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Expand your e-business!

From 0 to 100k€ in a month

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Why this Hibouk[1]?

Developing an e-commerce is not an easy thing to do. First, you must find an original idea, create online contents that will be enjoyed by your audience, sell your high-quality products...

It requires a lot of time and work.

You want to start or you recently opened your e-commerce and your results are not what you expected? You don't know where to start?

No need to panic, Kiliba is here! We're going to help you improve your development process with 4 key points to get your business off the ground!

Here we go from 0 to 100K€ per month!

[1] To pronounce /ˈiːbʊk/

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Agenda

Successful development
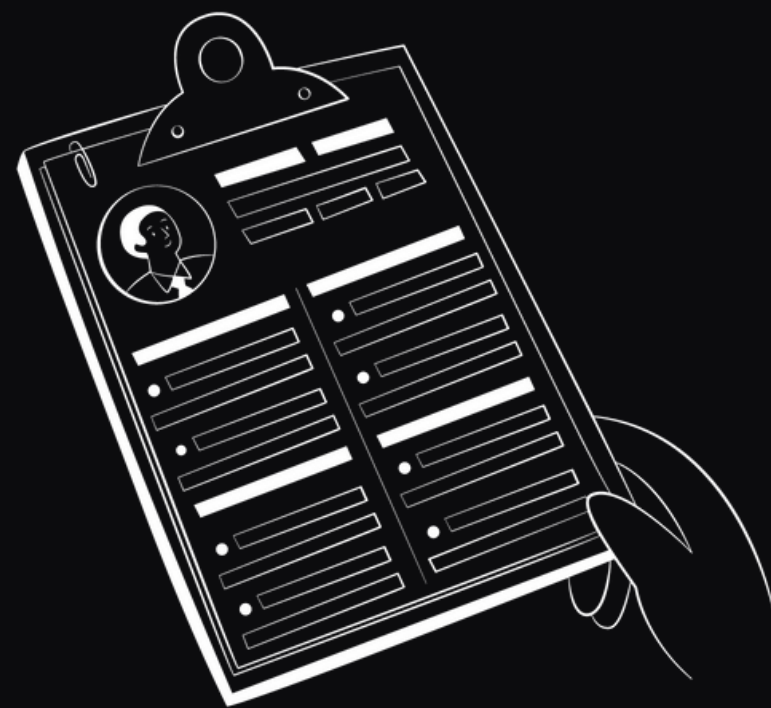of an e-commerce site: a
guide for beginners

Focus on SEO to boost
your e-commerce

Marketing automation
best practices

The essential tools for
customer loyalty

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1 **Successful development of an e-commerce site: a guide for beginners**

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E-commerce in a nutshell

The number of online shoppers keeps growing, as the competition. Online commerce is the fastest growing sector of the retail market and one of the most competitive.

There is no one-size-fits-all approach to e-commerce. The most successful shops build an audience, attract traffic and convert visitors into buyers.

But how is it possible to create a successful e-commerce site?

The e-commerce market nowadays?

Despite the fact that online commerce exists for quite a long time, it keeps growing at a quick pace.

Indeed, it should grow more than 20% per year during the next decade.

As a result, the e-commerce sector, in addition to growing, becomes more and more competitive.

We expect the sector to be over 60% of total retail sales.

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The most important features of an e-commerce website

The go-to of your e-commerce

- A shopping cart: The possibility for your customers to buy goods through a payment process.

- A shopping cart management system: A specific kind of software that allows you creating and managing your online shop.

- A payment gateway: The third-party service that manages the payment process, like credit cards and online payments.

- Shipping information: All the information needed by your clients to receive their goods.

The must-have of the buying cycle

- A website: The site where your customers can find information about your products, shop, buy and pay.

- Functionnal webpages: The pages allowing your client to place an order, consult your website and make a purchase.

- A blog: The spot where you can publish your products' information, your shop and your company.

- A contact page: The spot where your clients can get more information or leave their contacts.

The additionnal tools

- A customer relationship management (CRM) tool: A tool that helps you manage the relationship with your clients ; meaning the customer follow-up and sales management.

