

Your Ultimate Ecommerce Checklist: A Guide to Maximizing Your Potential

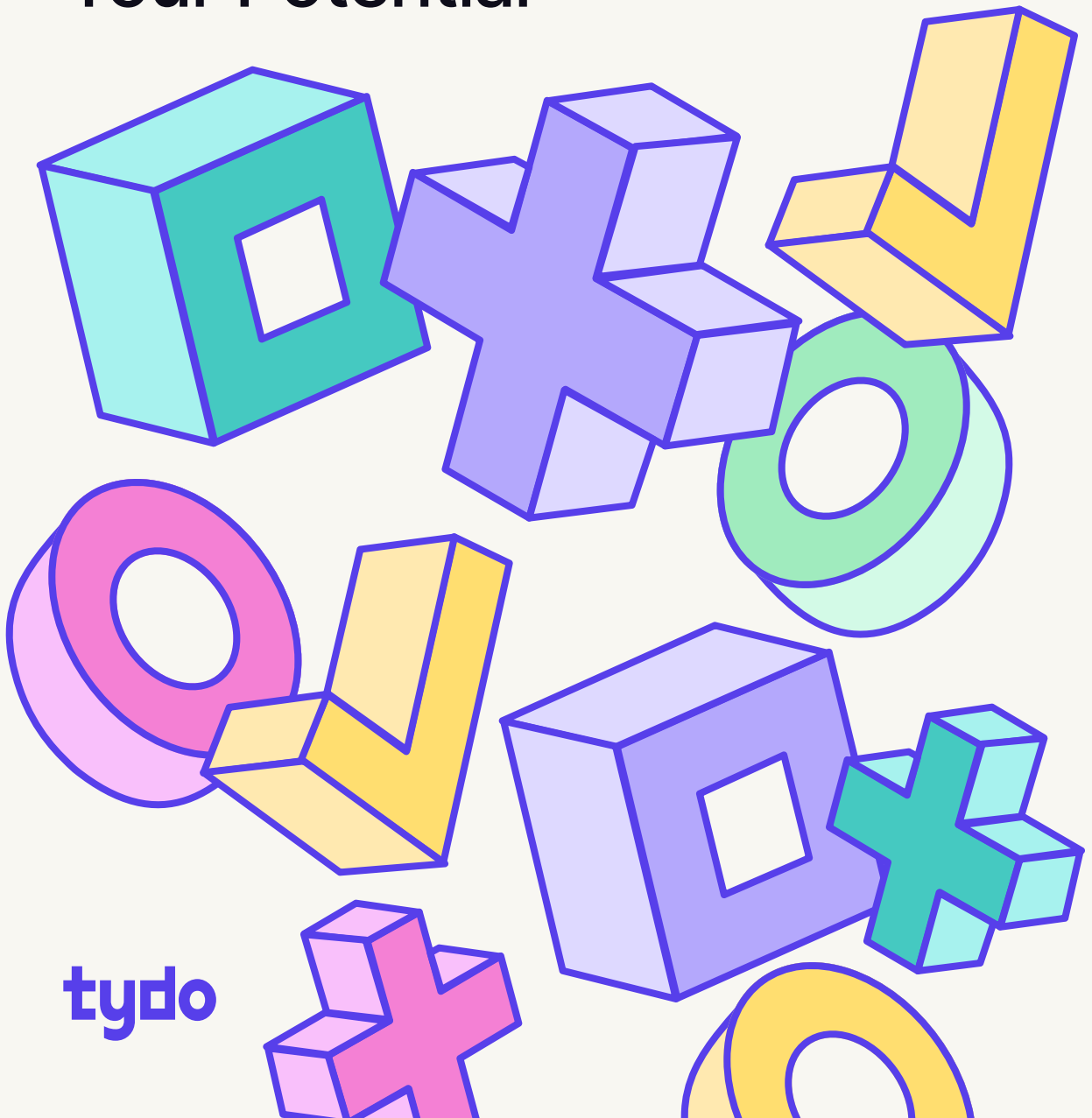


Table of Contents

Introduction	1
Landing Page Performance	3
Product Purchase Path	8
Promotions & Seasonality	13
Segmentation	19
Subscription Analysis	24
Pacing	29
Paid Channels	34
Business Profitability	39
Value of an Owned Customer	44
Non-Social Paid Performance (Influencer, OOH, TV, Podcast, Press, etc.)	50

Introduction

From building landing pages to leveraging subscriptions, there's an abundance of ecommerce strategies, tactics, and tools out there. It can be hard—and a little overwhelming—to know where to focus your efforts.

Where's the best place to start? First, get curious. Get curious about your business.

How can you do that? By asking yourself questions. Why? Questions help you discover what's working, what's not working, opportunities, and what goals and objectives you want to hit.

In this guide, we'll explore 10 key focus areas every ecommerce founder and operator should look at, the guiding questions to ask to supercharge growth in those areas, and a few tips from the Tydo team.

