E-COMMERCE GROWTH BLUEPRINT

8 PROVEN STEPS TO

Flourish Your E-Commerce Business *During an Economic Crisis*

Priscillia N. Abessolo

Table of Content

About author i
Worried About The Economy And The Looming Recession? 1
STEP 1 - Know who your customers are and why they buy 3
Why should I care about Conversion & Customer Research? 5
- Clarity about your target audience: 5
- Voice of the customer data: 5
- Emotional connection with your customers: 6
- Website optimization: 6

STEP 2 - Optimize your Customer Experience 9
What is customer experience (CX)? 10
Customer Experience Goal: 11
Why Should You Care? 11
How Do You Optimize Customer Experience? 11
Example of good Customer Experience 12
STEP 3 - Improve your customer acquisition strategy 13
Why should I care? 14
How to implement it? 14
STEP 4 - Start collecting zero & first-party data 17
Why should I care? 18
How to implement it 19
STEP 5 - Segment your customer database 20
Why should I care? 20
How to implement it 22
STEP 6 - Personalize your communication 23
What is personalization? 24
Why should I care? 24
How to implement it? 27
STEP 7 - Build a Customer Retention Plan 28
Why should I care? 28
What to include in my retention plan? 29
- Building out a community 29
- Launching a mobile app 29
- An affiliate program 29
- Roll out a subscription program 30

STEP 8 - Get on the right tech stack 34
Hurray! You made it here! 35
Get A Free 30 Minutes Strategy Call 35

About author

My name is **Priscillia N. Abessolo.**

I'm the CEO & Lead Strategist at AmariXL, a Customer Experience Consulting firm for e-commerce brands, based in Montreal, Canada.

We help 7-8 figure e-commerce brands craft a great customer experience that converts more visitors into repeat buyers and loyal brand advocates.

So, why should you listen to me?

With over **10 years of experience** in e-commerce under my belt, I have implemented successful growth strategies with leading North American brands like Attitude, Redken Canada (L'Oréal Group's) and across Europe as well with Elgato & Bang&Olufsen - to name a few!

Since launching AmariXL, I have developed a revenue growth process that consistently delivers strong ROI for our clients.

On top of that, I also stay passionate about writing and speaking with brands on how they can create sustainable growth.

Fun fact? I am French but call Montreal home where winters are unbelievably chilly *(because who doesn't love an occasional chuckle!)*

Worried About The Economy And The Looming Recession?

Are you worried about the impact of a potential economic downturn on your e-commerce brand? Very recently, big tech giants including Shopify, have started cutting costs by laying off thousands of staff across the world. That could be unsettling!

And with rising inflation, consumers are beginning to cut down on discretionary expenditures.

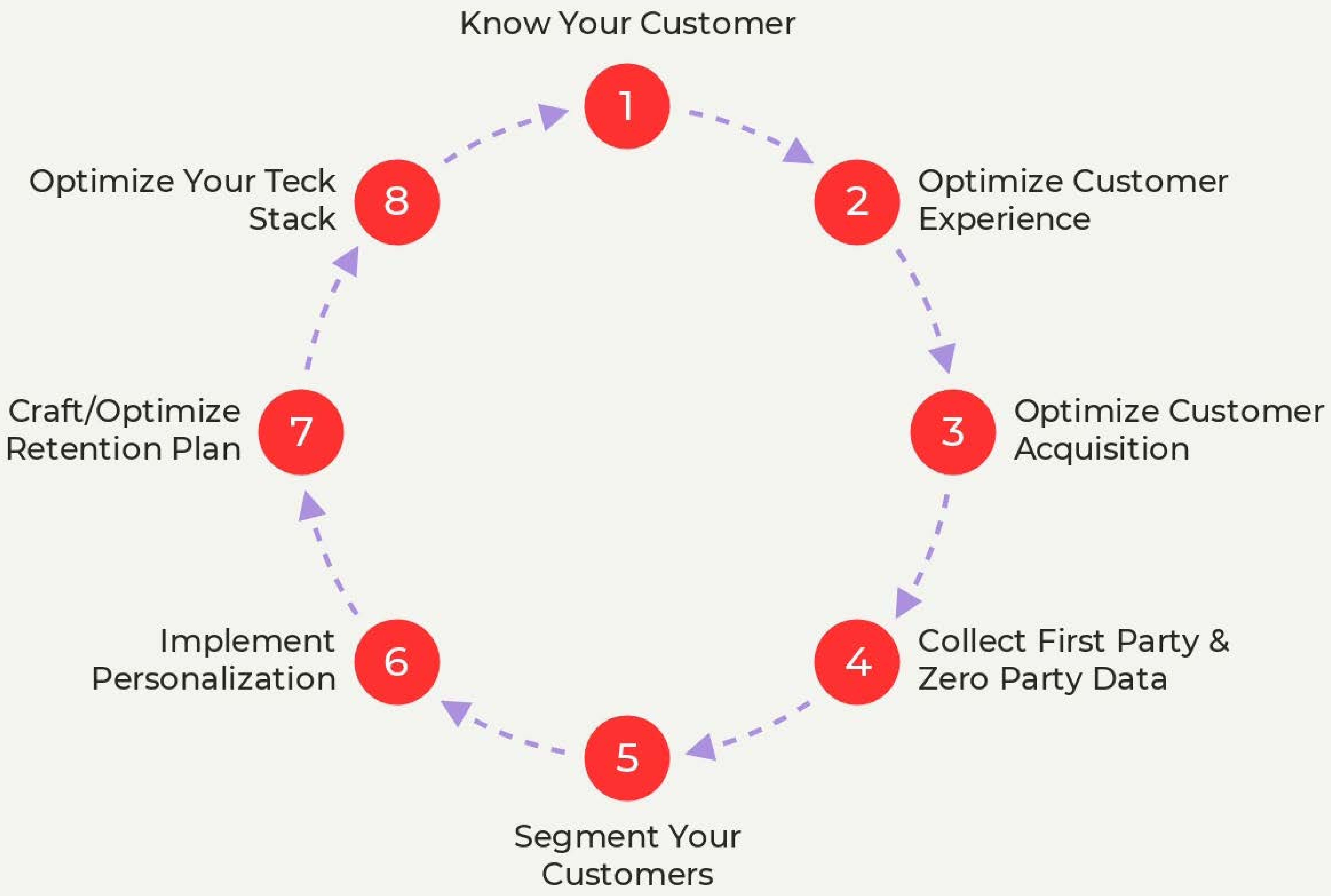
As a business, you need to cut on overheads. You also need to continue to acquire and retain customers in order ro weather the imminent economic downturn. What else can you do?

This is what our team at AmariXL has been working on relentlessly. Drawing from over a decade of experience in e-commerce, we have designed a battle-tested process to help brands make more profits even during a recession.

We have condensed this process into a comprehensive and actionable guide that your team can implement. In this ebook, you'll find a step-by-step plan to convert more visitors to paying customers, bring in repeat purchases - in essence, bring in more dollars per visitor.

