

3 Steps To 6 Figure Ecommerce Store Notes

Your product(s) is everything. Make sure you are selling what people want and are already buying. Build a brand, not another 'me too' store.

Differentiate! Find what makes you unique. LEAD all marketing efforts with that one major thing.

Some ideas:

- narrow your market – be for that one precise target market – that one type of person
- handmade, organic, eco-friendly
- Tie your products into a movement that you believe in
- Highlight a feature that your product has that most products don't have

Set up your site to SELL! Make sure your website is:

- Easy to navigate
- Easy to search and find things
- Provide great customer service by being there...be fast, attentive. Make sure you connect your shop to Facebook Messenger. We also connect via Manychat.com.
- Easy to checkout – use all checkout options like Amazon pay, Google pay, PayPal, etc.
- Make sure you have reviews posted prominently on your site – we use Yotpo app for this
- Use pop ups to collect emails - Make sure your email automations set up - Welcome, Abandoned cart, Re-engagement etc.
- Use apps like Ultimate Special Offers to increase your average order value (AOV) and increase overall sales
- Don't be afraid to use a good discount offer - we test many different offers like BOGOs, spend \$75 take \$10 off, 10% off, etc. Don't be afraid to experiment.

FACEBOOK ADS

This is how we increased our traffic overnight. Be consistent – don't start and stop your ads. Facebook needs data to optimize. Use Conversion – Purchase campaign objective so Facebook can find your buyers.

Run ads to cold, warm, hot traffic

1. One ad goes out to cold traffic – they don't know about you yet.
2. Retargeting ad or Dynamic Product Ad goes out to warm traffic – people who know who you are but haven't bought anything or haven't in a while.
3. Retargeting hot traffic – your repeat buyers, make sure they see special offers

A couple of other points...

Always focus on growing the Average Order Value (AOV). What else goes good with the product they have in the cart? We use this app -> Also Bought

Be real. Use emojis!! If your brand calls for it. 🔥👁️👃☕ When you're real and let people know who you are behind the scenes you'll get more people who feel they know you and that means more trust. And more trust means they will purchase and if they like what they got (and the experience they got) they will be back again.

Join [The Facebook Ad Academy](#) and learn how to confidently create ads that bring in sales.