like selling widgets) or a specific platform (like Google Analytics)
- This **is** for operators who have already been selling online, with mixed, inconsistent or lackluster results
- This **is** for teams who have skills or expertise gaps, especially those who have junior level marketing members with oversight only from management or owner/operators

What we want you to walk away with

- How to look at reporting like a marketer does, and adopt the language of e-commerce and marketing in the everyday of your business.
- How to draw actionable insights based on behaviour.
- How to choose which metrics and Key Performance Indicators for your marketing activities.
- How to avoid analysis paralysis.
- Learn that it's alllllllll relative.

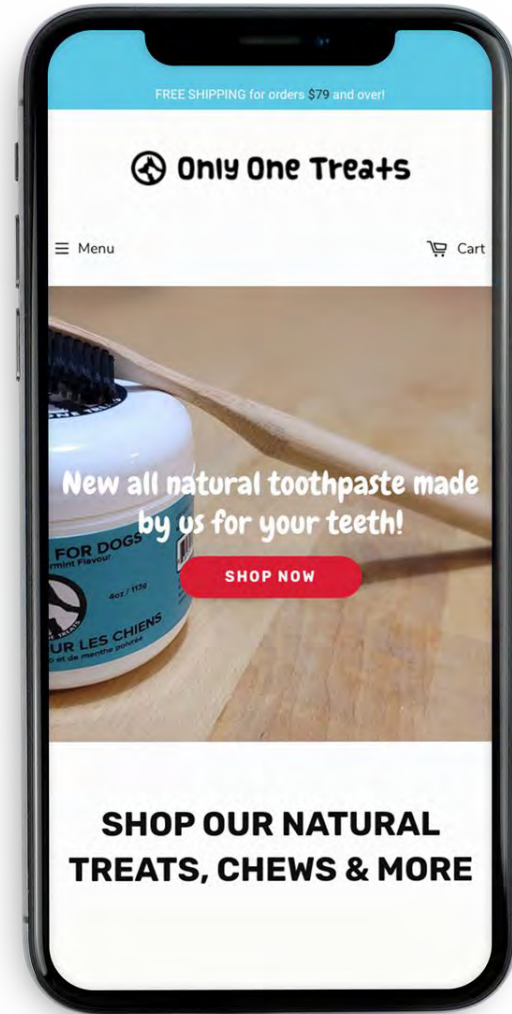
Client Success Stories

Our clients had challenges.
We made a few tweaks here and there.



Only One Treats

- Went from Wholesale to **DTC** (Direct-to-Consumer) with E-commerce (Shopify)
- Initially suffered from analysis paralysis from having all this data
- Started **Paid Social** Media spending + building brand loyalty with **Organic Social**
- Have weekly and monthly marketing meetings to discuss how **Key Performance Indicators** are doing



Only One Treats Challenge Example

- Challenge:
 - The brand was looking to decrease the amount and depth of its discounts, while maintaining number of sales and volumes.
- KPI:
 - Total Sales \$ + AOV
- Solution:
 - We used a free gift tactic to promote sales and increase Average Order Value



Spend \$50 to claim any 1 of our 4 new Training Treats for FREE!

Want to try more than one? Stock up on some more treats and we'll let you pick another!



Spend \$100 to claim any 2 of our 4 new Training Treats for FREE! *PLUS* get free shipping!

Want to collect them all?



Spend \$150 to claim any 3 of our 4 new Training Treats for FREE! *PLUS* get free shipping!

