# Marketing Proposal

Shopping Cart Elite

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## Big Enough to Serve Your Business, Small Enough to Know Your Business.

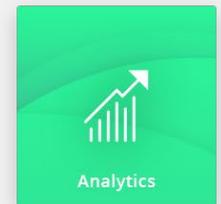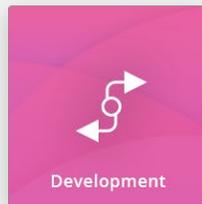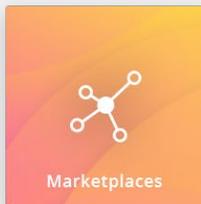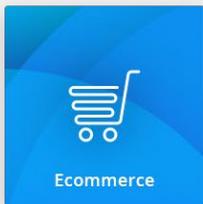| 10 | 209 | 25 | 85 | 10 | 14 | 70 | 5 |
|---|---|---|---|---|---|---|---|
| years in business | full time employees | leadership staff | customer service staff | design service staff | full time developers | marketing experts | consulting experts |

## Six ways we can help

Ecommerce · Marketplaces · Development · Marketing Consulting · Marketing Experts · Analytics

**Software**
### Ecommerce
Automate your ecommerce with a new modern website.

**Service**
### Marketing Consulting
Enhance your brand identity, marketing plan, and optimize employee processes.

**Software**
### Marketplace
Manage your eBay and Amazon listings and inventory.

**Service**
### Marketing Experts
Grow sales with SEO, PPC, and Social Media using our experts.

**Software**
### Custom Development
Automate your vendor inventory, order processing, tracking, and prices.

**Software**
### Predictive Analytics
Monitor your website traffic to improve sales and advertising.

# Our Companies

The objective of Shopping Cart Elite's marketing division is to grow your revenue through PPC, SEO, SMO, Website Optimization, Video Marketing and SMS Marketing.

**REK9**

Marketing strategy development through consulting. Brand building and process creation to grow sales.

**HO&F**

Marketing experts that will fill your missing positions to perform sales, marketing, and operations processes.

**Shopping Cart Elite**

Is today's most robust ecommerce platform. Multi-Website, Multi-Marketplace Channel, CRM, Help Desk, Predictive Analytics, TEA, Inventory, and so much more. We're a software company, and our software works hand in hand with our marketing processes.

**E DF**

We customize software to meet your needs. We focus on automation to improve your return on investment per employee by automating manual tasks such as data entry, price comparison, and order processing, etc.
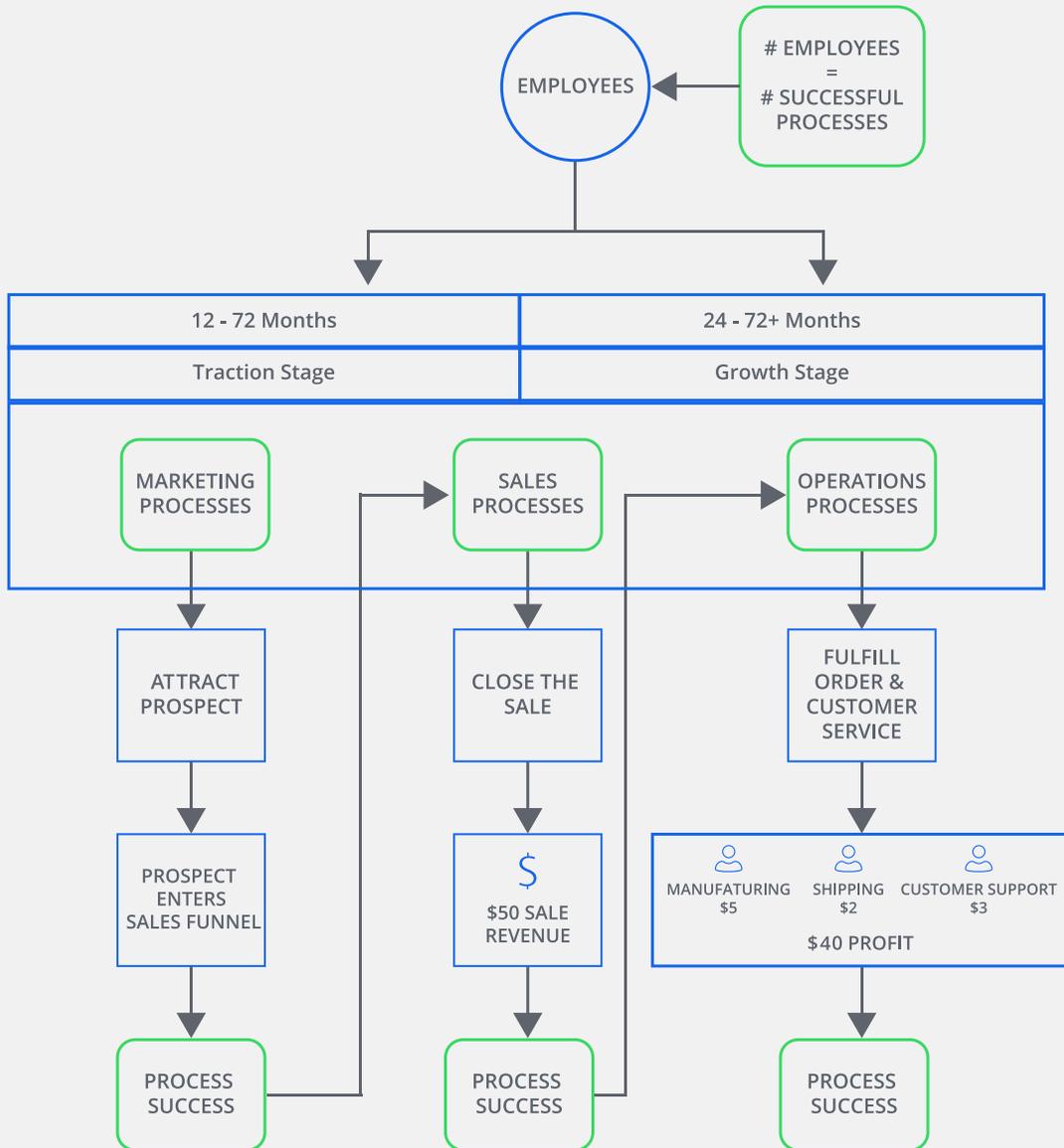
**OMN CHANNEL**

Centralized product database with 2-click marketplace listing ability on over 20 marketplaces like Ebay and Amazon. List new products or sync products to existing marketplace listings. Keep Inventory in sync across all marketplaces in real time.

