

**Shoelace.**

**THE ULTIMATE GUIDE TO A  
SUCCESSFUL YEAR IN ECOMMERCE**



# UNLOCK MORE SALES WITH SHOELACE'S EXPERT TIPS

**PART 1:** Planning for a Successful 2024

**PART 2:** Scale Your Business with Omnichannel Marketing

**PART 3:** Strategies to Convert Traffic into Sales

In today's ecommerce world, it's crucial for businesses to make the most of every opportunity to increase sales. With the fresh start of Q1, it's important to have a strategic plan in place to maximize your success for the new year. That's why we've developed the ultimate guide to starting the new year strong. In this comprehensive guide, we'll share valuable tips and insights to help you boost ecommerce sales and take your business to new heights this year.

# PLANNING FOR A SUCCESSFUL 2024

After the rush of the holiday sales season, the new year provides fresh marketing opportunities for businesses to take advantage of. To help you make the most of the Q1 period and beyond, Shoelace's expert growth marketers have compiled a list of valuable tips and strategies that will help boost your sales in the coming months.



# THINK BEYOND TRADITIONAL SALES EVENTS

One of the most important early-year tasks is creating a marketing and promotional calendar, your blueprint for the entire year. While the major cornerstone events of Black Friday / Cyber Monday (BFCM) and Memorial Day (or Victoria Day in Canada) are two of the most common and important sales events during the year, there's value in looking beyond these major dates.

The year is long and offers a wide variety of opportunities, and we highly recommend diversifying your sales strategy by including one or two additional key periods where you can run a major promotion timed around different holidays or even a new product launch. Whether it's a Mother's Day promotion for a store that sells baby clothes, or a special promotional campaign built around the launch of a new product, think about any additional key periods that you can tailor to your unique niche and products. While planning and building your year-long promotional calendar is important, remember to also remain flexible and adaptable to emerging trends and unexpected opportunities that may arise throughout the year.

This strategy of having more than two major sales events a year not only ensures steady customer engagement but also drives revenue during quieter periods. By strategically positioning your sales events or running new product launches during these additional periods, you create a strong marketing framework that gives more opportunities for sustained growth and customer engagement all year long.

# INCREASE REVENUE MONTH AFTER MONTH BY ANALYZING DATA

One of the keys to planning for a successful year is to build on your past successes. By analyzing last year's quarterly sales data, you can identify trends and patterns that will help you strategize for the upcoming year. Look for areas and different times of the year where you experienced growth and find ways to capitalize on them. Whether it's offering discounts on your most popular products or launching targeted marketing campaigns, using your past performance is a smart way to increase your sales month after month in the coming year.

For example, if you notice that certain products or categories performed exceptionally well during a particular season, consider expanding your product offerings in those areas in advance. You can also reach out to your most loyal customers and ask them questions to help you understand what complementary products they're shopping for. Also, study customer feedback and reviews you've received in the past which can provide valuable insights into what worked well and what can be improved.

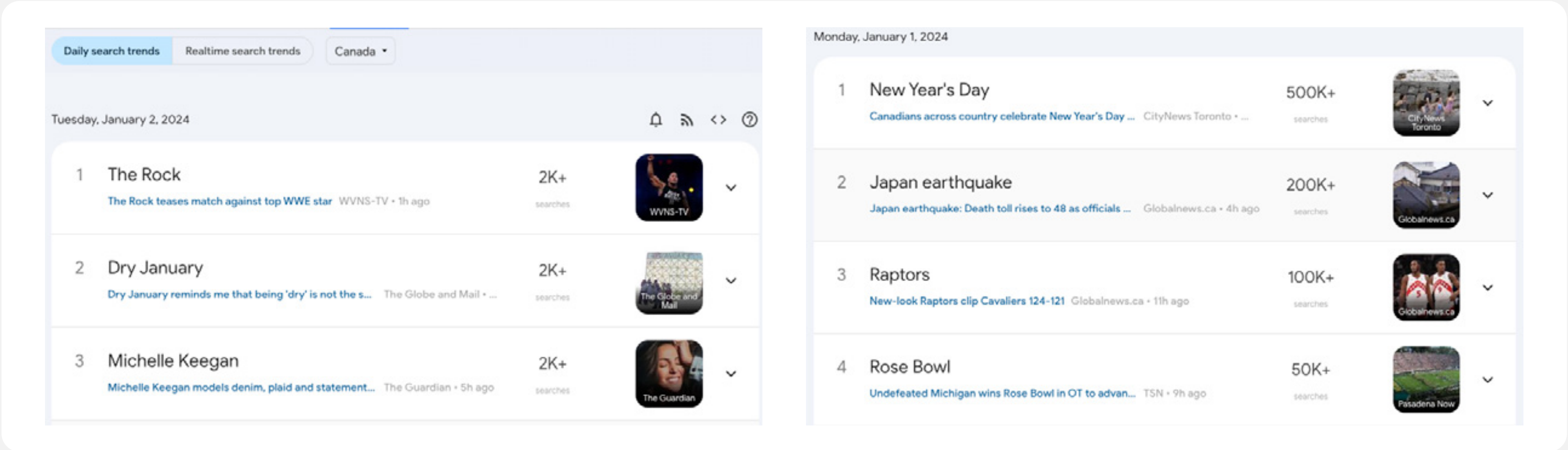
To this end, you can hugely increase the amount of valuable data you collect from customers for this type of research and strategy initiative by using tools like [KNO](#), which adds a post-purchase survey at the end of the purchase journey. Gathering data from your customers at all times is going to help you become much more efficient, and therefore, more profitable.

When considering what new products to launch, what items to promote, or when to promote them, one powerful insider trick is to leverage the insights from Google Trends and Google Merchant Center. These tools offer valuable data on monthly top-selling products within your niche. By analyzing trends and sales performance, you can strategically decide which products to market throughout the year and identify potential new offerings. This approach ensures that your product strategy is data-driven and aligned with consumer interests and seasonal demand.