From analyzing your subscription program to diving into how promotions and seasonality impact your business, these focus areas will put you on a path toward profitability, growth, and success.

Whether you're new to ecommerce or looking to take your business to the next level, these questions will lead to invaluable insights and more-informed, data-driven decisions.

So, let's get started.

The Tydo Team

Landing Page Performance

Landing Page Performance

You only have a few seconds to capture the attention of potential customers and convince them to take action.

Landing pages are a powerful tool for doing just that.

What is a landing page, you might be wondering? It's a standalone page on your website, focused on driving conversions and mostly used for marketing campaigns.

The golden rule? Keep potential customers on the page.

You don't want them to click out. "You have to keep consumers on your landing page and make sure every piece of information is right there. You don't want to make them click out or search," says Bailee Cooper, Head of UX/UI at Sharma Brands.

The landing page journey typically looks something like this: A potential customer sees an ad → clicks out to a landing page → heads to checkout → makes a purchase.

The biggest advantage? It's a much shorter customer journey. Less friction means quicker purchasing decisions. If you want to turn your site visitors into paying customers (who doesn't?), you'll want to implement and optimize landing pages.

Here are the questions you should ask yourself about landing page performance:

- ☐ Which of my landing pages is getting the most spend?
- ☐ Which of my landing pages converts most efficiently?
- ☐ Which products and their pages convert the most new and returning customers?
- ☐ Which landing page has the highest AOV?
- ☐ Are there places on my site that block a smooth path to purchase?
- ☐ What landing pages have brought in the highest LTV customers?



Tydo Tip #1

Social proof goes a long way. Try bringing up customer reviews on your landing pages.

Traditionally, reviews sit at the bottom of the page, but [Bailee Cooper](#), Head of UX/UI at Sharma Brands, recommends pulling them up and highlighting a few standout reviews. Additionally, she recommends placing an “add to cart” button right next to your customer reviews to reinforce the product value. “It’s like your friend is right there, supporting you as you buy the product,” notes Cooper.

Looking for an example? Check out this [landing page from Athletic Greens](#). It highlights product benefits, clear CTAs, and reviews from real customers.



Tydo Tip #2

Exclusive offers

Bundle-specific landing pages (featuring your best-selling bundles along with product descriptions and images that communicate the bundle value) make it easier for customers to find and purchase bundles from your store. Don’t forget to highlight the savings. Show the amount of money customers can save on a bundle compared to purchasing each item individually.

We love this build-your-own bundle [Pourri landing page](#). It highlights customer savings (pick 3 items and get 20% off) and clean imagery of each product.



Tydo Tip #3

Building landing pages can be challenging and time-consuming. We get it.

Try using [Replo](#), one of our favorite no-code ecommerce tools. Replo is a design platform that simplifies the landing page design and building process. No developers are needed.



Think of a [landing page as an opportunity for storytelling](#), says Replo Cofounder Yuxin Zhu. He says, “Landing pages are really kind of becoming a relatively easy lever to pull in terms of driving that storytelling of who you are, or what your brand is, and getting that sale.”

How do you tell a compelling story? Put your customer first. Understand their needs, pain points, and questions. Looking for a best-in-class example? Check out [Huron’s landing page](#), built with Replo.

Then, ask yourself:

- ☐ What are you selling?
- ☐ Why are you selling it?
- ☐ Why are you the best option to purchase?
- ☐ How will the product make the customer’s life better?
- ☐ How quickly can the customer get it?

Finally, put all that information on your landing page in a clear, concise way.

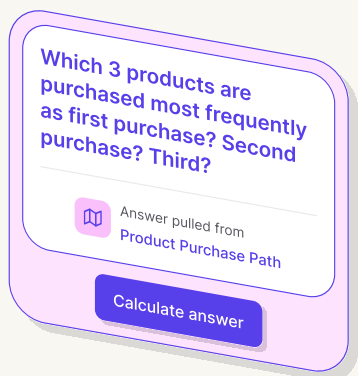
Product Purchase Path

Product Purchase Path

The journey a customer takes from first discovering a product or brand to making a purchase is complex, involving multiple touchpoints and decision-making stages.

Understanding your customer's product purchase path helps you:

1. Optimize your site experience
2. Identify obstacles customers might face while making a purchase
3. Discover which products are better suited for acquisition vs. retention
4. See the effectiveness of your marketing strategies
5. Improve your conversion rate
6. Understand ways to improve your inventory management



Answer this question in Tydo's latest feature, Questions.

Calculate your answer for free ↗

Here are the questions you should ask yourself about product purchase path:

- ☐ Which 3 products are purchased most frequently as a first purchase? Second purchase? Third?
- ☐ Which products are frequently purchased together?
- ☐ What's the most common purchase cycle time for someone's first, second, and third purchase?
- ☐ How many of each SKU did I sell last month?
- ☐ What percentage of total revenue comes from X product?
- ☐ What SKUs are overstocked based on sales forecast (excess inventory)?



