

NEILPATEL

HOW TO GET MORE SALES FOR YOUR
ECOMMERCE BUSINESS

eCOMMERCE UNLOCKED

MODULE 1 - LESSON 3

Marketing Channels

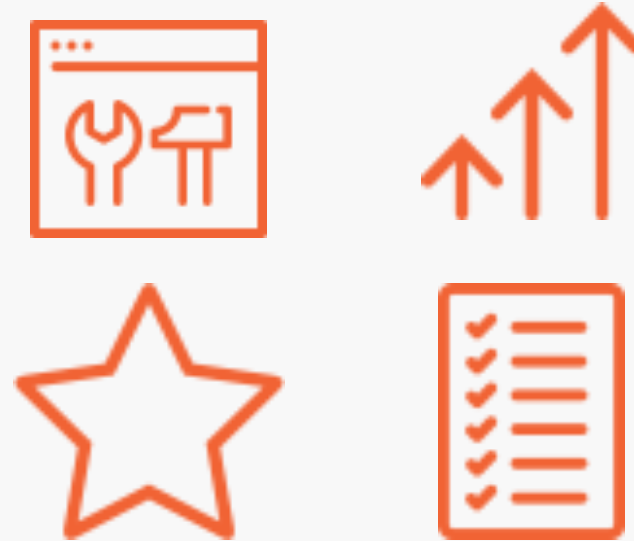


“This course is what I would do to market my ecommerce businesses, if I owned them!”

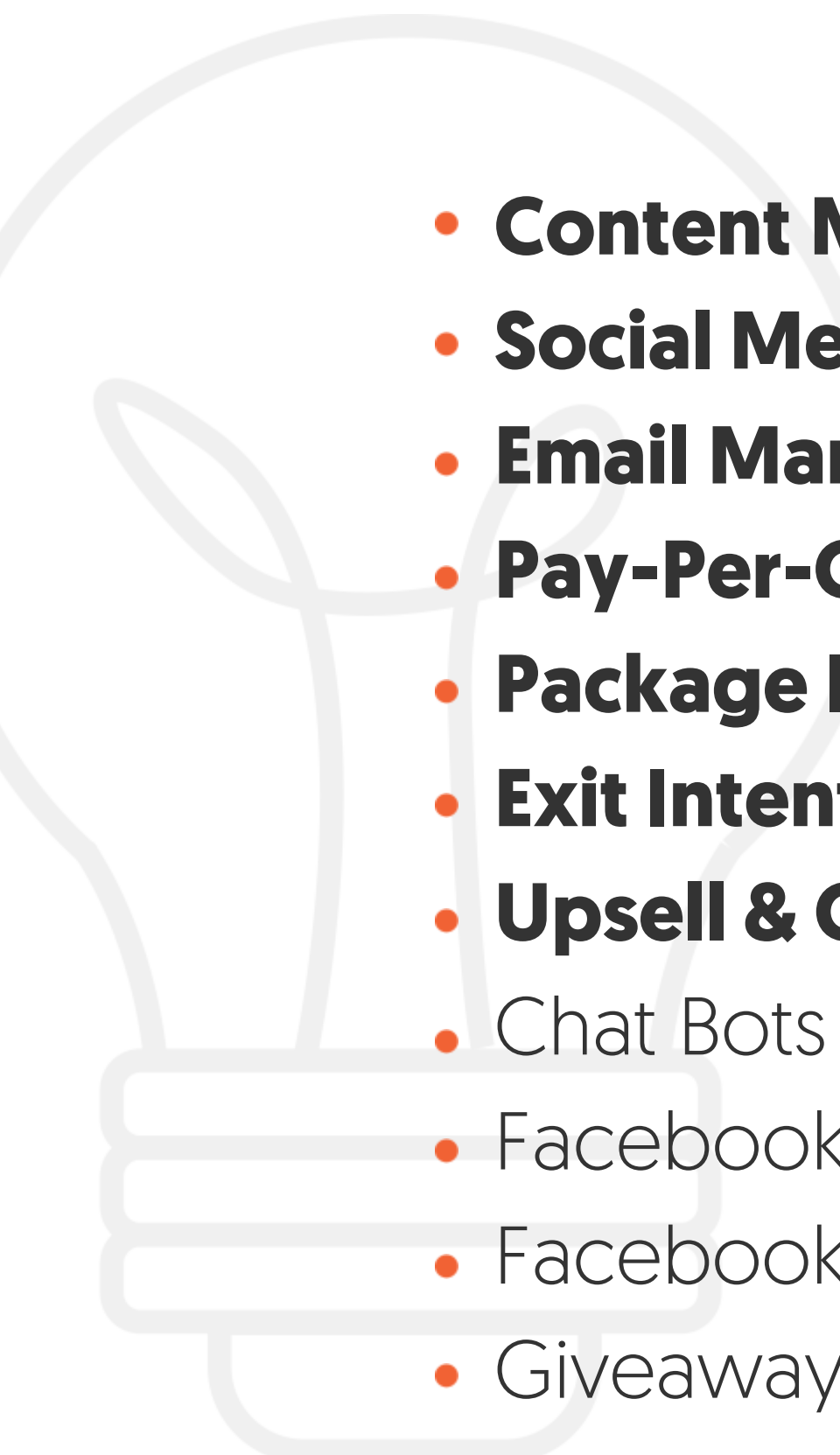
- Neil Patel

What You Can Expect

- I'm going to help you a lot today by giving you some excellent marketing channels to implement in your business.
- You don't have to do a "perfect" job of implementing it.
- If you just do a pretty good job, you'll be miles ahead of everyone else.



