



2019

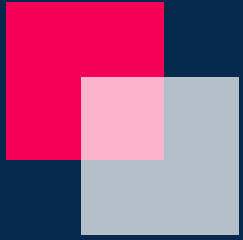
7 methods to boost up the
online sales for eshop



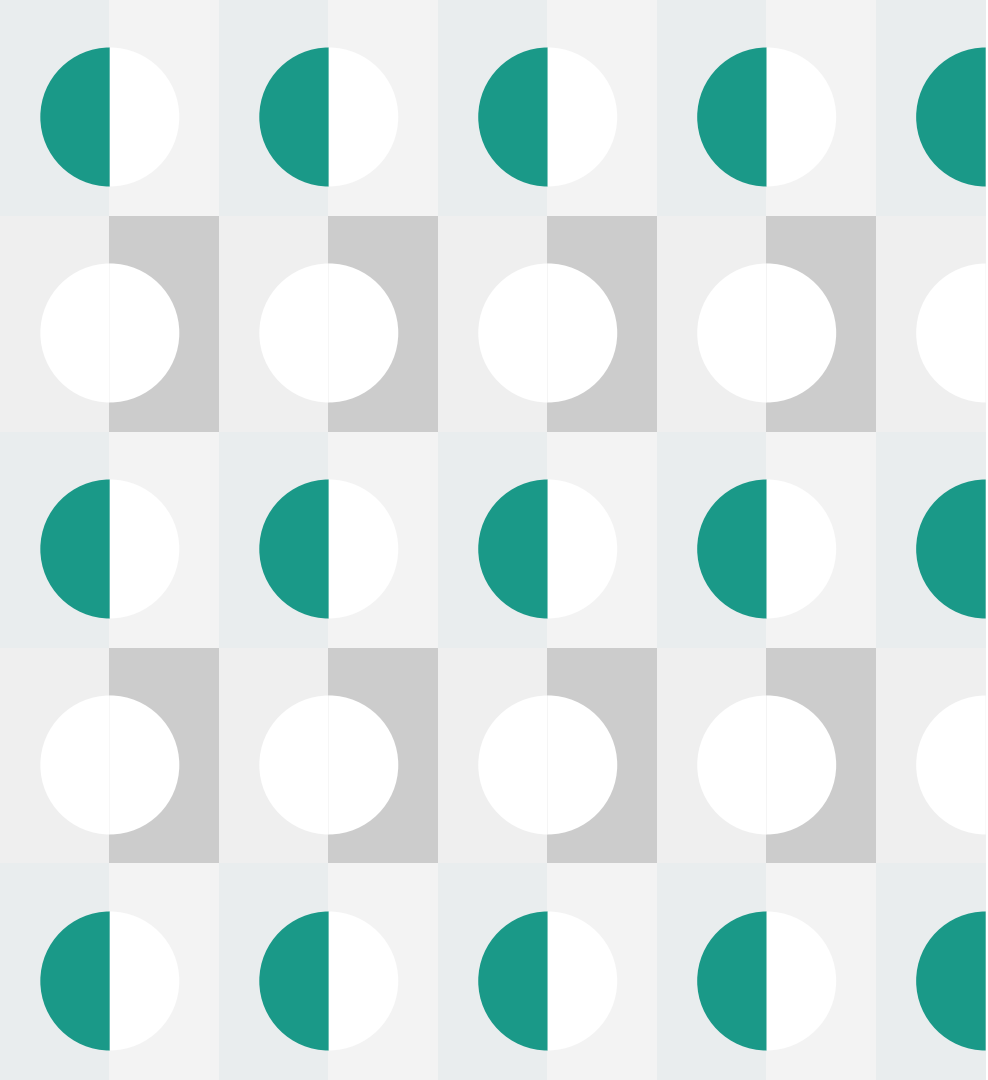
WordCamp HK
<https://2019.hongkong.wordcamp.org>

My bio

- 15 years of experience of SEO and WordPress.
- Built over 350 WordPress sites for clients.
- Co-organizer of Hong Kong WordPress Meetup.
- Participate at WordCamp SG and KL.



Anyone is
running
eCommerce
business?



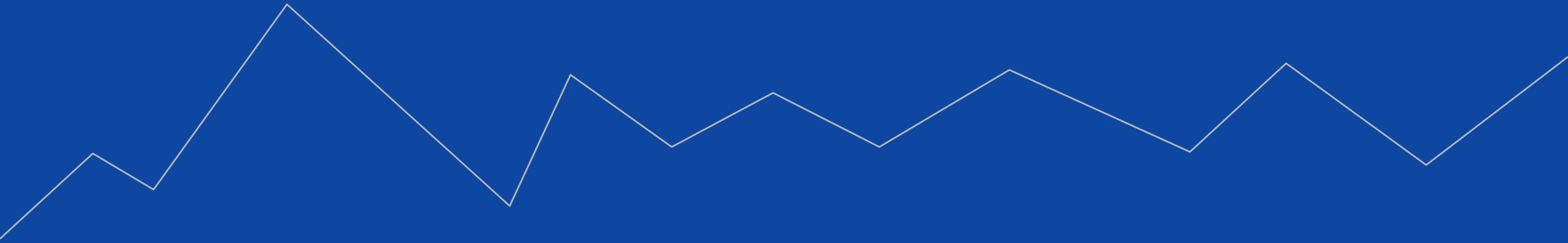
**What
problems
do you
encounter?**

**3 main areas to
focus on**



- 1/ More customers**
- 2/ Higher AOV**
- 3/ Frequent purchase**

1. More customers



A decorative graphic on the left side of the slide, consisting of a teal triangle pointing downwards and a white diagonal line separating it from the dark grey background.

but first...measure

- analytics

- surveys

- usability studies



google analytics

Primary Dimension: Conversion:

100.00%

Top Channels

All Goals

Edit Channel Grouping

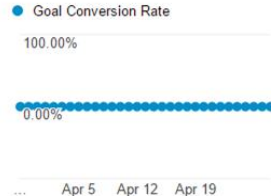
Top Channels



Sessions



Conversions



	Acquisition			Behavior			Conversions
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	
	2,874	75.47%	2,169	70.56%	2.79	00:02:03	
1 Paid Search	1,266			85.86%			
Direct	653						

google analytics

heatmap



Optimize UX in your site



Make your
website better.
Instantly.

