

smartebusiness

Award Winning Ecommerce Growth Specialists

Helping you find new customers
& keep your existing ones is an ART.
We have perfected it.



As Seen In



As Seen In



As Seen In

























Specialists



Ecommerce Growth Consultation

Discovery, Consultation, Planning

Smartebusiness clients

	BROOK TAVERNER	naked wines	
			PLÜMO
		SIEMENS medical	DIVERTIMENTI
		SOPHIE CONRAN Shop	
TROTTERS CHILDRENSWEAR & ACCESSORIES			ellisbrigham MOUNTAIN SPORTS
			
Cox & Cox		steamer trading COOKSHOP	
	 okla.co.uk		

1. Our Approach

There's an 'ART' to what we do... At smartebusiness, we have the insight to identify which technologies are best suited to achieving our clients' goals, and the foresight to help them evolve their marketing agenda to meet the future needs of the market. Increased revenue and customer retention, and a stronger web presence are just a few of the benefits of smartebusiness's strategies.

We've studied what works and devised successful campaigns to help our clients make a significant impact on their industries and their bottom lines. At the end of the day, our clients' brands are stronger and more appealing to their target customers, and significant company goals are met and exceeded.

Overall, we adhere to the following ground rules :

- Give our clients the same advice we would give to our best friends.
- Approach and treat every business and website we work on as though it were our own.
- Provide easy-to-implement systems for marketing that are measurable and effective. No smoke-and-mirrors or "filler material".
- Tell clients the truth, even if that's not what they want to hear.
- Help every client to dominate their market or niche and only work with clients who have the same ambition.
- We believe that work should be fun.

2. What we look for in our clients

Smartebusiness's unique skill set and product offering is not by any means for everyone. Equally, we don't accept just anyone either. Ideally, you'll already have a high customer service record and will have demonstrated significant ability to cope with high revenue growth.

It should come as no surprise then, that our client selection process is rigorous.

We look for future clients with:

- Products that deliver on the promises made
- A deep understanding of their target customers
- Ability to move quickly and react to the market & a sense of fun and passion
- Great Customer Service Teams

“There are tons of emarketing agencies recycling the same marketing principles and delivering the same results. At smartebusiness, we reinvent the ordinary, and promise the extraordinary.”

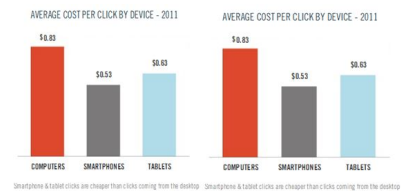
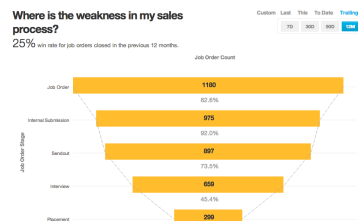
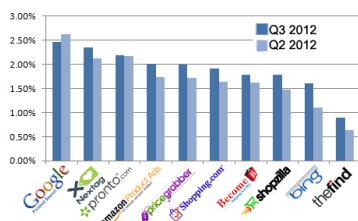
Our initial growth consultancy focuses on the delivery of the following areas :

1. Benchmarking & Core KPI Comparison – *deep look at your analytics to see what’s really going on*
2. Comparison against Industry Standards – *comparison against key ecommerce stats that you should be hitting (again allows us to instantly see what parts of your website are performing below par).*
3. Conversion Study – tangibles – *detailed breakdown of all your key elements & pages, and how to improve them – navigation structure, home, category, product, shopping basket, shopping checkout*
4. Conversion Study – non tangibles – *analysis of your offer proposition, call to actions, delivery, reassurances, social proofing*
5. Analysis of Buyer Types – *looks at how to get new buyers to buy, and how to get existing customers to spend more, and more frequently.*
6. Overall health check on your current emarketing performance – *analysis of your PPC, seo, email – what’s working, what’s not*
7. Competitor Intelligence Gathering – *a look (especially around recruitment of new customers) at your key competitors online (up to 4)*
8. Development Road map – *ordered in terms of priority and revenue generation*
9. 3 Year Month Online Growth Targets – *business case tool based on our core KPIs including (but not exhaustive) AOV, traffic, Conversion, Add to basket, proceed to checkout, checkout to order.*
10. Presentation of Results – *at our offices, or recorded video walking through the document.*

1. Benchmarking & Core KPIs Comparison

We’ll delve deep into your Google Analytics, email data and adwords account to see how you are performing for the key areas – we’ll also segment by traffic source, landing pages, browser as well as comparing dates throughout the year to get actual insights that we’ll tell you during the presentation of the results.

