

ECOM SECRETS

Kylie Jenner Playbook for Whacking Great
Ecommerce Success

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ECOMGENIEAPP.COM

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ECOM GENIE is not associated with Kylie Jenner and any of her brands. This eBook serves as a case study and is only intended to impart education to its readers.

ECOM GENIE, its Founders, partners, collaborators, and team members are all fans of Kylie Jenner. This eBook is our attempt to show our love and appreciation towards our Queen Kylie. Your success is an inspiration to Millions around the World. We wish Kylie great success in all her future endeavors and continue to support her.

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Chapter 1: Introduction: Recognizing and Capitalizing on Consumer Trends and Growth Prospects

As a result, the first step in achieving success is to be aware of customer patterns and potential growth areas.

Kylie cosmetics did precisely this.

She understood that there weren't many colors to choose from in the market and that there was no way she could readily buy the following products online.

You have to remember where the market was five years ago to understand where it is now.

We'll discuss more in-depth in the second or third chapter how she spotted an opportunity and took action to make a rapid prototype a reality.

Specifically, I'm interested in learning how you can keep an eye out for future possibilities to scale.

So the first thing you need to do is keep an eye on the market, so I've included a few examples for you, like BuzzFeed and BuzzSumo.

Here are some of the goods that people are most likely to share to get a sense of what's now popular in consumer trends.

As an example, I've provided an example of the Keto diet, which is currently a hot topic on Reddit and Facebook.

As a result, there are numerous Facebook groups to choose from.

It's an excellent method to see what individuals are saying and what issues they're experiencing.

Some examples of their accomplishments would be helpful.

Market research can be done at a low cost using this method.

So, for example, people would employ agencies to do interviews for them in the past. Still, nowadays, they can do the same thing on social media sites like Facebook or Reddit.

You may also want to check out places like viral threads or successful Kickstarters to get a sense of what people gravitate towards reviewers and trending on Twitter and Instagram.

This is self-evident.

You should maintain track of what is currently trending and then use Google Trends to see if you're correct.

For this reason, I included Kylie Jenner's products in this section, including lipstick and lip gloss.

So, I wanted to consult with others to ensure I used the appropriate phrases.

Lipstick and lipgloss have a lot higher search volume per month, so it's not surprising.

But we'll get to that in a moment.

You'll do with Google Trends to compare essential terms you might have come across in your research and then estimate whether or not there is demand and identify breakout terms.

So this is why I added these two phrases and why Breakout terms are critical to examine. As you can see, Fenty lipgloss and Fenty lipstick have recently seen a spike in search volume, indicating that these products have become more popular recently.

Insights into what people are looking for right now can be gleaned from this.

I performed the second test comparing Rihanna's new Fenty brand to Kylie Cosmetics' Kylie Lip Kit. Kylie had a much more search in 2017, but Fenty lipstick quickly caught up in 2018.

In other words, there's still a big gap between Fenty and Kylie, but there's room for Fenty to close the gap.

So you can get a sense of what's going on in the market right now. Consider including your competitors and comparing the search volumes of different competitors.

This is what a keyword with growth potential should look like to get a sense of current consumer trends, and the Kito diet has been on the rise for quite some time now.

There is a downward trend in searches, but the volume is still pretty significant.

You should always keep the following in mind when performing a quick gut check on Google Trends and keeping an eye out for breakouts that might indicate additional opportunities in a given niche.

As a result, how do you know if an idea can expand?

The next step is to identify the active communities and influencers in the space. You can do this by going on Instagram, looking through Facebook groups, or searching for the term on Google.

Now you know if something is a long-term trend or merely a fad.

The long-term viability of the product is an important consideration.

Are the yoga industry and pants scalable with current customers' repeat purchases?

There's much competition these days. However, there are many growth possibilities, especially in the yoga pant market.

This market is going to be lucrative.

Yoga has a devoted following.

For their yoga practice, they'd like to purchase a mat.

They are looking for various yoga leggings to meet their specific needs.

In addition, you need to make sure that there is a wide range of presently available products.

The second chapter will detail how to conduct tests without manufacturing everything from scratch and wasting time and money.

The most important thing here is to unleash a barrage of vicious strikes.

To assess if there is a promise, you can quickly visit Mark.

As part of the initial step, you'll need to figure out where the future opportunities are.

Greatness includes, but is not limited to, the beauty that is undeniably smooth and saturated.

However, there are still numerous chances, particularly concerning organic brands and the like.

Anything related to health and fitness is a lucrative niche, as consumers are likely to make repeat purchases.

Extreme sports are also enjoyable, and the audience is enthusiastic about them, so they'll buy more when they run out.

To be successful, you need to know whom you're marketing to, whether moms want to stay at home with their kids or people who want to start their own business.

Now, I'd like to introduce you to a few brands that are now thriving, as evidenced by the talent canvas.