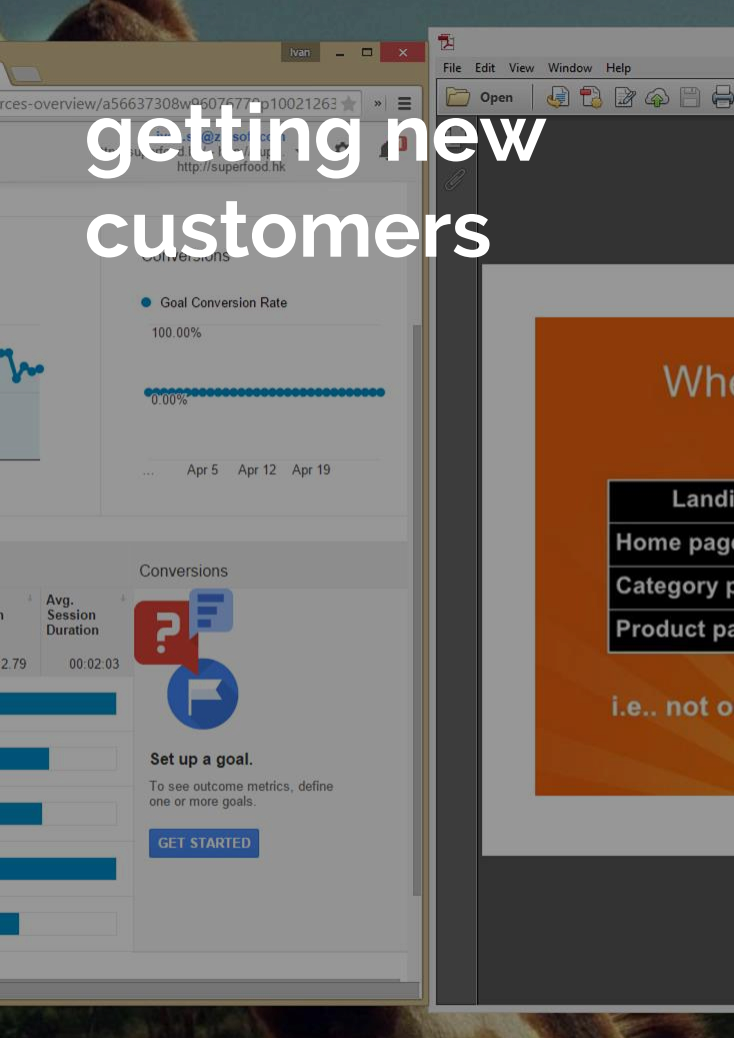
Over 300,000 websites use Crazy Egg to improve what's working, fix what isn't and test new ideas.

Enter your website URL

Show me my Heatmap



getting new customers



- seo
- sem
- re-targeting ads
- direct
- referral
- affiliates
- refer a friend
- social media
- offline PR



3 type of traffic

1. Free traffic
2. Paid traffic
3. Own traffic



seo tips

- title
- meta
- keyword
- sitemap
- friendly url
- search engine
submission

search engine sitemap

```
<!-- generated-on="November 08, 2010 1:27 pm" -->
- <urlset xsi:schemaLocation="http://www.sitemaps.org/schemas/sitemap/0.9 http://www.sitemaps.org/schemas/sitemap/0.9/sitemap.xsd">
- <url>
  <loc>http://adventuredemo.beta.rezgo.com/</loc>
  <lastmod>2010-11-08T13:27:22-08:00</lastmod>
  <changefreq>daily</changefreq>
  <priority>1.0</priority>
</url>
- <url>
  <loc>http://adventuredemo.beta.rezgo.com/about</loc>
  <lastmod>2010-11-08T13:27:22-08:00</lastmod>
  <changefreq>weekly</changefreq>
  <priority>0.6</priority>
</url>
- <url>
  <loc>http://adventuredemo.beta.rezgo.com/terms</loc>
  <lastmod>2010-11-08T13:27:22-08:00</lastmod>
  <changefreq>weekly</changefreq>
  <priority>0.6</priority>
</url>
- <url>
  <loc>http://adventuredemo.beta.rezgo.com/contact</loc>
  <lastmod>2010-11-08T13:27:22-08:00</lastmod>
  <changefreq>weekly</changefreq>
  <priority>0.6</priority>
</url>
```

social media

- facebook like & share
- fan page/content distribute
- youtube channel



View larger 



[2] DAILY DETOX

Write a review

Pineapple, grapefruit, orange.

Taste: Very sweet and little sour.

Benefits: Rich in Vitamin C, Antioxidants and Detoxifying Enzymes.

Promote healthy bowel and radiant skin, boost metabolism and support weight-loss.

300ml

CONDITION New

\$30.00

QUANTITY


1

-

+



ADD TO CART

 Add to wishlist

 Send to a friend  Share on Facebook!  Print



Primary Dimension: [Keyword](#) [Source](#) [Landing Page](#) [Other](#)

Plot Rows Secondary dimension Sort Type: Default

advanced

Keyword	Acquisition			Behavior			Conversions	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completion
	69 % of Total: 2.40% (2,874)	84.06% Avg for View: 75.47% (11.38%)	58 % of Total: 2.67% (2,169)	36.23% Avg for View: 70.56% (-48.65%)	5.51 Avg for View: 2.79 (97.18%)	00:03:04 Avg for View: 00:02:03 (49.68%)	0.00% Avg for View: 0.00% (0.00%)	% of T 0.00%
1. (not provided)	22(31.88%)	50.00%	11(18.97%)	13.64%	8.32	00:05:39	0.00%	0 (0.00%)
2. k11 果汁	2 (2.90%)	100.00%	2 (3.45%)	50.00%	4.00	00:00:52	0.00%	0 (0.00%)
3. 冷壓果汁	2 (2.90%)	100.00%	2 (3.45%)	0.00%	8.00	00:02:43	0.00%	0 (0.00%)
4. 果汁	2 (2.90%)	100.00%	2 (3.45%)	0.00%	4.50	00:01:36	0.00%	0 (0.00%)
5. 果汁功效	2 (2.90%)	100.00%	2 (3.45%)	50.00%	3.50	00:00:47	0.00%	0 (0.00%)
6. 果汁機	2 (2.90%)	100.00%	2 (3.45%)	50.00%	1.50	00:00:26	0.00%	0 (0.00%)
7. 水果	2 (2.90%)	100.00%	2 (3.45%)	50.00%	6.00	00:04:12	0.00%	0 (0.00%)
8. http://superfood.hk/	1 (1.45%)	100.00%	1 (1.72%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
9. superfood	1 (1.45%)	100.00%	1 (1.72%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
10. superfood果汁	1 (1.45%)	100.00%	1 (1.72%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)

SEO measurement

Jimmy Wong and 70 other friends

4,258 post reach this week

Invite friends to like this Page

Find New Customers
Connect with more of the people who matter to you
[Promote Page](#)

ABOUT

- Superfood HK (cold-pressed juices) - Detox as a way of life. Tag #superfood_hk to give us permission to share your lifestyle.
- <http://www.superfood.hk/>

PHOTOS

Superfood shared Caca Lam 林加蓮's photo.
Posted by Ivan So (?) · April 26 at 7:07pm ·

多谢Caca 撞意Superfood的健康口味。 Superfood #superfoodhk

Caca Lam 林加蓮
可能朋友見我食得咁過份，忍唔住送來冷壓果汁，有助排毒減肥，我比較鍾意甘筍+橙，甜甜酸酸，好refreshing!
#superfoodhk
<http://superfood.hk/tw/>

139 people reached

THIS WEEK

9 Page Likes

4,258 Post Reach

3 Shop Now

Recent
Founded

See Your Ad Here

Superfood
Superfood HK (cold-pressed juices) - Detox as a way of life. Tag #superfood_hk to give us...

blogger PR

where do visitors land?

