

# YOUR 28-DAY WOOCOMMERCE STORE MARKETING PLAN



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# Welcome to the 28-Day WooCommerce Store Marketing Plan Guide!

I'm really excited to bring this groundbreaking guide to your screens and I hope you get tons of value out of it as you build and grow your WooCommerce store into the business of your dreams.

This guide is brought to you by Advanced Coupons which is an extension for WooCommerce that will help you execute some of the plans you'll find here.

Coupons are a great way to grow a store but only if you have the right tools to be able to run the correct types of coupon deals. That's where Advanced Coupons comes in.

But this isn't a place for me to plug my coupon extension (though, thank you very much if you choose to use it!) it's a place for me to dispel some myths, create some solid and sound marketing plans and help you on your store building journey.

I hope you find lots of value between the pages here and if you have any questions at all please don't hesitate to reach out.

Josh Kohlbach  
Founder of Advanced Coupons for WooCommerce  
<https://advancedcoupons.com>

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PS. Don't forget to download and use the companion spreadsheet for the guide which shows you what to do on what days in a checklist type format:

**Click here to download it:**

<https://docs.google.com/spreadsheets/d/1qFodXV8tN6PDLP3huSDYfSQgHmMIElq-lvw-xTwA04Q/edit?usp=sharing>

# The Foundations

## (Day 1 through 6)

Great stores are built on great foundations which is why for the first 6 days you'll be focusing on getting the foundations right.

There are two main things about the foundations we'll cover:

1. Making it easy for *customers* to get the information *they* need
2. Making it easy for *you*, the store owner, to get the information *you* need

### **Day #1: Re-organize your store**

The first thing you need to do is reorganize your products.

Most store owners get the organisation of their products completely wrong. They organise their first level categories by grouping similar types of products together.

I suggest you organise your store by "solution" instead.

This will be more helpful for the customers and reinforces that your products are there to solve a problem. It's also helpful later on as you'll see as you go through this guide.

For example, if you ran a store selling baby products, you might be tempted to make your high-level categories like so:

- Cots
- Car Seats
- Breast Pumps

- ...
- Etc

But customers would actually find it more helpful, at a high level, if you address the problems they are trying to solve:

- Sleeping
- Feeding
- Transport
- ...
- Etc

The proper place for grouping like-products together is beneath these solution-based categories:

- Sleeping
  - Cots
  - Portable Cots
  - Day beds
  - Toddler Beds
- Feeding
  - Breast Pumps
  - Breastfeeding Covers
  - Food Storage Systems
- ...
- Etc

This kind of store organisation will help your customer immensely in their search for the right products and it will set you up for better segmentation later on.

## **Day 2: Install live chat**

Actually talking to your customers is the only way you will learn about their needs.

For a new store, you should be in learning mode, absorbing every little bit of information your customers tell you.

Live Chat gives you a direct link to people with questions, it's a no-brainer to have this installed very early on in the piece.

Some suggested solutions (these are not affiliate links, I just like the tools):

- LiveAgent - <https://www.liveagent.com/>
- LiveChat - <https://www.livechatinc.com/>
- Intercom - <https://www.intercom.com/>
- Olark - <https://www.olark.com/>

### **Day 3: Create product FAQs**

Customers always have more questions than what you've covered on your product page.

The best way to help them out without needing to contact you is to build up a product based FAQ area.

I suggest having this as a tab on your actual product pages.

You can implement a central FAQ if you like, but most of the time people will have questions when they're actually on your product page. In fact, there's no reason you can't do both!

You can implement this on product pages in two ways:

1. Just put Q/A nicely formatted at the bottom of your long product description
2. Use a plugin to add another tab to the tabbed interface on product pages called "FAQ" and nicely format the information there

It doesn't have to be complicated or sophisticated, just visible.

## **Day 4: Turn live chat questions into FAQs**

The easiest (and best) way to populate your product FAQs is to use the questions your customers ask you via live chat.

Simply take the questions, reformat them so they make more general sense, and place them and the answer into your product FAQ section on the product page.

If it's a general question, add it to your general FAQ.

Do this religiously and you'll find that you get less useless Live Chat questions and more sales because you're answering questions before your customers even have them.

## **Day 5: Create your main social profile**

You might have noticed I said to create a social **profile**. Not multiple profiles.

Social media is only good if you have the time to invest in it and see an ROI.

You can't do that effectively over multiple social platforms.

Don't be like every other ADD store owner out there creating profiles on every single channel. That isn't marketing.

Pick the platform where MOST of your customers will be and absolutely DOMINATE that single platform.

One social media platform done really well is more powerful than 6 social media platforms done half-assed.

You will get more followers and engagement if you FOCUS your energies.

So pick your #1 social media platform and spend the day really tricking out your profile there. Make it the best you can and start posting and finding followers and getting involved in conversations.

## **Day 6: Set up Facebook Pixel tracking & Google Analytics with Ecommerce tracking**

This one I've included in the foundations because you need to have them later and if you don't set them up early you won't have the data you need at that time.

So, skip this at your peril...