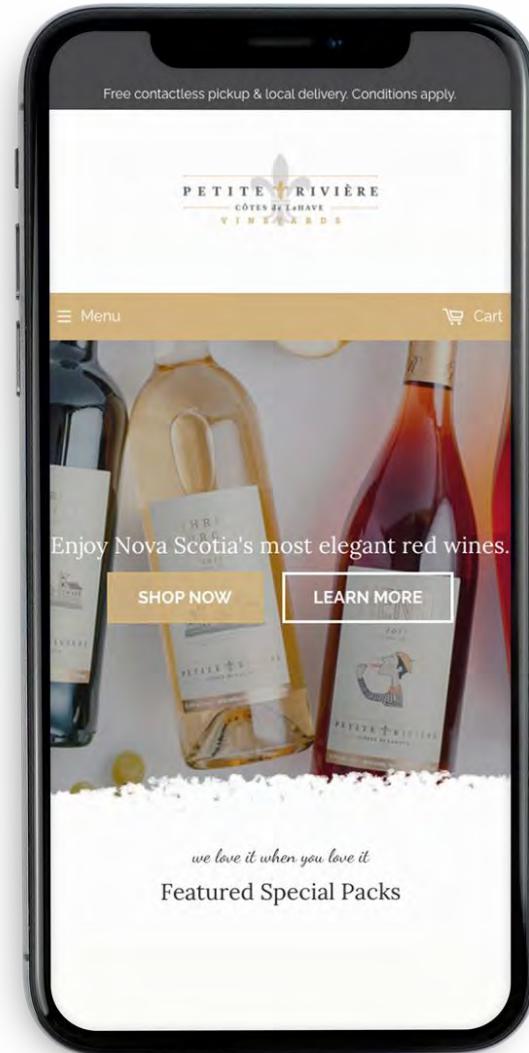
We don't blame you, it's hard to pick favourites when the deal is this good!



Spend \$180 to claim all 4 of our new

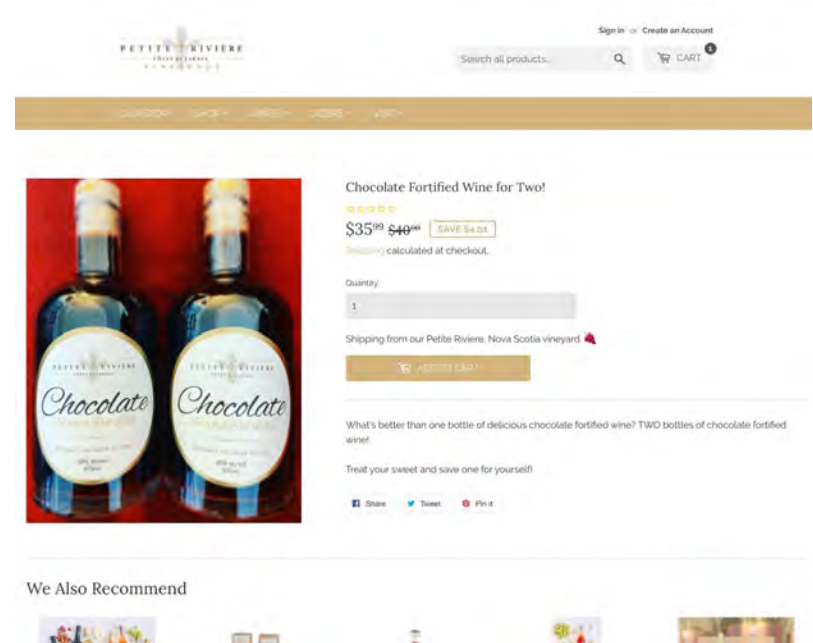
Petite Riviere Vineyards

- Went from POS/Retail to E-commerce (Shopify) with local delivery
- Allowed them to serve their local customers with contactless delivery
- Started **Paid Social** Media spending
- Have weekly marketing meetings to discuss how all **Key Performance Indicators** are doing



Petite Riviere Vineyards Challenge Example

- Challenge
 - We introduced a new single bottle product. It sold well. But it drove the Average Order Value down.
- KPI:
 - Average Order Value (AOV)
- Solution
 - Re-introduced the product into a pack and used ads against it to drive sales of it instead.



KPIs

What am I measuring? What metrics?
How do I know I'm even measuring the right things?



Key Performance Indicators

- Sounds like over the top sales and marketing technical jargon to most, but really makes you more focused at getting much better at fewer things.
- More than just metrics.
- Choosing less really *is* more.
- You don't grow **sustainably** without knowing how you got there.

What ones should I choose?