<input type="checkbox"/>	Landing Page [?]	Sessions [?] ↓	% New Sessions [?]	New Users [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]
		2,874 % of Total: 100.00% (2,874)	75.57% Avg for View: 75.47% (0.14%)	2,172 % of Total: 100.14% (2,169)	70.56% Avg for View: 70.56% (0.00%)	2.79 Avg for View: 2.79 (0.00%)	00:02:03 Avg for View: 00:02:03 (0.00%)
<input type="checkbox"/>	1. /tw/ [?]	1,385(48.19%)	86.21%	1,194(54.97%)	71.41%	2.34	00:01:02
<input type="checkbox"/>	2. /en/ [?]	1,344(46.76%)	68.68%	923(42.50%)	73.07%	2.84	00:02:36
<input type="checkbox"/>	3. /en/13-juices [?]	24 (0.84%)	45.83%	11 (0.51%)	41.67%	9.83	00:08:58
<input type="checkbox"/>	4. /tw/13-juices [?]	15 (0.52%)	33.33%	5 (0.23%)	20.00%	3.47	00:00:55
<input type="checkbox"/>	5. /tw/15-combo [?]	10 (0.35%)	30.00%	3 (0.14%)	0.00%	11.80	00:08:25
<input type="checkbox"/>	6. /tw/juices/14-apple-beet-carrot.html [?]	10 (0.35%)	50.00%	5 (0.23%)	50.00%	3.80	00:09:28
<input type="checkbox"/>	7. /tw/juices/13-orange-pineapple-beet.html [?]	9 (0.31%)	88.89%	8 (0.37%)	33.33%	2.78	00:04:40
<input type="checkbox"/>	8. /en/content/4-about-us [?]	7 (0.24%)	14.29%	1 (0.05%)	85.71%	1.29	00:00:04

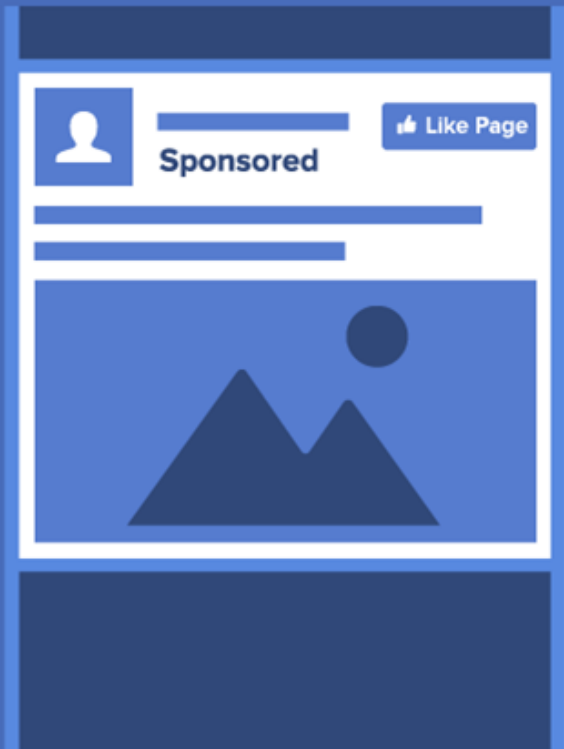
engaging customers

- news/blog/facebook
ok feed
- promotion/group
buy
- content & photo
- landing page
- ease of use
navigation

聽日天氣炎熱，19-28度高溫，可以的話，記住帶超。

Superfood #superfoodhk





2/Paid traffic



Traffic is important but most crucial is Conversion

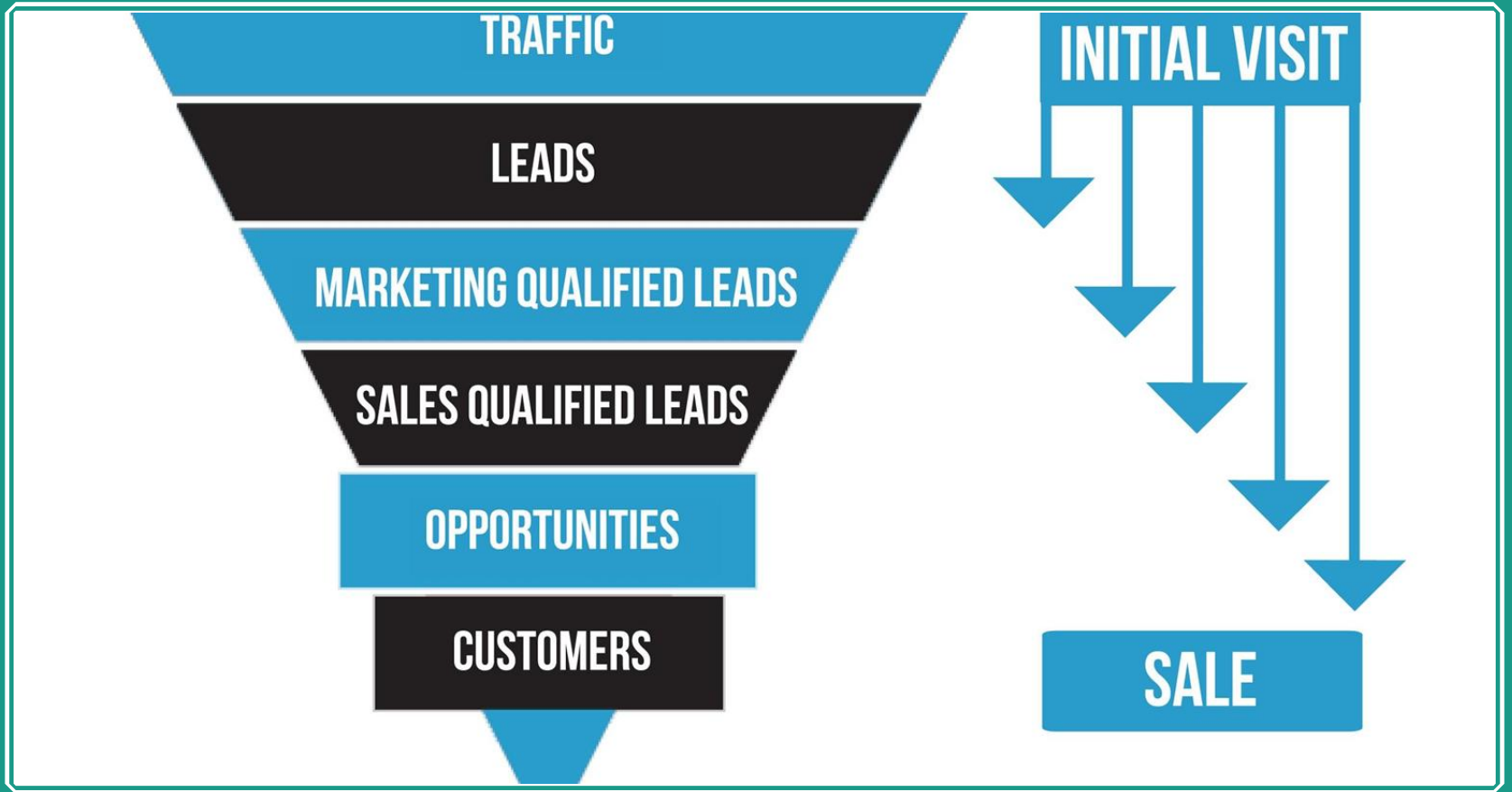
You have to get people to visit the site or page you're directing them to. You may get tons of traffic but it does not mean you're doing well. Unless you can capture some lead and convert them into your customers eventually.

