



DIAMOND
DATA SYSTEMS
CONNECTING PEOPLE WITH TECHNOLOGY

Webstore Marketing

Key Strategies to Make Your Webstore a Success

October 2018

Create a Scalable Webstore

- ▶ Showcase key products by vendor
- ▶ Use contracts to facilitate group buying
- ▶ Increase visits to your webstore
- ▶ Webstore first impressions

The Right Tools For The Job



Don't Be Me



Showcase Key Products by Vendor

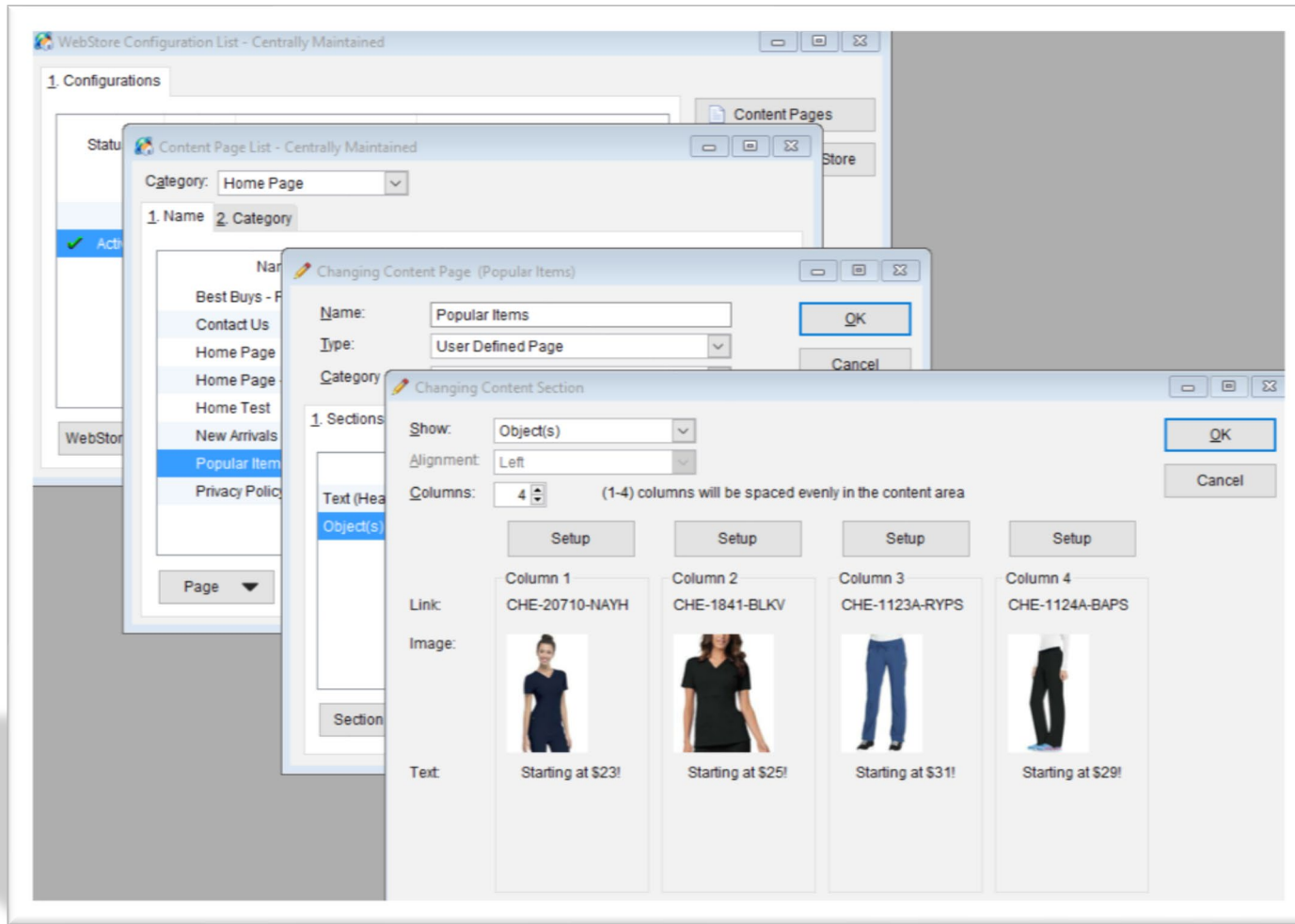
- ▶ Top 40 Items by Type Report
- ▶ Create a page of those items
- ▶ Create excitement for the page

