

# Foxyblu

## Audit Report

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LION SALES FUNNELS  
KING OF ROI

# Disclaimer

What this report is NOT.

Product Research - It is assumed that the client has made sufficient research on the product to be marketed. This report doesn't cover, approve or disapprove the product selection for the brand Foxyblu.com on it's online store

Regardless of the industry or niche you're marketing to, every sales funnel has these four core elements: A traffic source to generate awareness and interest, a **Lead Magnet** to generate the **Opt-in** (or sale), **Authority Amplifier™** (video) to increase engagement, trust and provide context, and a **Conversion Event** to close sales.

A person wearing a dark jacket and a grey hood is shown in profile, looking out over a rocky landscape. The background is filled with green foliage, suggesting a natural, outdoor setting. The overall tone is somewhat muted and contemplative.

# Preliminary Observations

# High Severity Issues That We Need To Address

- No tracking installed
- Sign up and login error
- Products not organized by category
- Hard to navigate customer support and FAQ
- Facebook messenger sales channel implementation
- Header on homepage needs improvement
- Several broken links found
- No effective email opt-in and marketing campaigns strategy yet
- Implement email responder
- Email marketing (no proper segmentation and no bespoke flows for promotions and products)

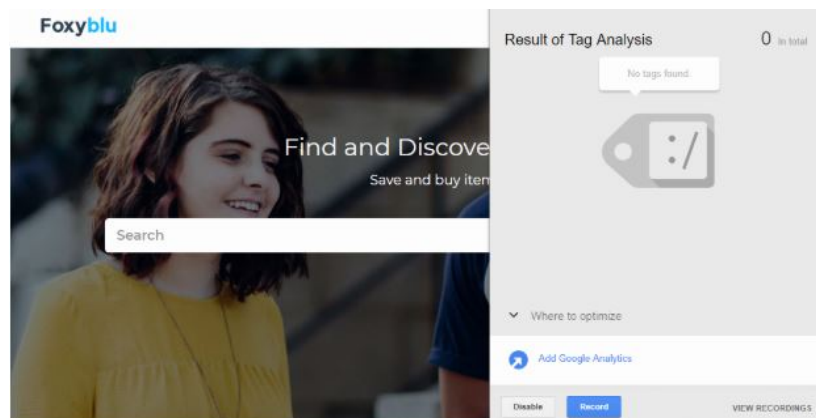
# Analytics



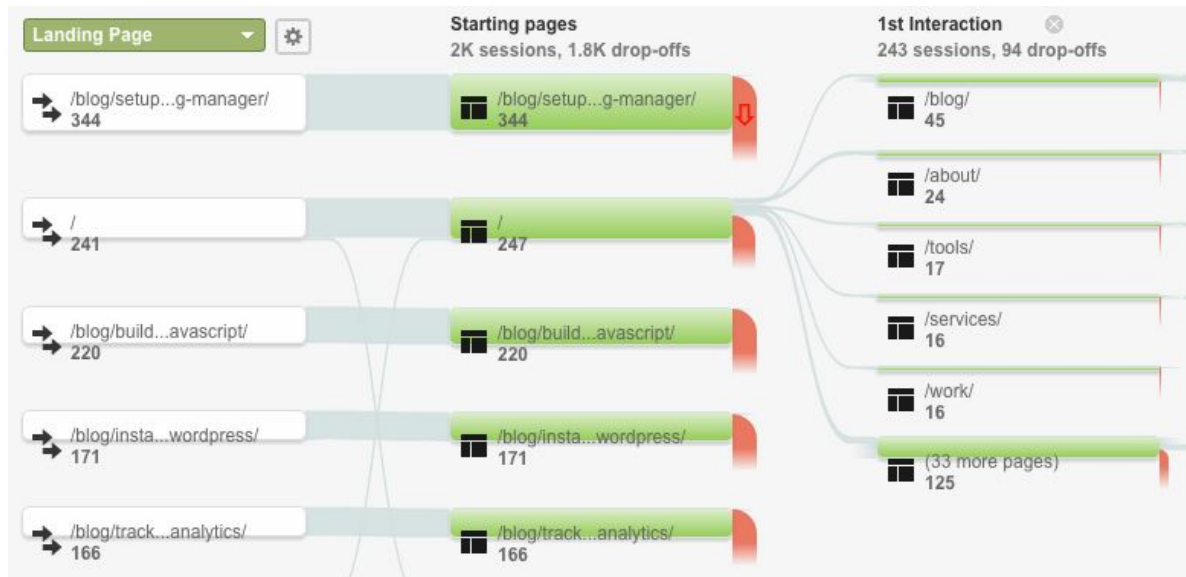
# No Tracking Installed (Red)

What gets measured gets improved.

We need to install Google Analytics to measure improvements and to understand the customer in more detail.



Google Analytics is **critical for tracking all marketing efforts**. Analytics will let you see the path visitors commonly take on your website — from the first page they view to the last page they visit before leaving your site. This is how the Behavior Flow report looks like in Analytics.



Aside from *Behavior Flow*, we can also see the traffic by source, segment customers, customize demographics and view the number of times a particular product or set of products were part of a transaction. These data are essential when it comes to strategizing and measuring the campaigns.

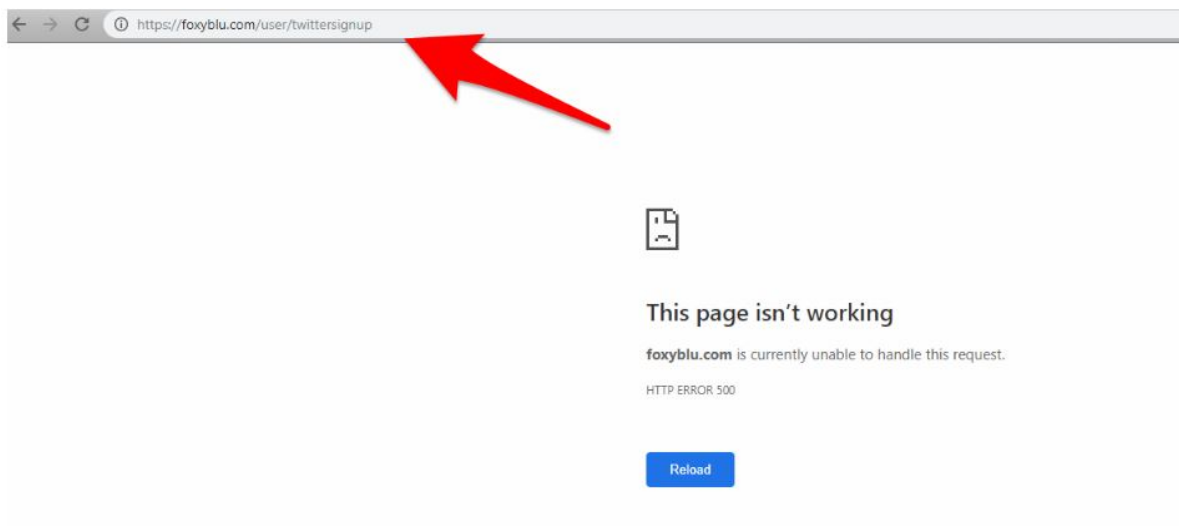
“ We need to have this installed (including Facebook Pixels) before we implement the marketing strategies.



# Page Errors (Red)

# Sign Up and Login Error

We need to have this fixed ASAP! Login using Twitter is not working and directs to an error page.



Same thing as Signing up using email. After registration - it leads to a new page, tried to register again and it is **saying the email already exist**. We tried logging in using the password we set and it is **saying it is incorrect**. The password reset also leads to this same error page:

“ It's hard for visitors to register because only Facebook signup is available.