Iconic, written i-k-o-n-i-c-k, is a company that specializes in selling inspirational canvases.

Remember, this is all "product on-demand," which means they don't have a supply. They're working with a manufacturer and printing on demand, so they have designs available and will ship accordingly when they receive a purchase.

It's a terrific model.

Second, I'd like to mention "Skinny me tea," an Australian company.

Van Riel Gretta Rose was the brains behind this venture.

She's still a kid. I know she was named one of Forbes' 30 Under 30.

She gave me a cup of thin tea.

As a blogger, she came up with starting her own detox tea company. She is teamed together with a variety of influential people. They all have different stories to tell, but she's had a great deal of success.

Check out her work on Instagram @smtofficial if you haven't already.

Glossier is another name that should come as no surprise.

So Emily Weiss is the brains behind Glossier. A beauty blogger, she was dissatisfied with the items offered in the marketplace. She aspired to produce her organic beauty products so that she wouldn't look like she was wearing much makeup.

However, she has accomplished a lot with her brand in such a short time.

Additionally, she tapped into her network of bloggers and social media influencers to promote the brand's launch.

Another one of my favorites.

This year, it's been gaining much momentum.

Gymshark here. Ben Francis founded Gymshark, and it has since become one of the most popular sportswear brands in the world.

He's a 26-year-old entrepreneur who saw a gap in the market for functional clothing geared toward people who cross-fit or are serious about changing how they train and lift weights.

He was already in that demographic, to begin with, and he was able to build a sizable international following rapidly.

These brands have one thing in common: They all got to market rapidly.

Although they only tried a handful of products, they managed to build a passionate following in a short time.

Let's get right into the next chapter now, OK?

Chapter 2: Rapid Prototyping is here to Stay.

It's time to move quickly into rapid prototyping or create a landing page as soon as you know how much money or product you want to sell.

Our product is being tested on Facebook to determine whether or not there is scalability potential before spending money on it.

So if you don't get up in time, you're out of luck.

And this is something I've seen again with entrepreneurs devoted to their original concept.

They spent a lot of time and effort producing several clothing lines in fashion. Still, they languished in their garage, and I couldn't sell any of them. There has been a significant shift in the market.

Brands must respond quickly and test quickly to guarantee that a specific need exists.

As a result, the first step is to identify your unique selling proposition.

When it comes to Kylie Minogue, she stands out since she released a lip gloss with a pencil.

Even though she came out with different shades, the fact that she bundled products can make all the difference. As you'll see, the price of these items is \$18 for one particular shade of lipstick.

So this \$18.50 retro matte lipstick from Mac is for sale for \$18.50.

Urban Decay's 'Born to Run Vice Lipstick' retails for \$18. So her prices are more significant, but she has a different offer because she is selling a lip kit.

As well as the perception that they're getting more for their money.

So, a lip gloss and a lead pencil cost \$29 total.

First, I suggest you use drop shipping to try out one product idea and see if it has any growth potential.

As far as I'm concerned, you should continue manufacturing your items.

However, drop shipment must first be completed.

Spying on your competitors should be your first order of business.

The great news is that you can now review information and ads currently running on your competitor's Facebook page in all of the different Facebook pages where you will see information and ads.

When doing market research, you need to see which ads are getting the most attention by looking at their already received engagement. You can also use this information to learn more about the psychology of your customers.

So follow all of your competitors' Facebook pages, evaluate other Facebook Ads, and see which one has the most likes and comments.

Following that, you'll need to locate a product to put to the test.

As a result, specific locations are located in or near the ocean.

You can inquire about dropshipping with a slew of various craft manufacturers.

The following are possibilities that you might be startled by.

So if you have a product in mind, such as yoga leggings, you find exciting yoga leggings that you believe would meet a specific market need.

You may use this information to help you make a business decision.

Also, I strongly advise you to contact the proprietors of these various small businesses to determine if drop shipping is an option for them.

Another important consideration is the price point. If you're planning on dropshipping products, you'll want a profit margin of 15 percent or more on anything costing \$15 or more if you're going to drop ship it.

Oberlo is a Shopify app that offers you direct access to AliExpress products, which is very popular in the e-commerce business.

Locate a different supply source. As a result, Sourcify functions as a searchable database of various producers.

So when you're ready to launch, dropshipping is a great way to get your goods into the hands of your customers without having to pay full price for it.

This is where you should go.

Dropshipping, on the other hand, is a viable option.

Try out your concept first. Suppose Etsy doesn't have a drop shipper. In that case, you can always do a Google search for "beauty drop shippers," as there are so many different companies willing to drop ship these days that it's easy to find one.

Step 3 is to either establish a learning page or a Shopify store, depending on what you're more comfortable with, once you've done that.

So, go to the last page and click it.

There are several various funnels and tools that you can use to get your product out there, and you want to make sure you have photos of it.

Emergency messages and a social significance testimonial.

