PHASE I - Business Goals Analysis

Business Goal Analysis for EcoSole - E-Commerce Shoe Store

Objective: Increase sales revenue by 20% in the next 12 months.

Strategy: Create an E-Com website and launch a targeted marketing campaign to increase website traffic and drive more conversions. This could include influencer marketing, social media advertising, and email marketing.
KPI: Sales revenue.
Objective: Improve customer satisfaction and loyalty by enhancing the user experience on the website.

Strategy: Design the website to improve the navigation, search functionality, and checkout process. Offer free shipping and returns to customers, as well as personalized recommendations based on their purchase history.
KPI: Customer satisfaction ratings and customer retention rate.
Objective: Expand the product line to increase the customer base and revenue streams.

Strategy: Conduct market research to identify potential new product offerings and launch a new shoe line. Consider offering sustainable and eco-friendly shoe options to appeal to environmentally-conscious consumers.
KPI: Product sales and revenue from the new product line.
Objective: Increase the average order value and frequency of purchases.

Strategy: Implement a loyalty program that rewards customers for making repeat purchases and for purchasing higher-value items. Offer limited-time promotions and discounts for customers who spend over a certain threshold.
KPI: Average order value and repeat purchase rate.
Objective: Increase website traffic and brand awareness.

Strategy: Launch a social media marketing campaign to increase brand awareness and drive more traffic to the website. Partner with influencers and bloggers to showcase the shoes and encourage user-generated content.
KPI: Website traffic and social media engagement metrics.

CREATING THE WEBSITE

Defining your target audience involves determining who your ideal customer is and what their needs and preferences are. By doing this, you can tailor your product offerings, marketing campaigns, and website design to their needs and preferences. You may be targeting athletes, fashion-conscious consumers, or those looking for eco-friendly options.

Researching competitors involves continuously looking at other e-commerce shoe stores and identifying what they are doing well and where they may be falling short. This can help you identify opportunities to differentiate yourself and offer unique value propositions to customers.

Determining your product offerings involves continuously deciding what types of shoes you want to sell, and what brands or designers you want to carry. It is essential to consider offering a mix of popular, mainstream brands as well as more niche or boutique options to appeal to a wider range of customers.

Developing a brand identity involves creating a unique brand identity that resonates with your target audience. This includes continuously developing a brand name, logo, and visual identity that communicates your brand values and personality.

Choosing an e-commerce platform involves continuously deciding on an e-commerce platform that fits your needs and budget. Popular options include Shopify, WooCommerce, and BigCommerce. Ensuring that your platform supports your desired payment and shipping options, as well as any integrations with third-party tools like email marketing or social media advertising, is also essential.

Designing your website involves continuously developing a visually appealing and user-friendly website that showcases your products and brand. You may consider hiring a professional web designer or using a website builder like Squarespace or Wix.

Launching marketing campaigns involves continuously promoting your new e-commerce shoe store through various marketing channels such as social media advertising, email marketing, influencer partnerships, and search engine optimization (SEO). It is also important to consider offering promotions and discounts to incentivize customers to make their first purchase.

Monitoring and optimizing performance involves continuously using analytics tools to track your website traffic, sales, and customer behavior. By doing so, you can continuously monitor your KPIs and adjust your marketing campaigns and website design to improve performance and drive growth.