**HERE'S HOW YOU CAN USE EACH TOOL TO UNCOVER WINNING PRODUCTS IN YOUR NICHE:**

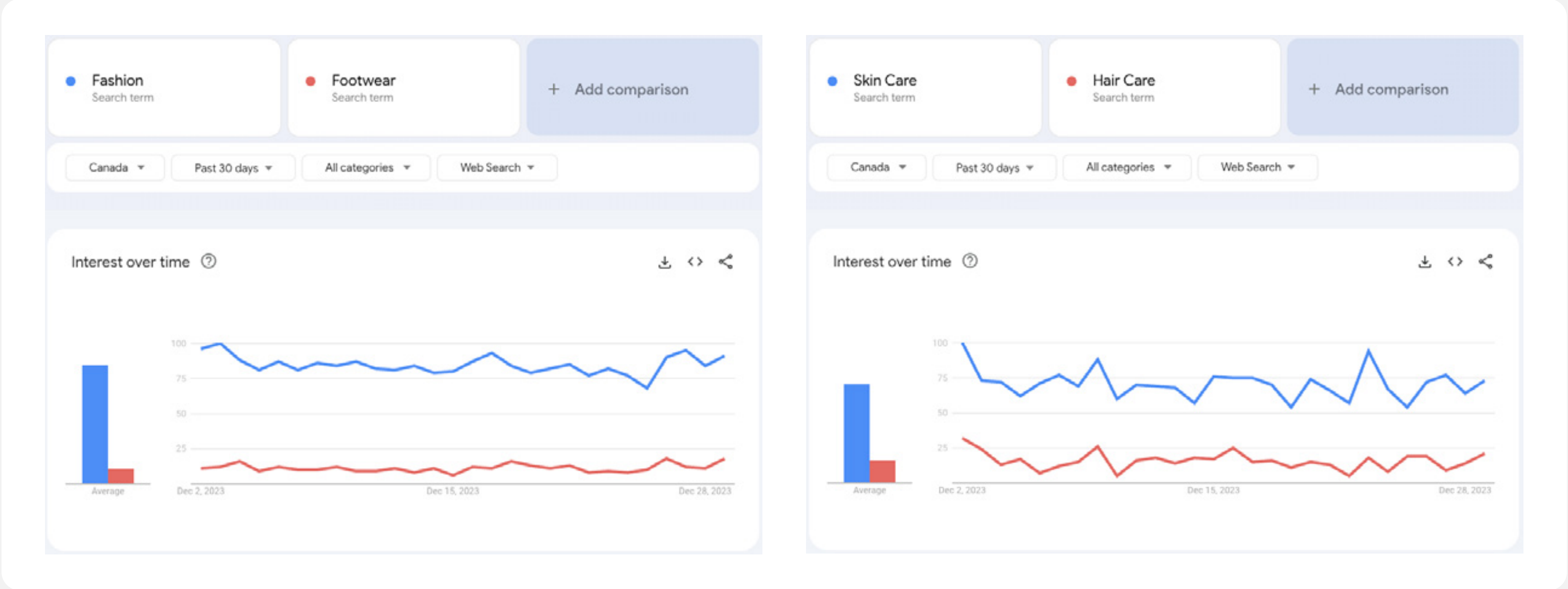
# USING GOOGLE TRENDS

**IDENTIFY TRENDS:** Start by exploring Google Trends to understand what products or product categories are trending in searches. For a monthly view, you can look at search trends over the past 30 days.



# USING GOOGLE TRENDS

**COMPARE PRODUCTS:** Use the comparison feature in Google Trends to compare the search popularity of different products or categories. This can help identify which products are gaining interest over others.

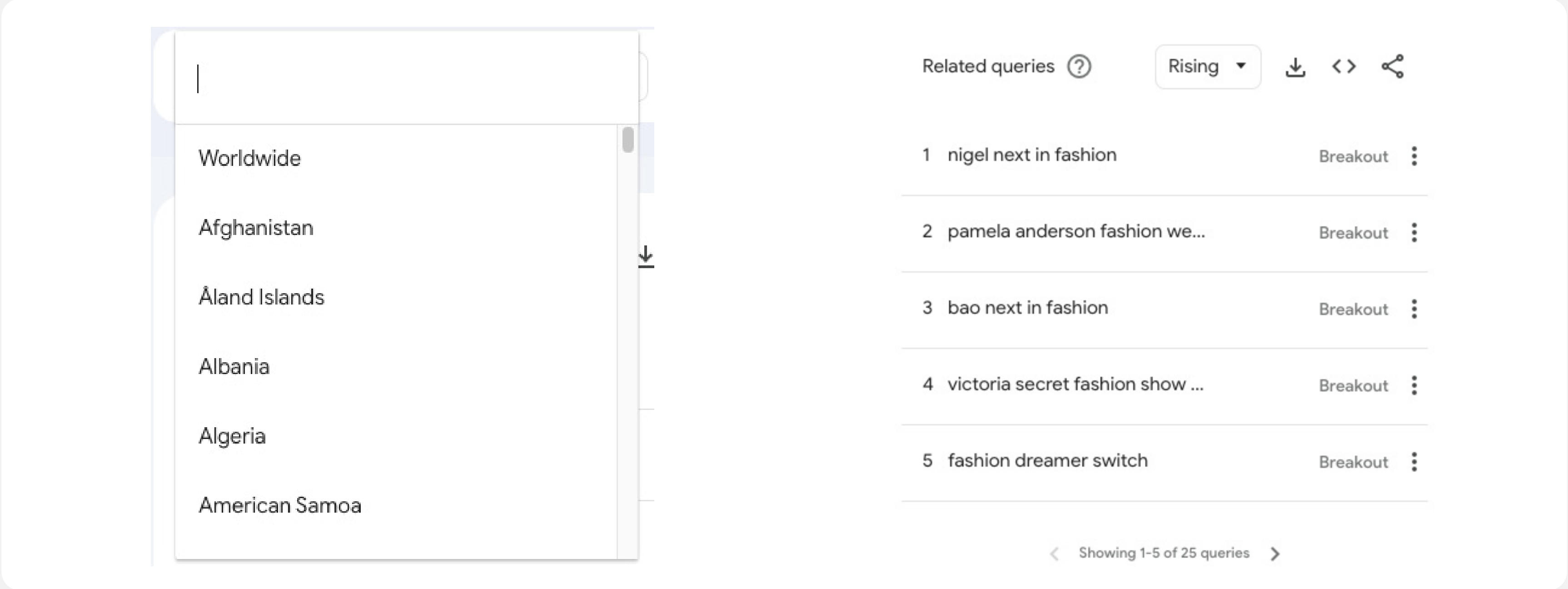




# USING GOOGLE TRENDS

**REGIONAL INSIGHTS:** Google Trends also allows you to see the popularity of products in different regions, which can be valuable for geo-targeted marketing strategies.

