WISHPOND'S

Ecommerce Strategy Guide

CREATING A COMPLETE SALES FUNNEL
WHICH TURNS VISITORS INTO SALES

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Introduction

You've taken the dive into selling a product online. FIrst and foremost, congratulations.

Whether you're just looking to make a little extra cash on the side, have committed your life savings to this endeavor, or are marketing an established ecommerce brand, selling online is a complex and intimidating thing.

This guide provides a stepping-off point for ecommerce marketers of all kinds. In it, we take a close look at real-world ecommerce funnels. We break it all down and then build it back up with examples, best practices, actionable tips and links to relevant content.

If you have any questions before, during or after reading, please email content@wishpond.com

Chapter 1: Ecommerce Sales Funnel

Your website is the face of your company online. And if you're solely selling online, then that face is all there is.

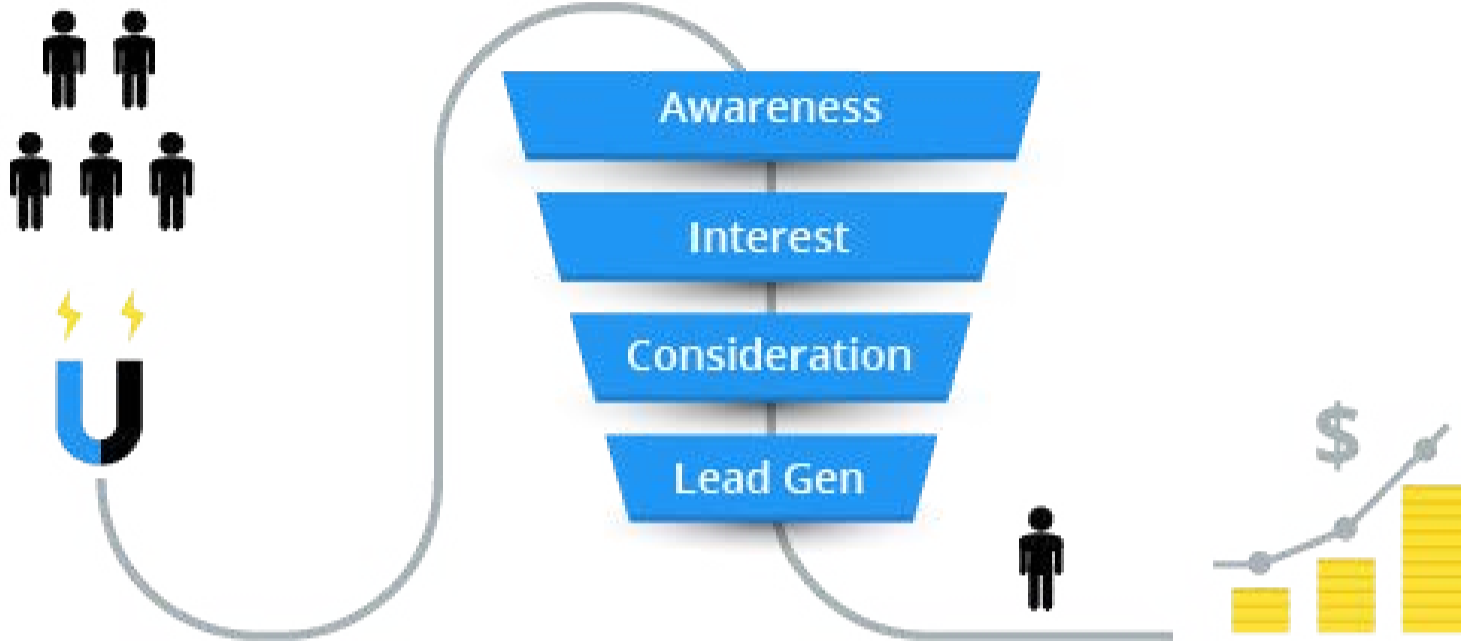**You need to make that face a smiling one.**

There's no real difference between your ecommerce website and a brick-and-mortar retailer. In both cases, first impressions count. You want your website to be clean and modern, just as you would with a real-world business. You want your products to be organized nicely, modelled nicely, and look as appealing as possible.

And you want the buying process to be as smooth as it can be. You don't want your customers waiting around for a sales associate if they have a question. You don't want them to be unaware of a sale or unable to find where to buy.

And you want them to come back. You want to incentivize them to buy from you today *and* tomorrow.

So how do we do all that, on our website?

Ecommerce Sales Funnel

You need a strategy which considers the entire funnel.

If you focus only on driving awareness or traffic, without considering your website visitor's experience on your site, you'll be wasting your money.

If you focus only on optimization and design, without considering how you're going to get anybody to see your beautiful website, you'll be wasting your money.

If you focus only on driving a single sale, without considering how you're going to get that interested visitor to come back and buy again, you'll be wasting your money.

So, without overwhelming you, let's break the whole thing down, starting at the top...

Chapter 2: Top of the Funnel

The top of the ecommerce sales funnel comprises every strategy you have in place to drive traffic to your website.

For ecommerce businesses, this typically includes social media, advertising and some content marketing (that last one usually with limited success).

So where should you start? Should you dive straight into blogging about your products?

The answer is a definitive no. Now, I'm not saying that there's no place for content marketing in the ecommerce industry, but an early-stage ecommerce brand should focus first on reliable strategies to build brand awareness:

- Social Media: Facebook and Instagram, in particular
- Facebook Advertising
- Google Advertising

So that's what we're going to get into in this chapter. Let's dive in.

And if you really want to know about content marketing for ecommerce, feel free to email us at content@wishpond.com

Chapter 2: Top of the Funnel
Social Media

1 **You don't need to be on every social media platform at once.** We recommend Facebook and Instagram for ecommerce businesses. If you have the resources, Pinterest can be awesome as well.

2 **Get yourself a social media management tool** (Hootsuite, Buffer, Postplanner, etc). They make it so much easier to grow with scheduling, content curation, analytics and more.

3 **Focus on the results that matter.** Likes and Followers, for instance, are often vanity metrics and don't actually reflect how profitable your efforts on soical media are. Focus on driving engagement and driving traffic to your website.

Facebook Marketing Best Practices

- **Take advantage of what your Fans and prospective customers are thinking about.** Post about current events, holidays, and days of the week.

- **Give a sneak peek into the inner-workings of your organization.** Break the "facebless corporation" feel by being genuine and social on social media.

- **Feature the content of your Fans and Followers.** They'll share on your behalf with their own networks. Just remember to ask permission and credit them.

- **Prompt a Share by posting things that inspire Sharing.** Consider inspirational quotes, controversial topics, etc.

- **Use high-quality photos which make your products look awesome.** There's no better way to stand out from your competitors than by using better photos. Invest in a great camera and you'll see a positive return in no time.

- **Give people a reason to buy from you.** Don't be afraid to share every single promotion you're running multiple times. And tie those promotions in with what people are already thinking about (holidays, sporting events, days of the week, etc).

For more comprehensive guides to Facebook marketing for the ecommerce industry...

1 [**"How to Build a Complete Facebook Marketing Campaign from Scratch"**](#)

2 [**"Everything You Need to Create a Winning Facebook Marketing Strategy"**](#)

3 [**"30 Reliable Ecommerce Marketing Strategies (With Real-World Examples)"**](#)

We don't have a choice on whether we do social media; the question is how well we do it.

Social media is the single largest audience of prospective customers in the world. **Ignoring it is impossible.**

Imagine social media like a big party you've been invited to. Go in with a snappy suit, charm and a good vibe. Introduce yourself, make friends, and make those friends look good. Only then should you give someone your card.

Instagram Marketing Best Practices

- **Use high-quality photos.** The simplest ecommerce product looks better on a model and in high resolution. Investing in a good camera will pay off big time.

- **Tap on influencers and Fans for content.** If you see a Fan using a hashtag associated with your brand, reach out to them and ask if you can share their post. Then @mention them. This creates community and increases reach.