Run Those Reports

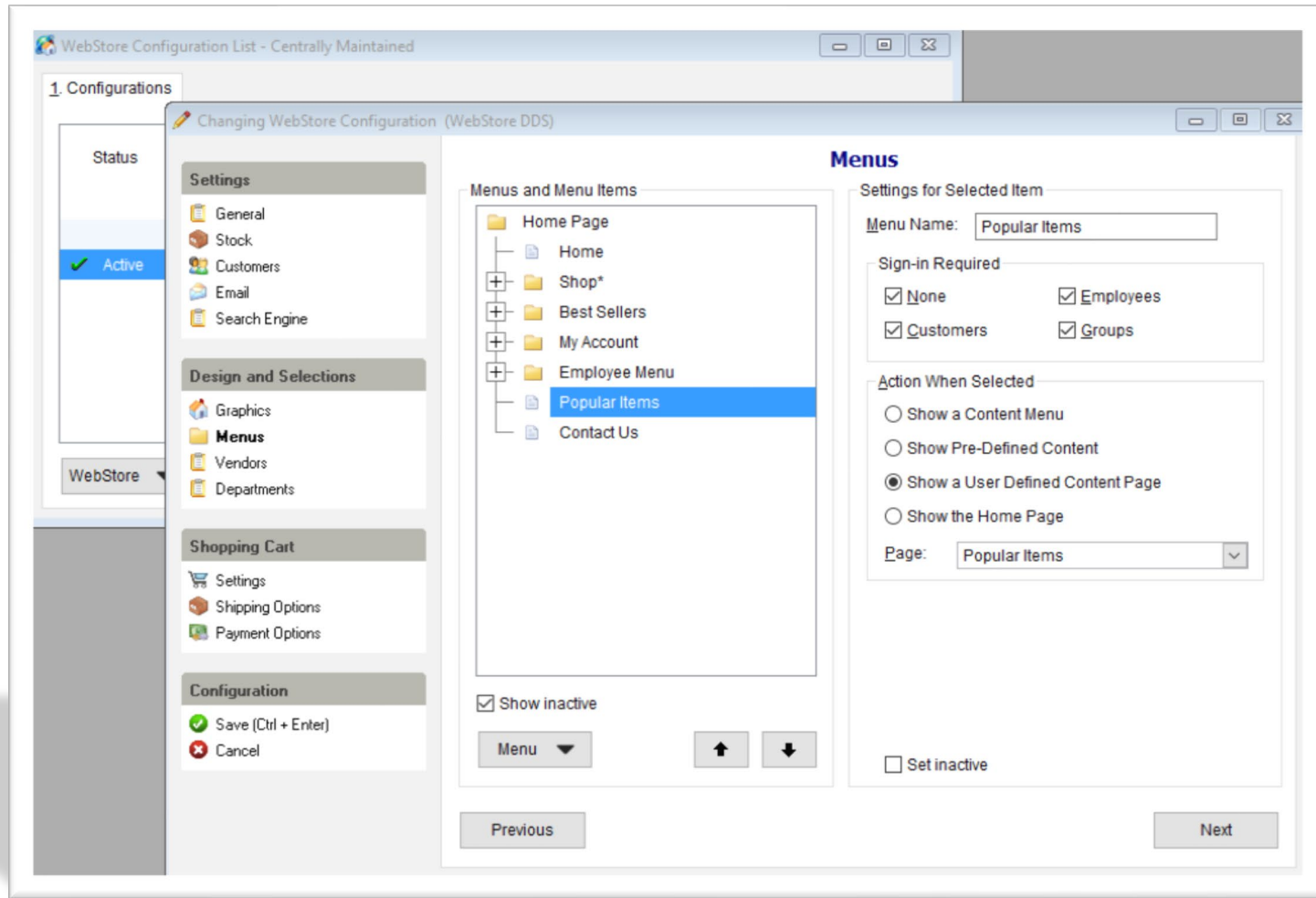
► Top 40 Items by Type Report

Top 40 Styles				Top 40 Colors			
Manufacturer	Style	Qty	Amount	Color	Qty	Amount	
1. CHE	1123A	66	2,013.94	1. NYPS (Navy)	60	1,709.70	
2. CHE	24001	43	1,084.97	2. BAPS (Black)	55	1,548.24	
3. CHE	2625A	39	1,063.41	3. RYPS (Royal)	57	1,481.43	
4. CHE	4044	38	881.72	4. BLKW (Black)	70	1,461.91	
5. CHE	1124A	29	835.31	5. PWPS (Pewter)	44	1,300.66	
6. CHE	4005	30	680.90	6. ROYW (Royal)	61	1,158.99	
7. CHE	2624A	26	644.94	7. PWTW (Pewter)	39	843.01	
8. CHE	2391A	21	641.39	8. ROY (Royal)	33	646.07	
9. CHE	WW120	23	468.57	9. PWT (Pewter)	22	412.78	
10. CHE	WW110	24	467.56	10. NAVW (Navy)	18	389.92	
11. CHE	4727	22	389.73	11. ROYV (Royal)	12	315.05	
12. CHE	CK623A	14	388.96	12. CIEW (Ciel)	14	304.36	
13. CHE	4243	13	341.47	13. NAV (Navy)	15	302.05	
14. CHE	4710	17	326.23	14. CARW (Caribbean Blue)	12	266.68	
15. CHE	4700	23	321.45	15. KAKW (Khaki)	11	252.69	
16. CHE	WW610	18	320.82	16. OLPS (Olive)	8	251.52	
17. CHE	4728	15	307.65	17. ROYH (Royal)	12	248.08	
18. CHE	CH000A	14	289.86	18. EGGW (New Eggplant)	11	234.29	
19. CHE	CK200A	10	284.70	19. BLK (Black)	13	230.47	
20. CHE	1330	10	282.20	20. BCKH (Black)	10	213.60	
21. CHE	21100	9	268.51	21. NAYH (Navy)	10	203.30	
22. CHE	WW620	15	250.05	22. NAVV (Navy)	7	196.48	
23. CHE	4315	10	235.85	23. WTPS (White)	8	195.62	
24. CHE	CK900A	9	212.71	24. TRQW (Turquoise)	8	173.02	
25. CHE	2626A	12	205.68	25. CAPS (Caribbean Blue)	6	172.14	
26. CHE	1841	8	197.17	26. BXCH (Black)	10	165.10	
27. CHE	20710	9	186.16	27. GRYW (Grey)	12	161.48	
28. CHE	20110	8	180.52	28. TLBW (Teal Blue)	7	153.68	
29. CHE	4743	9	180.31	29. CAR (Caribbean Blue)	8	139.92	
30. CHE	CK100A	6	171.54	30. RYCH (Royal)	8	138.52	
31. CHE	CH601A	10	171.50	31. WINW (Wine)	6	138.14	
32. CHE	46300A	9	161.91	32. BLKV (Black)	5	136.10	
33. CHE	CK305A	4	154.93	33. KAK (Khaki)	6	113.34	
34. CHE	20310	5	153.45	34. SWRO (Standing Room Onl	4	109.96	
35. CHE	46000A	7	151.83	35. NVCH (Navy)	7	109.13	
36. CHE	WW300	6	149.94	36. PEWH (Pewter)	5	103.15	
37. CHE	YTSSOCK1	19	138.41	37. HUNW (Hunter)	5	99.55	
38. CHE	4725	7	136.33	38. NYVB (Navy)	4	98.76	
39. CHE	4043	5	128.55	39. FNOW (Go With The Flow)	4	97.96	
40. CHE	6988C	5	128.44	40. WHTW (White)	5	96.65	
Top 40 Total:		667	15,599.57	Top 40 Total:		712	16,373.50
All Others:		144	2,715.06	All Others:		99	1,941.13
Total Sales:		811	18,314.63	Total Sales:		811	18,314.63