**tea**

Manage your Pay Per Click campaigns in real time. Live bidding based on visitor engagement. Never pay for clickfraud again. Lower PPC costs while increasing conversions.

# Ecommerce Company Processes

EMPLOYEES

# EMPLOYEES
=
# SUCCESSFUL
PROCESSES

| 12 - 72 Months | 24 - 72+ Months |
|---|---|
| Traction Stage | Growth Stage |

MARKETING
PROCESSES

SALES
PROCESSES

OPERATIONS
PROCESSES

ATTRACT
PROSPECT

CLOSE THE
SALE

FULFILL
ORDER &
CUSTOMER
SERVICE

PROSPECT
ENTERS
SALES FUNNEL

$

$50 SALE
REVENUE

| MANUFATURING $5 | SHIPPING $2 | CUSTOMER SUPPORT $3 |
|---|---|---|
| | $40 PROFIT | |

PROCESS
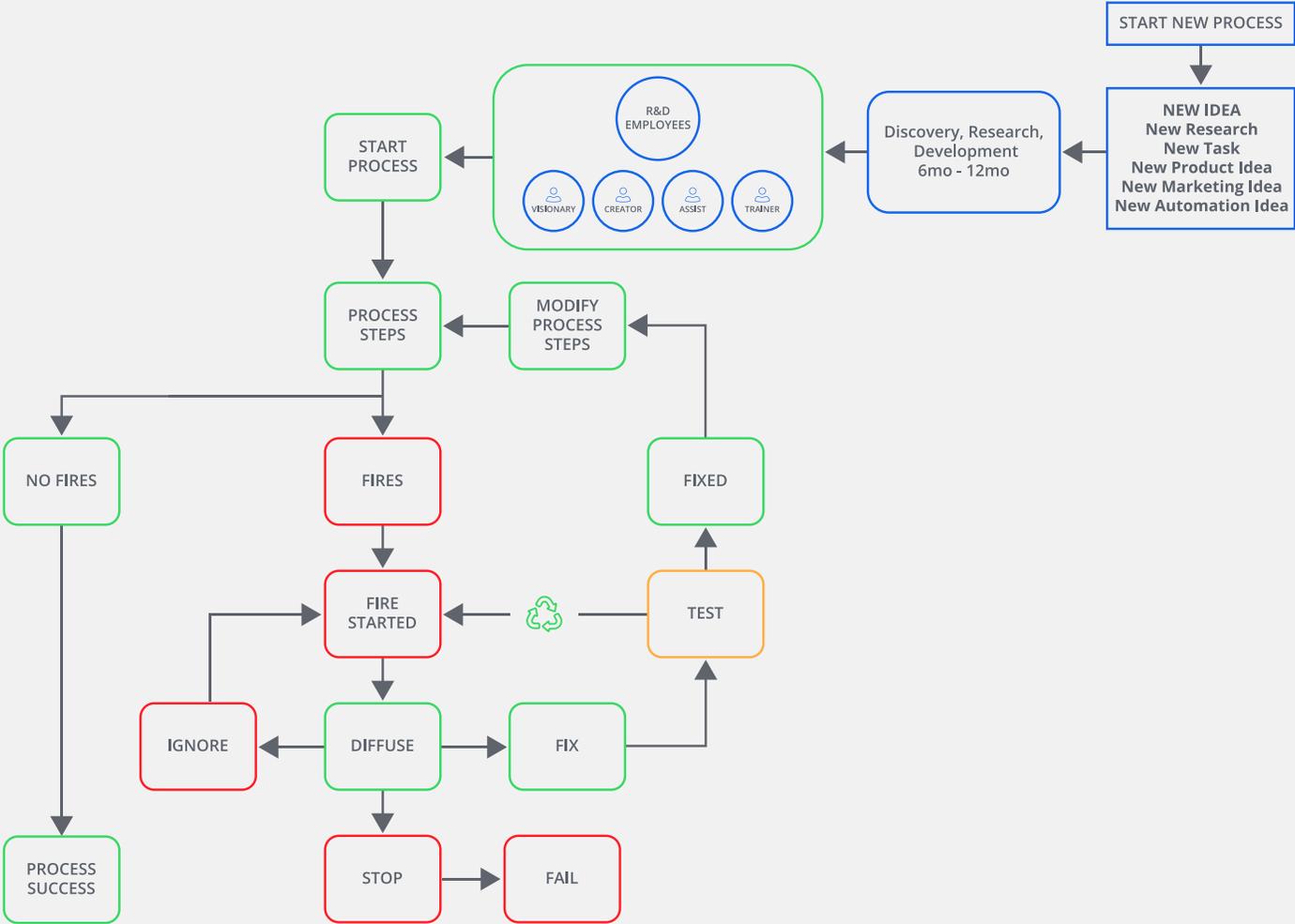SUCCESS

PROCESS
SUCCESS

PROCESS
SUCCESS

Marketing and sales processes bring companies new customers and an increase in revenue. Operations processes – especially when automated – lead to an increase in profit in the form of better return on investment per employee.

# What is a Process?

If you want to start a new company, a new brand, a new division, or make a new product or service, you must create a process for it. The diagram below describes how to create and maintain a process.

