HKRMA TIP-TALK Series: Retail Transformation
電子商貿疫境之成功法則

Episode 8:

eCommerce Success by Sales Funnel Creation

以有效的銷售漏斗創建銷售

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HKRMA TIP-TALK Series: Retail Transformation
零售大轉型TIP-TALK系列 - 電子商貿疫境之成功法則

- 7. 以出色顧客體驗實現線上銷售 eCommerce Success by Great User Experience

  - Provided relevant potential customers are drawn to the eCommerce site (online shop), creating a great user experience is probably the most important task for all retailers to achieve better sales on their online shop.

- 8. 以有效的銷售漏斗創建銷售 eCommerce Success by Sales Funnel Creation

  - How would you design a sales funnel when customers are visiting your eCommerce site (online shop) is an art and it will greatly increase the chance of conversion for your online shop and grow faster with sales.

- 9. 建立會員忠誠轉化成重複購買 eCommerce Success by Loyalty Program & Affiliation

  - For returning customers, creating demand for them to repeat purchase is crucial to sustain your online shop sales growth. Hence, Loyalty & Affiliation Programs are critical success factors.

eCommerce Success by Sales Funnel Creation

- AWARENESS
- INTEREST
- CONSIDERATION
- INTENT
- BUY
- REPEAT

All Visitors 100%

Product Page Views 30%
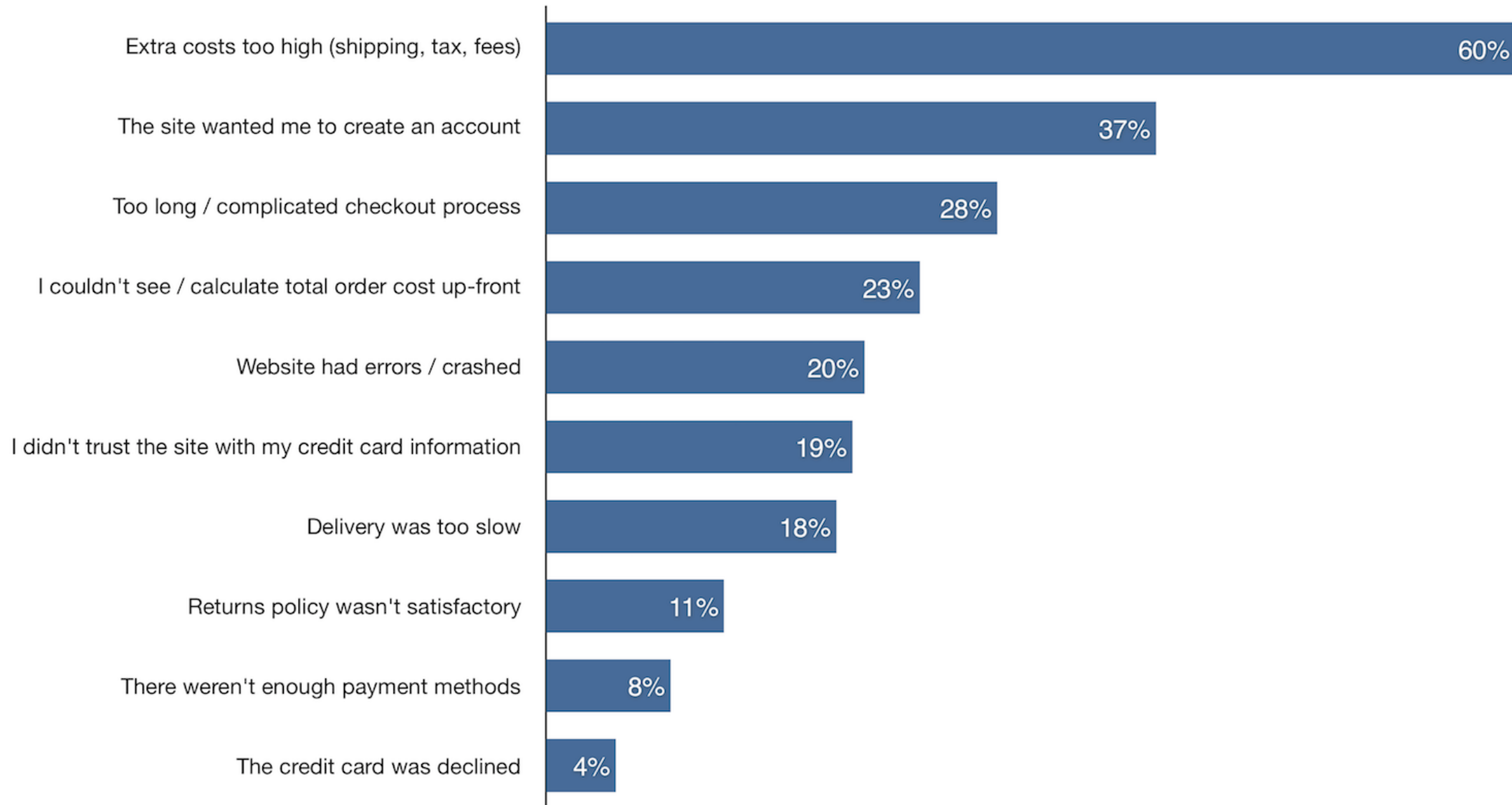
Add to Cart 10%

Checkout 5%

Buy 1%

Online Shopping Behavior!?

Reasons for abandonments during checkout

1,799 responses · US adults · 2017 · © baymard.com/checkout-usability

"Have you abandoned any online purchases during the checkout process in the past 3 months? If so, for what reasons?"
Answers normalized without the *'I was just browsing'* option

Reason	Percentage
Extra costs too high (shipping, tax, fees)	60%
The site wanted me to create an account	37%
Too long / complicated checkout process	28%