## An Error Was Encountered

---

220 [smtp.gmail.com](mailto:smtp.gmail.com) ESMTP 83sm3571963qkz.73 - gsmtip

hello: [250-smtp.gmail.com](mailto:250-smtp.gmail.com) at your service, [64.207.185.166]  
250-SIZE 35882577

250-8BITMIME

250-AUTH LOGIN PLAIN XOAUTH2 PLAIN-CLIENTTOKEN OAUTHBEARER XOAUTH

250-ENHANCEDSTATUSCODES

250-PIPELINING

250-CHUNKING

250 SMTPUTF8

Failed to authenticate password. Error: 535-5.7.8 Username and Password not accepted. Learn more at 535 5.7.8 <https://support.google.com/mail/?p=BadCredentials> 83sm3571963qkz.73 - gsmtip

from: 530-5.5.1 Authentication Required. Learn more at

530 5.5.1 <https://support.google.com/mail/?p=WantAuthError> 83sm3571963qkz.73 - gsmtip

The following SMTP error was encountered: 530-5.5.1 Authentication Required. Learn more at 530 5.5.1 <https://support.google.com/mail/?p=WantAuthError> 83sm3571963qkz.73 - gsmtip

to: 530-5.5.1 Authentication Required. Learn more at

530 5.5.1 <https://support.google.com/mail/?p=WantAuthError> 83sm3571963qkz.73 - gsmtip

The following SMTP error was encountered: 530-5.5.1 Authentication Required. Learn more at 530 5.5.1 <https://support.google.com/mail/?p=WantAuthError> 83sm3571963qkz.73 - gsmtip

data: 530-5.5.1 Authentication Required. Learn more at

530 5.5.1 <https://support.google.com/mail/?p=WantAuthError> 83sm3571963qkz.73 - gsmtip

The following SMTP error was encountered: 530-5.5.1 Authentication Required. Learn more at 530 5.5.1 <https://support.google.com/mail/?p=WantAuthError> 83sm3571963qkz.73 - gsmtip

502 5.5.1 Unrecognized command. 83sm3571963qkz.73 - gsmtip

The following SMTP error was encountered: 502 5.5.1 Unrecognized command. 83sm3571963qkz.73 - gsmtip

Unable to send email using PHP SMTP. Your server might not be configured to send mail using this method.

User-Agent: CodeIgniter

Date: Sat, 8 Dec 2018 07:09:38 -0500

From: "Foxyblu"

Return-Path:

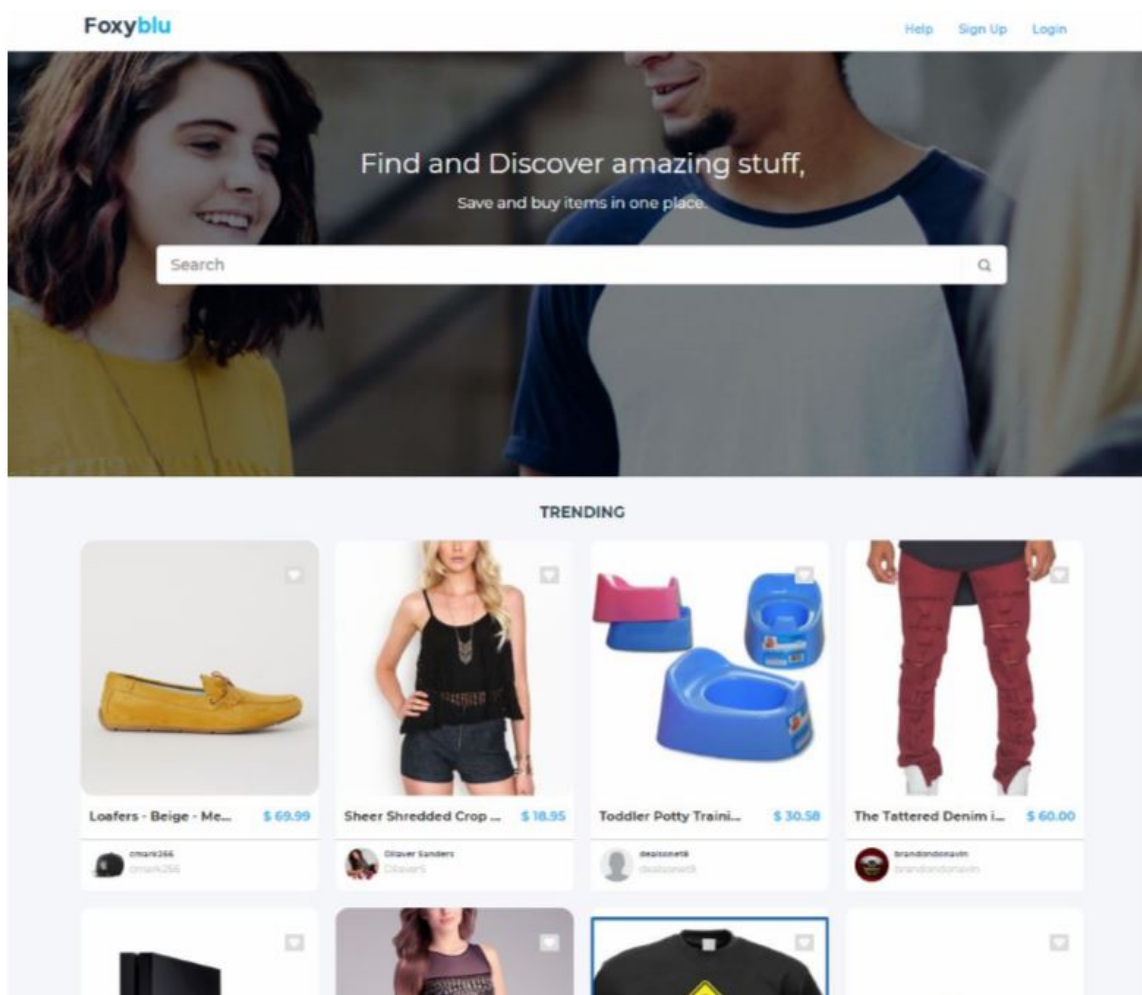
# Products



# Products Are Not Organized By Category (Red)

We need to add “Product categories” and menus on the site.

Store visitors make very rapid judgement calls on where they need to go, and they won't keep scrolling down looking for the items they need. Segment items so it is easier for store visitors to shop.