These elements are critical to the success of a Shopify store or a successful line and page.

So I'll show you an example on the following page.

Let me give you two examples of how the retied detox program exemplifies another value proposition where you're promoting discounted value, and it's all based on the psychology of fear of missing out.

They have a prominent automobile with several badges.

In addition, you'll notice that there are a variety of testimonials and that the sales page is quite substantial. A lengthy sales page is rather effective.

It's better suited for topics such as health and beauty because it follows the same format as the read TV discussions show.

It's a good idea to check out the click bank marketplace, which you can simply search for "click bank marketplace" on Google.

When browsing for different offers, affiliate marketers frequently utilize this method of searching.

Overlain, by the way, provides another example of a minimal landing page for a single product.

For example, if you look at the model in this clean silk oversized shirt, you'll notice that they describe it quite well.

You also want to show as many people as possible wearing a t-shirt in various ways.

For an item to be credible, it must be worn or used by real people. This is especially true when you're experimenting with different types of creatives. So, if you'd like a diverse collection of educational resources, go to think marketplace and select that option.

Step four has arrived. Investment in paid advertising begins once you've built your landing page.

Many people preach the idea of an "organic reach," and I'm aware of it.

Yes.

Organic reach is essential when trying to grow a brand, but the goal here isn't death.

Here, the goal is to scale to see if an opportunity exists quickly.

Whenever I'm testing new goods on Facebook and Instagram on my phone, I know that I'm on to something good and can devote more time to this brand.

In my experience, video post-engagement advertising performs far better when I develop them.

To get what I need, you can utilize a program.

Moto is what I need to make your videos.

There are a variety of programs that allow you to create slideshows.

Conversions include adding to the shopping cart or making a purchase.

So, if you want to run advertising, you should do so because the odds are good that your ads will be seen by individuals who liked and commented on your content.

In terms of social evidence, this will be beneficial for you.

There is a greater likelihood that a potential customer will purchase after seeing how popular the post is with other people who are considering making a purchase.

Many people simply don't give it a second thought as far as Google AdWords is concerned.

It's possible to use Google Adwords to promote a specific product or service if you find a long-tail phrase with much potential, as we saw earlier with the Keto diet.

Investing in advertising in the following areas can make all the difference:

It's fine.

There are now a variety of campaigns going on at step five.

Another area of advertising on Facebook that I wish I had more time to devote to is Facebook ads.

If anyone is interested, I can create a course in the following format for you.

Building Facebook Advertisements and \$5 Instagram ads are explained in detail. DM me a "Yes" on Instagram @ecomgenie.store if that sounds like something you'd be interested in.

OK.

Step five is to perform an analysis of the information you've gathered.

What kind of responses have you received? If your engagement over four postings is less than two cents, you're doing exceptionally well.

Keep up the excellent work. Your Facebook ad creative is generating positive results.

If you have a product that costs less than \$5, Carter's is an excellent place to start.

Range of \$ 20 to \$ 30, While \$5 in the cart is considered the norm. You should aim to spend a little less.

You want to break even on your outspan, which means that if you spend \$50 on it, you want to ensure that you make \$50 in profit.

Now that you know how it works, you should be getting these kinds of results.

Instead of focusing on why so many people use Shopify to make their products, you should go back to the drawing board.

They don't want to spend the time creating new final pages until they find something that doesn't work that works for them.

There's more.

It's also a good idea to think about upsells.

If you have lipstick on your landing page, you may want to give eye shadow as an option for customers who are purchasing and exiting the page. To get extra money from your customers, you can also use upselling.

Try to get as much from your customers as possible.

Assuming you've reached this point in the process, the next thing you'll want to do is develop an effective strategy that allows you to concentrate all of your efforts on a single product or range of products.

This is where influencer marketing will come in.

You want to get as many testimonials as possible, so you will work with various bloggers on Instagram and Facebook and ask for their feedback. Depending on the influencer's credibility, you can do this in multiple ways by shipping them their product or providing free shipping.

What does free plus shipping mean? You ask the customer to pay for the shipment if you offer free shipping.

However, they are effectively paying for the thing in the first place.

You can use AliExpress as an example and ask them to pay only the \$5 and the shipping fee if your item costs \$2 + \$2 for shipping.

Credible endorsements can make or break a product.

You want to make sure that you have as many legitimate emails as possible to use them to run other paid advertising campaigns once you have testimonials.

Step 8 is to continue studying your data now that these influencers are wearing your product.

What kind of response have you gotten thus far?

How many people are actively participating in your content?

How many sales do you get every month?

What are your sign-up rates, and how many people are converting?

You need to keep in mind a few things before building your mailing lists and growing your audience. One of those things is making sure there is a cell phone on hand at all times, which we'll discuss in the next chapter.

In the next chapter, we'll talk about this.

Chapter 3: A Die-Hard Community Is a Must-Have for Success

Let's take a look at some strategies for creating a passionate following.

