Marketing Packages

Shopping Cart Elite

We are a company based in New York
with more than 200 employees specialized in
Managed Marketing Services for eCommerce.

shoppingcartelite.com

Services

Marketing Packages Introduction

The goal of this campaign is to increase the number of sales you receive by implementing our marketing processes.

All the processes in this document have been created by Igor Soshkin, CEO at Shopping Cart Elite. Not only have the processes been tested with our own companies and Beta tested with other clients, but they have also been cross-trained to our staff with the help of the training manuals we have created.

We have a team of 200+ professionals who are assigned several positions according to the following hierarchy.

▶ JUNIOR
A team member with less than six months of experience in the process they will execute, usually consisting of uncomplicated, repetitive tasks.

▶ REGULAR
A certified expert with more than six months of experience in the specific process they will execute.

▶ SENIOR
A certified expert with more than one year of experience in the specific process they will execute.

▶ LEADER
A member of the executive team, typically a CEO or a VP, who is qualified to create a long-term, high-level roadmap for the project to succeed.

Positions vary in salary range, depending on the industry vertical and upon your hiring a company domestically or overseas.

For example, the salary range for a franchise location of McDonalds in the U.S. is as follows:

POSITION	McDonald's Franchise Worker	Indian eCommerce Consultant	SCE eCommerce Consultant	U.S.A. ERP Consultant
Junior	$8–$10/hr	$3 -$6/hr	$8–$12/hr	$125/hr
Regular	$10–$12/hr	$6–$10/hr	$12–$35/hr	$165/hr
Senior	$12–$14/hr	$10–$20/hr	$35–$95/hr	$195/hr
Lead	$14–$20/hr	$20–$30/hr	$125–$250/hr	$250/hr

It is important to understand that a lower price comes at the expense of quality. Everyone knows their value; and if you hire someone with a Junior position salary, you will get Junior quality work and Junior quality results.

SEO

On 9/23/16, Google announced that their new algorithm is no real time. With this in mind, you are able to see results within 48 hours for any kind of SEO you perform on your website, which allows us to focus on creating on-site optimized landing pages, leasing backlinks from relevant websites, submitting press releases to major news outlets and seeing the immediate results of our efforts.

In order to get high rankings for every page of your website, and every future page, for that matter, you need to achieve an authority ranking of 50 or above for the entire website (see http://take.ms/eZJJK at Moz https://moz.com/researchtools/ose/links).

Prior to building the content that will rank on Google, you need to establish Domain Authority (DA), or else the pages will most likely not rank. The cost of building a domain authority depends on your current score.

The domain authority can be checked at www.moz.com/researchtools/ose.

Presently, a minimum of 45/100 Domain Authority score is needed to have any first-page ranking for popular keywords at all; a 50/100 DA to have 5% of your keywords on the first page; a 60/100 DA to have 20% of your keywords on the first page, etc.

Accordingly, you will find two scores, i.e. Domain Authority and Page Authority (PA) (see http://take.ms/K949b). A page authority is what passes the domain authority on to your domain and page. In order to get a higher score, you need to obtain links from a higher authority than you already have.

Once you have achieved a domain authority score of 50/100 or above, you will be able to rank for any keyword.

Our SEO package boasts over 70 journalists that can post across 700 news outlets. They charge a fee for publishing an article that promotes your company's brand or blog post. We take a 15% commission on the dollar amount we charge for managing the work while the rest goes to the journalists and writers. By paying $5,000–$7,500/mo., we guarantee at least one submission to a major news outlet per month such as *Forbes*, *Entrepreneurs*, *WSJ*, etc.

REQUIRED POSITIONS

LEADERSHIP MARKETING
SENIOR WRITER
REGULAR ACCOUNT MGR
PRESS RELEASE—
SUBMISSION FEE

EST BUDGET

3-Month Commitment

$1500/mo raise DA by 10%
$2,500/mo raise DA by 20%
$5,000/mo raise DA by 25%
$7,500/mo raise DA by 30%

NOTE: ONCE YOU REACH DA 45-50, A BUDGET OF $5,000/MO WILL BE REQUIRED TO CONTINUE RAISING THE DA SCORE OF YOUR DOMAIN.