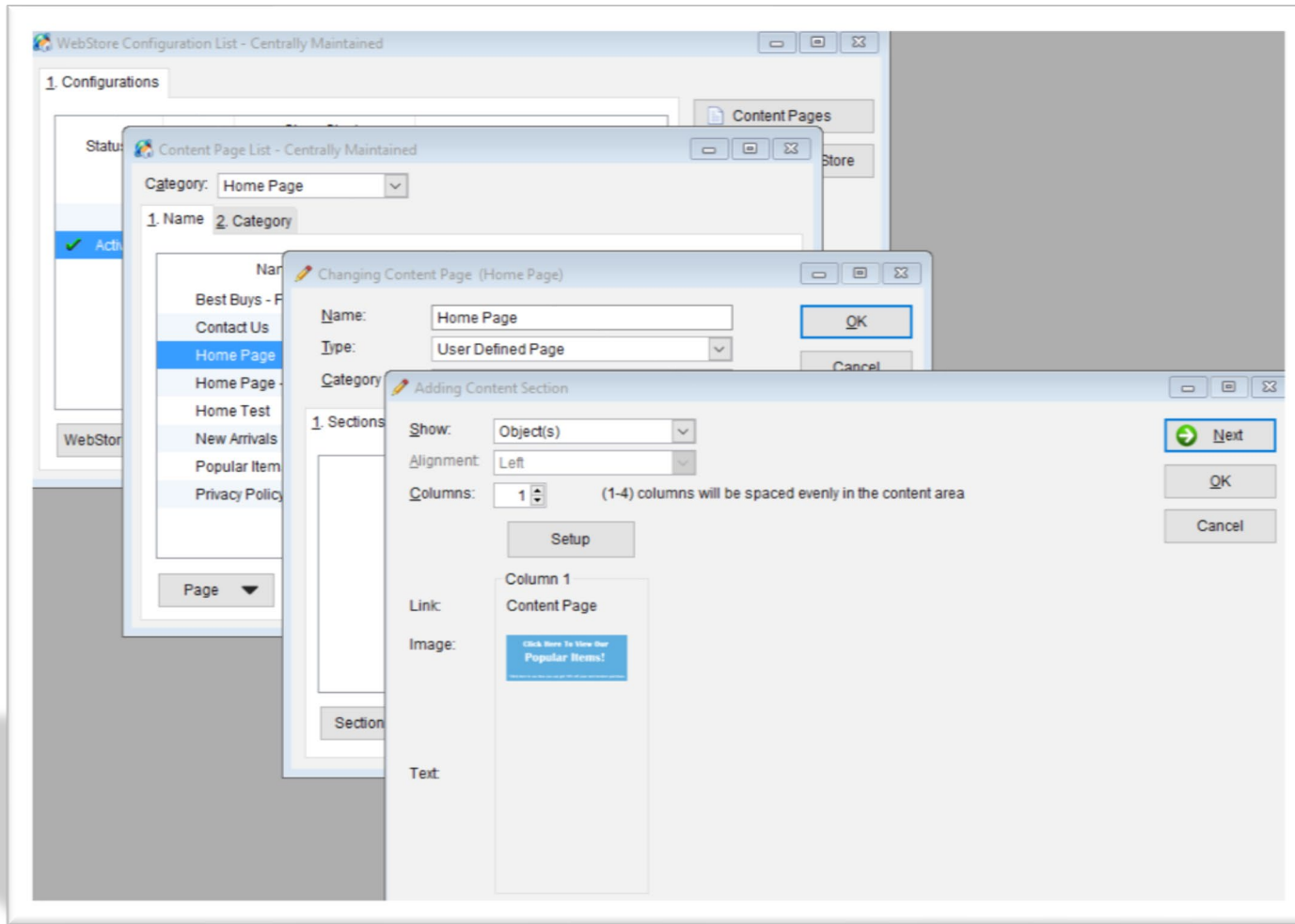
Create a Custom Page



Link To Your New Page



Create Excitement!



Hook, Line



And Sinkers!

[Sign In](#) | [Group Sign In](#) 



[Home](#) [Shop](#) [My Account](#) [Popular Items](#) [Contact Us](#)

Popular Items



Starting at \$23!



Starting at \$25!



Starting at \$31!



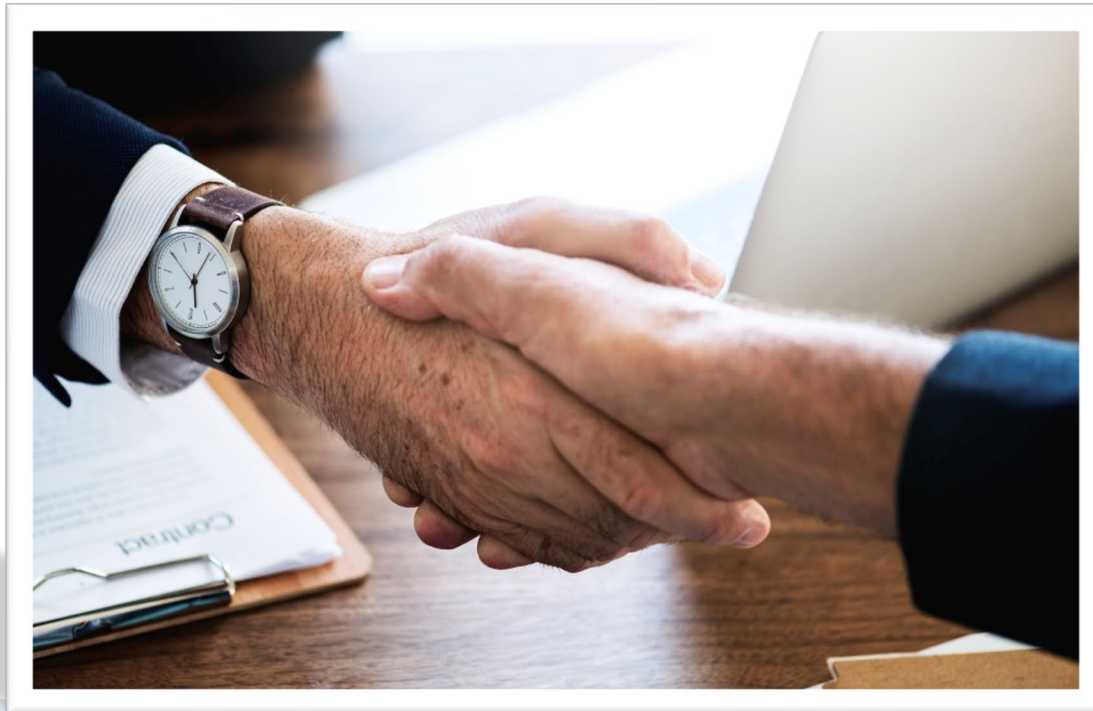
Starting at \$29!

