Transcript of:

028 Marketing Foundations: The Right Tech
Stack with eCommerce Tech's Derric Haynie

[00:00:01.600] - Chloe Thomas
You're listening to the Keep Optimising podcast to increase your traffic, improve your conversion rates and grow your profits. Hello and welcome. If you're looking to improve the performance and return on investment of your marketing, then you've come to the right place. I'm Chloe Thomas, the host of this marketing-focused podcast and it's very, very cool to have you tuning in to what is our first episode of 2021.

[00:00:29.290] - Chloe Thomas
So happy New Year to all of you.

[00:00:32.410] - Chloe Thomas
Now, rather than talk about a specific marketing method, this month, we're going to be taking a look at some key foundations that you need in place if you're going to do great marketing. 2020 was a tough year where many of us had to make quick changes in our businesses. And if you had the right foundations in place, it was so much easier to do. I lost count of the number of businesses who had great ideas but just couldn't implement them because it wouldn't integrate with the website or their team weren't capable of doing it or things were just not working the way they should.

[00:01:07.090] - Chloe Thomas
So if you had the right foundations in place, it was an awful lot easier. So this month I thought we kick off the year by helping you work out what getting the right foundations in place means for your business and therefore for your marketing.

[00:01:20.350] - Chloe Thomas
We're going to kick off with the tech stack. Oh, yes, we're starting with the big one. What sits at the heart of any e-commerce business? The tech stack, of course, being your website and all the stuff you integrate into it. So lots we're going to be getting into. And to do this, I'm joined in this episode by tech stack specialist Derric Haynie, who's going to be sharing a lot of great advice and tips and giving you an opportunity to get one on one help for free as well.

[00:01:50.570] - Chloe Thomas

You have to hold on till the end to find out about that, though. Now we're just about to meet today's guest. But before we do, please do check out the sponsors.

[00:01:59.570] - Chloe Thomas

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[00:02:31.950] - Chloe Thomas

Today, I'm chatting with e-commerce expert Derric Haynie. Derric is the chief e-commerce technologist to e-commerce Tech, and since 2014 he's worked across the e-commerce world. He's been a marketing agency CEO and been in-house running the marketing for both a beauty book subscription box called Boxey Chom, which recently sold for 500 million to IPSI, and at the Help Desk Service Gorgeous, which recently closed a series A funding for 14 million dollars. Derric is all about getting the right tech stack in place for your business.

[00:03:04.050] - Chloe Thomas

Hello Derric.

[00:03:05.160] - Derric Haynie

Hello. Thanks for having me. I love talking tech tools.

[00:03:08.340] - Chloe Thomas

It's great to have you here and great to be talking tech as well. And given the number of successful businesses you've been involved with, where, of course tech is essential, I'm very much looking forward to seeing what tips and advice you can give to our audience. But before we get into that, how did you get into e-commerce in the first place?

[00:03:28.350] - Derric Haynie

Certainly so many different ways.

[00:03:33.210] - Derric Haynie

Even starting when I was playing high stakes poker for a living, my wife was selling art and going to this small little art shows. So we said, let's build an online website for your art. This was Magento one and it's ten thousand dollars to build the website. And we had this dream that we'd be able to put the art on the virtual wall. And so we spent all this money building out this technology and of course, like no idea how to drive traffic.

[00:04:02.490] - Derric Haynie

Nobody ever purchased a single thing from the website. It was a total bust and a complete waste of money. So you mentioned a lot of successes, but there's a lot of failures that got me there. The failures moved me even faster, I would say. But so that was the first dabble in it. Then a few years later, after launching a tech simulator for a card game. So I played high stakes poker. There was this alternative call card game called Open-Faced Chinese Poker, which is just what is called an end.

[00:04:34.140] - Derric Haynie

And we created a solver app just like you would create a solver for chess. And we sold that as a monthly subscription to people that played the game typically for money. And they were able to use this solver to calculate whether their play was the right play or not, not in real time. So it wasn't like a shooting at the game app. It was like, OK, this is what happened, what it was to improve your game that was short lived.

[00:04:56.940] - Derric Haynie

It was tough to get moving.

[00:04:58.530] - Derric Haynie

And from there, our marketing agency was born, which was called Splash Online Presence Management. We had no idea what we were doing. My wife and I started together. She was branding. I was like content and SEO. And from there we started getting inquiries from e-commerce and we pivoted a few times. It was very painful. But eventually we had a handful of really great e-commerce clients, including Boxycharm. They are client first, another one called Clean and Green and a few others that were a couple on Shopify, some on Magento, some on odd platforms.