Tydo Tip #1

Focus your acquisition efforts on your top-performing, first-purchase product.

Here are some strategies:

1. Launch ad creative and campaigns for that specific product.
2. Create a landing page for that best-selling product.
3. Send new SMS and email subscribers information about your top-performing product.

Then, adjust your retention efforts to push your repeat customers towards those top-performing 2nd and 3rd purchase products.

What's the best way to do that? Segment your customers and adjust your email flows to highlight those products that are better suited for retention.



Tydo Tip #2

Make adjustments to the ordering or hierarchy of your products on your site.

How you position your products on your site matters more than you think; it directly impacts purchasing behavior.

A proper site taxonomy empowers your visitors and customers to find exactly what they're looking for. Make sure you have easy navigation and on-page features. Otherwise, your AOV might decrease.

To improve the user experience on your site, consider implementing a quiz. For example, Laird Superfood built a Daily Ritual Quiz to help customers find the best products for their needs.



Tydo Tip #3

Send retention efforts to the right spot.

Email and SMS are the most used tools for retention and have their own attribution windows (unlike Facebook). The channel you choose to operate in is just half of the reorder experience. Where are you sending returning customers? A PDP, category page, your homepage? Make sure that the path you send customers down is converting into repeat sales.

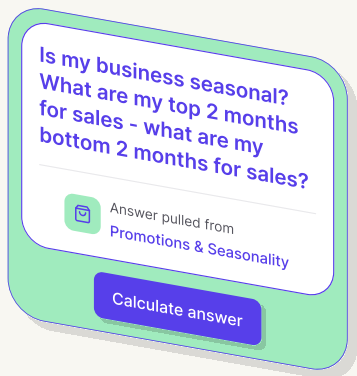


Creating a dedicated reorder experience for returning customers makes them more likely to convert. Brands that build their dedicated re-ordering experience with Repeat end up seeing a 15% increase in conversion rates and a 20% increase in AOV compared to sending returning customers to a product detail page.

Promotions & Seasonality

Promotions & Seasonality

Want to maintain a competitive edge? You need to understand how promotions and seasonality impact your business. Promotions allow you to attract and retain customers, and seasonality explains the buying preferences and behaviors of your customers. Analyzing both factors allows you to adjust your marketing strategies, inventory, and sales channels.



Answer this question in Tydo's latest feature, Questions.

Calculate your answer for free [↗](#)

Here are the questions you should ask yourself about promotions & seasonality.

- ☐ Is my business seasonal? What are my top 2 months for sales? What are my bottom 2 months for sales? How does it compare to a standard month?
- ☐ Which product(s) were purchased most with a discount code?
- ☐ Which products had the highest sell-through at launch?
- ☐ What discount types lead to the highest LTV customers?
- ☐ How does discounting impact customer acquisition or return customer rate?
- ☐ Which products are predicted to go out of stock based on purchase patterns?
- ☐ What percentage of sales come from discounts?
- ☐ What time of year do I convert customers most efficiently?
- ☐ Which products perform best during my lowest sales months?



Tydo Tip #1

Leverage data to adjust your marketing calendar.

Identify trends and patterns to plan what months you'll:

1. Launch products
2. Run promotions
3. Increase or decrease your paid media spend

For example, you might consider increasing your paid media spend during your lowest-performing sales months. Or, you might consider creating new promotions to entice customers during this time. It's up to you—whether you want to amplify your top-performing months or offset your bottom-performing months.



Tydo Tip #2

Run a cohort analysis.

Leverage a deep dive into your cohorts to gain insight into how different customer groups behave over time and how that impacts seasonality and promotions.

A quick refresher on cohorts: A cohort is a collection of customers grouped based on specific criteria. The most common way to group customers (and the way we do it at Tydo) is based on time—usually the month a customer is acquired or when they make their first purchase.

A cohort analysis can help you answer specific questions about your business, such as:

- ☐ What happens after a customer makes that first purchase? Do they return, or do they churn?
- ☐ Is there a specific cohort buying more frequently or spending more? Why?
- ☐ Are certain products or inventory selling better than others?
- ☐ Which groups of customers drop off more frequently? Is there a way to reduce churn?
- ☐ What retention strategies can you implement or optimize to increase customer lifetime value (LTV) or average order value (AOV)?

Another tip? You can even filter your cohort data by discount code. Why? You can see if the customers you acquired via a discount are sticking around. Are they churning?

For example, you may find that the customers you acquired through a specific promotion (i.e. BFCM) tend to have different purchasing patterns than those who were not. Plus, you can see which discount types led to the highest LTV customers.



Tydo Tip #3

Coupon codes are great for shoppers, but they hurt brands. Discounts come in many forms—coupon codes, markdowns, buy-one-get-one, free shipping, gifts with purchase—but every discount always eats into your profit margin.



“The general problem is that while coupon codes are an incredible conversion tool, they’re not always why you get the conversion in the first place. But, 100% of the time they eat into your margin,” says Oren Charnoff, Fondue co-founder.