- **Use hashtags.** Use hashtags both in the post description and as a comment on your own post. They increase reach and introduce your brand to new Instagram users who aren't yet Fans.

For more comprehensive guides to Instagram marketing for the ecommerce industry...

1   **"How to Market on Instagram: 30 Ideas, Tips & Examples"**

**2**   **"How to Get More Likes on Instagram: Ideas & Strategies"**

3   **"Actionable Takeaways from Instagram's Biggest Brands"**

Chapter 2: Top of the Funnel
Advertising

1   **Online advertising**, when done carefully and optimized fully, offers a higher return on investment than trying to drive traffic organically. Your time is worth more than an ad budget which will get results.

2   **Start small.** Both Facebok and Google have a "Pay-Per-Click" payment option, meaning you only pay when someone clicks your ad and visits your website. this is where I recommend you start.

3   **Focus on the results that matter.** Ad views, even website visits, are vanity metrics. You care about the number of people who view your ad and then buy from you. Optimizing *that* number means optimizing your entire sales funnel, and that's what it's all about.

Facebook Advertising Best Practices
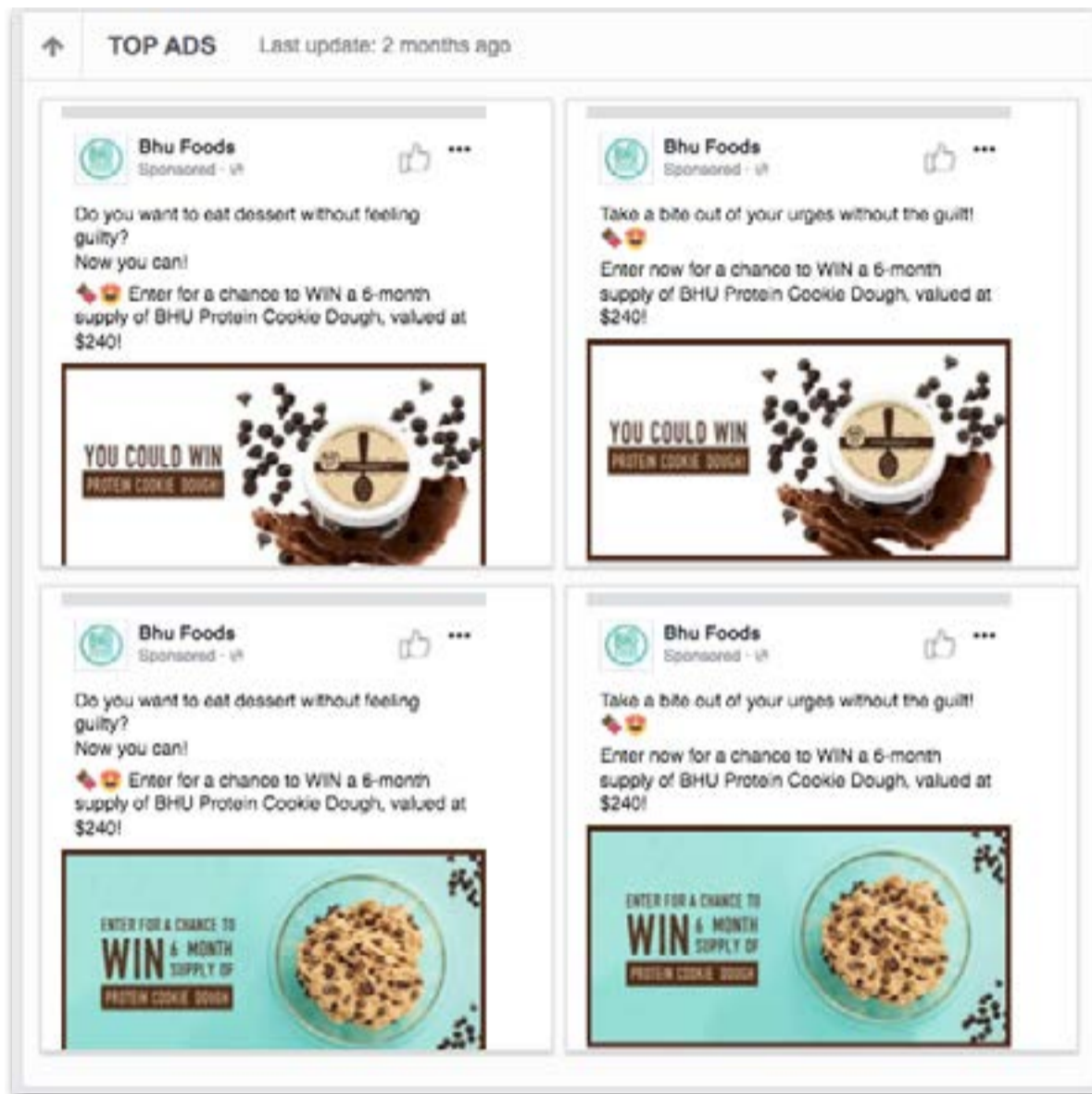
- **Use simple, high-quality photos which contrast with the rest of Facebook.** You want your images to stand out from the rest of the ads and Posts on the Newsfeed. Use real people, avoid stock images, and consider bright colors which contrast with the blue and white of Facebook.

- **Ask a question or feature the value of your offer front and center.** You want your ad's copy to earn a second look. The easiest way to do that is to entice people with $ signs, % signs and questions.

- **Create several iterations.** You don't know which ad image or ad copy your target audience is going to respond to. As a result, create multiple designs within a single Ad Campaign.

More Facebook Advertising Best Practices
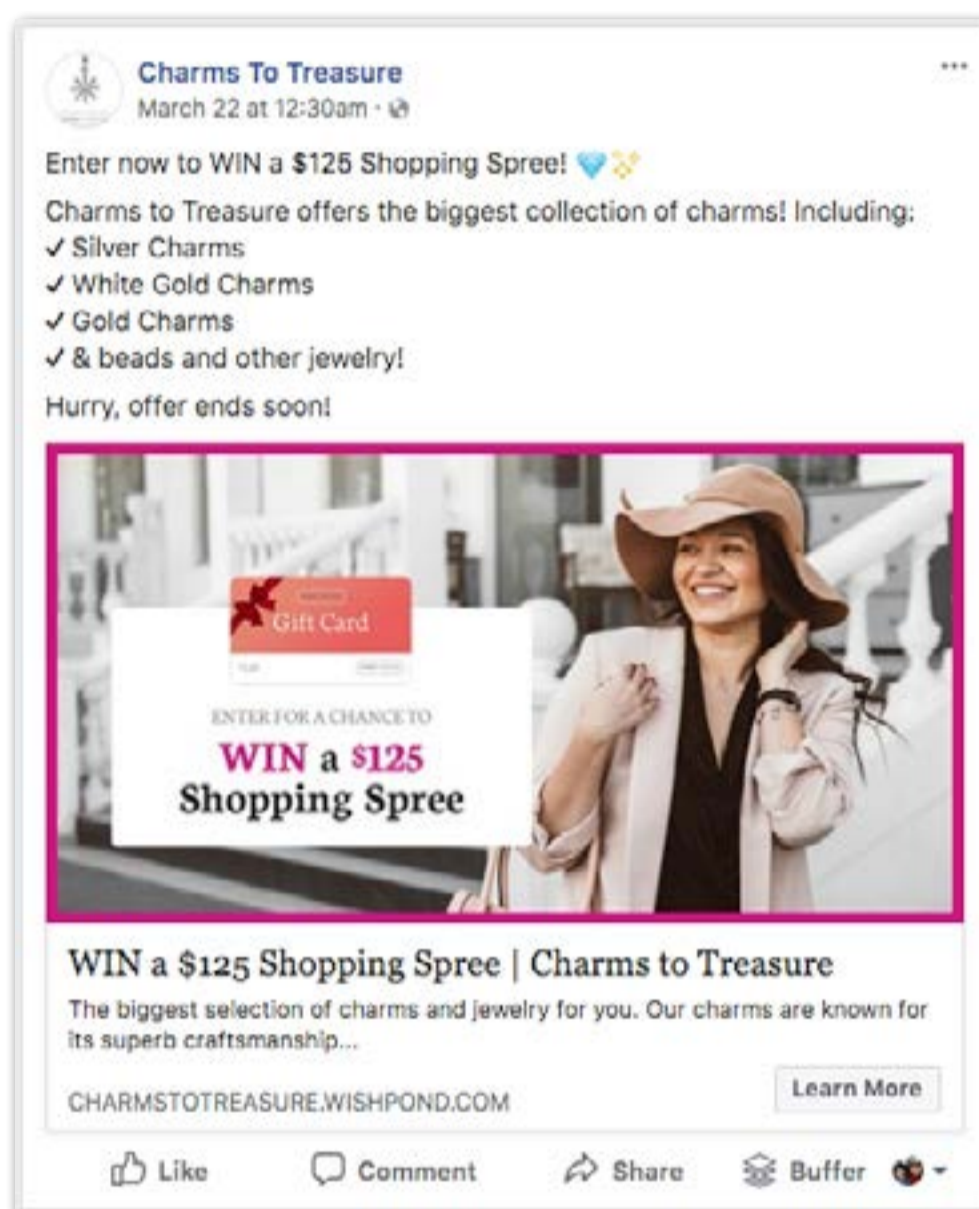
- **If you're promoting a limited-time offer or sale, say it.** Limited-time, limited-availability or exclusivity all increase the chance of a ad viewer clicking *now*, rather than tomorrow or the next day.