For Facebook Pixel setup:

1. Go to <https://business.facebook.com> and set up an account. The Facebook Business manager is better than just running ads on your personal account.
2. Go to this page and set up your pixel inside Facebook Business Manager: <https://www.facebook.com/business/help/314143995668266>
3. Install the PixelYourSite plugin for WordPress, it has a WooCommerce integration built in and is very easy: <https://wordpress.org/plugins/pixelyoursite/>

For Google Analytics setup:

1. Go to Google and set up a Google Analytics account: <https://marketingplatform.google.com/about/analytics/>
2. Install the MonsterInsights plugin for WordPress which lets you link your site to your Google Analytics account
3. If you can afford it, get the Pro MonsterInsights plugin because it handles all your E-Commerce data as well and makes that super simple. It's about \$200 a year but it's worth it for the insight into which traffic sources your sales are actually coming from: <https://www.monsterinsights.com/>

# SEO Foundations

## (Day 7 through 11)

Just as with the previous section we need to get some basic things right, some foundations if you will, for Search Engine Optimization (SEO).

I'll be dealing specifically with on-page SEO because that is what is in our control right now.

### **Day 7 & 8: Fix your on-page SEO**

Most WordPress and WooCommerce themes are pretty good out of the box for SEO. The main thing that lets WooCommerce store owners down is not having the right information on there.

I don't know if you know this, but Google is pretty smart ;) They are actually really really good at hunting out the information they need, regardless of design or technical tags or whatever.

The basics are important of course, but the #1 thing that Google uses to determine what a page is about is by looking at its content.

*Most store owners just don't put enough stuff on their pages.*

The three primary things you need to take care of with on-page SEO on your site is:

1. Your individual product pages
2. Your product category pages
3. Your home page

### *Individual product pages*

What to include:

- A good descriptive product title no longer than about 80 characters
- A short description no more than 1-2 paragraphs
- A long description around 800-1200 words for those customers who like to read
- A product FAQ (as discussed above)
- A reviews section (for verified customers to leave their reviews)

### *Product category pages*

What to include:

- The product category title
- A 4 to 5 paragraph description about the category and what you are solving with these products (this is why I said to arrange in “solution” based categories earlier)
- A grid of products with pagination or AJAX loading for more products

### *Home page*

What to include:

- Main title that describes what you are all about
- Subtitle that backs it up
- List/grid of top-level categories
- A small blurb about you and your company and what you want to solve for the customer (think benefits to the customer) with a link to your about page
- If you want, a list of best sellers that you can rotate products into depending on what you’re wanting to push

The main goals for on-page SEO are to inform the customer and make it easy for them to find things. Solve those two problems well and good things will happen. Google is watching...

## **Day 9, 10 and 11: Create a short & long description for ALL of your products**

There's no easy way to sugar coat this. Creating product descriptions is a pain in the ass. And most store owners know it and avoid it like the plague.

If you check out any store with more than a handful of products (hell this is a problem even for stores with less than 10 products), you'll find the product descriptions really lacking.

But herein lies the opportunity!

The things that are hard don't get done by 95% of *other* store owners. Don't be in the 95%, be in the 5% and reap the rewards because that barrier to entry is exactly what can set you apart from all the rest.

Here's the bottom line: detailed product descriptions help your customers make their purchase decision.

As an online store, you don't have the luxury of letting your customers browse, touch and feel the item. They can only go by what is on the page.

Make that description the *best* you can make it by answering every question, giving every detail (no matter how trivial it might seem) and showing them all they need to know about your product.

The short description should be located somewhere near your add to cart button, usually under the product title, and will consist of 2-3 short paragraphs explaining the gist of what the product is all about.

The long description should be at least 800 to 1200 words (or longer) and feature headings, subheadings, bullet points and images. You can even throw in videos here.

And by the way, Google will pick up and reward your site with better rankings if it sees that your products are well described. So that's some added motivation.

Do this "hard task" and watch your conversion rates soar.

So... put your writing hat back on and get to work.

# Email Marketing

## (Day 12 through 20)

What a lot of store owners forget after a while is that e-commerce is a people business.

It's easy to get abstract with all the daily stats and figures and watching of "web traffic" and very easy to forget that every one of those digits represents *an actual person*.

Building a list of these people should be your #1 most important marketing priority. So the faster you can get Day 1 through 11 done the better because this is where the rubber hits the road.

Let me put this another way...

People come to you to solve a problem they have.

A list gives you access to those people so you can talk to them.

And if you're selling B2B and wondering if this applies to you... hell yeah, it does. People come to your website, not companies. Companies are just groups of people.

### **Day 12: Implement an email marketing system**

Here's a little secret that not many people know. Not all email marketing systems are created equal. They don't all do the same thing.

The needs you have, specifically as an e-commerce store, are quite different from someone off the street shopping for a system to send emails to their list.

There are a few things you should be looking for:

1. Basic CRM – the system should treat subscribers more like a “customer” or a “contact”. Whereby there is only ONE record for this person. Arranging your customers into lists is old school and not the CRM-way to do it.

MailChimp, for example, doesn’t do this right. It arranged subscribers into lists and you can have the same person on multiple lists and it charges you for each one. Bad bad bad news.

The system you look for should treat a customer as a single record.

2. Tagging – the system should support tagging where you can flag if a customer does something (eg. they make an order and you can tag them as a paying customer, they download a PDF and you can tag that they’ve received that PDF, they view a certain page and you can tag them that they’ve viewed that page on your site.
3. Automation – this lets you run automated campaigns of emails or even single emails to a group of customers who do some “trigger”.

A classic example of this is if someone downloads a PDF, you can send them a sequence of emails to try to convert them into a customer.

Another classic example is abandoned cart recovery, if someone puts something in their cart and doesn’t check out within 2 hours, send them an email to ask them to come back. If they don’t make an order within 24 hours, send them a coupon to entice them.