Consider trying a tool, like Fondue’s CashBack, to drive profitable business growth and increase conversions. How does it work? Shoppers see their CashBack eligibility throughout the purchase journey. Post-purchase, they have the option to redeem CashBack in the following methods: store credit, gift cards, cash, and more.

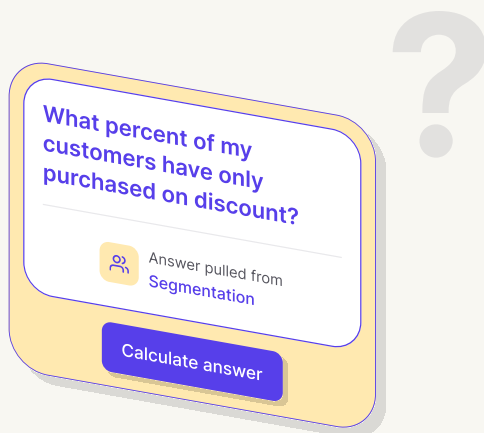
Brands using the platform have significantly increased conversion rates and net revenue. Robin Golf, for example, has seen a 7.8% increase in conversions and 46% lower discount costs per transaction after switching to CashBack by Fondue.

Segmentation

Segmentation

It has become increasingly important for brands to tailor their messaging.

Segmentation is the tool to do exactly that! It allows you to better understand your customers—their needs, pain points, questions, and preferences. Using Segmentation, you can effectively personalize your marketing messaging so that it resonates with each segment, driving more purchases and revenue for the business.



Answer this question in Tydo's latest feature, Questions.

Calculate your answer for free [↗](#)

Here are the questions you should ask yourself about segmentation:

- ☐ What percent of my customers have only purchased on discount?
- ☐ What is the AOV of my most loyal customers vs everyone else? Units per order?
- ☐ What percent of my customers have purchased more than one product SKU?
- ☐ What percent of my customers have been acquired by x product SKU?
- ☐ How does my most loyal customer's 6 mo. LTV compared to everyone else?



Tydo Tip #1

Segment your customers by discount.

Why?

1. **It enables targeted marketing:** Customers who have only purchased on a discount will respond better to marketing campaigns around promotions and discounts. You can use segmentation to effectively reach and speak to these customers with targeted messaging.
2. **It informs your pricing strategy:** Using segmentation, you can identify customers that are more price-sensitive than others.
3. **It informs your marketing strategy:** Focus your efforts on increasing the LTV of discount shoppers by providing discounts to these shoppers, not others. Additionally, you can direct your attention to optimizing more revenue from the customers who are willing to pay full price.



Tydo Tip #2

Look for audiences that can take your brand to the next level.

Segment your customers to find patterns that you want to lean into or double down on in the future. You might build segments based on characteristics such as purchase behavior, demographic data, location, and engagement.

Then, extract this customer group to your paid advertising platforms (i.e. Facebook) as a lookalike audience.



Tydo Tip #3

Personalize your email campaigns by breaking them into super-focused audience segments.

Divide your subscriber email lists into smaller groups based on shopping behavior or zero-party data (like browsing patterns, products clicked, or cart abandonment).

klaviyo

Your customer's inbox is a competitive place! Targeted emails that reflect your customer's relationship with your brand improve conversions & ROI. (Bonus, you'll also improve your sender reputation and email deliverability metrics.)

Subscription Analysis

Subscription Analysis

How do you keep your customers engaged and coming back for more?

One lever you can pull: Subscriptions.

Subscription programs are a tool for acquisition and retention (most notably). They drive recurring revenue while boosting customer loyalty. Analyzing your subscription program can help you find new opportunities, gaps, and strategies for reducing churn.



Answer this question in Tydo's latest feature, Questions.

Calculate your answer for free [↗](#)

Here are the questions you should ask yourself about subscriptions:

- ☐ What is the most common subscription shipping cadence? How many times are your subscribers skipping a subscription order?
- ☐ What channel brings in the most subscription customers? What product brings in the most subscription customers?
- ☐ How many one-time orders do customers make before becoming a subscriber?
- ☐ How does my subscriber AOV compare to my other customers? 3 mo., 6 mo., 12 mo. LTV?
- ☐ When do most subscribers churn?
- ☐ What is the most common product that acquires a subscription customer?
- ☐ What is the product purchase journey for a subscription?
- ☐ Is there a common product outlier in subscription churn?
- ☐ What is the most common reason for churn?



Tydo Tip #1

Talk to your subscribers—most importantly, the ones who’ve churned.

Go directly to the source. Reach out to customers who’ve churned, and understand their pain points and the reason for their cancellation. Collect this feedback, and then share it with your team. Here are a few questions to ask churned subscribers:

1. What is the reason for your subscription cancellation?
2. What was your overall experience like?
3. What would’ve made your experience better?
4. What, if anything, would make you keep your subscription?