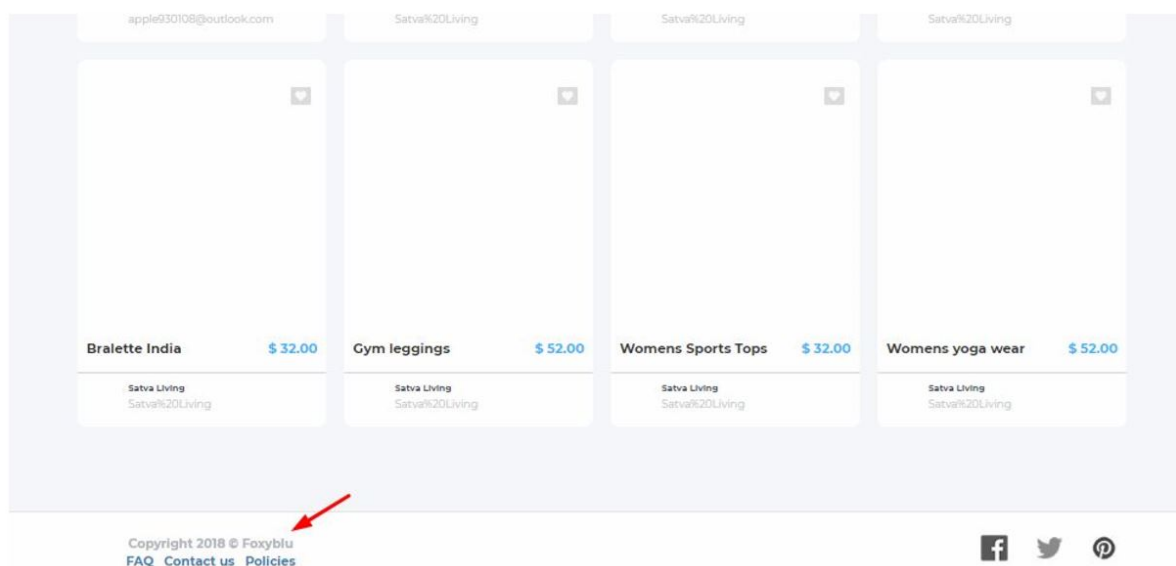
“ We highly suggest to add a **mega menu** to make it easier for visitors to shop (like the example below). Some visitors are just "window shopping" and they may not have an idea on what to look for. Having a dynamic menu **makes it more appealing** to surf longer and shop!



# Hard To Scroll Down For Contact Support Link

Store Visitors (who are not yet members) need to scroll down to click on the Contact Us and FAQ links.

“ They need to be quick or the page will keep on populating items thus making them scroll down more. It seems like users need to scroll down "forever" to contact support.



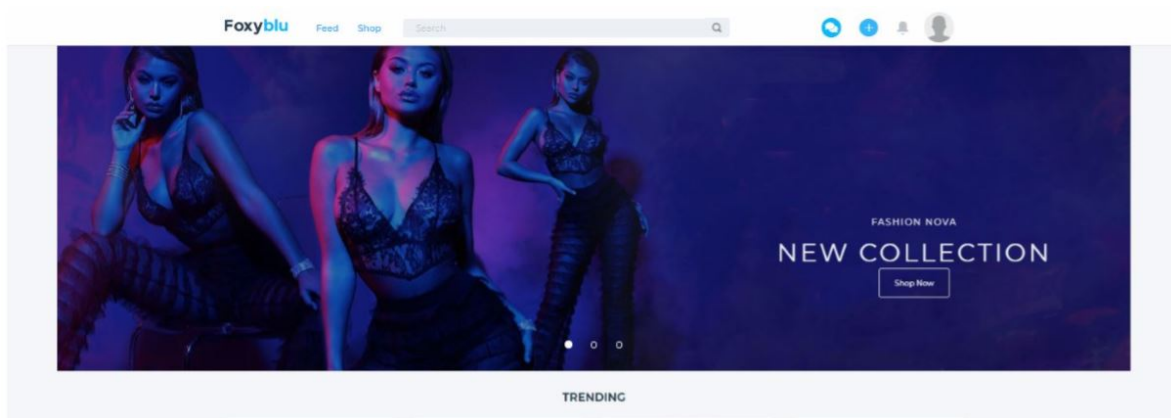


# Impressions

# Header Needs Improvement (Red)

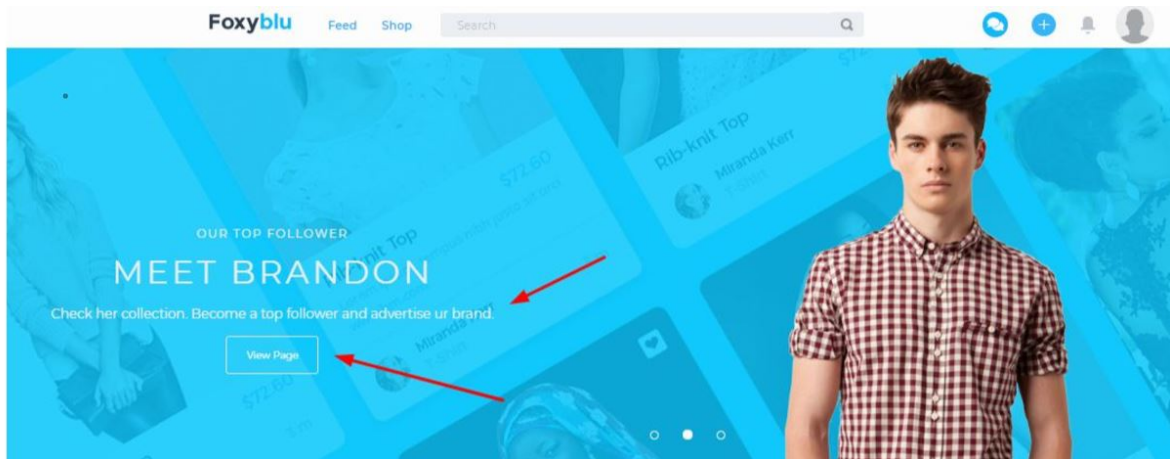
The Homepage header doesn't say much about what the site is all about.

Dynamic Header is only visible to those who sign in to the site.

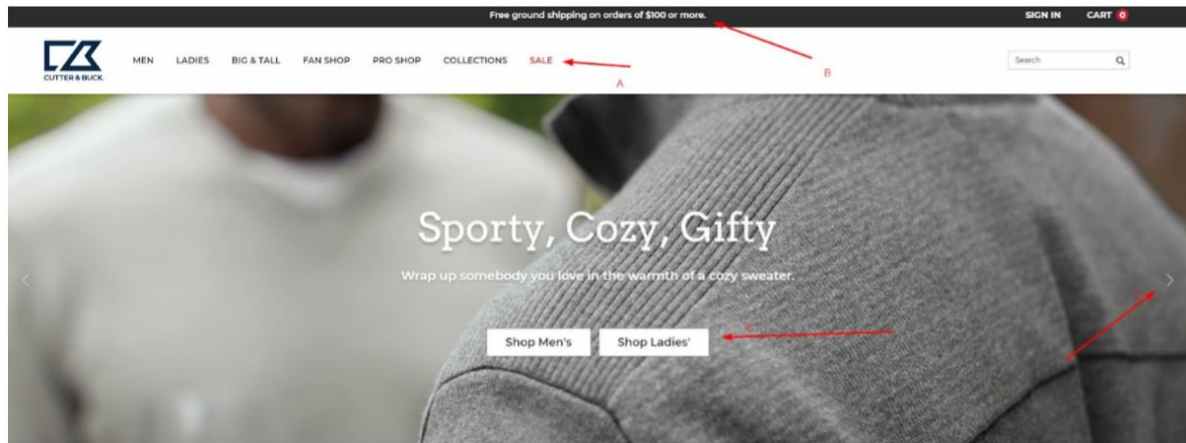


You can add more information or choose an image that greatly tells about the site's unique selling proposition at a glance.

You can take advantage of the space in the header to feature the Sale offerings, add dynamic images in the header and a clear call to action button just like what the header on the members view.



Here is an example of the header with a Hello Bar and clear product categories.



- A. The Product categories are segmented
- B. Hello Bar added to feature special sale offerings
- C. A Call to Action Button

D. Dynamic Header which features and highlights the diversity of the collections

A person is walking on a paved surface, wearing a dark, long coat and black boots. They are carrying a red leather satchel with a flap and straps. The satchel has a smaller pocket on the front. The person is also wearing a dark skirt or dress with a floral pattern on the side. The background is a light-colored wall with horizontal lines.

# Networks

# Broken Links (Red)


We found several broken links on the site and these are products that are no longer available.