Comparison against Industry Standards



We’ll compare your key metrics against the competition and industry standards. This will identify areas where you are performing well, as well as (and most importantly) the areas you can improve. Analysis against our core KPIs and how you compare to other ecommerce sites within your niche.

It's an incredible snapshot which is immensely powerful. We will show where to invest in your store, at what time, in what priority order. It takes away the guess work and applies complete rationality to your ecommerce development work. Remember we are Ecommerce growth specialists, so we will present our findings & suggestions with 'Ecommerce' specifically at the forefront...

You will discover how your core KPIs compare to other ecommerce sites :

- Pages Per Session
- Sessions per Month
- Bounce – Overall, Home, Category, Product
- Search Uses %, Refinements, Exits & Conversion
- Conversion – Desktop, Mobile, Tablet
- Average Order Value
- Items per basket
- Page Load Time (Avg)
- Add to Basket % (Mobile, Tablet, Desktop, Category by Category)
- Proceed to Checkout % (Mobile, Tablet, Desktop, Category by Category)
- Checkout to Order % (Mobile, Tablet, Desktop Category by Category)

These KPIs are the cornerstone of Ecommerce Growth online. You'll discover why they are critical to your growth and how to get them moving in the right direction

2. Conversion Rate Study – The tangible factors

Once we've compared your core KPIs, we'll move onto this stage which will help pin point why and how to move the KPIs into the right direction. Often, conversion rate changes can have the biggest and most profitable impact on overall online revenues. By missing the basics, you can severely impede your online growth, and limit the available eMarketing programs that are going to be profitable. It's the first area we always look at.

During the study, we'll focus on the following tangible conversion factors.

- How your **'traffic source profitability'** compares against other websites.
- **How long does it take for users to convert** compared to other ecommerce sites.
- Where do **users drop out** of the conversion funnel and what your drop out SHOULD be.
- Full analysis **of landing and exit pages** with recommendations.
- What your **multi-channel marketing** funnel means (against industry standards).
- How your **browser conversion rates** compare with other ecommerce websites.
- **New visitors vs. repeat** visitors compared to other website stores.
- How your **customers repeat purchase** habits compare to other businesses.
- **Mobile, tablets desktop** comparison against industry benchmarks.
- Which **referring sources** of traffic convert best, and what you could be missing out on.
- **Branded keywords vs. generic keywords** – and how you compare to other businesses.
- **Poorly scrolled pages**, where visitors don't scroll below the fold and why this is happening.
- **Dead-end pages**, where visitors do not find what they were looking for and quickly back out.

<p>Home page analysis : (we'll conduct many home page studies, here's 5 of them)</p> <ul style="list-style-type: none"> • Home page offer positioning • Treatment of Returning vs New Customers • Use of best sellers on home page • Localisation of store to specific countries • Is there a compelling business tag-line? 	<p>Category Page Analysis (we'll conduct many category page studies, here's 5 of them)</p> <ul style="list-style-type: none"> • Effectiveness of layered navigation • Analysis of information shown against each product • Merchandised evidence on category page • Reassurance details clear? • Correct numbers of products shown per page for your customers?
<p>Product Page Analysis (we'll conduct many product page studies, here's 5 of them)</p> <ul style="list-style-type: none"> • Overall Page Structure • Quality of photography • Use of summary and full descriptions • Compellingness to buy copy analysis • Call to action, impulse triggers 	<p>Checkout and Shopping Basket (we'll conduct many checkout studies, here's 5 of them)</p> <ul style="list-style-type: none"> • Security importance clear? • Transparency around delivery, tax information • Payment methods shown clearly? • Consideration of upsells at checkout • Speed of entering information tested
<p>Navigation Analysis (we'll conduct many navigation studies, here's 5 of them)</p> <ul style="list-style-type: none"> • Overall navigation and category structure • Are categories based on what people are actually searching for? • Categories structured by popularity? • Study of heatmaps to show what categories feature in best layouts • Can we get back to the previous category at product depth level? 	<p>Search Tool Analysis (we'll conduct many search study points, here's 5 of them)</p> <ul style="list-style-type: none"> • General report on effectiveness of your search tool • Accuracy report on search effectiveness • How does it handle plurals and singulars? • Can we search within categories? • Does it offer auto suggestions?

