

Your Ecommerce Marketing Plan & Guide

This guide features my knowledge (& secrets 😊) from 6+ years in the eCommerce industry.

This guide may be one of your most important resources to date.

Marketing will either make or break your website, provided you have a solid product, which you do.

And a solid market for that product, which you may have.

As the notorious author, M.J. Demarco, of the Millionaire Fastlane states,

In the game of chess, or in our case, the game of business:

“Marketing is your queen.”

So, from now on, treat marketing with such importance.

You may need to learn some new concepts, so be prepared for that too!

Let's get into it!

Your Media Buying Channels:

PPC Ads (Facebook/Google/TikTok/Etc.)

BEFORE running any of these ads, I **HIGHLY** recommend you set up your analytics dashboards and create your business managers (You won't be able to advertise without these):

- [Facebook Pixel Set Up](#)
- [Facebook Business Manager Set Up](#)

- [Google Analytics](#)

Facebook Ads

If you happen to be new to Facebook Ads, please take this Free 15-minute course courtesy of Facebook because I will be delving into some advanced topics. Remember, the basics of any skill are the most important and serve as your foundation for success.

[The Free 15-minute FB Course](#)

Ad Metrics

Some HIGHLY important metrics (in the order you should set them up) are:

- Amount Spent
- Target Conversion (Purchase in our case)
- ROAS or Cost per Result
- CTR (Click Through Rate)
- CPC (Cost Per Click)
- Content Views
- Cost Per Content View
- Adds to Cart
- Cost per Add to Cart
- Checkouts Initiated
- Purchases
- Purchases Conversion Value
- 75% Video Views
- 95% Video Views

Before running your ads, set up these ad metrics. Knowing your numbers is the number 1 way to becoming **HIGHLY PROFITABLE**.

You should also calculate your personal business metrics such as your Breakeven Point.

But what is this Breakeven Point?

Your Breakeven point is the point at which running your ads either becomes “breakeven” or unprofitable.

For example, if you source your product for \$10 and you are selling it on your Shopify store for \$50,

then your breakeven point is the $\$50 - \$10 = \$40$, the margin between how much you pay and how much you earn on a sale.

If you get a sale under \$40 ad spend, you my friend are **Profitable**.

This is your most important metric, and you should always aim to be either breakeven or profitable.

Breaking even is not a loss either because you are gaining DATA from your FB Pixel!

Phase 1: Creative Testing

In this phase you are testing your video (recommended) or still image creative BEFORE investing your money into a purchase campaign. You don't want to pump money into a losing ad creative. Also, your FB pixel optimizes about 6 times before running your purchase campaign, so your ad creative is mathematically proven to be your best.

Before starting this phase make at least 3 different video creatives for your product.

Campaign Structure

ABO (\$10/day per ad set)

3 Ad sets

3 Different Ad Variations

Ad set Structure

3 Ad sets total

One **SAME** interest per ad set

All settings held the same for each ad set, just duplicate one ad set 2 times

Ad Structure

One different video for each ad set

How long to run your campaign for

Run this campaign for 2-3 days and make sure **ALL OTHER SETTINGS AND TARGETING IS THE SAME.**

Start ads at 12 am your time for better optimization.

Iteration and Optimization

After the 2-3 days, analyze your results.

Your winner from this phase will be the creative with the highest CTR (Click-through rate).

Pick this winner and repeat the process.

Rinse and repeat, changing one variable at a time.

For example, you found your winning creative,

now change the ad copy and run this phase again,

then change the thumbnail and run this phase again,

then change the first 3 seconds of the video and run this phase again,

Repeat this process 6x.

Phase 2: Cold Audience Testing

Now that you have found your winning creative,

It is time to run your first cold audience purchase campaign.

Campaign Structure (CBO)

CBO (\$50/day per ad set)

EX: \$50*(3 ad sets) = \$150/day

3-5 Ad sets (Depending on your budget)

3 Duplicated Winning Ad Variations

Ad set Structure

3-5 Ad sets total

One **Different COLD INTEREST** per ad set

Targeting the same demographic and locations

Campaign Structure (ABO)

CBO (\$50/day per ad set)

EX: \$50*(3 ad sets) = \$150/day

3-5 Ad sets (Depending on your budget)

3 Duplicated Winning Ad Variations

How long to run your campaign for

5-7 Days Depending on your budget. Start ads at 12 am your time for better optimization.

Start optimizing and killing ad sets after 2-3 days of running.

Placements

All placements EXCEPT Stories, Reels, Apps & Sites

THE COLD INTEREST PROCESS

Your FB Pixel needs 5-7 days to find profitable audiences.

This does NOT mean all ad sets will be running for those 5-7 days, however.

Days 1-2:

Simply leave the ad sets alone and do not tweak or mess with any of them until 48 hours has run its course.

Days 3-5:

This is the stage at which you should be cutting ads according to your Break-Even Point.

