

# Building a Marketing Funnel For Shopify Plus





# How to Build a Marketing Funnel for Your Shopify Plus Store

In the current volatile digital marketing landscape, grabbing the attention of your audience for long enough to communicate a few unique selling points of your product has quickly become one of the biggest challenges for Shopify Plus merchants. For this reason, we as marketers need to change the way we are engaging with potential customers and develop a system that can

generate new, engaged audiences and nurture them all the way through to becoming your most loyal brand advocates. In order to do this effectively and at scale, you need to think about how you can integrate a true omnichannel approach to your digital advertising and find the best customers for your brand, regardless of the platform, location, system or channel.



Brand Awareness



Nurture the Relationship



Conversion



Retention & Loyalty

# Brand Awareness



*Identify your ideal customer, then serve them with relevant and compelling content.*



The purpose of building brand awareness is to create an audience of users who have actively engaged with your content across various platforms and channels. In order to effectively capture this audience, you first need to understand who your target market is, what platforms they use, and what content they will engage with. When creating content at the brand awareness stage, your creative and messaging are going to be the most important aspects, as this is the first touchpoint a potential customer has with your brand. The more engaging the content you are delivering at this point in the funnel is, the faster and larger your audience will grow and at a lower cost.





# Nurture the Relationship

*Based on behavioural data, retarget audiences with highly contextual, sequenced content to nurture them into a sale.*



Trying to convert brand new customers with only one piece of content can be extremely difficult and costly. Reload have developed a system of nurturing potential customers across various channels and platforms until they move into the next stage of the funnel. Using data from brand awareness campaigns, you can gain a better understanding of your potential customers and what content they're most likely to engage with. You can then use these findings to create hyper relevant and highly engaging content to retarget these users. This will maximise the effectiveness of any marketing campaign, both paid and organic.



# Conversion



*Getting your customers across the line. At this point, you should encourage and delight customers to become your most loyal brand advocates to grow your brand both online and offline.*

This is the stage in your marketing funnel where we get down to business, creating content that will turn engaged users into paying customers and allow you to grow and scale your store. There are three main things you should consider when creating content to remarket to your engaged users:

## 01 Benefits of your product

In your creative messaging you really need to convey the actual physical benefit your product will have to your end consumers. For example, how will it positively affect an active experience that your target customers currently face or how will it create a new beneficial experience for them?

## 02 Adding value to your customer

Value can be seen as many different things to different people. It can take the form of monetary discounts, vouchers, free gifts with purchase, free shipping, or any other physical based value. Keep in mind that if you're a luxury brand, you don't want to frequently discount your product, as this can detract from your brand. You could also offer informational content around your product and why it can be beneficial. This could be in the form of a "Top 10 Products That X" article on your site or something similar across any platform or channel.

## 03 Instilling confidence in your brand

The best way to get potential customers who are thinking about buying your product across the line is by instilling confidence in your brand in the form of some kind of guarantee. This might seem unrealistic for many businesses, but keep in mind that there are many different types of guarantees that vary in performance and effectiveness. Guaranteeing results of your product will lead to the best uplift in sales over all other types of guarantees. However, quality guarantees, customer service guarantees, satisfaction guarantees and others along these lines can also instil confidence in your brand.



# Retention & Loyalty



*Actively keep your previous customers engaged with your brand in order to build loyalty and grow customer lifetime value.*



This is where most brands and digital marketers fail. Previous customers are your most loyal and persuadable audience. Leaving this audience untouched is leaving money on the table. After someone has purchased your product, this is the perfect time to turn them into a loyal brand advocate through upselling, cross selling, delivering quality, informational content and giving them a reason to love your brand. You can also increase post purchase lifetime value through methods like subscription systems, which can help stabilise your monthly revenue and give you a base to work from for your paid digital marketing.

For ecommerce merchants who are struggling to move their business into the next milestone of revenue, customers or traffic - it can be extremely difficult to achieve this without the help of someone who is experienced in working with high volume merchants and understands how to build relationships with customers through digital advertising. To find out how Reload can help you create a tailored digital strategy and marketing funnel to maximise growth for your brand, get in touch to chat with one of our ecommerce experts.

## Ready to begin your ecommerce partnership?

*Reload Media is a digital marketing agency that specialises in providing customised ecommerce marketing solutions for leading brands. We believe in becoming Your Digital Marketing Partner.*

 [www.reloadmedia.com.au](http://www.reloadmedia.com.au)