



STYLE TREK

**Younify
E-commerce**

Targeting the
Right Clique for
Your Site

April 9, 2010

Your Site is Live...

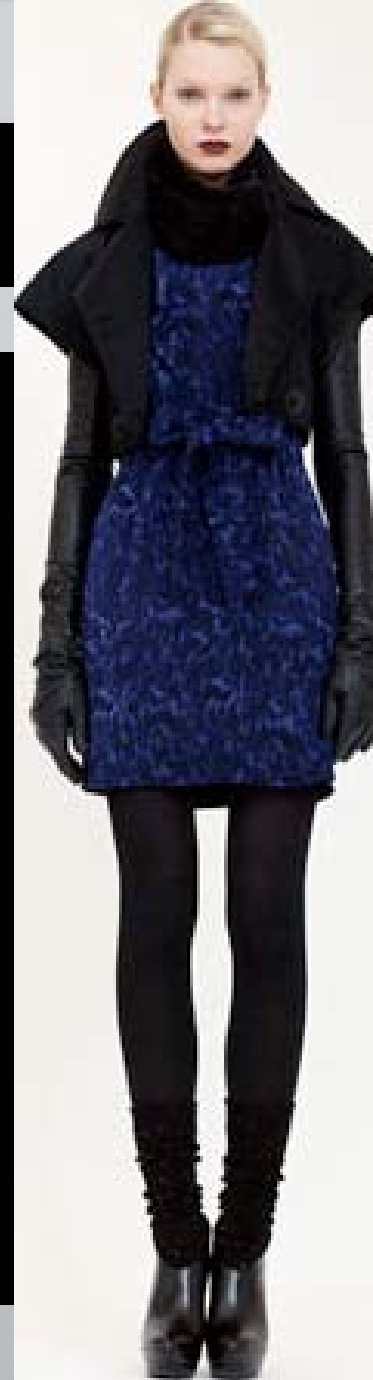
Now What?

- Who is your ideal customer?
- Create a demographic and psychographic profile
 - What other brands do they like?
 - Where do they live?
 - What do they do for work?
 - How old are they?
 - What are their hobbies?
 - What do they like to eat?
 - Where do they like to hang out?