Automation is KEY for growing your store as you will see later in this guide.

Here is a list of a few light-CRM/email marketing tools that I recommend (no affiliate links, just cool tools that do the job well):

- Drip – <https://drip.com/>
- ConvertKit – <https://convertkit.com/>
- Klaviyo – <https://www.klaviyo.com/>
- Meteorik – <https://meteorik.com/>

All of the above systems have email automation as a central focus and have light-weight CRM features.

If you aren't using one of the above 4, ensure that the tool you choose also falls within the above 3 rules.

Purchase and implement your system. There are WordPress plugins for each of the above that will connect your store to the system and ensure that data is flowing as it should.

## **Day 14: Brainstorm options for your first lead gen bait**

Why would people give you their email?

It's OK to just collect customer emails, but the facts are that 95% of people who come to your site will not be purchasing from you. Actually, it is probably closer to 98-99%.

So what can you do to entice all the people who haven't purchased from you?

You want to talk to the 95% of folks who just normally would come and look at a few pages and then leave, never to return again.

If you can talk to them again, by getting them to willingly give their email address, you can market to them and get them to come back to your site.

“That sounds all fine and dandy”, you might be saying, “but how do I get them to give me their email address willingly?!”

Good question, dear reader!

To do that you’re going to need to give them something in exchange for it.

I call this piece of content “Lead Gen Bait”.

It’s kind of like fishing, you need a lure or bait to attract the fish. Change the bait or lure and you get different kinds of fish being attracted.

You need to create content that:

1. Specifically appeals to your “ideal” customer
2. Is incredibly valuable to your “ideal” customer
3. Ideally is immediately actionable for your “ideal” customer

This can come in a variety of forms and I suggest testing different types to see what your customers are responding to best:

- An informative guide (like this one)
- A cheat sheet
- A checklist
- A spreadsheet
- A report
- A buyer’s guide
- An Ebook
- An email course
- A video or video course
- A product sample
- A coupon
- A webinar
- A quiz
- A contest/competition

- A “look book”
- A collection of recipes

Depending on your niche you might want to try a mixture of immediate gratification lead gen baits (eg. coupon, competition, quiz, etc) and higher value baits (ebooks, guides, cheat sheets, checklists, reports, buyers guides, etc). One or the other might perform better or you might like to use them both at different times.

In my experience, the tried and true method is to create something of value, ideally something that doesn’t take a lot of time to create.

It can be simple like a 1 or 2 page PDF or it can be longer like a big guide (such as this one), whatever you choose to create just make sure that your customers will find it *irresistible*.

Today’s job is to brainstorm 5-10x different potential lead gen baits and to rank them by value to the customer and ease of putting it together.

Lead Gen Bait Idea	Value to Customer (1-10)	Ease of creation (1-10)	Score (Rank highest->lowest)
Cheatsheet	6	9	15
PDF Guide	10	4	14
Checklist	6	8	14
Email course	8	4	12
...			
...			

## **Day 15, 16 and 17: Create your lead gen bait**

I have dedicated 3 days for you to put together your lead gen bait which should be plenty of time.

This guide for example, which is actually quite long for a lead gen bait, took me three days to write. It was so quick to write because:

1. I'm a fast writer and an even faster typer (go me!)
2. I am drawing on about a decade of past knowledge
3. I've actually used all of the methods I'm talking about so information is readily at hand

You might take longer or shorter to put your content piece together. If you can create multiple lead gen baits in the three days given, go for it and test each of them against the other to see what actually performs best!

## **Day 18: Create a landing page**

The next step after you've created your guide is to put together a landing page for your customer to enter their email address in exchange for the guide.

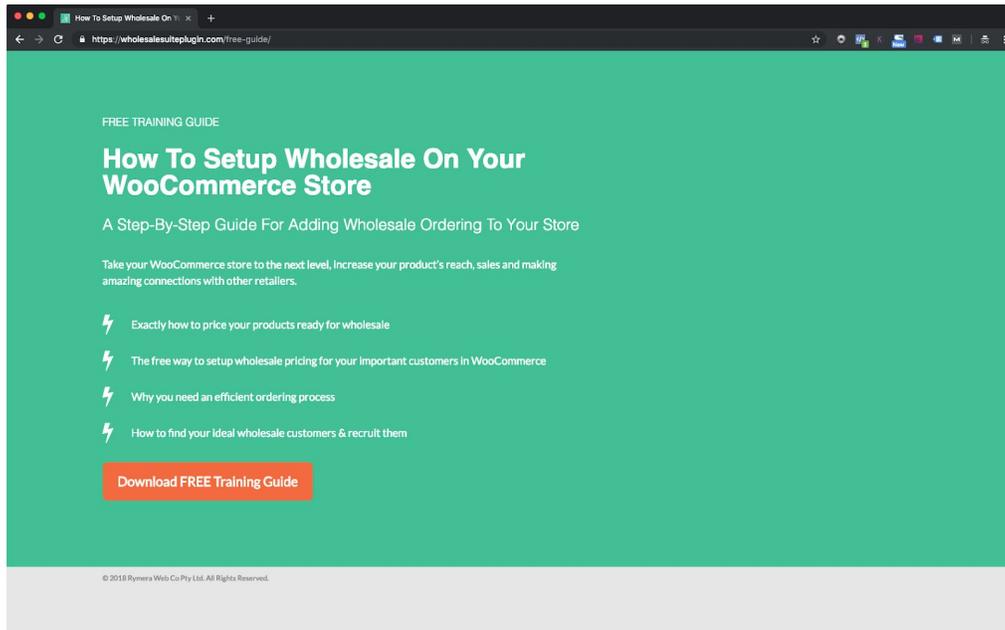
There are generally two ways to do this process.