- Google Analytics: A tool to monitor your website activity.

- A marketing automation tool: A tool that automates the process of marketing your site, including sending emails and creating content automatically.

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E-commerce platforms

It exists many ways to sell online! Indeed, there are so many that it could be difficult to choose! Every plateform is designed to meet the specific needs of the companies depending on their type (size, database...). So, here is a short selection of the more used and appreciated platforms:

- **Shopify :** One of the most appreciated e-commerce platform for businesses! User-friendly and easy to use, what more could you ask for? It is equipped with a multitude of features, including a stock management and shipping system.

- **Prestashop :** French CMS open source, it is the current leader of the online commerce market. Counting more than 300 000 shopping sites today, this all-included plateform allows a fully customised online shop in the most intuitive way. The cherry on the top? The Add-ons marketplace offers a wide range of units and themes to add to your website.

- **Magento :** Another world leader in this field, this e-commerce CMS is known as the most complete solution on the market. Magento is suitable for large-scale e-commerce projects.

- **Weebly :** Popular website builder with an intuitive interface. Weebly offers different types of websites, including those with shopping carts and full e-commerce functionality.

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Choosing your marketing strategy

Your website marketing is as much as important as your sell-to-be products. You cannot expect selling a thousand of products without putting time to your marketing strategy. Here are some advices to rightly commercialise your online-shop!

Creating a logo

Your e-commerce requires a logo ! It contributes to establish professionalism and notoriety of your e-shop. Its presence on your website builds trust towards your client that will buy later.

Creating product evaluations

These evaluations encourage your clients to share their opinions on bought products. These different opinions can be used to establish your company's reliability.

Creating a product description

A precise, complete and easy product description smoothens the buying process. Thus, potential clients can more easily picture your product.

Offering various payment methods

51% of abandoned shopping baskets are caused by payment methods! You have to choose between many payment canals: 1-click (PayPal, Amazon Pay...), saving payment data for future purchases (with the consumer's consent!!!), staggered payments or even after-sales channels to facilitate the order.

Creating a headline

A short and catchy headline helps you making people remember your shop.

Choosing delivery options

E-commerce grows, deliveries as well. By deliveries, it is meant the shipping costs return shipping costs. These costs should absolutely not be forgotten.
69% of consumers say they are willing to add an item to their shopping cart to get free delivery. Yet, 2/3 of clients are giving up their shopping cart if the delivery costs are judged too high.

Creating quality product images

Images of your products make them more pleasant and professional. They are therefore a great help.

