

E-Commerce Strategy

Case Study

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CHALLENGE

Lead the acquisition of two major competitors and develop a profitable global E-Commerce strategy for three company websites, manage the synergies of the acquisitions and transition workflows intrnally and position the company for digital growth.

OUTCOME

Delivered record breaking E-Commerc performance for the three company websites strengthening the acquisition strategy.

What happened?

Increased E-Commerce sales performance for all of the three company websites YoY and successfully transitioned E-Commerce operations, technology and developed the E-Commerce team.

Impact by the numbers

\$4.3M

INCREASE IN
E-COMMERCE SALES

\$400

INCREASE IN
AVERAGE ORDER VALUE

\$200K

SAVINGS IN SYNERGIES



STRATEGY & APPROACH

DEVELOPING THE STRATEGY

After evaluating the E-Commerce platforms, previous revenue performance, web analytics, brand equity, and teams, I identified the areas of opportunity and weaknesses. In collaboration with the CEO, Director of Product Management, VP of Operations, we identified the KPI's to drive top-line growth. During the strategy development process, I also reviewed the budget to identify synergies for the company and to project E-Commerce sales for the company.



DEPLOYING THE E-COMMERCE STRATEGY

Deploying the E-Commerce strategy while consolidating marketing operations for national E-Commerce team was challenging. However, through strong communications, project planning, and precise execution, I was able to ensure the team performance accelerated to meet revenue goals. Within, three months, I restructured the marketing team into an E-Commerce and demand generation organization with a focus on ROI to continue to position the company as the leader in the two key industries. Over the course of six months, I transitioned all of the paid media platforms, budgets, and workflows from two Fortune 500 companies (previous company owners) internally and increased the E-Commerce performance. Through content marketing, search engine optimization paid media and collaboration with product management; I was able to break E-Commerce revenue goals.