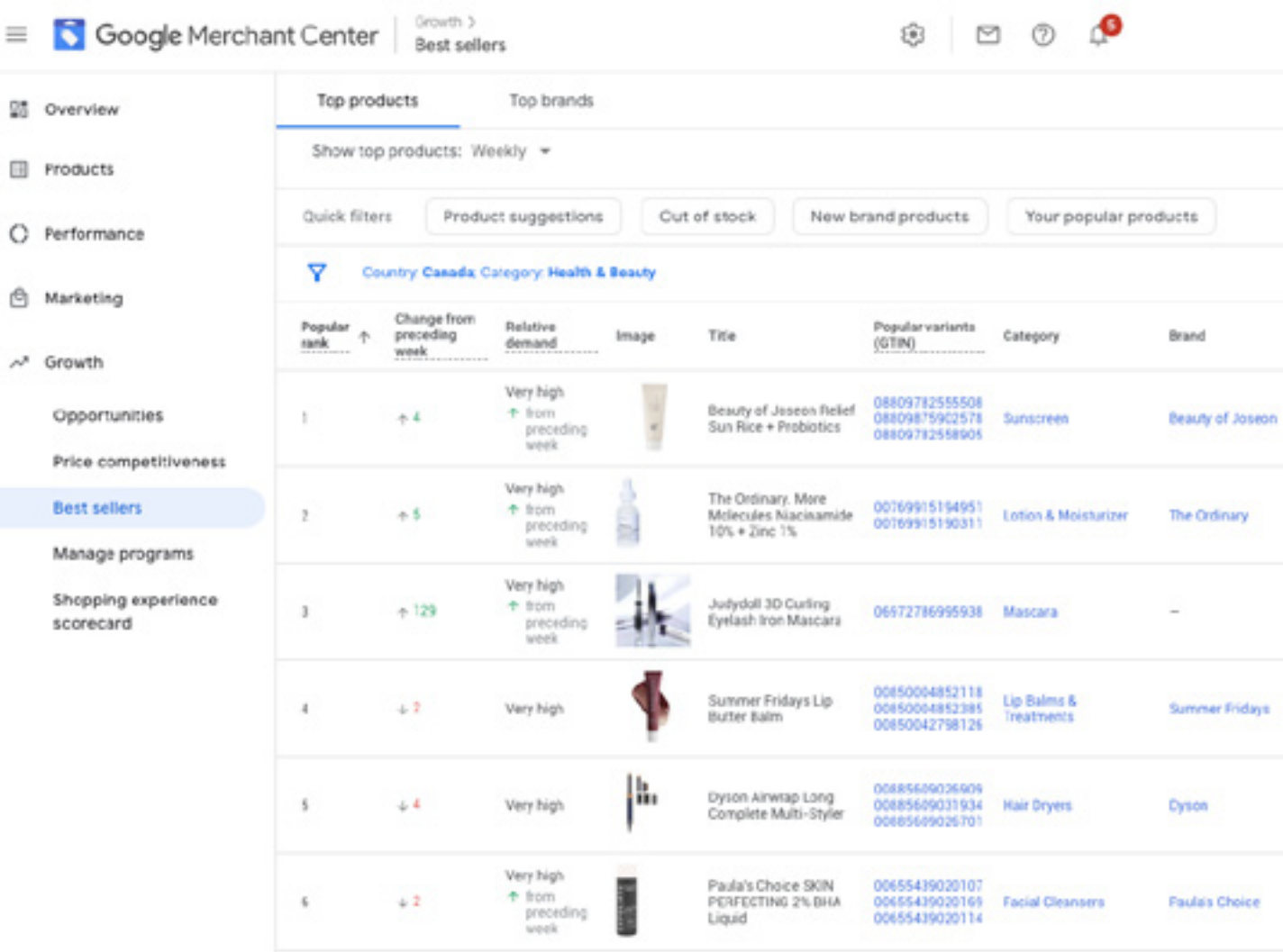
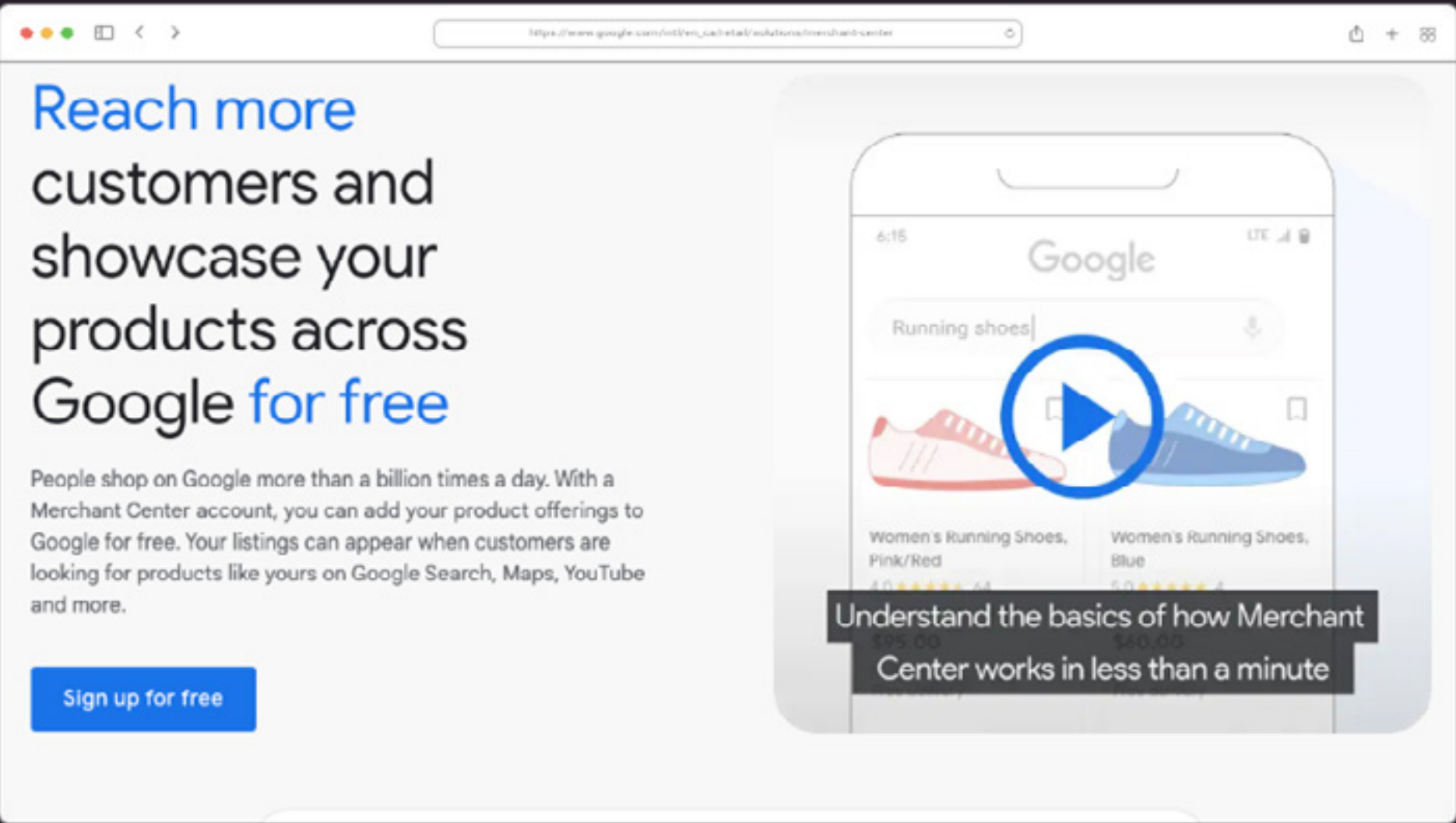
**RELATED QUERIES:** Look at related queries and topics in Google Trends to see if emerging products or subcategories are gaining interest.



# USING GOOGLE MERCHANT CENTER

**PERFORMANCE REPORTS:** Start by exploring Google Trends to understand what products or product categories are trending in searches. For a monthly view, you can look at search trends over the past 30 days.