[00:05:34.290] - Derric Haynie

And we realized that we'd never did it officially. But we're like e-commerce's really as a marketing agency where we should focus our efforts on we should stop trying to sell to SAS and startups and stuff like that.

[00:05:46.650] - Derric Haynie

And so we kind of went after that category and that's what got me started there. We even launched a briefly a Shopify store, which I ended up selling for 500 dollars.

[00:05:58.380] - Derric Haynie

Well, actually, we launched another blog that was intended to be content first and then products off the back. And it got like a few thousand visitors, but it wasn't big enough and it was with a partnership. So, yeah, we did all these random things that really were just about learning and growing and failing at small expenses relative and finding a way to make money in between. And then from there, Boxycharm kind of pitched me to work in-house and I certainly had the experience to run, run their team and stuff.

[00:06:30.690] - Derric Haynie

And we were able to grow advertising from zero to three hundred thousand a month in less than six months. And I told them where to put the money and it worked like a charm.

[00:06:42.150] - Derric Haynie

And we grew the Influencer program. I was the person that taught them how to use metrics to track results of influencers. Prior to me, there was nothing going on there. Yeah, and then the story goes from there.

[00:06:54.990] - Chloe Thomas

Nice. Well, clearly, you know your stuff so and you've experienced plenty of different, I'm sure, plenty of tech stack challenges. But why is it so important that we get our tech stack so right.

[00:07:10.230] - Derric Haynie

Yeah, I think in the beginning you especially early marketers and early business owners, have a lot of limited resources. So you really want to make sure that you're using tools that are scaling your time, which means that if you're doing any kind of one off activity in the e-commerce, this can often be on operations. You're taking things from a spreadsheet and putting them into a product listing or something like that, right? This happens all the time. Customer service is often very manual, and in marketing, there are a lot of things that end up becoming very manual.

[00:07:43.400] - Derric Haynie

And if you can find the right tools that kind of scale that out for you, then you've scaled your time. And that's really important because as a business grows, you need to change what you're working on.

[00:07:54.710] - Derric Haynie

You can't be a static marketer. You can hire static marketers. Right. So or maybe if you're a consultant, you have a very static role, but a consultant or agency has a very static role in marketing and doing the same thing over and over. But as an e-commerce in-house marketer or in charge of marketing, head of marketing, you need to spin the plates. So you spin the email marketing plate, then you spin the SMS marketing plate. Then maybe you're spinning the Influencer plate and the advertising plate and you have to keep moving from place to place because problems continue to emerge.

[00:08:28.460] - Derric Haynie

And if the tools aren't talking to each other, so for instance, a really common one is if a pop up tool is not talking properly to an email service provider, you might miss thousands of abandoned car emails. And the way this works is the pop up tool captures the email address and then with a bad integration, it'll send it to your email service provider and just say, hey, there's a new email address in here, but with a good integration, we'll say this cookied session ID is this email address.

[00:08:59.150] - Derric Haynie

And that's important because you're using abandoned cart triggers to trigger the emails sequences to that put the items that are in their cart into their email. And if those two platforms aren't talking to each other, you're missing like a percentage of revenue is just gone. And so that's just one example of why the tools need to talk well to each other. And it's not just about an integration, it's about a good integration. And sometimes it's hard to tell the difference.

[00:09:25.350] - Chloe Thomas

I don't know about you Derric, but I found that in 2020, a lot of the businesses that I saw surviving well, despite all the chaos and the crazy that got thrown at them with those who had a decent tech stack because they were able to twist and pivot, because that team had more time, because they weren't downloading spreadsheets and uploading spreadsheets all day long, but also because they were able to quickly plug in the right things and and leverage the right tech to enable them to adapt as consumers were adapting.

[00:09:53.000] - Chloe Thomas

Did you find a similar thing?

[00:09:54.620] - Derric Haynie

Yeah, I think what I found I mean, aside from the the general sense that, of course, some businesses are just totally out of luck and some businesses like have hypergrowth simply because of the nature of the of the company, I think that the companies that had the foundations in place were really the ones who were most successful.

[00:10:15.110] - Derric Haynie

And those foundations of good conversion rate optimization, maybe even split testing if the, if the site's doing enough traffic, strong analytics that you can actually see what's going on, see the change in consumer behavior on your site in real time. At Boxycharm and we actually I made them buy me an 80 inch monitor. We put it up in the marketing department and I designed the dashboard for real-time analytics so that we could see what products were selling well. And it's largely subscription.

[00:10:43.070] - Derric Haynie

But we also wanted to see conversion rate by minute, the conversion rate by our we wanted to see website traffic, which would spike up. And we would also see when 404 pages were getting hit, which meant like the website was going down and we had to talk to them about it.