- What are the goals of your business?
- Which ones will move the most?
- How many should I choose?
- Let's cover some examples

Average Order Value (AOV) =

Revenue / Total Orders

- Important for most businesses.
- When you know your COGS (Cost of Goods Sold), you know where your AOV needs to be.
- Try tactics like:
 - Free shipping at => \$
 - Bulk pricing
 - Free gifts at => \$
 - Product innovation through packs
 - Upsell or cross-sell complementary products

Average Order Values by Sector and Device (2019)

	Travel	Retail	Fashion
Desktop	\$392	\$187	\$109
Mobile	\$250	\$150	\$73

Source: SaleCycle, 2020

SaleCycle | www.SaleCycle.com

Conversion Rate = Total Number of Visitors on the Website / Total Number of Conversions

- Important for most businesses.
- Can help diagnose other problems on your website
- 2-4% for most industries is the “safe” range
- Try tactics like:
 - Switching up offers
 - Landing pages
 - User experience auditing
 - Testing the site (ordering, booking) yourself

Reasons that Mobile Users in Canada, the UK and the US Abandon Their Digital Shopping Cart, June 2017

% of respondents

	Canada	UK	US	Total
Hidden transaction fees and delivery charges	45%	43%	37%	42%
Decide to shop around further	40%	35%	45%	40%
Product not in stock, delivery will take too long	24%	29%	31%	28%
Inconvenient delivery times	22%	26%	25%	24%
Can't decide what I want	27%	18%	26%	24%
Website is too slow	16%	24%	19%	20%
Lack of payment options	20%	20%	17%	19%
Problems or excessive fees	23%	12%	13%	16%
Security or payment approval	9%	11%	12%	11%
Website is not easy to use on a mobile	7%	10%	11%	10%

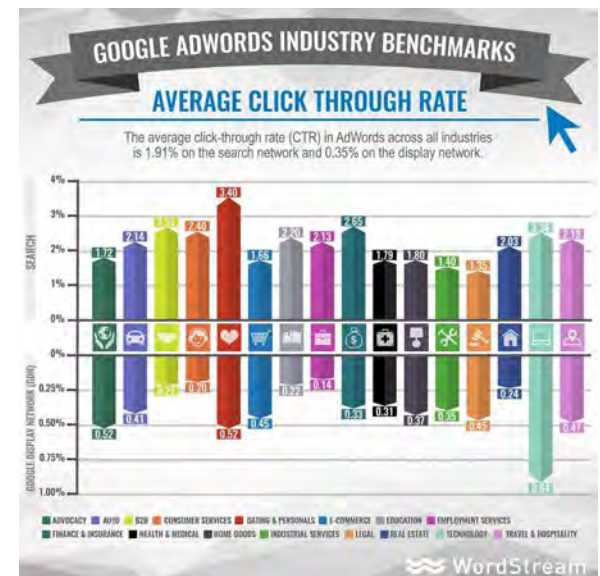
Note: ages 18+; among the 67% of respondents who had abandoned a digital shopping cart in the past month
Source: Paysafe, "Lost in Transaction," Sep 13, 2017

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www.eMarketer.com

Clickthrough Rate = $\frac{\text{Total Number of Clicks}}{\text{Total Number of Impressions}}$

- The counterpart of conversion (top of funnel vs bottom)
- *NOT on your website
- Important for businesses engaging in digital marketing
- Can help diagnose whether or not an ad is performing well
- Try tactics like:
 - Switching up offers
 - A/B testing
 - Brand resonance



Return on Ad Spend (ROAS) = Revenue \$ attributed to ads/ Ad spend \$

- Important for anyone advertising online
- Indicates performance of all advertising on a given platform
- Try tactics like
 - Changing audience segments
 - Testing offers or different ads



Customer Churn = Customers who don't reorder/return

- Important for businesses with short product life cycles (eg. consumables) or subscriptions
- Opposite of customer return rate
- Try mitigating churn like:
 - Segment customers based on last order date
 - Marketing automation process setup
 - Keep customers in the loop with emails, etc.

Reporting

Okay great. We sorta get what you're saying,
but how do we put it all together?



Reporting and reviewing it

- The real change in marketing behaviour comes from actively using marketing language, like KPIs, in your business on a regular basis.
- How do you build a report that your team will actually read and use? Keep it simple.
- Knowing and learning how and when to pivot or react is key. Each metric is different, and deserves to be treated differently.

What does an effective, insightful report look like?