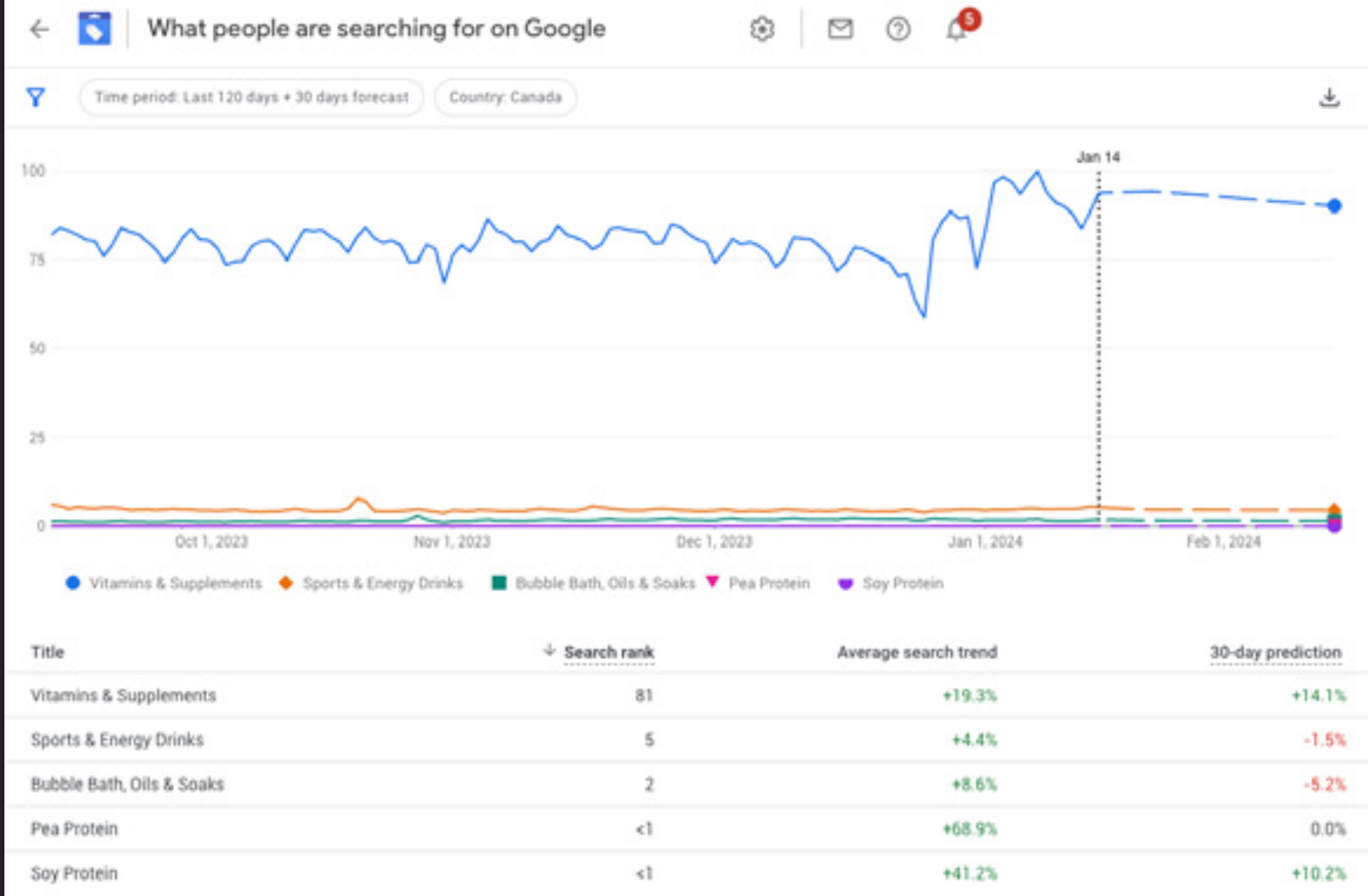
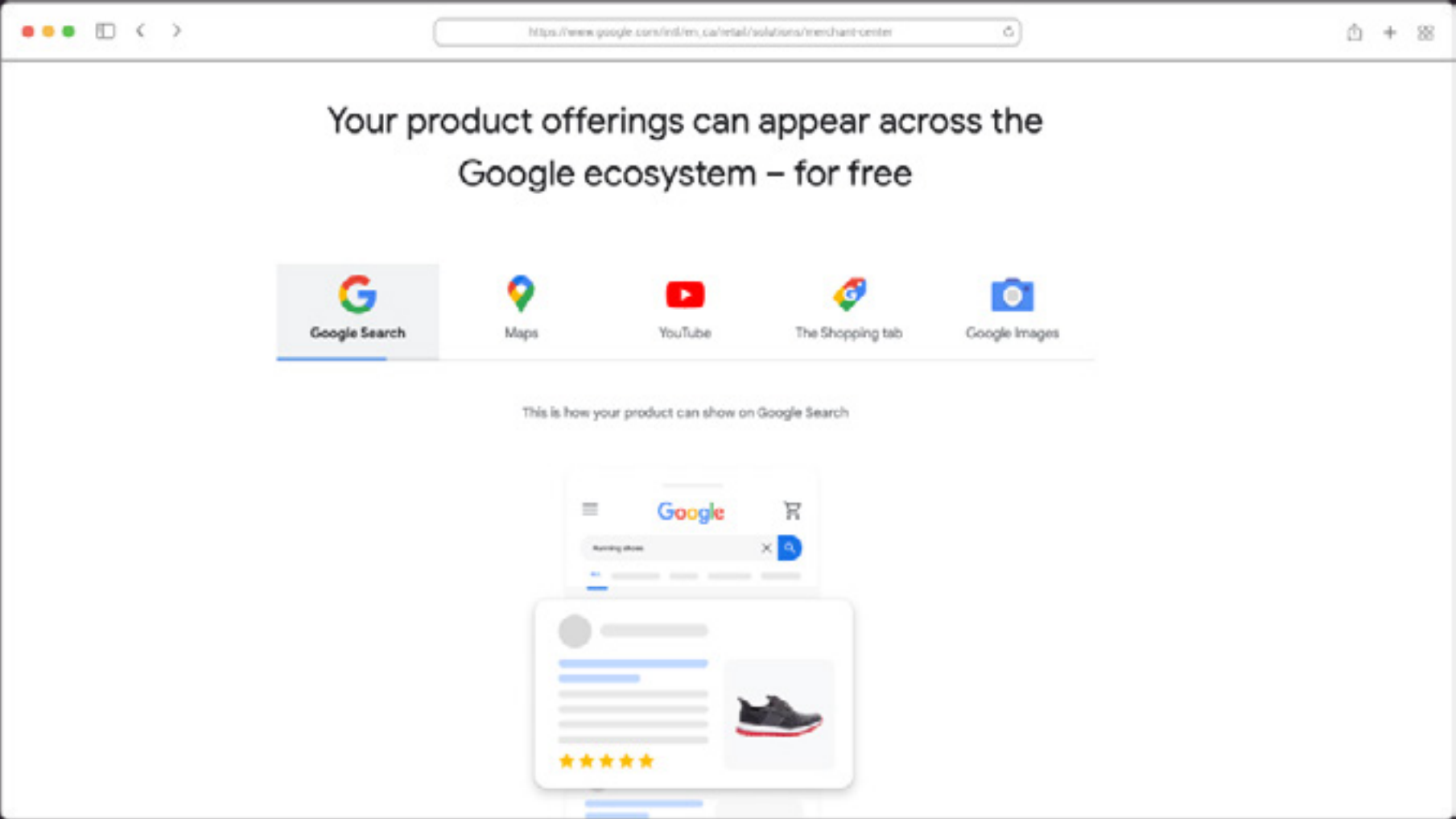
**PRODUCT-SPECIFIC DATA:** Focus on metrics for individual products. Look at which products have the highest sales, the most clicks, or the best conversion rates.



# USING GOOGLE MERCHANT CENTER

**COMPARE TIME PERIODS:** Compare these metrics month-over-month to identify product popularity or sales performance trends.

**CUSTOMER INSIGHTS:** Use the insights provided by Google Merchant Center to understand customer behaviour, such as which products are frequently viewed together or what search terms are leading users to your products.



# INTEGRATING INSIGHTS

**COMBINE DATA:** Integrate insights from both Google Trends and Google Merchant Center. A product high in search trends but not performing well in sales might indicate an issue with pricing, availability, or competition.

**SEASONAL TRENDS:** Pay attention to seasonal trends or events that influence monthly best-sellers, such as holidays or back-to-school seasons.



# INTEGRATING INSIGHTS

**ADJUST MARKETING EFFORTS:** Use these insights to adjust your marketing and advertising strategies. Products trending in Google Trends could be promoted more aggressively.

**PRODUCT SELECTION:** Consider using this data to refine your product selection by stocking up on trending items or exploring new products that align with emerging trends.





By combining the broad market insights from Google Trends with the specific performance data from Google Merchant Center, ecommerce merchants can gain a comprehensive understanding of market dynamics and consumer interests, helping them to identify top-selling products each month.

Use this information to refine your product offerings and improve the overall customer experience, leading to increased sales and customer loyalty.

