5 COMMON MARKETING MISTAKES THAT KEEP YOU FROM GROWING YOUR ECOMMERCE BUSINESS

+ HOW TO AVOID THEM

SUNFLOWER DIGITAL · GROWTH MARKETING ·

Founders, CEOs and stakeholders, especially those working in start-ups, are faced with countless challenges and competing strategies.

With limited hours and resources, where should you invest time and energy?

Where will your investments yield the highest returns with the lowest possible costs?

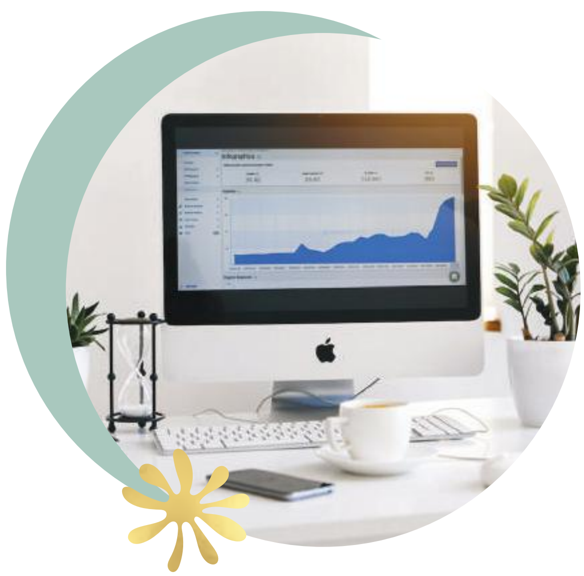
How should you structure your media plan?

How do you measure success so it leads to long-term scalable growth in your business?

How do you build awareness without sacrificing performance?

To help you build a solid framework for your marketing strategy, we've identified **5 Common Marketing Mistakes** that might be impeding your growth and how to avoid them.

Mistake #1: Trust Facebook Reporting



It's no surprise that Facebook has been called a "black box" and the "necessary evil" in your media plan. You have to have it but you don't have to believe it. The data provided by Facebook's Ad Manager is notoriously suspect.

Especially if you don’t update the default attribution. Consider this...their default attribution window is 28-day click and 1-day view. That means if a prospect clicks on your ad on Jan 1 and converts on Jan 28 from a completely different channel, Facebook claims 100% attribution for that conversion. Unless you’re selling cars or another high-priced luxury item, this window is way too long and gives Facebook a lot more credit than it deserves.

For most health and beauty brands with products sold at an average price point, we recommend 7-day click and ZERO day view. Yes zero view-based conversions. Ad agencies will hate this because it will tank their in-platform ROAS and make it much harder for them to exceed their goals. But who cares. It’s better for you and your business and that’s what matters.

We’re not saying view-based conversions don’t matter. They definitely do. The point here is to optimize your media towards what’s driving actual traffic to your site and to let the views that come on top of that be the icing on the cake.

The goal with Facebook, especially considering all the machine learning at play nowadays, is to force the algorithm to optimize towards what you can see and measure in your site analytics. You will always see data discrepancies between Facebook and Google Analytics, but the narrower that gap becomes, the more confident you can be that the media you are buying is delivering actual measurable results and revenue in your pocket.

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Mistake #2: Invest Heavily in Paid Influencer Content

Oh influencers. How we love to hate them.

There's this idea as marketers that the key to building awareness is reach. Reach....the most confused, indecipherable vanity metric we have in are arsenal. Instead let's start talking about real influence, and what engagement, audience alignment and authenticity mean for measuring it. And when that content is paid and "sponsored" and so clearly inauthentic, how much influence does it really have on a purchase decision? Because isn't the ultimate goal still to drive purchase behavior and connect, and not just to "reach" a lot of eyeballs.

Instead of paying one influencer that has 100K reach, try 10 influencers each with 10K followers and set them up with a generous commission on any sales they generate. Your reach is the same but the micro-influencers will be much more influential over that audience and you'll also sustain a lot less financial risk with the rev share model. Affiliate technology is an easy and affordable tool to help you manage hundreds of content creators on a rev share model. **Share a Sale** is a solid starter network and has been gaining popularity among influencers. As you build your community, gifting and relationship nurturing is key to keeping your network engaged and excited to partner with you.

Regardless of your KPIs or ROI model, don't let your influencer generated content sit on the influencer's feed.

Publish it on your site with a User Generated Content software like Pixlee. Then test it organically on your owned social channels first, if your audience responds well to the content, then it's a good candidate for a paid social ad campaign. Try whitelisting into branded content ads and promoting it to a look-a-like audience of similar influencers.

TIP: Build all of your amplification cost structure, licensing protections and whitelisting options into your initial rev share model agreement so it's all negotiated up front.