Tydo Tip #2

Implement subscriber retention incentives into your email flows.

Highlight the benefits of your subscription program, such as access to exclusive flavors, discounts, gifts, and more, in your messaging. Or, you can offer an email subscriber exclusive gated content if they become a subscription customer.

Pair incentives with effective segmentation to guide customers to take advantage of your subscription program. Who’s the perfect candidate for your subscription offering? A customer who leaves a five-star review. Using your email service provider (ESP), you can segment customers based on reviews. This is a practice Jones Road uses to tailor their messaging to the right person at the right time.



Tydo Tip #3

Want to increase LTV? Keep your subscribers longer.

Create special perks, rewards, and content that are available only to them and not to non-subscribing customers. Highlight these benefits on a subscription page, such as this one from [Olipop](#).



Exclusive offers add value and make subscribers feel like part of an elite group. Introduce rewards that incentivize customers to keep their subscription, such as a limited-edition collaboration or one-of-a-kind merch.

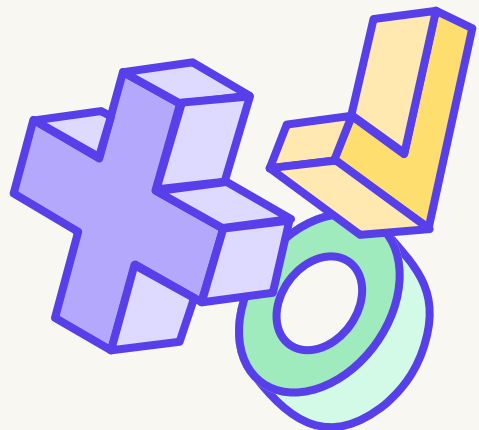


Pacing

Pacing

Goals provide direction, focus, and motivation.

As you continue to grow and scale, setting goals is essential in focusing on priorities, measuring progress and success, aligning teams, and identifying opportunities. You want to set goals for every aspect of your business: from paid advertising to website optimization. That way, you and your team can work together towards a common purpose and make a lasting impact.



Here are the questions you should ask yourself about pacing:

- ☐ Am I on pace to hit my sales goals on a monthly, quarterly, and annual basis?
- ☐ Am I on pace with my ad budget allocations?
- ☐ Is my acquisition of new customers and retention of existing customers growing at a healthy rate?
- ☐ Am I hitting my AOV and conversion rate goals?
- ☐ Is my site getting enough traffic to reach my monthly goals?



Tydo Tip #1

Our number one tip? Optimize your ad spend.

Take a hard look at your budget, and put your money towards the channels that are driving the most qualified traffic.

One way to find the most efficient channels? Look at conversion by medium. At Tydo, we define conversion by medium as the percentage of site visitors who place an order, broken down by medium.

By zooming into your channels, you can see which ones drive the most conversions and then allocate your budget accordingly. You also want to look at your conversion rate to get the full picture and see the quality of your traffic.



Tydo Tip #2

Looking to hit an AOV goal this year? We're here to help.

Here are a few top tactics from the Tydo team:

1. **Create bundles:** Bundles introduce your customers to more product offerings while increasing your AOV. Try highlighting bundles (i.e. the Sizzle and Drizzle duo from Graza) on your landing pages.
2. **Leverage cart upsell tools such as Carthook or Rebuy:** Your cart is under-appreciated real estate on your site! Here, there's an opportunity to increase AOV by asking your customers to buy a more premium product.
3. **Offer free shipping thresholds:** Let's imagine that your store's average order value (AOV) is \$67. You might want to offer free shipping for orders of \$75 or more. This will encourage shoppers to add more items to their shopping cart to reach that free shipping threshold.



Tydo Tip #3

Once you've done the hard work of driving traffic to your website—make sure your leads convert. A series of small website optimizations can lead to big results.

Take a look at your homepage experience. Your homepage is probably the most visited page on your site and probably the area where you stand to gain the most by making small, but significant improvements. Try these tips:

the good

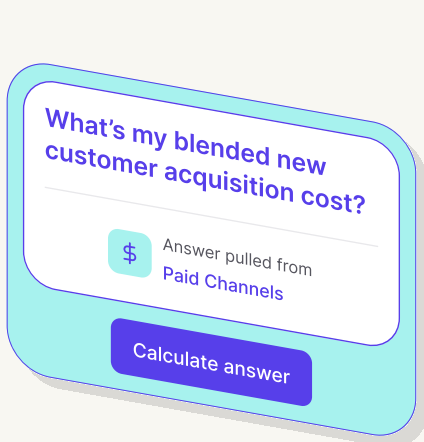
- **Keep your navigation focused on commercial links**—a good rule of thumb is to only include 3-5 nav links. Keep them simple and offer additional links as sub-navigation themes.
- **Audit your homepage calls to action (CTAs).** Your clicks will go up if you specify the call to action based on what your homepage hero section features. For example, use “Shop X Product” instead of “Shop All.” Another option is a low-commitment CTA like “Learn More” to encourage users to continue their journey through the website.
- **Remove all unnecessary distractions.** Is the website element that is most important to your business the first thing that visitors notice? Eliminate other distracting elements like pop-ups, live chat widgets, and scrolling carousels for the best user experience that converts.