Marketing Channels **Master List**

- 
- **Content Marketing and SEO**
 - **Social Media**
 - **Email Marketing**
 - **Pay-Per-Click Marketing**
 - **Package Inserts**
 - **Exit Intent**
 - **Upsell & Cross Selling**
 - Chat Bots
 - Facebook Page
 - Facebook Group
 - Giveaways
 - Influencers
 - Facebook Ads
 - Instagram
 - Live Video
 - Google Business
 - YouTube Channel
 - LinkedIn Page
 - Guest Blogging
 - Podcast
 - Retargeting
 - Push notification

Manage Marketing Channels

Pick your marketing channels and calculate your profit minus product cost + advertising cost, to see if the channel might be viable.

	A	B	C	D	E	F	G	H	I	J	K	L	M
1		Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
2													
3													
4	Revenue												
5													
6													
7	Sales/Revenue	\$0	\$1,268	\$3,790	\$6,405	\$10,824	\$18,293	\$30,915	\$52,246	\$88,296	\$149,220	\$252,181	\$426,186
8													
9													
10	Gross Revenue	\$0	\$1,268	\$3,790	\$6,405	\$10,824	\$18,293	\$30,915	\$52,246	\$88,296	\$149,220	\$252,181	\$426,186
11													
12	Expenses												
13													
14	Accounting		-\$250	-\$250	-\$250	-\$250	-\$250	-\$250	-\$250	-\$250	-\$250	-\$250	-\$250
15	Product Cost/Shipping/Advertising	\$0	-\$750	-\$2,915	-\$4,927	-\$8,326	-\$14,071	-\$23,781	-\$40,189	-\$67,920	-\$114,784	-\$193,986	-\$327,836
16	Legal												

P&L Tracker Sheet

Key Performance Indicator (KPI) To Keep An Eye On

- Number of unique visitors
- Conversion rate
- Revenue per customer
- Total revenue
- Cost per acquisition
- Margins
- Profitability





I'll dive in-depth into these marketing channels in the coming weeks step-by-step. **In the meantime, I'll show you a few you tactics can implement right now.**