I couldn't see / calculate total order cost up-front	23%
Website had errors / crashed	20%
I didn't trust the site with my credit card information	19%
Delivery was too slow	18%
Returns policy wasn't satisfactory	11%
There weren't enough payment methods	8%
The credit card was declined	4%

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Sales Funnel Creation

A guided journey

to SALES!

SEO

eMail Marketing

Social Media

Display Ad

Directory Listings

Awareness

PPC

Comparison Sites

Video Ad

Affiliation

Benefits

Testimonials

Subscription/Download

Limited Offer

Uniqueness

Down Sell/Trial Offer

Free Sample

Interest

Emails, Landing Pages, Social Media Posts, Press Releases...etc

Product Details
Specifications

Comparisons

Solution to Problems

Cross Selling
Related Products

User Reviews
Case Studies

Benchmarking

Packaged Offers
Quantity Offer
Bonus Offer

Consideration

Product Demo Video

Frequently Asked Questions

Free Consultation/
Instant Chat

Quality Guarantee

Service/Support Guarantee

Delivery/Shipping Commitment

Return/Refund Commitment

Time Limited Offer

Intent

Bumper Offer

Upsell/Cross Sell Offer

Membership Discount

Reward/Bonus Offer

Return Coupons

Simple Payment Checkout

Buy

Repeat

Member Exclusive

Privileged Offer

Gift Redemption

Reward/Bonus Points

Our biggest task is to move customers down the funnel!

AWARENESS

INTEREST

CONSIDERATION

INTENT

BUY

REPEAT

Thank you!

Find out how to
Elevate Your Success in the Right Ways.
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主題: HKRMA TIP-TALK Series - TOPIC 7-9: 電子商貿疫境之成功法則
開始時間 : 2020 年 8 月 11 日 02:37 下午

Will be expired on 25 August 2020

會議錄製檔：
https://us02web.zoom.us/rec/share/6-ZTM4v8sSRJRtbXwliDf4wsFYPqX6a8gXRK-fRcmL5Z3bpfkHU9lRpkIO5nx1I

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