Paid Channels

Paid Channels

If you're focused on acquiring new customers, you're more than likely running paid advertising on channels such as Facebook, TikTok, Pinterest, and more.

To maximize your advertising spend, you need to know which channels are driving the most qualified traffic to your site and which ones have the lowest CAC.



Answer this question in Tydo's latest feature, Questions.

Calculate your answer for free ➔

Here are the questions you should ask yourself about your paid channels:

- ☐ What's my blended new customer acquisition cost?
What's my CPA by channel?
- ☐ Which channels are the first touchpoint to the highest LTV customers?
- ☐ Which campaigns, audiences, and ad creative is performing best for each channel?
- ☐ Which channels are driving the most qualified traffic to my site?
- ☐ What channels have the lowest new customer acquisition cost?
- ☐ Are my agencies making more or less money for my business (agency fees vs channel performance)?



Tydo Tip #1

Know your break-even CAC.

What is this number? This is the number your CAC needs to be to break even on any costs associated with paid advertising, including agency and platform fees. This number will demonstrate whether or not you're acquiring customers effectively and if you can increase your paid media spend.

You might also want to consider increasing your payback period to allow for more breathing room with your CAC. Ask yourself: Am I okay making money back on the 2nd or 3rd purchase rather than the 1st one?



Tydo Tip #2

Always A/B test.

Why does A/B testing matter? It's the most effective way to see what copy and creative resonates with your audience. It allows you to do an easy comparison of ads to see which one gets the most clicks and conversions.

If you're looking for copy to test, [Dara Denney](#), senior director of creative performance at Thesis, recommends using educational, [creative copy](#) (listicles, for example) over sales-heavy content. Or, try leveraging [user-generated content](#) (UGC), which looks more native than a typical ad. See some examples from Jones Road [here](#).

Nik Sharma, founder of Sharma Brands and HOOX, says ad creative should address the following questions:

- ☐ What problem are you solving?
- ☐ What's the brand and product?
- ☐ Why does your customer need the product?
- ☐ Why should your customer place you as the first option?
- ☐ How does your customer get the product now?



Tydo Tip #3

Use tactical customer surveys to get insights into customer engagement and attribution—and use that data to get personal!

When brands run surveys on a platform like KnoCommerce, they're typically gathering two types of data:

- Attribution data: a survey to capture where a consumer initially heard about a brand.
- Insights and action: a survey that asks for a rating to capture the customer's experience.



To capture as many data points as possible in your customer survey, use a conversational tone, don't lead with personal questions, and make surveys seamless by offering optional responses.

Business Profitability

Business Profitability

Profitability should be your North Star.

You always want to be generating more revenue than how much you're spending on advertising, operating costs, etc. How do you make sure you're on the path toward profitability?

On average, how much am I making on a single order?

Answer pulled from Business Profitability

Cost of goods sold (COGS)

Average shipping cost Product cost

\$ \$

Marketing costs

\$

Calculate answer



Answer this question in Tydo's latest feature, Questions.

Calculate your answer for free ↗

Here are the questions you should ask yourself about business profitability:

- ☐ How much revenue can I generate without ordering more inventory?
- ☐ What is my break-even CAC & ROAS given my average gross margin?
- ☐ What percent of my orders qualify for free shipping and how much revenue do I generate from shipping?
- ☐ What is the minimum order amount for me to make money on an order, given my average shipping and gross margin?
- ☐ What is the outstanding balance of my gift cards?
- ☐ What is my gift card redemption rate in 1 year?
- ☐ How many zero-dollar promotional orders have I had in the last 6 months?
- ☐ Which SKU has the highest return amount relative to its sales?
- ☐ How many customers have returned over half of the units they purchased?



Tydo Tip #1

Manage expectations.

Set clear expectations with your marketing team and agency to ensure everyone is on the same page and working towards the same common purpose or goal.

Discuss your break-even CAC and ROAS and keep those numbers in check. Optimize when and where you can.



Tydo Tip #2

Find opportunities to decrease vendor costs.

Look at your existing tools and services and see if you can renegotiate contracts or move to smaller plans. Try encouraging multi-vendor bidding costs when available.



Tydo Tip #3

Use a 3PL to save time and money.

If you classify packing and shipping orders as one of the more tedious tasks in your day-to-day—you're not alone. Self-fulfilling is often a roadblock on the path to scalability.



Third-party logistics providers, like ShipBob, offer many perks for ecommerce brands. Consider these five benefits.