Kylie Jenner was able to utilize her fame, if you will, to expand her cosmetics.

Before you become disheartened, I want to assure you that many other brands didn't start with the same level of fame as Kylie Jenner's but have reached similar success.

When it comes to building a community, it's all about figuring out what you should be putting your time and effort into.

Establishing trust is the first step in building a community.

Influencers can help you build your brand's credibility.

With the support of these people, your product will be promoted to an audience that already has faith in you and is already aware of its benefits.

First and foremost, you need to devote your time and attention to this.

The following will be the subject of further discussion.

You need to guarantee that when someone visits your Instagram page or comes across your social media accounts, they aren't only reading about your items.

In Kylie Jenner's case, she offered makeup instructions in exchange for collaborations with these social media influencers.

She was genuinely putting herself in the shoes of her clientele when she said this.

To make it feel like a complete experience, I need to think about what I can contribute.

Small businesses often fail because they don't have a compelling tale to convey.

Consistency is key.

Consistency is essential.

It is a terrific opportunity for you to experiment with different ideas and test them out to demonstrate your professionalism and learn more about what works long-term.

The importance of an adult editorial counter will be discussed in the coming weeks.

As the last step, you must reward your viewers.

To make them feel like a valued member of your group, I offer a variety of prizes and other perks.

You need to make them feel like they're part of a family because they're following you for a reason.

So, before we begin, here are a few things to consider. First and foremost, you need to figure out what you're selling to whom.

Identify who your target audience is and how they use your products.

Many people mistakenly believe that focusing on a person's age and gender will give them a good idea of their compatibility.

To better understand your customers, you need to establish a persona.

With the uncomplicated search of "persona," you'll get a wide variety of templates that may be applied to a type of inquiry.

As if your best friend were your consumer, you should ask yourself questions like, "What is that person's lifestyle?"

How that best buddy spends their time daily.

What time of day is it when you wake up?

What are their limbs like?

It's important to know what people despise.

To get a sense of some of their concerns, you should participate in these Facebook groups.

Or Reddit's existing nourishment communities.

This is where you'll get a lot of the information you need, so read up on some of the concerns and questions customers may have about specific products or services.

As a result, information from many Facebook and Reddit groups can be gathered here.

As a final point, make sure that you've done all the necessary steps to connect your Facebook and Instagram accounts so that you can pull all the relevant data from them.

The following will be the subject of further discussion.

Then again, you may be able to target your audience.

To keep your customers engaged and interested, you can retarget them on Instagram and your website if they've shown interest in your content. You can also create custom audiences to target specific customers.

People who enjoy different material forms will be the primary audience we aim to reach.

OK, so the goal here is to construct a character based on your understanding of the psychology of the consumer.

As a result, you'll be able to plan your content strategy better and have a better sense of the kinds of things you should be sharing with your target audience.

The second step is to ensure that all of your remarketing efforts, including those on Facebook, are in place.

Google Analytics allows you to target specific individuals and groups of people through pixels.

Creating a social media editorial calendar and taking a class on social media skills are the first steps you should take when you're trying to establish an audience.

You'll want to focus on the following five things in this editorial calendar.

The first is a collapse of influencers.

For the sake of your reputation, you're engaging in this behavior.

Reach out to influencers, even if they aren't particularly well-known.

Start with tiny influencers and work your way up to more prominent influencers to gain access to them.

Second, consider holding contests and holding freebies.

Make sure that you don't do this too soon.

As I suggested earlier, get as many influencers and unique content as you can to incorporate into your Instagram, social media, and email campaigns.

Your product feedback is where you'll get feedback from customers who have purchased your products.

It's a given that this will happen at some point.

Once you've tested the product and determined that it is viable, you can begin adding new products to the mix. Since we're going to dissect how Kylie Cosmetics works, the first step is an influencer collaboration with a famous social media star.

A large number of influential columns.

In her case, she'll need to construct a makeup guide from scratch, so look for influencers willing to collaborate with you on the project.

You already know you'll be required to pay these influencers shortly.

It all comes down to it.

It varies from case to case.

The more prominent the person, the more likely they will ask for a larger share of the profits.

Flat fees are also an option.

If you've got a million dollars or more, you can afford anything from \$100 to \$10,000.

I'm referring to the tens of thousands of people who demand at least a thousand dollars for content development.

As a reminder, here are the next steps.

As I mentioned earlier, don't limit yourself to just the huge influencers as I did.

Micro-influencers, who have various comments on their Instagram and can be seen as having an active following, is another excellent place to start.

I'll keep you updated on a course on influencer marketing that I'm putting together.

But before anything else, you'll want to work with influencers so that these Instagram influencers can drive traffic to your account and tag you. You should have as much credibility as possible.

Organizing giveaways and contests should be your second priority once your brand has gained some traction.

It's a massive hit with the audience.

You can also team up with various influencers to do the following, as seen in this graphic.

