

ECOMMERCE ⚡ BADASSERY

WITH JESSICA TOTILLO COSTER

QUICK WINS

for eCommerce success

ecommercebadassery.com

Hello Boutique Hub Friend!

If we haven't met, my name is Jessica Totillo Coster. eCommerce & email marketing strategist for female entrepreneurs.



I'm so excited to share this guide with you so you too can have quick wins in your online store.

A bit about me... I used to sleep in my new shoes as a little girl. Yep! I'm taking it that far back because it was the first clue that I was going to be involved in the fashion industry in some capacity.

I've been in the retail game for 20+ years, have a degree in Fashion Merchandising, owned my own brick + mortar boutique generating over 600k in revenue in my first year, and spent 3 years as the only employee of a 7-figure eCommerce business doing ALL. THE. THINGS.!

Wherever you're at in your journey right now, I totally get it!

I was lucky enough to learn from the top experts in eCommerce + Digital Marketing and now I'm teaching everything I learned the hard way, so you don't have to!

Now I teach and consult with eCommerce entrepreneurs through my Podcast, eCommerce Badassery, 1:1 Consulting, Done-for-You services and my newly launched group coaching program!

QUICK WINS FOR ECOMMERCE SUCCESS



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COMPANION
EPISODE 4 OF
THE ECOMMERCE
BADASSERY
PODCAST

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THERE ARE ONLY

03

ways

TO MAKE MORE
REVENUE IN YOUR
ECOMMERCE BUSINESS



AQUIRE NEW CUSTOMERS

This is the MOST expensive way to get more customers and takes the most effort. It's important, as you want to keep filling your bucket, but it shouldn't be your only focus.



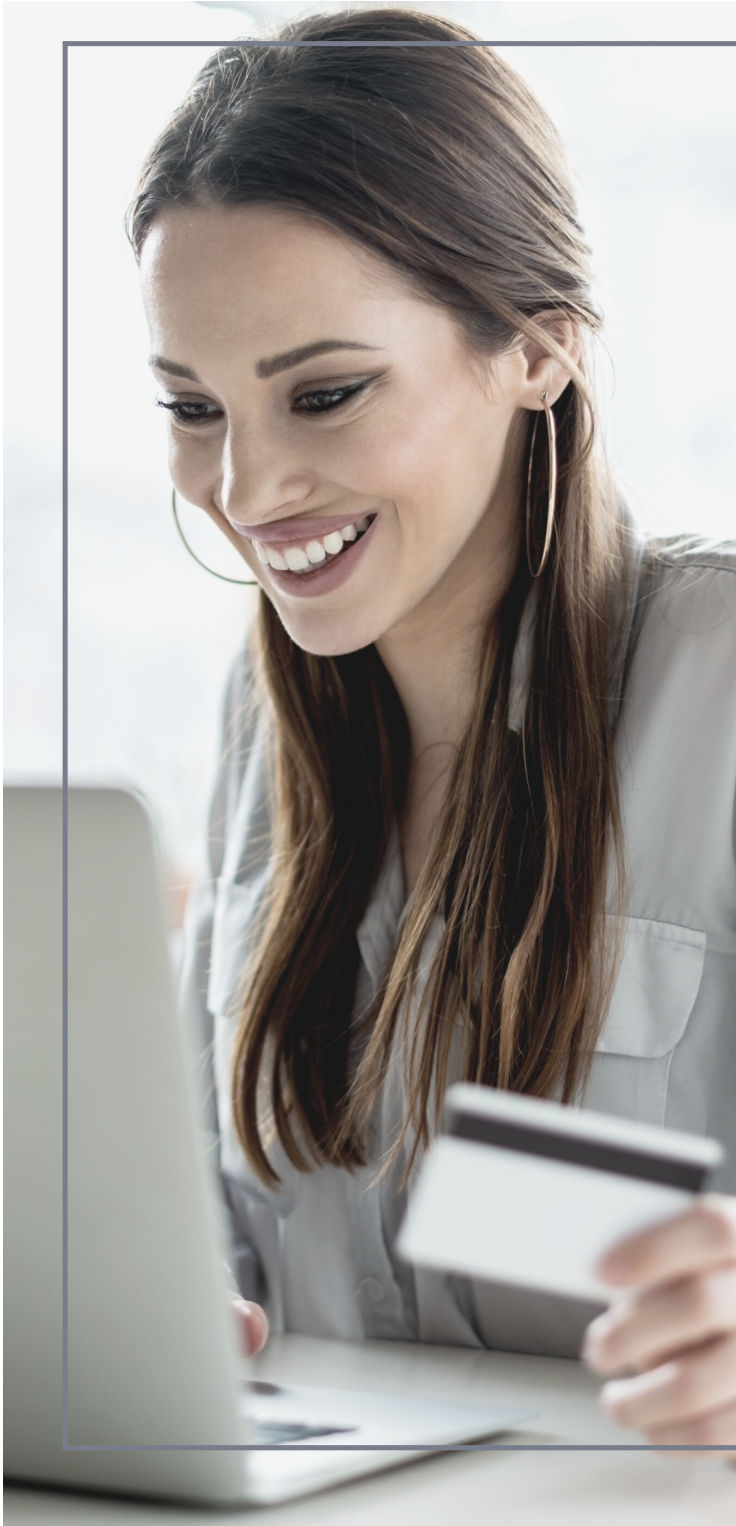
BRING YOUR EXISTING CUSTOMER BACK MORE OFTEN