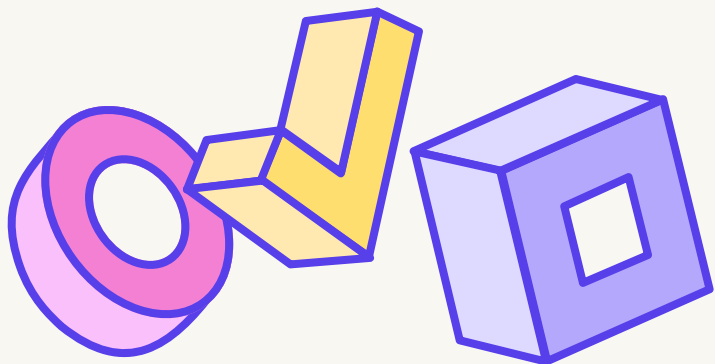
1. **Save time and money:** By using a 3PL, you're able to reclaim the time spent on self-fulfillment and apply it to other parts of your business. While it may seem counterintuitive to save money by working with a fulfillment provider, a logistics expert provides advanced resources you may not be able to afford otherwise.
2. **Gain access to advanced tools and resources:** A tech-enabled 3PL stores and tracks your orders, inventory, and more. With these insights, you can make more informed business decisions which can ultimately help you be more efficient, cut costs, and grow your brand more quickly.
3. **Enhance the unboxing experience:** When you pack and ship orders yourself, you get to personalize the experience however you want. If you partner with a 3PL with robust customization features, you maintain a level of control over how orders are packaged and you ensure the customer experience is exactly how you want it to be—even without touching a single box.
4. **Leverage expert support:** The logistics, supply chain, and ecommerce industries are complicated and interconnected. As a business owner, you may have questions or need someone to lean on when things get tough. When you partner with a 3PL, a dedicated team can guide and support you in your journey. For example, your inventory should be close to your largest concentration of end customers. "This helps with shipping speed and reduces shipping costs for our customers," says Casey Armstrong, ShipBob CMO. "Those savings can help them run a more profitable business with lower shipping rates, or it even allows them to provide free or low-cost shipping."
5. **Scale your business:** As your business continues to grow, you can enjoy seamless scalability when it comes to things like increased order volume, international shipping, retail/B2B, and more.

Value of an Owned Customer

Value of an owned customer

Profitability should be your North Star.

You always want to be generating more revenue than how much you're spending on advertising, operating costs, etc. How do you make sure you're on the path toward profitability?



Here are the questions you should ask yourself about the value of an owned customer:

- ☐ What's the value of one Klaviyo email / SMS sign-up to my business?
- ☐ What's my average customer's 3mo., 6mo., and 12mo. cumulative revenue?
- ☐ How many purchases does the average customer make in 3mo, 6mo, and 12mo?
- ☐ If I didn't spend any more dollars on acquisition, how much revenue am I projected to make with existing customers?
- ☐ Given last year's cohorts' repurchase rate, how much revenue can I expect to generate without spending on new customer acquisition?
- ☐ How many months after their first purchase do customers typically come back?



Tydo Tip #1

Analyze your email acquisition efforts and look for new opportunities.

Ask yourself:

- ☐ Are you getting new email subscribers? How many per week, per month, per quarter?
- ☐ What are your goals for acquiring new subscribers?
- ☐ Are these subscribers placing orders?
- ☐ How many of your email subscribers are one-time purchasers vs. subscription customers?
- ☐ Are these email subscribers sticking around?
- ☐ Are they engaged with your brand and product?

Dive headfirst into the data to answer these questions, and then test out different email acquisition offers. For example, you could offer a 10% off discount for new email signups, or you could offer a gift with a purchase. Test different options to see what messaging and offer resonates most.



Tydo Tip #2

Meet the customer where they are.

SMS is an effective channel, as long as it's done correctly. In addition to having high open rates (as high as 98%), it's incredibly fast and doesn't require immediate action from the recipient.

Here are a few strategies for brands new to SMS as a channel:

- Make sure your customers opt in. Leaving a good impression is key, and asking permission to text is the best way to keep communication successful.
- Send messages intentionally. Too much content makes it more likely a customer will unsubscribe. Send messages once or twice a week at most or only when a cart is abandoned.

Personalize your messages. Customers find messages to be more relevant if they're customized in a way that makes sense.

If you're ready to get started, you can find tutorials and template ideas for campaigns with Fantastic Texts. And, don't forget to try out a/b testing with various SMS campaigns to see what resonates with your customers.



Tydo Tip #3

Increase the conversion of your post-purchase flows in 3 steps:

1. **Reduce purchasing friction.** Go through your repurchasing flows and make sure there are no barriers. Slow-loading website, complex checkout, or unpersonalized areas? Address those issues. Once the journey is smooth, confirm that your PDPs are optimized for repeat customers.
2. **Educate customers on your value proposition.** Repeat your value message to drive awareness—and find new ways to say the same thing. Adapt your customer communications and stay relevant!
3. **Improve personalization and targeting.** Time your emails so they hit customers when they're ready to re-order. It's a tricky time frame to nail down, and tools like Relo make it easy.