- **Keep your target audience specific, but not too specific.** You want a target market specific enough that only people likely to buy from you will click (otherwise you're wasting ad budget), but large enough that the inherently low click-through-rate on Facebook (usually about .2%) will drive enough people to your website.

For more comprehensive guides to Facebook Advertising for the ecommerce industry...

1   **"The Comprehensive Guide to Facebook Ads"**

2   **"The Ecommerce Guide to Online Marketing: Facebook Ads"**

3   **"How to Drive Traffic to Your Online Store: 3 Strategies Proven to Work"**

"Nobody reads ads. People read what interests them, and sometimes it's an ad."

- Howard Gossage

Google Advertising Best Practices

- **Brainstorm the right keywords to target.** There's no point in paying to be seen for a keyword which is unrelated to what you sell. It's also essential that you bid only for keywords and phrases which show intent ("buy custom men's shoes" for instance).

- **Focus on showcasing value.** If you're running a limited-time sale or promotion, feature the value of that promotion within your search ad. Also feature the limited-time element front-and-center.

- **Send your ad's clickers to a campaign-specific landing page.** Sending them to your homepage or product directory page will drop your conversion rates and make your ads less profitable.

More Google Advertising Best Practices
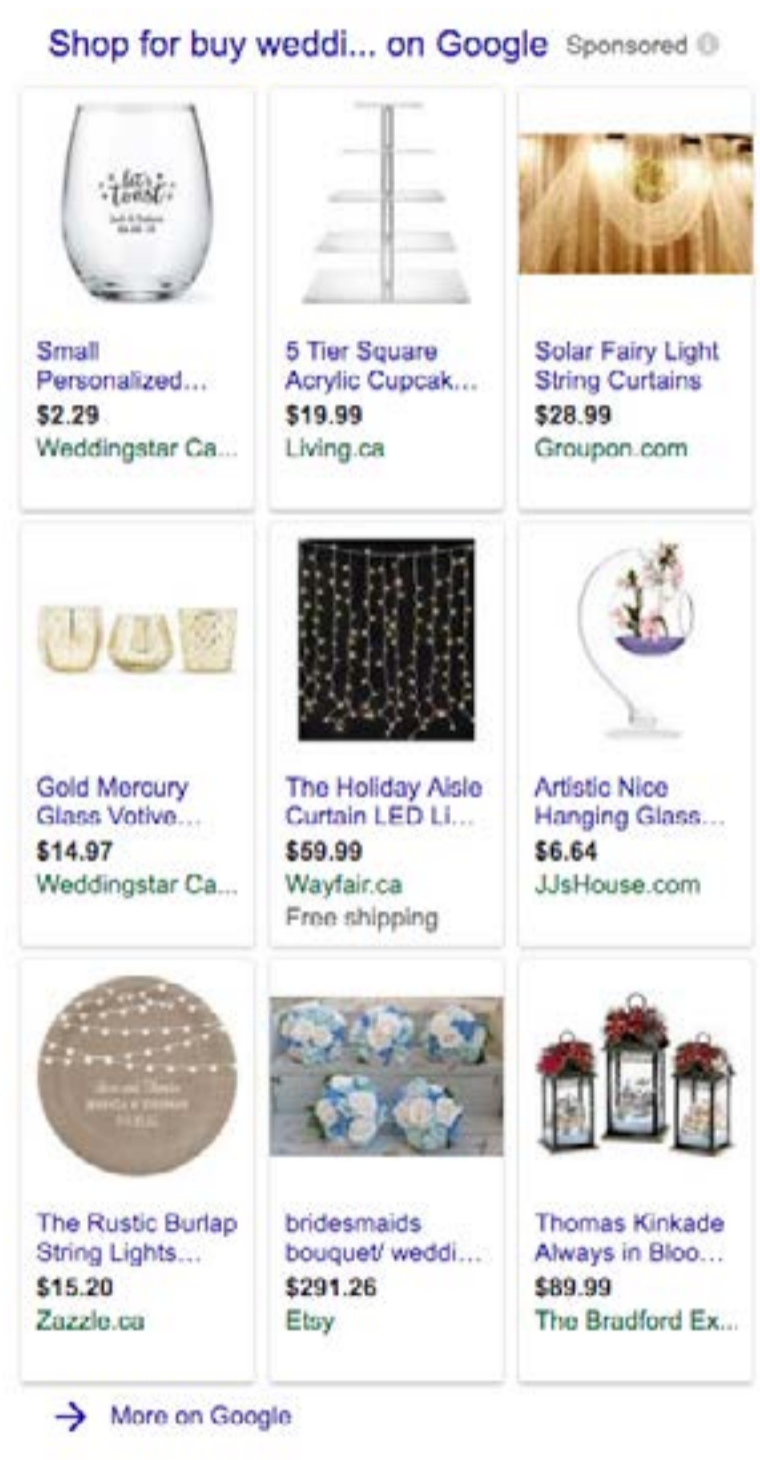
- **Experiment first with text-only ads before diving into "Product Listing Ads" (the ones shown on the right side of search results).** While it's not that much more complicated, you will have to monitor two dashboards at the same time.

- **Remember that, with product listing ads, your product image is everything.** All you get is an image, price and product name, so make your product look beautiful.

- **Send your ad's clickers to a campaign-specific landing page.** Sending them to your homepage or product directory page will drop your conversion rates and make your ads less profitable.

- **Display ads cost more money and are more complicated (especially with targeting).** Focus first on search ads (text and product listing), before venturing into display advertising.

- **If your advertising campaign isn't profitable, it's likely your landing page's fault, rather than the ad itself.** Focus on making the page which people go to when they click mobile responsive, and optimized for conversion.

Chapter 3: The Middle of the Sales Funnel

You should now be effectively driving traffic to your website, either through social media, or through an advertizing campaign.

The middle of the sales funnel then, is, in brick-and-mortar terms, the point at which someone walks into your store and you walk forward to shake their hand.

Remember that there's a reason they walked in. With ecommerce, it's not like they were window shopping and came in off the street. They came *from* somewhere specific *for* something specific: a sale, a specific value proposition, a great-looking product which they saw previously and are interested in.

So your website can't just throw everything you have at them. You need to tailor their experience based on their interests. Half of conversion-rate optimization is recognizing why someone is on your website, and giving them that.

The other half is website additions - strategies and tools we can add to your website to make it convert visitors into customers more effectively.

Let's take a look at both halves...