3. Conversion Rate Study – The Non-Tangible factors

It's not just the things that we can see that can affect conversion rates. It goes deeper and into the psychology of your customers and how we make them feel when they visit your online website. We'll be researching some key areas that you may not have considered are important, but we've identified them as key game changes.

We will consider / review the following questions / areas : (small selection of areas we consider)

- What is the **immediate impression** that a user gets when he or she lands on your store?
- What do users see when they type something in the **product search**?
- What do users get in their **email** box when they register, reset password, subscribe or place an order?
- How are the users thanked when they **perform an action**, like new registrations, purchases, subscriptions etc?
- What happens if a user lands on an '**out of stock**' product page?
- What does a user see if he enters an **invalid email** address during registration?
- How does your store **inspire trust** in the heart of the visitors?
- How does your store reflect that you will **promptly deliver** the purchased product(s) on time?
- Analysis of **Order Confirmation Emails**
- Friendly **404 error pages**?
- Analysis of **payment methods**
- Auto responder emails
- Does the site load correctly in the browsers your visitors use?
- Do the pages load **fast enough**?
- Is it **easy for users to navigate** through the site and know what they need to do?
- Is the **copy** clear or confusing?
- Are **forms** easy to use?
- Do users encounter **error messages** that confuse or deter them?

4. Analysis of Buyer Types

Overview of the **4 types of online customer** (emotional, rational, impulsive, methodical) and how your website currently addresses (or doesn't address) each one. This is a huge contributory factor of conversion rate and it largely depends on the type of products you sell. Over the years, we've seen dozens of 'features' actually reduce revenue rather than increase it. **You'll discover why certain Ecommerce features will work for some ecommerce stores, and others could actually decrease conversion or Average Order Value...** Consider the different rational behind purchasing a car battery vs a luxury rug. The car battery is a rational (and often distressed purchase) where the buyer has a specific problem to solve (they want the product quickly, it needs to be assured that the battery is the correct specification and will fit the car). The luxury rug would be an emotional purchase where the buyer is influenced by a completely different set of rational such as beautiful imagery and compelling product copy (by purchasing this product they should feel they are buying into a lifestyle).

We'll present a full rational of your buyer types and how your online presence should address each one.

5. Identification of Quick wins

Some of our recommendations will be large, and sometimes radical. However, within the presentation of results, **we will list any quick wins we have identified that you can implement quickly.** We consider anything to be a quick win that is easy to implement and done quickly. We are experts in eCommerce & eMarketing so we have

the experience to know when changes are difficult and we have no intension of throwing a virtual rocket into your ecommerce business and walking away leaving you to pick up the pieces!

6. Competitor Comparison and market intelligence

No business exists in a vacuum. We often think that many ecommerce customers overlook the importance of gathering competitive intelligence. Sometimes the best way to take your business to the next level is by gaining a deep understanding of how your competitors operate. We'll dig deep and tell you everything you've always wanted to know about your competition. We will analyse in detail up to 3 competitors of your choosing within the price of this project.

Soft competitor intelligence gathered :

- How do they emphasise their **value proposition**?
- What their **prices** are like compared to yours?
- What is their **product photography** like compared to you?
- How are their **product descriptions** better or worse than yours?
- Are their **delivery options** more compelling than yours?
- Where are their **call to actions**, and how obvious are they?
- Is their site optimized for **mobile**?

Hard competitor intelligence gathered :

- What your competitor's **most profitable AdWords** campaigns are
- What your competitors are focusing on for their **organic keywords**.
- What **PPC campaigns failed** for your competitors
- What **PPC budgets** we think they have
- How to **avoid the mistakes** your competitors made through AdWords
- Who your **real online competitors** are
- What call to actions and **offers** are working for your competitors.
- **What emails are they sending**, how many?
- How do they **collect email** addresses?