Alana

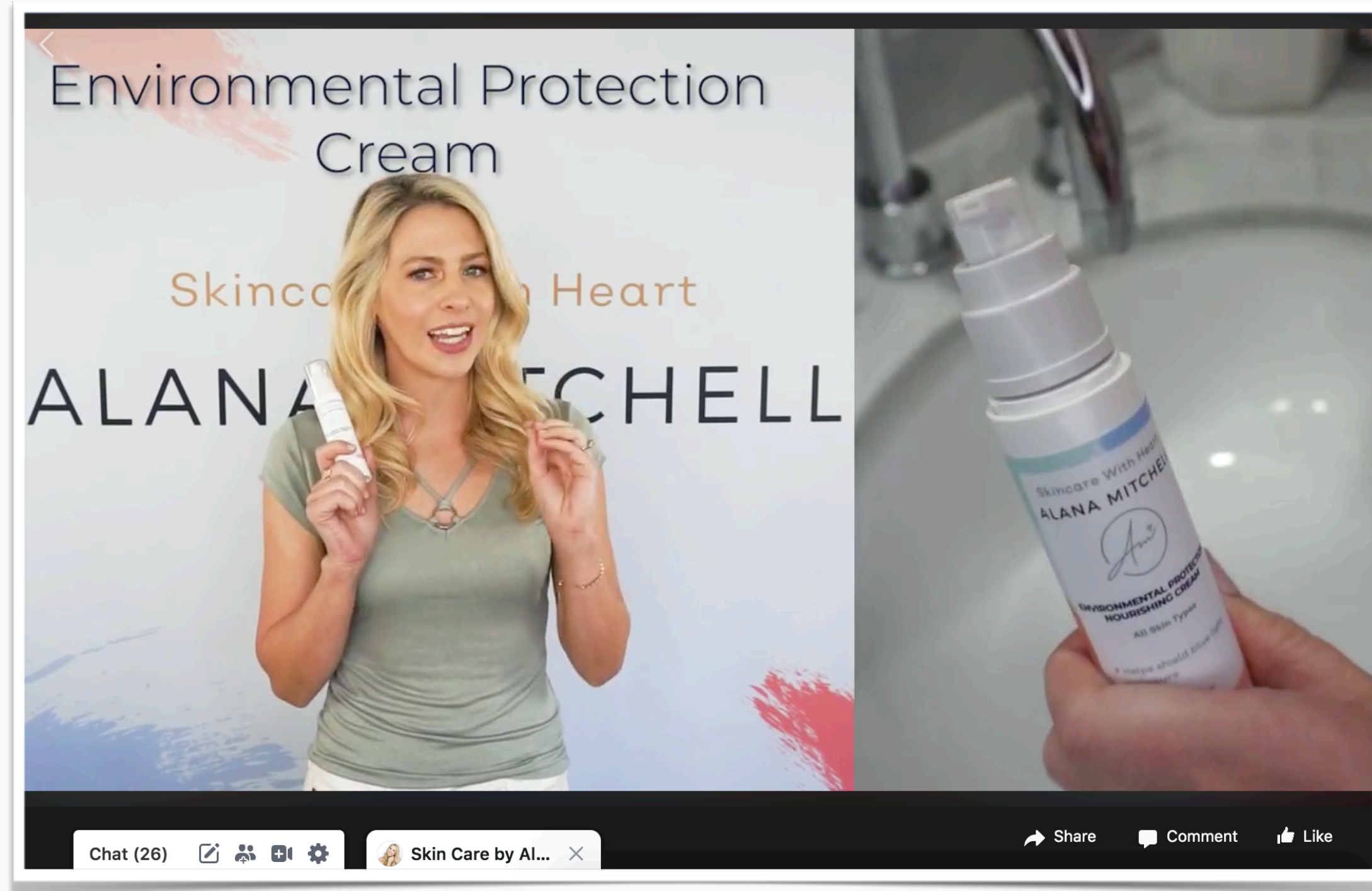
Sells beauty and skincare products

Runs a 8 figure ecommerce business

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Live Video

- Rapport with your community.
- Consistency is key.
- Repurposed, split & reused into other formats.
- Live Video converts