Chapter 3: Middle of the Funnel
Landing Pages

1 **Whether your visitor is coming from social media or an advertisement, sending them to your homepage is a mistake.** Your homepage is a place for people to find what they're looking for. But if you already know, then cut out the middle man.

2 **A landing page is, very simply, a page on your website which is focused on a single conversion goal.** If you're running a sale, targeting a specific audience, or collecting traffic from a specific source, you need a landing page to tailor the visitor's experience and focus their attention on conversion.

3 **Landing pages increase your site's conversion rate.** They do this both by addressing a visitor's existing interest and focusing their attention on a single goal.

Landing Page Best Practices
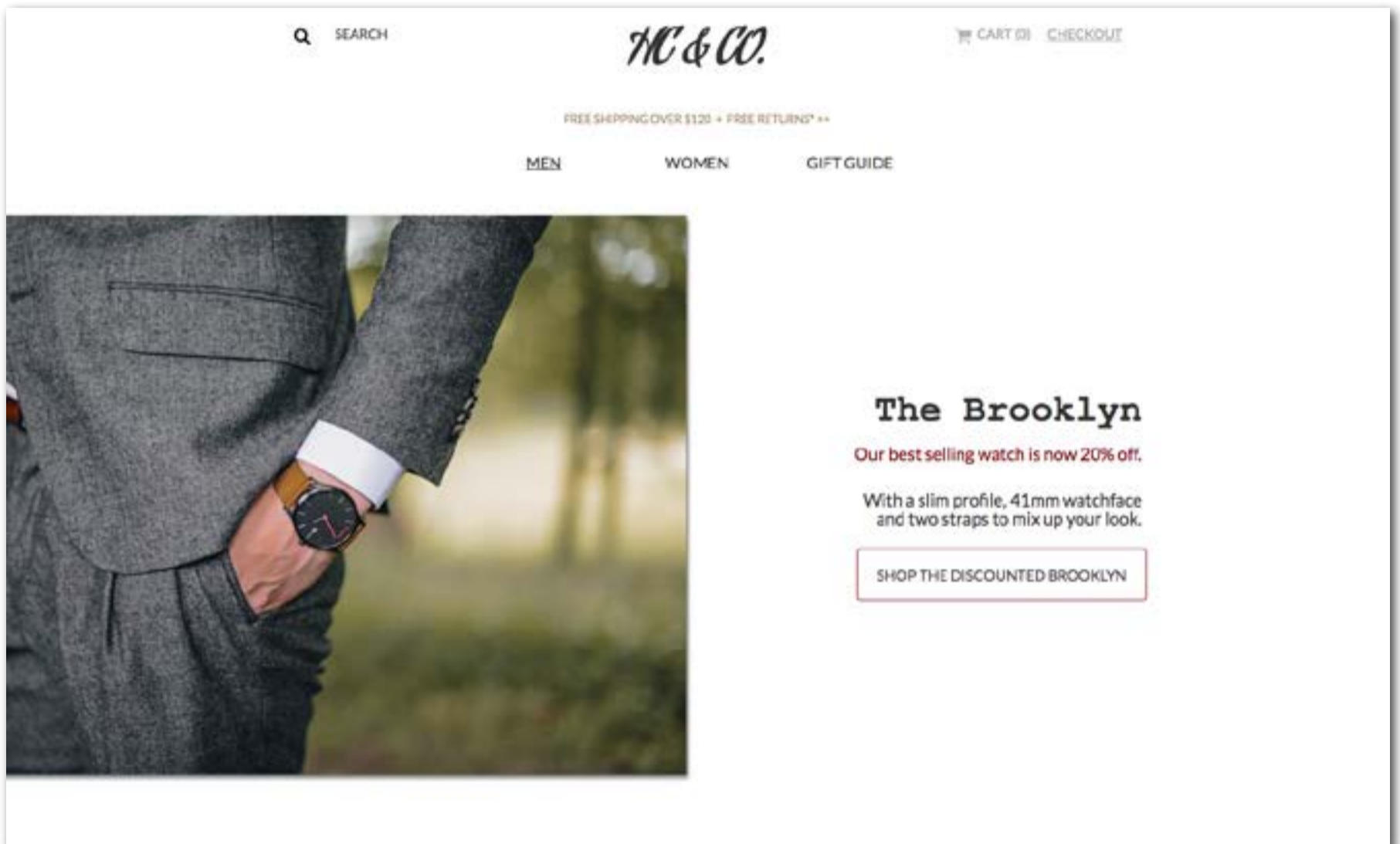
- **- Use high-quality photos which make your products look awesome.** There's no better way to stand out from your competitors than by using better photos. Invest in a great camera and you'll see a positive return in no time.

- **Limit their navigation options.** When they arrive on your product or promotion landing page, keep their focus there. Limit the number of buttons or links you have on the page as much as possible.

- **Use conversion-optimization design.** Consider using high-contrast color and bold font on your call-to-action buttons or value-oriented text. Use white space to draw attention. Keep your most appealing information above the fold. Etc.

For more comprehensive guides to product and landing page design for the ecommerce industry...

1   ["How to Get More Sales from Your Ecommerce Product Page"](#)

2   ["23 Beautiful Ecommerce Landing Page Examples"](#)

3   ["Landing Pages: 500 Strategies, Ideas & Examples"](#)

Chapter 3: Middle of the Funnel
Conversion Optimization Tools

1   **No matter what we do, 90-98% of your visitors will leave without buying anything.** Our goal, then, is to help you convert 10% of your visitors, rather than 2%. And that's where website optimization tools come into the picture.

2   **These tools enable you to direct your visitor's path.** They focus their attention on a conversion goal, notify them of a sale, stop them if they attempt to leave, and direct them toward an offer more relevant to them.

Optimization Tools: Welcome Overlay
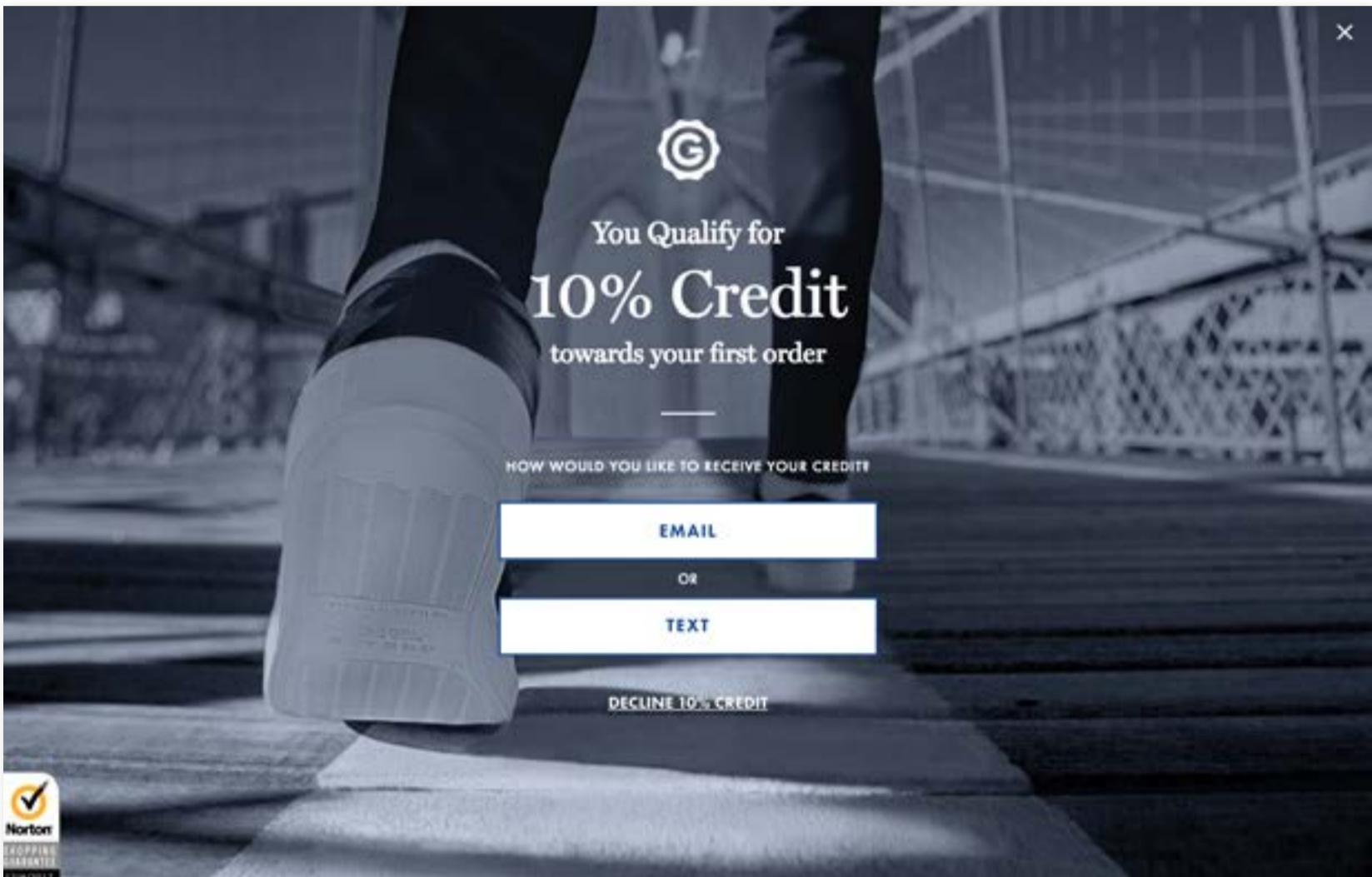
What I Like About This Website Optimization Tool:

- **It appears as soon as someone arrives,** maximizing the number of people who can get 10% off (and submit their contact information).

- **The copy "Decline 10% credit:"** This is what we call a negative CTA (which would close the overlay). When Copyhackers introduced the "opt-out" call to action their blog subscription skyrocketed by over 500%.

- **Emphasized value:** This is design 101. If you want something to stand out (like the value of your offer) make it larger than the copy around it.

Optimization Tools: Homepage Header
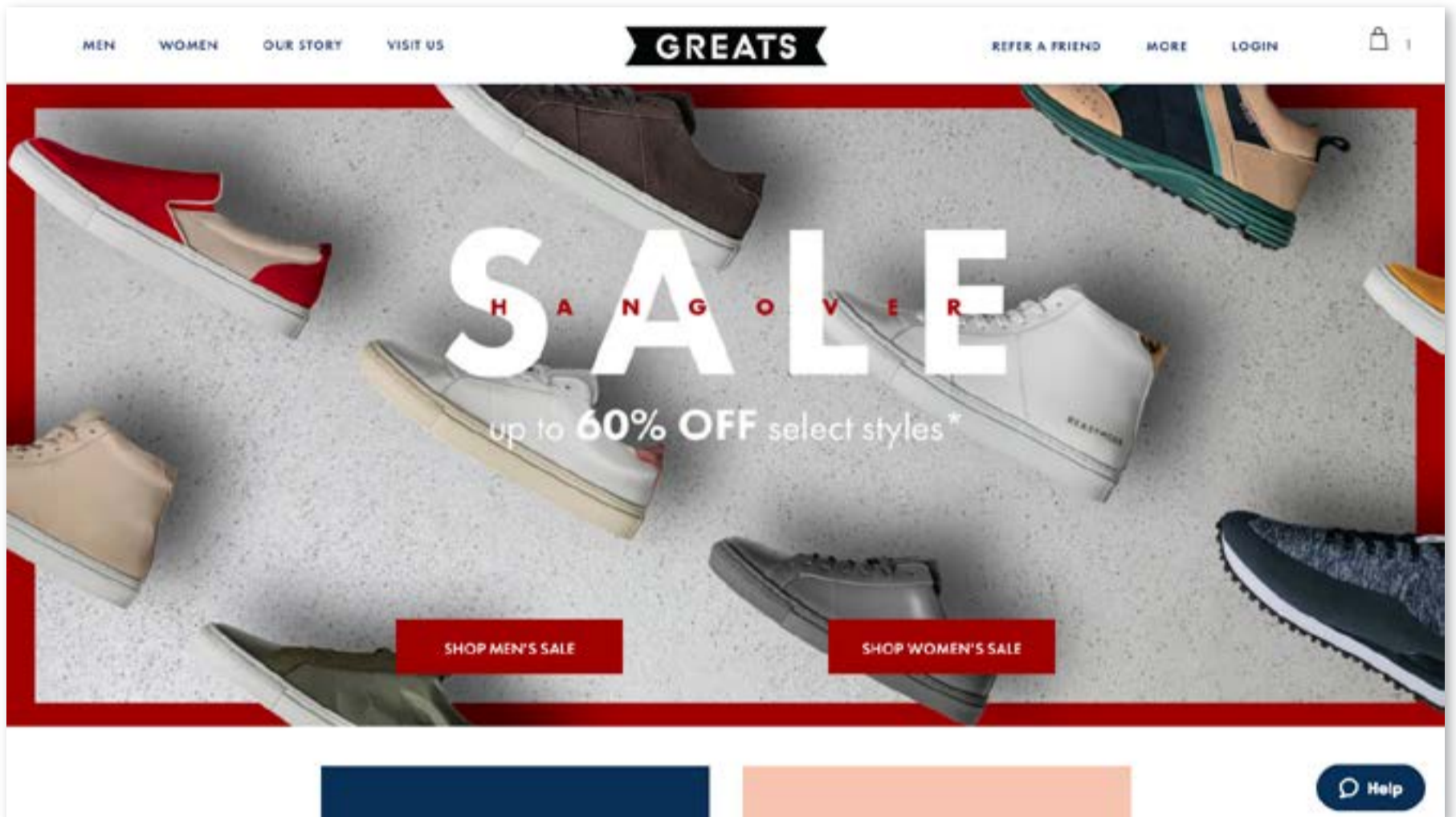
For most ecommerce websites, your homepage is the most frequently-visited page in your website. Although you should be sending specific ad or social media traffic to designated landing pages, you're still going to get more eyes on your homepage than anywhere else.

So why are you keeping it generic?

Your homepage should feature a clear and specific reason to buy *today*. Not tomorrow or next week, but right now, on this visit.

A temporary header, like the one above, does just that. It makes the value of buying *today* obvious as soon as someone arrives on your website.

Optimization Tools: Scrolling Bar
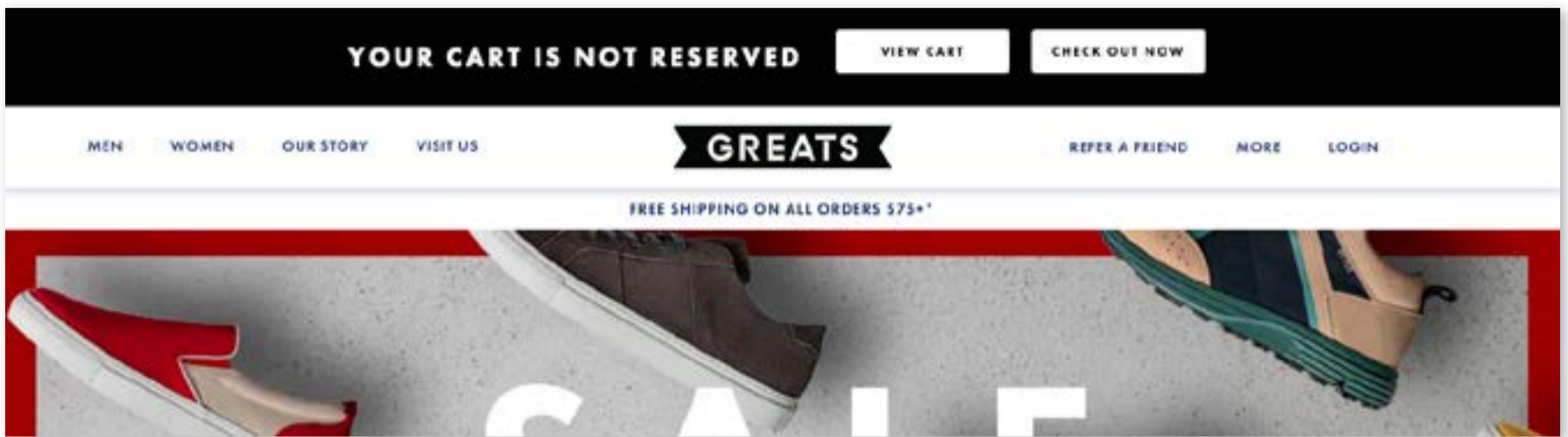
What I love about this strategy:

- **"Your cart is not reserved."** It implies to a visitor that they could lose whatever they've put in it. And, unconsciously, that's not something anybody wants. It entices them to take steps to reserve (or buy) the thing they wanted.

