

SEAMLESS MIGRATION

Shopify Operations & Email Marketing

INDUSTRY: ECOMMERCE

A Client Success Story

by HeySuccess Virtual Assistance Services

Client Background:

The client set-up the online store during the 2020 pandemic to be an additional source of income for the company since the entertainment industry was one of those badly hit. Also, it was an outlet for the founder to deplete the stocks of magazine & merchandise that was accumulated through the years of operation.



The Challenge

- Beat the previous year's sales of \$50K.
- Deliver consistent revenue for the client's online shop.
- Customers managed without delay or impacts.



Action Taken

RUN THE OPERATIONS

- Found and Set up the Most Minimum Viable Process (MVP) in Shopify
- Manage Online Shop & Drive Consistent Monthly Sales

EMAIL MARKETING

- Zoho CRM & Campaign
- Abandoned Cart Recovery Set-up with Email Sequence



Running the Operations

Setting up the Most Minimum Viable Process (MVP) in Shopify



Basic set-up of the Shopify account and complete analysis of the full company ecommerce operations then integrated all applications possible to be able to streamline the process and save cost.



Uploaded all products in the online store, fixed all images, wrote the product description, and analyzed best promotional pricing.



Linked Facebook Page with Shopify to aid with the Social Media Marketing.

Manage Online Shop & Drive Consistent Monthly Sales

The list of our initiatives but not not limited to:

- Processing the orders
- Update the product list
- Create collection / bundles for promotion
- Responding the customer queries and concerns
- Coordinate with different stakeholders
- Work closely with the fulfillment team



Email Marketing

Zoho CRM & Campaign

Prior to any promotional campaigns, product inventory and images must be set up properly and all important details are communicated to all stakeholders especially the fulfillment team to avoid any delays and issues.

To Ensure Success of the Email Campaign, we initiated the following:

- **Email Segmentation**

Our team suggested to the client to do email segmentation. The segmentation was depending on diff factors: interest, location, magazine subscription. Just a simple email segmentation have made a significant increase in sales.

- **Email Sequences**

We found the best email sequence set up which includes the offer, follow ups that contributed significantly to the total sales of the month.

- **Customised EDMs & Timing**

We found that customised EDMs based on the email segmentation help drive sales. Additionally, we proved that there is a best timing when sending promotional email to customers by using the insights available on the platform.

- **Social Media Posts Alignment**

Our team spent time to study the best timing to post on social media. It was found that the best timing is to align it with the EDM sending schedule.

Abandoned Cart Recovery Set-up with Email Sequence

- Set-up the abandoned cart recovery email in Shopify using available feature.
- Deployed email sequence that contributed a significant amount of sales.

MONTHLY GROWTH

Increased revenue by \$1,200/month

Earnings before:
\$5,695.03/month

Earnings after:
\$6,967.75/month

Increase:
22%



**with a special promo run in June 2021. Sales was never lower than \$2,000/month*

Online Store ▾

1 Jun-30 ▾

TOTAL SALES

1 Jun-30

A\$15,975.76

318 orders

TOTAL SALES OVER TIME



TOTAL SALES BREAKDOWN

1 Jun-30

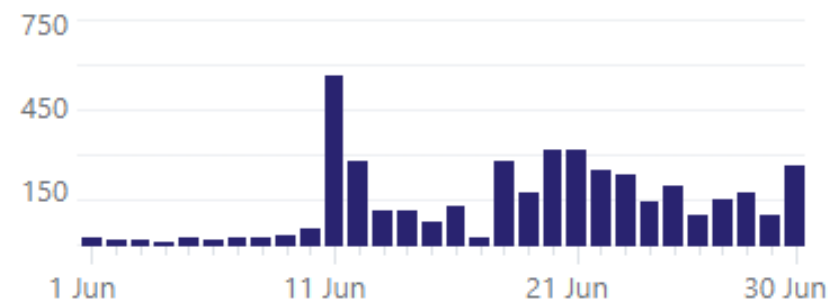
Orders	A\$16,004.76
Returns	-A\$29.00
Total sales	A\$15,975.76

SESSIONS

1 Jun-30

4,380

3,987 visitors



[View Table](#)

Online Store ▾

1 Aug-31 ▾

TOTAL SALES

1 Aug-31

A\$6,086.86

97 orders

TOTAL SALES OVER TIME



TOTAL SALES BREAKDOWN

1 Aug-31

Orders	A\$6,086.86
Returns	A\$0.00
Total sales	A\$6,086.86

SESSIONS

1 Aug-31

1,730

1,590 visitors



[View Table](#)

CASE OF RETURNS

Case of returns dropped by more than 2000% per month

Case of return before:

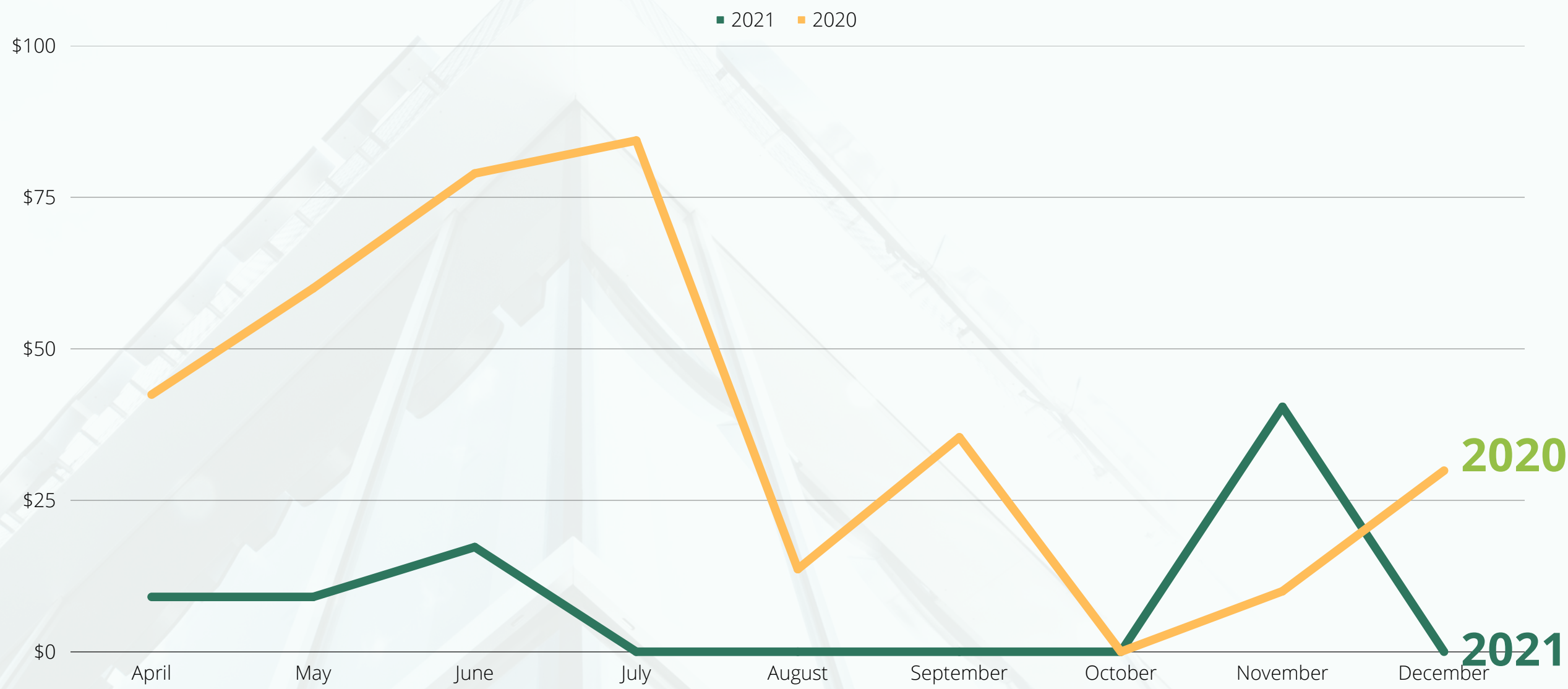
\$36.04 /month

Case of return before:

\$8.24/month

Decreased by:

2000%



**with a special promo run in June 2021. Sales was never lower than \$2,000/month*

Final Result

- Our team was able to beat the previous year's sales of \$50K.
- Our team was able to deliver consistent revenue for the client's online shop, sales beginning June 2021 never dropped to less than \$2k.
- Customers managed without delay or impacts.
- Case of returns dropped by more than 2000%





What We Do

Hey Success offers business consulting and professional services to Small and Mid-size Enterprises (SMEs) about system migrations, Virtual Assistant staffing and VA skills training.

Our Services



SYSTEM MIGRATION

Hey Success System Migration Solutions is a streamlined method designed for SMEs to migrate to a new system or the cloud seamlessly. This is the same method we used to create successful migrations for our SME clients.

Transition to your new system faster, with little to no downtime and zero loss of data.

Focus solely on growing your business while also improving its capabilities.



TECHNICAL VA

Our clients typically need someone capable of managing the new system after the migration is complete. We understand the job's complexities, which is why we offer further solutions for you.

Your Own Tech VA will do the virtual work exclusively for you whether to be onboarded as a part of your team or will be managed by us full-time, part-time or freelance.

Flexible Plans to choose from. We also offer staffing solutions and suggestions on what works best for you and your company to handle the task efficiently while saving you money.



VA TRAINING

Hey Success offers VA training and employment in our community.

We can extend this training to your staff, or you can hire from our pool of talents.

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Work With Us

Successful system migrations have been proven to improve business processes and helps you scale your business in record time.

If you're looking for a partner you can rely on, look no further.

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