[00:10:56.960] - Derric Haynie

So the foundations of between being able to see what's going on and being and communicating with your customers in an automated way. So like sending an email campaign or a monthly newsletter, that's great. And that's a manual process that you could certainly do to drive sales.

[00:11:16.010] - Derric Haynie

But like I said, bend the card emails, post purchase sequences, things that mitigate customer service tickets that are that are happening in an automated fashion, such as like onboarding and activation emails, getting people into your loyalty and rewards program, getting them to accrue loyalty points and getting them to spend loyalty points and doing that at triggered moments when you see that they did X, Y or Z, whether it's on your site, on social media, whether they're taking an action by referring somebody that clicks their link, et cetera, you really want to.

[00:11:49.130] - Derric Haynie

Those are foundational components of and there's usually three to seven tools that are talking to each other to make all that happen at the same time.

[00:11:58.230] - Chloe Thomas

So it's all getting on our tech foundation is all about freeing up our time to take things to the next level. Now, I'm going to take us back to the bottom level and take us back a step which is at the center of all of that. However many things you're integrating, you've got to have the right website platform. What are the key things if someone think you've re-platforming this year or they're not sure if they should or shouldn't read platform, what are the key things a good web platform needs to do?

[00:12:28.280] - Chloe Thomas

What are going to consider and how on that must-have list?

[00:12:31.820] - Derric Haynie

Yeah, the number one thing is how is this platform going to integrate with the tools that I want to use to get the goals that I want? Because all platforms are I mean, there's a couple of them, but honestly, I've never seen a good one. All platforms are the center point of an existing tool network. Right. And so you need to be you might be more familiar with HubSpot over Klaviyo, for example.

[00:13:04.640] - Derric Haynie

And so you're thinking, OK, then what platforms might cater towards HubSpot? Well, HubSpot has their own CMS, but that's probably impractical for e-commerce. Should I go with e-commerce or Magento 2? Because I want to go with HubSpot and or if I want to go with Klaviyo, which platform has the best Klaviyo integration?

[00:13:23.150] - Derric Haynie

And so it is a lot about integration's. It's about what else is the rest of the stack going to look like. But, of course I'm extremely biased in this one because I believe that Shopify has the best app partner ecosystem out there, not just from the strength of the tools and how they integrate into the platform, but also honestly, it's a really supportive community of developers and an agency owners to that that make the tools better by collaborating between each other and in other platforms, such as the Magento 2 module like an extension.

[00:14:06.650] - Derric Haynie

It's really fragmented and people don't talk to each other as much. It's a little bit tougher to break into and it's also a lot more developer-centric, which means that people are thinking about like the cliche thing is that building a solution but not thinking about like, OK, how do we solve, like the marketers problem or the consumers problem or something like that? They just build finite, like, here's the problem. Here's a solution kind of thing. That's my bias on it.

[00:14:30.920] - Derric Haynie

Now from value out of the platform, aside from its integrations, you are going to be thinking about how what is it that you want the platform to do versus other tools. Some platforms might be doing their own email marketing. Some platforms might be doing their own inventory management. Some platforms might help you manage retail better and retail with e-commerce jointly. Maybe they have their own ERP. I think that's NetSuite is like kind of doing a lot of its higher level stuff.

[00:15:02.390] - Derric Haynie

And sometimes you don't need all that clunky stuff. So like I consider Magento 2 extremely powerful and extremely clunky.

[00:15:13.370] - Derric Haynie

And what I really mean by that is like Magento 2 you can for a small business, it'll cost you two hundred thousand dollars to do the same thing that Shopify I'll do for two thousand dollars.

[00:15:25.010] - Derric Haynie

And it's because you have to have a web developer, a dev-ops person. You have to manage your own server space. You have to have your own uptime, but you own your instance of Magento 2 whereas Shopify is in a way a little bit more of rented land. They own the server and if you stop paying them, the website will shut down. But I think that's kind of similar with Magento in two instances. But yeah. So I don't, I'm kind of rambling on a few things, hinting around the answer to your question.

[00:15:51.290] - Chloe Thomas

It's good rambling.

[00:15:52.310] - Chloe Thomas

It's good rambling. I like it.

[00:15:54.050] - Chloe Thomas

You know, that's the thing it is integration's. It does do the integrations and most ecommerce businesses don't do anything that weird these days that they need to be on a specific platform. That's the only one that can cover. I mean, the only one I can think of is if you're selling bras as in ladies underwear, it becomes a complicated, you're restricted in your platforms because you need so many drop downs on the product page because you need color and SA and back and forth.

[00:16:23.330] - Chloe Thomas

It's hard to think of an e-commerce product that requires a specific platform because all of them pretty much do it all now.