Come in store for a fitting of any of these styles, and get 10% off your entire order. Be sure to mention this ad to receive your discount. Must be applied the same day.

Copyright © 2018 Uniforms USA, All Rights Reserved | [Privacy Notice](#)
Site powered by: The Uniform Solution 6.23005 2/22/18 10:06:10

Group Buying

- ▶ Create a Contract for Groups
- ▶ Communicate item details with contract notes
- ▶ Set group available online



Create a Contract For The Group

- ▶ Set contract items
 - Customize these to the specific group

The screenshot shows a web application for managing contracts. The title bar indicates 'Changing Contract: (Contract No: 2)'. The form includes fields for Name (Dallas Middle School), Category (SALE), Start Date (2/01/18), End Date (5/31/18), and Salesperson. Below these are tabs for '1 Items', '2 More', '3 WebStore', and '4 Log'. A table lists items with columns for Discount, Item, and Item. The items listed are CR-5011-BLK (All Sizes), CR-5040-KAK (All Sizes), CR-5822-BLK (All Sizes), and CR-5832-KGRN (All Sizes). At the bottom, there is a 'Notes' section with a message: 'Thanks for signing in to the Dallas Middle School uniform group. All the items in this group can be used for all DISD middle school students.'

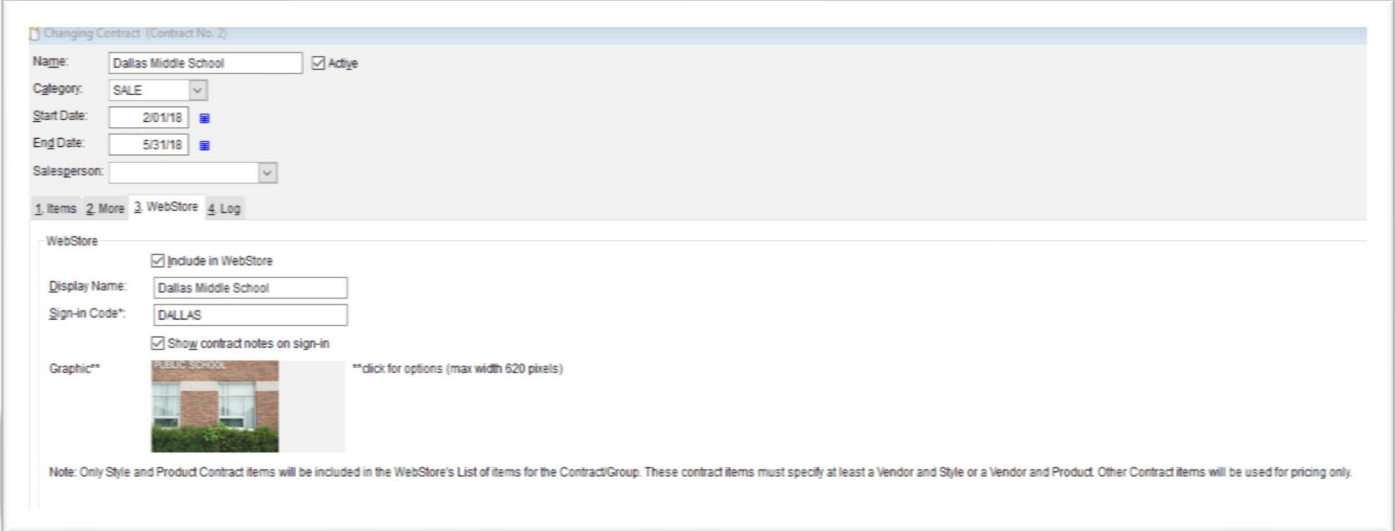
Discount	Item	Item
	Item	CR-5011-BLK (All Sizes)
	Item	CR-5040-KAK (All Sizes)
	Item	CR-5822-BLK (All Sizes)
	Item	CR-5832-KGRN (All Sizes)

Item Notes

Thanks for signing in to the Dallas Middle School uniform group. All the items in this group can be used for all DISD middle school students.

Make the Contract Available Online

- ▶ Finalize the contract with respective details
 - Name of the contract
 - Start and end date
 - Display name
 - Sign-in Code
 - Graphic