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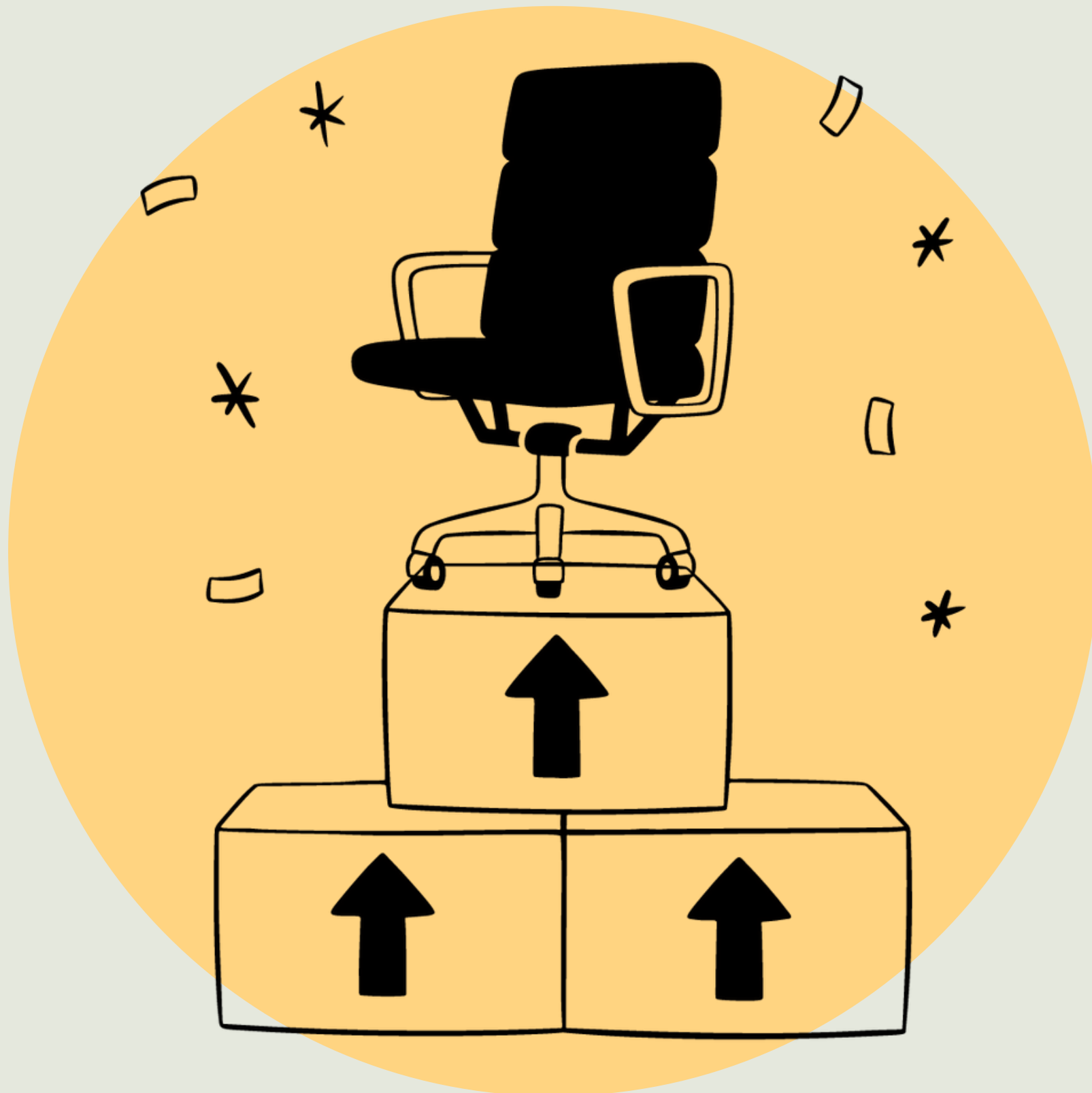
2 **Focus on SEO to boost your e-commerce**

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How can acquire new clients?

Are you a new entrepreneur looking to acquire your first 10 customers? Experienced retailer, you want to grow your customer base?

L'acquisition Client acquisition is the answer! This initiative always be at the top of your e-commerce to-do list!

To answer your concerns, we will deal with the basic knowledge of SEO, brand traffic or semantic cocoon...

Ready to reach
the moon?

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A Google visitor is not necessarily a buyer!

However, this observation is often made too quickly by many traffic managers.

When an internet user browses the web et does a search on Google (or any other search engine), they may have several intentions. They browsing on Facebook or Instagram is not necessarily for purchasing purposes. They are simply having a good time. Moreover, the ads seen have an irrelevant efficiency rate.

4 main intentions can be identified:

Information-related

How can I do that? What is the age of that? What is that?
This person is only looking for a solution to his/ her problem. It is not a purchasing process, only an information process.

Browsing-related

This kind of search appears when a potentiel client is looking for a specific answer (i.e.: Kiliba). The search browser recognises the requested site and will therefore place it in the first position. It does not only take into account the brand search; it can also display results related to a desired product (i.e.: marketing automation solution). If your website is well referenced, the search browser will be able to put you in the first place depending on the done request.

Business-related

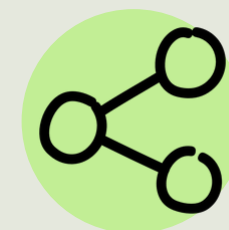What is the best coffee machine?
 Compare the food processor, etc.
The internet user is looking for an information before pursuing their purchase intention. It is very likely to find all the companies affiliated with this intention; and therefore very well referenced. This is an excellent way to attract traffic. There are, moreover, modules on Prestashop or Magento that allow you to implement this strategy.