<input type="checkbox"/>	<a href="https://my.belovedusa.com/wholesale/tops/burgundy-baby-hacci-end-rayon-duo-fabric-solid-comfy-top-with-button-detail-no-crescent-hem.html">Cheap Designer Womens Clothing &amp; Apparel Online https://my.belovedusa.com/wholesale/tops/burgundy-baby-hacci-end-rayon-duo-fabric-solid-comfy-top-with-button-detail-no-crescent-hem.html</a>	404	5 Dec 2016 (08:25)	new
<input type="checkbox"/>	<a href="https://clockwise.uk/shop/eos-new-york-led-in-black">Cheap Designer Womens Clothing &amp; Apparel Online https://clockwise.uk/shop/eos-new-york-led-in-black</a>	404	5 Dec 2016 (08:25)	new
<input type="checkbox"/>	<a href="https://my.belovedusa.com/wholesale/tops/burgundy-baby-hacci-end-rayon-duo-fabric-solid-comfy-top-with-button-detail-no-crescent-hem.html">Burgundy Baby Hacci &amp; Rayon Duo-Fabric Solid Comfy...I &amp; Crescent Hem, price : \$19.50 buy in Foxyblu https://foxyblu.com/products/details/burgundy-baby-hacci-end-rayon-duo-fabric-solid-comfy-top-with-button-detail-no-crescent-hem-142395</a>	404	5 Dec 2016 (08:25)	new
<input type="checkbox"/>	<a href="https://clockwise.uk/shop/eos-new-york-led-in-black-142381">EOS New York LED in Black, price : \$49.00 buy in Foxyblu https://foxyblu.com/products/details/eos-new-york-led-in-black-142381</a>	404	5 Dec 2016 (08:25)	new
<input type="checkbox"/>	<a href="https://clockwise.uk/shop/squarestreet-minuteman-two-hand-tortoise">Squarestreet Minuteman Two Hand Tortoise, price : \$115.00 buy in Foxyblu https://foxyblu.com/products/details/squarestreet-minuteman-two-hand-tortoise-142368</a>	404	5 Dec 2016 (08:25)	new
<input type="checkbox"/>	<a href="https://clockwise.uk/shop/void-sond-nyc">Void Sond NYC, price : \$55.00 buy in Foxyblu https://foxyblu.com/products/details/void-sond-nyc-142369</a>	404	5 Dec 2016 (08:25)	new
<input type="checkbox"/>	<a href="https://clockwise.uk/shop/eos-new-york-led-in-black">Shop Clockwise UK   Foxyblu https://foxyblu.com/online/ClockwiseUK</a>	404	5 Dec 2016 (08:25)	new
<input type="checkbox"/>	<a href="https://clockwise.uk/shop/squarestreet-minuteman-two-hand-tortoise">Shop Clockwise UK   Foxyblu https://foxyblu.com/online/ClockwiseUK</a>	404	5 Dec 2016 (08:25)	new
<input type="checkbox"/>	<a href="https://clockwise.uk/shop/void-sond-nyc">Shop Clockwise UK   Foxyblu https://foxyblu.com/online/ClockwiseUK</a>	404	5 Dec 2016 (08:25)	new
<input type="checkbox"/>	<a href="https://my.belovedusa.com/wholesale/tops/burgundy-baby-hacci-end-rayon-duo-fabric-solid-comfy-top-with-button-detail-no-crescent-hem.html">Shop anapuschie   Foxyblu https://foxyblu.com/shop/anapuschie</a>	404	5 Dec 2016 (08:25)	new
<input type="checkbox"/>	<a href="https://www.bestfit.com/collections/best-leggings/products/ellegr-leggings">Shop bestfit   Foxyblu https://foxyblu.com/shop/bestfit</a>	404	5 Dec 2016 (08:25)	new

For example, when you click on the “Buy” button, it directs to a 404 error page:

<https://foxyblu.com/products/details/the-amsterdam-moto-wash-denim-in-blue-142439>

Foxyblu Help Sign Up Login



**brandondonavin**  
Follow





I'm Hustler Baby, I can sell heat to a fire


4 Followers

13 Following

112 Saves

**WHO TO FOLLOW**

-  **Cmark256**  
4 Followers
-  **Kirill Reva**  
1 Followers
-  **Oksana Stepanova**  
2 Followers
-  **Brandondonavin**  
4 Followers



**The Amsterdam Moto Wash Denim in Blue**

Share





Posted by brandondonavin  
From KARMALOO.COM




\$100.00

[Buy](#) [Whishlist](#)

DESCRIPTION COMMENTS

**FOLLOWERS**

-  **Baneviola**  
0 Followers
-  **Jc2**  
0 Followers
-  **Evelate8**  
0 Followers
-  **Tony**  
0 Followers

**KARMALOO** MEN'S + WOMEN'S + NEW SALE + BRANDS + Search   

Shop & Save Today & Pay Later! [Details >](#)



# UH OH,

IT LOOKS LIKE YOU CAUGHT US WITH OUR PANTS DOWN.

The page you are looking for doesn't exist or was moved.

# 404

Perhaps you would like to try one of these pages:

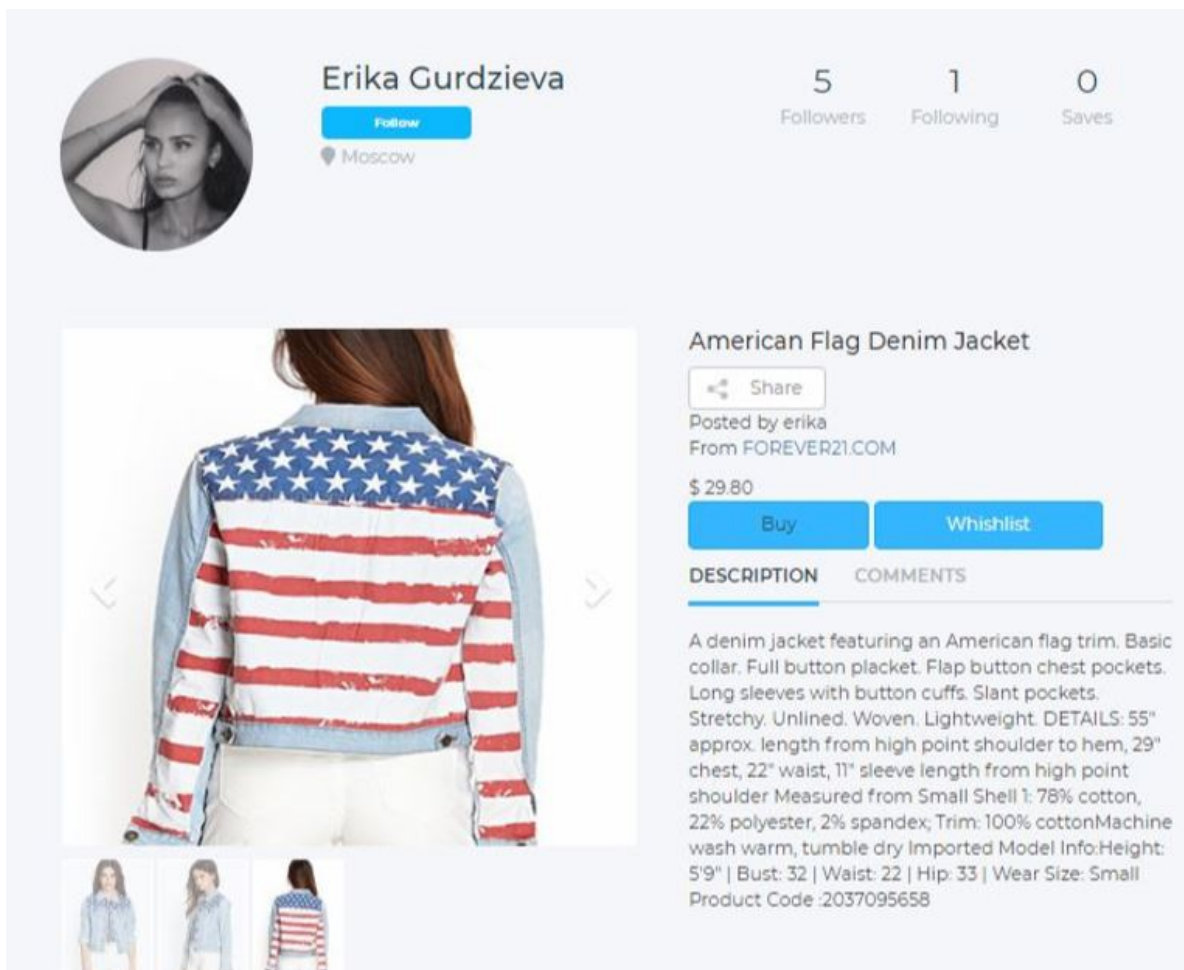
- [Homepage](#)
- [New Arrivals](#)
- [Sale](#)
- [Men's](#)
- [Women's](#)
- [Home & Tech](#)
- [Kids](#)