[00:16:31.460] - Chloe Thomas

So you, so hence integration's becomes first and foremost.

[00:16:35.180] - Derric Haynie

Yeah. And of course, you know, the goal of Integration's is really to reduce them. We don't want to add tools. Every tool adds a layer of complexity. It has management time cost as well as, of course, the actual cost of the tool. And there's a process that goes along with every tool. And oftentimes

when those changes and management changes and employees so those processes get lost in the tool, starts becoming ineffective. In my opinion.

[00:17:00.860] - Derric Haynie
Of course, there's no such thing as a bad tool, just as there are tools that go out of business and didn't provide a lot of value.

[00:17:09.080] - Derric Haynie
Sure, they're there, but really, anybody with customers that pay them and are very sticky and ongoing way, I believe that there's there's a reason for the value behind the tool.

[00:17:18.500] - Derric Haynie
But it's yeah, it's really complicated to choose a platform because you really have to get deep in the weeds with each of them to figure out exactly which one's going to be the best for you and not just deep in the weeds with the platform, but deep in the weeds with the surrounding tools that you would use with that platform, which basically means you have to run your business for three years on a platform to decide if it's right for you and then you'll be like, just doesn't do this.

[00:17:45.300] - Derric Haynie
One thing that I really need it to do, for instance, Shopify, when you go with Shopify, you're forced into shop pay.

[00:17:51.450] - Derric Haynie
You need to use their payment processor. Maybe you're a payment processing expert or you really want to check out with Bitcoin or something like that.

[00:17:59.160] - Derric Haynie
And you just need your own financial your own checkout process. Right. And so immediately that would be a red flag. Like don't go a Shopify go with somebody where you have a control Magento 2 would probably be the alternative. I don't actually know what Woocommerce does there, but yeah. And so that's one of the limiting factor. So I guess the is as opposed to running a platform for three years to figure out if it's right or wrong, you would need to look for red flag moments and must haves that you need, you know, you're going to have to do for your business and then and then see if they there'll be multiple platforms that probably fit all your must haves. So and then you go

[00:18:37.830] - Chloe Thomas
If we're start up or where the existing business with an idea for spin off and we want that minimum viable product platform that we've got an idea, we need to see if it actually works. Would you go

with a Shopify or would you go with a Woocommerce type things? Because those days to me it kind of like the two lowest level ones.

[00:18:58.140] - Derric Haynie

Yeah, and even I've seen people you could even do just a GoDaddy landing page that captures email. If you don't need to actually sell physical product through the site and you're using it for like a kickstarter or something like that, which I've seen people do. So those are the true minimum viable products? It's called a false door test, right. You say buy the product. It's fifty nine ninety nine step one enter your email and then step two is OK.

[00:19:23.010] - Derric Haynie

We'll email you when we're ready to take your payment information or some people even go all the way, take the payment information and then we'll refund them afterwards or something along those lines. But those are real like MVP tests. Now when we're talking about and like an early stage site where maybe you're a little past the MVP or you're ready to to really launch WooCommerce and Shopify, both are really easy to get up and going.

[00:19:45.240] - Derric Haynie

So either one is good. I'm already telling you I'm very biased towards Shopify. I prefer it. The nice thing about WordPress is that the CMS is a little bit easier to handle if you know, basic HTML and CSS, whereas Shopify you have Shopify liquid, which is a different language and you have to learn it. Now the developers that you would pay can be really cheap in their platforms like free up our store Tasca that you can just you can just pay somebody like sixty five dollars to solve like your, you need your navigation bar to look different or something along those lines so you can get away with very minimal dev costs on both sides and then both of them have plug and play wizzy wiggs, which is just like if you want to design your home page yourself, you can do that with a tool like Shogan.

[00:20:34.560] - Derric Haynie

And then there's this. I forget the one for Woocommerce.

[00:20:38.430] - Derric Haynie

It's like magic page build or something.

[00:20:40.560] - Derric Haynie

I don't remember, but like both of them allow a lay person to kind of like decide on, like, you know, how the home page is going to look, how the blog is going to look at all those things. You can design them yourself. That's very affordable. If you're not a designer, it's probably basically going to get you to the MVP status and then you'll be like, OK, my site looks pretty crappy and people are buying for me.

[00:21:04.020] - Derric Haynie

Let's invest in strengthening up the brand or even thinking about how to optimize our conversion rate or things like that. But I'd say either platform is very doable. You could even go down market to Squarespace or Wick's, which I think are now offering e-commerce options.

[00:21:20.040] - Derric Haynie

I hate both of those tools, like I would highly not recommend it, especially from the integration standpoint.

