



APPLIED E-COMMERCE

Practical Exercises

Exercise 1

Lesson Goal: Recognize the key features of an effective e-commerce website

You work as a Digital Marketing Manager for a start-up which sells clothing online. You house an upscale clothing line targeted at males between the ages of 30 and 50. You intend to market your line as an alternative to existing, more-expensive clothing lines, and differentiate your offering through marketing strategies, exclusiveness, and high brand awareness.

In the future, your company hopes to develop lines of accessories for men, women, and children. Your company has opted to build a bespoke e-commerce website. However, you are unsure of what to include within it. Create a table in Excel or Word containing the pages below and list five ideal characteristics for each.

- Home page
- Category page
- Site search
- Product page
- Shopping cart
- Checkout

You should consider the following in your characteristics list:

- Visual appeal
- Clear navigation
- Confidence/trust-boosting elements
- Product detail
- Product filters
- Search mechanisms
- Customer reviews

Exercise 2

Lesson Goal: Use channels and formats to generate customer interest

In the fashion start-up mentioned in the previous exercise, the company's management are looking at ways to increase web traffic and sales from their marketing efforts. They would like to target people who have already shown an interest in their products.

You have been asked to research the best remarketing option for the start-up. You should create a table in Excel or Word comparing Facebook remarketing, YouTube remarketing, AdRoll, and eBay Enterprise under the following headings:

- Ease of use
- Third-party audiences offered
- Ad placement reach (e.g. across devices and platforms)
- Segmentation
- Analytics

Exercise 3

Lesson Goal: Create e-commerce conversion opportunities

The managing director of the start-up would like you to conduct an analysis on the purchase funnel. In a table in Excel or Word, explain how an e-commerce strategy and approach can aid the consumer in making a purchase decision at each of the stages shown below:

| Purchase Stage | How can e-commerce help |
|----------------|-------------------------|
| Awareness | |
| Interest | |
| Desire | |
| Access | |

When addressing these stages of the purchase funnel, you should consider the following aspects of e-commerce and how they may improve the customer's journey:

- Website navigation
- Site search
- Search engine marketing
- Email marketing
- Product detail page
- Shopping cart page
- Checkout process
- Integration with social
- Website branding
- Remarketing

Exercise 4

Lesson Goal: Analyze user behavior on an e-commerce platform

In order to set KPIs, the managing director of the start-up would like you to understand the relationship between traffic, conversion metrics, and sales revenue. In a table in Excel or Word, define each metric to help explain how each works together to deliver on your goal.

| Metric | Definition of this metric | Example |
|-----------------|---------------------------|---------|
| Visitors | | 1,000 |
| Conversion rate | | 1% |
| Sales | | 10 |
| AOV | | \$25 |
| Revenue | | \$2,500 |

