

# eCommerce Guide: Preparing for the digital-first world

All you need to know  
about the inevitable shift  
towards the digital.



# What's inside



- The impending pivot to digital
- How to use this guide
- Your digital lifecycle map
- Acquisition: Send traffic to your website
  - Paid media
  - Paid search
  - Voice search
  - Social media
- Engagement: Talk to your customers
  - Email strategy
  - Affiliate marketing
  - Customer journey mapping
  - App store optimization
- Conversion: Close the deal
  - Website conversion optimization
  - Emails (yes, again!)
  - Transactional emails
- What the near future looks like
- Going digital checklist



# The impending pivot to digital

*Omnichannel is changing into a digital-first retail model and marketing in these transitory times is a different beast altogether. The rules of the online game are changing every minute, and it's time for business to pivot sharply.*

Black swan events are getting more frequent each year, and they seem to have a huge impact on the business. For example, searches for hand sanitizers grew exponentially in early 2020, leading many retailers and manufacturers to run out of stock. Events like these are likely to permanently impact consumer behavior, and pose new challenges for businesses.

Businesses today have to think of a sudden influx of competition, bidding wars, and lack of experiential benefits of brick and mortar. While small and medium businesses that were predominantly selling in the real-world have an uphill task of building their digital store on war-footing. This may feel like a chicken and egg problem, where prioritization and sync between operations, marketing, and customer service become paramount. Fortunately, you've already taken an important first step by downloading this guide.

As a business that revolves around shifting faster, we have some unique insights to offer that will help you prioritize your marketing operations, and transition to a digital-first business model without stretching yourself too thin.





# How to use this guide

**This guide considers all functions that you would need to ensure that you continue to:**

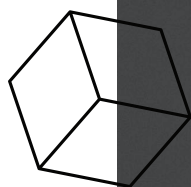
- 1. Fast-track growth**
- 2. Maximize revenue and net profit**
- 3. Future-proof your business**

To make this easier for you, we have categorized specific sections such as CRO, email marketing, and paid media based on the customer journey. You can directly jump to the problem areas for your business, but we recommend going through each section just to make sure that you're not missing out on something important.



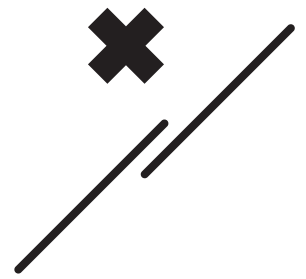
**Look for the yellow icon to find actionable tips from our team of marketing experts.**

You can also refer to the master checklist at the end of the guide to identify what needs to be done 'Now', 'Soon', and 'Later'.





# Your digital lifecycle map



Use the following map to navigate relevant sections that you need to revisit to get your digital store up and running.

## 1. Acquisition (Send customers)

- Paid media
- Paid search
- Voice search
- Social media

Pivot to new ways your customers will find you in the digital world.

## 2. Engage (Talk to customers)

- Email strategy
- Affiliate marketing
- Customer journey mapping
- App store optimization

Fine-tune communication platforms to drive engagement.

## 3. Conversion (cha-ching!)

- Website conversion optimization
- Emails (yes, again!)
- Transactional emails

Ensure your virtual store has a working cash counter, and calling cards. Find out ways to delight and please post-purchase.

# Acquisition: Send traffic to your site

*Omnichannel is here to stay, but the terms of engagement are changing. Nearly 58% customers are now planning to abandon brick and mortar channels altogether, while 74% are planning to limit their shopping trips. This means, businesses that serve directly to the consumers need to bolster their service standards, and B2B businesses need to act quickly to offer support to consumer-oriented businesses.*

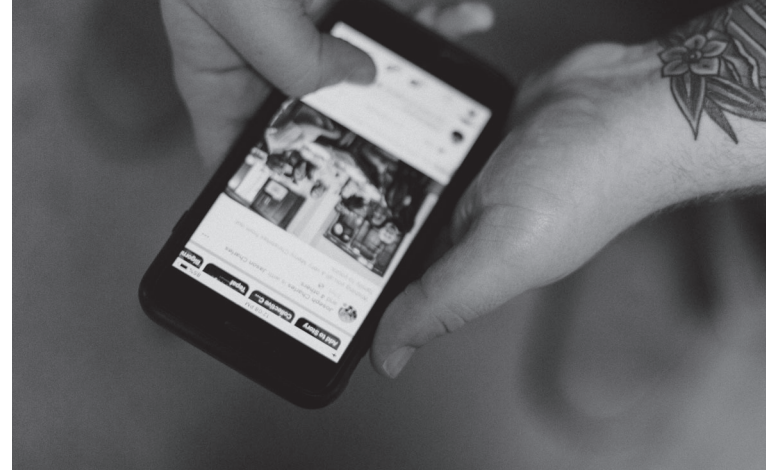
## Your action plan for acquisition

As streaming, online gaming, and social media exposure increases, businesses have to constantly question themselves if they're present where it matters.

As a business that routinely deals with changing deadlines and moving targets, we have some unique insights to offer that will help you prioritize your marketing operations, and transition to a digital-first retail model.