The first way is to create optins which give away the guide without a landing page in between. Optins are like pop ups or sidebar forms or end of post forms that ask for an email address.

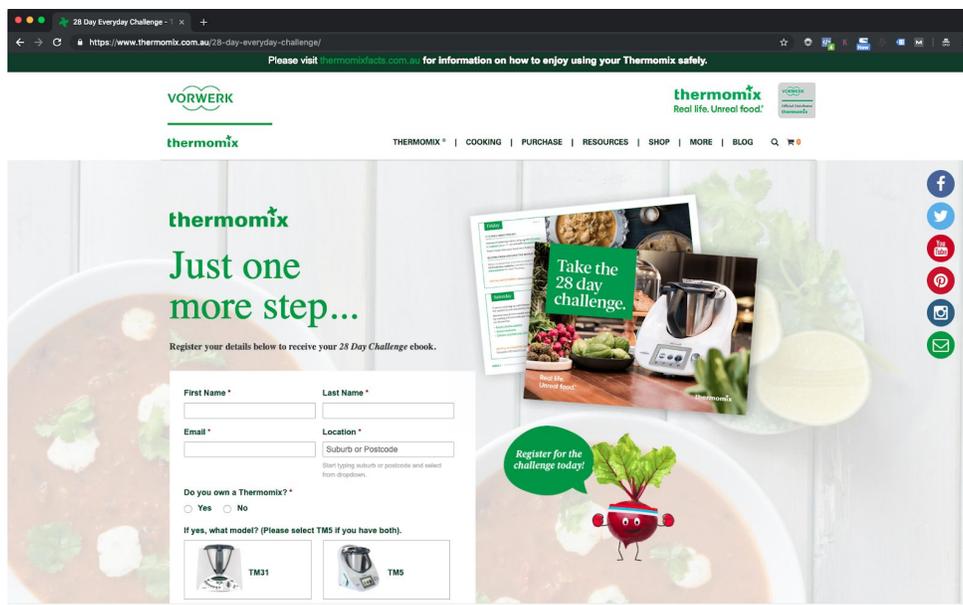
The reason I don't like using these is that a landing page does a better job of selling the value. You get more space, can give more reasons why they would want the lead gen bait and a dedicated landing page adds to the feeling that they're actually getting something of value from you.

It also gives you a dedicated page to send traffic, especially paid traffic, to later. Once you start paying for traffic you will need to create a landing page like this anyway for your lead gen bait, so we may as well do it now.

Here's an example of what one of my stores (which sells a WordPress plugin) does:



Thermomix, the incredibly popular kitchen appliance, have landing pages dedicated to a “28-Day Challenge” ebook offer:



Landing pages work.

If you're having trouble building one, try installing the [Elementor](#) plugin for WordPress and using one of the sample templates.

Alternatively, you can look at a service like [LeadPages](#) which has thousands of proven landing page templates.

## **Day 19: Create split testable pop ups, sidebar optins and exit-intent triggers, full-screen takeovers, etc**

I know I just had a mini-rant over landing pages vs. direct optin boxes but hear me out... there's a twist to how to use these that I recommend.

Pop ups, sidebar optins, exit-intent triggers, full-screen takeovers, end of post optins and more have a huge place in your strategy.

I use these myself on my own websites but rather than use them to collect emails directly, I use them to drive traffic to my dedicated landing pages.

I have found this to be much more potent due to the value equation I referred to earlier. The guide appears more valuable if given its own landing page.

The landing page does the selling, the optins drive traffic to the landing page.

I highly recommend using a tool like [OptinMonster](#) to create these optin boxes for a number of important reasons:

1. It's easy, they have an easy to use builder and lots of great templated designs.
2. The optins can be split tested via their system.
3. It's very easy to install the optins, just a simple WP plugin and you tell it where to put them... simples.
4. They have a Yes/No style optin which means you can show a popup with just Yes/No buttons on it and redirect them to your landing page if they click Yes.

It's a little bit on the pricey side (pricing starts around \$20/mo) but it's 100% worth it. You'll be able to create plenty of optins and split test them (and continue split testing them over and over) to refine your strategy and get the maximum out of your optins.

Use today to create the following optins:

- A slide up from the bottom right style optin
- An "exit-intent" lightbox or full-screen optin (triggers when the user tries to close the tab)
- A sidebar optin
- An end-of-post optin

Make sure you use the Yes/No style and redirect the person to the landing page.

On the landing page, you can use a regular optin box triggered via a MonsterLink or you can put the field or optin form directly in the page (either powered by OptinMonster or directly with the form code that your email marketing tool provides you with).

## **Day 20: Set up 1 split test for each optin and run for 2 weeks (then repeat)**

It's amazing how much difference a background colour, a button style or heading wording can affect the click-through rate of an optin.

If you have chosen to use OptinMonster (or some tool of similar capabilities) then I recommend you create 1x split test for each optin and run it for the next 2 weeks.

A split test is basically an alternative version of something. What you're looking for are the changes that result in a better click-through rate.

Find what works best, and iterate on it.

# Coupons (Day 21 through 25)

Finally, we're up to the part that I'm MOST excited about: Coupons!

