

e-commerce Marketing Services

Expert marketing advice for budgets large & small

Step 1: Analysis

Marketing dollars working as hard as they could be?

Zoovy's marketing experts evaluate e-commerce marketing efforts to ensure that a business's budget is being distributed in the best possible areas.

Basic Analysis: (7 Business days)

Basic analysis is for clients beginning or in the early stages of developing a marketing plan with an emphasis on Internet Marketing.

- Analytics - ensure enabled properly & review traffic information
- Homepage - review for SEO
- Market Syndications (PPC, Affiliates, etc.)
- Website - review for usability, layouts & features

Cost: **\$145**

Extended Analysis: (30 Business days)

The extended analysis is for clients already pursuing internet marketing efforts, and are looking to improve and add to their current efforts.

- Discussion to evaluate business, current marketing & goals
- Tuning/Customizing analytics reports
- Traffic: bounce rates, new visitors, etc.
- Review SEO performance: Homepage, Category, & Product levels
- Pay Per Click Programs: Tracking, Click through Rate, Conversions, etc.
- ROI on Market Syndication
- Specialty Sites Suitability
- Return Business Tactics
- Competitor Research: websites, traffic, pricing, etc
- Website Review: Usability, Layouts, Features, & 3rd Party features

Cost: **\$850**

Targeted Analysis

The targeted analysis is for clients with sophisticated marketing strategies already in place. The purpose of an advanced analysis is to determine how our expertise with the Zoovy platform can bring additional competencies to new or existing client initiatives.

Cost: **Varies**

Step 2: The Marketing Plan



Each analysis does more than establish a baseline which can be used to measure the success of future initiatives. Every analysis also includes a Marketing Plan identifying specific areas for improvement, or new initiatives which could be implemented. Every marketing plan is tailored to match the business and is based on existing marketing budget, current marketing activities, and future goals.

Marketing Plans determine which areas of a business need the most improvement: 1.) Traffic to Site 2.) Conversions on Site 3.) Repeat Business.

Based on the conclusions each marketing plan recommends one or more actions which can be implemented quickly and affordably after the analysis.

Zoovy's unique approach maximizes return-on-investment and ensures the necessary fuel for future business growth. A limited number of analysis are available each month – so contact a Zoovy business development specialist today to get started.