Traffic is important but most crucial is Conversion

Conversion means persuading the reader to do the thing **you want them to do**, whether that's to buy a product from your online store, download your case study in exchange for his email address or to call you to set up a consultation.

Your end goal isn't traffic. It's sales!
Without sales, you'll be out of business,
regardless of how much traffic you have.
So define your goal of the landing page.







**What is the
average
conversion rate
for a ECOMMERCE
WEBSITE?**

0.1 - 1%

Surprisingly, studies show that the average conversion rate for a website is between 0.1% and 0.5%, which means it's only converting a teeny tiny portion of site traffic. With such a poor outcome, why do businesses still rely on the homepage to do the heavy lifting?

Maths questions

- If you have 10,000 traffic to your website, what is the converted traffic for website 1%

Maths questions

If a successful order will earn you \$500,
which mean you need 100 traffic to convert one
customer.

Maths questions

Are you making money if each traffic cost \$10?

Maths questions

NO, because it will cost you \$1,000 to get 100 traffic.

Conversion rate is 1% so you need to spend \$1,000 to get \$500

Maths questions

Are you making money if each traffic cost \$2?

Maths questions

NO, because it will cost you \$200 to get 100 traffic.

Conversion rate is 1% so you need to spend \$200 to get \$500

Maths questions

So now you know how to justify the advertising dollar for traffic.

If \$2 can bring in one traffic, which mean you use \$200 to earn \$500. How much is your ads budget?

Maths questions

If a customer really use \$10 to bring in a traffic, which mean they spend \$1,000 to get \$500 income.

Do you know WHY?



Consider LTV

A customer could buy 4 times in a year which end up \$1,000 to get them to buy the first time of \$500 is making sense.

3/Own traffic

eDM



Test Template preview mode

Desktop

Mobile

Inbox

8 Tokens

Update 2

Add Client

Use this area to offer a short preview of your email's content. [View this email in your inbox](#)

Labletter
Hands-on tips, tricks & tutorials straight from our test lab.

Rock 2016 with your own web site!

Hi <First Name>!




Last year many of our readers told us that they didn't have enough time to build their own website. Let's change that!

Believe it or not, we recreated the official U2 website in just over 30 minutes with Wix. [Check out how we did it here!](#)

We'll also show you the fastest way to create a WordPress website that includes an online store. Learn more in our verdict for the most popular eCommerce plugin for WordPress: " [WooCommerce](#)".

Please tell us about your projects. We'll happily advise you!

Your ToolTesters
Robert, Armin & Josep
[WebsiteToolTester.com](#)

 Newsletter Calculator If you've got a website, you should also be building a subscriber list. Best of all, sending a newsletter doesn't have to be expensive! Our new tool will show you how much you can save by picking the right newsletter service. Calculate now	 Web Design Trends we don't want to see in 2016. Preloaders and aggressive pop-ups are just two annoying trends that really took off in 2015. Did we miss anything? We are happy to hear from you in our comments. Read article	 Create a website Which is the best tool for your project? A modern website builder can save you a lot of time and money, but is it powerful enough? Let's find out what you can and cannot achieve with them. Read article
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Desktop

Outlook 2010
Updated on Feb 29, 2016, 11:06 AM
[Update](#) · [View history](#)

Web-based

Gmail (Chrome)
Updated on Feb 29, 2016, 11:06 AM
[Update](#) · [View history](#)



2. Higher AOV

FREE DELIVERY ABOVE HK\$360

WISHLIST

MY ACCOUNT

ENG | 繁體

Search...



MY CART - EMPTY

SUPERFOOD

100% COLD PRESSED

Login

HOME

JUICES

ABOUT US

CHECKOUT

PURIFY & COLD-PRESSED



TOPLIST OF THE WEEK



FREE DELIVERY ABOVE HK\$360

[WISHLIST](#)[MY ACCOUNT](#)[ENG | 繁體](#)[MY CART - EMPTY](#)

SUPERFOOD

100% COLD PRESSED

[HOME](#)[JUICES](#)[ABOUT US](#)[CHECKOUT](#)[HOME](#) > [JUICES](#)

VIEWED PRODUCTS



[2] Daily Detox

Pineapple,
grapefruit,
orange.
Taste...

TAGS

[orange](#)[beet](#)[pineapple](#)[apple](#)[grapefruit](#)[carrot](#)[pear](#)[ginger](#)

JUICES

There are 6 products.



Sort by



COMPARE (0)



JUICES

[1] Grapefruit Moon

\$30.00



JUICES

[2] Daily Detox

\$30.00



JUICES

[3] Apple, Beet

\$30.00



FREE DELIVERY ABOVE HK\$360

[WISHLIST](#)[MY ACCOUNT](#)[ENG | 繁體](#)[MY CART - EMPTY](#)

SUPERFOOD

100% COLD PRESSED

[HOME](#)[JUICES](#)[ABOUT US](#)[CHECKOUT](#)

[HOME](#) > [JUICES](#) > [6] YOUTHFUL

JUICES

[Juices](#)[Snacks](#)[Combo](#)

VIEWED PRODUCTS



[6] Youthful

Carrot, orange.
Taste: Very sweet and...



[2] Daily Detox

Pineapple,
grapefruit,
orange.
Taste:...



View larger



[6] YOUTHFUL

Carrot, orange.

Taste: Very sweet and little sour.

Benefits: Rich in Vitamin C, Carotenes and Antioxidants.

Anti-aging, reduce water retention, alkalise blood acidity, cleanse the body, strengthen immunity, support healthy blood cholesterol balance and improve vision.

300ml

CONDITION **New**

\$30.00

QUANTITY

1

-

+



ADD TO CART

SUPERFOOD

100% COLD PRESSED

HOME > JUICES > [6] YOUTHFUL

JUICES

Juices

Snacks

Combo

VIEWED PRODUCTS



[6] Youthful
Carrot, orange,
Taste: Very
sweet and...