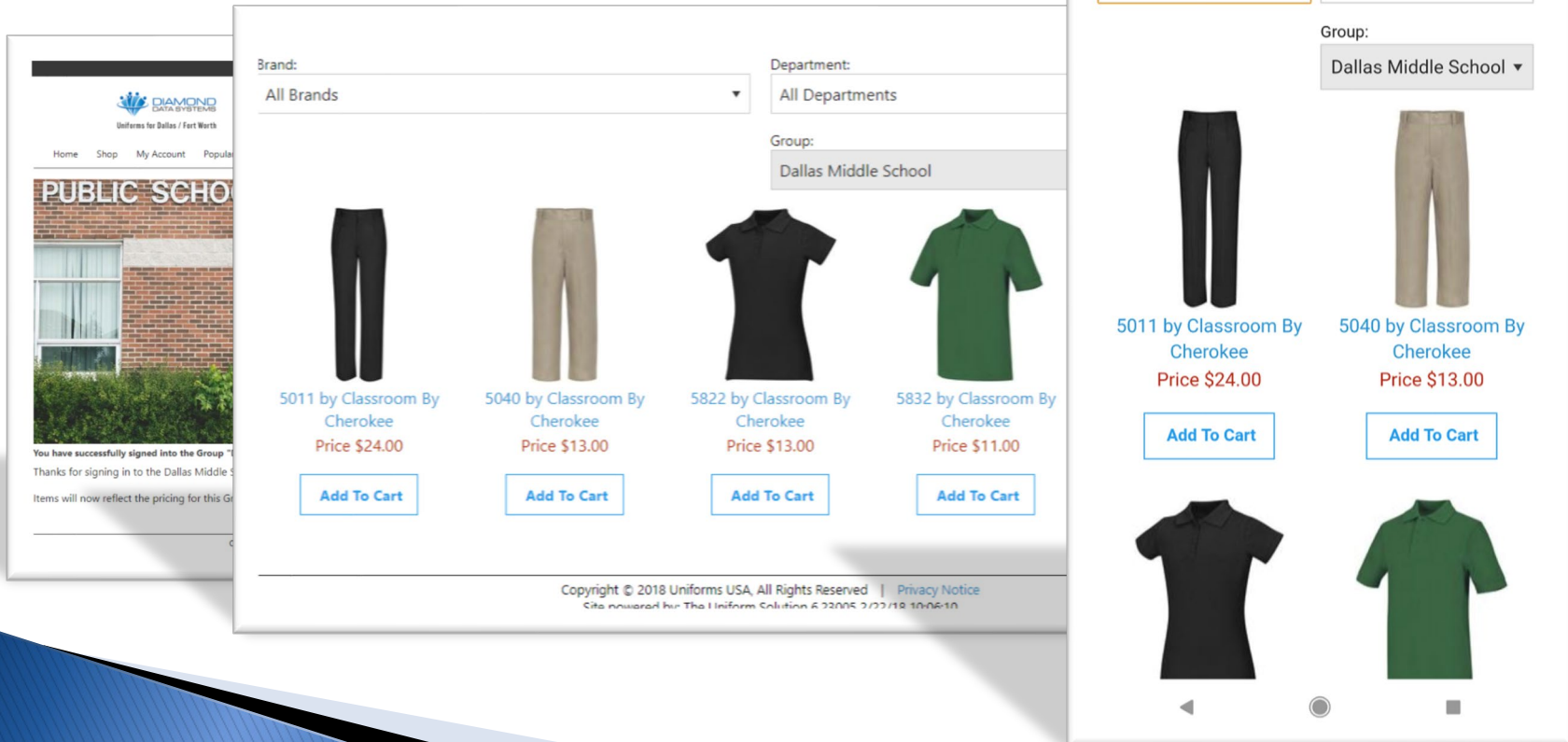


The screenshot shows a web form titled "Changing Contract (Contract No. 2)". The form contains the following fields and options:

- Name:** Text box with "Dallas Middle School" and a checked ☐ **Active** checkbox.
- Category:** Dropdown menu with "SALE" selected.
- Start Date:** Text box with "2/01/18" and a calendar icon.
- End Date:** Text box with "5/31/18" and a calendar icon.
- Salesperson:** Dropdown menu.
- Tabs:** "1. Items", "2. More", "3. WebStore" (selected), and "4. Log".
- WebStore Section:**
 - ☒ **Include in WebStore**
 - Display Name:** Text box with "Dallas Middle School".
 - Sign-in Code*:** Text box with "DALLAS".
 - ☒ **Show contract notes on sign-in**
 - Graphic**:** A small image of a school building. To the right is the text "**click for options (max width 620 pixels)".
- Note:** "Only Style and Product Contract items will be included in the WebStore's List of items for the Contract/Group. These contract items must specify at least a Vendor and Style or a Vendor and Product. Other Contract items will be used for pricing only."

Making It Easy

- ▶ Communicate to your groups how easy it is to order
 - Sign into the group and order. That's it!



Increase Visits to the Webstore

▶ Email Marketing

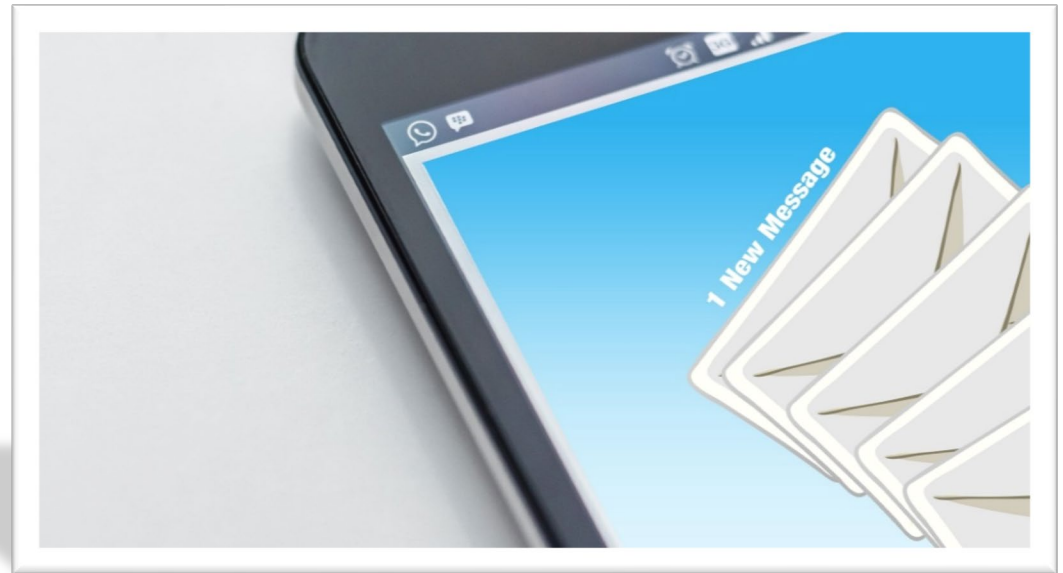
- In a constantly evolving digital age, this is still a relevant marketing practice

▶ Promo Codes

- Add to customer receipts
- Standardize weekly / monthly promo codes

Email Marketing

- ▶ Average ROI is \$38 for every \$1 spent
- ▶ Customer conversion 40x more likely to happen with email
- ▶ Engagement and personalization



Tag! You're It!

- ▶ Filter, tag, and export customers who have email addresses

The image shows two overlapping software dialog boxes. The background box is titled "Customer List Filter Settings (Limit The Customer List By)" and has three tabs: "1. General", "2. Sales", and "3. Other". The "General" tab is active, showing options for "Discount Off Retail Range" (From: [] To: []), "Email Address" (radio buttons: ☐ Not used, ☒ Has email, ☐ No email), and "Sales Tax Filter" (radio buttons: ☒ Not used, ☐ Alternate tax rate active, ☐ Default tax rate, ☐ Selected tax option active, ☐ Tax Exempt). An "OK" button is visible in the bottom right of this dialog.

The foreground box is titled "Report Criteria" and has two tabs: "1. General" and "2. Options". The "General" tab is active, showing "Report Name: Export Customers to File". Under "Customers To Include", there are radio buttons for ☐ All, ☐ One, and ☒ Tagged. Below this is a text field labeled "Customer:" with a search icon and "(Last/First)" next to it. On the right side of the dialog are "OK" and "Cancel" buttons. At the bottom right, there is a checkbox labeled "More Options" which is checked.

