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8 Key Focus Areas for Marketers to Maximise Your Website's Conversion and Experience

An extract from "Ecommerce Unleashed: Maximising
Your Website's Impact for Marketing Success"

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It is ever more important for organisations to be joined up in their marketing and sales efforts to reflect the reality of their consumers' journeys. Most of the more progressive organisations have been working on ensuring they embed digital commerce throughout it too.

So, it is perhaps stating the obvious that you need an effective way to buy to ensure your consumers can pass into and through the consumer journey as efficiently as possible. That not only makes sense from an experience point of view, but it of course also maximises the ROI of your spend.

This integration of many organisations' functions is the reason we've been working as a partner with ISBA on a guide for their members aimed at marketing, advertising and indeed eCommerce practitioners, "Ecommerce Unleashed: Maximising Your Website's Impact for Marketing Success". This is the first of a series of blogs over the coming weeks that shares some of the guide's content.

You can request a full copy of the guide [here](#).



8 key areas of focus for an ecommerce site
Image source: Entropy

You'll know many of the key focus areas, perhaps all of them, but if you are in a marketing role or in an established function, these are 8 pillars that we've found are a good way of organising your thoughts around how to maximise your site's impact based on work we've done with our clients. We've also added in some examples of suppliers you can work with in each too.

1. Conversion Rate Optimisation (CRO) Tools

Conversion rate is one of the most important KPIs for your site because it leads to a sale. CRO tools allow you to understand the user behaviour on the site, help solve site issues, or enhance the customer journey. For example, if users are dropping off from your product pages, you may need to revise the product details, add clearer call-to-actions (CTAs), or add more images and videos.

2. Product Information Management (PIM) Systems

PIM systems enable you to manage all product information required to sell online (and in other channels) all in one place. A PIM system captures product data from source systems such as suppliers and data files, and helps you publish the information to your ecommerce site.

The main benefit of PIM systems is you have a single point of truth for product information. The PIM system checks that the data is up-to-date and notifies the information owner if updates are needed. PIM systems help accelerate the time to market, improve productivity, and minimise inconsistencies.

3. Loyalty

Loyalty programmes are one of the most effective ways to retain customers and grow customer spend. By having a loyalty programme, you drive repeat purchases and increase customer lifetime value. You can create a referral programme where you reward customers for referring family or friends. Or you can create a loyalty programme where you reward customers for meeting spend thresholds or repeat purchases. You can use loyalty tools such as Yotpo or Loyalty Lion to manage your loyalty programmes.

4. Customer Services

Customer service is one of the top drivers of customer satisfaction. Satisfied customers will refer their family and friends and are more likely to be repeat customers. To minimise customer queries, you should have a robust Frequently Asked Questions (FAQ) page to address the main questions customers may have. If customers need to ask a question, you should provide them with multiple ways (forms, chat, email) to reach you and have short response times. Some examples of customer service tools are Zendesk and Gorgias.

5. Ratings and Reviews

Ratings and reviews are used in many places because customers are more likely to make a purchase if there are reviews. To build trust in your products, you should include ratings and reviews on your product pages. You can use multiple methods to capture customer reviews, either directly on your site or via email after the customer receives your product. TrustPilot is a well-known reviews tool, but there are other tools that are also reliable and cost effective, such as YotPo, Feefo, Review.io, and BazaarVoice.

6. Payments and Subscriptions

Your payments processor is a key part of your site. You want a processor that is secure, can detect fraud, and accept multiple payment options. In addition to more traditional ways to pay online (debit and credit cards), digital and mobile wallets are the most popular online payment method worldwide; spearheaded by PayPal, Apple Pay, and Google Pay.

While it may not be the right tool for all brands, “Buy Now Pay Later” businesses including Klarna and Clearpay are also becoming increasingly popular. Many ecommerce platforms are developing their own payment gateway services to make the experience more seamless for consumers and simpler to develop for merchants (plus to benefit from transaction fees too). Shopify Payments is a notable example of this.

On a related note, subscriptions could increase the frequency of your payments through repeat sales for certain product categories. Offering a monthly subscription to your customers increases the potential to capture revenue in subsequent months.

In their report “The State of Subscription Commerce” by Recharge, it showed that brands who offer subscriptions saw an average monthly subscriber growth of 43% in 2021 compared to 2020.¹ Not only that, the monthly recurring revenue grew in the same time period across several industries, from 62% in Food and Beverages, to 138% in Health and Wellness.¹

The price of the subscription and the products to include in the programme are important considerations. You should consult with your finance team to make sure the business case is sound before launching a programme.



7. Analytics

Of course, you need good analytics to get insight on the performance of your site and continuously improve. Many businesses struggle with consolidating data into a single dashboard because they often use multiple tools with their site. As a result, analytics from one program often do not match those from another program, even though they are both reporting on the same metric.

Some possible solutions to this are to get an analytics resource to build custom reports or add an additional tool to your stack that pulls the data together. DataStudio or Tableau are some examples of tools that can help with this.

8. Email Service Providers

Email is almost as old a channel as the internet. However, it still remains one of the most cost-effective and powerful for an ecommerce site owner. A study by SaleCycle found that 59% of respondents said marketing emails influence their purchase decisions, and 50% of respondents buy from marketing emails at least once a month.²

When you have a customer's email, you can create customer segments, personalised emails, and analyse customer behaviour to make your emails more relevant to your customers. Many email service providers such as MailChimp and Klaviyo also enable you to create trigger emails. Trigger emails allow you to save time by setting up emails just once

and sending them automatically when a customer performs a specific behaviour.



Sources:

1. Recharge Payments, The State of Subscription Commerce, 2022.
2. SaleCycle, 8 Essential Email Marketing Statistics: 2020 Edition, 2022.

<https://www.salecycle.com/blog/stats/18-essential-email-marketing-statistics/>

About Entropy

[Entropy](#) is a hybrid business consultancy and agency specialising in [digital commerce](#) and [digital media](#).

Our client side, agency and data science experts work in partnership with digital commerce focussed brands to accelerate delivery against their organisations' KPIs.

We've significant client-side experience. For example, Jim Clear has led eCommerce at varied organisations including Argos and Wyevale Garden Centres and before setting up Entropy our founder Alex Tait was Unilever's Media and Marketing Services Director. He was also a member of ISBA's Executive Committee and chaired their Digital Action Group for 5 years.

Entropy has been an ISBA partner since 2018 and provides best practice across digital advertising, eCommerce and econometrics / marketing mix modelling (MMM).

You can find out more about us at entropyconsulting.io.

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