[2] Daily Detox
Pineapple,
grapefruit,
orange.
Taste:...



carrot, orange

ADD TO CART

MY CART - EMPTY

ABOUT US

CHECKOUT

FUL

enes and Antioxidants.

alkalise blood acidity, cleanse the
at healthy blood cholesterol

cross selling

5 OTHER PRODUCTS IN THE SAME CATEGORY:



[1] Grapefruit Moon



[2] Daily Detox



[3] Apple, Beet



[4] Refresher



Winnipeg Jets Hat

\$29.99

Add to cart

When purchased by itself this hat is normally \$29.99

This is an example of not only a sweet hat, but a product that is part of a bundle sale. If you look down below there are two other items that when purchased together with this item will qualify you for a 25% discount. This is created using the Product Bundles app. You can [Grab the BETA version here](#).

Share this item: [+1](#) [Tweet](#) [Pin it](#) [Like](#) 0

Bundle your Jets gear and save 25%!



Winnipeg Jets Hat
~~\$29.99~~ \$22.49



Winnipeg Jets Scarf
~~\$19.99~~ \$14.99



Winnipeg Jets Jersey


Small (Bundle price)
\$157.49



Add Bundle to Cart
25 %

When purchased as part of a bundle sale it's 25% off!

You can add the entire bundle with one click!



**Why do we up sell
/ cross sell /
bundle product to
customers?**

☰ Categories

- Storage & Organisation
- Cleaning
- Kitchenware
- Tableware
- Bathroom
- Bedroom
- Laundry & Accessories
- Personal Care & Grooming
- Home Appliances
- Furniture
- Interior Decoration
- Hardware & Tools
- Stationery
- Gardenware
- Festive Supplies

Search through for 359,096 products



Login



Register



Notification



My List



Cart

Hot Keywords: 日本製家品 本周至筍 落雨也不怕 儲物收納

Selected Diatomaceous Earth Moisture Spoon \$89!

Cross Store

BUY 2 **15% OFF**

60+ Stores! 11,000+ Items!

BUY NOW

Hisense

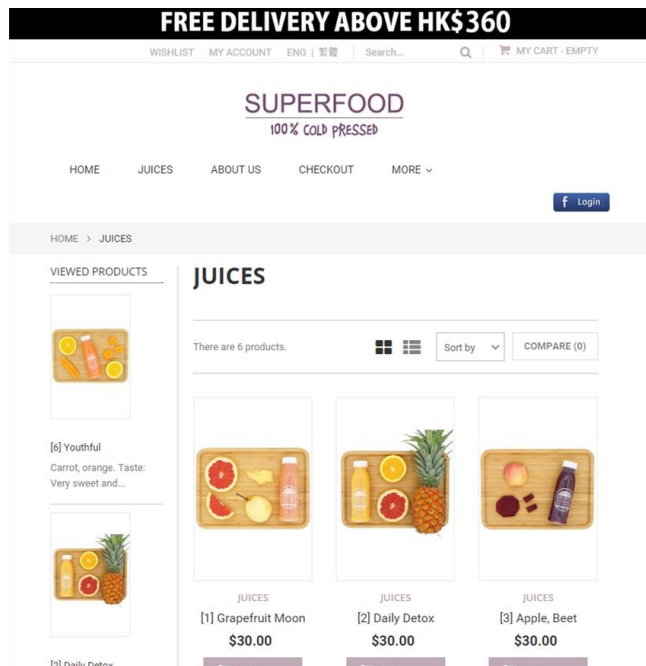
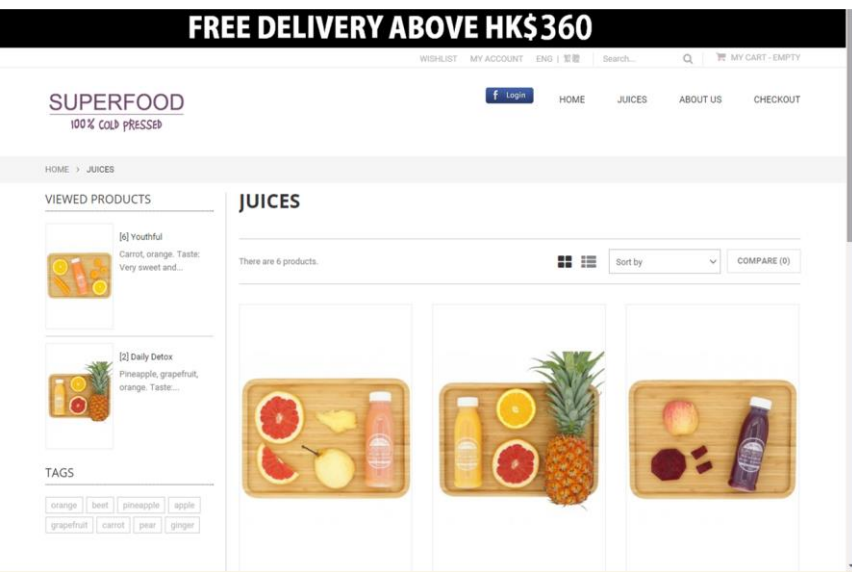
Mustela



但毛利率並不是HKTVmall最大的致命傷。最恐怖是其他營運開支，半年就花了3.36億元，跟營業額的數字差不多，真係好鬼得人驚！雖然HKTVmall較零售店節省了一點租金，但每100元的營業額，市場推廣及O2O門市營運開支12.1元（已經等於759的店舖租金比率）**物流服務的配送成本高達38.1元**，點計都有可能賺到錢。除此之外，電子商貿業務運作及後援支援成本23.7元，也是一個很大的致命點。



responsive design



FREE DELIVERY ABOVE HK\$360

WISHLIST

MY ACCOUNT

ENG | 繁體

Search...