Nothing quite motivates a customer more than getting a deal, a bargain, a discount, an offer and to do those in WooCommerce, you do them with coupons.

Let's talk about two different types of coupon deals and why I think you should use one in particular.

## *How To 3x The ROI On Your Coupons*

The following is probably going to blow the top off your toupé.

I'm going to show you a mindset shift that will reveal how to triple your ROI on your coupon code marketing campaigns.

Here is what a normal coupon code marketing campaign looks like for 90% of store owners:

1. Check sales data and realise it's been the same for the last 3 months
2. Have a crisis and think of an idea to bring in more sales
3. Create a coupon code for a big 20% off sale across the board (after all, it works for Walmart and Target, why can't it work for you?)
4. Place a banner on your site homepage advertising 20% off
5. Send an email to your email list (great job, you've collected 5000 email addresses! Let's blast 'em!)
6. You get a bump in sales, about 50-70 extra sales this month off the back of your campaign (well done!)
7. Sales for the rest of the month drop a little bit, mostly it's just brand new customers coming in, nothing from your existing customers (that's weird...)
8. Next month's sales look the same or lower than before (maybe everyone is waiting for you to run another sale???)

## 9. Back to the drawing board...

Let's look at the pattern more closely.

Month 1: No sale running, standard sales

Month 2: Generic coupon discount, revenue gets a huge boost

Month 3: Sales dip because existing customers aren't reordering

### **The Problem:**

You end up having to work twice as hard after the sale because you need to recruit a ton of \*new\* customers because the existing customers are sitting on their thumbs waiting for another email telling them they can get 20% off their usual order.

And the thing is, you can't really blame them...

### **So what is the other option?**

\*brace yourself for the mindset shift\*

When you run an average campaign like this, you can expect an average return. Somewhere in the 0.5-1% region if you're lucky.

On a list of 5k customers, you're getting less than 50-100 sales, probably closer to 50 and that's if the offer is *really* good and enticing and you're doing multiple email blasts.

But let me ask: do you really want to burn out and alienate any potential reorders from 5,000 people just to get a measly 50 sales?

What if you could create a deal that appealed more strongly to each and every one of those 5,000 customers and get on average 3x the ROI?

The difference is **personalization**.

## *What Is Personalization*

As you've seen, conversion rates on generic deals aren't great. Personalization reverses this.

It's all about looking at the past behaviours of your customers and giving them a more personalized deal that will appeal to them specifically.

Let's illustrate with an example. Imagine you were a kitchen goods retailer selling everything from baking trays to recipe books to stand mixers.

If I was to buy a stand mixer from you and then you hit me with a generic 20% off all kitchen goods coupon, it wouldn't really excite me that much.

However, if you were to send me a personalized offer such as a 20% off coupon for all cake recipe books for me to use with my new stand mixer? Damn, that would be much more powerful. I'm interested! Gimme some cake!

Personalization is watching what the customer does and reacting to it.

When you understand this concept, you'll begin to see that broadcasting a deal akin to talking over the top of someone.

The customer is telling you what they want, all you have to do is listen.

And your reward? Well... let's get the stats speak for themselves...

According to an Experian study, personalized emails have a **29% higher open rate and 41% better click rate than standard, non-personalized emails.**

[\[source\]](#)

According to a recent report from Accenture,

**75% of consumers are more likely to buy from a retailer that recognizes them by name, recommends options based on past purchases, OR knows their purchase history** [[source](#)]

According to an Infosys report:

**59% of customers say that personalization influences their shopping decisions.**

**31% of customers would like their shopping experience to be more personalized than it actually is.**

**74% of customers feel frustrated when website content is not personalized.**

[[source](#)]

And if you think it is just about knowing your customer's name, you're wrong. Consumers want MORE relevance than just personalizing emails with a "Hi {FirstName},"

Pure360's research suggests that that **basic personalisation fails to engage consumers** in any real way.

Just 8% of survey respondents said that they would be encouraged to engage with a retail brand if they addressed them by their first name. Similarly, only 7% said they would be likely to engage with a birthday email.

Infosys research backs up this desire for better personalisation, revealing that:

**31% of surveyed consumers say they wish their shopping experience was far more personalised than it currently is.**

[[source](#)]

And then there's this from Marketo:

In a recent survey of more than 2,200 consumers worldwide, **63% of respondents said that they are highly annoyed by the way brands continue to rely on the old-fashioned strategy of blasting generic advertising messages repeatedly.**

[\[source\]](#)

So do you see?

You can't just go screaming into the wind, blasting irrelevant deals to your whole list anymore.

It's not what your customers want.

Put the mic down and listen because they're talking to you. Don't talk over them.

Based on my observations, when customers are given a *relevant* and *timely* deal they will reward the retailer with higher conversion rates *often 3-10x higher* than compared to old fashioned generically broadcast deals.

I hope that this has opened your eyes to the possibilities.

Can you see how personalization should be about more than just adding "*Hi {FirstName},*" at the top of your emails?

You can actually work personalization into the very fabric of your coupon marketing strategy.

- **Personalize your reorder emails.** Time them perfectly for when the customer is likely to start running out of the product they bought last time.
- **Personalize the upsells you send out 48 hours after they make their order.** Give them something relevant and useful for the thing they just bought.

- **Trigger a deal email based on what pages they've visited recently**, what they put into the cart but didn't purchase, and what categories they seem to be interested in on your website.
- **Survey/quiz your customers and find out what their interests are** so you can match them up with appropriate offers.