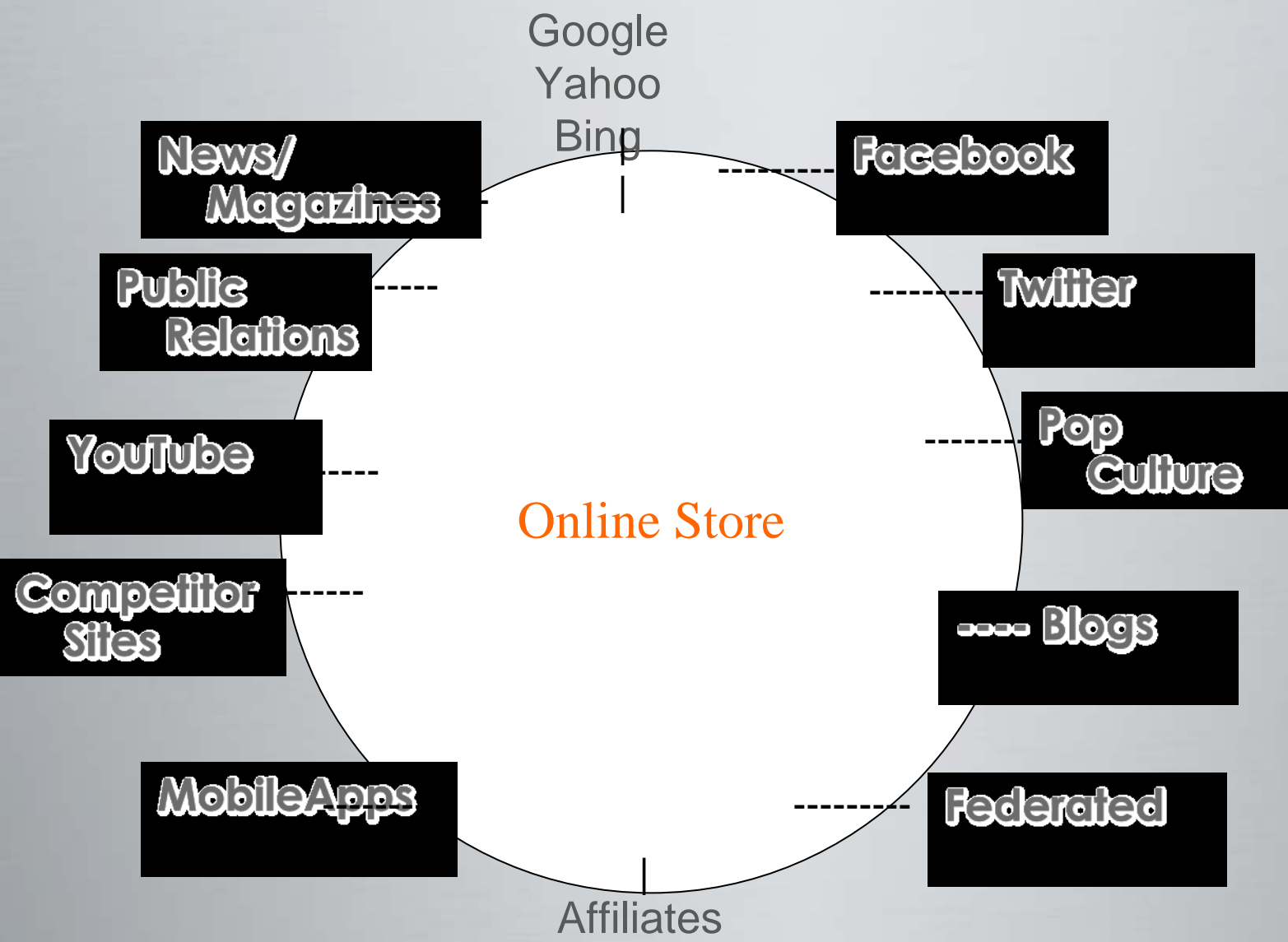


Where are they online?

- Google
- Facebook
- Online magazines/newspapers
- Blogs
- Email
- Twitter



Traffic to Your Site



Who are your competitors?

- Where are they marketing online?
- Can you capture some of their customers?
- How can you bring them to your site?
- How do you keep them loyal to your brand after you've captured them?



Marketing Plan

- What is your target weekly, monthly, annual sales?
- What is your average order?
- Based on a 2% conversion of total traffic, how much traffic do you need to drive to your site to reach your target?
- Where will that traffic come from?
- How big is your email list?
- How much of your budget are you allocating towards marketing?



Analytics – Data is your Best Friend

- What is your daily, weekly, monthly incoming traffic?
- Do spikes in traffic correlate to your marketing campaigns?
- Who are your top referrers?
- What are busiest times of day?
- Top visitors by individual, IP address, country?
- How much time are they spending per visit?
- ⁶What are top/bottom pages?



Your Brand

1. Your image
2. Your message
6. Your mission
7. Their experience



Your Image

The power of pull.

Crafting the right image to
attract the right customer.

Conservative or avant garde?

Classic or Rock n Roll?



Your Message...

- Craft the right message to your customer
- Online is less formal than offline communications
 - Think where customers are coming from before they get to your site



Your Mission...

- What does your brand stand for?
- Authenticity is key when attracting and retaining customers.
- Does every employee from those in your office, to those in stores, to customer service embody your brand message and culture?



Their Experience...

- Has your customer's experience been satisfactory or fantastic?
- If fantastic, likelihood that customer will rave about it on twitter or facebook is high.
- If less than satisfactory, high likelihood customers will complain not just to you but through their social networks.



Parting Advice...

- Listen to your employees.
 - Listen to your customers.
 - Take action and adapt.
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- Keep up. Online world changes daily.
 - Don't be left behind.