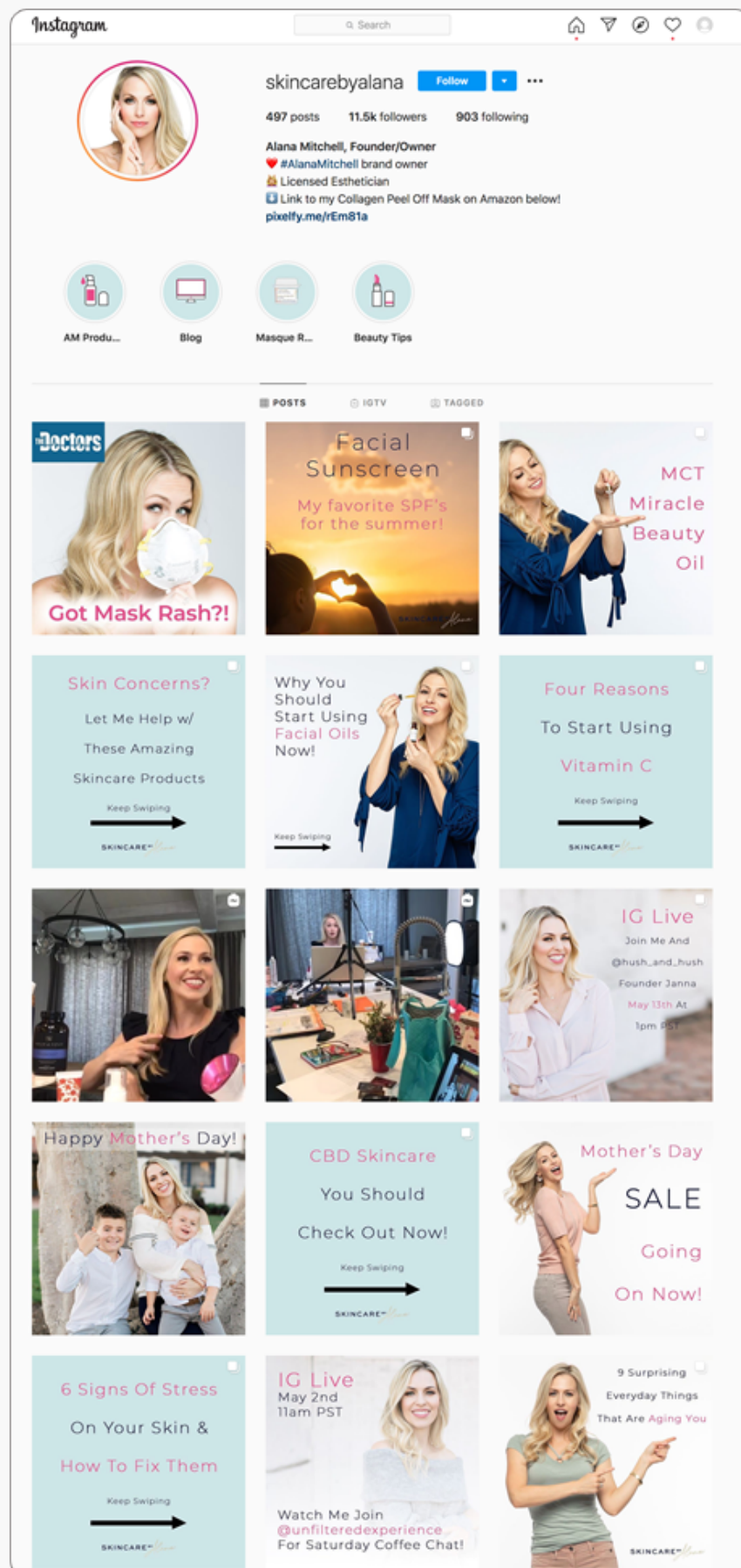


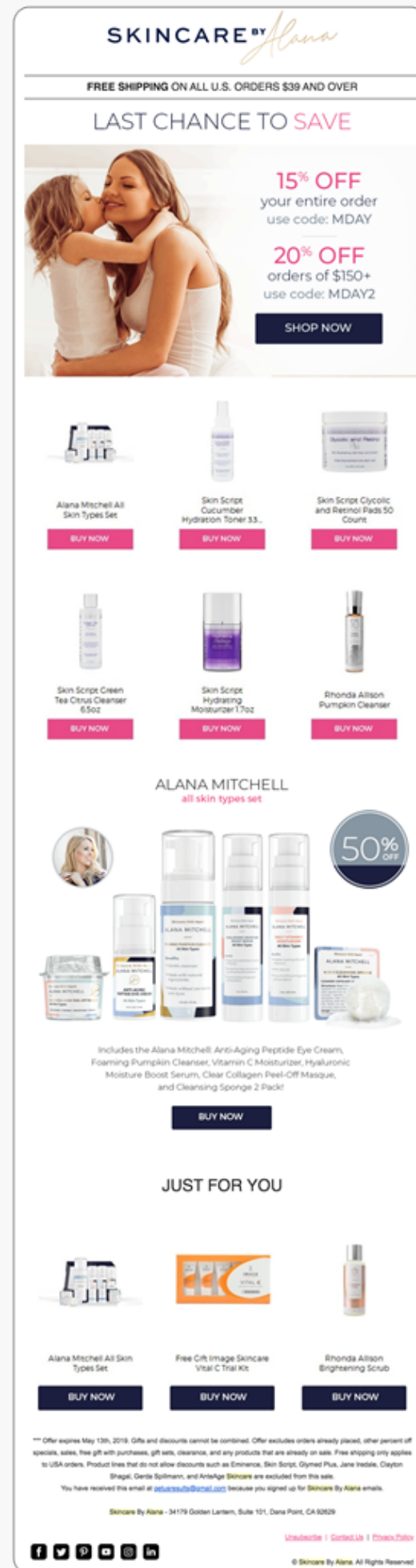
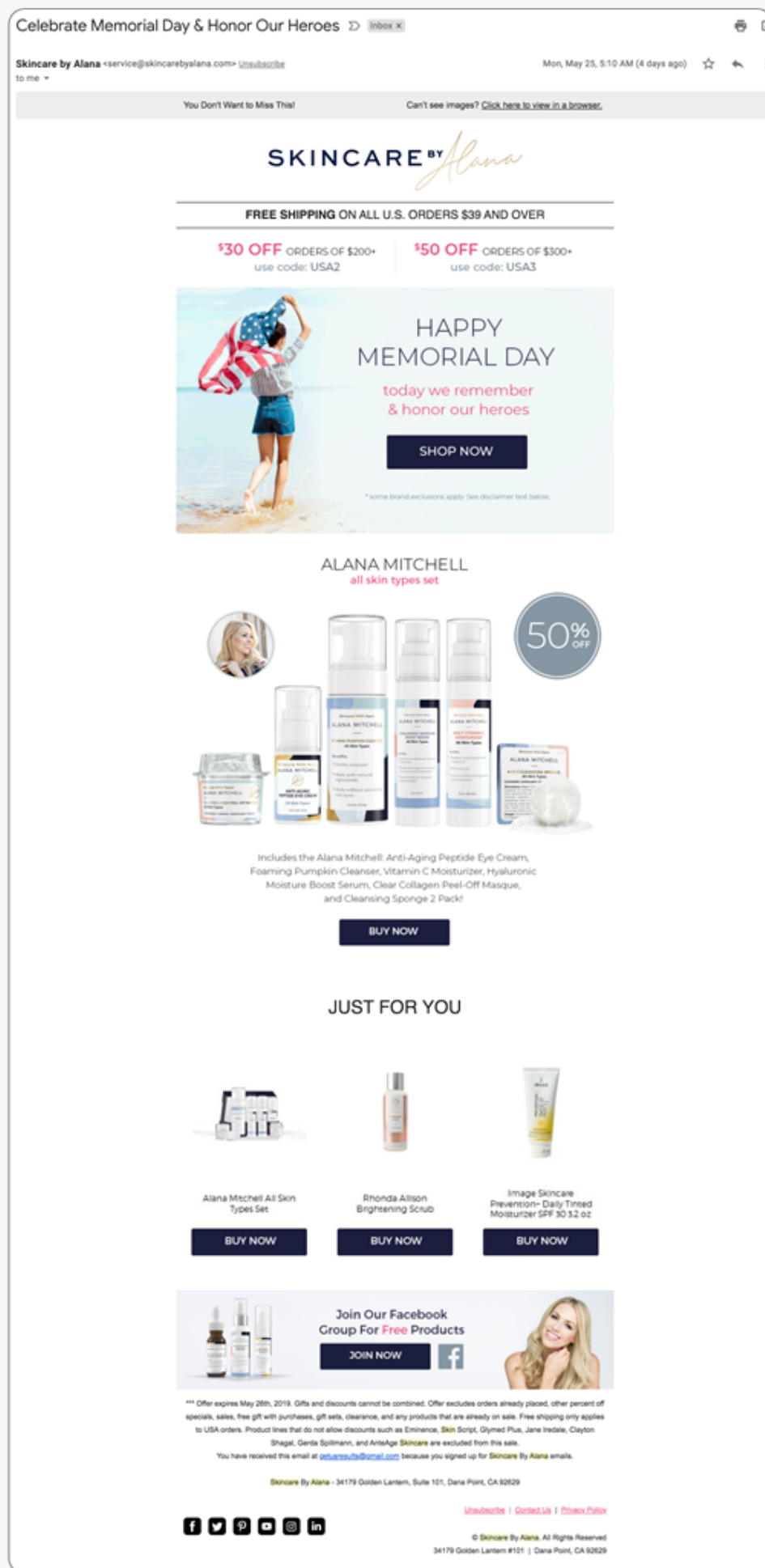
Instagram Marketing

Total Number of Monthly Active Instagram Users:
1+ billion

Alana uses it to humanize her brand, provide valuable content and make offers to her audience.