Don't let economic uncertainty hold you back. It's time to be proactive by implementing these strategies. With the information in this ebook, you can protect your brand and thrive in any economic climate.

8-Step Action Plan for Staying Afloat in 2023



STEP 1

KNOW WHO YOUR CUSTOMERS ARE & WHY THEY BUY

STEP 1 - Know Who Your Customers Are & Why They Buy!

“Whoever understands the customer best, wins”
 - **Mike Gospe**, Customer Advisory Board Facilitator, Kickstart Alliance

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One of the first questions we ask our clients when beginning a new project is, *“Who is your customer and why do they buy from you and not your competitor?”*

80% of the time we realize brands have no clear customer profile. And when they do it is usually based on assumptions, with no real data to back them up.

The reality is that knowing your customers is the foundation for your action plan. Not only that, but it is also the foundation for the success of any brand at all times, whether in or out of recession.

In today’s highly competitive market, a brand that understands its customers and website visitors has a greater chance of success. That knowledge will put you miles ahead of your competitors.

That is why your brand needs to *continuously* invest in Conversion and Customer Research.

Let’s talk about **Conversion Research** first:

If only 2% of your website visitors end up making a purchase, you should seek to understand why the other 98% did not convert. This is where conversion research comes in.

The probability that visitors to your website will convert to paying customers depends on a lot of factors e.g. their motivation, clarity of your offer, your sales copy, usability and functionality of your website, how much you are able to overcome their fears, objections, and thus, build trust etc.

Conversion research is focused on understanding how your website is failing on all these fronts, and so seeks to uncover where it is leaking money.

This involves analyzing a wide range of qualitative and quantitative data to identify areas for improvement.

What about **Customer Research**, though?

While Conversion research has a broad scope covering primarily those who are yet to convert and why they are not converting, it also extends to those who already converted and why they chose your brand. So, in many ways, Customer research is a subset of Conversion research.

Why do you want to research converted customers? The simple answer is that they are in a better position to tell you about your brand than any other segment. Why not? They already experienced the entire buying journey.

You need to understand their needs, preferences, and behaviour. You need to know what triggered them to look for the solution to the problem they were trying to solve. You need to know their motivations, fears, and pain points.

What friction points did they notice on your website? Why did they choose your brand rather than the competition? Why do they behave the way they do? What makes one segment of your customer base different from the other?

This is how you get to read and know your customers like the palm of your hand.

Why should I care about Conversion & Customer Research?

- Clarity about your target audience:

Through customer research, you get a deeper understanding of your target audience. You'll learn about their demographics, interests, and what motivates them to make a purchase. This knowledge will help you create targeted marketing campaigns that resonate better with your audience, and convert better.

- Voice of the customer data:

Customer research also provides you with "voice of customer" data, which gives you insights into your customers' pain points and concerns. This enables you to craft better persuasive copy that speaks directly to your customer's needs and desires, and thus, leads to better engagement and conversions.

- Emotional connection with your customers:

When you understand your customers on a deeper level, you can create a more emotional connection with them. By speaking to their pain points and desires, you can show them that you understand and care about them. This can result in greater loyalty and repeat business.

- Website optimization:

Conversion research can help you identify where customers are dropping off along the customer journey. By analyzing user behaviour and feedback, you can identify areas of your website that need improvement. This can help you optimize your site for a better user experience and ultimately lead to more conversions.

There are a host of other benefits that we can't cover in this ebook.

Step-by-Step Guide to Implement Customer and Conversion Research for E-Commerce Brands:

- **Dig into your Google Analytics Report to find out where you are leaking money:**

Use uour Google Analytics data to understand how users are interacting with your website. Identify the pages where visitors are dropping off, high bounce rates, and pages where the conversion rate is lower than the average.

- **Identify your most profitable customers:**

Identify the customers who are making the most purchases on your website. Look for patterns in their buying behavior, demographics, and psychographics to identify your ideal customer persona.

- **Conduct 1:1 interviews:**

Reach out to your customers and conduct 1:1 interviews to understand their pain points, motivations, and buying behaviors. Ask open-ended questions and actively listen to their responses.

- **Set up pre-purchase & post-purchase surveys:**

Set up pre-purchase and post-purchase surveys to gather feedback from your customers. Ask questions about their experience with your website, product quality, and customer service.

- **Mine your customer reviews for voice of customer data:**

Read through your customer reviews to identify common themes and pain points. Use this data to improve your product offerings, customer service, and website experience.

- **Study your heatmaps and watch your session recordings to see what customers do on your website:**

Use heatmap tools to analyze user behavior on your website. Heatmaps will show you where users are clicking, scrolling, and spending the most time on your website. Session recordings will give you insights into how users are navigating your website and where they are dropping off.

- **Design an action plan based on the insights collected:**

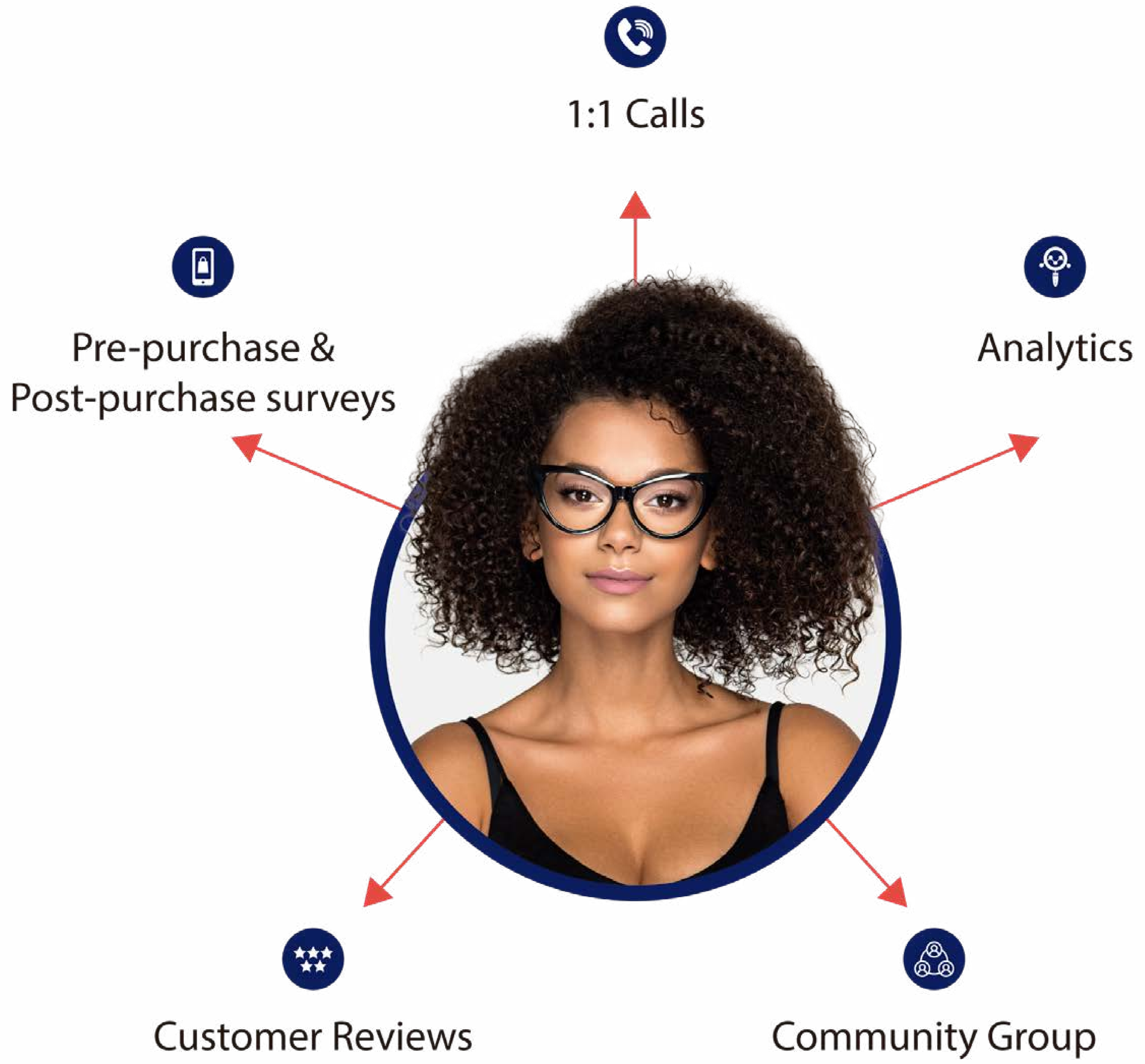
Analyze the data collected from your research and develop an action plan to improve your website and customer experience. Prioritize your action items based on their potential impact on revenue and customer satisfaction.