Transactional

Buying organic tea, house ad in Lyon... Transactional requests are those most likely to result in high conversion. The person wants to buy. Your page must then respond to this desire.

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Let's take all the keywords related to the "shoe" theme (SemRush data).

On a total of 14 237 000 different requests, here is the volume share of the monthly searches:

- Information-related : 5 890 000
- Browsing-related : 2 147 000
- Business-related : 2 818 000
- Transactional : 3 382 000

We can see that more than half of the requests have no purchase intention.

It is then essential to work on the content of your site according to the demand of the Internet users to convert as much as possible.
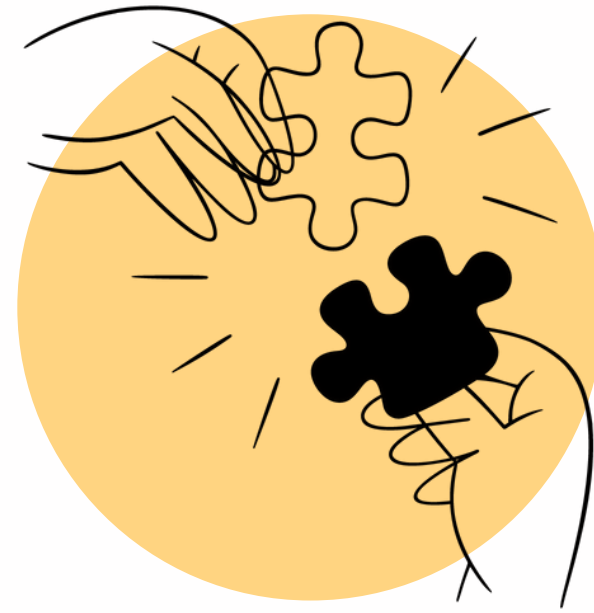
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Traffic acquisition is expensive

Google Ads

It's true that having your commercial link in the top positions of Google searches, - besides being cool - increases the chances of generating qualified traffic.

But - because there is a but - buying Google Ads clicks, on requests with purchase intent, quickly becomes very expensive.

Natural referencing

The more likely a query is to result in a purchase, the more competitive it is, the more time-consuming and expensive the SEO work will be to rank.

But how can you make your SEO potential grow?

- Get to know your users
- Offer content far in advance of their purchase
- The further away you are from the purchase, the easier it will be to find

Top quality SEO? You can do it with your eyes closed!

- The more web pages you have, the more page rank you will accumulate (meshing)
- The more your contents complement each other, the more Google will value them (semantics)
- The more you answer problems, the more other sites will quote you (backlink)

Congrats, you have set up a "semantic cocoon"!

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The criteria of an effective semantic cocoon

Don't hesitate to see the big picture regarding your clients' questions. One keyword per query is not enough to do a complete content! Is it quite the opposite, there are about forty entries per semantic field on average.
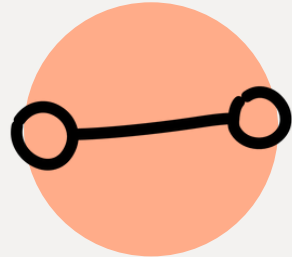
Internal mesh

You must link all the articles of your website through the integration of hyperlinks. Your natural referencing will be, hence boosted, and you will optimise browsing from a page to another. This technic is called internal mesh. It distributes popularity among the pages of a site and helps search engines to understand the subject matter of content.

The more popular your pages are, the better your site ranks in Google results!

The sky is the limit, not your text

Un bon cocon se définit, avant tout, par une richesse en termes de diversité des médias : photos, vidéos, infographie, simulateurs etc. Il doit donner envie à d'autres sites de pointer naturellement vers le tien.

Conversion funnel

Your conversion funnel is made of milestones followed by your visitors to meet your goals of conversion. The knowledge of your leads and clients is essential to set up an optimum path!

1. **Attract:** Make visitors come to your website
2. **Transform:** Turn this visitor into a qualified lead
3. **Convert:** Convert your lead to client
4. **Create customer loyalty:** Satisfy the customer so that they will recommend you forever!