Alana's repurposing content from her own blogs, videos and FB posts.





Email Marketing

Email marketing has an average ROI of \$38 for every \$1 spent

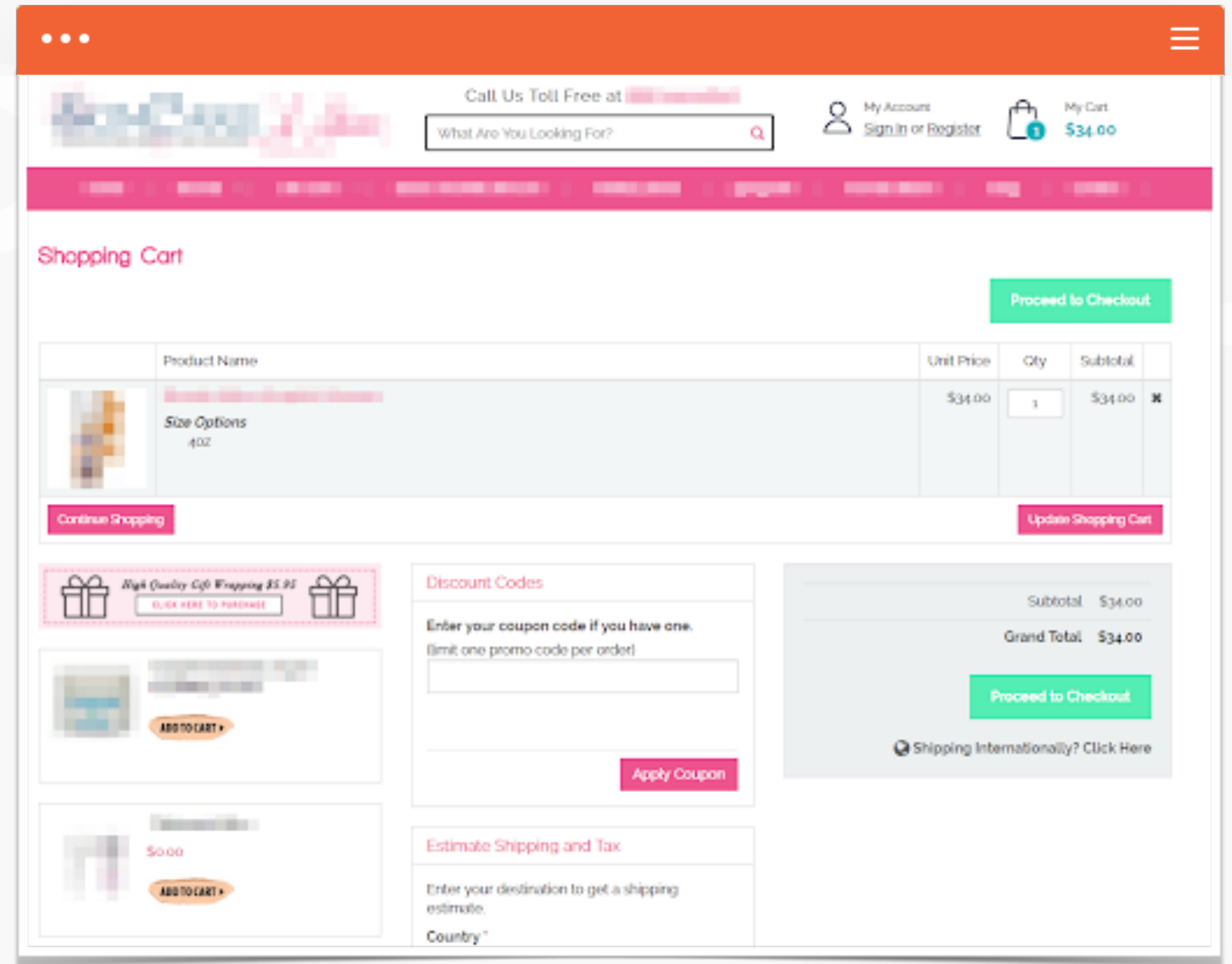
Email Marketing is Cost effective & high ROI



i'm lovin' it[®]

How To Upsell **The Right Way**

- 1 2 upsells/downsells at checkout.
- 2 First upsell at a higher price
- 3 Second upsell at 2/3 price (should be a complimentary product).



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Online Retailer Example

Unoptimized	Optimized
Daily Orders: 500	Daily Orders: 500
Average Initial Order: \$65	Average Initial Order: \$65
Upsell Price: \$55	Upsell Price: \$55
Upsell Conversion: 5%	Upsell Conversion: 15%
Total Upsells: 25	Total Upsells: 75
Upsell Revenue: \$1375	Upsell Revenue: \$4125
Difference: \$2,750 Per Day in Upsell Revenue	



A Few More Proven Examples...