## Paid media - will get more competitive

From YouTube to Spotify, streaming services have become an integral part of how people consume

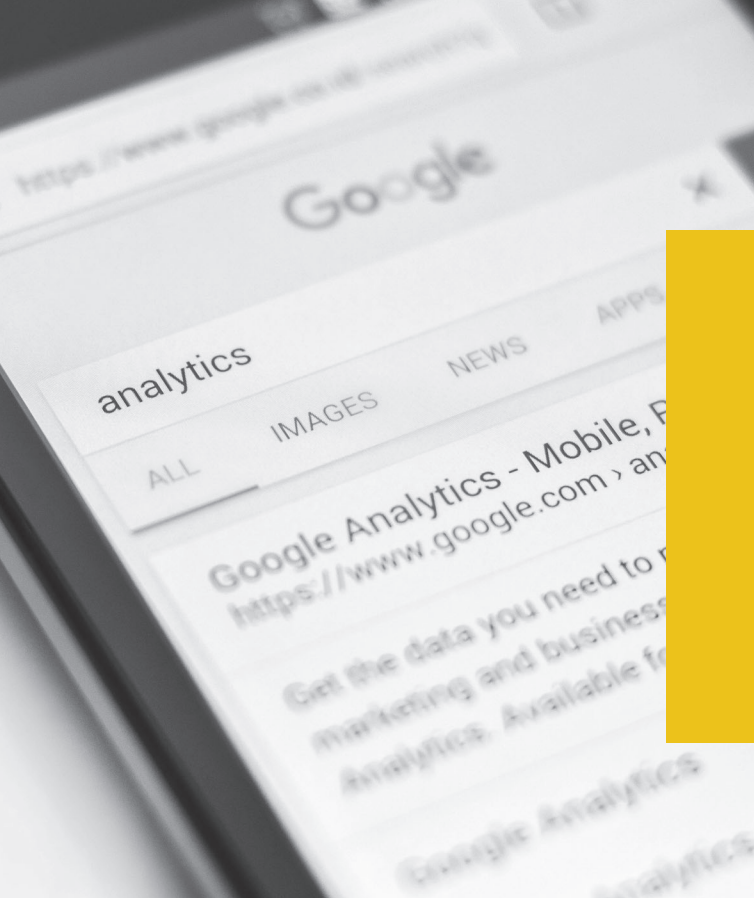


media today. YouTube has over 2 billion monthly users and 500 hours of video uploads every minute. Certain ads on YouTube can can lift ad recall by 112% and increase average purchase intent by 53%. In the short run, however, paid media is going to get trickier as competition intensifies.

**BDG Action Plan:** Ensure that you do proper research before investing in specific channels within paid media. There are a multitude of channels available to advertise online. However, not all will be the right fit for your business or objective.

- **Mainstream channel selection:** Facebook works better for retail. Google and LinkedIn help in driving B2B sales.
- **Niche social channels:** Also consider channels specific to your industry - tech forums, blogs, Quora, Reddit etc.
- **Outside-the-box advertisements:** Have you considered putting display ads on Quora and sponsoring your listing on Capterra? Think outside the box, beyond the regular channels. Advertising is not only about keywords and other placements could bring a stronger ROI.





## Paid search – micro fluctuations will impact your search strategy

According to eMarketer, more than 35% of product searches start on Google. Displaying your products and services on specific search results can increase the likelihood of you advertising to the right person, in the right place, at the right time. To optimize your paid search, however, it is crucial to pay attention to a few factors, especially in a hyper-digital world.

Any sudden changes in consumer behaviour directly impact the search trends, and retailers need to be armed with the right strategy to counter this. For example, for retailers selling through platforms like Amazon, limitations of the aggregator can result in a sudden spike in searches for the seller's brand. If the campaign is still

optimized for generic keywords, the retailer can lose out from gaining meaningful returns of this unexpected windfall. **A brand based campaign would make more sense in this context.**

**BDG Action Plan:** Again, it comes to proper and logical research when setting up your campaigns, keywords and the angles of your ads.

- **Intent mapping:** Audiences with high intent are specifically searching for products, or information and thus likelier to make a purchase.
- **Marketing objectives alignment:** For brand exposure use broader, generic keywords, as granular keywords won't be used by those who don't know your brand.





- **Google Display Network (GDN):** As search volumes drop and people spend more time consuming digital content, GDN will be a promising channel to expand your brand reach. We recommend combining 2 custom audiences in your next campaign:

- a. *Custom affinity:* Targeting visitors to your competitors' websites and "borrowing" their traffic data to boost your campaign delivery.
  - b. *Custom intent:* Targeting long-tail keywords tightly related to your products or services. With customer behaviours changing rapidly, it is crucial to expand the keyword inventory as your campaign proceeds.

- **Audience list size:** Keep a close eye on the audience list size. Don't forget that you need at least 1000 active members in each list. Balance 2 factors to determine the lookback window:
  - a. *Length of your conversion funnel:* The longer the funnel, the longer your lookback window should be.
  - b. *Your website traffic:* The less traffic you have, the longer your lookback window should be.