Enroll In An Email Campaign

► Mail Chimp / Constant Contact

- Powerful email marketing tools
- Customizable templates
- Personalization
- Analytics to measure success



Promo Codes

- ▶ Add promo codes to receipts
 - Give value to your existing customers
 - Encourage future visits in-store and online
- ▶ Monthly promo codes
 - Create demand with limited timeframe and availability
 - Draw visits each week / month to view specials
 - Incentivize sales team with custom promo codes

Add Promo Codes to Receipts

- ▶ Add value to your existing customer purchases
- ▶ Encourage future visits in-store and online
 - Communicate this to your sales team and clerks
- ▶ Add the same promo code to your webstore

The image shows a software interface for 'Changing Store Settings (Local Store)'. The 'Messages for invoices and other printouts' section has 'Sales Invoice' selected. Below, a message box contains the text: 'Thank you for your business! All Dickies Medical is 20% off in our DM20 for this discount and discount'. A 'Receipt' button is visible.

Overlaid on the interface is a receipt for Armando Chavez, 5000 Mantissa Dr, Richardson, TX 75081. The receipt includes a table of items and a total amount of 45.47.

Qty	Item	Amount
2	00000286 21.00	42.00
	CHE-190-CIEL-XS * Ciel Blue * PANT	
	Sub Total	42.00
	Tax 8.25%	3.47
	Total	45.47
Cash	Tendered	45.47

Below the receipt table, it states: 'Allowance Amount 250.00 on 02/23/18 Spent 0.00 Expires 12/15'. At the bottom, it says: 'Thank you for your business! All Dickies Medical is 20% off in our on-line store in March. Use Group Sign-in code DM20 for this discount and discounts on selected styles!'.

A large red tag overlay on the right side of the image reads: 'Dickies Medical Sale! March only! Click here and use promo code "DM20" to view your discount!'.

Monthly Promo Codes

- ▶ Woot!
- ▶ Create demand
 - Limited timeframe, availability
- ▶ Draw visits each week / month to view specials
- ▶ Incentivize sales team with custom promo codes
 - Give each sales team member their own promo code for a monthly race
- ▶ Add call to action to the webstore



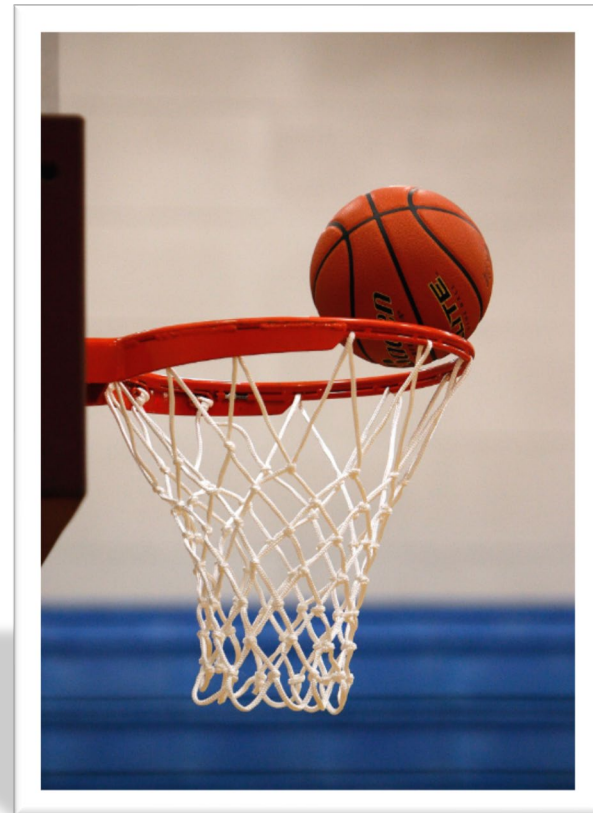
First Impressions

- ▶ Bounce rate
- ▶ Fitts' Law
- ▶ Calls to action
- ▶ Online resources



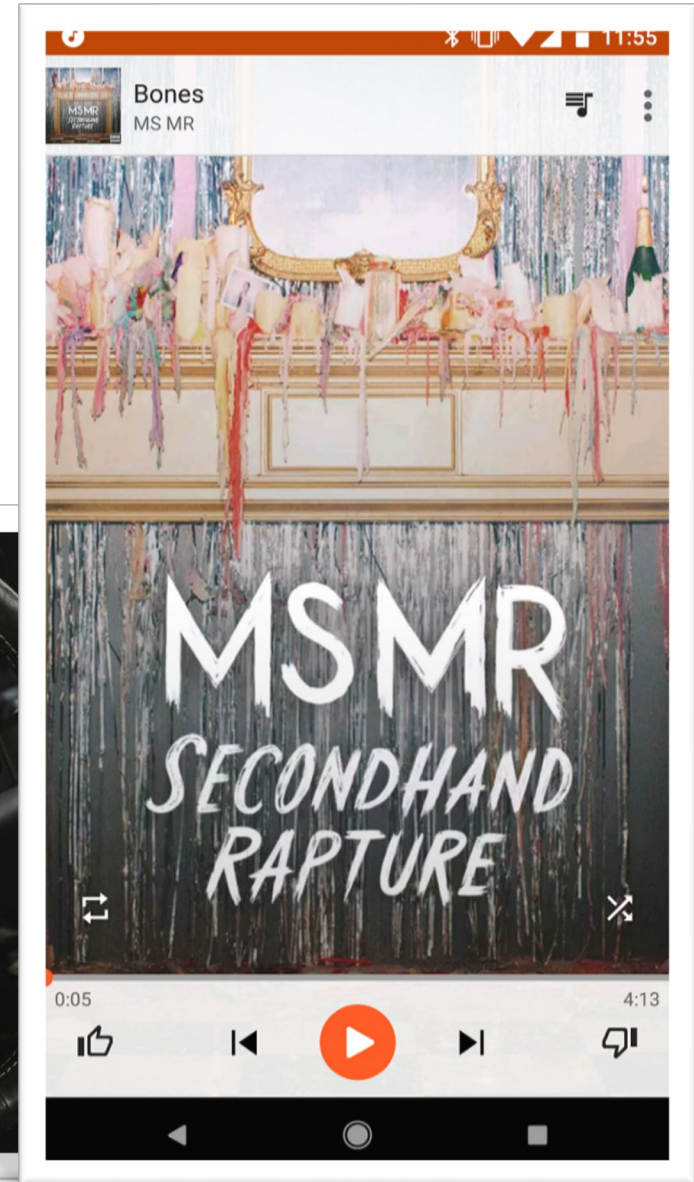
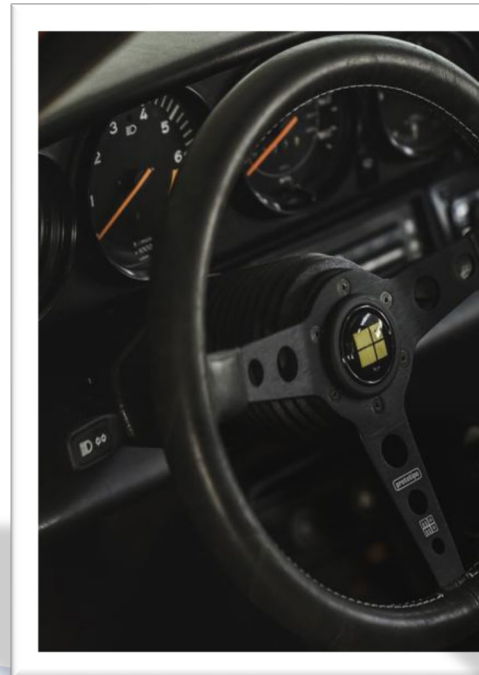
Bounce Rate