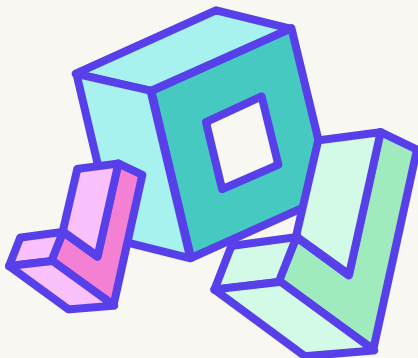
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**Non-Social Paid
Performance
(Influencer, OOH, TV,
Podcast, Press, etc.)**

Non-Social Paid Performance

It's hard to stand out online. In addition to paid advertising, you should be testing a wide variety of non-social paid performance channels.

Those channels might include TV, podcasts, performance PR, or OOH.



Here are the questions you should ask yourself about the value of an owned customer:

- ☐ Based on discount codes & UTMs, which influencers lead to the highest conversions? Podcasts? Press?
- ☐ Based on discount codes & UTMs, which influencers drive the highest AOV purchases? Podcasts? Press?
- ☐ Based on discount codes & UTMs, which products are being sold the most by influencers? Podcasts? Press?
- ☐ What are my sales by channel (POS, Wholesale, and DTC)?
- ☐ How many online customers have also made a purchase in-store?



Tydo Tip #1

Build an influencer strategy. Reach out to a mix of nano-, micro-, and macro-influencers.

“Don’t stay in your niche,” explains social strategist Kendall Dickieson (clients include Graza, immi, Canopy, and more). “Say you’re in the cooking space, don’t just go after your classic cooking influencers.”

How do you reach out to an influencer? Dickieson says she never sends a basic message to an influencer. She starts the conversation with a cheesy, unique one-liner or joke to get their attention. She always sends it from the brand account (not her personal one).

“I ask for nothing in my messages,” says Dickieson. If an influencer responds with rates, she always considers that. “Even if they don’t post immediately, I don’t get hung up over that. Every influencer is on their own timeline,” adds Dickieson.

Dickieson notes, “If you have a good product, people will naturally share it the minute they get it, whether it’s the unboxing experience or a unique recipe.” For Canopy, one of Dickieson’s clients, 99% of the time influencers post the unboxing experience.

“You have to remember that they’re people too,” she notes. “I always like to keep influencers stocked, especially the ones who love your brand the most.”



Tydo Tip #2

Dive into the world of performance PR and leverage it as a channel.

What is it? Lauren Kleinman, founder of Dreamday, a performance-driven PR consultancy, explains: Most traditional affiliate marketing agencies are broken and get a bad rep. Why? They focus on deal sites and loyalty partners that are rarely brand-aligned. Plus, they have very little focus or relationships with publishers or top-tier content.

Performance PR is the opposite. It's about focusing on top-tier publishers, content, and commerce that can drive ROI. If you're pitching to editors, "Make the pitch as relevant and intriguing to the editor as possible," says Kleinman. There's a stark contrast between an effective pitch and one created just for the sake of pitching. You need a reason to reach out!

Looking to stand out in an editor's inbox? Add the following to your pitch:

- The 5 Whys: Who, What, When, Where, and Why
- Founder quotes
- If samples are available
- High-resolution images (or a link to imagery)
- Affiliate information
- A call to action (aka the end goal)

"Editors get hundreds of pitches a day," explains Kleinman. "It's important to add some color and personality. Don't go overboard but add some nods here and there to show you're human and did your research ahead of time. Lastly, and maybe most obviously, don't make careless errors."



Tydo Tip #3

Hungry for a new marketing channel? Try inserting ads into packages.

Package inserts tend to work best for higher AOV products (\$100+) and higher LTV products (supplements, food subscriptions, beauty, etc).



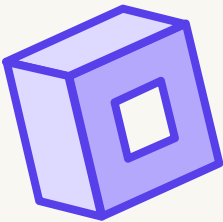
Seeing good traction from direct mail? Inserts can be a less expensive alternative. You won't be able to target on the individual level but you can partner with specific insert programs that make sense for your brand. Then, use promo codes, vanity URLs, surveys, and/or QR codes to attribute and prove the channel's success.

Level up with Tydo

Now that you know the 10 focus areas and the questions to ask yourself, it's time to dive in!



Leverage Tydo's free Platform. Tydo connects all your data sources (the tools and channels you love) in one spot to create a single source of insight. We help world-class brands like Madhappy, Birthdate Co., and Dose supercharge growth!



Start answering these key questions with Questions: our latest feature where you can unlock instant answers to some of the most important questions (some of those questions are featured in this checklist!). With a few buttons, you can calculate your answers and then dive a layer deeper into the data with the help of Tydo's paid blocks.



Or, if you're looking for a more custom solution? Check out Tydo Custom (starting at \$1K/month). Get paired with one of Tydo's on-demand data analysts, and we'll build you a dashboard fit for you and your business needs. If you're interested in chatting with our team, you can book time here.