## Optimizing for voice search will become imperative

Voice technology is causing a revolution in the way people use their digital devices, and naturally, their online behaviour. Today, more than 52% of global internet traffic comes from mobile devices and 20% of searches in the Google App are now done by using voice search.

With the rise of virtual assistants like Amazon Echo and Google Home, more consumers will be

searching for products and services by using their voice. Are your paid search strategies optimized for voice search? If the answer is no, don't worry. From thinking local to having conversations with your audience, we've given you some actionable tips to get your voice search strategy right in our blog.



## Social media will become the control center for sales and service

Nearly half of social media users are already using social platforms while thinking about making a purchase. There are subtle differences between the role each social network plays in the purchase cycle. Without a clear strategy, it is difficult to know what role these networks can and should play in the customers' buying cycles. Sticking to Facebook, LinkedIn, and Twitter may no longer be enough. Depending upon your industry and services, other platforms like Pinterest, or Reddit can turn out to be more meaningful and authentic engagement tools. Days of part-time social media strategy are truly over.

For example, if e-commerce brands aren't yet marketing their products and services on Pinterest, they are missing out on a significant audience. It's a massive hub where over 300 million users actively engage every month. Another such network to be explored is Instagram and its shopping feature. Every month, 130 million people tap on an Instagram shopping post to learn more about products. These numbers are already an indicator of a strong and sustained trend, which will get a further boost in days to come.

**BDG Action Plan:** Your approach to social media can no longer be 'create and forget'. Being present on multiple platforms for longer and unpredictable timelines can be challenging. Smarter businesses should prioritize for optimum performance.

- **Channel identification:** Evaluate relevant networks, social channels and hashtags, create accounts only on ones that are important for your business. You want to be prioritizing the social channels that perform better, and ensure that you're not wasting resources on low-performance channels. There are many ways to identify your high-performance and low-performance social channels.
  - *Type of business:* For example, fashion brands can expect to see better engagement on Instagram.
  - *Target audience:* Pinterest is a popular channel for women, and with Facebook, you have a broader reach.
  - *Type of content:* For Instagram and Pinterest, you need to first and foremost think about how your content will appeal visually. With Twitter, you can use short texts to direct consumers to your website (new blog post, product launch, sales, etc.).



# Engagement: Talk to your customers

*Replicating the brick-and-mortar shopping process is a steep challenge. However, sudden changes in the user behaviour leave you with very little room to cope up. Two critical audience groups - Boomers and GenZ, both with a substantial purchase power - prefer in-store-like experiences. 81% GenZ who will now expect similar standards are crucial for a successful transition.*

## **Your action plan for engagement**

To stay relevant, businesses need to think of ways to recreate what a brick-and-mortar store offers: ability to upsell/cross-sell, human connect, problem resolution, and assurance of quality. If you're wondering what could the new alternatives be, consider the usual suspects. Almost 50% of all traffic still comes from direct sources such as email marketing and mobile apps. In this new way of business, the best course of action could be 'actionable' channels like in-app notifications, and SMS with links.

## **Emails will be your go-to sales agents**

Your database is the greatest asset you have. Now more than ever. An email database is an opportunity to sell. Despite being viewed as an "outdated" customer acquisition strategy, email marketing is dramatically changing the future of many e-commerce businesses, and enjoys the highest ROI across channels. Approximately 60% of respondents from Sale Cycles survey stated that email marketing influences their purchase decision. In addition, almost 80% of marketers have noted that email marketing engagement has risen over the past year.

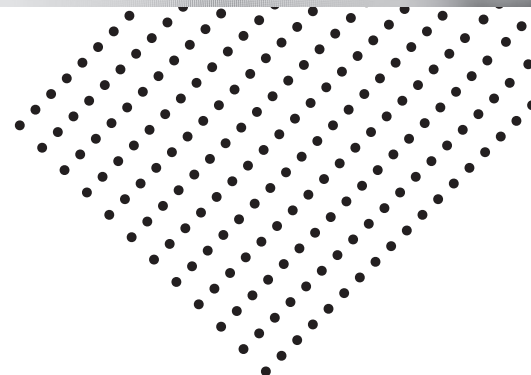
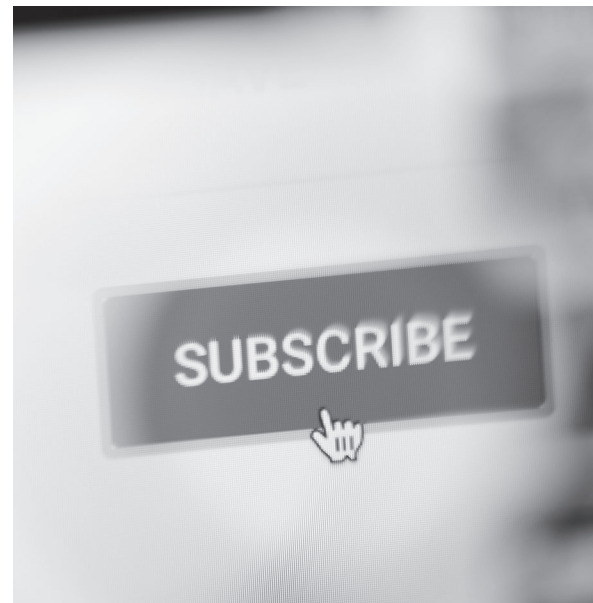




A newsletter strategy is more than putting together monthly updates. Each recipient in your database has high expectations. They want to be served the right way, with the right communication at the right moment. A newsletter segmentation strategy helps you achieve that. You can't send the same type of newsletter to a prospect that has never tried your product and to someone that has purchased it 3 times. The small personalization to acknowledge those actions makes a huge difference.