- **Tweak and test your ad copy, email copy etc:**

Use the insights from your research to tweak and test your ad copy, email copy, and other marketing materials. Continuously test and optimize to improve your conversion rates and customer engagement.

Implementing customer and conversion research will help e-commerce brands to better understand their customers, improve the customer experience, and increase revenue.

Customer Research Framework



STEP 2

OPTIMIZE YOUR CUSTOMER EXPERIENCE

STEP 2 - Optimize Your Customer Experience

"You've got to start with the customer experience and work back toward the technology, not the other way around."
Steve Jobs, Founder of Apple

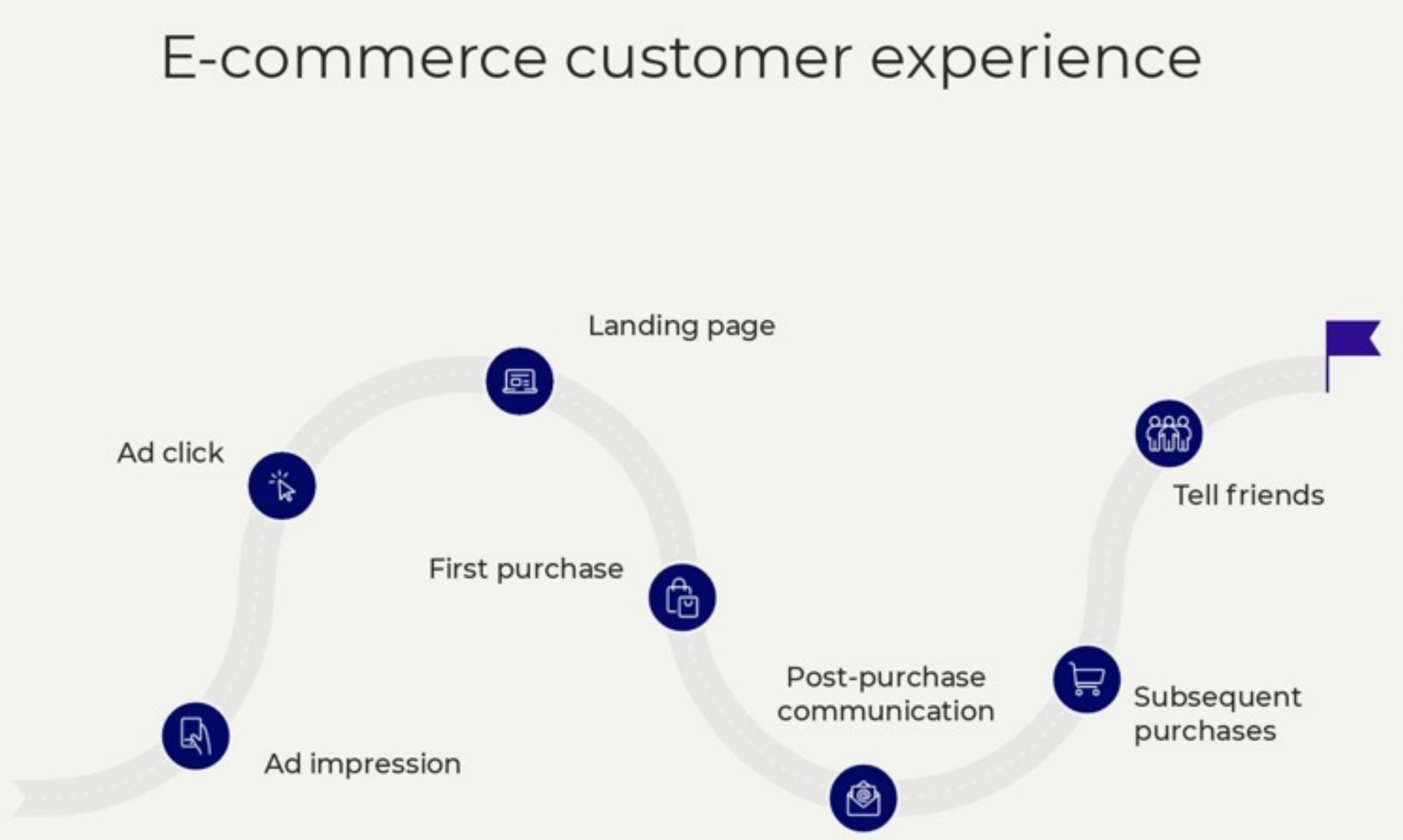
What is customer experience (CX)?

It is the sum total of all the interactions a customer has with your brand. This includes everything from when they first learn about your brand via an ad to when they make a purchase & your post-purchase communication with them.

Zendesk defines it as *"all aspects of a company that influence a customer's perception and feelings about that company."*

More and more e-commerce brands are recognizing the importance of customer experience in increasing their brand loyalty. Customer experience is no longer just about having good customer service. It is about creating a memorable and engaging journey that leaves customers feeling delighted every step of the way.

From the initial click on an ad to post-purchase communication, your brand needs to focus on optimizing the customer experience on your website, if you want to stand out from the competition.



Customer Experience Goal:

The main goal of customer experience is to turn one-time customers into loyal brand advocates.

Why Should You Care?