We can help you remove the **products that are no longer available** and get rid of the broken links for you.

Aside from that - the Buy button on some products **don't send the visitors to the exact product advertised.**

“ For example, if you click buy on the link below, it leads to the Forever21 homepage (bad).

“ <https://foxyblu.com/products/details/american-flag-denim-jacket-127782>



The screenshot shows a user profile for Erika Gurdzieva from Moscow, with 5 followers, 1 following, and 0 saves. The main product is an American Flag Denim Jacket, priced at \$29.80. The product description includes details about the fabric (78% cotton, 22% polyester, 2% spandex), trim (100% cotton), and care instructions (wash warm, tumble dry). The product code is 2037095658. The image shows the back of the jacket with the American flag pattern.

**Erika Gurdzieva**  
Follow  
Moscow

5 Followers 1 Following 0 Saves

**American Flag Denim Jacket**  
Share  
Posted by erika  
From FOREVER21.COM  
\$ 29.80  
Buy Wishlist

**DESCRIPTION** COMMENTS

A denim jacket featuring an American flag trim. Basic collar. Full button placket. Flap button chest pockets. Long sleeves with button cuffs. Slant pockets. Stretchy. Unlined. Woven. Lightweight. DETAILS: 55" approx. length from high point shoulder to hem, 29" chest, 22" waist, 11" sleeve length from high point shoulder Measured from Small Shell 1: 78% cotton, 22% polyester, 2% spandex; Trim: 100% cottonMachine wash warm, tumble dry Imported Model Info:Height: 5'9" | Bust: 32 | Waist: 22 | Hip: 33 | Wear Size: Small Product Code :2037095658



It doesn't give customers a good experience because they have to navigate the site where they were redirected and look for the product advertised on your site.

“It would be great if sellers have ratings on their profile as well as **reviews** from customers. This will increase the trust rating.

## Typographical Errors (Yellow)

I also noticed that the word “Whishlist” is misspelled (instead of Wishlist) is this done on purpose?

## American Flag Denim Jacket

 Share

Posted by erika

From FOREVER21.COM

\$ 29.80

Buy

Whishlist 

DESCRIPTION

COMMENTS

A denim jacket featuring an American flag trim. Basic collar. Full button placket. Flap button chest pockets. Long sleeves with button cuffs. Slant pockets. Stretchy. Unlined. Woven. Lightweight. DETAILS: 55" approx. length from high point shoulder to hem, 29" chest, 22" waist, 11" sleeve length from high point shoulder Measured from Small Shell 1: 78% cotton, 22% polyester, 2% spandex; Trim: 100% cotton Machine wash warm, tumble dry Imported Model Info: Height: 5'9" | Bust: 32 | Waist: 22 | Hip: 33 | Wear Size: Small Product Code :2037095658

Product Description is also hard to read. (Yellow)

There is a lot of space for the description and we can still adjust the font and make it bigger.



**Clockwise UK** [Follow](#)

United Kingdom

0 Followers   0 Following   15 Saves

Watches are the best accessories for many people and most of the people never are late and always want to be in time at any place. Some people like professional watches while some like the funky and unusual watches in the UK at best price.



### EOS New York LED In Black

[Share](#)

Posted by Clockwise UK  
From CLOCKWIZE.UK

\$ 69.00

[Buy](#)

[Whishlist](#)

DESCRIPTION   **COMMENTS**

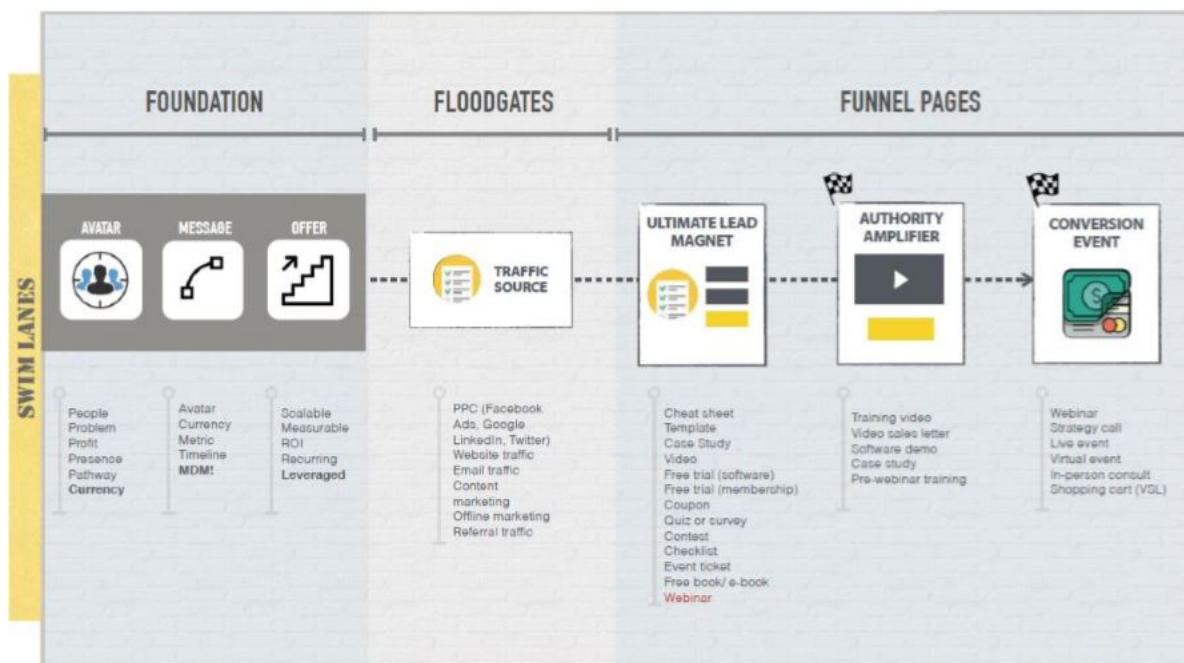
Login to leave your comment

A person wearing a brown jacket and a blue shirt is sitting at a desk. They are holding a black pen and pointing at a document on the desk. The document has some colorful lines and text on it. The background is slightly blurred, showing a yellow object and a blue wall.