Start with an idea, and research how to make the process successful. Then test and modify the process steps until they work. Then handshake the process to an employee to generate revenue for the company.

```
                                                                      START NEW PROCESS
                                                                              |
                                                                              v
                   R&D                      Discovery, Research,          NEW IDEA
                 EMPLOYEES                      Development             New Research
   START                                         6mo - 12mo             New Task
  PROCESS    VISIONARY  CREATOR  ASSIST  TRAINER                      New Product Idea
                                                                    New Marketing Idea
                                                                    New Automation Idea

  PROCESS        MODIFY
   STEPS        PROCESS
                 STEPS

  NO FIRES      FIRES              FIXED

                 FIRE       ♻       TEST
               STARTED

  PROCESS   IGNORE   DIFFUSE    FIX
  SUCCESS

                STOP  →  FAIL
```

# Manufacturers - Distributers - Retailers

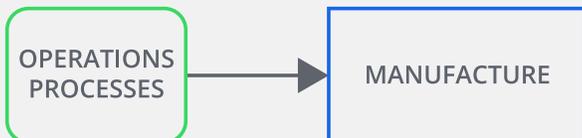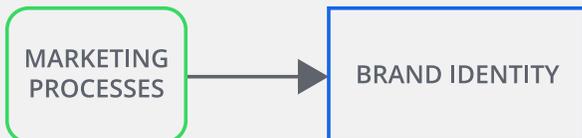The relationship between the manufacturer, distributor, and retailer to the end consumer are different.
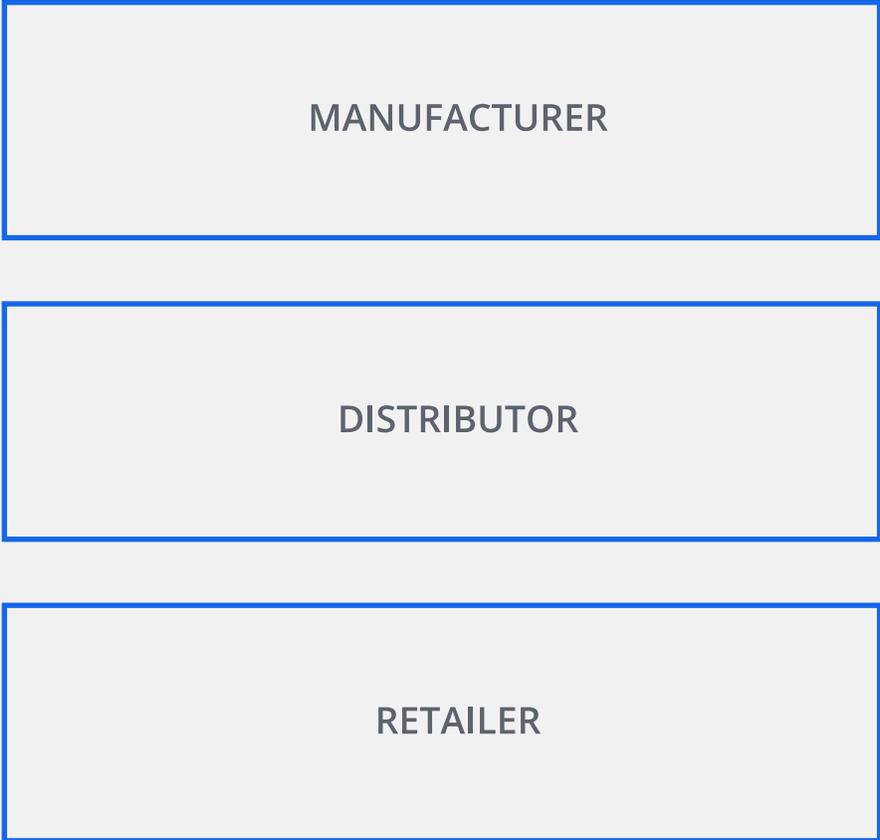
MANUFACTURER

DISTRIBUTOR

RETAILER

# Manufacturer to Consumer Relationship

MANUFACTURER

MARKETING PROCESSES → BRAND IDENTITY

**Marketing Processes**

Manufacturers provide deliverables to the retailers (i.e. pictures, videos, PDF brochures) to help market and sell the product to the end consumer.
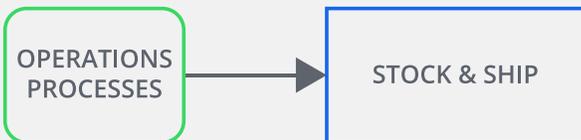
SALES PROCESSES

**Sales Processes**

Typically, manufactures do not sell to end consumers.

OPERATIONS PROCESSES → MANUFACTURE

**Operations Processes**

Manufacturers provide quality products to meet the demand of the end consumer.

# Distributor to Consumer Relationship

```
┌─────────────────────────────────┐
│                                 │
│           DISTRIBUTOR           │
│                                 │
└─────────────────────────────────┘
```

```
┌──────────────┐
│  MARKETING   │
│  PROCESSES   │
└──────────────┘
```

## Marketing Processes

Distributors do not help retailers with any kind of marketing to grow revenue.

```
┌──────────────┐
│    SALES     │
│  PROCESSES   │
└──────────────┘
```

## Sales Processes

Typically, distributers do not sell to end consumers.

```
┌──────────────┐        ┌──────────────────┐
│ OPERATIONS   │──────▶ │  STOCK & SHIP    │
│ PROCESSES    │        │                  │
└──────────────┘        └──────────────────┘
```

## Operations Processes

Distributors maintain inventory levels, fulfill and ship orders for the retailers.