SCOPE OF WORK

1 WRITE AN ARTICLE AND POST IT ON YOUR BLOG

2 WRITE ANOTHER ARTICLE AND SUBMIT IT FOR PR SUBMISSION.
LINK IT TO THE ARTICLE ON YOUR BLOG

3 BACKLINK THE SUBMITTED PR ARTICLE TO RANK IT

4 SEO RESULTS ARE MEASURED QUARTERLY

Pay-Per-Click

Pay-per-click advertising is a great way to attract visitors to your site when you look for instant traffic. Yet, you may be in a risky business: With poor management, you can spend a fortune, generate many visits, and end up with nothing to show for it.

PPC advertising can cost a fortune, to be sure. It is easy to get caught up in a bidding war over a particular keyword and spend far more than your potential return. 'Ego-based' bidding, where a CEO/marketer/someone else decides they must be number one no matter what, can cost thousands of dollars. What is more, bid inflation consistently raises the per-click cost for highly searched phrases.

TEA software, however, eliminates most of the risk associated with PPC advertising. A trained professional with experience in using TEA can easily spot the keywords that are delivering sales and stop the ineffective ones.

Upon creating a new Pay-Per-Click campaign, we minimize the risk by researching Spyfu and buy keywords that other competitors have been buying for more than 3 months. In addition, we use TEA Software Real Time Bidding Technology to minimize the risk of buying bad traffic for your campaigns.

Google Shopping submission is highly recommended to build particularly good traffic for under $1,000 per month that pays for itself from the profits it generates.

For successful pay-per-click campaigns, review our packages at teasoftware.com.

REQUIRED POSITIONS

SENIOR ADWORDS EXPERT
REGULAR TEA EXPERT

NEW CAMPAIGN BUDGET

$1995 setup
$995/mo after 30 days
$2,000+/mo in AdWords

OR

EXISTING CAMPAIGN BUDGET

$995/MO
UP TO $10,000 ADWORDS

OR

PAY PER PERFORMANCE

3%–5% COMMISSION/SALE
$2000+/mo in AdWords

Pay-Per-Click Remarketing

Remarketing is a feature that enables you to reach people who have previously visited your site by showing them relevant ads across the web or as they search on Google. In case people leave your site without buying anything, remarketing helps you reconnect with such (potential) customers. What is more, you can show them a tailored message or an offer that will encourage them to return to your site and complete a purchase.

Use remarketing to match the right message to the right people at the right time by adding a piece of code (remarketing tag) to all the pages on your site. As shoppers come to your site, they will be added to your remarketing lists. You can later reach out to these potential buyers while they search on Google or browse other websites.

Combining TEA with remarketing is a marketer's dream come true. With TEA, we are able to remarket only to the customers who showed good to excellent engagement, which is to say your ads will not be displayed to the web visitors who were not interested in your product.

This winning combination dramatically reduces the budget needed for remarketing and, more importantly, it allows you to craft and advertise a brand story that increases conversions.

REQUIRED POSITIONS

SENIOR ADWORDS EXPERT
REGULAR TEA EXPERT

NEW CAMPAIGN BUDGET

$1000 setup
$300/mo after 30 days
$500–$1,000/mo in Ads

Google Shopping
Pay-Per-Click

Google Shopping is one of the best places to advertise your products on from your website. Customers, coming to you from Google Shopping, must go through Google search, see the product image, the price, and click on the buy button. As such, Google Shopping produces an immediate return on the investment as it takes over 4 clicks before a customer visits your website.

In order to get traffic from Google Shopping, Google will charge you for every click (PPC). However, the cost of PPC is much cheaper than the traditional text keywords PPC and the traffic is much more qualified. Likewise, you can bring in three times more traffic that is a 100% more qualified at the same price as traditional PPC. With this in mind, advertising on Google Shopping is a must for any eCommerce business.

REQUIRED POSITIONS

SENIOR ADWORDS EXPERT
REGULAR TEA EXPERT

NEW CAMPAIGN BUDGET

$999 setup
$300/mo after 30 days
$200–$1,000/mo in Ads

Social Media Marketing

If a business cannot update their social media properties nowadays, they either care very little about their customers and customer service, do not have enough staff to do it, fail to understand the power of social media, or all of the above. In conclusion, customers may well refuse to do business with such a company.

Adding social media icons to your websites is not enough—they should be updated at all times, otherwise it does more harm than good. Why would you drive traffic away from your website only to show the visitors the empty social media properties? It is as if you were asking for a bad sales day.

