



Establishing Your
"Blueprint"

PLANNING YOUR ECOMMERCE STRATEGY

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Common scenarios throughout COVID

- **I have a B&M, but how do I get my store online ASAP?**
- **I rushed to get my store up, but it doesn't work how I need it to.**
- **I have an online store, but I'm not sure if it's the right one for my future growth.**
- **I have an online store, but it doesn't work with my B&M systems.**
- **OR even, I don't even sell specific products, but now need an online solution for production orders and inventory management.**

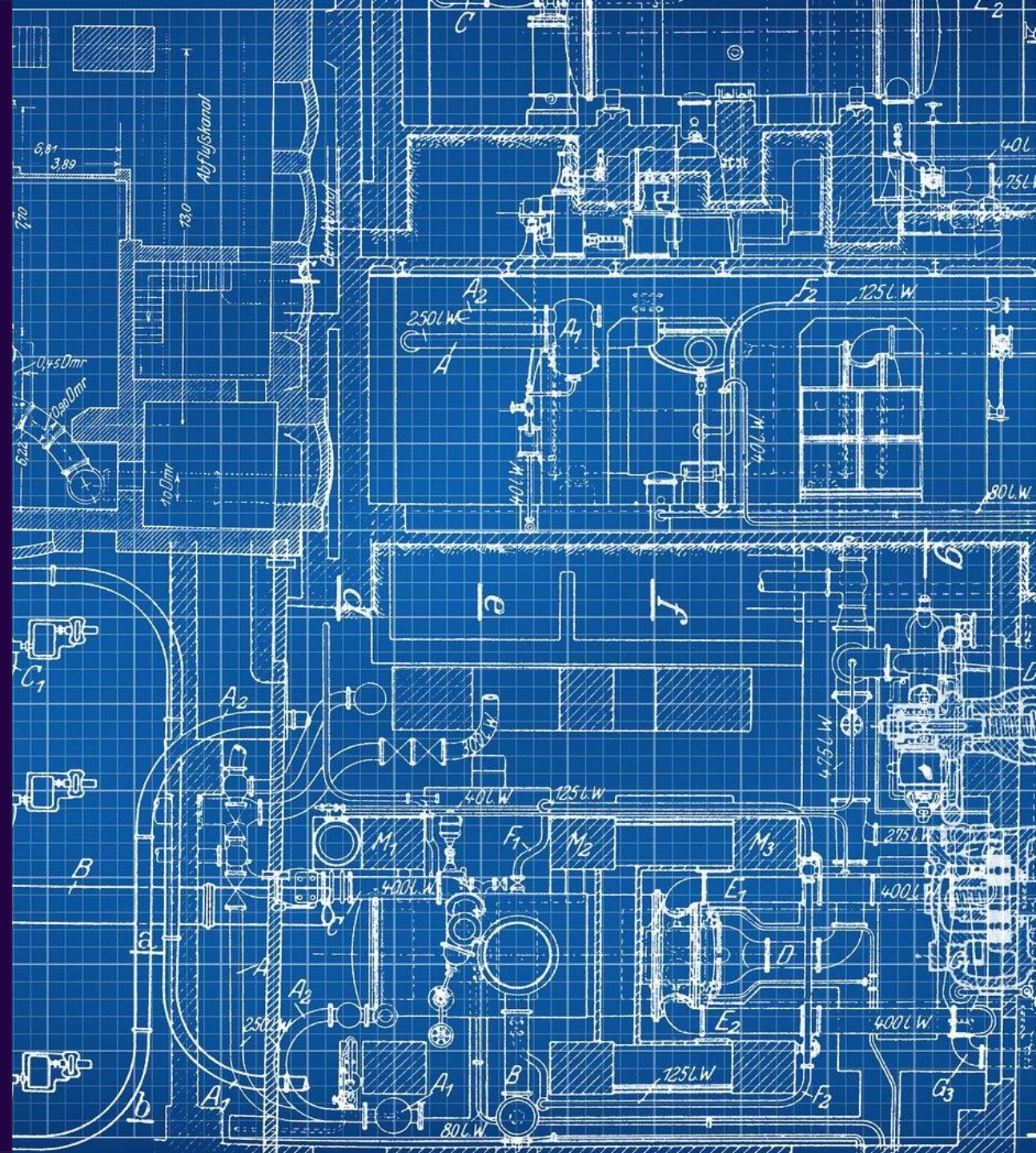






Establishing your "Blueprint"