# Retailer to Consumer Relationship

RETAILER

CUSTOMER

FIND YOU → ADS → WEBSITE → MARKETING PROCESSES ← #___ EMPLOYEES

GET SOLD ← CONTENT ← STAFF ← SALES PROCESSES ← #___ EMPLOYEES

GET PRODUCT ← STAFF ← SOFTWARE ← OPERATIONS PROCESSES ← #___ EMPLOYEES
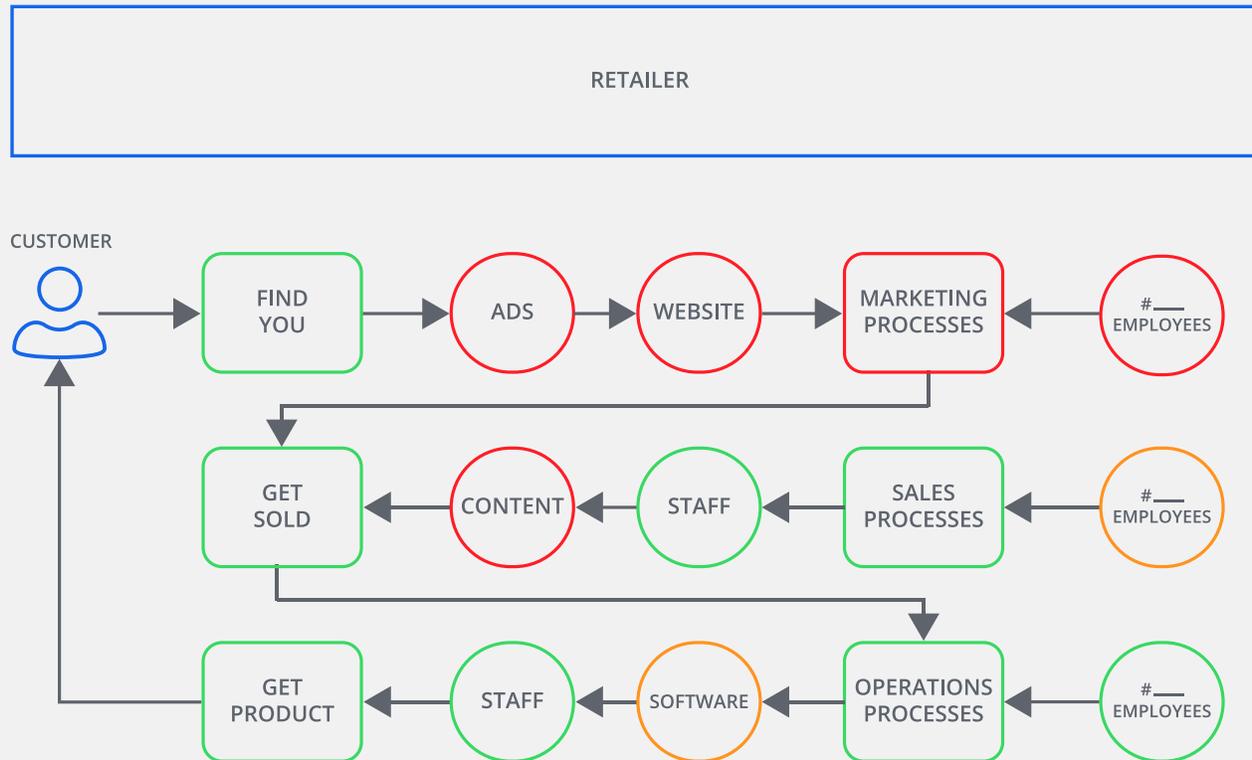
## Marketing Processes

In order for a retailer to succeed, a retailer must do advertising to attract customers to their company that are looking to buy the manufacturer's products. This is done by having a successful advertising campaign like pay per click that hand shakes with a successful sales funnel like the retailer making a video endorsing the manufacturer's product.

## Sales Processes

In order for a retailer to succeed, a retailer must be a manufacturer's sales representative and an expert in the field. This sales processes will work if you publish the expert's opinion on the website, and hand shake it with a sales closing process by phone, sms or website checkout.

## Operations Processes

In order for a retailer to succeed, they must automate as much of their operations as they can with an all in one software that will power their whole company.

# Scenario: Physical Retail Storefront

Physical stores require marketing, sales, and operations processes to work hand-in-hand effectively without major fires to successfully generate revenue and positive cash flow.
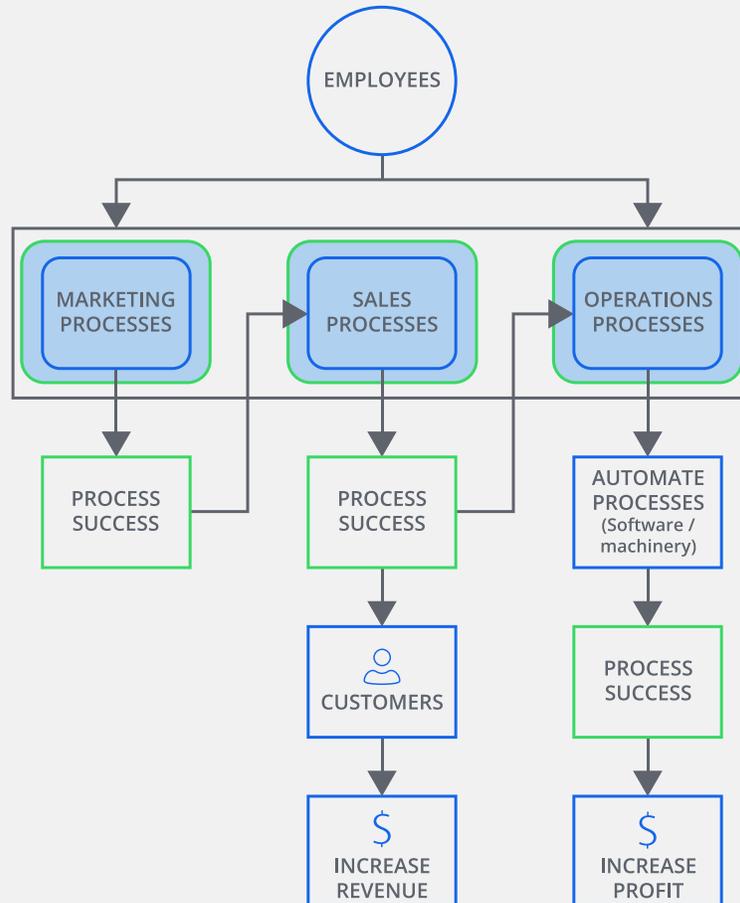


You will succeed if:

### Marketing Processes
In order to succeed with your retail store you need to have a busy location, with effective local advertising.

### Sales Processes
In order to succeed with your physical retail store location, you need to have knowledgeable and friendly sales staff at the store.

### Operations Processes
In order to succeed with your physical retail store location, you need to have the right inventory at the right price.