- It helps you stand out from the competition
- It decreases your customer acquisition cost
- It increases your conversion rate
- Generates word of mouth and marketing
- Increases repeat purchases, retention rate & customer lifetime value.
- Decreases cost

How so, you may ask?

Less friction means shoppers can easily find what they want, get the product information they need to make their purchase, and thus, speed up their buying decision.

That has a positive effect on their shopping experience, the conversion rate of your website and your customer acquisition cost.

Satisfied shoppers are more likely to become loyal customers and advocates for your brand. *In fact, 64% of consumers say they have recommended a brand to someone else because of a great customer experience.*

Good product packaging also ensures you have fewer damaged goods to deal with while you also spend less on customer support and logistics.

How Do You Optimize Customer Experience?

First, the post-purchase experience is where the biggest value is created. Therefore, your brand should focus more on that stage of the customer journey for customer experience optimization.

Next, follow the next steps:

- Going forward, your brand needs to see customer experience as a profit centre as against cost centre.
- Identify all your customer touchpoints from purchase to post-purchase communication e.g. product packaging experience, shipping experience, delivery, return experience etc.
- Run a customer experience audit to identify sub-optimal touchpoints.
- Create a roadmap and start optimizing each touchpoint to create a seamless positive experience for shoppers on your website.

Examples of Good Customer Experience

A website designed for conversion with fast page loading times and easy navigation to help ensure that customers have a positive and seamless shopping experience.

Additionally, providing helpful product descriptions, high-quality photos, and clear search filters can make browsing easier for customers and improve their overall experience with your brand.

Make it easy for customers to find your returns policy. *Remember that 6 out of 10 customers will read your returns policy before making a purchase.* Not only that, but you should also make the return process easy and painless. Some brands even offer to pick up from dissatisfied customers.

If you care about people's perception of your brand image and want to build an army of raving fans, Customer experience is your biggest lever.

STEP 3

IMPROVE YOUR CUSTOMER ACQUISITION STRATEGY

STEP 3 - Improve your customer acquisition strategy

An effective and efficient customer acquisition strategy is essential for the growth and sustainability of your brand.

However, with increasing competition and the spiralling cost of acquiring customers, a lot of brands are struggling to keep up. There are ways your brand can optimize its customer acquisition strategies without breaking the bank.

Why should I care?

Every business owner knows that lowering acquisition costs has an immediate effect on your bottom line. After all, everything in business comes down to how profitable your brand is.

- Are you profitable on the first order? If not, how long does it take you to break even?
- What channel gives you more profit?
- What SKU or product offering gives you more margin?

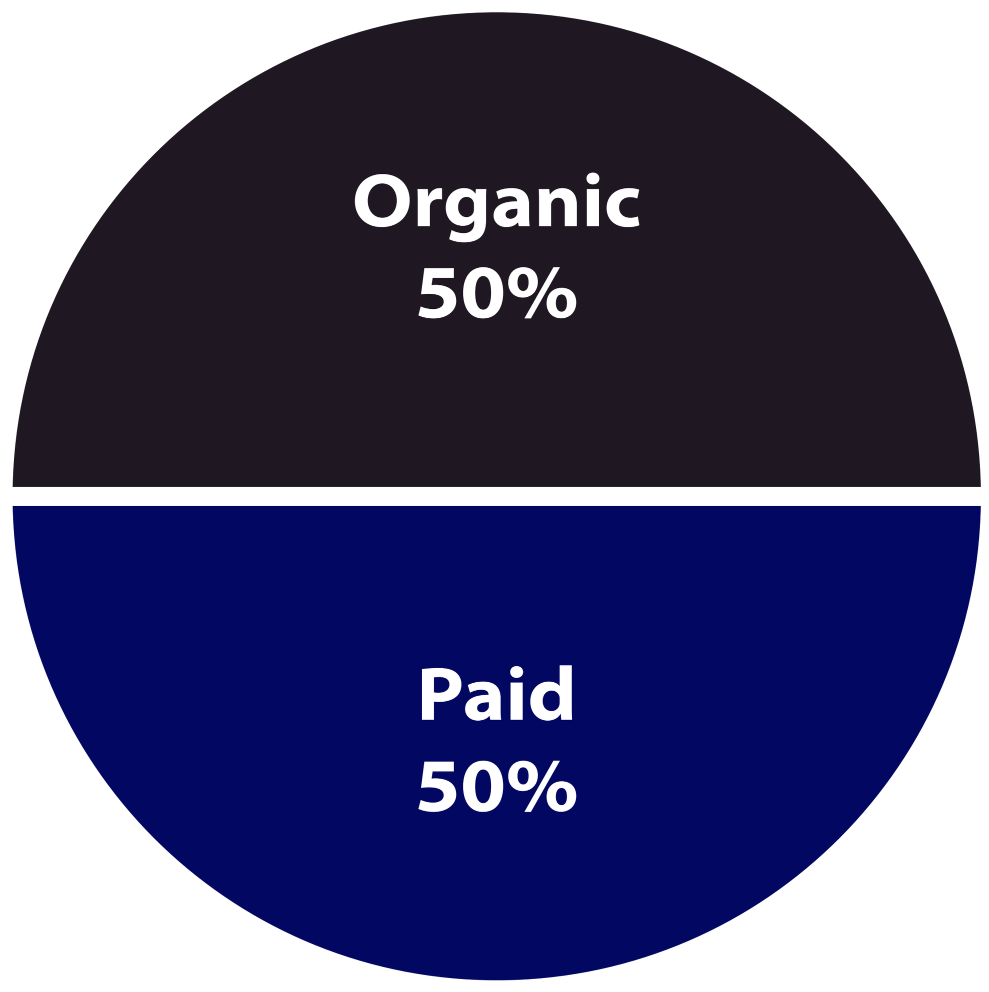
With the right strategy, you can double down on customer acquisition but at a lower cost.

How to implement it?