**BDG Action Plan:** Having "First name" on your subject line is not a strategy. Telling your repeat customer that the last item they bought matches perfectly with this new item is what they are expecting to hear. The key to this is segmenting your database, and deploying the right outreach strategy. Here are some common email performance enhancers that we recommend.

- **Data strategy for email use:** The more variables you have (last purchase date, last product purchased, etc) the more impact you will see in your segmentation techniques and your personalization (real personalization, not <first name>).
- **Newsletter segmentation strategy:** When you're preparing your newsletters, you need to leverage the data that you have for your clients and use it for personalization and segmentation. You don't want to treat a first-time buyer and your VIP buyer the exact same way. As for prospects, you probably don't have as much data on them as they haven't purchased from you. Your strategy could focus on data collection: How can you gather data and information on your prospects from every email you send them? Be creative - you are collecting data when they open their emails, so you can build their profiles with a creative form to collect their preferences.
- **Newsletter acquisition strategy:** email grabbers on your website footer is the bare minimum you can do, there are other email collection tools like [OptinMonster](#), but also, you can have other channels to collect emails, such as Facebook and LinkedIn.



## Affiliate marketers will act as deeply informative storefront displays

Affiliate Marketing is a popular tactic to drive sales and generate significant online revenue. Extremely beneficial to both brands and affiliate marketers, the new push towards less traditional marketing tactics has paid off. There is no doubt that affiliate marketing is here to stay. By 2022, the affiliate marketing industry is forecasted to eclipse the \$8 billion mark, nearly double what it was worth in 2015. The affiliate marketing of Jason Stone, otherwise known as Millionaire Mentor, was responsible for as much as \$7 million in retailer sales just in the months of June and July in 2017. An elegantly straightforward process, affiliate marketing via reviews, blogs, social media, and other platforms is a new frontier in marketing that's just waiting to be utilized.

**BDG Action Plan:** Think of affiliate marketers as both your trusted salesman as well as a newspaper review. You don't always need a celebrity to convince your audience.

- **Domain-specific influencer strategy:** Influencers are slowly becoming 'big advertising', and enjoy the massive reach, but may not always be considered as authentic. Subject matter experts with limited reach but greater domain knowledge can be a good balancing strategy.
- **Micro Influencers:** Look at who's engaging with your posts and also producing content, and reward them with reciprocation through likes. This allows you to permeate brand messages to community clusters and influence groups. To save time, there's the option of online tools that do the research for you, like Scrunch, BuzzSumo or Influence.co.



## Brace yourself, subscription retail is coming soon

Subscription e-commerce has already seen impressively fast market growth for some time, and it's about to grow bigger. Convenience is the new mother of invention. For instance, people who need to buy detergent every 3 weeks, instead of manually making an order every time you run out, can subscribe and automate the replenishment. For consumers with recurring purchases, subscription-based shopping is not only more convenient and often cheaper, but it can also cultivate customer loyalty.

Amazon Subscribe & Save is a popular service that offers discounts and free shipping on certain items. Shoppers just have to choose their products, set up the frequency, and they will receive repeat shipments without ever having to reorder.

If your customers make consistent reorders on certain items, it's time to consider integrating subscription into your online business. Typically, the subscription model works best for three types of businesses. Curation or experience-oriented, replenishment-oriented, and access-oriented.

**Curation and replenishment account for 87% of all subscriptions**, although replenishment type of subscriptions enjoy a better conversion rate. Gender roles also have a part to play, and should be considered while evaluating this model. Women-oriented products for example should definitely consider opting for a subscription model as **60% of all subscribers are women**.



A journey wall built by our Partners, Ben & Caren.

## Customer journey mapping will be your ears and eyes on the ground

As the world grapples with digital-first retail, customer journey mapping will be the opinion radar of winners. 86% of all web users are willing to pay more for a better experience, which comes from understanding minute nuances of the customer's journey. When you map your customer's journey, you can not only identify areas where you are not present in the journey but also see how many non-relevant touchpoints you have that don't add any value. This is a very visual way to add and remove touchpoints to maximize your engagement.

**BDG Action Plan:** For an exhaustive customer journey mapping, do real purchases, track and print every single thing that happens to you on that journey. Use a wall to post all the details of the journey in a very visual way. We love lucid charts but there is nothing like a real customer journey wall.