1. The Processes & Customer Journey
2. Budgets & Planning
3. Technology Stack
4. Marketing Stack



The Processes & Customer Journey

1. What are YOUR current processes?
2. What are YOUR CONSUMERS current processes?
3. How have these both changed?
 - Less in-store or in-person transactions
 - Quick visits, close to home, planned lists, fewer comfort impulses
 - More online
 - Delivery and curbside pickup
4. So what parts of your business can be digitized?



Budgets & Planning

1. Setting Goals
2. Market Analysis
3. Competitor Analysis
4. SWOT



Technology Stack

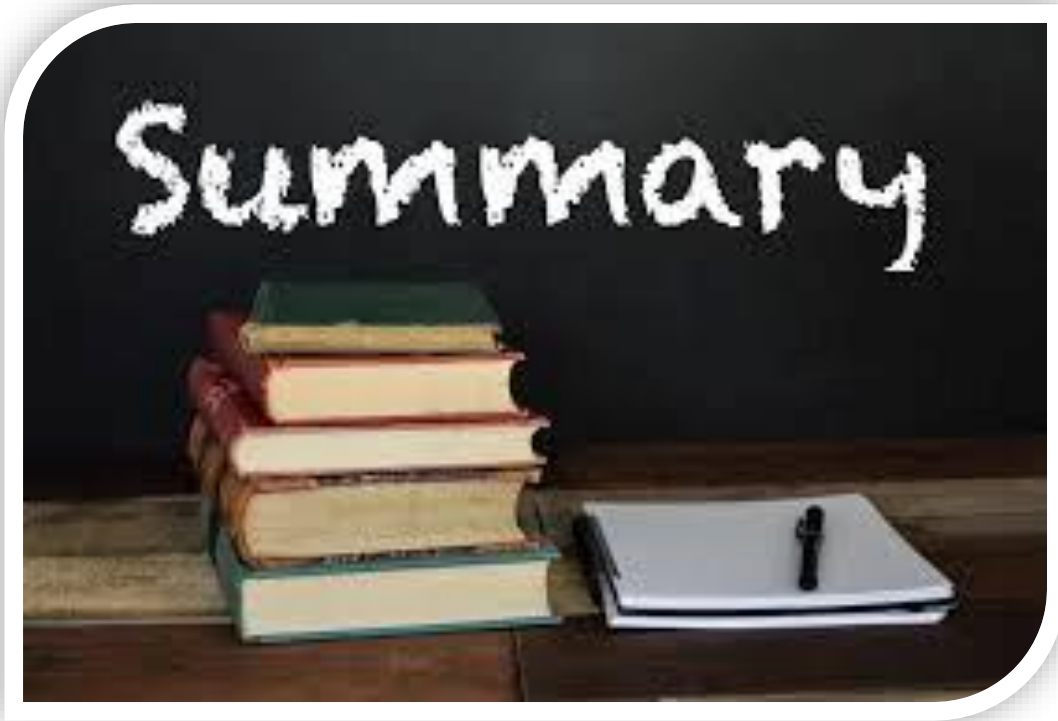
1. Platform
2. ERP
3. Tax
4. Payments
5. Shipping



Marketing Stack

1. Content
2. Search
3. Social
4. Email
5. Reputation
6. Business Intelligence





Summary

- ✓ Figure out how your customer's journeys have shifted and adapt
- ✓ Have your budgets and goals in place before executing a next step
- ✓ Set up your internal operations and consumer experience with a scalable tech stack
- ✓ Ensure that your marketing and tech speak to each other to optimize marketing \$ being spent



QUESTIONS?