- Isn't just raw data or a spreadsheet of numbers. That's just data analysis.
- It really is context: numbers + changes over time compared to marketing activities that drove the change. It's "Aha!"
- **Insights reporting** includes real figures, with your take on what went wrong OR right. Both are equally important.
- Easier to convey to others, even non-marketers.
- Provides steps on what to do next.

Insights Report

Period: W3 Jan 2021

1. Online

a. Store KPIs (last 7 days)

- \$5545.89 total sales over 16 orders
- 4430 total sessions
- \$57.96 avg order size (down from \$97.78 Dec '20)
- 2.09% conversion rate (up from 1.18% last week)

b. Paid social - Ad spend reporting (reported account-wide, last 7 days)

- Total # sales: 6
- Total spend: \$2256.22
- CTR: 0.4% (262 clicks over 64k impressions)
- Sales \$ attributed to FB spending: \$415.91
- ROAS: 1.62 (up from 1.05 last week)
- Notes:
 - Overall improvements from last week's performance.
 - Store seems to be rebounding from the NY slump.
 - CTR is performing really poorly - we still haven't adjusted practices or tactics to include more creative.
 - Conversion rate is recovering, but still in the low-normal range.
 - Still need to talk about video content.
 - Let's have a meeting this week on paid advertising for Feb.

c. Organic social - FB analytics (last 7 days)

- Total reach: 25,410 (down 2% WoW)
- Total engagement: 591 (down 23% WoW)
- Best performing post:
- Notes:
 - Need a better social analytics and scheduling tool like Sprout social.
 - Instagram analytics aren't available for this reason.
 - Post reach and engagement still down due to lack of activity. This will take longer to bounce back up in the algorithm the longer we aren't active.
 - We need to promote crave days on social channels ASAP

d. Issues reported re: website performance

- One instance where a user purchased a \$100 gift card from Store and wasn't sent an email. Not sure what happened, but when I re-sent the gift card from Shopify it went through immediately.

e. Assign calendar days for test orders:

- Place a test order on Mondays

How do I build an insights report?

- Take **KPIs**
- Define **periods of reporting** (WoW, MoM)
- Attribute activity to each one them.
- Highlight substantial changes (good and bad)
- Example:
 - “We had an increase in total sales \$ by 53% WoW. We sent an email blast featuring our latest new product this past Friday. Most sales contained our new product, and we had a high number of link clicks from our emails.”

Process Narratives

Step one: write it down.

Step two: repeat what you wrote down in Step 1.



What are marketing process narratives?

- We have KPIs. We have reports. How do we repeat and scale?
- Set up a process narrative that tells team members how, what and why they're putting it together.
- A great way to provide references and direction to junior level team members.
- Gives a sense of “why” to marketing activities within a framework

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Shopify Add Product Process

Follow this process to add or edit products on the Shopify store

Sign in

Sign in using your own login credentials at

Before you start

1. Have the **name** of the pack or product you wish to create
 - a. Along with what individual items the pack includes
2. Have the **price** of the pack or product you wish to create

Adding a Product or Pack

1. From your Shopify admin, go to **Products** > All products.
2. From the Products page, click **Add product**.
3. “Title” field = Our name of pack/product
4. “Description” field
 - a. Any details or marketing copy about the product
 - i. This is done using the “paragraph” or “p” formatting within the editor
 - b. the specific quantities of each item in the pack
 - c. descriptions of each bottle/product included
 - i. The titles should be listed on their own line using the “heading 3” or “h3” formatting option
 - ii. The descriptions should use the “paragraph” or “p” formatting

Any Questions?

No quiz at the end. Just here to help.



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UPCOMING WEBINARS

Attracting Digital Remote Workers for Long-Term Stays in Nova Scotia

- Date: Thursday, February 25, 2021
- Time: 10:00 a.m. to 11:30 a.m. Atlantic Time
- Delivered by: Tourism Nova Scotia and m5 Marketing Communications
- Free for anyone to join

<https://tourismns.ca/webinar-series>

UPCOMING WEBINARS

Find Your Dream Customers Online

- Date: Thursday, March 4, 2021
- Time: 10:00 a.m. to 11:00 a.m. Atlantic Time
- Delivered by: Katelyn Bourgoin, CEO, Customer Camp in Partnership with Digital Nova Scotia
- Free for anyone to join

<https://tourismns.ca/webinar-series>



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