**When mapping your customer journey, don't forget to:**

1. Pay attention to your digital touchpoints in terms of branding: is the same logo used across all channels? What about the sender for emails, do you have dozens of different senders? **Can you simplify them?**
2. Count your touch points per channel: **How many touch points** do you have? Is it necessary to send 6 emails after a customer completes a purchase? After you do the mapping, cut what's not necessary.
3. Map the **cadence or time delay** of your touchpoints. Are you waiting too long between each touchpoint or are you communicating too soon?
4. Make your customer journey **multichannel**: in app communications, emails, sms, etc.



## App store optimization will become as important as on-page SEO

As per the latest report, there are nearly 2.7 million Android apps in the Google App Store and over 2 million apps in the Apple Store, used by nearly 2.7 billion mobile holders worldwide. With such rising numbers, it's no surprise that the mobile applications industry is not going to slow down at least in the near future. A push towards increasingly digital shopping will make app store optimization a business compulsion.

**BDG Action Plan:** While optimizing your mobile application, it is very important to know your target customer base. You should be aware of the kind of keywords your potential customers might be using to find similar apps like yours. Learning more about the keywords that are being used, you will get a better insight into the kind of language your potential customers are using.

- **Keywords:** Keywords must be analyzed and improved if necessary. Keywords can only be changed when there is an update.
- **App Description:** App descriptions can be changed at any time. Start by mentioning the most

important feature of the app. We suggest that the most sought-after features are posted first, i.e. "With Uber, you just tap to request a ride", as within the app, users will only see the first 3 lines of the description.

- **Screenshots: add a video.** Do not repeat information on the slides. This is the most prominent real estate you have, so use it wisely. Use all the slides and keep in mind that the first and second screenshots are very important since they're the ones visible in search. You need to transmit the unique value proposition in the slides.



# Conversion: Closing the deal

*A brick-and-mortar setup allows you to mitigate cold feet, clear out any doubts about the perceived infrastructure, and make it easy to pay at the tap of a card. In a virtual world, your store is your website: make sure your customers complete the purchase before leaving, and if they happen to leave without doing so, be ready to chase them. Businesses need to pull all stops to ensure that leads become happy customers. This means finding a way to ask questions and providing reassurances, and ultimately following up until they make a purchase - an everyday sales process in brick-and-mortar stores.*

## **Your action plan for conversion**

From finding out about your business to completing the transaction, your prospective customers have multiple opportunities to 'abandon' their intent to purchase. Success depends on minimizing these opportunities through testing and putting the 'cold' leads in hot pursuit of fulfilling their original need for your product or service. Your website and email marketing strategy are key levers that help you control this journey.

## **Your website performance will closely match your business performance**

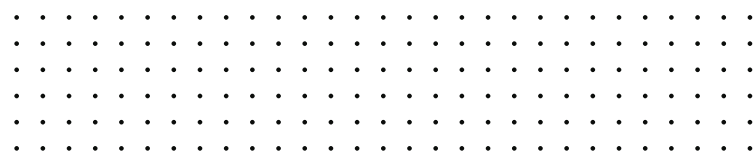
**Here is a checklist that can help you optimize:**

- **Does your website have desktop, mobile and tablet versions?**

The majority of users visiting your site are likely to be using a







mobile device. Is your website mobile-friendly? If not, it should be. In fact, 77% of mobile searches occur at home or at work, places where desktop computers are most likely present. The convenience and abundance of smartphones mean that more and more people will be expecting to land on mobile-optimized websites. You can use Google's mobile-friendly test to see if you fit the criteria. Although there are significantly fewer tablet users compared to desktop and mobile, you should always have responsive web designs for the ultimate user experience.

#### • Is your website SEO ready?

Search engine optimization has now become an indispensable part of eCommerce marketing. SEO is also one of the ways you can increase website traffic organically. When done right, SEO could present up to 20X more traffic opportunities than PPC on both mobile and desktop. When people look up a service or a product you offer on a search engine, you want your website to rank as high as possible on the search results. How do you get there? One way is through keyword research.

Whether it's a landing page or a blog article, always ask these three critical questions:

1. **What are people searching for?**
2. **How many people are searching for it?**
3. **In what format do they want that information?**

Once you have answers to these three questions based on your audience and business, start producing, creating and/or editing website content with ranking keywords so that your website can get

the organic traffic it deserves.

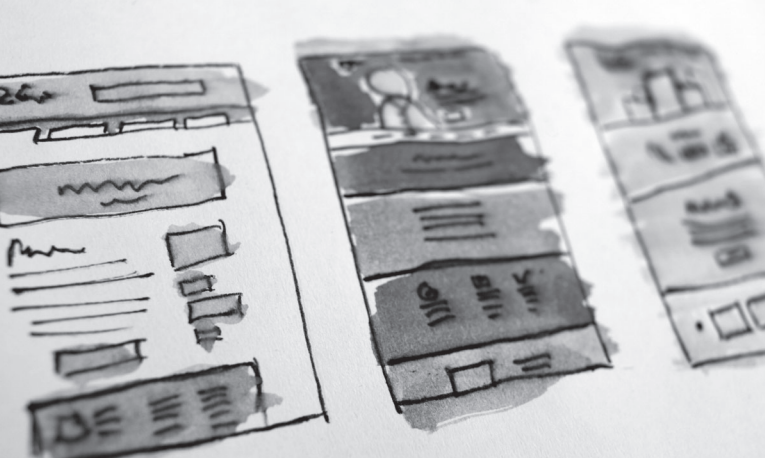
#### • Does your website have tracking set up?