As a result, organize contests and freebies that people will enjoy.

Join forces with these thought leaders and see how far you can spread your message.

To achieve this, you'll want to ask your followers for permission to repost your photo and the hashtag for your Instagram account.

This is a fantastic approach to expanding your show's audience.

Step 3 would be offering access to premium content, which can be overwhelming for smaller firms because it must be available on every platform.

Create a Facebook group based on those you're trying to reach.

This is appropriate for a variety of health-related audiences.

Anyone involved in marketing or has a bit of an older demographic will find this quite helpful.

People can feel highly connected to you when they join your Facebook group.

There is also the possibility of creating live TV or Instagram stories, which may be done in real-time.

Additionally, Instagram Live allows users to interact with the Instagrammers themselves by asking them questions or sharing content from behind the scenes.

Big data should be a part of your news cycle planning.

Consistency is vital, in my opinion.

A minimum of once a week to see what outcomes you receive.

Suppose you want people to know that you're going to be on IGTV every Thursday at 9:00 p.m. In that case, you need to make sure that you announce it ahead of time and that relevant questions are being asked, and don't give up even if the response is low.

That's what I mean by saying it will be beneficial in the long run.

Determine what form of material is most popular with your audience.

Step four is to solicit input from your target audience about your product.

In other words, Kylie Jenner does this a lot.

She lets them in on early access to things just around the corner.

When I inquired about their preferred hues, I discovered that she was conducting market research.

Sometimes She's already decided to offer these many shades and merely informs her audience of her plans.

Let us know which one is your favorite.

This is a fun way to interact with your followers, and Instagram stories also allow you to pose questions to them, so here are some ideas.

Create a sense of ownership amongst them by including them in the creative process.

This is going to make a world of difference for you.

Step five is to announce the product's debut and create a buzz around it.

Once you have a product that is doing well and adding new products, this rule applies.

At the absolute least, you should test one new product every three months, and ideally two.

Your profit margins and the rate you're expanding have a significant role.

However, suppose you want to get people excited about your upcoming products. You should let them know about them one month in advance and then gradually expose more and more information about them.

After following Kylie Jenner and her cosmetic line, you'll notice that she has a great way of building excitement, such as when her limited-edition birthday collection launches tomorrow at 3:00 p.m., which I can't believe! On Kyliecosmetics.com only.

As a result, she's enticing others to revisit the website.

I probably would have given her a little something extra in her case.

I intend to stoke even more interest in the subsequent product launch.

The next time I post, she'll see it. There is a new Kylie Cosmetics collection available at kyliecosmetics.com.

There is much information here, but the trick is to take it one step at a time and not get overwhelmed.

To develop a collaboration with influencers, the first step is to focus on adding your editorial content to the influencers' content.

When you're starting to release more products, build anticipation around them by asking your audience questions. Hence, they feel like they're a part of the family now and then keep the engagement going by asking them more questions in the future.

Even virtual parties can be held.

I enjoy playing those.

You can do this on Instagram live and engage your audience in fun activities.

The time has come to get down to business with your brainstorming.

To get you back on track, I'd encourage you to look at what your competitors are doing.

When you're first starting, merely copy what you've learned.

Take a chance, and don't be afraid.

Get into the habit of putting up a new Instagram post every day and then monitoring which posts are performing better and taking the best ideas.

Let's go on to the next chapter, shall we?

Chapter 4: Increasing the Long-Term Value of Your Customers

As soon as you've put all the pieces in place, you're ready to start advertising and launching your social media campaigns with influencers to grow your fan base. You already have a landing page.

Most brands fail to retarget their audience to boost these shoppers' entire customer lifetime value.

They don't have a mailing list, and they don't come up with enticing deals.

They spent much time obtaining new consumers because they didn't have a sales funnel.

However, even after gaining these customers, they fall short of their goals.

There is no way for them to join their mailing list if they've connected with their material on social media or visited their website but haven't paid something.

Then don't try to get them to buy again if they have previously done so.

Having all the positive feedback, your product has the potential to grow.

It is crucial for you to put all these things in place to win a new customer is a little like dating because it takes someone's brand consideration and brand awareness to make their first purchase.

It will take them to become used to your brand and establish a trust to build trust.

It's for this reason that retargeting is so crucial.

You must retarget visitors who land on your Instagram profile page with an offer.

Even if it's a "free plus shipping" offer, we'll give you this little lipstick free of charge if you pay \$5 for postage.

Regardless of what you're offering, whether an ebook or anything else, you'll want to set up a welcome email campaign to get people engaged with your brand.

You want them to join your mailing list as a result of this.

If they aren't purchasing from you yet, let me show you a specific example of the welcome email series.

Your goal here is to get them on your mailing list so you can learn more about your brand. Don't worry; we'll cover that in the following chapter.

The second step begins once they have completed their initial purchase.