If at this stage, an ad has spent more than your Break-Even point, cut the ad sets with absolutely no remorse.

And if you have driven some sales,

Congratulations! 😊

Leave the ad sets alone that have garnered those sales and let them run until the full 7 days is up.

It is also up to your discretion to previously winning ads that have died out according to your Break-even point, however I like to let them run, which leads us into the next phase.

Aside: Patching Up Your Funnel

If at this point, you have not driven at least one sale, there is something wrong with your campaign.

You can dissect exactly what happened by analyzing your data over the full 7 days according to the metrics I mentioned in the Ad Metrics section of this document.

Use deductive reasoning to figure out exactly what went wrong with your campaign.

For example, if your website is getting a lot of content views, but no add to carts, or purchases, then there is most likely something wrong with your landing page.

Your customers enjoy your ad, but they are bouncing off your landing page, which means it not appealing or converting enough for them to want to act.

Phase 3: Data Collection and Micro Scaling

After you have got sales, it is now time to let your pixel gain sufficient data for our next phase, LLA Testing.

This phase is in fact necessary because your Facebook pixel needs data to become what I like to call **A SNIPER PIXEL**.

I will elaborate more on that in the next section but for now, if your winning ad sets are still receiving sales and good metrics, duplicate your winning ad sets into a new campaign and a 10% higher budget.

For example, if you are currently running your winning ad set at \$50/day 10% of \$50 = \$5 increase.

So, you would duplicate your winning ad set into a new campaign with a \$55 budget.

Note: The other winning ad set should still be running as well. If it's still working, do not touch it.

Continue with this process until you have had:

- **2,000 to 4,000 95% Video Views**
- **Or 500+ View Contents**
- **Or 500+ Add to carts to move into LLA Testing**

Phase 4: Lookalike Audience (LLA) Testing

At this point you are ready to turn your pixel into an absolute machine with Look Alike Audiences.

So, what are lookalike audiences?

As stated by [Facebook](#), “A lookalike audience is a way your ads can reach new people who are likely to be interested in your business because they share similar characteristics to your existing customers”

Re-read that.

Facebook essentially finds audiences that are already like the people who have purchased from your store with the data you have collected.

This is a very powerful machine learning tool and is nothing to snuff at.

The first thing you are going to want to do is create your LLA Audiences: [Here is the guide to doing so by Facebook](#)

LLAs to Create

You will create LLAs from your 75% Video Views, 95% Video Views, IG Engagement, FB Engagement, Website Visits, and View Contents (within the last 10 days)

Within the past 90 days of the product you are trying to scale.

(0-1%, 1-2%, 2-5%, 5-7%, 7-10%)

Campaign Structure

CBO (\$50/day per ad set)

EX: \$50*(3 ad sets) = \$150/day

4-6 Ad sets (Depending on your budget)

3 DIFFERENT Ad Variations (take winning ad variations and play around with them)

Ad set Structure

4-6 Ad sets total

One **LLA** per ad set

Targeting the same demographic and locations

How long to run your campaign for

A 2–3-day cycle depending on your budget. Start ads at 12 am your time for better optimization.

If campaigns are very profitable after this 2–3-day period and you have 15+ purchases, duplicate and raise your ad set budget by 25%

Conversely, if campaigns are not as profitable after the 2–3-day period, duplicate your ad set with a lower budget of about 15% and turn off the unprofitable campaign.

You should also be testing new ad set interests and demographics at this stage.

In fact, at each step past phase 3, you should **ALWAYS** be cycling in new cold audiences to test and target.

Phase 5: Power LLAs

The Power LLAs are LLAs associated with add to carts and purchases.

This is where the money seriously starts to roll in.

You need at least 500+ purchases or add to carts to partake in this stage.

Power LLAs to Create

You will create LLAs from [add to carts](#) and [purchases](#)

Within the past 15 days of the product, you are trying to scale.

(0-1%, 1-2%, 2-5%, 5-7%, 7-10%)

This Power LLA testing, and scaling phase is the same as Phase 4: refer back if you must!

Phase 6: Power Scaling (End Game)

At this point you will have an absurd amount of data.

And with that comes an absurd amount of power.

Note: This phase will require a budget of at least \$1,000/day spent on ads (or \$500). Also, at least \$5,000 should have been spent on your business manager account, as well.

Campaign Structure

CBO (\$1,000/day) or (\$250 per ad set) whatever fits your budget and timeline

2 Ad sets (Minimum Spend Limit: 25% of campaign budget) for each ad set

2 Duplicated ads of your best performer

Ad set Structure

No interest targeting / Target Engaged Shoppers

Target US/CAN for the first ad set

And Target Worldwide for the second ad set

How long to run your campaign for

Run this campaign for exactly one day then analyze the results.

If results are good continuing running the campaign, otherwise pause the campaign.

