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BEATRIZ BALL
NEW ORLEANS

HOW ECOMM CAN WORK FOR YOU

- Make sure your products are search engine friendly.
- Design for mobile-first.
- Add tracking software (Google Analytics is free!) and check it at least monthly.
- Categorize your products.
- Personalized recommendations convert to sales.
- Use retail.beatrizball.com for product data and images.

Tip: Categorization and personalization are important! Make sure you or a dedicated member of your team maintains the categorizing and tagging of your products. This will allow for advanced product recommendations and increased overall revenue.

DID YOU KNOW? Small retailers may see up to 30% higher mobile conversion rates compared to large retailers, while 30% of online shoppers say they would be likely to make a purchase from a social media network (Facebook, Pinterest, Instagram, Twitter or Snapchat).

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ARE YOU MAXIMIZING YOUR **DIGITAL** **MARKETING?**

SOCIAL TO SALES

- A Facebook group is a free and easy way for you and your staff to communicate with each other.
- Stories are going to be huge in 2019.
- Make sure you are posting strategically where your target audience is located.
- Social ads are an affordable way to drive sales!
- Use retail.beatrizball.com for additional resources to create posts, ads and stories.

Tip: We recommend setting up a dynamic site re-messaging campaign for the best results. Dynamic site re-messaging uses your site visitor history to show social users products they were looking at on your website.

DID YOU KNOW? The average order value for customers referred from Instagram is \$65.

INFLUENCER MARKETING

- Influencer marketing is not hard, but it is time consuming.
- Plan ahead and research.
- Decide what your requirements are going to be, and create a mutually beneficial agreement.
- Join an influencer network.
- Ask Beatriz Ball about the influencer co-operative program.

Tip: Joining an influencer network can reduce time spent. It takes time to build relationships and get ahold of influencers, while a network generates quick results.

DID YOU KNOW? Non-celebrity bloggers are 10 times more likely to influence an in-store purchase than celebrities.

LET US HELP:

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IT'S A CRAZY WORLD. WE KNOW WHAT WORKS.

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