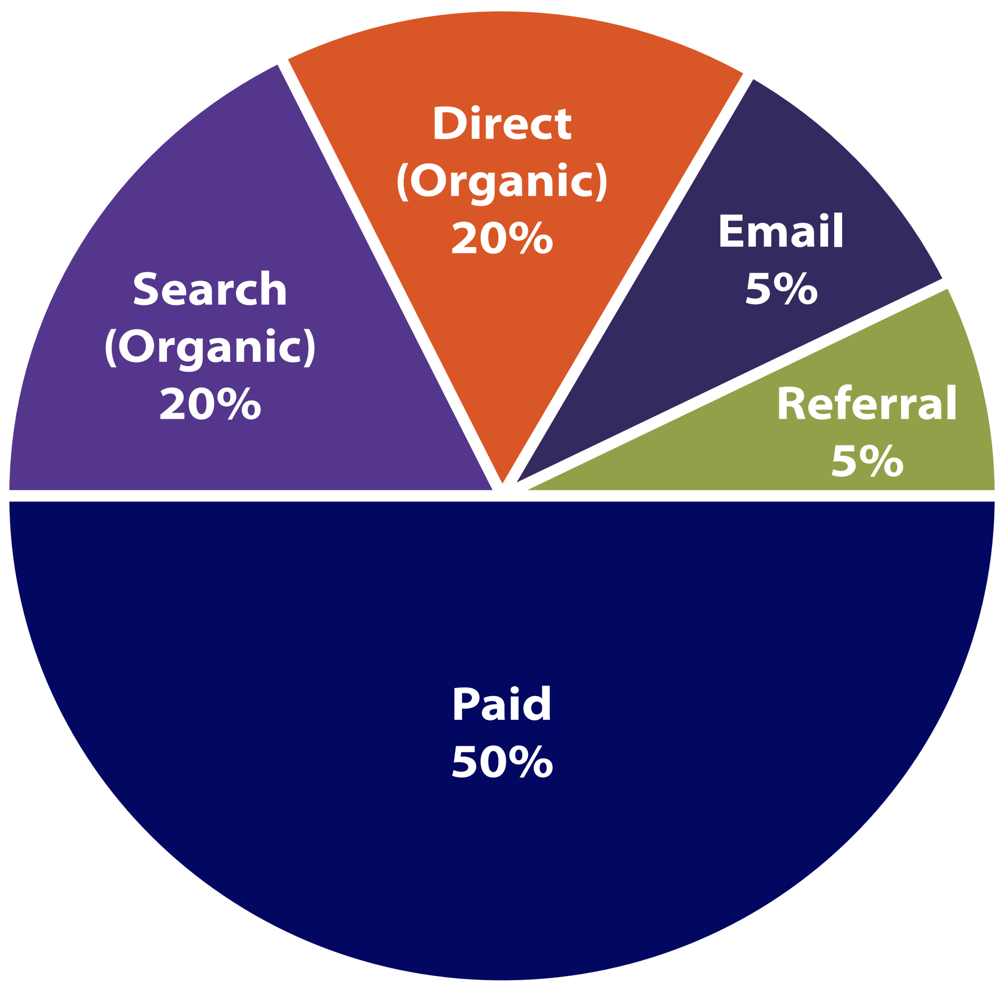
- Update your customer journey map with a clear objective.
- Leverage new traffic channels to diversify our acquisition. Acquisition costs vary from channel to channel. If you have not done so, explore channels like Tik Tok, SEO, Affiliate marketing etc.
- Leverage zero-party data for personalizing your customer journey. We'll talk about this later.
- Create a full-funnel strategy using Email & SMS
- Analyze your data to double down on which traffic channels bring the best value e.g. higher 60-90 day LTV/CAC ratio.

Having a clear objective for your customer journey map ensures that each step of the journey is working towards acquiring new customers in the most efficient manner.

Diversifying your traffic sources is hedging your business in the event of a reversal from one channel. Below is the ideal traffic channel mix between paid and organic traffic:



Next, is the breakdown per channel.



Ideal traffic channel breakdown

- Paid = 50%
- Search (Organic) = 20%
- Direct (Organic) = 20%
- Referral = 5%
- Email = 5%

Another way to optimize your brand's customer acquisition strategy is by using shopping quizzes to lower your customer acquisition cost. In one of the brands we worked with at AmariXL, the conversion rate for customers who take the quiz is about 8% whereas the conversion rate for their standard channel is around 1.7%.

Why are shopping quizzes so effective in reducing conversion rates?
It's because you are giving value in advance by helping visitors find the product that is most suited to their needs.

More importantly, with a shopping quiz, you are able to gather important zero-party data (i.e. data that customers have willingly given to you) which can be used for personalized recommendations and communication down the funnel.

When customers feel you are talking specifically to them instead of to everybody, you have just succeeded in creating an emotional connection with them. That is a huge win for your brand.

STEP 4

START COLLECTING ZERO & FIRST-PARTY DATA

STEP 4 - Start collecting zero & first-party data

First, let us define what these data sets mean:

Zero-party data: This is the information that customers give directly to your brand. It includes things like responses from surveys and quizzes, voluntary demographic information from a pop-up, product preferences in an email or other insights that the customer is willingly sharing.

First Party Data: This is data collected from the on-site behaviour of your customers. They include such data from web analytics, transaction history and customer relationship management (CRM) systems.

First-party data allows you to track customer behaviour over time and gives you more insight into how they interact with your business. For example:

- When was their first purchase?
- What's their Lifetime Value?
- How many times did they order from you?

With this information, you'll have greater visibility into buying patterns that will enable you to better tailor your messaging and provide a more relevant customer experience.

Why should I care?

Zero-party data and first-party data are two essential elements for e-commerce brands to understand their customers, drive personalization and improve customer experience. Collecting this type of data will give your brand a deeper understanding of who your customers are, their needs and interests, and how you can best engage with them.

With these data sets, you are better enabled to segment your customer database and communicate with them based on the information they have freely given to you. This increases trust and boosts conversions.

How to implement it

- Set up a shopping quiz complete with a pre and post-purchase quiz flow.
- Set up pre-purchase surveys (this seeks to answer questions like why shoppers did not complete their purchase etc.)
- Set up post-purchase surveys (this seeks to answer questions like why shoppers chose your brand etc.)
- Enrich your customers' profile with these data
- Pair them with transactional data from your CRM to create relevant customer segments
- Personalize your communication based on the data you collected eg. in Welcome Series, Post-purchase, win-back flow etc.

STEP 5

SEGMENT YOUR CUSTOMER DATABASE

STEP 5 - Segment your customer database

Segmentation has been described as the process of grouping people into buckets that are similar within and different between. You've got a customer base, right? But do you know what is happening inside your data and why it is happening?

The goal of segmentation is to find out not only the WHAT but also the WHY.

Why should I care?

Not all customers are created equal. Some are better than others. The best ones are your ideal customers and you need to retain them and acquire more of them.

Segmenting your customers will help you to understand their behaviour, identify the most valuable among them, and leverage this data to create more personalized & targeted marketing campaigns.

How to implement it

- Create relevant customer segments. RFM segmentation is one of the methods we use, and we'll talk about it shortly.
- Do qualitative research for each segment (e.g. Surveys and 1:1 interviews) to find out what drives their behaviour.
- Leverage the customer segments in your email campaigns
- Create relevant email flows for onboarding, preventing churn & reactivating old customers.
- Leverage the customer segments in your acquisition campaigns (Lookalike).

As mentioned above, one of the most effective methods we use at AmariXL for bucketing our brands' customer base is RFM segmentation.

Using this method, we are able to group customers according to the Recency (R), Frequency (F), and Monetary value (M) of their purchase. This method will reveal such details as your most loyal customers, those who are price sensitive, those who are about to churn etc.

Continuing our analysis, we then collect qualitative data from interviews and other sources to gain a deeper understanding of the motivations behind customers' purchasing decisions. We are also able to see how customers behave over time.

We use this data to equip brands to make changes that could lead to long-term success. From innovating new products, adjusting their prices and determining the right expansion opportunities; these insights are invaluable in planning future business strategies.