**Tracking. Tracking. Tracking.** The benefit of having an online business is that you have an abundance of useful data - how much time a visitor spent on a page, how a visitor got to your website, how many clicks it took for conversion and much more. However, this data would be of no use if you don't have proper tracking in place. Through tools like Google Analytics, it's important to track and analyze everything that happens on your website. In fact, 58% of smartphone users feel more favourable toward companies whose mobile sites or apps remember who they are and their past behaviour.

#### • Does your website have a clear funnel?

It's crucial to have a clear understanding of what your goals are and how to guide people from the moment they interact with your website to that point of conversion. Is it to have people request a quote? Is it to have people create an account? Depending on what your goals are, your conversion funnel will look different. What is essential is that you have one. Having a clear funnel allows you to better understand your visitors and increase conversion rates.

You can create a funnel journey on Google Analytics. You can see where you are losing visitors in the process of that funnel and try to



make adjustments on those sections of the funnel.

- **Does your website have conversion rate optimization?**

Whether it's completing a form or making a purchase, you want to increase the percentage of visitors who complete a site goal. Clarify what your site goals are and start optimizing your conversion rates through A/B testing.

A/B testing, in the context of email, is the process of sending one variation of your campaign to a subset of your subscribers and a different variation to another subset of subscribers. The ultimate goal is to work out which variation of the campaign garners the best results. Make sure to only test one variable at a time. For example, try testing different images for header or different subject lines, to see which one performs better. Once you find the best performing variant, you can stick with that.

- **Does your website have product recommendations?**

63% of smartphone users are more likely to purchase from companies whose mobile sites or

apps offer them relevant recommendations on products they may be interested in. If you have an ecommerce platform that allows product recommendations, use it! Great engines like Einstein from Salesforce Marketing Cloud provide excellent product recommendations on website.

- **Is your online business collecting reviews on and off site?**

Customer reviews are a hidden gem and you need to have a strategy around them, even more so if your ecommerce business will continue to grow. For off-site reviews, you can use platforms like Keatext, where you can turn your customer feedback data into insights and revenue, increase customer loyalty, and improve your NPS score.

**Email will become your sonic screwdriver to drive up conversion**

We've already covered that emails are a great tool to send traffic to your website, but their effectiveness in conversion is a lesser known CRM secret. Research continues to show the effectiveness of personalization in email marketing. By generating content that is specific to certain individuals, you are ultimately increasing the chance of conversion. In fact those who perform segmented email campaigns can experience **as much as a 760% increase in revenue**. Of course, the effectiveness comes with terms and conditions and depends on how you choose to use it. Here is a checklist of seemingly trivial but highly effective email series you need to plan for conversion.

## • Abandoned cart

"You left this in the cart, 20% off" - you must be familiar with this subject line. There's a reason why most businesses opt for this type of email. It is worth noting that 69.57% is the average documented cart abandonment rate. This high percentage demonstrates just how important it is for e-commerce businesses to use emails to generate more sales. By emailing these customers and reminding them that they haven't made their purchase yet, you can help drive them back to your website.

### How to set it up:

- A quick API call from your website to your ESP and you are done. Create as many abandoned cart series as you want. We have found that the sweet spot is between 2 and 4 emails with delays between 24 and 72 hrs.

### BDG Action Plan:

- **Incentive strategy:** Having a discount strategy would help the conversion. Just be strategic with it and other incentives like free shipping. You don't want to give away your margins on the first try.
- **Timing:** Make sure you send the 1st abandoned cart email in less than 1h. Effectiveness of this is likely to be much higher.

## • Abandoned browse

The more perceptive sibling of Abandon cart, this type of email typically has subject lines such as "you were browsing...here is 20%". Think of it like a polite

sales person asking you what you were looking for, can they help with a particular size or colour etc. If left unchecked, abandoned browse can be lost opportunities for businesses. However, by planning an email series around this action, companies can tempt their visitors back to their webpage. When an individual visits a web page and leaves without adding any items to the cart, companies should encourage them to return. Abandoned browse series enjoy a very high engagement rate. Approximately 26% of browsers will actually click on the email and return to the site. And even if they visit but don't purchase, you will have at least exposed them to your website again which increases their chances of coming back and making a purchase in the future.