[00:21:26.310] - Derric Haynie

But if you were really on a budget like that, you would go all the way down to those solutions.

[00:21:31.410] - Derric Haynie

If you're really on a budget, I usually tell people not to launch anything at all, invest in themselves and learn or even get a client who has a little bit more of a budget so that you can learn while growing their business and then use the money that you're earning from that to save until `hit a critical threshold where you can actually launch a successful store as opposed to dabbling and failing in stores. Like I told you, I've already done in the past.

[00:21:56.910] - Chloe Thomas

Clever! Clever. I like that slightly side sideways angle, get the learning in first. But we've talked platforms, we've talked general kind of theory. What are the next key things we want to have in place is someone who's weathered 2020. They've made it through and they're going right. What should I be, what should I be investing in to make a difference for my business in 2021. For someone who's growing, what are the next things, the next pieces of tech they should have on their investment rader?

[00:22:25.680] - Derric Haynie

Everyone has to have an email service provider. And I personally believe everyone needs an SMS provider today, and you want to set up those abandoned card abandoned check out post purchase flows in both email and send us as best as you can. And that's 30, 40, 80 hours of work right there just to get those sequences, welcome sequences.

[00:22:47.750] - Derric Haynie

And then, of course, you need to be collecting the email and the phone number. Some brands could go phone number only, by the way, but you will want email for certain other types of automation so they your SMS and email platform need to be very closely linked. There are a few that do both.

Klaviyo has launched SMS, Omnisend was built with SMS and email intertwined, which is great. Klaviyo SMS isn't so good, but it integrates really well with another tool called SMS Bumpe, which is great for any stage of a store and they just got acquired by YOTPO.

[00:23:22.430] - Derric Haynie

And so you've got the email and the SMS with the pop ups you've got, you obviously need to know that your product detail pages are operating properly, like there is good product images and descriptions and you're solving problems, sizing issues and stuff like that. And then of course, you want that social proof on this product detail pages, which is going to be a review tool. I think you should have a review tool from the beginning because you need to get as many reviews as fast as possible.

[00:23:47.930] - Derric Haynie

Early on. You can even incentivize reviews. You should never fake reviews. And a lot of these platforms are now verifying reviews. Your review platform should always be image or video enabled because at least for any brand, that's slightly visual, because you want people to be taking shots on social media and then you want to capture those and put them on the site. The written explanation of why this blast fit really great. Looks great on me. I love the fabric.

[00:24:16.550] - Derric Haynie

Nothing compared to the image. The picture is worth way more weight and gold and it converts really well. So setting up those review tools, then, of course, once your people are reviewing you kind of naturally leads to loyalty because reviewing is the first step towards coming back and buying from you again. So a loyalty tool. There are some tools that do both loyalty and rewards. So stamped audio comes to mind that they actually have two separate tools, but they're highly integrated with each other.

[00:24:43.710] - Derric Haynie

Of course, same company. And then YOTPO has a review tool and a loyalty tool, but they're a bit more high end. I wouldn't recommend them for a starting store. So we've got loyalty. Some brands will need a subscription tool like recharge or board subscriptions if you're a subscription box or you want to add subscription as a product option. And then finally there's more.

[00:25:06.740] - Derric Haynie

But an up sell tool I think is really important to upselling cross-sell from day one. And you can incorporate all sorts of cool things into these just making bundles. You can also capture information and use that to determine what they're going, what you're going to upsell them with. And then you want to upsell typically on a product detail page and on the cart page. And then you have to be if you're on Shopify, you have to be Shopify plus to do it through the checkout process.

[00:25:32.690] - Derric Haynie

But it's really valuable there as well.

[00:25:34.760] - Chloe Thomas

Nice. I like that. Everyone, we will put the full list of recommendations that Derric gave that because that was pretty awesome. We'll make sure those are all in the show notes for you. Right Derric, we are going to pause now for a mind of our sponsors and then we're going to talk about the wider world of eCommerce Marketing Foundation's.

[00:25:53.280] - Chloe Thomas

Success in 2021 means building stronger relationships with your customers last year saw a lot of consumers switching to buy online, leading to surges in new customer acquisition. So how are you planning on turning your new first time buyers into profitable repeat customers? Well, that's what Klaviyo is for. Klaviyo helps businesses create memorable marketing moments through email, SMS and personalized website experiences, and that is what creates repeat purchases. That's why Klaviyo, the ultimate ecommerce marketing platform, is used by over 50000 ecommerce brands around the world.