Segmentation allows you to cultivate relationships with customers, encouraging them to stick around and draw others just like them into your fold. Building such a bond leads to the development of a virtuous circle that fosters loyalty and acquisition for years to come.

STEP 6

PERSONALIZE YOUR COMMUNICATION

STEP 6 - Personalize your communication

What is personalization?

We talked about segmentation earlier. There is a relationship between it and personalization. You cannot do personalization without segmentation, and you cannot do segmentation without data collection.

What then, is personalization?

In simple terms, it is the process by which brands tailor their offers, communications, and advertising to the needs of the consumer using the data they have collected from them.

Personalization is essential for any successful e-commerce business.

Here are some interesting statistics on Personalization

- 71% of consumers feel frustrated with impersonal shopping experiences.
- When website content is not personalized, 74% of customers feel frustrated.
- 66% of consumers' content that isn't personalized stops them from purchasing. (***OctaneAI***)

Companies that get personalization right have 40% more revenue potential

MicMcKinsey's Next in Personalization Report

"Personalization programs have been shown to yield 10-15% higher conversion rates and 20% higher customer satisfaction rates - and customer satisfaction is particularly important since businesses that increase their retention by a mere 5% see profit increase between 25 and 95%" (***Shopify Personalization Report***)

Why should I care?

Personalization is an important strategy to consider for your business.

By tailoring your marketing messages and customer experiences to individual preferences and behaviors, you can start a conversation with your customers, build trust in your brand, and ultimately increase customer satisfaction.

Personalization also increases retention by creating a more memorable and enjoyable shopping experience, leading to repeat purchases and higher customer loyalty.

Additionally, personalization can increase Average Order Value (AOV) by recommending relevant products and promotions based on customer preferences, leading to more significant purchases.

By focusing on personalization, you can create a more engaging and impactful relationship with your customers, leading to long-term business success.

Personalization is a 3-step process:

The first step of Personalization is data collection. You need to collect data from your customers to enrich their profiles.

The second step is to use the data to segment your customers into groups based on their behaviour. Once you have segmented your customers, you can start the personalization process.

How to implement it?

After collecting the data and segmenting your customers, you should think about what sort of personalization would make the pre & post-purchase customer experience more relevant and valuable.

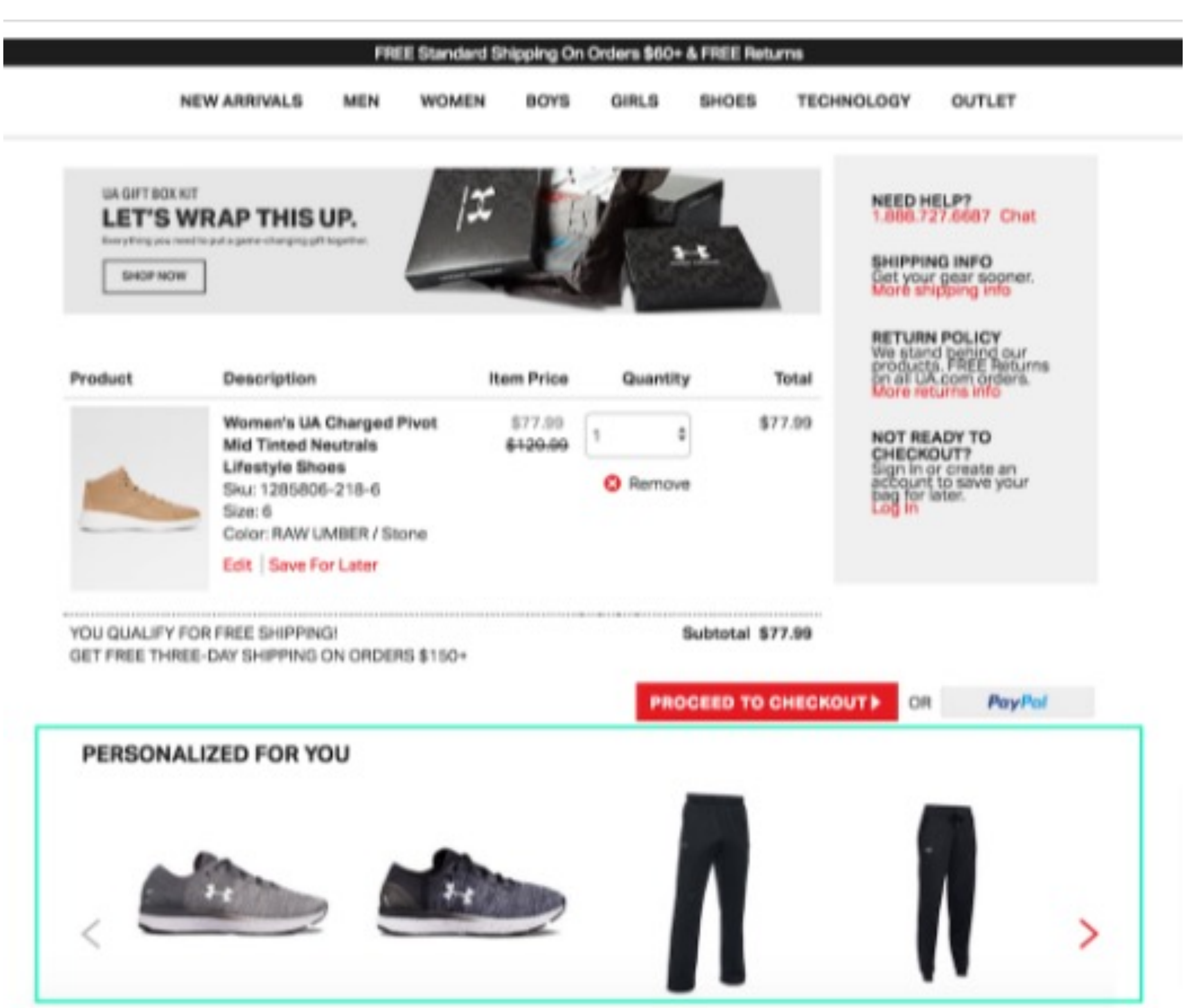
For instance, by combining both zero-party data and first-party data together, and creating targeted segments you can send personalized campaigns across all channels including email marketing, SMS messaging, ad copy, and more.

From welcome series, through post-purchase flows and all the way to win-back flows, each message can be tailored based on each segment's individual needs in order to maximize conversions and keep them engaged with your brand over time.