### Top-selling products on Google

Discover which products are sold the most in the categories you sell products in

[Fitness & Nutrition](#) [Cosmetics](#)

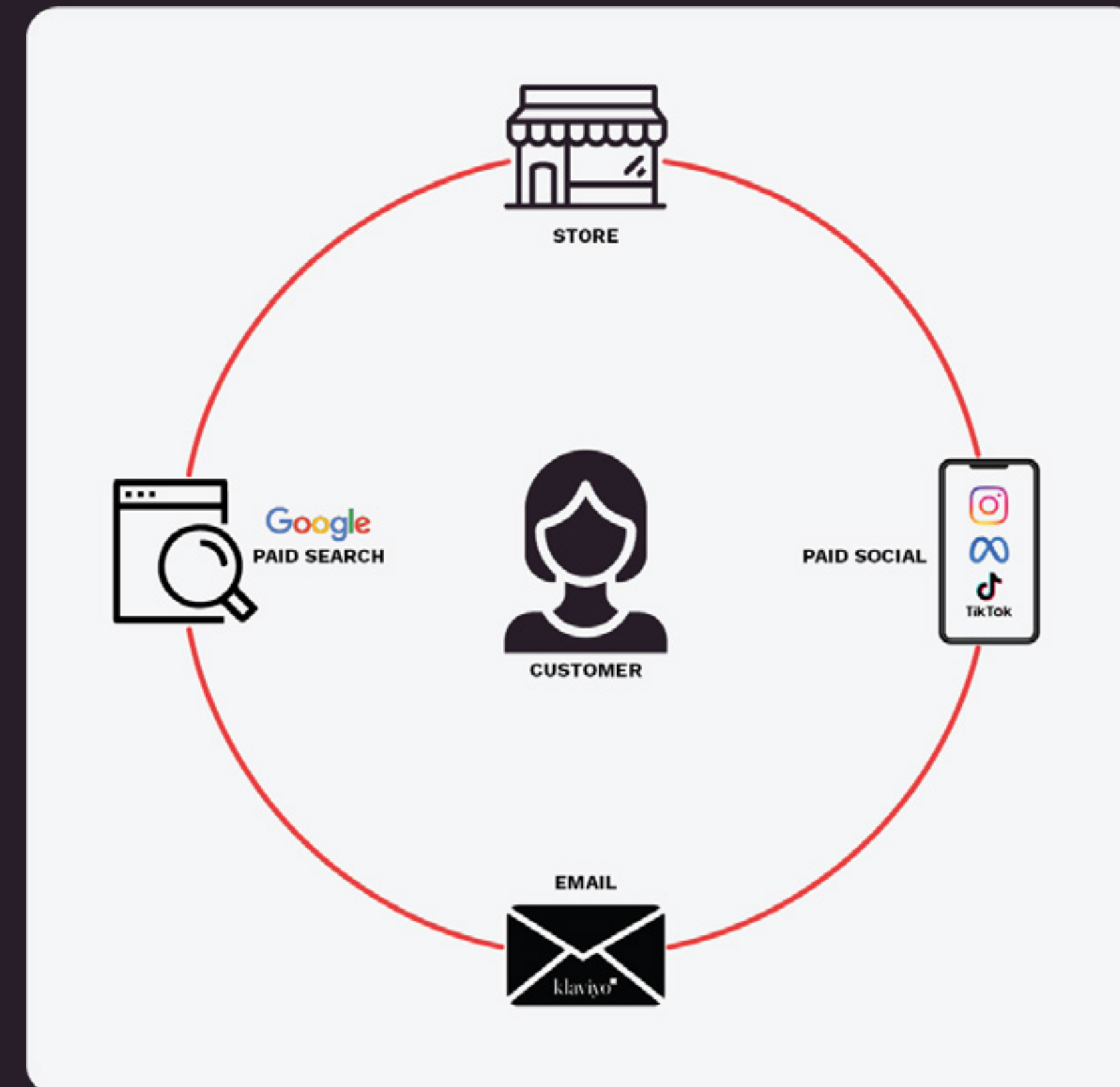
Image	Title
	Revolution Nutrition™ Revolution High Whey
	Vital Proteins Collagen Peptides
	Organika Collagen Enhanced
	Athletic Greens AG1 30 Servings

[View all products](#)

# SCALE YOUR BUSINESS WITH OMNICHANNEL MARKETING

Unlock the full potential of your business with a powerful, integrated approach: omnichannel marketing. This strategy combines paid social ads, paid search, and email marketing to forge a seamless customer journey. By using all these services together, your business can grow faster and reach more people by creating full-funnel engagement and drawing in customers with compelling messages at every touchpoint.

This approach leverages the strengths of various marketing channels - paid social ads, paid search ads, and email marketing - to create a cohesive and comprehensive marketing strategy. The beauty of omnichannel marketing lies in its ability to provide a unified brand experience across all platforms, meeting customers where they are and guiding them toward making a purchase at your store.



# THE BENEFIT OF EACH SERVICE:



## PAID SOCIAL ADS

These ads on platforms like Facebook, Instagram and TikTok help you show your products to people who might be interested. With advanced targeting options, paid social ads can reach specific demographics, interests, and behaviours, making them ideal for building brand awareness and driving engagement. When preparing your strategies for paid social, it's important to think of these platforms as (mostly) 'discovery' platforms. Users aren't here looking for some specific, but rather discover products randomly in their feed, so you have to do some convincing and really sell to them.

# THE BENEFIT OF EACH SERVICE:



## PAID SEARCH ADS

These are ads that appear when someone searches for something online. They capture high-intent traffic, bringing in customers who are ready to purchase right now. By targeting specific keywords, these ads ensure that your store appears at the critical moment of decision-making, boosting awareness and driving immediate sales. When preparing your strategies for paid search, think of it as a type of 'intent capture', meaning that when you serve an ad to a potential customer, they've already made a query related to your ad, so they aren't in the discovery phase - they are likely somewhat familiar with your product or niche already. With that in mind, your messaging should be convincing, while encouraging them that you are the best option for one of many reasons.



# THE BENEFIT OF EACH SERVICE:

klaviyo<sup>™</sup>

## EMAIL MARKETING

The glue that binds the omnichannel strategy together. Email marketing nurtures the relationship with your audience, providing personalized content and offers. It's an effective tool for retention, encouraging repeat purchases and building brand loyalty. This is where the entire journey built across paid social and paid search comes together. Regardless of where they originate, it's at this stage that you can speak directly to them at precisely the stage of the funnel they sit. Setting up dedicated flows that speak to each stage of the funnel is the real magic that brings it all together.