For this reason, every website needs to have a clear call-to-action on its homepage to help visitors find the right products while product web pages should help them proceed to the shopping cart, etc.

A website can have three types of calls-to-action:

▶ A POSITIVE CALL-TO-ACTION
creates positive feelings while getting the visitor to the next step of the sales process;

▶ A NEUTRAL CALL-TO-ACTION
leaves the visitors in the same emotional state as they were before taking action, which does not benefit the sales process unless this action was created on purpose (e.g., to purposely send people to Pinterest if they spend more than five minutes on the website without making a purchase in order to create authority);

▶ A NEGATIVE CALL-TO-ACTION
puts the visitors into a negative emotional state, which is why a potential sale may well become a sale abandoned. Having too many negative calls-to-action on your website is the reason why highly engaged visitors leave the website without making a purchase; and it is the main reason why conversions are not as high as they were supposed to be.

REQUIRED POSITIONS

LEAD MARKETING
SENIOR MARKETING
REGULAR MARKETING

BUDGET

$600–$1200/mo

Content Creation

We have established the following process for our content writers, exemplified by Shopping Cart Elite and the automotive industry vertical.

▸ **VERTICAL**
  defines a marketing segment; specifically, automotive industry and aftermarket car accessories.

▸ **CONTENT-AWARE**
  goes hand in hand with the vertical and the problems people face when starting an eCommerce business. SCE may have a solution or not, but the fact is that the problems, although very clear, common and transparent, still exist.
  (E.g., Everyone needs automotive data, which is by no means easily available).
  Content awareness is only achieved by diving into the content industry across the web and searching for solution providers.

▸ **INDUSTRY EXPERT**
  If you can talk about solutions to the problems, yet discuss and tackle the issues that less experienced content writers find difficult to trace, then you are an Industry Expert. SCE may or may not solve the problem, but there is always a solution ready to be delivered either by SCE or someone else.
  (E.g., Everyone wants an eCommerce website, but not all providers offer a vehicle year, make, model fitment guide, which, in turn, requires a subscription to a company called ACES / PIES and integrate it on the cart.)

▸ **STORYTELLING**
  Once you understand the problems and solutions coupled with the function of SCE in solving them, then you can make a good story great.

BUDGET

CONTENT-AWARE
$15/hr

INDUSTRY EXPERT
$1.00/word

STORYTELLING
$2.50/word

Email Marketing

The trick to a great Email Marketing starts with a segmented contacts list that has more than just one thing in common; namely, the smaller the segment, the more targeted your list will be. For example, with a list of 2,000 contacts, you can create a segment by the last login date; products they have ordered; and specify, say, their gender, age or location. Utilizing the CRM field information you have gathered may result in ten different lists with 200 contacts in each. While a good list should hold between 200 and 400 contacts, a great list should have no more than 100 contacts.

Customers who mail a promotional blast of 10,000 people usually find their message in the spam folder. Email Marketing and Email Segmentation is a never-ending art of marketing and should be treated as such.

Email segments are like a diamond in the rough. You need to know where to dig, what to look for, and what to find. Getting the right email segment and sending the right message will generate a positive return on the investment.

To create successful email marketing campaigns, you need an analytic expert to create segments from your list, gather data into the CRM fields by looking up different available public sources, and pass that information along to an industry expert content writer who will write a custom message to each segment group.

EFFECTIVE EMAIL MARKETING IS TIME CONSUMING IF DONE RIGHT.

REQUIRED POSITIONS

LEAD MARKETING
SENIOR MARKETING
REGULAR MARKETING

BUDGET

$700 for Email Software
$2,000–$4,000/mo

OR

$350/hr at $3,000/retainer

Marketplace Listings Manager

If you are new to selling on eBay, Amazon, Newegg, JET, Walmart, Rakuten, you will soon realize that you need a full-time person to manage the listings that are submitted, add new products, customer service, etc.

Shopping Cart Elite provides a fully managed service to do all of this for you remotely and on demand by assigning an expert to your project, be it a 20-, 40-, 80- or a 160-hour one.

Apart from mastering the art of selling on marketplaces, using Shopping Cart Elite and Excel, our specialists also have direct access to our tech support should you encounter any issues and need assistance in the process.