- ▶ Visits are measured in seconds
 - How do you create a customer in 10 seconds or less?
 - Are you communicating what your customer needs from you?
 - Your site is an extension of your brick and mortar.



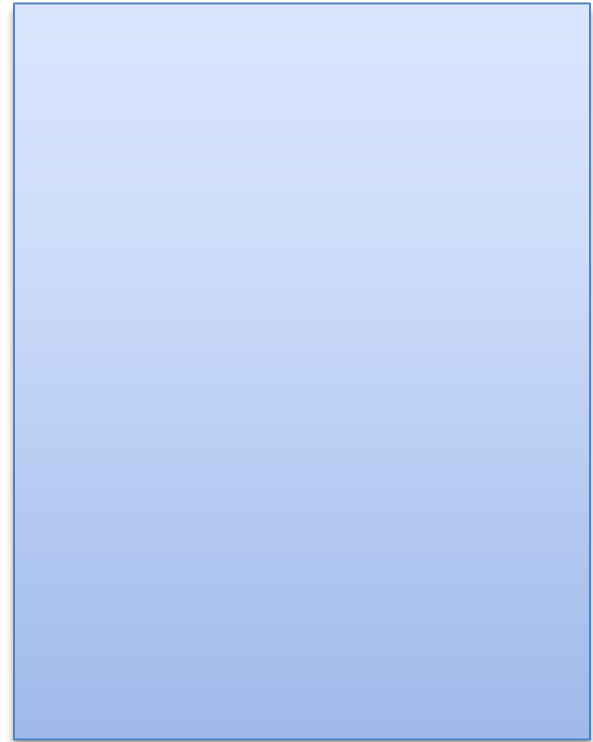
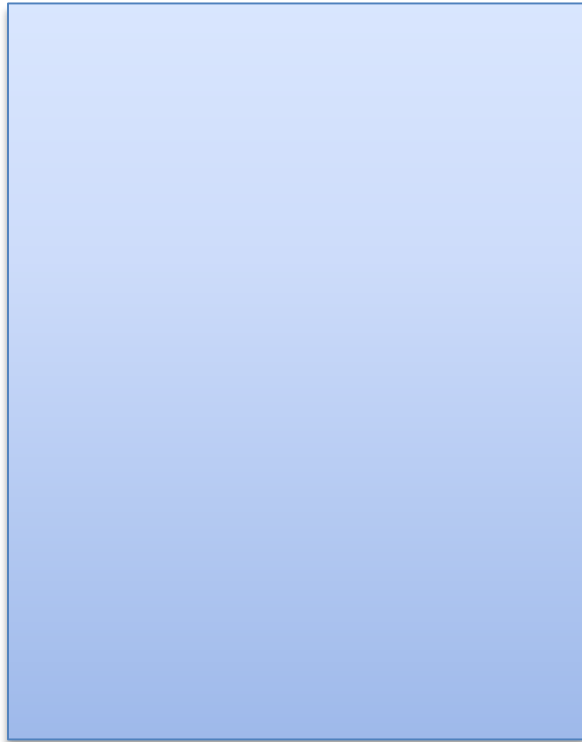
Fitts' Law