To ensure that your customers keep coming back, you must implement a brand loyalty program and cultivate brand loyalty.

Consistently send at least one email weekly with new products and retarget these individuals. Still, you'll retarget them differently since they've already purchased from you.

As a result, you'll need to segment your most recent data segment.

In other words, the foundation of your marketing efforts is to drive traffic to your website or social media channels via influence or marketing, paid to advertise or using hashtags organic reach, whatever it is that you choose.

After that, we'll go after those people.

So this is the first step in the process of acquiring new customers.

Retargeting them with Facebook and Google Ads, and YouTube Ads has shown to be quite effective.

I'm not advising you to spend money on all of these channels, no matter where your audience is spending their time.

You need to set up a funnel so that you may capture their email address with an appealing offer wherever they are.

As a result, we discussed the possibility of offering them free shipping or a gift in exchange for their email addresses. We then proceeded to send them four to seven welcome letters.

As a result, they began to become familiar with your brand. Now that they are familiar with your brand, you can create a community by implementing a customer loyalty program.

Maybe even create a special like an Instagram takeover day or anything like that to have some fun with it.

This is where you'll engage with your audience by giving them exclusive access to behind-the-scenes information that they'll love.

It's also essential to remember that the shopping process now varies depending on which platform people are on, so this is an additional issue.

Even though many people shop on Facebook and Instagram, they're just window shopping most of the time.

They've found you on Instagram.

Buying from you means they've either interacted with your brand before or haven't.

As long as they see an out of you on YouTube, you may continue to establish your brand's trust even if it's a spur of the moment thing or simply for fun.

It could be something as simple as leveraging content from an influence.

If you're working with a YouTube influencer, speak to them in the contract about leveraging that content within a paid advertisement.

Google ads are highly effective because if someone is googling for a specific product, there are already ready to buy.

Also, it's a good place for new brands to start.

To use Google Ads effectively, you must use keywords that are currently popular and working.

So let's take it a step farther in the following chapter.

Here, I'm going to show you how you can automate this sales process. I'll also show you how to stay organized and build your fan base. Most importantly, you're creating the foundation of your business.

Chapter 5: Make Your Sales Process Easier by Automating It

Discussing how to automate your sales process is an excellent place to start.

As a result, this chapter is somewhat lengthy. I will provide you with all the core tools to keep your business operating.

As a result, creating an editorial calendar should be your priority.

I use Asana to organize my editorial calendar since it allows me to distribute the many tasks between several computerized platforms.

In this case, you need to consider important holidays when you're planning to release new products.

Based on holidays and other digital marketing strategies, such as working with influencers on different collaborations.

And don't forget to include your social media accounts there.

As a result, I strongly advise you to enroll in a course on creating an editorial calendar on a larger scale but to do so at least three months in advance, and preferably six months.

You want to be able to plan for six months and always be prepared when it comes to arranging all of your material.

PLANOLY is my go-to scheduling app for Instagram.

You can set up a timetable for your Facebook and Instagram stories there.

As a result, the first and most important reason you need this editorial counter is that it will be used in your digital marketing efforts.

It's not just your phone calls and text messages at risk. So the first step is to create a welcome email sequence, as we discussed earlier in the article.

When new customers join your mailing list because you offered them free shipping or an offer, they're just getting to know your company.

For example, this is the email you'll use to send a string of five random words to five people as an introduction to your brand.

The founder's email from Rebecca Minkoff is an excellent example of an email. She writes you a handwritten card expressing her joy at having you join the family.

In addition to sharing her own experience, she also features reposts of influencers who are all seen carrying her handbags.

This is a terrific way to establish credibility and an excellent model to emulate.

In addition, I'd recommend sending at least two or five additional emails in which you introduce your social network accounts to the recipient.

When it comes to social media, why should people follow you?

Explain why they're doing this or that.

Another email sequence that you must set up is a bends and cart email sequence. Someone who is about to buy something from your Shopify store or your click final day and forgot something in their shopping cart will receive an email reminding them to do so.

As a result, it's critical that you create engagement-based segments for your list.

I am in awe of this.

My Shopify-integrated Klaviyo service is called that.

You may construct card emails by segmenting and creating new segments based on user involvement. If you don't know how to use Klaviyo, you can start by using MailChimp to generate your email sequences.

Using MailChimp is a breeze. Moreover, if you connect it to Shopify, you get the same benefits.

For hours after the buyer has abandoned their buying cart, Bonobos sends them an email with a brief reminder and an exclusive discount code.

As a result, it evokes a sense of curiosity about what's left in their possessions.

Moreover, by presenting them with a discount code, we hope to persuade them to return.

Now, I want to give you some insights into how you need to sequence your emails and the overall consumer process customer process when they're engaging with your brand.

Hence, you have the introduction with just a welcome email series.

The engagement with it is where you're engaging with them by either sending promotional emails, quizzes and segmentation based on their activity on your Web site or social media, whether they're purchased or recently or whatnot.