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As a token of thanks
for choosing nestl,
we want to offer you a

**100%
FREE
GIFT**

Not 99% free. Not a
little bit free where
you still have to pay
for shipping and tax
Actually & completely
F R E E

WE LOVE OUR CUSTOMERS

Enjoy free pillowcases on us in any color of
your choosing! Just enter your shipping
address at the link below to get your gift.

scan code >



or go here v

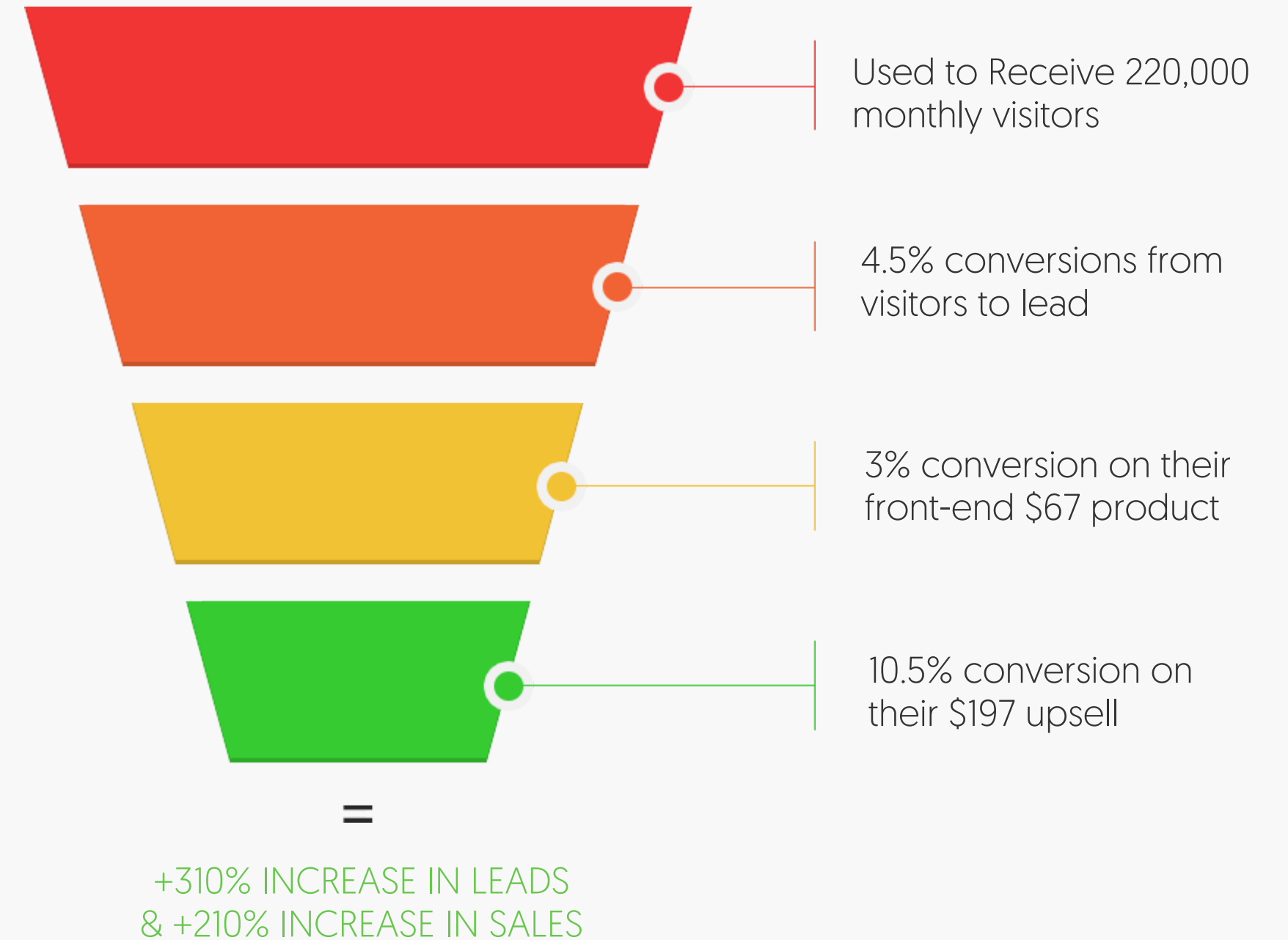
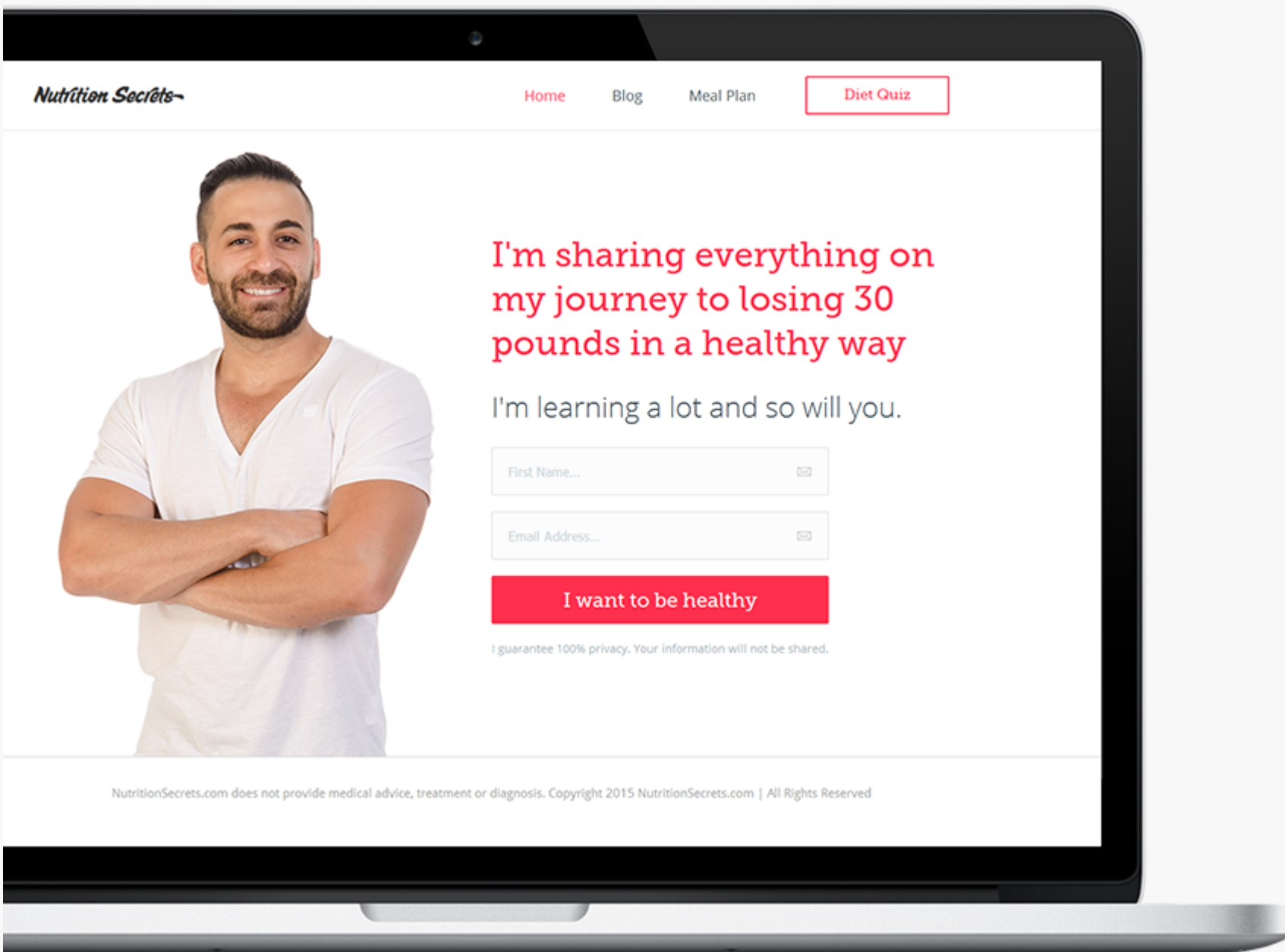
NESTLBEDDDING.COM/GIFT