- ▶ What is it?
- ▶ Why it matters
- ▶ Applying Fitts' Law to web design



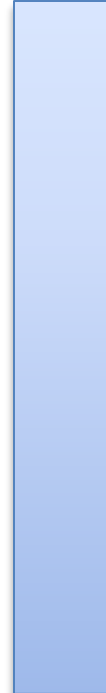
Fast and Efficient

- ▶ Shorter distance
- ▶ More accurate clicks

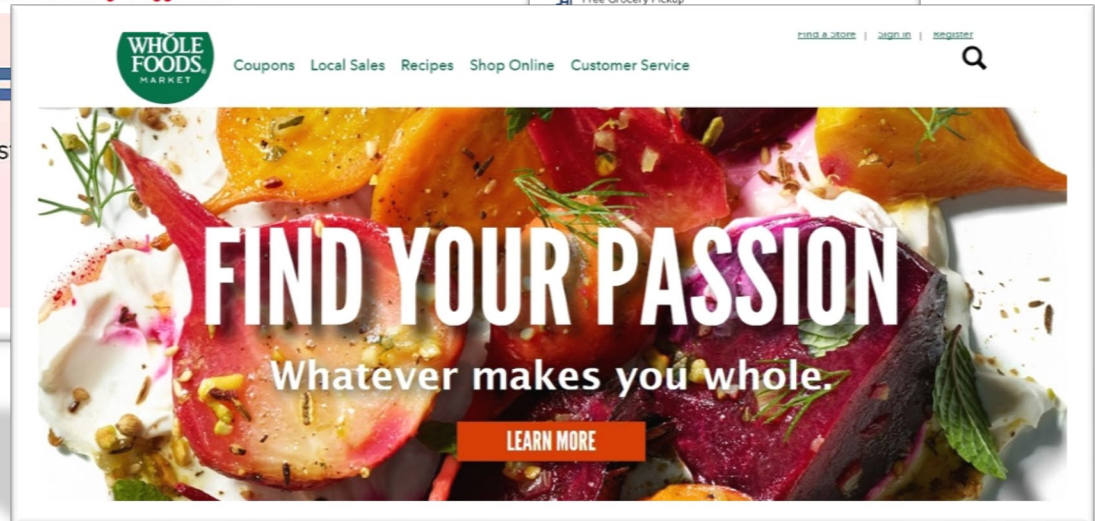
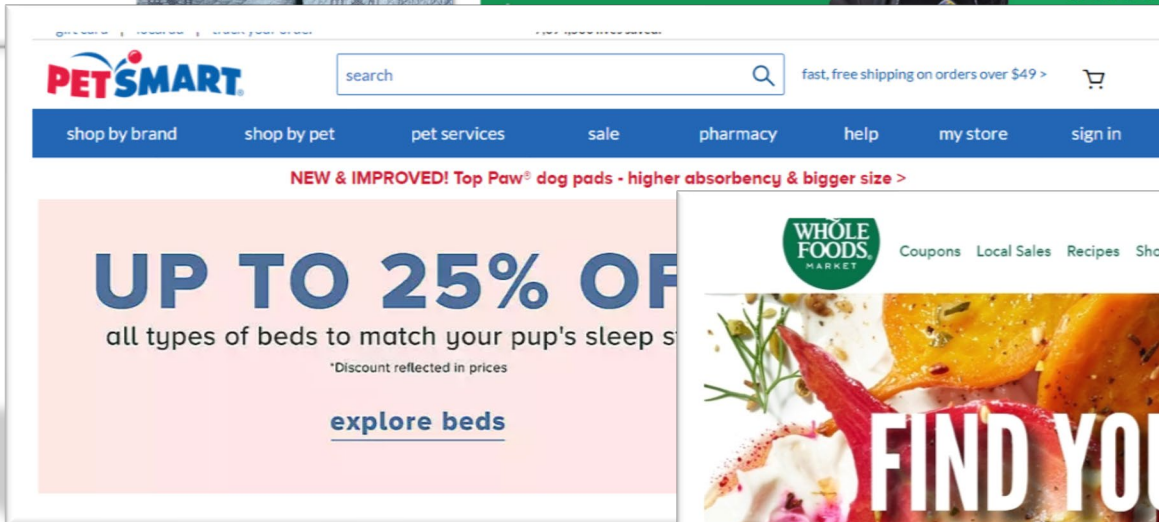
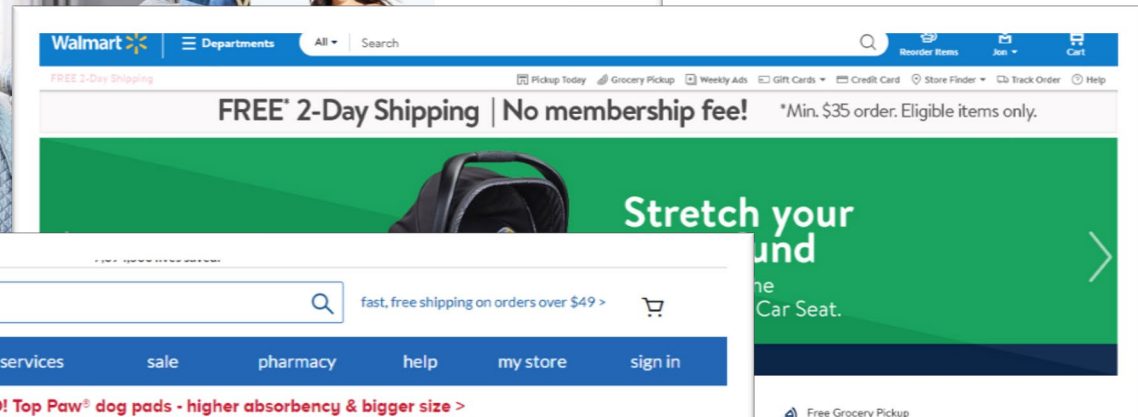
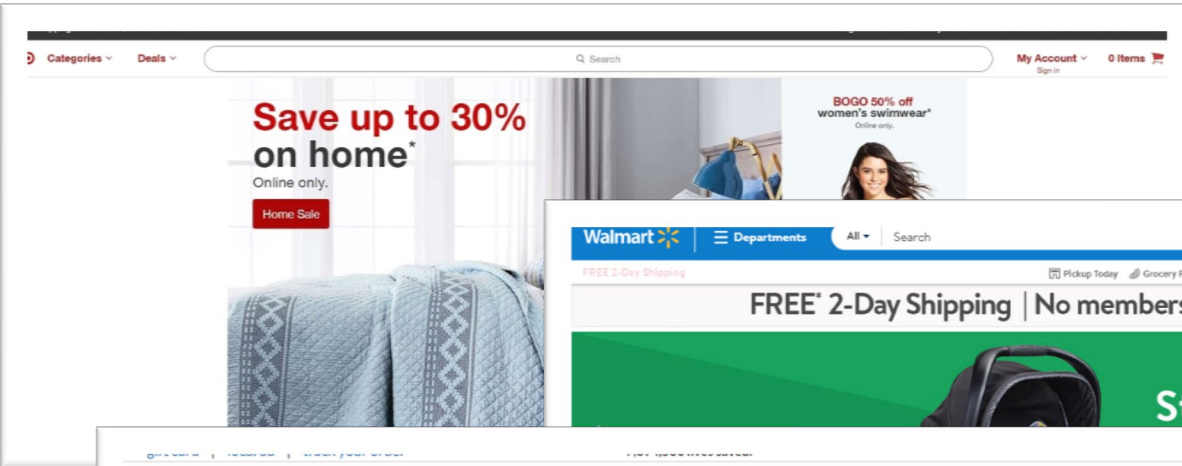


Slow and Difficult

- ▶ Longer distance
- ▶ Tendency to overshoot



Fitts' Law Today



Call to Action

- ▶ Why you need them



Tie It All Together

- ▶ Image Editing
 - ▶ Microsoft Paint
 - ▶ Paint.Net
 - ▶ Gimp
- ▶ Royalty Free Images
 - Pexels
 - Pixabay
 - Burst
 - Unsplash