- **This header bar scrolls with the visitor as they navigate the homepage,** meaning it's always visible and, with that great messaging, is eating away at the visitor's ease. The visitor wants to take action to reserve their cart.

- **Two, both positive, CTAs.** Because the website can still be navigated, Greats has gone the faintly aggressive route and made both buttons on this scrolling header bar send a visitor to checkout. This is not an option you can make with a popup which covers the screen and stops people from being able to navigate your website.

Optimization Tools: Exit-Intent Popup
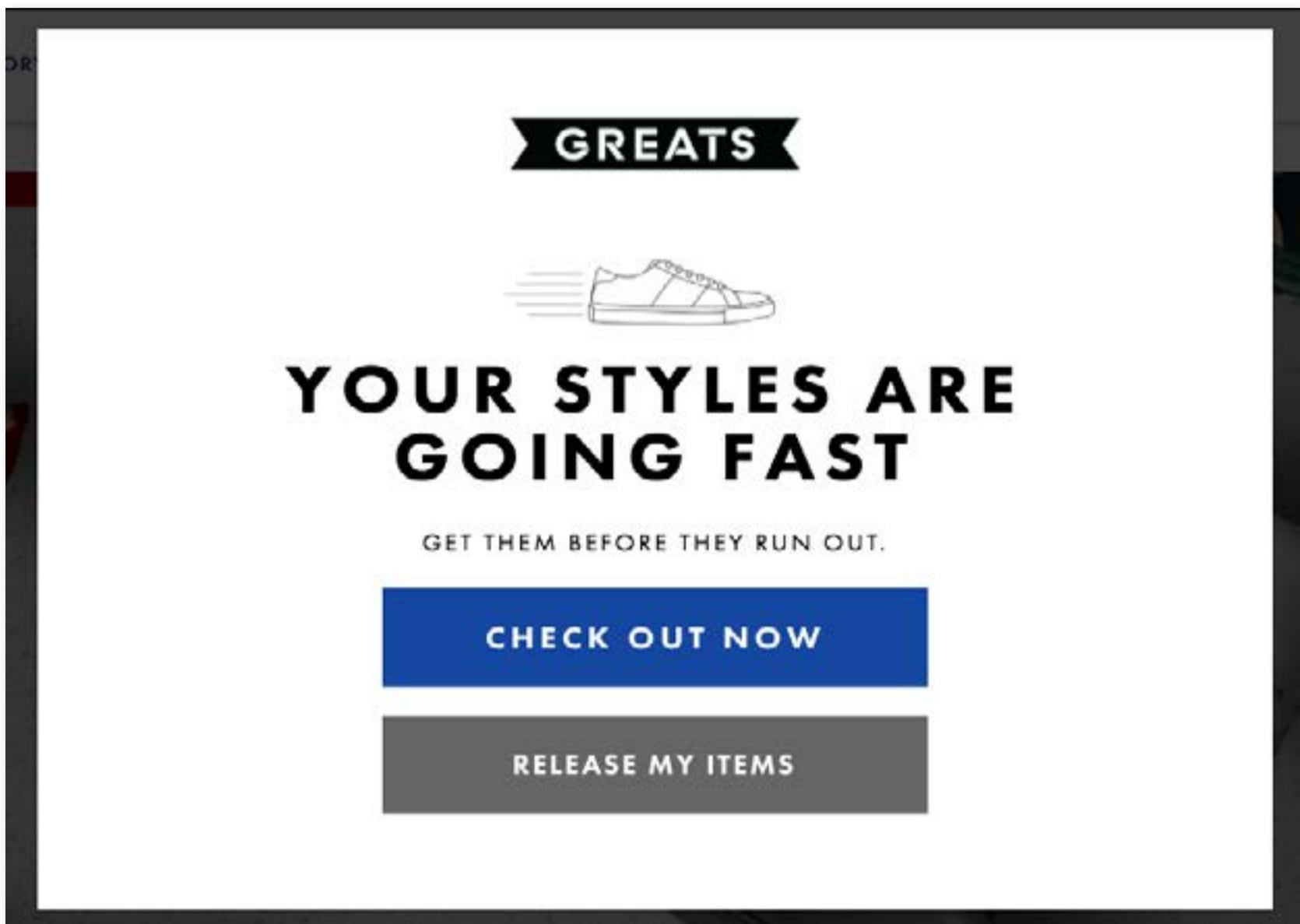
What I love about this strategy:

- **I love the copy "your styles."** This implies ownership, which unconsciously makes a visitor ascribe more value to what's in their shopping cart.

- **"Get Them Before They Run Out"** gives urgency to the situation. If the prospective customer has something in their shopping cart, you've just introduced the possibility that they won't be able to buy it if they come back later.

You can use many of these optimization tools to **collect visitor contact information.**

And you should. Your welcome mat can give a 10% discount code to every visitor who provides an email address. A scrolling bar can prompt people to subscribe to your blog. An exit-intent popup can prompt people who are about to leave to give their info in exchange for a discount, or to reserve something in their shopping cart.

For more comprehensive guides on website optimization tools for the ecommerce industry...

1 [**"The Ecommerce Guide to Online Marketing: How to Drive Traffic & Get More Sales"**](#)

2 [**"Ecommerce Optimization: Smart Website Additions Guaranteed to Boost Sales"**](#)

3 [**"30 Reliable Ecommerce Marketing Strategies (With Real-World Examples)"**](#)

Chapter 4: The Bottom of the Sales Funnel

You've gotten someone to your website and their experience of that website is as focused on buying something as we can make it.

In brick-and-mortar terms, they've come in to your store for a reason and you've made their decision-making process smooth.

So there are two options now:
- They buy the thing they're interested in today
- They don't buy the thing they're interested in today

It's that simple. So here's our approach: we're going to focus on the **"today"** part of those options.

Firstly, we're going to make your business' buying process as easy and optimized as possible - creating the best checkout experience we can. This will maximize the first option.