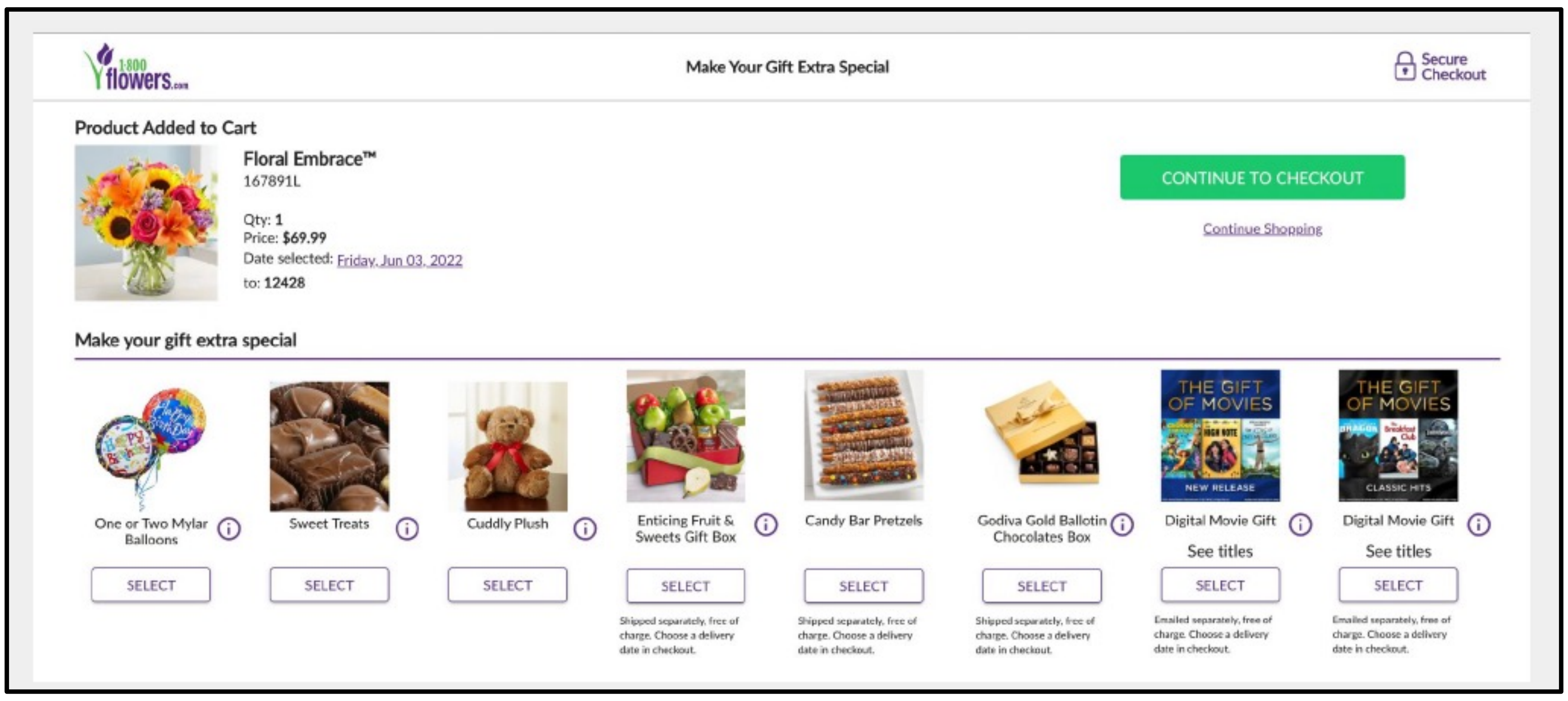
Personalization is a continuous process, and it should be implemented at every stage of the customer journey.

Here are some examples of personalization:

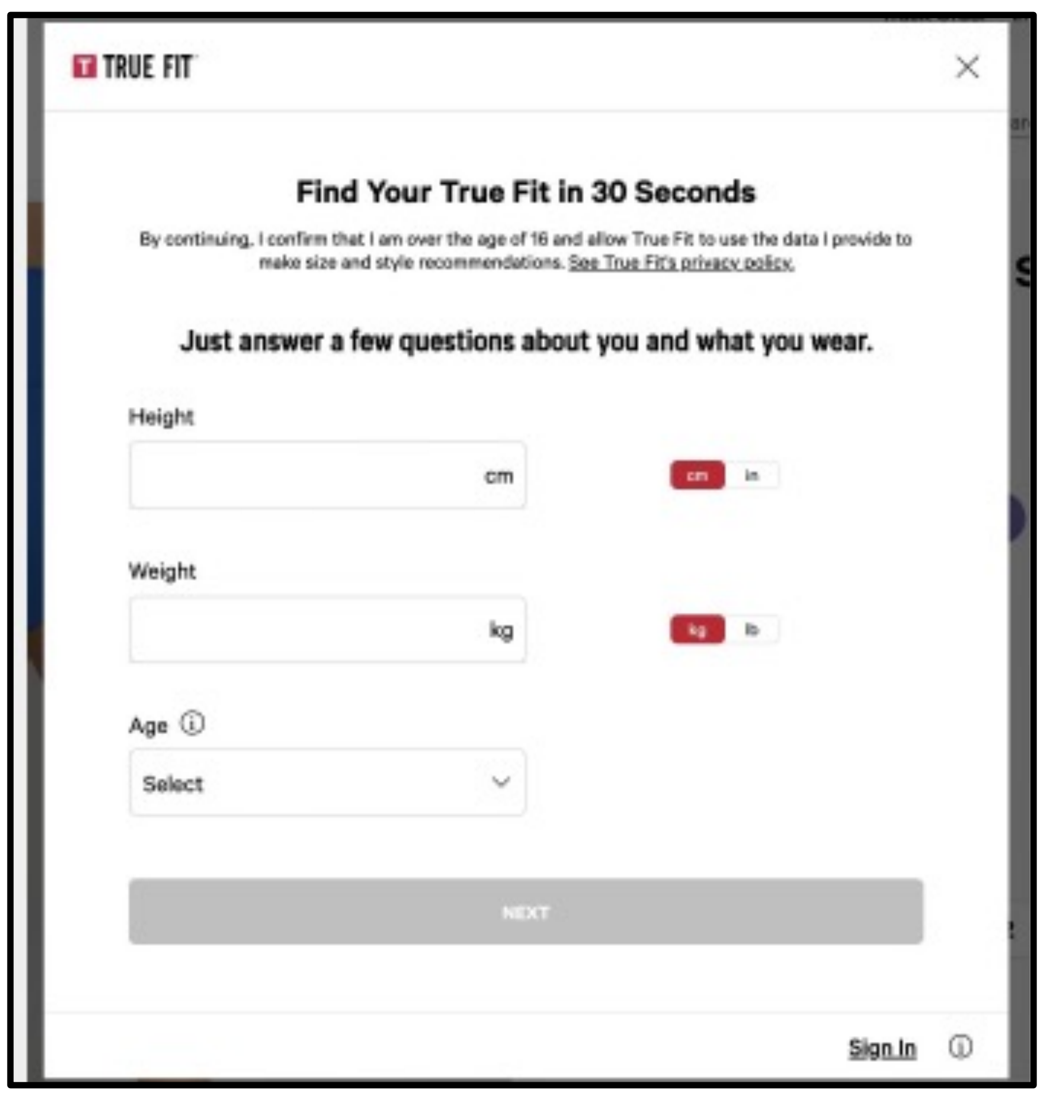
UnderArmor uses your browsing behaviour to showcase a section personalized just for you:



Here is Upsells personalization from 1-800 Flowers.com



Product page personalization from Sephora



STEP 7

BUILD A CUSTOMER RETENTION PLAN

STEP 7 - Build a Customer Retention Plan

Many e-commerce brands tend to focus a lot on acquisition. But with the increasing competition, customers now have more options than ever when it comes to deciding where to shop.