If you don't know what your competitors are doing, it's difficult to make intelligent decisions that will keep your current customers, and entice new ones.

We'll tell you what your competitors are doing thereby showing you where you are performing poorly and identity the quick wins of opportunity.

7. Your emarketing effectiveness & opportunities

People come to your store and engage at various touch points. With each word they read, and each page they view, they form a picture of your business in their minds. Next, based on whether or not they like the final picture, they make a decision about buying from your store or your competitor's.

We will analyse your current emarketing activity and compare the results to see how they compare against other eCommerce websites.

struggling to increase the number of items per basket. Or pondering how to quantify the return of investment from your SEO activity.

You may have had limited success with Google Adwords, perhaps we can shed light on why it might not have been as profitable as you'd have hoped. Perhaps your email open rates are decreasing, or your unsubscribes are increasing. Maybe you are

Whatever eMarketing activity you have tried or are currently doing, we'll analyse the results and explain how it compares to other clients results.

We'll also tell you which emarketing programs might give you the quickest returns and which ones to reduce your spend / time on. All ecommerce stores have different customers / products and each responds differently to emarketing activity.

We'll identify which emarketing areas we would recommend would return a positive ROI for you, and which ones would not (based on your AOV, Conversion, Traffic and Repeat Business).

Our eMarketing study will be broken down into the 3 R's (Recruitment, Retention & Reactivation).

Based on the information you provide us (margins, delivery costs, return rates, credit card charges) we will show you your maximum costs per conversion. We'll tell you what effects doubling your conversion rates might have and what impact increasing your repeat business could have on your emarketing budgets.

We will focus on :

- Search Engine Optimisation – a review
- Pay Per Click (Adwords) – We will require access to your Google adwords Account
- Email marketing (We'll need your stats on mailing list size)

8. Creation of development road map

As part of the growth study we will create an development road map based on our findings and experience. We'll also provide where appropriate the level of budgets we'd foresee you requiring.

9. Creation of KPI Growth Plan

During the presentation and within the documentation you will keep, we'll give you a suggested growth forecast

During the Growth Plan we will provide you with the answers to the following questions :

- How much **growth potential** is there in your market
- How much **market share** do we think you are you getting currently
- How quickly can we grow from now to 3 years
- What the likely **eMarketing costs** you might need
- **KPIs defined** including Add to basket %, proceed to checkout %, checkout to order %, Conversion
- **'What If' Scenario Planning** using above KPIs based on 'what if' repeat order frequency, AOV, Traffic,

Our Growth Plans are comprehensive and form the cornerstone of our analysis.

10. Costs and Timings

Our results will be presented to you broken down into the following areas :

- Your statistics compared against Industry Standards
- Conversion Study Results
- Quick Wins identified
- Overall health check on your current eMarketing performance & suggestions of easiest growth options
- Competitor Intelligence Report
- Suggested Core KPI Growth Plan

You will receive :

- Presentation at your office (or our office, if you prefer)
- PDF documents for you to keep

The information we will have gathered is vast, and we'd ideally like one full day to deliver the analysis and recommendations. If you are extremely busy, we can tailor the results to suit your time available.

Cost for Ecommerce Growth Planning Consultation Program

Item	Cost exc VAT
Growth Review	£4850

Payment split into 2 stages – 50% on start, 50% on completion

Timings

4 weeks is our standard turnaround, however we can perform than in shorter timescales if absolutely required.

Brook Taverner sees continued online growth with Ecommerce Growth Specialists smartebusiness

When online fashion retailer Brook Taverner wanted to grow online sales, they were delighted to find smartebusiness could provide their complete online Ecommerce ecommerce services. Smartebusiness have made a significant impact to Brook Taverner, as Director Jason Scott explains, “ *We were very pleased to find smartebusiness as they have been instrumental in our online growth which has seen double digit growth year on year. Scott added, “The key aspect is their understanding of the fundamental drivers to ecommerce growth.”*

Jason Scott – Brook Taverner

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