# Marketing Strategy

# General Anatomy of A Sales Funnel

Below is a sales funnel anatomy “Framework” for a well planned digital marketing strategy for an online business.



## Foundation:

Knowing WHO your client is that has something to do with your copy.

“**HOW** do you communicate your message knowing **WHO** your target audience is and **WHAT** problem your product solves for them.

## Floodgates:

That is HOW you bring your traffic

Addressed in this document as Recommendations for Facebook PPC & Campaign Management and Email Marketing Campaigns.

## Funnel Pages:

The TECHNOLOGY to close the sales

Addressed in this document as Landing Pages for a Sales Funnel using Landing Page Optimization (LPO) essed in this document as Landing Pages for a Sales Funnel using Landing Page Optimization (LPO).

# Lead Magnet

Creating and testing multiple lead magnets will attract far higher volumes into your emails and ultimately to your sales pages.



Some lead magnet examples that would work for your store:

- A 'free' item where you cover the value of the item with the shipping cost (High conversion rate).
- A sign up for a chance to win 'giveaway'.
- A store wide discount coupon.
- A Product-specific coupon
- A Lead magnet specific to functionality (watch, high tech product)
- A PDF about Seasonal Lookbook (summer, fall, winter, spring collection).



# Authority Amplifier

**Explains the lead magnet in the context of a video sales letter**

The Authority amplifier in this case would be a follow through from the informational PDF if you choose to use that as your lead magnet.



“ An effective practice is to approach an Instagram Influencer/model and produce a video with a short script to create a ‘collection’ relating to the niche and sell all the products in the same funnel.

# SEO Strategy (Red)

There are several SEO redflags that can be fixed to further improve the site’s performance.

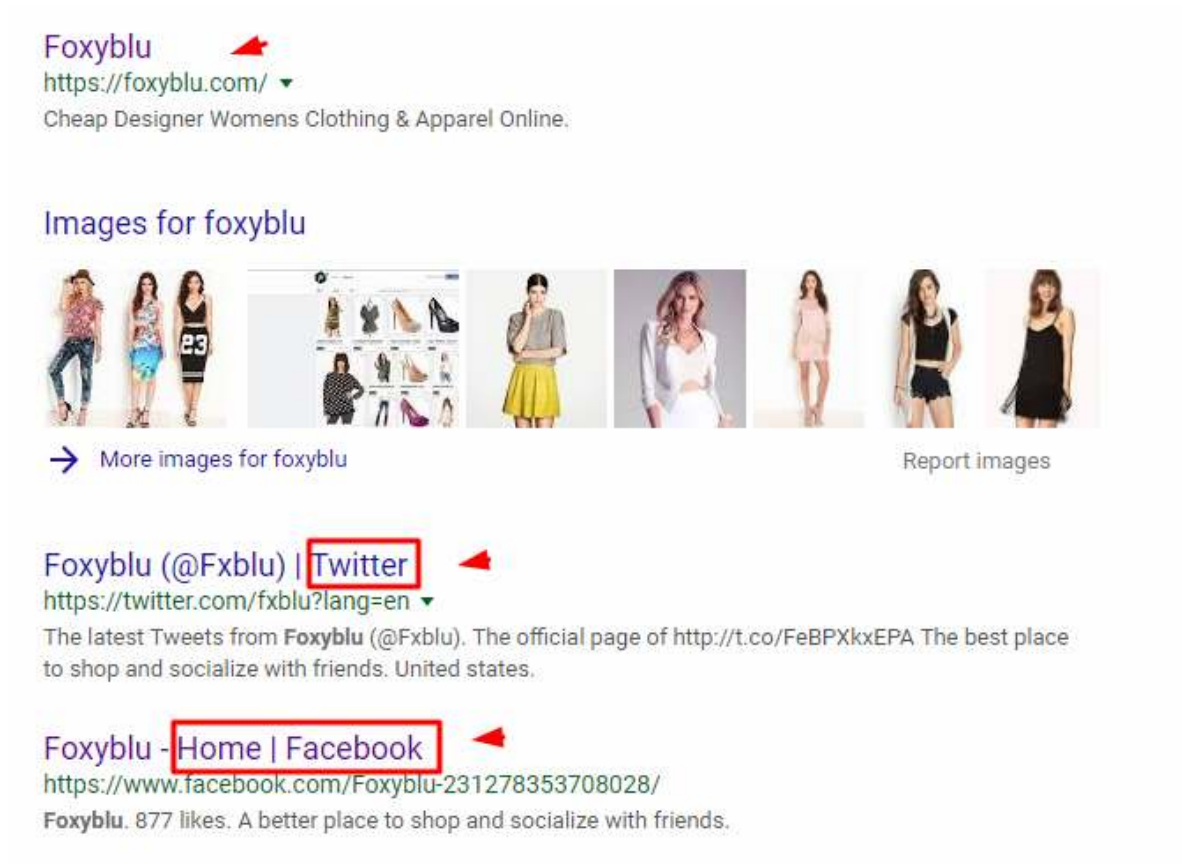
**Title tags** are a major factor in helping search engines understand what your page is about, and they are the first impression many people have of your page.

Title tags are used in three key places:

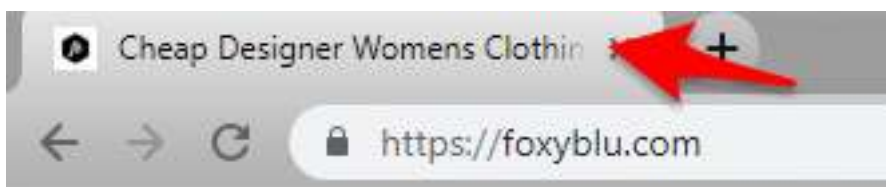
- (1) search engine results pages (SERPs)
- (2) web browsers, and

(3) social networks.

There is **no title tag on the site** - when users search on Google, it shows the site on first page however it doesn't have a description like the examples in square below.



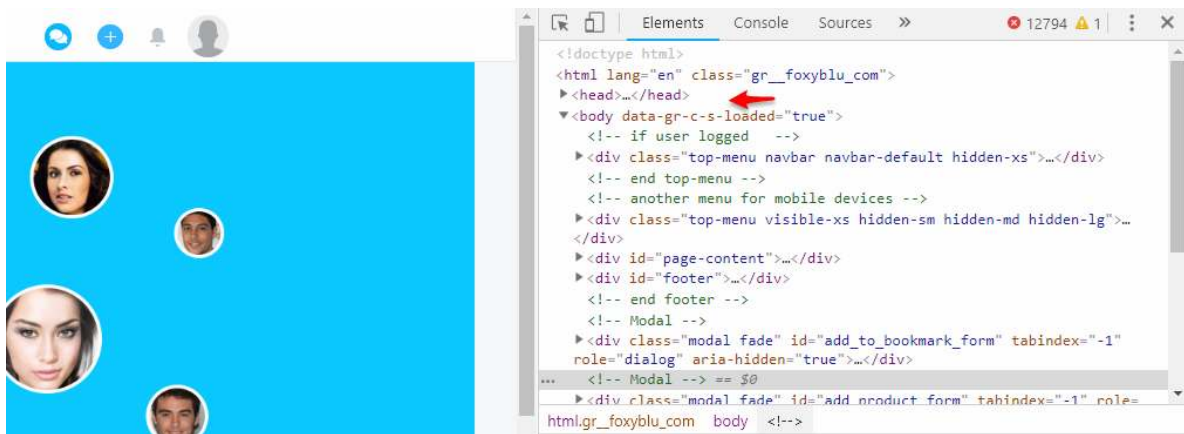
There is a page description on the site however it is not showing on the google search results.