This takes less effort than acquiring new customers, but it still takes work. You have to give them a reason to come back and make sure you tell them what that reason is!



GET THEM TO BUY MORE WHEN THEY'RE ALREADY SHOPPING

This is the least expensive and easiest to implement. If they are already planning to whip out their credit card... now you just need to get them to buy a little more than originally intended!



5X

IT COSTS FIVE
TIMES MORE
TO ACQUIRE A
NEW
CUSTOMER
THAN TO KEEP
AN EXISTING
ONE



GET YOUR EXISTING CUSTOMERS TO SPEND MORE \$

Raise Your Average Order Value

Because this training is about quick wins we're going to start bottom-up with the easiest way to add more revenue. First things first... in order to know where you're going, you have to know where you are now. If you don't already know what your AOV is, or how to calculate it, let's go through that quickly.

Average order value = Total Revenue (after discounts, before tax & shipping) divided by the total number of orders.

For example, if you do \$2000 in revenue with 40 orders, your AOV is \$50

Now, if you could raise that just \$5 per person... that would be an additional \$200 per week, \$800 per month!

RAISE YOUR AOV

2 easy ways to raise your average order value in the next 24 hours.

01

YOUR FREE SHIPPING THRESHOLD

- You should be using this as a tool to get your customers to spend more money.
- If your current free shipping threshold is at or below your AOV, you're missing out on revenue and spending too much on shipping
- Studies show that almost 60% of online shoppers will add additional items to their cart to qualify for free shipping!
- Set your free shipping threshold a few dollars more than your AOV to encourage additional purchases.

02

CROSS-SELLS

- Cross-sells are complimentary items to the product they're already buying
- This is different than passive recommended products at the bottom of your product page.
- You want an app that can have a pop-up appear after they add an item to their cart, or to actually show within the cart. (The pop-up is easier to implement)
- The trick here is you want the cross-sell item to be about 10-20% of the retail price of the original item they purchased. Don't ask them to double what they planned to spend.



BRING YOUR EXISTING CUSTOMERS BACK MORE OFTEN

Focus on Email Marketing

To do this successfully you need two things, a reason for your customers to come back and a way to tell them about it.

Email is hands-down my favorite way to make money in eCommerce. It still has the highest return on investment of all the marketing activities you can do. I could spend a LONG time talking about email, but I'm gonna focus on a few key things you can start doing NOW to see results. If you want to learn more about email marketing, definitely go check out my Instagram, there are a lot of posts that talk about email strategy there.