Secondly, we're going to recognize that the second option is far more likely. So, if they don't buy today (despite our best efforts) we're going to increase the chance that they will buy tomorrow.
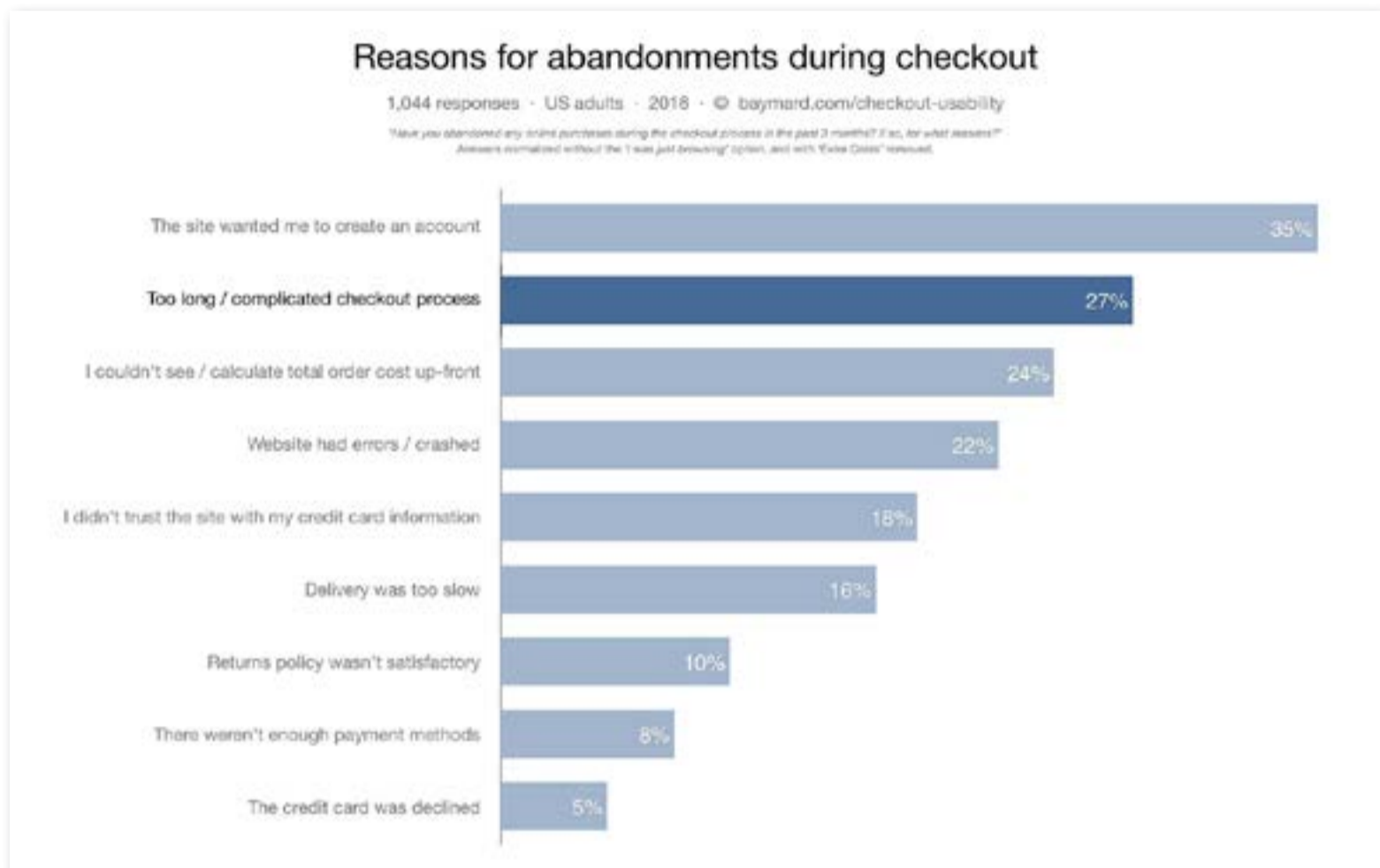
Chapter 4: Bottom of the Funnel
Checkout

1 **Approximately a quarter of all ecommerce checkouts are abandoned because of an overly-complicated checkout process.** We'll show you a few ways to simplify without losing anything essential.

2 **A great strategy with checkout optimization is to use a welcome mat, opt-in bar or scroll popup to get visitor information early.** This will enable you to pre-populate a lot of the essential parts of your checkout process.

3 **Landing pages increase your site's conversion rate.** They do this both by addressing a visitor's existing interest and focusing their attention on a single goal.

Checkout Best Practices

Reasons for abandonments during checkout

1,044 responses · US adults · 2018 · © baymard.com/checkout-usability

- **Limit your checkout form fields.** Where possible, collapse all optional fields like "Address 2" and allow prospective customers to expand if necessary. Have a customer's full name on one line.

- **Remove all web copy from your checkout page which doesn't relate directly to the process.** This is the same as when you're creating a landing page or product page: nothing should be on the page which distracts the visitor from completing the objective (buying something).

Checkout Best Practices

- **Limit the number of forms.** Take a long, hard look at your process. Do you need everything you're asking for?

- **Separate billing information from mailing address (see example above).** If you make your checkout process a multi-stage thing, you might feel like you're overwhelming visitors, when you're actually making it more palatable.

- **By default, have shipping information prepopulate with billing information**, and add an "expand chevron" so people don't see it when they first view the page.

- **Show trust symbols and the price throughout.** Another primary reason that people abandon checkout is because the price changes without their anticipating it.

For more comprehensive guides on checkout optimization for the ecommerce industry...

1   **"The Ecommerce Guide to Online Marketing: How to Drive Traffic & Get More Sales"**

2   **"Ecommerce Optimization: Smart Website Additions Guaranteed to Boost Sales"**

3   **"30 Reliable Ecommerce Marketing Strategies (With Real-World Examples)"**

Chapter 4: Bottom of the Funnel
Email Marketing

1 **If you're collecting your prospective customer's email addresses effectively, when they abandon checkout you have another chance to get a sale.** We'll show you a couple real-world examples of businesses who do this effectively.

2 **If someone does complete a purchase, you have a chance to get them to complete another one.** It's way cheaper to drive a second conversion than the first one, but many businesses focus all their attention on the initial purchase.

3 **Creating a strong and engaged email list is essential.** By definition, this is an audience of people interested in your brand and products. They're a not-to-be-neglected treasure trove for driving sales.

It is **7x more expensive** to get a new customer than to retain an existing one.

A crucial element of a successful ecommerce strategy, therefore, is getting your website visitor's contact details. Without them, you'll be unable to influence their decision to come back and complete an initial sale or make another purchase.

And segmentation is a crucial part of this. The more information you can get, the more specific (and appealing) the value proposition which gets them back to your site.

Email Marketing Best Practices

Here's an example of a great ecommerce email from Harry's:

- **The top bar:** Harry's top bar acts as a preheader and acts as a subtle CTA related to the content below it.

- **The testimonial:** This is the meat and potatoes of this email. Harry's presents a compelling testimonial from a (presumably) real customer that acts as social proof for your subscribers.

- **The related CTA:** Normally, "Buy Now" or "Shop Today" makes the most sense. But this CTA relates directly to the testimonial above it, making it a little more exciting and feel less "same-y" when compared to other ecommerce companies.