“ Here is a code sample to insert in the head tag.

Cheap Designer Women’s Clothing

Aside from title tag there is also no **H1 tag** on the homepage - it is important to have H1 tag because they tell both search engines and website visitors what the content of pages will be about.



There are a total of 51 pages with missing H1 tag.

- ▼ H1
  - All (339) (100.00%)
  - Missing (51) (15.04%) 
  - Duplicate (16) (4.72%)
  - Over 70 Characters (0) (0.00%)
  - Multiple (0) (0.00%)

In addition to the items mentioned above - it is best to add a **meta description** so you can take advantage of the space and write a compelling ad copy of the site.

Foxyblu

<https://foxyblu.com/> ▼

Cheap Designer Womens Clothing & Apparel Online.



# Ads






# PPC Campaigns

We need to setup your Google ads campaign and also consider starting some Facebook advertisements.


It was mentioned in the call that you also want to advertise for Christmas - it would be too late for a Christmas campaign because Facebook Algorithm will take 6-10 weeks to take off.

“ We can prepare and advertise for the next holiday/season and it is best to start early if we are going to advertise on Facebook and Google.


**Le Château**  
 Sponsored · 







**Get on the list and enter to WIN A \$1,000 SHOPPING SPREE**



**What are you waiting for?**  
 You'll also receive a VIP welcome offer of 15% off your next purchase!


[WWW.LECHATEAU.COM](http://WWW.LECHATEAU.COM) | BY LE CHÂTEAU



Like · Comment · Share · Hootlet ·  231  9  29

Aside from the **Seasonal Sale Campaigns**, it would be great to launch a **Cart Abandonment Campaign** and target those who visit the cart and did not continue to purchase.

We can also take advantage of those who already bought from your site and run a re-targeting campaign like offer a customer appreciation discount.


*What's more important than the monthly budget on ad spend is the monthly retainer that you pay for campaign management from a specialist.*

Weather you choose to hire me or somebody else to do this, be sure to choose wisely because if you do not get the right guy to do this, you will lose your monthly ads budget through campaign mismanagement.

## Budget recommendation from our own experience:

- Start with \$1,500/month and pay \$1,200 in campaign management.
- Allow 6-10 weeks to get your return on ad spend (ROAS)
- Get a quarterly contract over 3 months of campaign management

A woman with her hair in a bun, wearing a blue off-the-shoulder dress with a thin belt, a white quilted bag, and brown high-heeled sandals, stands against a red brick wall. The text 'Landing Pages For Promotions.' is overlaid in white serif font.

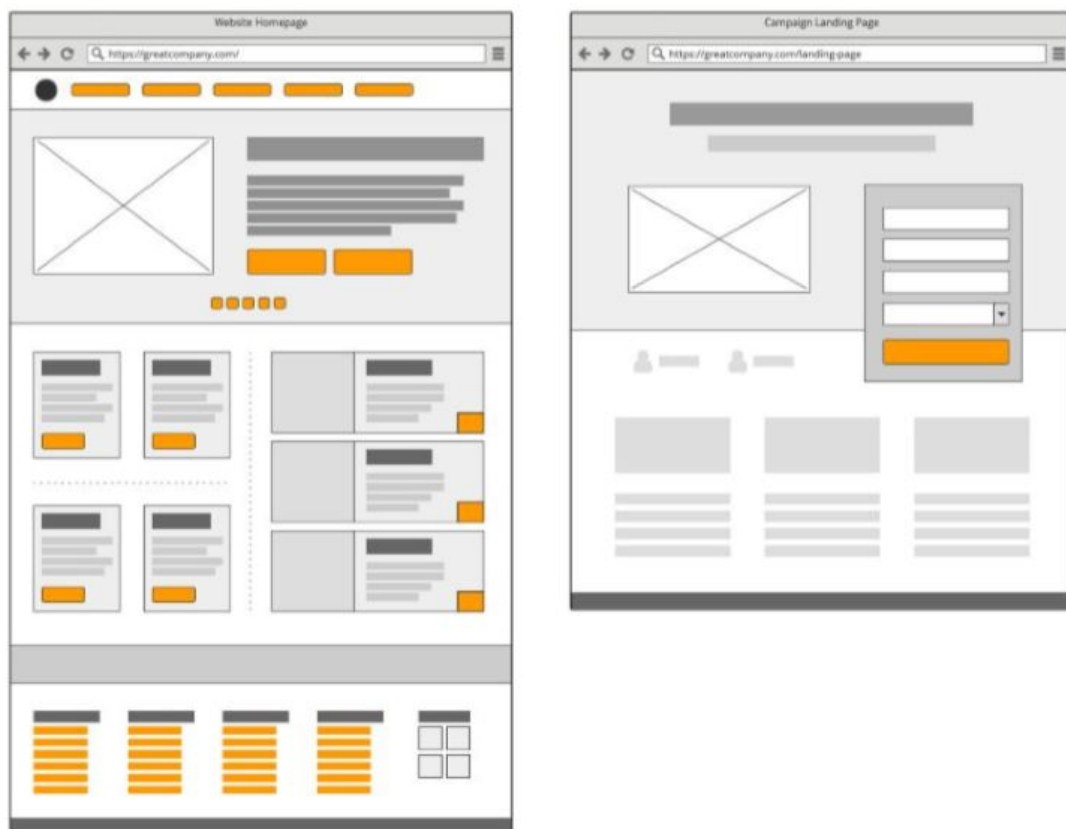
# Landing Pages For Promotions.

# We recommend **not** to direct traffic directly onto a homepage or a product sales page, it is an **inefficient** way of getting ROI.

This goes for all traffic sources whether it be emails, advertisements or affiliates. Having a landing page gives visitors exactly what was advertised and it will give us **higher conversion rate** because there are no other links to distract them.

## The Difference Between a Homepage and a Landing Page

Consider the following diagram, which shows a homepage and a landing page. The orange areas on each diagram represent links on the page. As you can see, the Homepage (on the left) has 43 links, and the landing page (on the right) has only 1.



Homepage (left) vs. Landing Page (right)

Instead consider integrating landing pages to your store. Landing pages creates a Sales Funnel that can be tested using Split Test and improved with Landing Page Optimization (LPO).

This is the **highest point of leverage** on your entire site, if you create effective funnels you will see a huge difference in conversion rates from your email campaigns.

“ We have 6.2 million customers, we should have 6.2 million storefronts.” Jeff Bezos, CEO, Amazon

In other words, because every customer is unique and requires different types of attention and engagement to be convinced to purchase, businesses should adapt accordingly by *tailoring their stores to each of those individual customers.*

“ Google has Quality Score metric and Facebook also has Relevance score which calculates of the quality and engagement level of your ads. Having a specific landing page for each of the campaigns can greatly increase conversions and also cheaper cost per click - giving us more value and returns from our ad budget.