SUPERFOOD

100% COLD PRESSED



Login

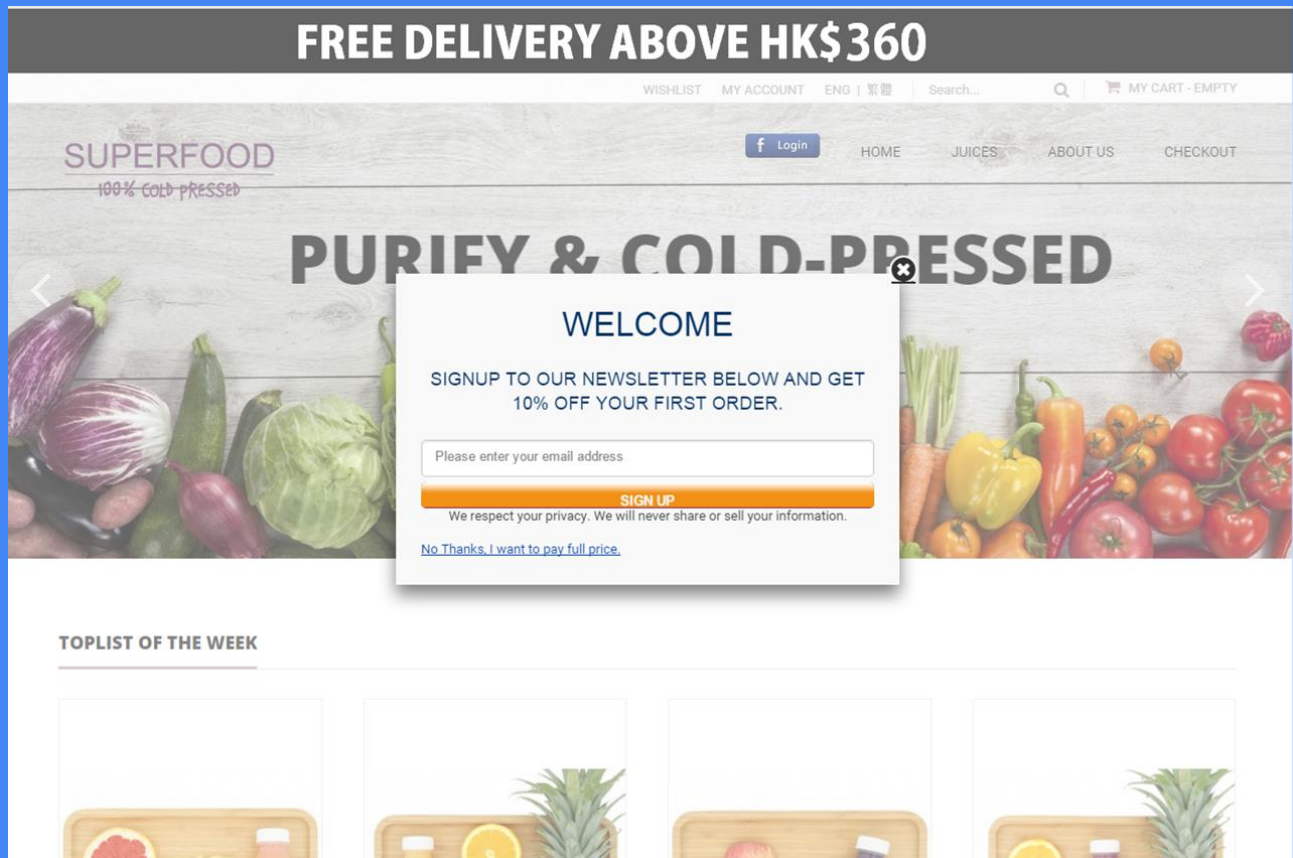
HOME

JUICES

ABOUT US

facebook login

pop up after x
second



The screenshot shows a website for 'SUPERFOOD 100% COLD PRESSED'. The main banner features the text 'PURIFY & COLD-PRESSED' over a background of fresh vegetables. A white pop-up window is centered on the page, containing a 'WELCOME' message and a sign-up form. The form includes an email input field, a 'SIGN UP' button, and a privacy notice. Below the pop-up, the 'TOPLIST OF THE WEEK' section is visible, showing four product cards with images of fruit and smoothies.

FREE DELIVERY ABOVE HK\$360

WISHLIST MY ACCOUNT ENG | 繁體 Search... MY CART - EMPTY

SUPERFOOD
100% COLD PRESSED

f Login HOME JUICES ABOUT US CHECKOUT

PURIFY & COLD-PRESSED

WELCOME

SIGNUP TO OUR NEWSLETTER BELOW AND GET
10% OFF YOUR FIRST ORDER.

Please enter your email address

SIGN UP

We respect your privacy. We will never share or sell your information.

[No Thanks, I want to pay full price.](#)

TOPLIST OF THE WEEK



Plugins

[My Favorites](#) [Beta Testing](#) [Developers](#)

Search plugins



Messenger Customer Chat

By Facebook

[Download](#)

Solve customer problem during purchase

This plugin is translated into [7 languages](#). [Translate it!](#)[Details](#)[Reviews](#)[Installation](#)[Support](#)[Development](#)

Description

Messenger customer chat is the official free Messenger customer chat plugin for WordPress by Facebook. This plugin allows you to interact

Version:

1.3

Last updated:

3 months ago

Active installations:

70,000+

delivery options

- free shipping over \$xxx purchase
- next day delivery
- select date/time delivery



SELECT A TIME SLOT FOR DELIVERY

	4th May	5th May	6th May	7th May	8th May	9th May	10th May
10:00		Tuesday morning	Wednesday morning	Thursday morning	Friday morning	Saturday morning	
14:00		Tuesday midday	Wednesday midday	Thursday midday	Friday midday	Saturday midday	
18:00		Tuesday evening	Wednesday evening	Thursday evening	Friday evening	Saturday evening	
20:00							

schedule delivery

review & rating (on/off site)

FREE DELIVERY ABOVE HK\$360

WISHLIST IVAN SO SIGN OUT ENG | 繁體 Search... MY CART - 2 PRODUCTS

SUPERFOOD 100% COLD PRESSED

HOME > JUICES > [2] D

JUICES

Juices

Snacks

Combo

VIEWED PRODUCTS

[6] You
Carrot
Taste:
sweet

[2] Daily Detox
Pineapple, grapefruit, orange.
Taste: Very sweet and little sour.
Benefits: Rich in Vitamin C, Antioxidants and Detoxifying Enzymes.
Promote healthy bowel and radiant skin, boost metabolism and support weight-loss.
300ml

[2] Daily Detox
Pineapple, grapefruit, orange.
Taste:...