True, customer acquisition cost is rising, but it's not necessarily a bad thing.

Getting customers is one thing, keeping customers is another. On average 70% of first-time buyers never place a second order. So if you see a huge drop-off from 1st Order to 2nd order, acquisition cost should not be your main focus. What you need to do is to put together a solid retention strategy.

Why Should I Care About Retention?

An average e-commerce brand loses 23% to 30% of its customer base each year due to churn. Considering the increasing cost of acquiring new customers for e-commerce brands, focusing on retention can make the difference between profit and loss.

Your existing customers are likely to spend 67% more than new ones. So, if you have products that need replenishing from time to time, you are leaving a lot of money on the table by not focusing on retention.

However, if brand sells products that are typically only purchased once, providing a great customer experience for that one purchase shoud be your focus rather than retention.

What to include in my retention plan?

- Building out a community
- Launching a mobile app
- Have a Loyalty program that creates brand loyalty
- Affiliate Program
- Roll out a subscription program

Research has shown that existing customers are more likely to return, spend more money, and be less price sensitive than new ones. *A 5% improvement in your retention rate can mean 25-95% in additional revenue.*

Some may think that a retention strategy is about blasting existing customers with promotional emails hoping they will make a purchase. But a retention strategy is much more than just emails.

Here are some ideas that we include when crafting retention strategy for our clients:

- **Building out a community**

A brand community allows customers to interact with each other and the brand in meaningful ways. Building out a community is an excellent way to increase customer loyalty and retention. When customers become part of a thriving community, they feel more connected to the brand and are more likely to remain loyal.

A dedicated community also provides valuable feedback that can help your brand refine its offerings and meet customer needs. In addition, building relationships with customers helps create word-of-mouth advertising and can help drive new business.

- **Launching a mobile app**

This is another low-hanging fruit that enables your brand to be within the tap of a button by being available on the device most people use every day - their phones.
You can send notifications to your customers without having to land in the email promotions tab. Just think about how Amazon is doing it. A good loyalty program incentivizes customers to keep coming back and rewards them for their patronage.

- **An affiliate program**

This provides additional channels for referrals from trusted sources who already know and trust your brand. It does not cost much to deploy but the revenues from affiliate programs can easily add up.

- **Roll out a subscription program**

This helps to generate repeat purchases without causing too much disruption in purchasing behaviour or requiring a time-consuming decision-making process from the customer's side.

By investing in these retention initiatives, your brand can increase its online presence while deepening relationships with existing customers - resulting in higher long-term profits and better overall engagement with customers all around.

Follow the process we use with our clients to build out a community for your brand:

- Establish the goal of your private closed community
- Decide on the platform that works best for your audience by creating a social media poll and/or sending an email campaign.
- Decide if it will be exclusively for customers or nurture prospects
- Map out ways that you will monetize your community, e.g. tease leaks of new products, announce restocks, give early access to promos etc.
- Consider bringing on a Community Manager if you don't already have one.
- Identify your brand Superfans, invite them to become moderators. Give them incentives to do so.
- Do a soft launch with your superfans and your most engaged customers/ segment
- Generate further buzz launch with popular social media channels like Instagram and TikTok along with influencers.
- Create a sending cadence with your email campaigns and SMS campaigns to promote your community. This can also be included in your post-purchase flow as well
- Have a regular cadence for engaging with users and providing as much value as possible to avoid things getting stale for members.

STEP 8

GET ON THE RIGHT TECH STACK

STEP 8 - Get on the right tech stack

The truth is that today e-commerce brands need the right technology more than ever. Having a well-integrated technology stack means having all customer data in a single platform which allows for efficient operations, faster decision-making, and increased profitability.

One way you can save money while still ensuring you have access to the right tech stack is by taking an in-depth look at the apps you use and determining which ones are essential and which ones can be removed or replaced. You don't want to pay thousands of dollars each month for apps you do not need or use.

Here, we present a list of Shopify apps that will help you squeeze the last drop of revenue from every visitor to your website:

- **Klaviyo (Email & SMS marketing)**

Use Klaviyo for everything related to email & SMS marketing and to have all your data in one place. If you prefer to have a dedicated app for SMS, go with ATTENTIVE. It has everything to scale quickly.

- **Octane AI (Shopping quiz)**

Create an engaging quiz with OctaneAI with email capture that provides personalized product recommendations. For your quiz to work well, you need to set up email flows to nurture leads into their first purchase. The data acquired in Octane is automatically fed into Klaviyo and can be used for personalized emails and flows.

- **Rebuy (Merchandising)**

Increase Average order value, personalize your merchandising and improve retention with Rebuy. You can pre-populate checkouts based on a customer's last order. You can add free shipping bar to a slide-out cart, customize the home and product pages with a recommended products section, post-purchase one-click cross-sells etc.

- **Malomo (Post-purchase order tracking)**

Ditch the boring Fedex tracking page and create a branded experience for post-purchase order tracking with Malomo, you can create custom flows in Klaviyo and add recommended products from Rebuy.

- **Recharge (Subscriptions)**

With Recharge, launching and scaling your subscription business has never been easier. Say goodbye to tedious subscription management and hello to building strong customer relationships that increase your brand loyalty and long-term value. Plus - it integrates with many best-in-class apps.

- **Stamped (Reviews + Loyalty program)**

Collect reviews and set up a loyalty program with Stamped. It integrates well with Klaviyo.

- **Gorgias (Customer service platform)**

Gorgias is the recommended customer service platform. It allows a 360-degree view of the customer needing support. And it integrates well with other apps.

- **Lifetimely (LTV Analytics)**

Look at the lifetime value and behaviour of your customers with Lifetimely.

- **RetentionX (Customer analytics)**

Get powerful analytics on your customers and segmentation abilities with RetentionX.

- **Tapcart (Mobile app)**

Instantly turn your Shopify store into a mobile app with Tapcart, with no coding required.

- **Loop (Returns)**

Use Loop to let customers easily exchange products, use the credit to buy other products, & get insights on WHY they're unhappy.

Hurray!
You made it here!

Congratulations! You made it this far reading this ebook.

Thank you so much for investing your precious time with me. I poured my heart and soul into this guide to give hope to businesses who may be struggling to stay afloat amidst the present economic crisis.

I hope that you found the ebook informative and that you gained valuable insights and actionable steps to improve your business.

Now, it's time for implementation. We encourage you to start with the strategies that are most relevant to the current stage of business. If you encounter any difficulties, don't hesitate to reach out to us for help.

Just book a strategy session with me. My team and I will be glad to audit your website and provide help to help you get started.

I wish you much success!

GET A FREE 30 MINUTES STRATEGY CALL