# Scenario: Website

Websites require marketing, sales, and operations processes to work hand-in-hand effectively without major fires to successfully generate revenue and positive cash flow.
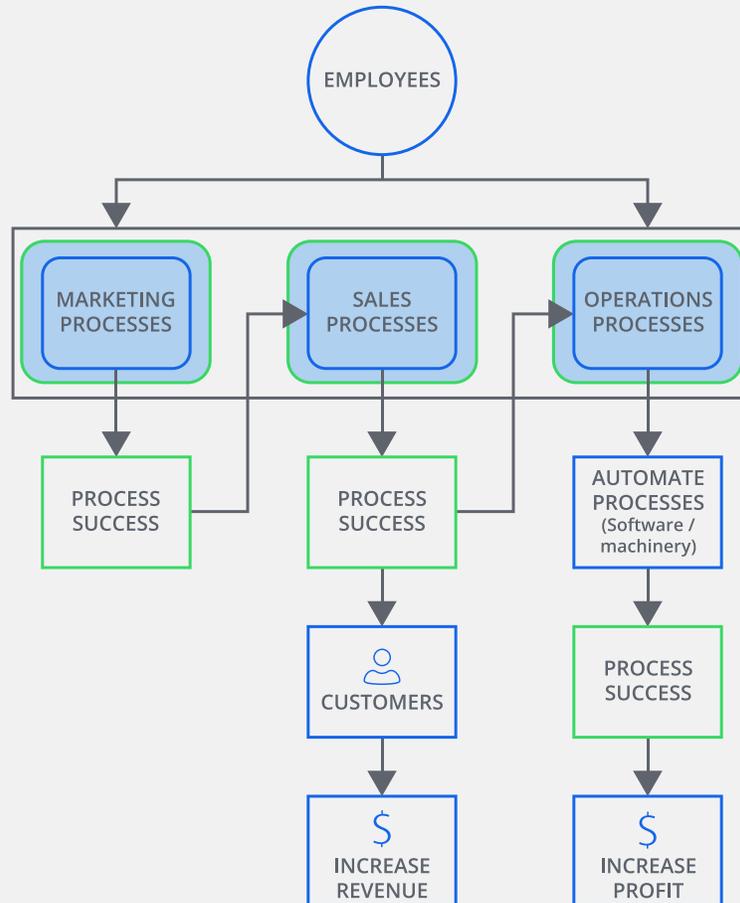


You will succeed if:

## Marketing Processes

In order to succeed with your ecommerce website, you must attract customers through SEO, PPC, SMO and email marketing. You must become a professional marketing company and endorse the manufacturer's products.

## Sales Processes

In order for you to succeed with their ecommerce website, you must be able to take orders via easy, flexible, swift, and secure website checkout, or by quotes, phone, fax, SMS, live chat, and POS.

## Operations Processes

In order for you to succeed with your ecommerce website, you must be able to automate the order processing with an all in one ecommerce software.

# Scenario: Amazon FBA
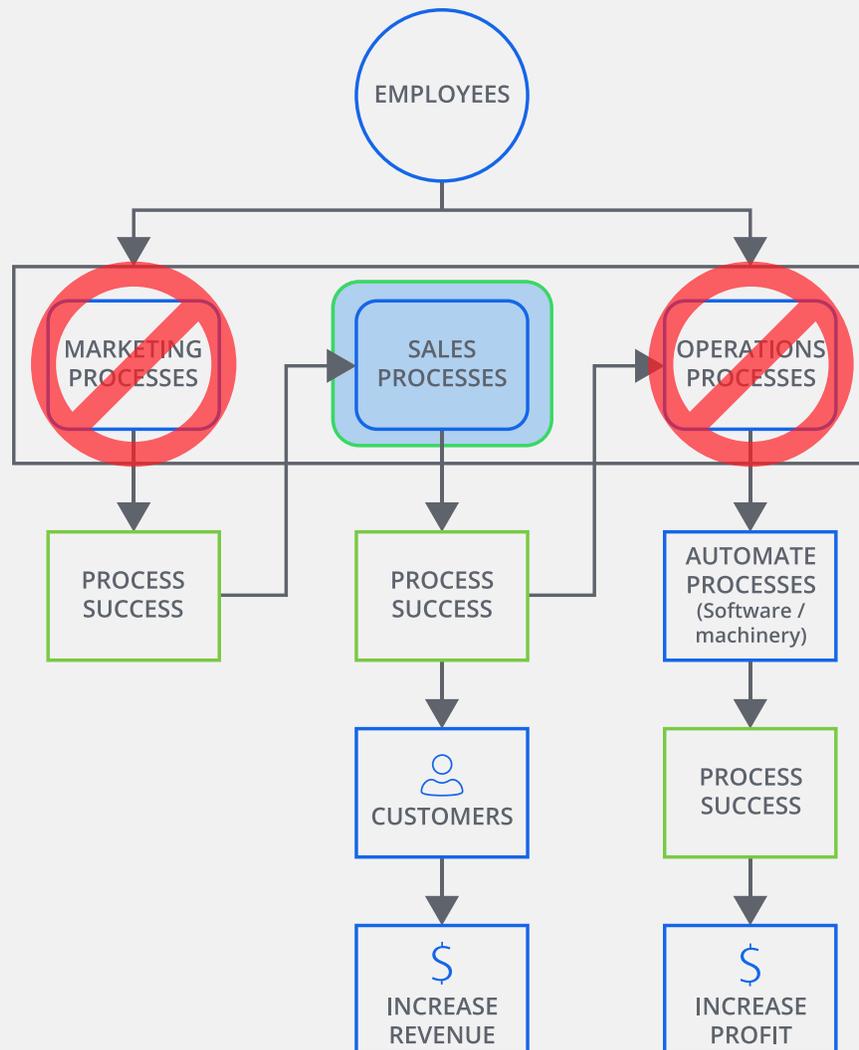


You will succeed if:

## Marketing Processes
You can succeed with Amazon just by listing on Amazon FBA because Amazon performs their own marketing processes for you.

## Sales Processes
You can succeed with Amazon by having enough inventory, best price, and good reviews for the products that you sell.

## Operations Processes
You can succeed with Amazon by sending your products to Amazon FBA because Amazon will fulfill and ship the products for you.