[00:26:28.230] - Chloe Thomas

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[00:26:39.070] - Chloe Thomas

OK, Derric, so far we've gone deep into that e-commerce tech stack, I think I'm certainly boggling the number of recommendations you gave us, but also the clarity, great clarity that everyone those are the tools you need. OK, you now get to wow us Derric with your insight and knowledge about the whole of kind of e-commerce marketing foundations. So for the following questions, your answer can be anything to do with e-commerce, which of course does include the e-commerce tech stack .

[00:27:05.410] - Chloe Thomas

So Derric you ready for these?

[00:27:07.150] - Derric Haynie

I'm ready.

[00:27:08.200] - Chloe Thomas

OK, let's start with e-commerce kind of foundations, NewBie advice. If we've inspired someone to take that first step in improving the e-commerce foundations today, what do they need to know to give themselves the best chance of success?

[00:27:23.160] - Derric Haynie

Almost everything we talked about is directly related to the relationship you have with your customers.

[00:27:29.710] - Derric Haynie

So you sending an email doesn't mean anything if the person doesn't want it or if your product isn't eliciting some sort of emotional response from them. People are buying things online because they're getting endorphin rushes when they buy online, which is tied to emotions they're buying to solve a problem or some form of utility and joy and something like that. So make sure you understand the emotional triggers and responses that people are are buying from you for, like literally in your customer service emails and on social media, they'll start to say things like this, change my life.

[00:28:07.690] - Derric Haynie

Or maybe they'll say, you just save me hours of time, right? You'll catch these phrases that come from your customers over and over again. That's how you find your best copywriting, right? You don't need to hire me or Chloë to give you a great copywriting advice. You can hire us to help. But but you'll be able to listen to your customers and figure out what it is that they're connecting with. You think you sell a what I have over here, the world's first portable blender.

[00:28:34.340] - Derric Haynie

You think you're selling a blender? No. You're selling the ability to make smoothies for my kids while I'm at the park or on the go or or at yoga class. Right. Like you're selling an experience. Right. So the product is there, their touch point to an experience, connect with them through the experience and try to avoid being like a feature driven product kind of business. You really have to figure that part out because all of the emails, all the SMS's, all of the reviews you request, all of the loyalty points that you're trying to get people to accrue, they mean nothing if the connection is surface level.

[00:29:09.190] - Chloe Thomas

Cool, okay. Now, once you've started, of course, you've got to Keep Optimising. So what's your favorite way to improve ecommerce performance?

[00:29:17.770] - Derric Haynie

The only way to properly improve performance is in split testing A B or multivariate testing. This it's very basic. It means fifty percent of your traffic go towards this landing page or product detail page or get this email or this text. Fifty percent, get this text after a period of time that needs to be more than one week.

[00:29:42.130] - Derric Haynie

Could be a month, could be a year, depending on your traffic, you will have a statistically significant result that proves that one outperforms the other in mass. Once you have that proof, you can take it to your marketing colleagues and say this one works better. Let's stop doing that one and find a new challenger to see if we can beat this one. And that's the only way you're allowed to improve. Here's how people improve today. It's typically called the Hippo Improvement Plan, which is the CEO walks into a room and says, I don't like that button, change it.

[00:30:10.750] - Derric Haynie

And then all of a sudden the button changes and you don't know if it was good or bad for your conversion rate. Right. So or maybe you want to you want to improve your product images. I think the first shot should be this beautiful white background shot of the product. And somebody like, well, I think it should be this Influencer holding the product and then the highest paid person's opinion wins and nobody knows if it actually improves conversion rate.

[00:30:32.800] - Derric Haynie

Even the up sales and cross sales that I talked about. And here's where it gets funny. From a tool standpoint, every tool will take credit for as many sales as they can. So if you look at the revenue that the tools say they generate, it'll typically be something like three hundred percent of your actual revenue. That's because they're all taking credit for the same thing because we have an omni channel experience. So we need to understand holistically, does SMS improve my overall revenue for the store, which would technically mean that fifty percent of your of the people that opt in through SMS would get texts and fifty percent would not.

[00:31:07.870] - Derric Haynie

And you would look at your overall conversion rate from that to prove the overall lift of SMS on the business. And you can do the same about email and abandoned cart reminders proving the value of those things and proving the value of even one platform versus another. If you want to transfer platforms because you think it's got a good bell or whistle, it has to be done in a real time split test. The other one is called a you might be called a before after.

[00:31:33.340] - Derric Haynie

There's a few other words for a longitudinal test. Is the other technical term for it where? We're on platform A or we're using tool A and then we stop and use tool B and the problem is that your whole

business changed from January to February and from February to March this year, everybody's business changed. If you were doing a longitudinal test and scale's sales plummeted in March, you know, your test is obviously debunked. That's why it has to be split traffic.