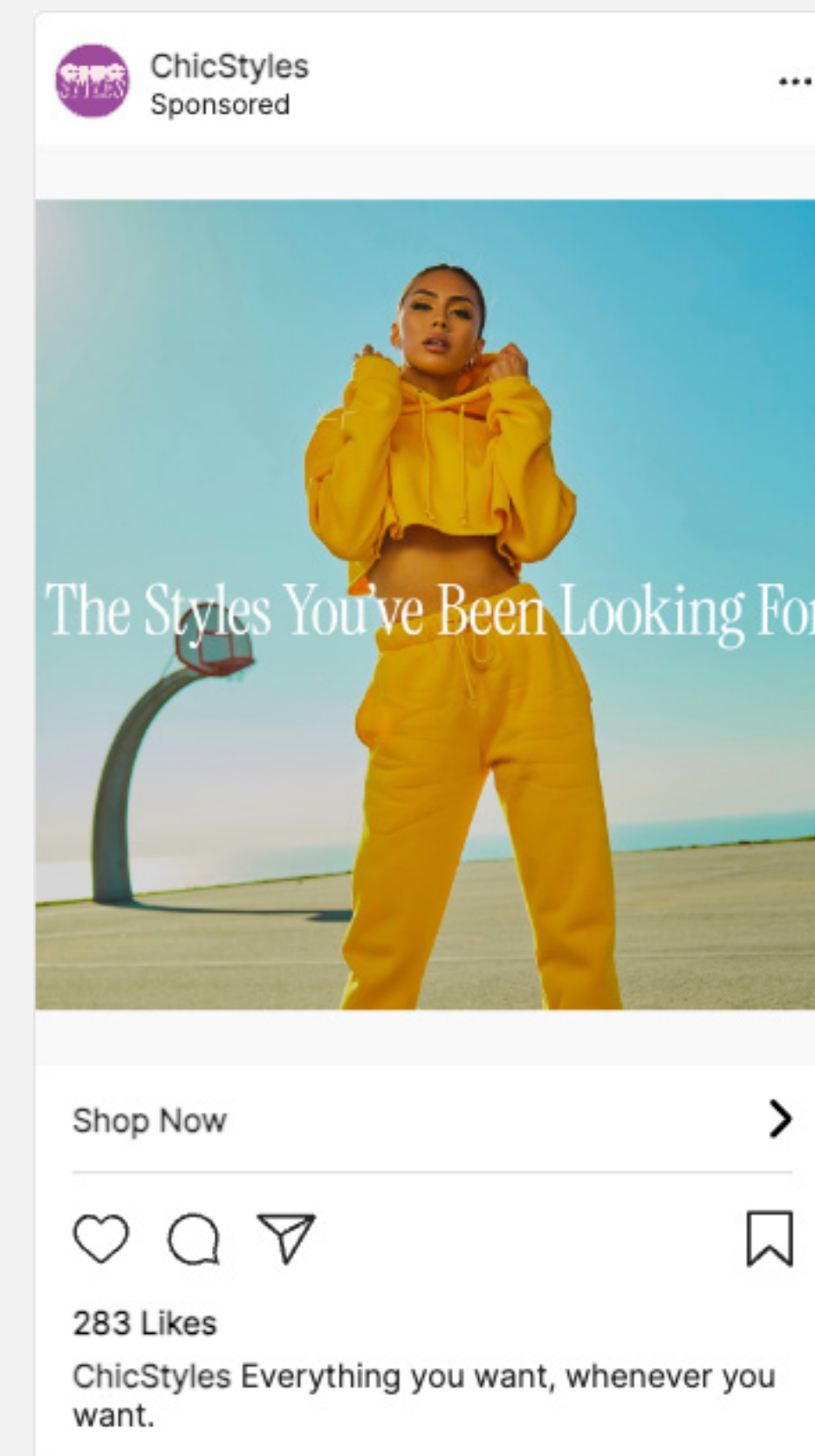
**Shoelace.**

# EXAMPLE OF WHAT A FULL-SERVICE MARKETING STRATEGY LOOKS LIKE FOR A FASHION BRAND

Imagine a fashion brand, 'ChicStyles', using omnichannel marketing to maximize sales and brand loyalty:

## STEP 1: Building Awareness with Social Media Ads

- ChicStyles launches visually appealing campaigns on Instagram and Facebook, showcasing its latest collection. The ads feature vibrant images and engaging videos of diverse models wearing their clothing line, emphasizing inclusivity and fashion-forward designs.
- Targeting is refined to reach fashion-conscious individuals, using data like past purchase behaviour, interests in fashion blogs, and engagement with similar brands.

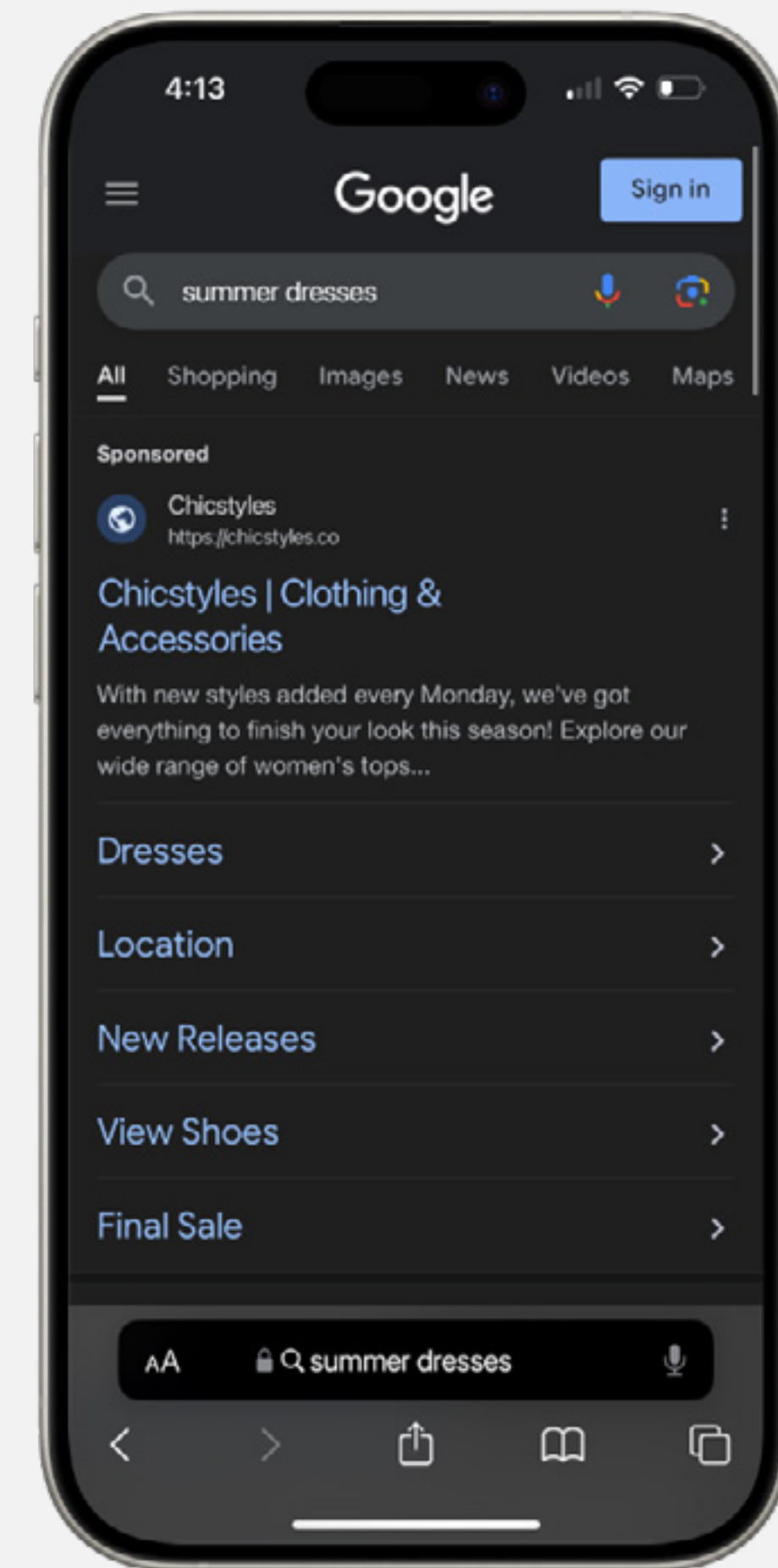


# EXAMPLE OF WHAT A FULL-SERVICE MARKETING STRATEGY LOOKS LIKE FOR A FASHION BRAND

## STEP 2: Capturing Intent with Paid Search Ads

As customers search for specific fashion items like ‘summer dresses’ or ‘eco-friendly clothing’, ChicStyles appears at the top of Google searches. This is achieved through carefully selected keywords and compelling ad copy that highlights unique selling points like “sustainable fashion” or “next-day delivery.” This way, the brand catches the attention of people who are ready to buy.

Alternatively, a fairly common strategy is called ‘conquesting’, which is when you bid on competitor’s brand names to show in searches related to their products. Depending on what market you exist in, this could be a great strategy to add into the mix, which can help you expand your own customer base.