Bottom line, make the most of your influencer investment by developing impactful KPIs, strengthen your return with the right rev share model, and create an amplification strategy to publish and promote that content across multiple channels.

Mistake #3: Put All Your Eggs in the Email Basket

Despite the continuous call for the "end of email" that echoed for years in digital marketing circles, email is alive and well, still the bedrock of customer communication and community connection. But don't make the mistake of it being your only outbound communication channel. Savvy shoppers will use fake email addresses or unsubscribe immediately to access promotional discounts.

Add SMS to your retention channels. It's proven to be one of the best and easiest ways to message your audience. Open rates are extremely high because unlike email, no one likes to see "unread" text messages. I've seen conversion rates on SMS nearly double email and this channel can account for nearly 20% of your channel mix depending on your customer demographic.

The work to create, build and deploy a text message is probably 10% of what it takes to send an email. There is no reason not to be sending text messages to your customers and high intent prospects. Tools like Attentiv are the best in the market but expensive. Shopify has several affordable messenger apps too like Emotive and SMS Bump. When your business is large enough, invest in your own short code. Shared short codes can be confusing to customers and they don't protect your brand.

Think of Organic Social as an outbound communication channel as well. The content you publish there should support your marketing strategy and build community by connecting with your customers. Don't build your social strategy around follower growth. If your followers love your content but don't purchase your products, then it's not going to help grow your business.

Mistake #4: Ignore Customer Lifetime Value

CLV or Customer Lifetime Value is your most important metric and the one that's the most difficult to measure. It's not available in Google Analytics and it's challenging to extract by hand with Shopify data.

Try Glew.io which has a seamless integration with Shopify to start to measure CLV easily for your business. It's cost effective and a worthwhile investment to add another layer of data to measure your customers' behavior and to help you better optimize your performance marketing strategies and achieve your goals.

Set a long-term goal to increase the CLV so you can be more bullish in your acquisition strategy. Increase your CLV and you can adjust your CAC goal higher which allows for more scalability in your prospecting campaigns. Your lifetime value should always be 4-5x your CAC depending on your COGS and other costs in your unit economics.

Build your marketing and growth strategies around your customers and always be thinking of strategies to acquire more for less and retain them longer. It's easy to look at site analytics and design a strategy around sessions and transactions. Instead think about users and customers. When you model out certain opportunities build a model that supports continued improvements in these two metrics and you will be set up for success.

Mistake #5: Try to Grow Without a Plan

No matter the maturity level of your business, it's critical to have revenue goals, a budget and a plan to grow. Founders, CEOs and key stakeholders are bombarded with competing programs, technologies and opportunities all claiming to help grow their business, but where do you start and where do you go?

Should you launch an affiliate or a refer a friend program? Should you invest in SEO or deep dive into paid search? How should your communication and engagement strategy be different on SMS than email? How much should you spend on paid advertising as a percentage of your total sales?

As a business owner, you know you should be doing it all but you're also keenly aware of resource constraints.

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There needs to be a clear path outlining which programs to invest in first and then next and next after that. The **Sunflower Digital Roadmap for Growth** is customized to your unique business and will provide you with a unique plan to scale. Armed with years of expertise, reporting tools and dashboards, we will help you make the right investments in the growth of your business at the right time and build up.

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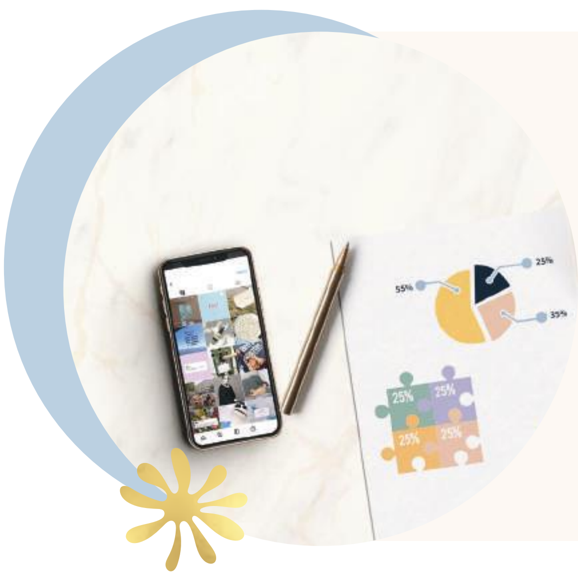
Or go to sunflowerdigital.com/contact and inquire with us.

LET'S CREATE A MARKETING ROADMAP TO SCALE YOUR BUSINESS QUICKLY



HELPING HEALTH &
BEAUTY BRANDS *Flourish*

We're an experienced growth marketing agency helping direct-to-consumer (DTC) health and beauty brands make the right marketing decisions to scale quickly.