- **The page it links to:** We want to highlight the importance of linking your emails to a conversion-focused page on your website, as Harry's did with this email.
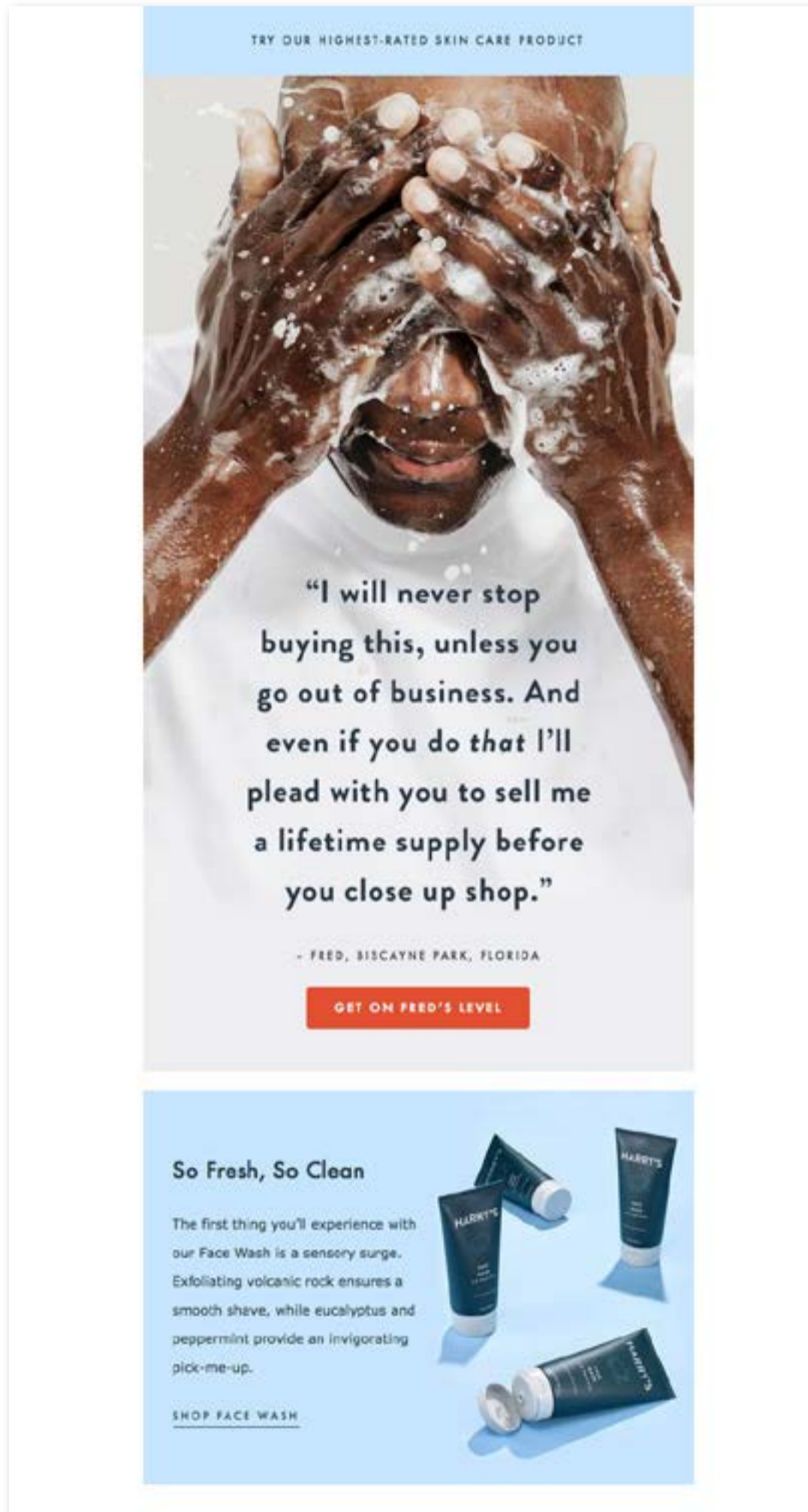
Email Marketing Best Practices
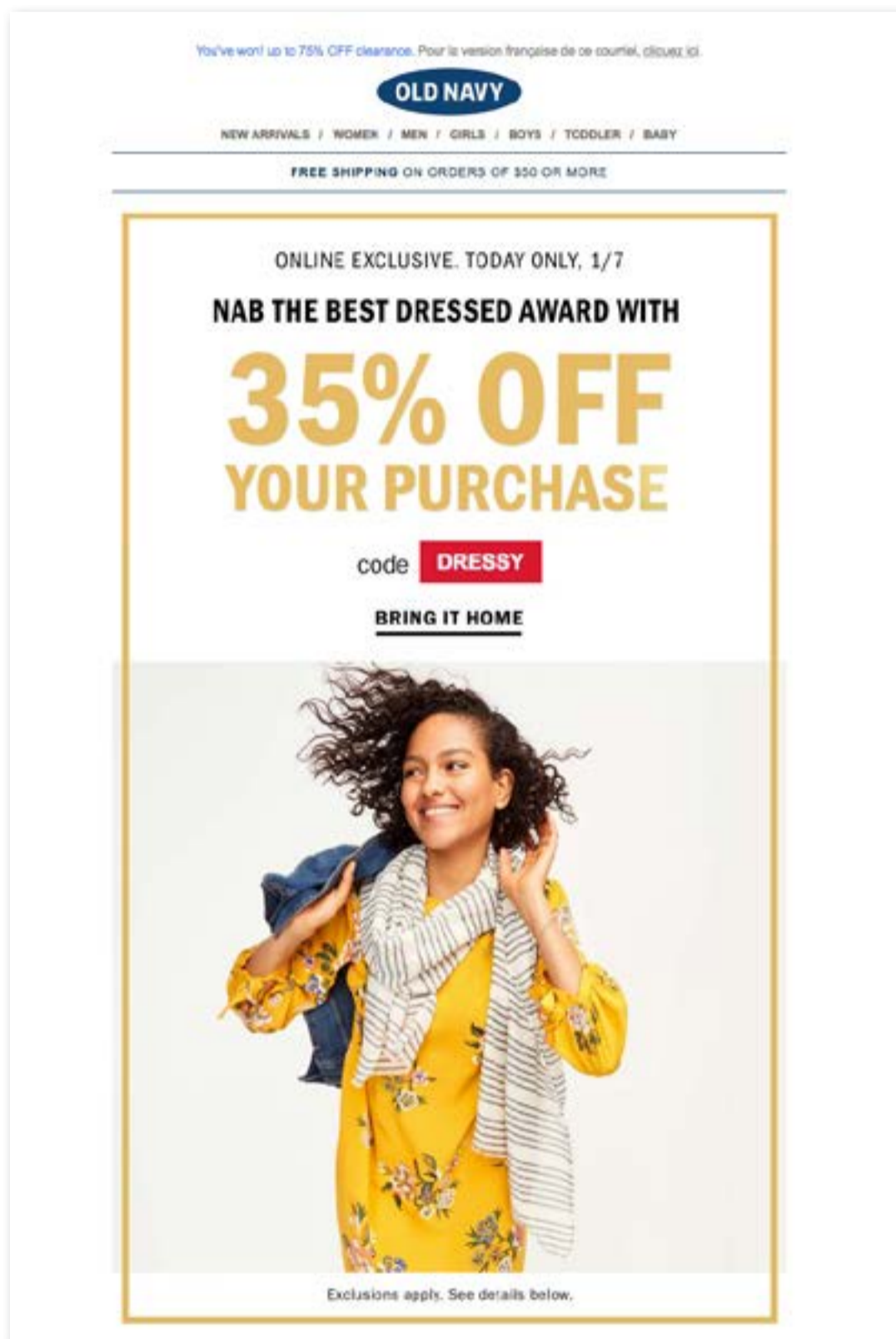
Here's an example of a great ecommerce email from Old Navy:

- **Segmentation:** This whole email is being sent to Old Navy's female contact list. The models are female, the products are female-focused, and the value proposition - "Nab the best dressed award" - is a value proposition more (stereotypically) appealing to women than men.

- **The coupon code:** Coupon codes are one of the best ways to turn your subscribers into sales - they help to push readers into action so they come to your store and buy. Adding a limited time-frame to the coupon ("TODAY ONLY, 1/7") creates a sense of urgency and helps get readers to act.

For more comprehensive guides to email marketing for the ecommerce industry...

1 [Ecommerce Email Marketing: 6 Examples & Strategies to Drive Sales](#)

2 ["10 Ecommerce Email Templates that Turn Subscribers into Sales"](#)

3 ["Email Drip Campaigns: 350 Strategies, Ideas & Examples"](#)

Chapter 5: Conclusion

We hope this ebook has given you a better understanding of how to set up an optimized ecommerce sales funnel.

Our primary recommendation is to consider each stage to be tied inextricably to the one before it and the one after.

For instance, creating an advertisement or social media post without considering where people will go when they click on it is a recipe for failure.

Instead, tie it all together!

We hope that the further reading (on the next page) will answer any specific questions you have. If not, please email content@wishpond.com. We'd love to help!

Wishpond makes creating an optimized ecommerce sales funnel easy.

We're a single, affordable platform which offers website optimization tools, landing pages, social media contest templates and email marketing.

And we're built for small businesses like yours.

Try it Free
(No Credit Card Required)

Chapter 5: Conclusion
Related Reading

1 **"The Ecommerce Guide to Online Marketing: How to Drive Traffic, Get More Sales, and Keep your Customers Coming Back"**

2 **"Ecommerce Optimization: Smart Website Additions Guaranteed to Boost Sales"**

3 **"30 Reliable Ecommerce Marketing Strategies (With Real-World Examples"**

4 **"A Step-by-Step Walkthrough of a Complete B2C Marketing Campaign (Clearly Eyewear)"**