View larger

\$30.00

QUANTITY 1 - +

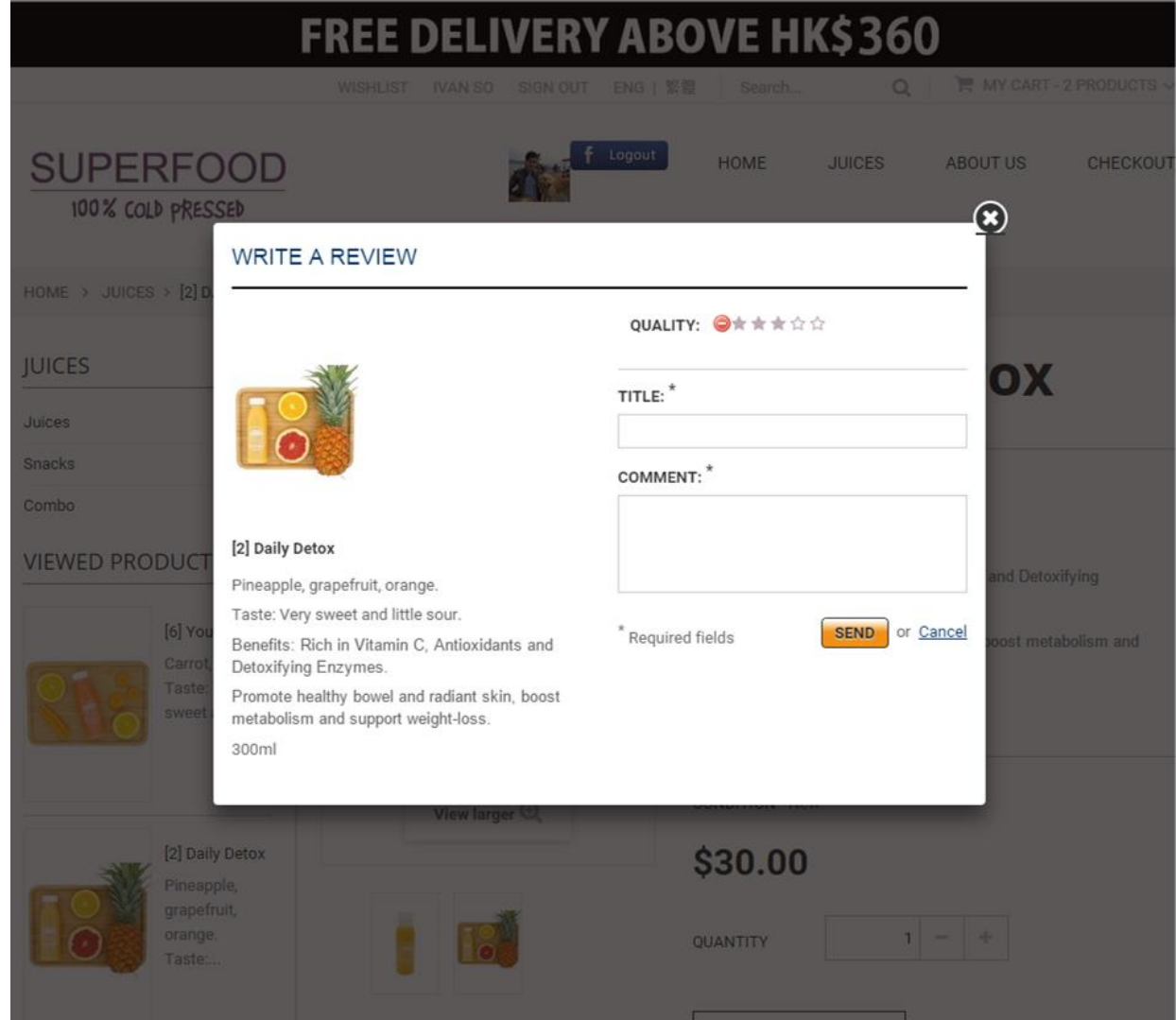
WRITE A REVIEW

QUALITY: ☹️☆☆☆☆

TITLE: *

COMMENT: *

* Required fields or [Cancel](#)



Show customer review

[My Favorites](#) [Beta Testing](#) [Developers](#)

Customer Reviews for Commerce





Customer Reviews for WooCommerce

By [ivole](#)

This plugin is not translated into 简体中文 yet. [Help translate it!](#)

make it simple to purchase

- basket
- security
- delivery cost
- big buttons
(especially for
mobile)

PRODUCT	DESCRIPTION	UNIT PRICE	QTY	TOTAL	
	[3] Apple, Beet	\$30.00	<input type="text" value="1"/>	\$30.00	
	[2] Daily Detox	\$30.00	<input type="text" value="1"/>	\$30.00	
		TOTAL PRODUCTS		\$60.00	
		TOTAL SHIPPING		\$36.00	
		TOTAL		\$96.00	

packaging

Home > Men > Classic/Classic > C5 Quartz > C5 Malvern Quartz - Brown Leather



C5 MALVERN QUARTZ - BROWN LEATHER C5-Q-QVTT

£250.00 ~~was ec.£266.33~~

Availability: In stock

The C5 Malvern Quartz is everything that the iconic C5 Malvern Automatic is but in a quartz version. The new watch has exactly the same attention to detail and quality, as the original, featuring a convex sapphire crystal glass with anti-reflective coating, a surgical grade 316L stainless steel case and a screw-in crown. The only real difference is the Ronda 515, single-jewel Swiss quartz movement which is accurate to within 0.5 seconds a day.

As with all Christopher Ward watches, the C5 Malvern Quartz comes with a 60-day no quibble return policy and a 60-month warranty. Every watch has a unique serial number and as part of Christopher Ward's personal service, it is often possible to request a particular number.

The C5 Malvern Quartz provides the perfect introduction to the world of Christopher Ward and allows you to experience what it feels like to wear a piece of precision engineering on your wrist. Put simply, it is probably the most affordable luxury watch in the world.

Click on the image above to view a more detail



Be the first to review this product

Review £10.00

Upgrade your order?

Alligator Upgrade £125.00 (0)

Deluxe Box £25.00 (0)

Gift Wrap £7.95 (0)

Engraving £25.00 (0)

BUY NOW

making it simple to purchase

- more payment options
- no distractions (same header/look & feel)
- language & tone
- registration or guest checkout
- analytics

SHOPPING CART > CHECKOUT DETAILS > ORDER COMPLETE

Add **HKD\$4,932.8** more to cart and get free shipping!

PRODUCT	PRICE	QUANTITY	TOTAL
---------	-------	----------	-------



EverBlock - 12"x6" Full Block - White

HKD\$67.2

- 1 +

HKD\$67.2

← CONTINUE SHOPPING

UPDATE CART

CART TOTALS

Subtotal **HKD\$67.2**

Shipping

Shipping: HKD\$200.0

Shipping options will be updated during checkout.

Total **HKD\$267.2**

PROCEED TO CHECKOUT

Coupon

Coupon code

WooCommerce Dynamic Cart Notices

★★★★☆ (10) 250 Sales

Item Details

Reviews

Comments

Support



Live Preview



Screenshots



Add to Favorites



Regular License

\$14

✓ Quality checked by Envato

from WooMatrix
include?

12 months
save up to \$4

\$3.38

displayed excludes sales

Add to Cart

Buy Now

Last step to increase average order value

4 in 1 marketing plugins

- Get more subscribers and deliver coupon
- Create urgency for purchase
- Show how many people are looking at the product right now
- Create curiosity and awareness

for WooCommerce – Marketing A
les

This plugin is not translated into 简体中文 yet. [Help translate it](#)

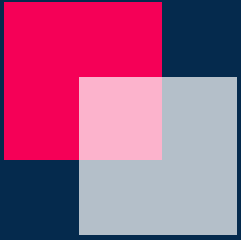
Demo

WE HELP YOU BUILD AMAZING THINGS

MODULAR PLASTIC BLOCKS

IDEAL FOR DOZENS OF APPLICATIONS AND INDUSTRIES

MADE IN NEW YORK



3. Frequent purchase

音响之家
Audio House®

lazada.sg/audiohouse-launch

x LAZADA
 .SG

UP TO
50%
OFF

• 21 - 23

DAILY FLASH SALES FROM 9AM

• DAY 1 •

Flash sales



PHILIPS NR-BW465XSSG
DOOR FRIDGE

~~9~~ **\$799**



PHILIPS 40" FHD LED TV

~~\$899~~ **\$399**



ONKYO HT-S3700 HOME THEATRE

~~\$779~~ **\$599**



PHILIPS BLU-RAY

~~\$229~~ **\$89**

Your Logo
a new experience

HURRY! BEFORE THESE ITEMS SELL OUT

Dear Mary,
We've noticed that you were thinking about purchasing the following items...
they won't be around for long so get them now!