# Scenario: Ebay

EMPLOYEES

MARKETING PROCESSES

SALES PROCESSES

OPERATIONS PROCESSES

PROCESS SUCCESS

PROCESS SUCCESS

AUTOMATE PROCESSES (Software / machinery)

CUSTOMERS

PROCESS SUCCESS

$ INCREASE REVENUE

$ INCREASE PROFIT
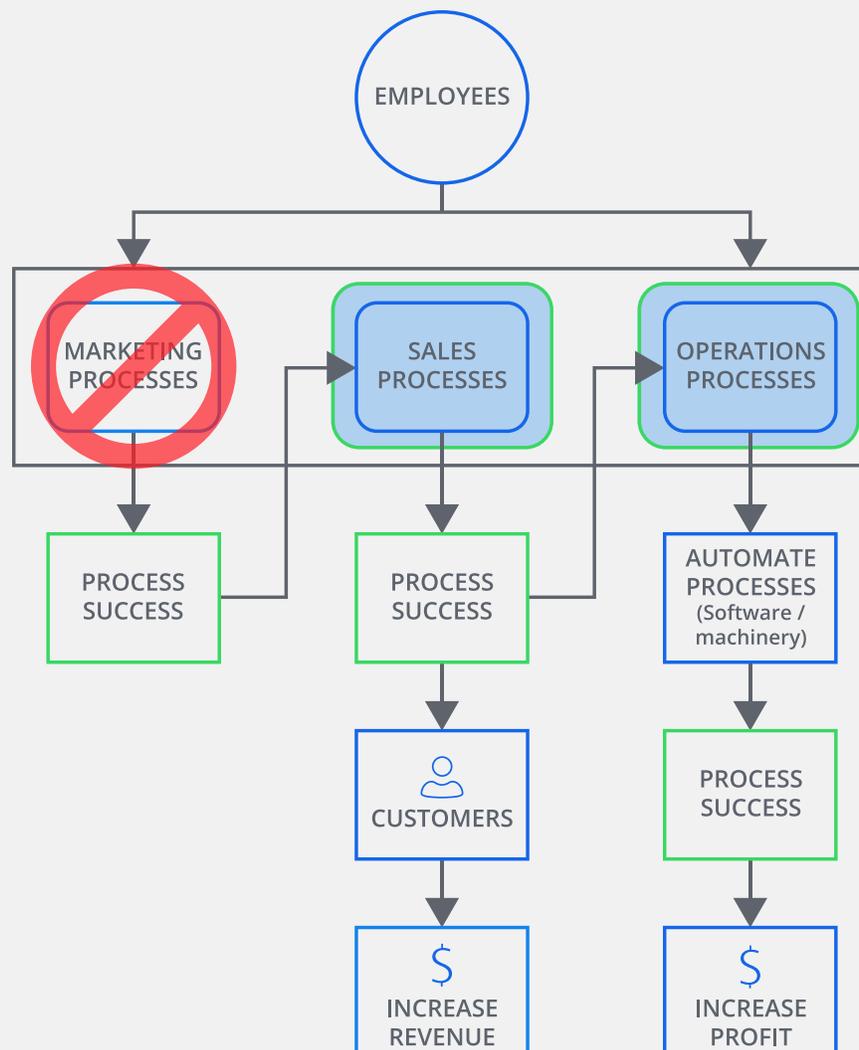
You will succeed if:

## Marketing Processes
You can succeed with Ebay just by listing your products because Ebay performs the marketing processes for you.

## Sales Processes
You can succeed with Ebay by maintaining a good standing account, with good feedback and a good sales history for the items you list.

## Operations Processes
You can succeed with Ebay by fulfilling your orders on time, and automating the inventory and shipping.

# Ecommerce Organization Chart

Name
CEO

Name
Store Manager

Name
Process Creator

Name
CMO

Name
Executive Assistant

Name
CSO

Name
COO

Name
CFO/Controller

Name
Co Manager

Name
Business Analyst

Name
Webmaster/Designer

Name
Brand Management

Name
PPC Manager

Name
Business Development

Name
Content & Blog

Name
Marketplace Management

Name
Live Chat

Name
SMS / Sales Desk

Name
Email Customer Service

Name
Tech

Name
Manufacturing

Name
Shipping

Name
Drop Shipping Logistics

Name
Treasurer/Controller

Name
Sales

Name
Process Creator

Name
Website Optimization

Name
Social Media Marketing

Name
Product Research

Name
Email Marketing

Name
FBA Management

Name
Phone Sales

Name
Quotes

Name
Phone Customer Service

Name
Engineer

Name
Picking & Packing

Name
Bookkeeper

Name
Hardyman

Name
Process Training

Name
Website Data

Name
Video Marketing

Name
Organic SEO Ranking

Name
Repricer

Name
Email Customer Service

Name
Returns

Name
Vendor Relations/Buyer

Name
Home Installer

Name
Developer

Name
Marketplace SEO

Name
Remote HR

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Name
CMO

Name
Executive Assistant

Name
Webmaster/Designer

Name
Brand Management

Name
PPC Manager

Name
Business Development

Name
Content & Blog

Name
Marketplace Management

Name
Website Optimization

Name
Social Media Marketing

Name
Product Research

Name
Email Marketing

Name
FBA Management

Name
Website Data

Name
Video Marketing

Name
Organic SEO Ranking

Name
Repricer

Name
Marketplace SEO

This is what an ecommerce organization looks like. You need a complete marketing division within your organization. This template illustrates a company's ecommerce division. The tasks associated with these different positions all contribute to the revenue the company generates.

If your company doesn't have people in these positions then each blue box represents a missed revenue stream.

# Marketing with Us

Search Engine Optimization

Website Optimization

Email Marketing

Marketing

Pay Per Click

Social Media Marketing

Pay Per Action

Video Marketing

## Increase and optimize revenue streams

Our experts will perform the tasks associated with the strategies you employ on these marketing platforms to increase sales and customer engagement.

# Marketing Expert Levels

The goal of this campaign is to increase the number of sales you receive by implementing marketing processes we've developed.

Our team of 200+ staff are made up of several positions that we differentiate using the following hierarchy:

**JUNIOR**
Someone who has less than 6 months of experience in the process he will execute. Usually we use this position to do non-complicated repetitive tasks.