REQUIRED POSITIONS

LEAD MARKETING

SENIOR MARKETING

BUDGET

$12/hr–$15/hr

Website Conversion Optimization

Marketing advisory discussions always come up at the wrong time. It usually occurs when the website goes live and sales drop. Clients underestimate the importance of marketing advisory because they do not move their website every day. In this article, we will clarify the importance of marketing advisory so you can be prepared before all hell breaks loose.

As an illustration, your old website has a sales funnel, say, a Sales Funnel A, and your NEW Shopping Cart Elite website has a Sales Funnel B. Should Sales Funnel B fail, you experience the disruption.

Yet, why would sales funnel B fail if Shopping Cart Elite is a better shopping cart system compared to your old one? Because a shopping cart can merely complement a sales funnel, not replace it. After all, a sales funnel can be anything from a bad navigational menu to the color of a button.

REQUIRED POSITIONS

LEAD MARKETING
SENIOR MARKETING

BUDGET

$3,000/retainer

REQUIREMENTS

Existing Website Traffic
(5+ engagements per day)

A Real-Life Example

Once a client installed a new live chat system on their Shopping Cart Elite website as soon as they went live and experienced a 90% drop in sales in the first week. After troubleshooting the issue, we found that the live chat message on the bottom right would say *We're Offline* when the live chat agent was unavailable, which caused visitors to think that the whole website was offline and not operational. The client blamed Shopping Cart Elite for the loss of sales, whereas in reality it was her offline live chat message. She would have never figured it out unless we had stepped in to tackle the problem, quickly seeing it as a red flag.

Were it to happen to you, you could spend a $1,000 to buy traffic and make ten sales, or you could pay $900 for marketing advisory and a $100 to buy traffic and make the same ten sales. By shutting off marketing advisory and spending the same $1,000 to buy traffic, it is entirely possible to make 20–50 sales owing to improved optimization.

A sales funnel either works, or it doesn't. If the latter, you can spend all the money you want to drive traffic to your website, but it will not produce a good return on your investment.

Sending traffic to your website without first optimizing the sales funnel on your website is equivalent to getting into a car for a road trip without clear direction of where you are going or how you will get there. Maybe it will work but most likely not.

Assuming it does work on the first try, but it will most likely fail you on subsequent tries as you continue to scale.

Marketing advisory is a long-term investment because once the sales funnel is optimized, it powers up your overall awareness marketing for the life of the website.

TO LEARN MORE, WATCH THE THREE VIDEOS WE'VE CREATED AT
https://www.shoppingcartelite.com/articles/marketing-services

Video Marketing

The Video Marketing portion of the campaign includes making and uploading a video for each product on the website. The videos consist of selected photographs of the product as well as important points from the description. They will be available to view on the product pages while being synchronized with YouTube.

We have seen a substantial increase in engagement on the product pages that use videos coupled with an increase in conversions. There is an added bonus of YouTube videos ranking in Google organic results and bringing in extra traffic.

REQUIRED POSITIONS

LEAD MARKETING
SENIOR MARKETING

BUDGET

$15/hr
40–80 hours per month

Video Creation

If you would like a fully animated video with custom graphics, custom story line, voice-over, and music just like the one found at ShoppingCartElite.com, we can create them for you.

LEAD MARKETING
SENIOR MARKETING

BUDGET
$1,750/minute

Internal Sales Assistance

Sending customers an SMS text message and allowing them to respond at their convenience is the new type of marketing that works very well. Since SMS is typically used for friends and family, a customer can hardly miss it. By the same token, if you follow business etiquette, it is not overly intrusive and you are likely to receive a reply. A text message is thus the perfect medium of communication for customer recovery.

This process will help you close more sales by creating a new line of communication with your visitors, who will get an incentive to enter their mobile phone number upon registering so our sales assistant can take the communication with that customer offline using SMS text messages. Ultimately, the goal is to understand the customer requirements and see if they are willing to make the purchase if those requirements are met. By and large, prompt response generates real-time feedback in case visitor had a problem with the website, price, or the product itself, which is why our sales assistant will not only be following up on newly registered customers, but also attend to any quotes that were generated by phone from your sales team.

The setup process includes:

- Internal Support Desk setup to create Phone Quotes

- Training your team to do Phone Quotes

- Setup SMS Marketing Campaign

- Setup SMS Website Incentives

- Design and Execute a Sales Process for SMS Marketing

- Follow-up on Phone Quotes

REQUIRED POSITIONS
LEAD MARKETING
SENIOR MARKETING

BUDGET
$15/hr
40–60 hours per month