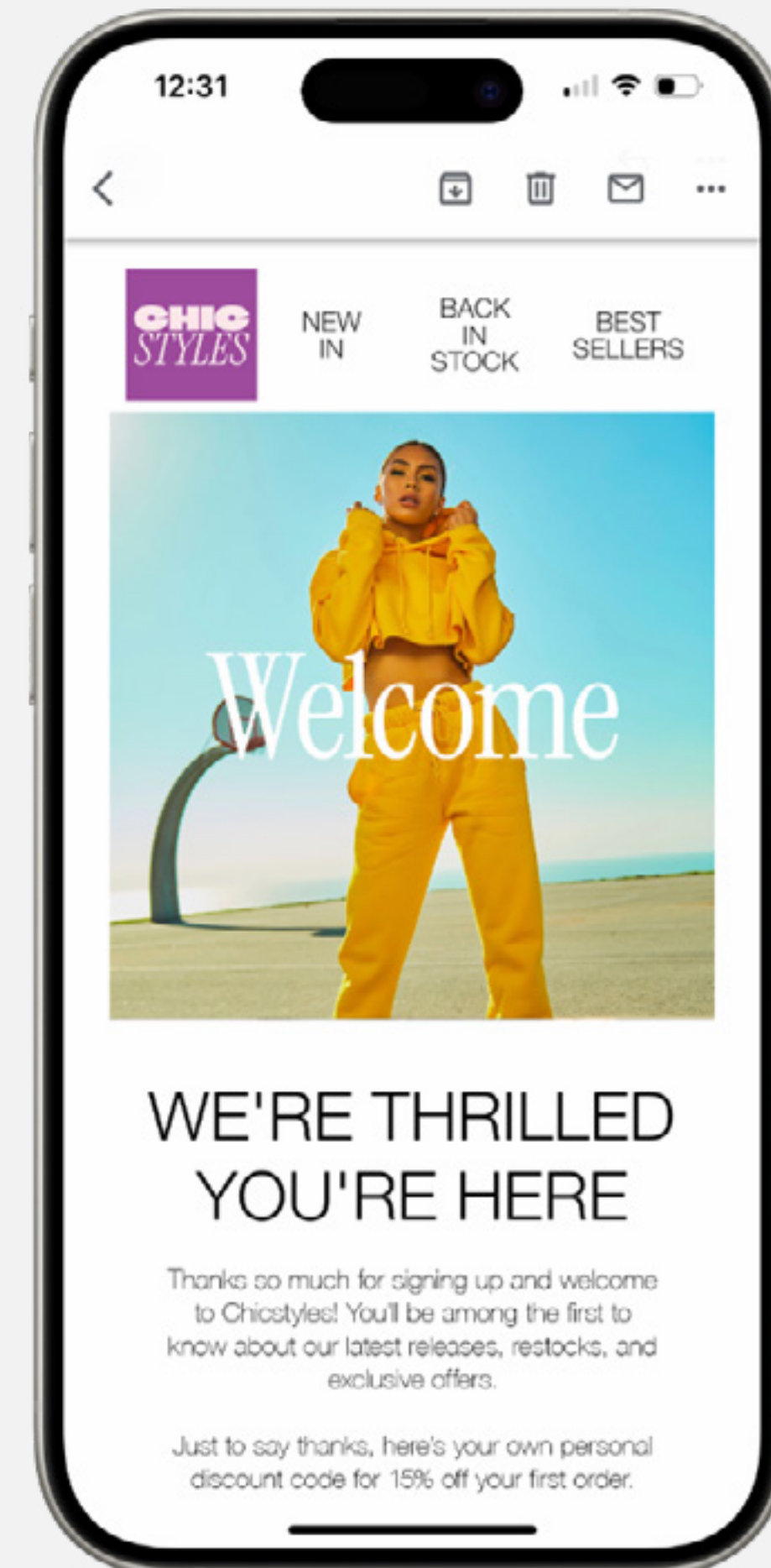


# EXAMPLE OF WHAT A FULL-SERVICE MARKETING STRATEGY LOOKS LIKE FOR A FASHION BRAND

## STEP 3: Deepening Engagement with Email Marketing

Visitors from social and search channels are encouraged to subscribe to ChicStyles' newsletter for exclusive offers. Email campaigns are segmented based on customer behaviour: new subscribers receive a welcome discount, while returning visitors get personalized recommendations based on their browsing history.

Regular newsletters keep subscribers engaged with fashion tips, behind-the-scenes content, and early access to sales, building loyalty around the brand. This brand loyalty can become very powerful, improving word-of-mouth and decreasing the costs associated with cross selling loyal customers down the road when you have new products.



# INTEGRATING THE STRATEGY

**EACH CHANNEL FEEDS INTO THE OTHER.** The social media ads make people aware of the brand, the search ads bring in customers ready to buy, and the emails keep them coming back.

**ANALYZE THE DATA FROM EACH CHANNEL TO REFINE TARGETING, MESSAGING, AND PRODUCT OFFERINGS.** For example, if certain products receive more engagement on social media, feature them more prominently in search ads and email campaigns. It's important to always lead with your top selling products as they've already demonstrated their product-market fit. If you lead with the products you know are most likely to bring traffic to the site, you can lead them to your other product offerings using upsells, recommended product carousels, or one of the many other clever ways to improve discovery on your website.

**THE MAGIC OF OMNICHANNEL MARKETING LIES IN ITS INTEGRATIVE POWER.** Each service - paid social, paid search, and email marketing - plays a distinct but complementary role in the customer journey. When used effectively, they create a marketing strategy that drives traffic, boosts conversions, and builds lasting customer relationships.



It's important to keep in mind that these channels don't function exclusively in this way, as, for example, paid social ads could be used to retarget lower funnel buyers. In this way, it's important to understand how each works, and tailor your strategy to the tools available. Playing to their strengths, however, isn't necessarily a bad thing, so focusing on what each channel is best at is the most efficient way to create synergy between them.

# STRATEGIES TO CONVERT TRAFFIC INTO SALES

Driving traffic to your online store is one thing, but converting that traffic into sales is a whole other challenge. Our Shoelace growth marketers recommend these 8 effective strategies to boost your conversion rates. Integrate one or more of these into your marketing plan this year to see significant improvements in turning web visits into sales.



# STRATEGIES TO CONVERT TRAFFIC INTO SALES

## STRATEGY 1: Personalized Recommendations

Personalization is key. Suggest products that align with customer interests based on their browsing and purchase history. Use tools like email marketing, chatbots, and recommendation apps in your store. These will allow you to suggest relevant products to your customers, improving customer experience and increasing sales. Picture a shopper seeing a ‘Recommended for You’ section filled with items that appeal to their taste, significantly boosting the likelihood of a purchase.



**JORDAN**  
Email Specialist

“[Klaviyo](#) has been a crucial tool for effective email personalization. Through data integration we have a “big picture view” of the customer journey. We are able to reach customers with the right messaging at the right stage of their journey with a brand. We can show customers the product that feels relevant to them - whether they are a non-purchaser or brand fan. This approach allows emails to feel like they’ve landed at just the right time, which contributes to the overall experience and helps drive conversions.”

# STRATEGIES TO CONVERT TRAFFIC INTO SALES

## STRATEGY 2: Product Demos

Engage customers with interactive content like styling videos or product-in-use demonstrations. Instead of simply showcasing your products through static images, offer customers the opportunity to engage with them in a virtual environment. This could include 360-degree product views, and user-generated content (UGC). This approach provides a more tangible sense of your products, showing off their features and benefits in action. This hands-on digital experience not only interests customers but also increases the likelihood of them making a purchase by giving them a closer look at what you offer.



**MYKOLA**  
Growth Marketer

“It is important to run various ad types to showcase the product across the conversion journey. With one of our clients, we found that boosted existing Facebook posts drive the best ROAS but also collect engagement, such as likes, shares, and comments, enhancing social proof and trust. Meanwhile, product videos and slideshows mostly sourced relevant audiences for retargeting and lookalikes. We’ve seen cost per click go as low as \$0.2 compared to the average \$0.7 for this account.”