EMAIL MARKETING

The easiest way to reach out to your customers and get them to take action!

01

WHAT TYPES OF EMAILS TO SEND

Email is more than just a way to send promotions and ask people to buy from you. It's a two-way conversation in digital form. Always start from, how would you talk to someone if you were face to face, in brick and mortar store or at a pop-up event. You would just say "buy from me!" Your emails shouldn't either. Often, it's just about being top of mind with your customers. Some of the highest revenue generating emails I've seen didn't pitch ANY product!

- Lifestyle content & blog posts around your products
- How to's, tips & tricks
- Weekly newsletter about what's new and behind the scenes
- Connect, educate, inspire, build a relationship

EMAIL MARKETING

The easiest way to reach out to your customers and get them to take action!

02

OPEN RATE & RESENDS

Let's talk data. On average, you want to aim for an open rate of at least 20%. A note about this. When you see an open rate of 20% that's the aggregate open rate, which means if someone opens your email 10 times, it counts all 10! More realistically, only 10-15% of your list is seeing your message!

What to do about it? Re-send your email to the people who didn't open it the first time with a new subject line! You don't have to re-invent the wheel every time. Go right now and find an email that did well and re-send it to the people who didn't open it the first time and to any new subscribers you've had since.



ACQUIRE NEW CUSTOMERS

Without Paying For Ads

When people hear acquiring new customers they immediately go to ads. And while that is a valid way to get new customers, it can get expensive fast if you haven't proven your product or you don't know what you're doing. So definitely tread lightly there if you're just starting out.

Remember, acquiring new customer takes the most time, energy and money. So before you dive in, be clear on who you're targeting. If you have quite dialed in your ideal customer now is a good time!

CUSTOMER ACQUISITION

Think beyond the ad to reach more of your target customer

01

REFER A FRIEND

Amplify word-of-mouth advertising with a little incentive. There are apps that will generate special links for your customers to send to their friends and then if their friend buys, they earn some money to use in your shop.

- Don't be afraid of discounts here. They're a great way to get people comfortable with trying something new
- Make sure you actively promote your program. Talk about it in your emails, on your social channels and on your website

CUSTOMER ACQUISITION

Think beyond the ad to reach more of your target customer

02

PARTNER WITH COMPLIMENTARY BRANDS

You don't necessarily want someone that is in direct competition with you, but that the customer would want in addition to your product. Think of creative ways you can partner together and get in front of each other's audiences.

- Giveaways - this is the generally the most popular, but don't rely on these as they tend to attract a lot of people who just want free stuff.
- Shout Outs - it can be as simple as a mention on each other's social channels or features in each other's emails!
- Virtual Live Sales - This is especially good right now. Hop on a live together and show people what you've got and how they can work together.

FINDING PARTNERS

Quality over quantity

- Start with research and brainstorming. Figure out what the best types of products would be that make sense with your product. None of this is worth it if you don't get yourself in front of the right people.
- Stick to brands that are at the same level or just above you. If you try and partner with someone much bigger than you, they're unlikely to see the value and you'll just end up wasting your time.
- Don't lead with your ask! Start by building a relationship with them. Engage with their posts, send them a DM to say hi, respond to their stories.
- Make sure your branding is on point. Whoever you try and partner with wants to see that you are legit, have your 'ish together and that this partnership will be valuable.
- BE HUMAN

THANK YOU!

I know sometimes running an eCommerce business can feel overwhelming and you wonder how you're ever going to get to that next level.

The truth is, eCommerce is the long-game, but you've got this! But with the right focus and a few easy strategies you can still find a quick win here and there along the way!

I'd love to hear your feedback and how these strategies work for you! DM me on Instagram and let me know!



JESSICA TOTILLO COSTER

eCommerce Strategist + Klaviyo Ninja



WANT MY BRAIN ON YOUR BUSINESS?

If you want the high-level support of a mastermind focused 100% on YOUR business, or just want to pick my brain about something you're struggling with, I'm here for you!

Book your free discovery call to see how I can help!

BOOK ONLINE