

# HOW TO SCALE AN ECOMMERCE BUSINESS

## 7 Musts for Profitability

### 1 CONDUCT THOROUGH MARKET RESEARCH

For a real shot at profitability, you will need to take a deep dive into the market and do it frequently.



### 2 START OFF WITH A PROFITABLE MODEL

If you are spending more than you are taking in, your business won't be around very long. Keeping your spending in the green may require you to start smaller, but it will give you room to grow your business rather than condemn it to failure.

### 3 INCREASE YOUR CUSTOMER LIFETIME VALUE

To improve your customer lifetime value, you can do several things. For example...

- Build your email list. Consumers don't like spam. But targeted emails highlighting sales or new products that may interest a given customer can give a boost to your sales and get that customer purchasing from you again.
- Focus heavily on customer support and satisfaction. Happy customers are repeat customers, and repeat customers improve your CAC to LTV ratio.



### 4 DEVELOP A SOLID APPROACH FOR PAID ADVERTISING



You know that you need to pay attention to the cost of acquiring a customer vs. the money they'll bring in. This already puts you ahead of many of your competitors, but there's still a lot to learn.

### 5 EXPERIMENT WITH AD CREATIVES

Keep your advertising fresh by constantly trying new things. Compare two sets of ads to see what works and what doesn't. Most importantly, use that information to develop increasingly effective ads.



### 6 ENSURE YOU HAVE A PROPER FUNNEL

A proper funnel will bring them to your page from organic traffic or paid marketing, drum up their interest in a product while they are on the site, and provide them with a frictionless way to make a purchase.

### 7 LET THE DATA BE YOUR GUIDE

The most successful businesses are highly data-driven and rely on a host of important metrics to judge the health of their business and to make informed decisions about the future of the business.

