




**boostyourbusiness**  
USING PROVEN SYSTEMS TO INCREASE SALES



**YOUR  
BUSINESS  
OPTIMISED**



**9 ELEMENT  
MARKETING AND  
SALES SYSTEMS  
FOR ONLINE STORES**

# THE 9 ELEMENT SYSTEM

1. WEBSITE (Wordpress)
2. ONLINE STORE (WooCommerce & Payment Systems)
3. DATABASE and CRM (Keap, Groundhogg)
4. TOOLS and PLUGINS (Heatmap, Analytics, Conversion, Lead Capture)
5. SOCIAL MEDIA (Facebook, Instagram, LinkedIn, YouTube)
6. CONTENT (SEO, Digital Marketing, Competitions, Flyers, Case Studies)
7. PAID Ads (Google, Facebook)
8. ONGOING IMPLEMENTATION and REPORTING (Strategy & Management)
9. JOINT VENTURES (Including Referrals, New products &/or Services)

# 1 YOUR WEBSITE

## WORDPRESS

- ▶ Most widely used Website platform for business
- ▶ Supported by thousands of developers
- ▶ Huge range of plug-ins and tools
- ▶ Integrates with almost all digital marketing platforms
- ▶ Very Secure when kept up to date and managed correctly
- ▶ Very easy to use and update

# 2

## SHOPPING CART

### WooCommerce (or Shopify)

- ▶ Integrated with website and payments
- ▶ Stock management
- ▶ Shipping and order management
- ▶ Coupons and discounts
- ▶ One Time Offers
- ▶ Upsells and Cross Sells
- ▶ APIs and system integrations to almost any digital platform

# 3 CONTACT RELATIONSHIP MANAGEMENT CRM

## Record all contact information

- ▶ Record all customer data - email address, phone number, post codes, products or services, \$ spent
- ▶ Capture leads and prospects information starting with first name, email address
- ▶ Record all activities including marketing sent and actions taken. Can also record details of phone calls and store visits
- ▶ Score activities from all contacts so you can easily see the hot prospects or best customers
- ▶ Clean up regularly and remove unsubscribes

# 4 TOOLS PLUG INS

## Make the most of All Traffic

- ▶ Opt In forms and offers
- ▶ Fight cart abandonment with one time offers, coupons or bonuses
- ▶ Recommend additional products
- ▶ Implement LiveChat to answer questions
- ▶ Heatmap tracking and Analytics
- ▶ Social Media links and capture
- ▶ Followup after they leave

# 5 SOCIAL MEDIA

## Connect with Your Contacts

- ▶ Regular Content
- ▶ Link social media content to your website
- ▶ Mix news with Offers
- ▶ Use your Marketing Calendar
- ▶ Manage comments and questions
- ▶ Encourage positive reviews



# 6 CONTENT

## Relevant Content

- ▶ SEO Friendly
- ▶ Video and captions
- ▶ Posts, articles and news
- ▶ Competitions and Magnets for lead gen
- ▶ Segment where possible
- ▶ Use the Marketing Calendar
- ▶ Similar message on all channels

# 7 PAID ADS

## Drive traffic once all set up

- ▶ Start with small budget and test and measure
- ▶ Not everything will work so monitor and manage closely
- ▶ Use your Marketing Calendar to change promotions regularly
- ▶ Closely manage Facebook Ads and comments
- ▶ When it is working increase the spend

# 8 IMPLEMENTATION And REPORTING

## Ongoing Management Required

- ▶ Manage at least monthly (weekly is better)
- ▶ Use Analytics from Website, Shop and CRM
- ▶ Change when results are not working
- ▶ Make sure the implementation actually happens

# 9 JOINT VENTURES

## Your Database will be valued by others

- ▶ Partnering with like businesses can really increase results
- ▶ Test related products or services without having to provide them yourself
- ▶ Access new prospects quickly
- ▶ Manage closely
- ▶ Never give others access to your contact database

## We have developed Successful Marketing and Sales Systems for Multiple Online businesses in Australia

- ▶ Specifically for WordPress and WooCommerce
- ▶ A Choice of CRM Systems and email/text integrations
- ▶ APIs built for Business System Integration & Automation
- ▶ Facebook and Google Pages & Ads Managed
- ▶ Content (including Video) created and posted regularly
- ▶ Done for you Promotions and Offers on all channels
- ▶ Marketing Calendar
- ▶ Strategy and Implementation

# WE ARE - BOOST YOUR BUSINESS & YOUR BUSINESS OPTIMISED



**COLIN COOPER**  
Boost Your Business

- 20+ Year as an Entrepreneur
- Human Behaviour, Business Strategy & Accelerated Growth Mentor, Psychology, Economics and Philosophy
- Consulted with 1000's of Start-ups through to Fortune 500 Company's across 34 Countries



**DAVID LETIZIA**  
Your Business Optimised

- 30+ Years in Business Development
- Marketing and Sales System Specialist
- Worked with hundreds of businesses from Corporates to small family companies across Australia
- Focuses on creating databases and ongoing engagement
- Loves Joint Ventures for adding value and new products and services

**YOUR  
BUSINESS  
OPTIMISED**

**GET IN TOUCH**

**OFFICE NUMBER:**

07 3186 0335

1800 163 770

**EMAIL:**

info@optimised.net.au

**WEBSITE:**

<https://www.optimised.net.au>

**OFFICE ADDRESS:**

Suite 5A 90 Vulture Street

West End QLD 4101



**boostyourbusiness**  
USING PROVEN SYSTEMS TO INCREASE SALES



**YOUR  
BUSINESS  
OPTIMISED**