[00:32:01.700] - Derric Haynie
You have to split test, split testing is really important.

[00:32:04.280] - Derric Haynie
Once you hit about ten thousand monthly visitors and you want to split test really big things like not like changing one word in your headline, that's a total waste of time. It could it needs to be big tests first and then as you get more and more traffic, you can test the small things. .

[00:32:22.130] - Chloe Thomas
Everyone listening, I think we hit a nerve there

[00:32:25.490] - Derric Haynie
Because, look, I mean everyone's been the hippo and everyone's been taken down by the hippo. And the one thing I make sure and do when I'm in my team meetings with my team and my company, as I say, these are my opinions. Please present other opinions. We try and make it a meritocracy as best as possible. And I say, like, what do you think of these opinions? And as often as I think is right, because I'm still the highest paid person to them we try and go with the consensus opinion on a subject.

[00:32:56.240] - Derric Haynie
And I also always point out when I'm like, I like the button this color, you know, that's my preference and it really doesn't matter.

[00:33:04.670] - Derric Haynie
I'm sure, right, like I said, I point out the value of my input, even though we're probably going to go with what I'm suggesting.

[00:33:14.130] - Chloe Thomas
The joy in the danger of being the hippo.

[00:33:17.570] - Chloe Thomas

OK, Derric next question then. If someone listening wants to learn more about what we've been talking about, is there a single cheap or free resource you'd recommend?

[00:33:26.180] - Derric Haynie

I have a YouTube video that will link in the show notes about like starting stocks and kind of growth stage. And then, of course, for researching tools, we've got e-ommerceTech.io. Go over there, right now we have like 70 products reviewed. Maybe it'll be about two hundred by the time this year we're hoping and we're really trying to dissect different markets and submarkets within e-commerce technology to help people make the right decision for them. Other than that, when you're vetting the tools themselves, look at the resources that they have on the like for ebooks and downloads and courses you can take, because a lot of these tools are actually so robust that you need a firm training in it.

[00:34:07.160] - Derric Haynie

And a lot of the tools will not give you like a handholding customer success experience, especially as a starting store.

[00:34:13.430] - Derric Haynie

You have to do all the work yourself. So buying a review tool isn't very helpful if you don't know how to implement a review strategy behind it. So you need the class and you know there's free things online. But if you're going to use a tool like stamped it, then you should take stamp's course. I think they have a five year video course on how to get reviews set up properly for you. And you have to do that with every tool that you execute is make sure you know how it works.

[00:34:38.780] - Derric Haynie

And the strategy behind it. The tool's the hammer, it doesn't build the house.

[00:34:43.280] - Chloe Thomas

Oh so true. And finally, Derric, it's crystal ball time. What's coming up in the next 6 to 12 months that we should be getting ready for?

[00:34:51.740] - Derric Haynie

Yeah, there's so many different things, you know, related to starting stores. It's a little bit different. Honestly, the first major thing is the move into SMS where you can go SMS first, text first, only collect phone numbers and think about how you can strengthen the relationship with your customers via text. There are also now solutions that help reorder through text is one called Text fi (Txtfi). That's like an automated bot for texting with customers and getting them to repurchase based on like when a product might run out in their home or something along those lines.

[00:35:29.840] - Derric Haynie

So and then between the text conversation you also have the chat conversation, which is Live Chat on the site, even community forums and staying closer in touch. And then that brings me to this other really new emerging tool that I think is great for starting stores that are building strong brands and are maybe highly social. It's called visual storytelling. Visual storytelling is if you're doing a lot of Instagram stories, you can actually grab that Instagram story onto your own site. There's a little bar at the top that have those circles that kind of look exactly like Instagram stories.

[00:35:57.980] - Derric Haynie

And then you can click on a circle and then it pops up a story. And in that story is now a product. And if you click on the product, you go to the product detail page because you're on the site, not on Instagram. So it's a little bit more of a that's why it's called visual storytelling. It's a way to engage customers on the site that's that's new and it's cheap to get started. So it's not like a higher price tool there because the two higher priced ones, I'll let you know now, but if you're starting a store, don't do them

[00:36:24.830] - Derric Haynie

AIS is obviously going to be there. You're going to be looking for tools that automatically segment and predict behavior and then create unique sequences, whether it's email or on site experiences because of it. And then the other one is pricing and price testing tools. In the future, they're like in the next six months, you're going to see this slightly but not quite there, you're going to see people changing and protesting their prices more because we're leaving a lot of money on the table as businesses. .