But how to make a visit profitable?

Your website is by definition without any purchase obligation. You should know that today :
- The average bounce rate depending on the website is between 40 and 60%.
- The average conversion rate is between 2% and 4% between mobile and computer.

It makes up to 98% of the visits you have do not lead to a sale. The visitor must therefore be attracted throughout his intentions. At the start of their buying process, your future client does not know yet what their problem is. However, you have the solution!

Small tip: You can collect information starting at the first visit with a pop-up, a form that displays a promo code, a newsletter subscription, etc.
Then, you can push the right content to answer your potential client's problem. They will probably come back to your website to complete their purchase.

Indeed, setting up an efficient SEO strategy takes a lot of investment but the results gained back are enormous.

What are you waiting for???

3 Marketing automation best practices

Why is marketing automation essential?

Converting leads, winning clients fidelity, increasing profits... You already have heard of these terms if you work for marketing field. They are a part of marketing automation, the cornerstone of an effective marketing strategy.

They describe the overall actions that a marketeur can automise with the goals of acquiring more visitors and acquiring new clients.

But let's take a closer look. Don't you have ever received an email that didn't meet your expectations, nor your needs but, on top of that, not at the right time? Don't you have ever received 2 to 3 emails of the same retailers in the same day? Don't be scared, this situation happens to everyone!

Marketing automation could save your life! This kind of marketing has many benefits like: présente de nombreux avantages comme : le saving time, precision targeting, personalisation of emails according to the user and a better knowledge of your prospects.

So, do you think your scenarios are inefficient? Is your solution a good fit? Are you lacking competencies and don't have time to hire marketing giants?

Either you are in charge of marketing or to your shop's management, choosing the right marketing automation tool is absolutely necessary. Depending on your needs, this tool can change a little bit. A multitude of software offer this kind of functionality, such as the personalised online experience that Kiliba does.

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A few examples of scenarios

We offer you 4 examples of scenarios - accompanied by little tips - that you must implement for your e-commerce site!

Welcome email

THE UNAVOIDABLE!! It represents the first step to build a long-term relationship with your future clients. Thank them, spoil them... Why can't you offer them a discount as a welcome gift? Makes the most of this occasion to share your brand image, values and social media to make them follow you! It is one of the best ways to develop your acquisition strategy.

Our advice: Don't take the safest option: offer an original and out of the box content!

Name day email

Quit rare, but you can make it work! On top of that, it could help you winning over your clients. This small attention followed by a discount might assure you a sale within the next hours. It is in your best interest to think about Name day.

Our advice: Kiliba offers you to wish name day to your clients. You can always ask a demo here.

No-purchase visit email

We all know it, clients giving up their shopping carts is quite a nightmare for an online retailers. However, it is a very common behaviour: 73% of internet transactions do not complete (AB Tasty). This well-known shopping cart is mostly used as a wishlist by your clients to first compare similar products' offer (price, delivery fees...), before finalising the purchase. To overcome this problem, sending an email including the no-bought products and relevant recommendations is literally a life saviour!

Our advice: Create an urge to buy this product to your client by showing them how popular it is.
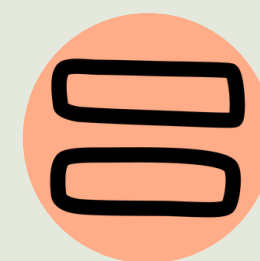
Cross-selling email

The best email to send to get your business off the ground! Based on the offer of complementary/necessary items to add to the purchased product(s), it encourages your customers to buy more.

Our advice: If a client buys a laptop on your website, suggest them the laptop case that goes with it...

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Which tool should you choose?

Data is the key element of marketing automation. Your clients interact in many ways with your brand. They could either visit your website, place an order, follow you on your social medias, etc. So, it is vital for you to gather all of your datas and use them wisely.

There are now tools that can analyse your customers' data to send them fully personalised automated messages based on their involvement.

It is easy as pie! Based on artificial intelligence, the tool analyses the behaviour and satisfaction of each customer: visit, purchase, email openings, clicks.