These ideas are just the tip of the iceberg. There are many, many ways to create personalized experiences for your customers.

So get to thinking about how this can apply to your business. Think about what your customers are saying. Listen. React to their needs and their requests. They will reward you.

Now, let's dive into 5x automated coupon sequences you should implement:

## **Day 21: Set up an abandoned cart recovery sequence (with coupons)**

If you're looking for a place to start with automation, abandoned carts seem to be as logical a spot as any.

A simple abandoned cart recovery sequence can be just two emails:

### ***Email #1: You left something in your cart!***

This email simply tells them to come back to the cart. No offer at this point. It's usually triggered 1 to 2 hours after the customer puts something in their shopping cart if they haven't gone ahead with the order.

### ***Email #2: Come back and finish your cart (coupon inside)***

This email is sent 1 to 3 days after the first email. It contains a small offer, like 10% off, just to entice them a little bit to come back and complete their shopping cart. Statistics say that if they were going to check out without some sort of incentive, they probably would have done so by now, so you're really playing a "law of averages" game here.

The email marketing tool you chose back on Day 12 will have features that make setting up these abandoned cart sequences quite simple, it's a very common type of automation to start with.

## **Day 22: Set up 3x reactivation coupon offer emails**

Reactivation means trying to get customers who ordered in the past but haven't ordered for some stretch of time, to order again.

The timing of these emails will vary depending on the typical re-ordering cycle of your customers. Tools like Metorik (which is actually a reporting tool primarily) can tell you what your reordering cycle is like, or you can just export all your orders and compute it yourself in a spreadsheet.

Let's use a pretty standard timing (and feel free to adjust this based on your knowledge) of 3 months, 6 months and 12 months. These are the "time gaps" between orders.

### ***Email #1: Come back and save with XX% off***

A simple request to come back with a basic offer after 3 months of no orders from the customer. This email will work even better if you have intelligence surrounding what they typically order (eg. what category they normally order from). Remember personalize as much as possible!

### ***Email #2: See what's new at {YourCompanyName}, {FirstName}!***

6 months tends to go by quicker than most of us realise so a great way to reactivate customers at this point is to talk about what's been changing, it reminds them that it's been a while since they checked you out. Make some offers, show off some new products, keep it light and fun and encourage that click through to your website.

### ***Email #3: We miss you {FirstName} (so here's a cheeky 20% off!)***

If it's been 12 months you probably have some work to do to get them to re-order. I recommend a steep discount on something specific or a specific product category or even an overall discount on their order. Obviously what

you give is up to you, but give you must. At this stage, you're basically bribing them to come back and spend some more money.

## **Day 23: Set up 3x cross-sell coupon offer emails**

Cross-selling, if you are unfamiliar with the term is taking what you know about the customer and trying to sell them other things that may be related.

I remember when I was working in a telephone store back in the early 2000's selling mobile phone contracts (back when phones only *just* started coming out with cameras!) our commissions were closely tied to our Gross Profit target for the month.

Much to management's dismay, I was consistently able to not only hit my gross profit target but absolutely *smash* it. Sometimes doubling or even tripling the target for the month. The reason they were horrified was that it meant they had to pay me more commissions :)

My secret was cross-selling!

Whenever someone bought a mobile phone from me, at the end of the first transaction I'd be right there asking them whether they needed mobile phone accessories (remember those awful black leather cases with built-in belt clips? blehhh!)?

And how about a car-kit for that new mobile?

Broadband internet?

Is the fixed-line connection on a good package?

How about that home phone handset does it need replacing?

And then there was the family too, their kid needs their first pre-paid mobile phone? What about their elderly mum? Does she need one of those big button phones?

For something as simple as a mobile phone sale, I always kept my eye out for cross-selling opportunities because of one particular reason:

***It's cheaper to sell to an existing customer than it is to get a new customer***

Today I want you to brainstorm 3x cross-sell emails that you could automate.

If you're stuck for ideas, try some of these:

- If a customer buys Product A, what is the next logical Product B they would purchase?  
*Example: Customer buys a Thermomix kitchen appliance, so the customer is given a discount on 101 Thermomix Recipes cookbook*
- Do you have an "entry" or "gateway" product that is cheaper than the rest that opens them up to buy other things later?  
*Example: Customer buys an Organic All-Natural Deodorant, so the customer is given a discount on a more expensive item such as a Body Oil*
- If the customer buys a product from category A, what category B could you recommend them to buy from next?  
*Example: Customer buys something from Mobile Phone category, so the customer is given a discount on products from the Mobile Cases category*

## **Day 24: Set up 3x upsell coupon offer emails**

Upsells are very similar to cross-sells with some specific differences.

An upsell is observing what the customer has purchased and then offering a higher priced item.

The higher priced item is usually a bigger version of whatever it is they purchased. Or, and I like these ones, it can be a bigger more inclusive solution to their “problem”.

Also, keep in mind that upsells don’t have to be made straight away. You can wait for days or weeks or even months depending on what makes sense for the upsell.

For example, imagine you sell dog treats and the customer purchases a 500g bag of beef cubes. An upsell for this might be to calculate how long that 500g bag of beef cubes would typically last, then just before they’re about to run out (based on your estimate) send them an email with an offer to buy the 1kg bag of beef cubes for 15% off.

These are the kinds of specific, personalized deals that get crazy good conversion rates.