[00:36:52.760] - Derric Haynie

For instance, like thirty four Ninety nine versus thirty nine ninety nine, which one is right and how do I know and you know how I would tell you to test it. But you can't test prices with a true split because it's unfair to give the person on the left thirty four and the person on the right thirty nine. They both have to have the same price. So you have to do longitudinal studies, which means you really need smart computers to figure out which one is best because you have to understand the difference in overall conversion rate and your sample size needs to be larger and all sorts of things.

[00:37:20.900] - Chloe Thomas

Nice. Another great answer. Derric is been awesome, you've given us so much today. We're now at the end of the show. So could you let the listeners know where they can find you and your business on the web and social media please.

[00:37:35.060] - Derric Haynie

Yeah, for sure, hit me up on LinkedIn Derric Haynie. You'll find me around. I love to connect there. I meet merchants there. I meet a lot of tech providers there. And then through that or through our website, e-commerceTech.io, you can book a consultation with me. They're completely free. We just do free a quarterly or biannually tech consults to understand the tools you're using today. Typically they're for Shopify and Shopify plus customers become weaker on the e-commerce Magento side.

[00:38:03.440] - Derric Haynie

But we look at the tools, we look at what ones you might be underutilizing, tell you to go to work on those. We look at which ones are missing and tell you, OK, these are the tools you want to install and this is the roadmap for success that you're going to want to put in place. And as you hit this revenue milestone or this website visitor milestone, start thinking about these tools. And that's like I said, the plate spinning just gets more and more plates.

[00:38:25.670] - Derric Haynie

And then you you hire people and then some of them are spinning plates and you're spinning them, spinning. Like that's how I think about ecommerce between spinning plates and putting out fires.

[00:38:34.100] - Derric Haynie

It's a very dangerous place, but. Yeah. And so I'm happy to give, we give free consultations. There's no catch. We don't try and sell you anything. We're able to to make our money off of our partner network on the back. So it's at no cost to the merchants.

[00:38:49.880] - Derric Haynie

And we always try and represent the landscape agnostically because it is important that you're getting the right solution. We honestly we have no favorites. We just tell you we think this will work better because of X, Y, Z. We try and prove it in the actual functionality of tools.

[00:39:07.850] - Chloe Thomas

Brilliant.

[00:39:08.420] - Chloe Thomas

Thank you, Derric and thanks so much for being on the podcast today. It's always great to catch up with you. And we've, you've given the audience an awful lot to think about. So thanks for coming on.

[00:39:17.720] - Derric Haynie

Thanks for having me.

[00:39:19.990] - Chloe Thomas

Well, Derric certainly does know his stuff when it comes to the ecommerce tech stock, and you can get the links to everything. We discussed the full transcript of this episode, important notes and much more at KeepOptimising.com with an S, not a Z. And that, of course, also includes how to get your hands on one of those free audits that that Derric mentioned there. I, for one, would certainly be grabbing one of those if I was currently running my own e-commerce business.

[00:39:44.380] - Chloe Thomas

Now, this month, we are going to be adding a lot to your to do list is probably quite a lot from just this episode. And of course, the strength of any to do list is working out what you actually should be doing, not just what you could be doing. So in the first week of February, we are going to be hosting a very special 2021 planning webinar once we got those January sales out of the way. And you've had a chance to listen to all of our Marketing Foundation's episodes, the ones we're putting live this month.

[00:40:10.690] - Chloe Thomas

I'm going to be helping you work out the plan that's going to enable you to hit your goals in 2021, whatever they may be. And it's not just going to be me. I'm going to be joined by some very special guests sharing their tips and advice, too. We're going to reveal more about this as the month progresses. But right now, you can go and save your space for free at KeepOptimising.com/webinar. Now whilst this month, we are all about getting your marketing foundations right over on our sister podcast, e-commerce MasterPlan. We're filling January up with our e-commerce growth series sponsored by Klaviyo, where we're talking to e-commerce retailers who've grown their business in very different ways and exploring further growth methods with a selection of hand-picked experts. There's eight episodes in all. We're putting those live on Mondays and Thursdays and they are well worth a listen. If you are planning great things for 2021, you can hear all of that on your podcast app of choice.

[00:41:09.250] - Chloe Thomas

Just search for e-commerce MasterPlan. Or of course, you can head to ecommerceMasterPlan.com/podcast to find out more about what we're up to over there. So lots of things we're putting out there over the next few weeks to help you make 2021 a really successful year for you.

[00:41:26.320] - Chloe Thomas

Well, OK, thank you so much for tuning in to this episode of the Keep Optimising podcast. I'm looking forward to helping you up your game in 2021. And if you know someone who's looking to do the same, please do let them know about the show because we create it to help people like them and like you. Now, have a great week and make sure you listen to the next episode so I can help you to Keep Optimising your marketing.

[00:41:52.300]

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