**REGULAR**
Someone who has more than 6 months of experience and has been certified to be an expert in the specific process they will execute.

**SENIOR**
Someone who has more than 1 year of experience and has been certified to be an expert in the specific process they will execute.

**LEADER**
Someone from the executive team, typically a CxO or a VP. This individual is qualified to create a long term high level roadmap for the project to succeed.

# Staff Monitoring

We monitor all our staff's productivity so you can be confident that every retainer dollar is used effectively.



Keyboard / Mouse activity

Idle / Away / Active Time

Screen shots

What software is running

Each line is clocked against a Project and Ticket

Billable Time

Words per minute

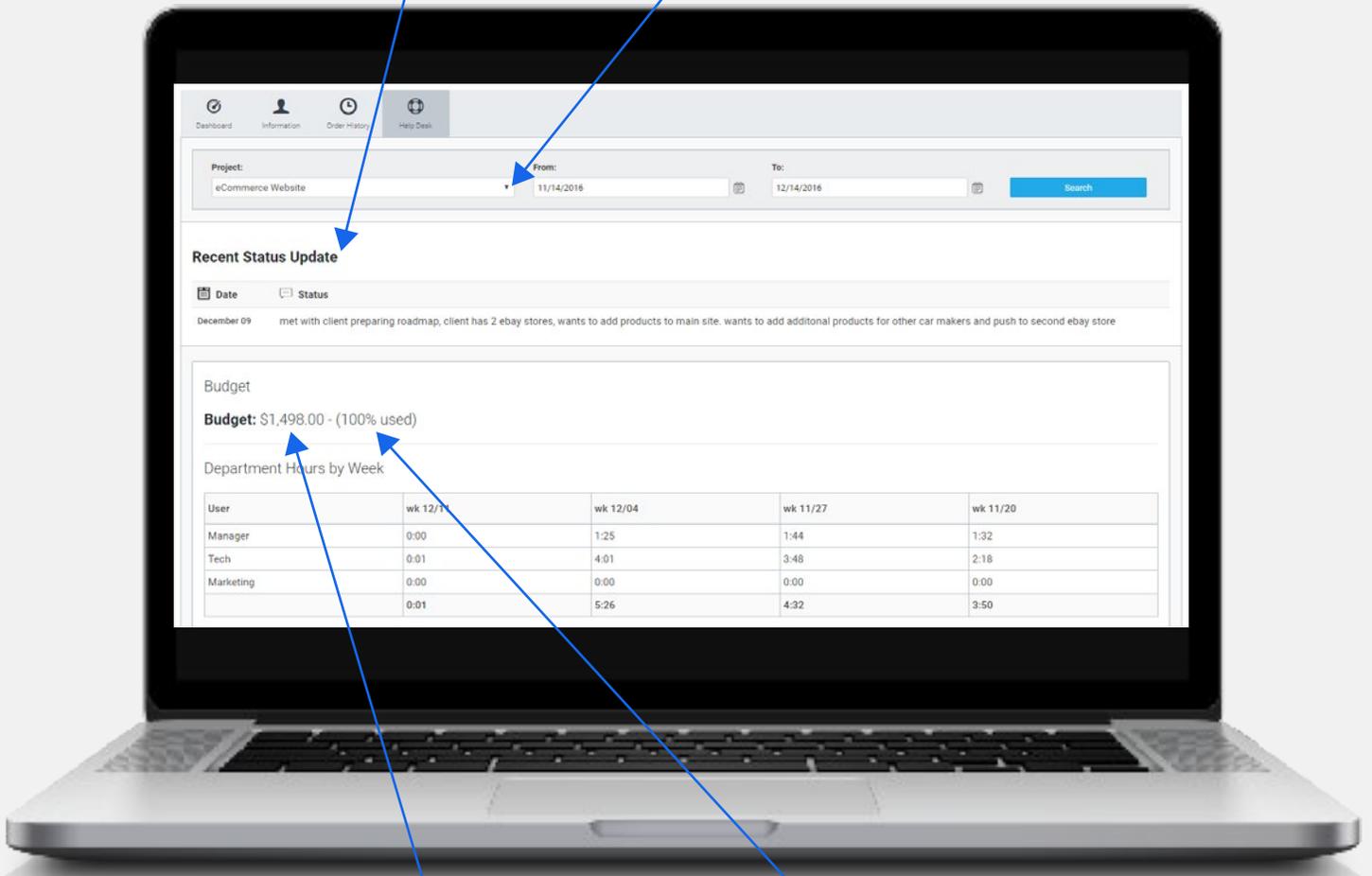Productivity Level

# Employee Productivity Comparison
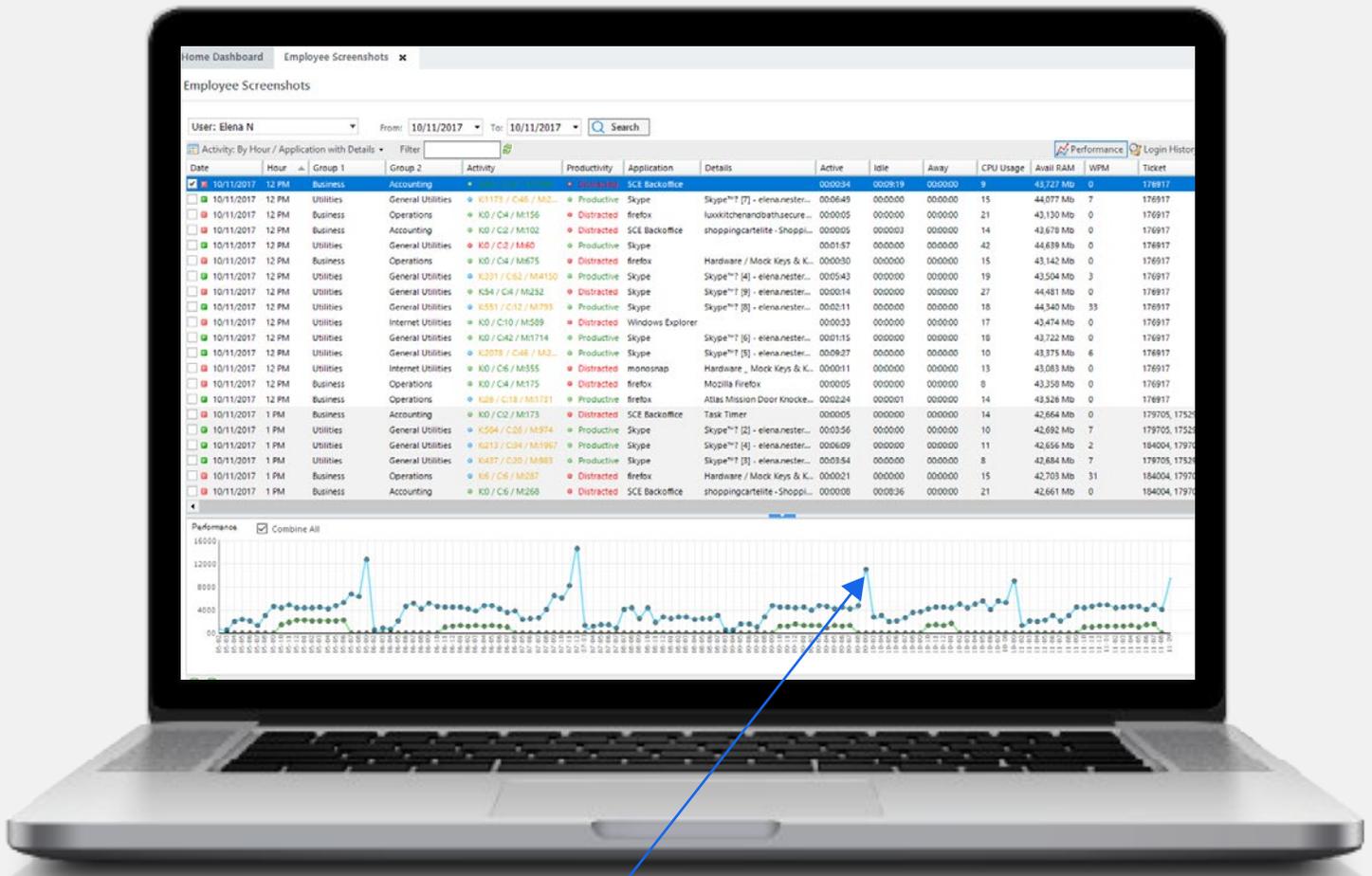


Employee activity vs Other employees in the Department

# Experts Dashboard

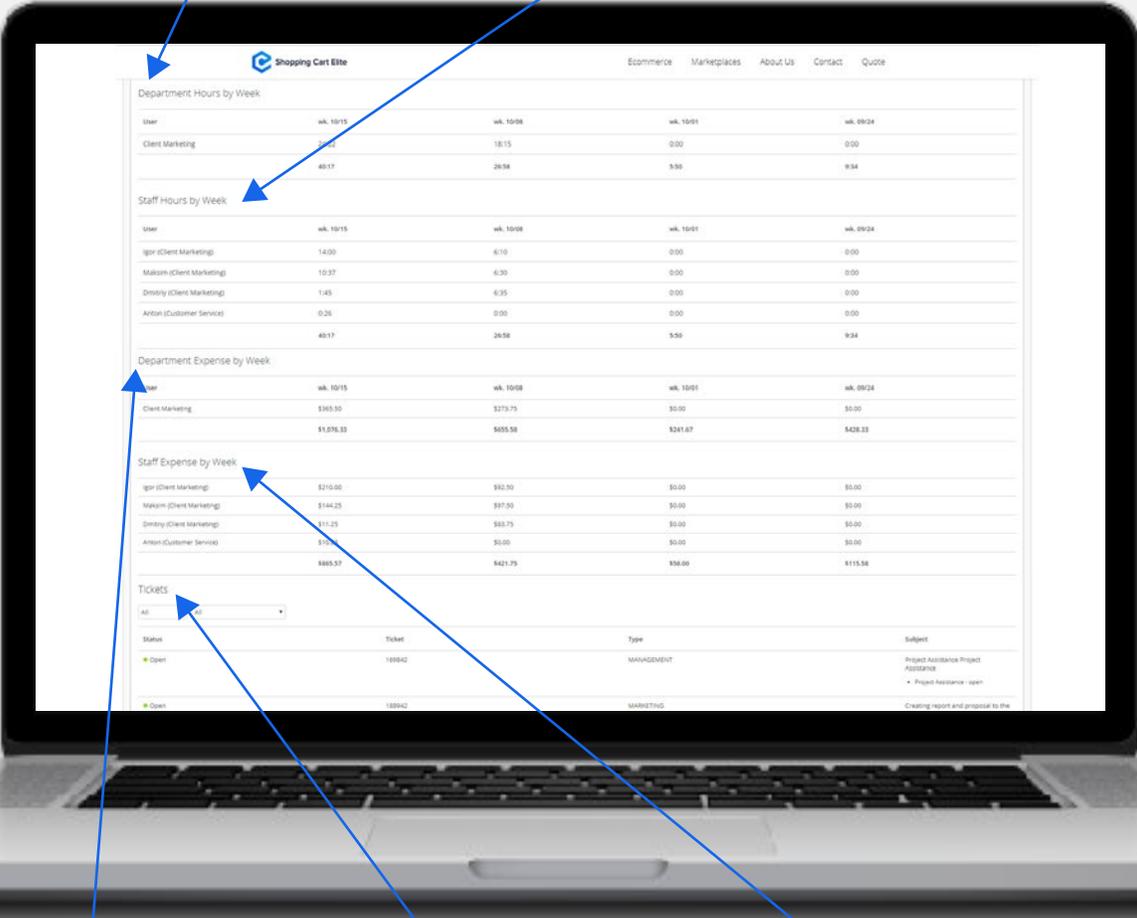100% transparency allows you to see who worked for you what ticket was billed.

# Track Budget Usage on Experts Dashboard



Department Hours by Week

Staff Hours by Week

Staff Expense by Week

Department Expense by Week

Tickets