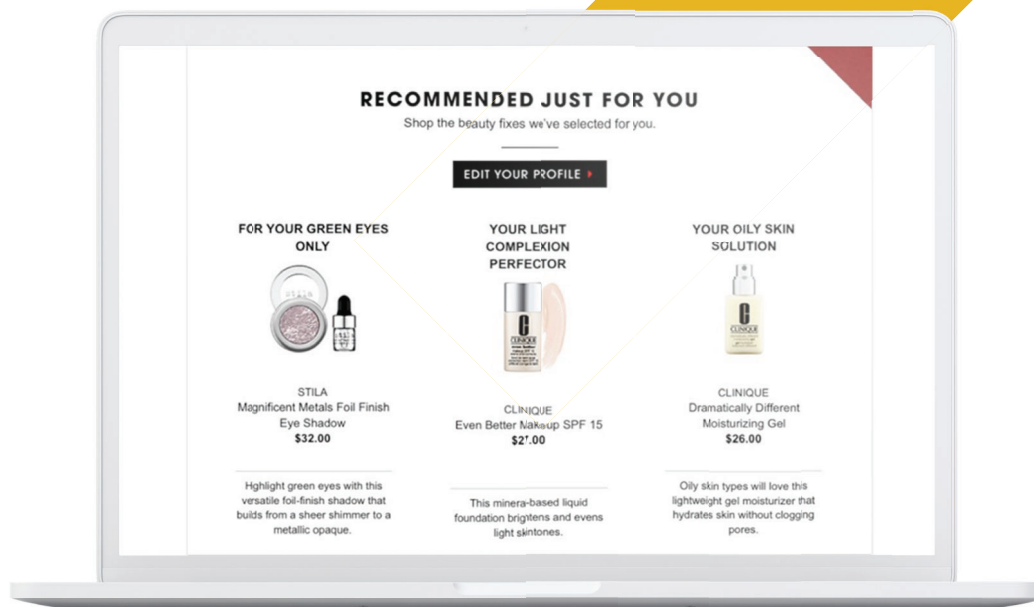
## • Product recommendations in email

Personalization works because it recognizes a deep need of being recognized and cared for.

In brick and mortar, a store manager, or entrepreneur can do this with a simple smile, in CRM you can have a similar effect with personalizing product recommendations.

When the email is personalized, 56% of online shoppers admit that they will return to the website.

Some interesting tricks to include can be “complete the look” and/or complementary products based on previous purchases. Keep in mind that **personalized product recommendation emails account for up to 31% of eCommerce revenue** - so you might want to consider this for your next campaign.



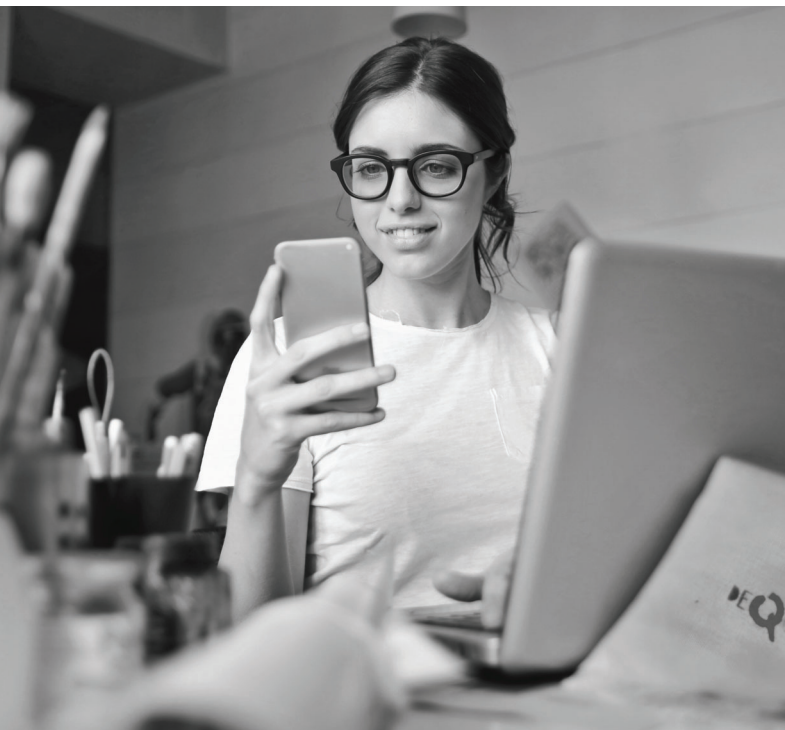


## • Influencing a repeat purchase

Seasoned store owners know that more time with the customers results in more purchases. And you thought your salon guy just likes to talk! This is where newsletters and other 'post-purchase' emails come in. They are a simple but effective way to stay at the top of the mind. A post-purchase email series is an ideal tactic for retention.

Businesses have the opportunity to increase revenue by simply offering their past customers a unique post-purchase experience. Easy ways to do so can include discounts.

Current customers are invaluable! Did you know that it is 10 times more costly to obtain a new customer compared to selling a product to an existing customer?

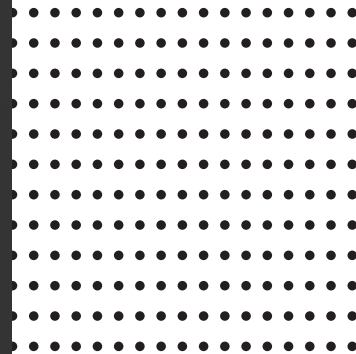


A very different approach to influencing a repeat purchase is Amazon's "one-click" feature. This "game-changer" strategy allows customers to simply click a button to make their purchase. By avoiding the hassle of having to enter information like billing, shipping and payment, they have enabled the customer-experience to be - easy. It is assumed that if their one-click feature generates 5% more in revenue this could lead to an extra \$2.3 billion dollars for every \$48.1 billion.

