

ECOMMERCE FRAMEWORK

	AWARENESS	INTEREST	CONVERSION	CONSUMPTION (@HOME)	RETENTION	ADVOCACY
	GRAB ATTENTION AND IMPRESSIONS	BUILD INTEREST AND ENGAGEMENT	GET PEOPLE TO BUY	ENGAGE WITH THE MOMENT OF CONSUMPTION	GET PEOPLE TO BUY AGAIN	GET PEOPLE TO TELL OTHER PEOPLE
MUST HAVE	<ul style="list-style-type: none"> - Organic Social Account - Paid Social - Brand Awareness - Basic Paid Search (PPC) - Brand - SEO Optimised Website 	<ul style="list-style-type: none"> - Paid Social - Prospecting - Paid Social - Retargeting - Serve Digital Content - Welcome Email Series 	<ul style="list-style-type: none"> - Conversion Optimised Website - No Barrier Checkout - Basic Customer Service - FAQs - Cost-effective Pick, Pack and Shipping - Amazon - Account - Amazon - Content - Amazon - Prime 	<ul style="list-style-type: none"> - Purchase Emails - Order Inserts 	<ul style="list-style-type: none"> - Basic CRM - Social Following - Brand Content - New Product Development (NPD) 	<ul style="list-style-type: none"> - Referral Programme
PROVEN DRIVERS	<ul style="list-style-type: none"> - Digital PR Calendar - Influencer Engagement - SEO Building Content Strategy - Brand & Media Partnerships - Experiential Marketing 	<ul style="list-style-type: none"> - Campaign Landing Pages - Trial and Sampling Mechanics - Social Listening - Paid Social - Creative Formats - Amazon Advertising - Affiliate Marketing - Above-The-Line 	<ul style="list-style-type: none"> - Outstanding Multi-Channel Customer Service - Up-Sell Mechanics - Gold Standard Delivery Options - Sustainable Packaging - Fully Optimised Shipping - Social Commerce - Ratings & Reviews - Promotional Calendar - Product Personalisation - Gifting - Conversion Rate Optimisation 	<ul style="list-style-type: none"> - Post-Purchase Emails - Unboxing Experience - Sustainable Packaging - QR Codes - UGC Strategy and Support 	<ul style="list-style-type: none"> - Paid Media - Re-Engagement - 'Audience' to 'Community' Activity - Customer Base Segmentation - Single View of the Customer - Loyalty Programme 	<ul style="list-style-type: none"> - Ambassador / Influencer Programmes - Brand Collaborations