Getting to Market Via E-Commerce



- 1. Business Model
- 2. E-Commerce Platform
- 3. How will you drive traffic?

1. Business Model

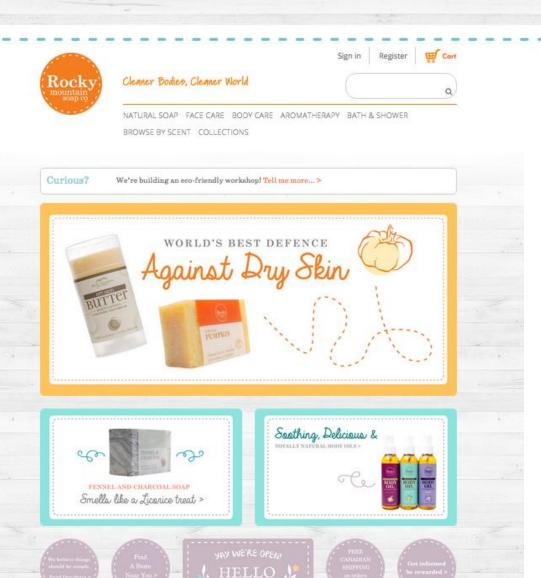
- a. Revenue growth
- b. Fulfillment strategy
- c. Team + Customer Service

2. E-Commerce Platform

- a. Word Press, Shopify, Magento
- b. User Experience / *Conversion
- c. Analytics

3. How will you drive traffic?

- a. New vs. Existing
- b. Content blog, newsletter, partnerships
- c. Paid Ads...Google
- d. SEO
- e. Customer Segmentation



It's Global Hand-Washing Day!

View Online



Learn why handwashing has its own day! >

CASTILE LIQUID SOAP

for Pristine Hands>

Prefer Bar Soap?

Join the #rockyglow Twitter Party Tonight! >

Natural Face Polishes for Super Soft Skin

View Online



NATURAL FACE POLISH

for a Fresh Complexion that is Soft as Silk

I WANT A POLISHED FACE>

PROTECT & HYDRATE YOUR EYES WITH THE

Tree of Youth

WIN
Skincare Line
For Your
Skin Type