### BDG **Action Plan:**

- **RFM segmentation:** With RFM segmentation (recency, frequency and monetary) you can understand when to target your repeat buyers and have the perfect strategy at the moment they are ready to buy again. If they made a purchase today, they may not be ready to buy again tomorrow, but absolutely in 3 days. Check our RFM ebook with all the details you need to know to start your segmentation.





### • Out-of-stock email grabber

Remember when we spoke about a sudden surge of interest in certain products? A brick and mortar store can deal with these issues as the purchase decision is mostly linked to the location. In the digital world, a customer lost due to lack of inventory can easily end up on subscription retail of your competitor. While your shoppers will be disappointed to see that their desired item is out of stock, you need to prioritize notifying these shoppers as soon as the item is back in stock. Having shoppers opt-in for back-in-stock email notifications on your website is a good way to improve engagement and user experience.

**BDG Action Plan:** If the item is discontinued or there is a delay in restocking, you can send product recommendations with alternatives. Discounts and other incentives can also help reward the customer for their wait.



# What the near future looks like...



*The phrase paradigm shift may have lost its meaning due to being overused. However, no other definition applies to the changes that have only begun to unravel. The global economy, supply chains, and retail will all undergo massive shifts in days to come, and much of it can be beyond the pale of marketing. Having said that, certain important technologies can be a good investment to stay ahead of the curve.*

In the near future, it may not be far fetched for a customer to find a business using voice search, experience the product they were looking for using augmented reality while chatting with a bot about their queries. Before they know it, the product could be shipped on their doorstep via the use of the drone technology.

The best part is, chatbots would not have to try too hard to guess what the customer likes, remembering every little detail from each engagement.

# Your digital readiness priority checklist

## Now

### ✓ Paid media:

- Ads on streaming platforms (i.e. YouTube, Spotify...) if they apply to your product offering
- Voice search optimization
- Frequently-updated keyword bids
- Social media strategy

### ✓ Email marketing:

- Segmented Newsletter strategy: don't burn your database just because you want to send traffic now to your website!
- Implement abandoned cart series
- Implement abandoned browse emails

### ✓ Website:

- Desktop, mobile and tablet versions
- Clear conversion funnel
- Tracking: Without tracking, you are literally blind and spending money on a black box
- Drive more organic traffic by doing search engine optimization

## Soon

### ✓ Subscription ecommerce

- Can your business adopt a subscription model? Do you have repeat business?

### ✓ Back-in-stock email notifications

### ✓ Product recommendations on email and website

### ✓ Affiliate marketing

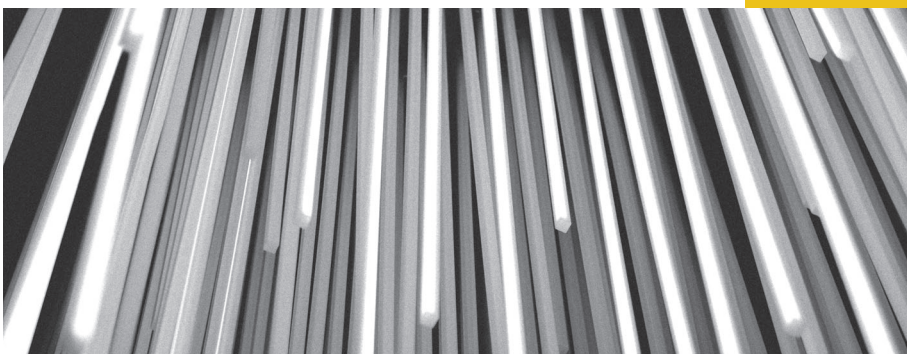
## Later

### ✓ Customer journey mapping

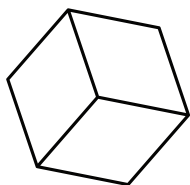
### ✓ One-click purchase options

### ✓ Experiential retail (AR/VR)

### ✓ Launch of new channels







**We hope that this guide has given you  
a good starting point for your  
omnichannel eCommerce marketing.  
Have any questions or need more  
guidance? Pick our brains!**

**Chat with us about digital marketing  
strategy, email, paid media or  
branding. We'll be here to answer  
your questions off the clock.**

Strategy: [caren@benjamin-david.com](mailto:caren@benjamin-david.com)

[ben@benjamin-david.com](mailto:ben@benjamin-david.com)

Paid Media: [daniel@benjamin-david.com](mailto:daniel@benjamin-david.com)

Email: [nathan@benjamin-david.com](mailto:nathan@benjamin-david.com)

Branding: [celso@benjamin-david.com](mailto:celso@benjamin-david.com)





2121 Crescent Street, Suite 301  
H3G 2C1  
Montreal, QC  
Canada

[info@benjamin-david.com](mailto:info@benjamin-david.com)  
[www.benjamin-david.com](http://www.benjamin-david.com)