# STRATEGIES TO CONVERT TRAFFIC INTO SALES

## STRATEGY 3: Limited-Time Offers

Boost your sales conversions by creating urgency with limited-time offers. Use paid social ads to quickly spread the word about flash sales or exclusive discounts, targeting audiences who've shown interest in similar products. Paid search can capture high-intent customers searching for deals, highlighting your time-sensitive promotions. In email marketing, send targeted, time-bound offer emails to your subscribers, emphasizing the scarcity and FOMO element to encourage swift action. This multi-channel approach ensures maximum reach and effectiveness of your limited-time promotions.



**RHANDY**  
Growth Marketing  
Manager

“Every now and then your business must leverage the power of limited-time offers. This is a powerful strategy that instills a genuine sense of urgency among customers. This approach cultivates a ‘now or never’ mindset, effectively encouraging prompt decision-making which can also positively impact conversion rates. When customers recognize an offer as time-sensitive, they’re often quicker to act, making that decisive ‘purchase’ click. Think about every infomercial you’ve seen/heard! Also, these offers serve as an excellent tool to re-engage past customers, providing just the right incentive for them to revisit and make another purchase. Particularly if the offer is compelling, it can reignite their interest in your business, leading to renewed customer engagement and loyalty.”

# STRATEGIES TO CONVERT TRAFFIC INTO SALES

## **STRATEGY 4:** Social Proof and Customer Reviews

When it comes to making a purchase decision, customers often seek validation from others. By incorporating social proof and customer reviews into your product pages and paid ads, you can build trust and credibility. Displaying positive reviews, testimonials, and user-generated content not only reassures potential customers but also provides them with valuable insights from real users. This social validation can significantly influence their decision-making process and increase the likelihood of a sale.



**JUAN**

Senior Growth  
Marketing Manager

“Social Proof is a quick and proven way to boost results all across the board. From showcasing positive customer reviews on your home page and product pages, to utilizing/growing engagement on your ads and organic posts, and creating review specific ads, Social Proof is a guaranteed win and a must-have for all strategies! It is one of the best ways to increase trust with prospective customers.”



**JORDAN**

Email Specialist

“Leveraging social proof within your email flows and campaigns helps make the content feel more relatable and personal. Showcasing reviews or earned media that really speak to the unique benefits of a product or strength of a brand with a strong CTA in proximity has shown a demonstratable increase in CTR. Social proof helps inspire action through the desire to achieve similar experiences.”

# STRATEGIES TO CONVERT TRAFFIC INTO SALES

## **STRATEGY 5:** Omnichannel Retargeting and Remarketing

Not all customers convert on their first visit to your website. However, by implementing an omnichannel retargeting strategy, you can re-engage with those who have shown interest in your products or services. Use paid social ads to retarget these visitors on platforms like Facebook and Instagram, reminding them of products they viewed. Simultaneously, use paid search ads to target those searching for your brand or product on search engines such as Google, or retarget them across the web using display ads. Finally, integrate email marketing to send personalized follow-up emails, highlighting items they showed interest in with special offers or additional information. This coordinated approach across multiple channels re-engages potential customers and increases the likelihood of conversion. **FLIP BACK TO PAGE 17 FOR AN EXAMPLE OF WHAT AN OMNICHANNEL MARKETING STRATEGY LOOKS LIKE IN ACTION.**

One component of this strategy that makes it especially powerful is the ability to showcase these products dynamically. On all the platforms listed above, you can use built-in automation to showcase the exact product someone showed interest in without having to manually build all of those different ads. This automation adds an additional layer of customization and personalization that tends to work very well in terms of conversion rates.



**MYKOLA**  
Growth Marketer

“Omnichannel marketing is one of the crucial strategies to improve results by converting prospects who have engaged with the brand but, for whatever reason, did not complete the purchase. Starting from regular retargeting campaigns through Facebook or Instagram to retention flows via email and finally dominating other channels to retain your existing customers and prospects. Just remember, that based on the recent research, on average it takes about 7 touchpoints for a customer to finally complete the purchase.”

# STRATEGIES TO CONVERT TRAFFIC INTO SALES

## **STRATEGY 6:** Discover Winning Strategies through A/B Testing

When it comes to finding the most effective marketing strategies, A/B testing is a game-changer. It allows you to experiment with various ad elements, landing pages, and email campaigns to see what resonates with your audience. Through A/B testing, identify which headlines, visuals, or calls to action are most effective, then use this data to build super ads composed with all of your best performing elements. This method provides valuable insights, enabling you to refine your marketing efforts and generate maximum results.



**TANIA**  
Growth Partner

“The digital landscape is in constant change. It’s crucial to conduct tests and allocate a specific budget for experimentation continuously. Testing should occur at all levels, from audience targeting to ad copy, and periodically revisiting these tests is advisable. Our most recent insightful experiment involved market testing. After analyzing shipping costs and market similarities, we identified geographical markets relevant to a client’s business. Then, we leveraged our best-performing ads, showcasing them in these identified locations. The results were remarkable, a 74% increase in overall sales and a 142% surge in new customers. We later used this customer data to create lookalike audiences, contributing to sustained growth in those markets, and we’re preparing now to test more new markets in the upcoming year.”

# STRATEGIES TO CONVERT TRAFFIC INTO SALES

## **STRATEGY 7:** Increase AOV with Optimized Campaigns

Create ads to promote higher-value products or bundle deals. Encouraging higher spending per purchase can significantly increase your average order value (AOV). This approach not only increases your return-on-ad-spend (ROAS) by increasing the amount of revenue generated from a set amount of spend, but also introduces customers to a broader range of your products.

You can also increase your AOV using various tactics on your website, such as adding a bundled option for a slight discount, or some kind of upsell functionality that encourages the addition of more products per cart, among others.



**AMR**  
Growth Marketer

“We’ve seen higher AOV and higher ROAS across all channels whenever a client sets up checkout upsells and thank you page offers. [Reconvert](#) is a great Shopify app that can help do this. I’ve had most of my clients install it and every single one of them loves it!”

# STRATEGIES TO CONVERT TRAFFIC INTO SALES

## **STRATEGY 8:** Boost Customer Lifetime Value (LTV)

Maximize your Customer Lifetime Value (LTV) by actively reconnecting with previous customers with new product updates and exclusive promotions. Add new products to your line and use email marketing to update past buyers on these new items. Encourage repeat purchases by offering special deals or customer-only promotions. This strategy not only keeps your brand top-of-mind but also fosters a loyal customer base that sees value in returning to your store, thereby significantly increasing the LTV of each customer.



**JORDAN**  
Email Specialist

“The most successful DTC brands prioritize turning an initial purchase into subsequent ones. Keeping a strong focus on your retention marketing is crucial to growing CLTV. We put extensive efforts into determining what customers will be interested in next and how we can encourage or incentivize them to continue their journey from a one-time purchaser into a long-time customer. Brands may leverage personalization, exclusive offers, a consistent stream of post-purchase communication, and much more to achieve this goal.”

Each of these strategies is designed to engage with customers at various points in their buying journey. By implementing an omnichannel approach, you not only draw in traffic but also skillfully convert it into sales by communicating with your potential customers with the right message at the right time.

# READY TO TAKE YOUR 2024 SALES TO THE NEXT LEVEL?

With Shoelace's expert tips and recommendations, you have the ultimate guide to growing your business this year. From boosting your sales month after month to integrating an omnichannel marketing plan and converting traffic into sales, these strategies will help you achieve unprecedented success during the new year. Start implementing these tactics, track your progress, and refine your approach based on real data and insights.

To take your 2024 sales to the next level, leverage the power of Shoelace. With expertise in Paid Social, Paid Search, and Email Marketing, plus the bonus of complimentary in-house creative services, we're fully equipped to take your brand to the next level. [Get in touch today](#) and make 2024 your most successful year yet.

**Shoelace.**