Analysis

- If your campaign and ad sets were both profitable, then double the budget **daily if it is still profitable**
- If your campaign is profitable but one ad set is unprofitable, hold and let the campaign run for another day. If that same unprofitable ad set is still unprofitable, turn off that ad set and let the campaign allocate all the budget to your other winning ad set
- **If your campaign is unprofitable, but one ad set is profitable, take the profitable ad set and duplicate it 2x into a new campaign then let it run. Turn off the unprofitable campaign too. If the new campaign is still unprofitable after another day. Turn off both campaigns, as you do not have enough data for this stage yet. Come back to this stage after you have spent another \$5,000.**
- **If you are breakeven, turn off the campaign and come back to this stage after you have spent another \$5,000.**
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Retargeting Ads

Retargeting ads will be one of your most profitable campaigns because you are targeting a warm audience!

In our case, we will be retargeting LLAs (Power & Regular)

Campaign Structure

2 CBOs (\$10-\$20/day)

Power

- Website visitors excluding Add to carts (within the last 7 days) and purchases (within the last 30 days)
- Add to carts (within the last 7 days) excluding purchases (within the last 30 days)

Regular

- IG/FB Engagement excluding Website Visitors (within the last 7 days) and purchases (within the last 30 days)
- 95% Video Views excluding Website Visitors (within the last 7 days) and purchases (within the last 30 days) and FB/IG engagement (within the last 7 days)

Google Ads

Personally, I would learn Facebook ads first before even touching google ads.

However, if your Facebook ads are up and running, it would not hurt to run a **Brand Search Campaign** alongside it.

Here's a great video on how to run a **Brand Search Campaign**: <https://youtu.be/ndyGQjVMNW8>

Here's a great video that goes more in depth into Google Ads: <https://youtu.be/N0EiR7XW1IA>

TikTok Ads

TikTok ads are currently **HOT**.

As I said with google ads, make sure you are good and have a decent understanding of Facebook ads first before touching these!

Here's a great video on how to run **TikTok Ads**: https://youtu.be/ApAZ7D_wCnY

Content Marketing

What is Content Marketing?

Content Marketing is marketing your brand and product through **ORGANIC** social media posting. For example, posting on Instagram every day or writing a blog post.

It is essentially taking valuable information related to your brand or product and posting **CONSISTENTLY** on platforms that have the potential to attract an audience.

How to start Content Marketing?

Step 1: Do relevant research on your niche, in your case, **the Dating Realm**

Step 2: Determine the channels you would like to post on – YouTube, Instagram, Facebook, Blog, etc.

Step 3: Produce a week’s worth of content based on your research from step 1.

Step 4: Post on your channels **Consistently, if not every day**

Step 5: Evaluate if your content resonates with your target audience

Step 6: Make adjustments to maximize your target audience’s **Positive** reaction (likes, comments)

Step 7: Repeat

When Should I Post?

You should aim to post content on social media **EVERYDAY!!**

And I CANNOT Stress this enough.

When you post content every day on your channels, the algorithms begin to pick up on your posting **and start to reward you with more viewers.**

And more viewers lead to more purchases, ORGANICALLY

Email Marketing

Email Marketing when utilized correctly can be highly profitable.

It will require creative writing and strategic timing.

You will be able to set up abandoned cart email flows, onboarding email flows, discount code email flows, and so much more!

I think of email marketing as a sort of “clean up” device – it recoups missed sales and informs your current customer base of the new products that are launching.

Oh, and it’s **automatic** when set up, so it’s working for you 24/7.

This is a must.

Shopify Apps

I recommend installing either Mailchimp or Klaviyo for your purposes.

Flows to Set Up

- **Abandoned Cart Email Flow**
- **Browse Abandonment Flow**
- **Welcome/Onboarding Email for New Subscribers Flow**
- **Product recommendations based on a behavioral trigger Flow**
- **Existing Customer Discount Flow**
- **Upsell Flow**
- **Customer Testimonial / Feedback Flow**

And the list could go on and on.

One important thing to know is that there is a fine balance when emailing your customers.

Email them too much and they will simply get annoyed.

Email them too little and you're leaving money on the table.

Always write clean, quality, and concise emails to your customer list.

No one wants garbage in their inbox.

How to get more Email Subscribers

There are several ways to get email subscribers, but two of my favorite ways would be to incorporate a newsletter sign up form into the footer of your website.

And, to serve the customer a **pop-up** which prompts them to sign up for your newsletter in exchange for a discount of some sort.

Now go and make some money

I wish you only the best of luck and a future with MASSIVE profits,

And if you ever need a website made, redesigned, or

you even would like me to run your ads for you,

[Book a FREE 30 eCom Accelerator Minute Strategy Call](#) or

[Contact me here: Rjneptune.com](http://Rjneptune.com)

Good Luck my Friend.

RUSSELL J.

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