

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



Cleaner Bodies, Cleaner World

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WORLD'S BEST DEFENCE
Against Dry Skin







FENNEL AND CHARCOAL SOAP
Smells like a Licorice treat >

Soothing, Delicious &
TOTALLY NATURAL BODY OILS >



We believe things should be simple.
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Near You >

WE'RE OPEN!
HELLO
WEST EDMONTON MALL

FREE CANADIAN SHIPPING
on orders over \$75

Get informed
be rewarded >

It's Global Hand-Washing Day!

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Happy Global Handwashing Day!

Learn why handwashing has its own day! >

CASTILE LIQUID SOAP
for Pristine Hands >

Prefer
Bar Soap?
>

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Natural Face Polishes for Super Soft Skin

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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 >

The logo is a solid orange circle with a white dashed border. Inside the circle, the word "Rocky" is written in a large, white, serif font. Below it, the words "mountain" and "soap co" are stacked in a smaller, white, sans-serif font.

Rocky
mountain
soap co