Product **Inserts**

A product insert is a small
piece of paper or card that
contains marketing material
about your
products/services.

Data & Marketing Association
found that “product inserts”
get an average of 52%
response from buyers.

Nutrition Secrets – Lead Magnet, Exit Intent, Diet Quiz



GET THE CHEATSHEET I USED TO RANK #1 FOR "ONLINE MARKETING"

Enter your email to get the same cheatsheet
Neil Patel uses for SEO.

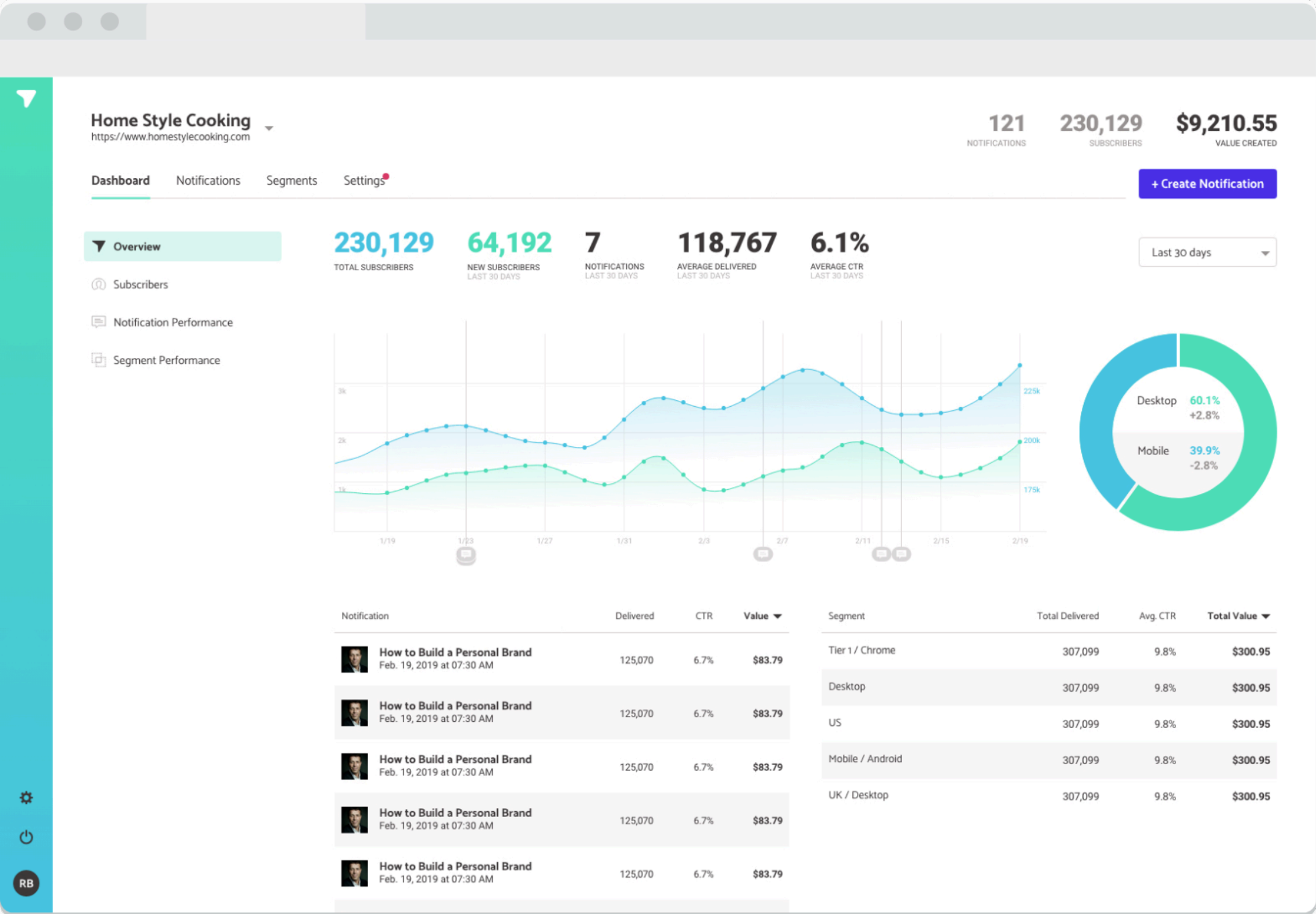
GET THE CHEATSHEET

[No thanks, I don't want more traffic](#)

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Animated
Exit Popups

Push Notification With **Subscribers**



Push welcome drip see a 6% click through rate on average depending on the industry.

Increase your visitors' engagement by customizing your notification icon, adding large images, and crafting custom call-to-actions.



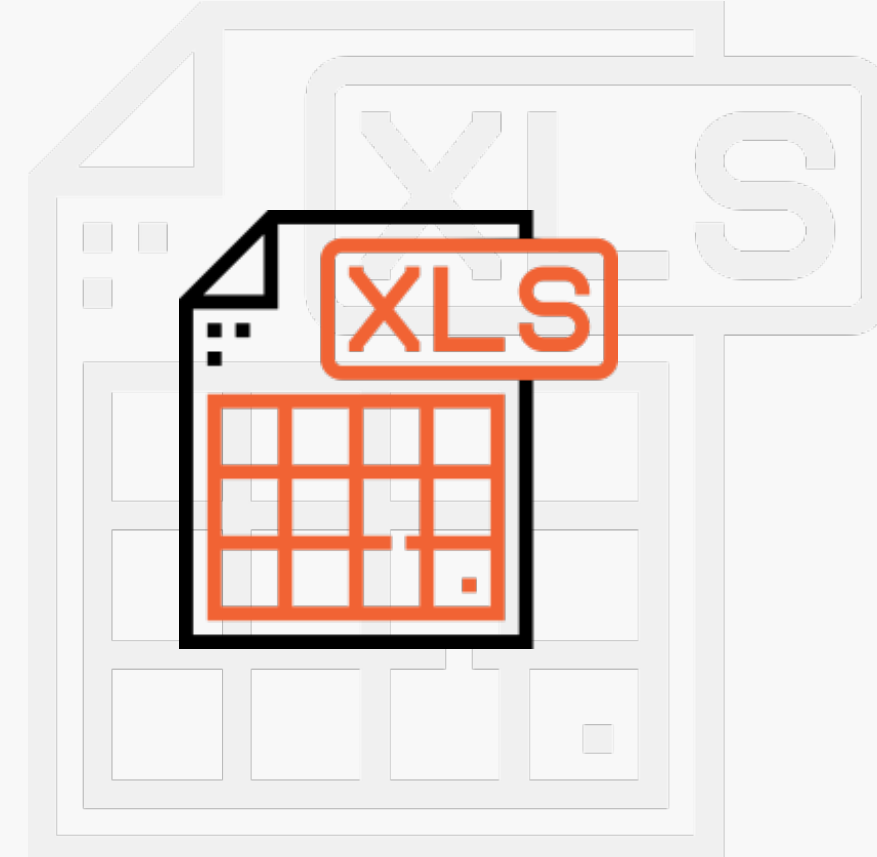
The Most Successful eCommerce Businesses
Deploy **Sales Channels + Marketing Channels To
Maximize Sales**

Actions



1. Marketing Channel - Quick Start Cheatsheet

DOWNLOAD PDF



2. Download P&L Tracker Spreadsheet

DOWNLOAD EXCEL

Next **Week**



- ✓ How to do **SEO & content marketing** for **eCommerce businesses**
- ✓ Creating content for **eCommerce** that drives visitors
- ✓ Promoting your **content** for **eCommerce** visibility
- ✓ **How to build product pages** that convert & rank in the long term



Start applying the lessons to your business now.

- Neil Patel