No need to reach out to unsatisfied clients: you control your marketing pressure, unsubscribing rates and the conversion rate of your emails.

The right communication pace is a balance to be found in order not to displease all your contacts. Some people like to receive two emails a week, while others prefer to receive only two a month.

Kiliba is the only one to offer you all of these features:

- A quick set up Une mise en place rapide
- Ready to go automatic scenarios: they are just waiting for you to personnalise them
- Sending emails based on your customers' behaviour
- Control of your marketing pressure
- Tailor-made pricing according to your needs

What are you waiting for to go on board?

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4 The essential tools for customer loyalty

Relationship marketing

To make the most of all your distribution channels, you must use multichannel marketing. Diversifying the tools and communication channels you use to address your subscribers gives you every chance of keeping them loyal.

While using transactional marketing, your marketing actions only aim to make sales happen, relationship marketing makes the bound between your clients and your brand stronger.

Relationship marketing has a customer-focus rather than a product-focus. You have to initiate incentives to get to know your leads or clients. Thus, you have a better understanding of them and can offer more specialised services. In the long-run, you build a strong and sustainable relationship that wins their fidelity.

Relationship marketing tools help you interacting - in a privileged way - with your customer at different stages of their buying journey.

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Why should you do relationship marketing?

1 Good management of your customer relationships

Here are the essential points to emphasise to reach this goal:
- Reinforce your CRM
- Get to know your clients better (through customer data processing)
- Communicate with your clients
- Involve customers in your brand's life
- Implement a loyalty program

As well, you can set complementary objectives, like:
- Anticipating the loss of a customer
- Improving the customer experience on your site

2 A good brand renown

Increase your brand spearing, its history, valeurs and assets. Your brand image will be highly enhanced. Thus, your clients will have a soft spot for you!

It should not be forgotten that the engagement of loyal customers will generate free publicity: word-of-mouth.

It is a real opportunity to do lead nurturing, meaning turning your leads into customers.

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What are the relationship marketing tools?

The classic tools of transactional marketing can be adapted to relational programmes, provided that the emotions and the human element are used to personalise communication and strengthen the relationship:

- Loyalty cards, physical or dematerialised (wallets)
- Discount codes
- Vouchers
- Customer reviews
- Gifts
- Sponsorship
- Satisfaction surveys
- Targeted communication campaign
- An impeccable customer service

The numerous web's tools are the most common communication channels:

Social medias
They help maintaining a permanent connection with your customers. If they are young, they are more likely to follow you on TikTok and Instagram. Kind of the place to be. Social medias can easily be described as the most efficient marketing tool for finding brand ambassadors.

L'emailing
Its original version was replaced by marketing automation. Emails are 100% automated and personalised for your customers. They feel more unique and they are better chances for them to interact with your brand.

Conversational marketing
Chatbot (bot-to-human) or live chat (human-to-human), in addition to emailing, offer you the most complete solution. You can quickly get your contacts involved. Human-to-human communication creates a more specific connection.

Content marketing (blog, videos, infographics...)
In addition to emailing, it is perceived as a foundation of inbound marketing. Through qualitative content sharing, you can address all your clients' needs while building a trustworthy relationship.

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✦ **CONGRATS** ✦

FOLLOWING THIS HIBOUK' READING, WE CAN OFFICIALLY NAME YOU MASTER OF MARKETING AUTOMATION !

The various presented tools will help winning your customers' loyalty. No to be forgotten: emphasising on a personalised and targeted relationship is the best way to show you true colours. You do care about the person, not the money spent by this person.

ON THE WAY TO A BILLION!

Kiliba, what is that?

At Kiliba, we have decided to build the first 100% automated marketing email solution to support you in:
- Increasing your sales
- Winning your customers' loyalty
- Enhancing your opening rates

Kiliba offers you 22 automated emails scenarios in 5 different languages.

The artificial intelligence used can personalise emails depending on every client's behaviour and to trigger them at the right time.

All this thanks to a module that needs less than 3min to set-up! Easy and reachable.

Ask for a <u>free try-out</u> and have access to the true power of marketing automation with Kiliba.

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DECLARED TOO EASY FOR MARKETERS