Printed dress

Get free shipping fees using the code CAV55175 Act now!
this special offer ends at 10/12/2014

So place your order soon before these items sell out!

CHECKOUT NOW

100% satisfaction guarantee:



Fast
delivery



Secure
paiement



Satisfied or
refunded



After-sales
service

click [here](#) to not receive future emails.

abandoned cart reminder

70% people add to cart
but quit the site without
checkout.



Re-capture customers order

TYCHE
SOFTWARES



Abandoned Cart Lite for WooCommerce

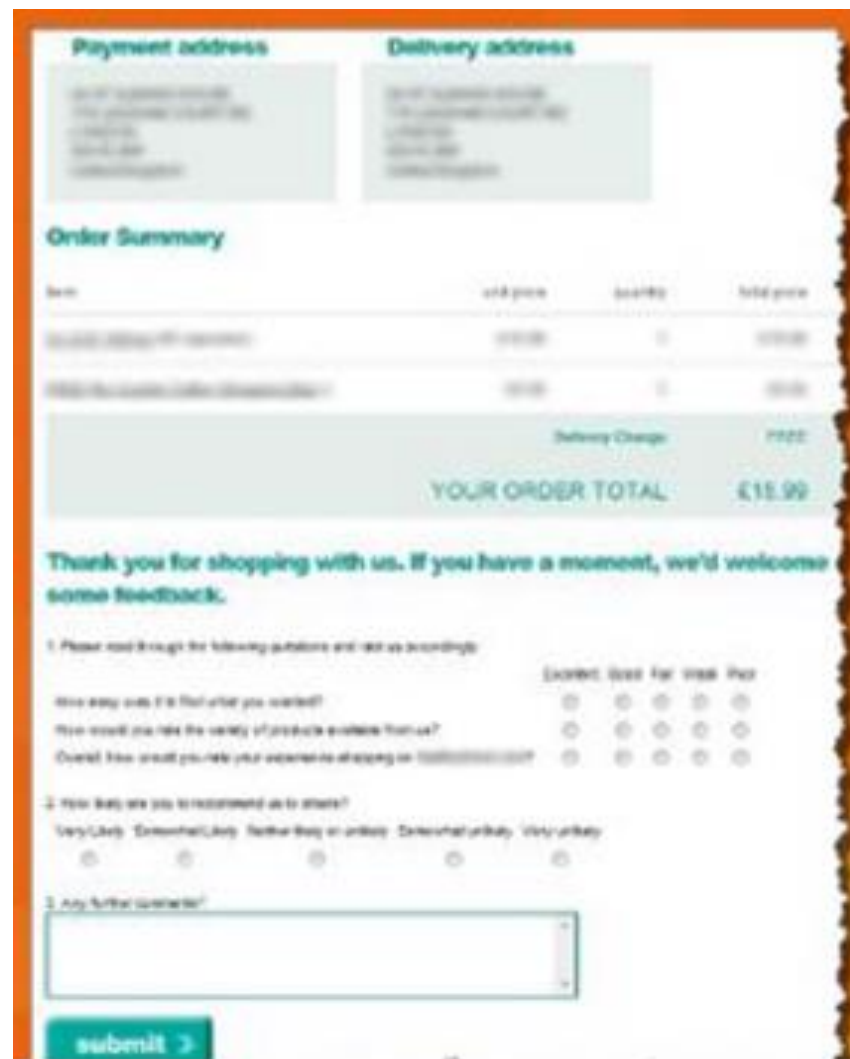
By Tyche Softwares



Download

survey after order

simple multiple
choice



The image shows a screenshot of a post-order survey form. At the top, there are two columns for 'Payment address' and 'Delivery address', each containing a blurred address. Below this is an 'Order Summary' table. The table lists items with their unit prices, quantities, and total prices. A 'Delivery Charge' of 1122 is also shown. The total order value is 11.99. Below the summary, a message says 'Thank you for shopping with us. If you have a moment, we'd welcome some feedback.' The survey consists of three questions:

1. Please read through the following questions and rate us accordingly:
How easy was it to find what you wanted? (Scale: 1-5)
How would you rate the variety of products available from us? (Scale: 1-5)
Overall, how would you rate your experience shopping on [website]? (Scale: 1-5)
2. How likely are you to recommend us to others?
Very Likely, Somewhat Likely, Neither Likely or unlikely, Somewhat unlikely, Very unlikely (Scale: 1-5)
3. Any further comments?
[Text input field]

At the bottom, there is a 'submit' button with a right-pointing arrow.

Item	Unit price	Quantity	Total price
[blurred item]	1122	1	1122
[blurred item]	1122	1	1122
Delivery Charge			1122
YOUR ORDER TOTAL			€11.99

getting them to come back

SUN揭秘：佔跑道拉筋 屯門運動場跑霸出沒

04月29日(三) 18:52

f 推介 96

Tweet 2

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馬經

Sourcing Folding Tables

You Need The Leading Global B2B Platform



Alibaba.com
Global trade starts here.

Start Now >

東網電視

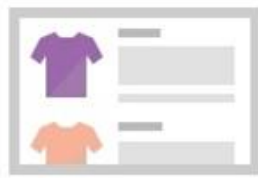
更多新聞短

VITA GREEN 維特健靈
五色靈芝
買4盒
Vita Green Lingzhi



SUPERFOOD
100% COLD PRESSED
100% 純果汁
無添加冷榨法
100% RAW JUICES
PURIFY & COLD PRESSED

Sourcing Folding Tables
You Need The Leading Global B2B Platform



People visit your website

+



Visitors are added to your
remarketing lists



Show them your ads while
they browse the web

Google



re-targeting ads

To sum up, focus on 3 main areas

1. More customers
2. Higher AOV
3. Frequent purchase



Positioning

- USP (unique selling point)
- Differentiation
- Single brand / multiple brand



Branding





香港特別行政區 政府統計處
Census and Statistics Department
Hong Kong Special Administrative Region

特選建築材料平均批發價格

Average Wholesale Prices of Selected Building Materials

2019年 3月

MARCH 2019

材料	單位	Materials	Unit	價格 (港元) Price (HK\$)
1. 碎石 *	公噸	Aggregates *	tonne	55
2. 瀝青	公噸	Bitumen	tonne	7,517
3. 混凝土磚，100毫米厚	平方米	Concrete blocks, 100mm thick	square metre	80
4. 柴油 #		Diesel fuel #		
工業用 (輕質)	桶 (200公升)	For industrial use (light)	200-litre drum	2,448
汽車用	100公升	For road use	100 litre	1,215



Red clay brick on sale for up to \$1,000 on eBay

Highly anticipated fashion item by skateboarding brand Supreme sold out at original price of \$30 within minutes



Thank you & Q&A

Connect with me at
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www.fb.com/ivansopage