Then there's more interaction.

So there you have it.

If you're just getting started, you'll need to remember that each of these sequences must have a beginning and an end for you to begin with.

These welcome emails abandoned basket notifications, and a brand loyalty program is all you need.

You should be concentrating on this.

You'll need to create a Messenger bot on Facebook to go to the next step.

To put it simply, if someone is interacting with your Facebook page, you should know about it.

In other words, this is the point at which you're ready to create a Facebook page of your own.

If you plan to use Facebook ads, you'll almost certainly need a Facebook profile. Even though you may not have much material to work with, it is imperative that you set up a Facebook Messenger account for each shot.

The only thing you need to do is develop a rationale for it.

In other words, this is where you may inform visitors about the special deal they discovered on your website.

For example, telling them about the free shipping offer is an excellent way to get them to give you their email address.

Being a messenger allows you to broadcast your message as soon as you have received the recipient's information.

It's also possible for you to send them offers over Facebook Messenger by broadcasting.

So make sure to set aside some time to do this to acquire what you want.

To put it simply, it's another way to connect with your audience.

An example from [shopspring.com](https://www.shopspring.com) has been provided.

As a result, this might serve as an example of building a chatbot.

In addition, you can utilize the various sequences and templates available on each side.

So now that you have sort of automated all this process, you need to keep the excitement alive. So that will transpire through your editorial account for the type of content you're posting on Instagram.

Make sure that if you decide to do a live make do a life every week where you share specific goodies, you know, again, maybe a makeup tutorial, which Kylie Jenner does pretty regularly.

Occasionally, she has invited other influencers to accompany her on excursions or to do her cosmetics. However, she usually promotes it at least 48 hours in advance.

She's also a pro when working with the media, planning publicity events for her birthday, and drumming up interest in those events.

So make sure you're always alert. Even though she started with only a lip gloss and the lip gloss/pencil combo, this is her secret.

Then she expanded the line and added eye shadows and other products, so she continued to evolve by bringing different shades and whatnot. Hence, she always acts, keeping it interesting now how often she truly depends.

Depending on your target audience, a three-month lead time is usually sufficient.

The size of your mailing list is also an important consideration.

She has 156 things in her brand with her brand available on her.

She can do this because she's drop shipping and doesn't have any inventory.

So, it's critical to remember that, especially in today's world, things must always be kept fresh and exciting.

It's essentially a six-month timetable of what you'll be publishing. Every week, you should check your analytics to see what campaigns are working and how you can improve them and what Facebook ads you can run to keep things consistent.

Send out an email once a week to keep these emails continuing.

There is a requirement for you to be well-structured. To avoid feeling overwhelmed, I recommend beginning with a little project.

It's essential to recognize whether or not your audience is primarily on social media and only post to Instagram daily if that is the case.

Try different offers, and then you know if you are the founder of the brand and show your face at least once a week.

Follow up or tell individuals that you have a life via email.

So make sure that beyond these tactical emails, we talked about the welcome and the loyalty programs and then abandoned cart emails that you also have news-type emails where you're sharing other news.

As a result, they won't think you're constantly pitching them items. Now, this is where I shamelessly plugin ECOM GENIE. ECOM GENIE is an elegant flutter application for your eCommerce brand expansion.

We build you an online shopping App compatible with both Android and iOS devices and has full integration with WooCommerce, Shopify, Magento, Opencart, and Prestashop.

We have taken out the hassle of Ecommerce Mobile App development so that you can focus on doing what you do best, growing your brand. Let us worry about the tech.

I love to give you a demo to get your valued feedback and possibly a future client of ours.

Just click the link below to [Book a Call](#) and let me run you through a [Free Demo](#) (Only 9 minutes) 😊 <https://calendly.com/ecomgenie/discovery-call>



Chapter 6: Closing Thoughts

What can we learn from Kylie Jenner's success, then?

First and foremost, you need to keep an eye on the market to see if there is a need for your product or service.

By regularly testing, you can keep your costs down.

Dropshipping is a great way to see if a niche is worth pursuing, as I indicated in the first chapter.

Before launching a new product, I don't think it's wise to do so until you're sure it has a market.

Many brands can help you out, so don't be afraid.

Carry out the actions listed below.

Through Kickstarter, however, my recommendation is that you first test.

You don't want to be a generic brand, and that's something we can all take away from this.

Branding didn't get much attention from us during our meeting.

If you're interested in learning how to turn your brand from a May map to a stroll, I've had an entire lesson on skillshare.

First and foremost, you need to determine your target audience and ensure that there is a demand for what you are selling.

Some of the choices were frustrating because she was previously familiar with them.

Instead of merely lip gloss, she came up with a lip gloss crayon to increase the amount of that finish.

However, you must keep in mind that she comprehensively entered the market.

Right.

As a result, beauty is a broad category.