Today I want you to think about your products and devise 3x upsell emails that can be automated and then go ahead and implement them. The sooner they’re in and working for you the better!

## **Day 25: Set up 5x page visit based coupon offer emails**

Your email marketing system, since it's installation, has been monitoring the actions that your subscribers have been taking on your website.

For example, it knows when people purchase, it knows when people download things and it knows when people visit certain pages.

So when you get someone onto your email list (usually because they downloaded your lead gen bait) you can start sending them emails about the actions they are performing in relation to your site.

It’s a little creepy how fine-grained you can get with this. For example:

*“If a customer downloaded the lead gen bait, and has visited the product page for Product A in the last 14 days, send an offer for Product A at 20% off.”*

You can do this with product categories too.

*“If a customer visited the product category archive “Category A” in the last 7 days and visited more than 2 pages, send them an offer for a 20% for any product in “Category A”*

Today set up 5x coupon offer emails based on these page visit based triggers.

# Facebook Advertising

## (Day 26 through 28)

You might be wondering why we haven't talked about Facebook much at all until this point.

Facebook Ads are incredibly effective at driving targeted, desirable traffic to your website and for e-commerce, it can do amazing things.

It can also do terrible things like waste thousands of your dollars if you get it wrong.

I recommend you don't start Facebook Advertising until you have *nailed* everything else above and have some sales under your belt.

Everything we've been doing so far has been future proofing and getting you ready for this moment.

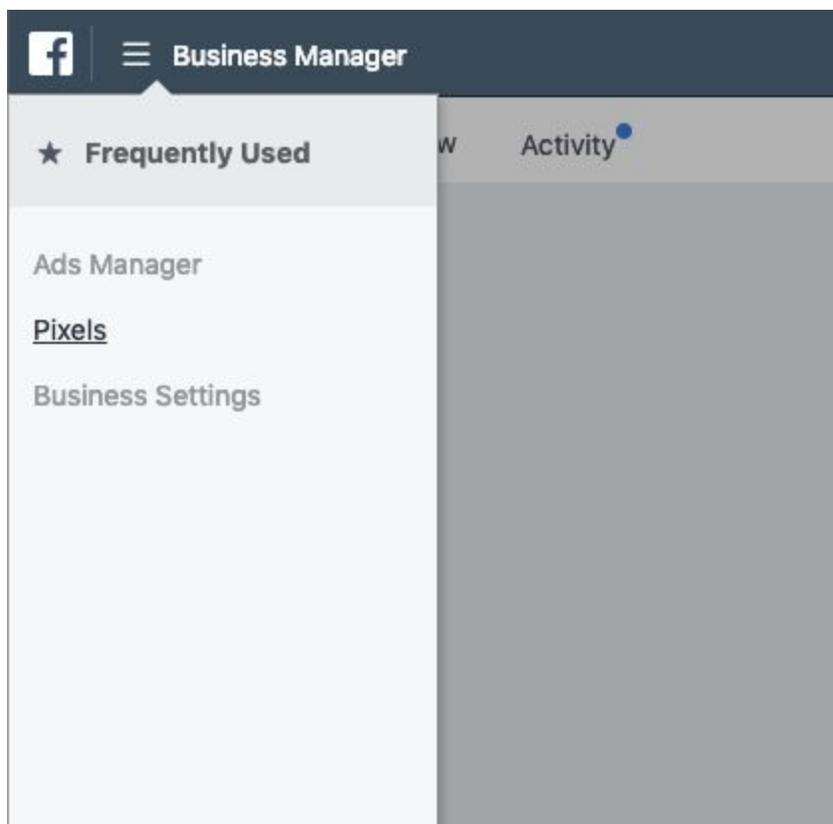
Facebook advertising is a very deep topic with lots of nuances. I'm only mentioning it in this book because it's probably the most accessible and relevant advertising platform for the majority of stores. It's pretty hard to NOT find your target market on Facebook.

We're just going to go through some of the basics, but for more information, I suggest taking a Udemy course on Facebook Advertising or seek expert help.

## Day 26: Confirm Facebook Pixel tracking and load your customer data into Facebook

If you haven't already installed the Facebook Pixel, go back and do Day 6, this is important for being able to set up your Facebook Business account properly so that advertising can be done with your audience targeting in mind.

If you log in to [Facebook Business](#) you should be able to select the Pixels from the top left menu:

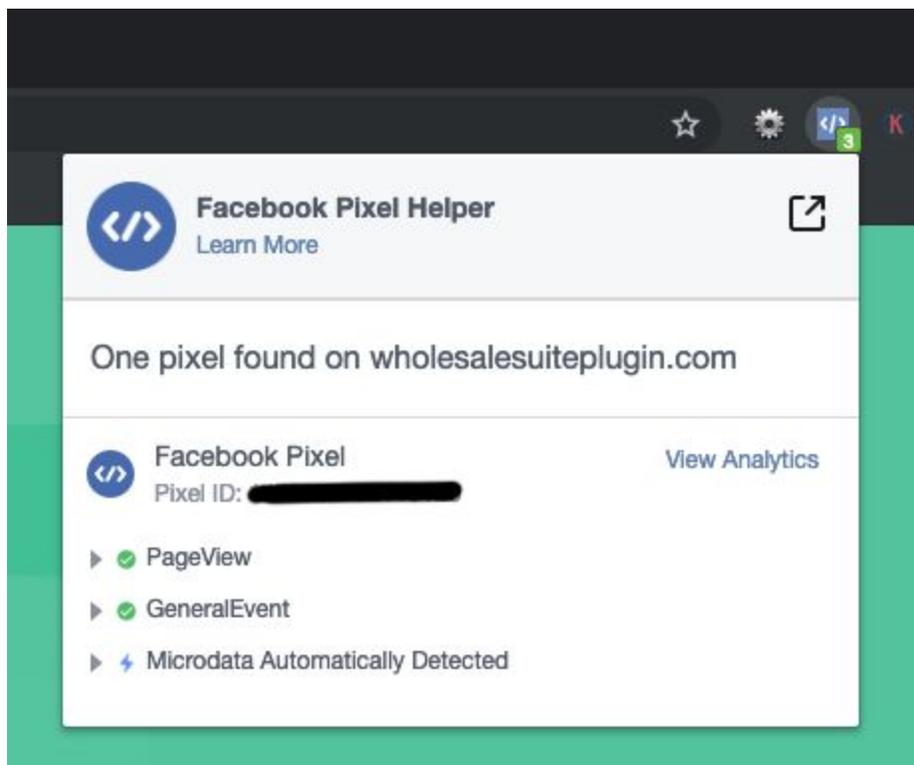


If you look at the dashboard there you should be able to see some recent activity:



If you don't see any activity here, go and troubleshoot it to see why it's not recording.

You can install the Facebook Pixel Helper Chrome widget to help you check if your pixel is loading properly on your website when you visit it:



Download here:

<https://chrome.google.com/webstore/detail/facebook-pixel-helper/fdgfkebogiimcoedlicjlajpkdmockpc?hl=en>

If everything is working properly, the final step today is to ensure your customer list is being automatically loaded into your Facebook Business account so that you can create audiences from it.

Here are the guides for the various email marketing platforms we discussed above:

- Drip – <https://help.drip.com/hc/en-us/articles/115003729511-Integrating-Drip-and-Facebook-Custom-Audiences>
- ConvertKit – I recommend using Zapier: <https://zapier.com/apps/convertkit/integrations/facebook-custom-audiences>
- Klaviyo – <https://help.klaviyo.com/hc/en-us/articles/115005082127-Integrate-Facebook-Advertising-with-Klaviyo>
- Meteorik – this currently needs to be done with a recurring CSV data export: <https://meteorik.com/blog/become-an-expert-in-woocommerce-exporting> this guide takes you through how to set up an export and right down the bottom you'll find a section on how to use Zapier to send that from your email to Google Drive/Dropbox and then on to a Facebook custom audience.

## **Day 27: Set up lookalike targeted ad and group targeted ad (for traffic)**

From personal experience there are two main ways to classify your Facebook ads traffic back to your site:

1. New traffic
2. Remarketing traffic

Today you are going to set up two ads focusing on “new traffic”.

New traffic is all about bringing people into your site who otherwise wouldn't have found you before. We do this in Facebook Ads predominantly by setting up two ad groups:

- Lookalike 1% (or 2% if you are seeing low volume on 1%)
- A custom target

The first one takes your existing customer list and Facebook themselves create a new custom audience based on a similarity factor (the secret sauce is in Facebook's algorithm).

A 1% audience means they are targeting people who are very similar to your customer list. The 2% option is targeting a little more broadly. You would only use 2% if your 1% audience is too small for advertising.

A custom target is a group that you define yourself. You might know certain things about your audience such as big Facebook groups they belong to, age brackets, gender, geographic location, etc. Put all the knowledge you have into a custom target group and run ads against that.

Your goal today is to set up both your lookalike ad group and your custom target ad group and create 3 ads in each group.

I recommend you send the traffic to your lead gen bait landing page. You can also experiment with sending them to specific blog posts too.

Remember the goal here is not to get conversions, it's to get traffic so you can remarket them later.

## **Day 28: Set up remarketing ad**

Remarketing is the second type of traffic and its job is to get people back to your site for one main thing: a conversion.

Remarketing essentially targets people that already know about you and entice them back to your store with an offer.

You can set up two main remarketing ad groups:

1. Your existing customers who have purchased from you before
2. People who know about you but haven't purchased yet

When you separate them this way you can tailor the advertising that you do and get a better conversion rate.

Create 2 ad groups as described above and create 3 ads under each group. Make each ad a different offer, so 6 offers in total.

The goal is to try to find the offers that are converting well and create more like them.

Remarketing ads are very powerful, but don't be tempted to just run remarketing ads on their own. It is important to also run your traffic ads to ensure the top of your funnel is being consistently filled.

Without the traffic ads, you'll be in danger of showing your remarketing ads too often and they will lose effectiveness.

In fact, you can actually set limits on the "frequency" which is the number of times to show an ad to someone.

Here is [an article from Social Media Examiner](#) which deep dives into ad frequency and relevancy and how to optimize both.

# Conclusion

I hope you have found this guide enlightening, entertaining and motivating!

Over the 28-days, if you follow these steps, they will lead you to sales.

I can't make any guarantees about your results, but I have seen stores doing 4 to 5-figures a month in revenue jump to 6-figures a month using these tactics.

If you implement these tactics, you'll be putting your store into a future-proofed position, ready for expansion and ready to take on even more advanced strategies in the future.

I hope you can stick to the 28-day plan and make it happen.

Cheers,

Josh Kohlbach

Founder of Advanced Coupons for WooCommerce

<https://advancedcouponsplugin.com>

We hope you enjoyed this ebook!

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