When you're entering a new market with a lot smaller brand, you need to be more specific.

As far as glitter is concerned, THE GYPSY SHRINE is a brand that specializes in glitter makeup.

This is a sub-niche of the beauty industry, to be sure.

When it comes to small businesses, this is a perfect example of how to get started.

Although it's aimed at festivalgoers, there has been an increase in the use of glitter at other events.

As a result, they could capitalize on the glitter craze and create an entire brand around it.

As evidenced by this.

There are more than 300,000 followers on this account.

The case study of Kylie Jenner shows that she started with a broad concept and achieved such success because of this.

First and foremost, her branding was on point. She had great cutting-edge branding and represented a wide range of different brands.

She also collaborated with social media stars.

We discussed the necessity of gaining a following and how she already had a network to draw from.

Now comes the hard part: figuring out your brand's value proposition.

Looking at the example of a gypsy shrine will help us grasp exactly what type of people they attract.

Because they want to stand out at a festival with glitter in their lives.

Different instances are given to them.

So, what sets you apart from the rest of the pack?

When it comes to glitter cosmetics, the gypsy shrine is one of the only options.

The second step is to ensure that you have a compelling story to share.

What do you enjoy most about your chosen field?

Why did you design a product?

Make sure that you have much behind-the-scenes information so that people feel like they can connect with you and your company.

We don't get to spend much time talking about the fall. I just wanted to give you all the steps you need to go to market with a rapid prototype and see if the brand is scalable and viable. Now that I've mentioned it, I have an entire class on the following.

It's fine.

I'm here to help if you have any further inquiries.

I've got a few items to share with you.

I'm confident I have a wide range of additional talents.

Please accept my sincere gratitude for completing the checkout process.

My social media accounts can be found here.

If you have any queries concerning the class, you can find me on Instagram.

I've also made it available for anyone interested in learning more about advanced e-commerce.

Spy tools will be shared to learn about various spy tools that you can use to understand what your competitors are doing and how you can use that information in your campaigns.

Instagram and Facebook are celebrating their first birthdays.

There was no time to dig into some of Odd's strategies, such as how to get the most out of your paid advertising or how to use funnels and email sequencing.

You can access it by clicking on this link.

All good, I'd like to hear from you again.

If you're working on something, please let me know and consider giving a review.

Whether or not you enjoy the ebook, I need to know so that I may continue to produce content on improving your e-commerce skills.

All fine, we'll see you later.

Take caution.

And ecstatic about anything you're working on.

I can't wait to hear about your triumphs!

Let me know about them, too, if you don't mind.

Chapter 7: About the Author

ECOM GENIE is the brainchild of Umran Nayani. After graduating from the University of Wales in London, the UK, with a Master of Business Administration, I worked as a District Sales Manager for Scottish & Southern Energy PLC.

With Zycus Inc., I had the opportunity to work with some of the world's largest corporations, including AMD, Intel, Coca-Cola, and some of the world's largest charities.

With no outside money, I started my first Crowdsourcing Startup in 2013 and expanded it to 8-figure revenue in under 36 months.

Since launching ONECALL Business Solutions in March 2019, I've been focused on increasing the company's revenue by developing mobile and web applications for early-stage startups.

ECOM GENIE is our flagship creation, part of our dynamic product portfolio focused on solving niche business problems via seamless technology implementation.

I would love to show you the endless possibilities of ECOM GENIE.

This product can help you reach millions of customers on PlayStore and iOS App store eager to learn more about you and your terrific products.

Just click the link below to [Book a Call](#) and let me run you through a [Free Demo](#) (Just 9 minutes) ☺ <https://calendly.com/ecomgenie/discovery-call>



Below is a little resume of my impact so far with Publishing and eLearning. I would love to stay connected with you and recommend you check out the resources below.

Courses Published: 2

Total Students: 100,779

Reach

- **Countries:** 182 Countries
- **Languages:** 61

Reviews: 775

Books Published: 10

#1 Best Seller / New Release: 42X

Udemy: <https://www.udemy.com/user/umran-nayani/>

Amazon Author Central: <https://www.amazon.com/author/umrannayani>

LinkedIn: www.linkedin.com/in/umran-nayani

Spotify:

https://open.spotify.com/show/0BC4xpUoVasLmIY75n4mv8?si=kg3iSdQgS36NRvGvikInHg&utm_source=copy-link&nd=1

Just click the link below to [Book a Call](#) and let me run you through a [Free Demo](#) (Just 9 minutes) 😊 <https://calendly.com/ecomgenie/discovery-call>

I would love to know your thoughts on this eBook and the other resources shared with you. You can write to me [at umran@ecomgenie.store](mailto:umran@ecomgenie.store).

Thank you for reading ECOM SECRETS. I hope you found value in this guide.

PS I read and answer all my emails myself. Be brutal with your feedback. No filters!

Umran Nayani

Cheers,
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