It's impossible to integrate a third party software as a service for a landing page without expensive custom API work. **However, landing pages are a fundamental component of a sales funnel, using email and ads retargeting.**

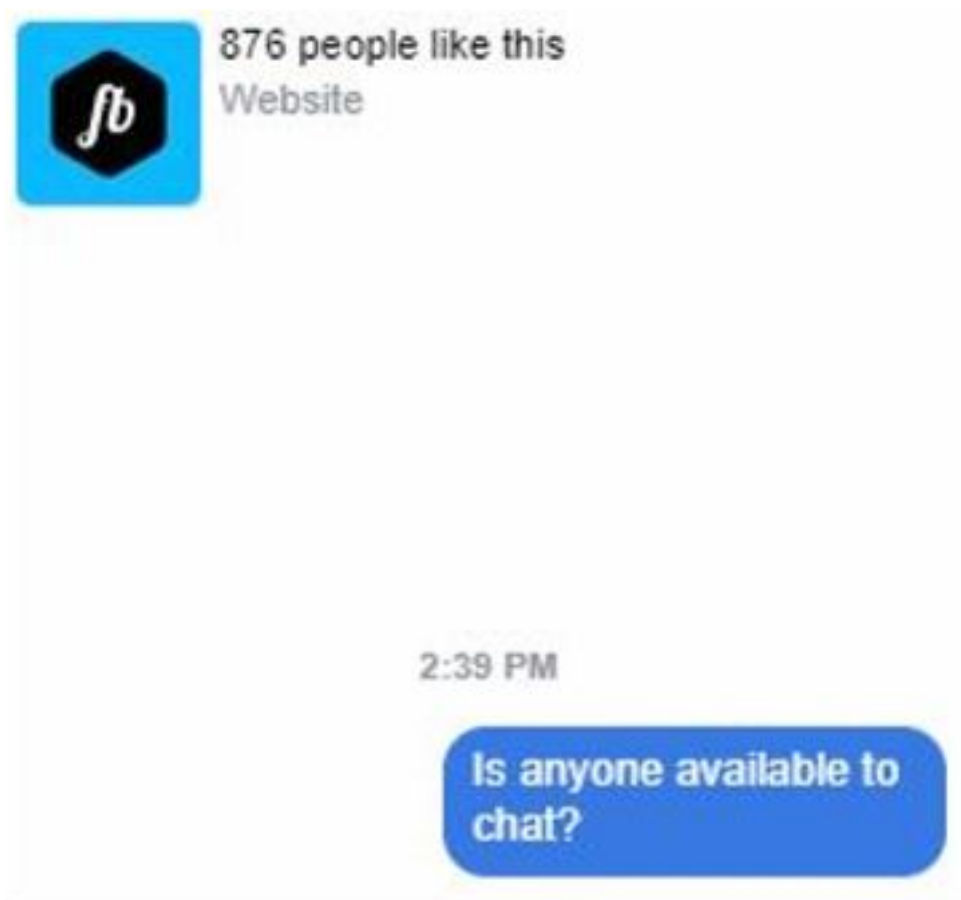


# Autoresponder

# Facebook Messenger Marketing

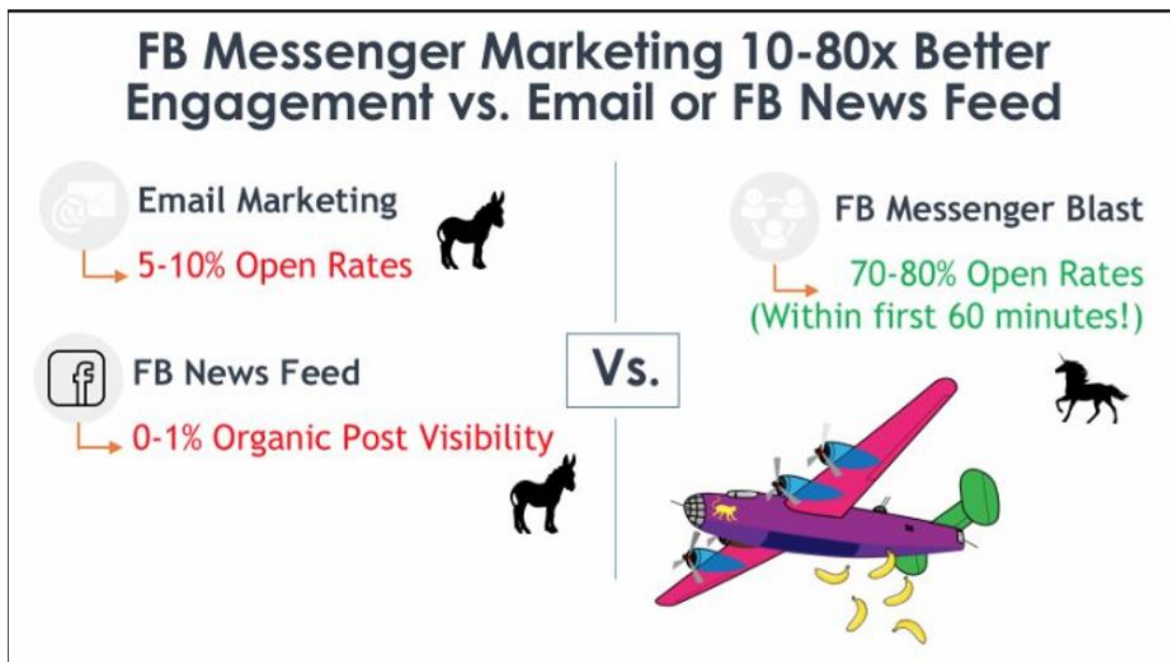
Currently, you have a very basic Facebook autoresponder.

A more in depth Facebook chatbot can be one of the most powerful tools that more and more stores are taking advantage of.

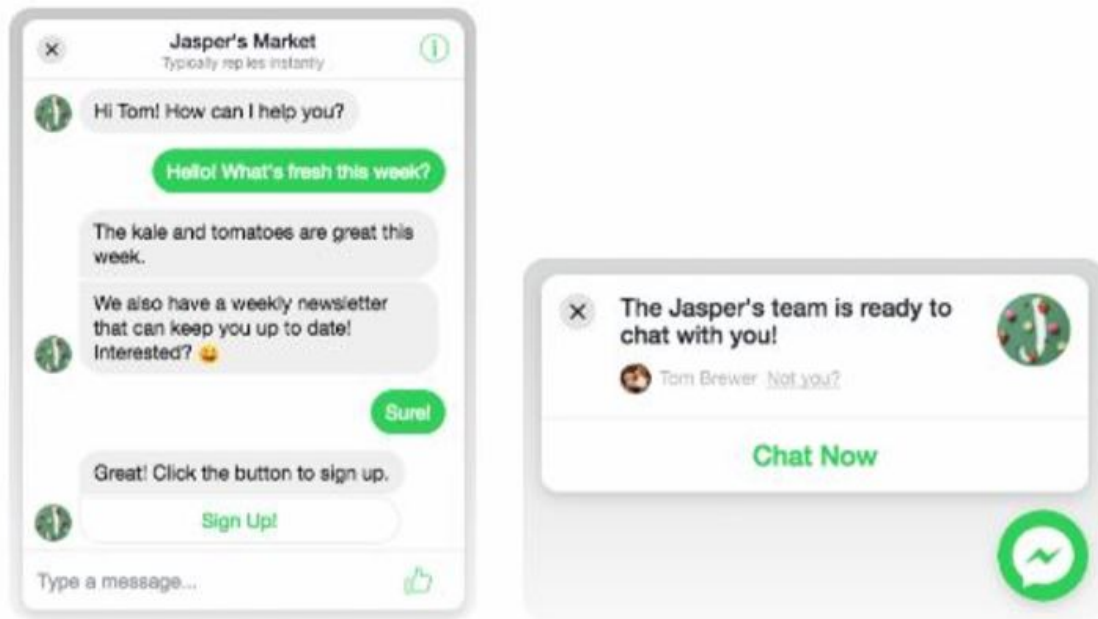


Your chatbot can be used to **boost the stream of incoming users** from different promoted Facebook posts on the business page. The increase of ROI compared to email marketing is important.

We can set up keyword triggers - to recommend products and Upsells.



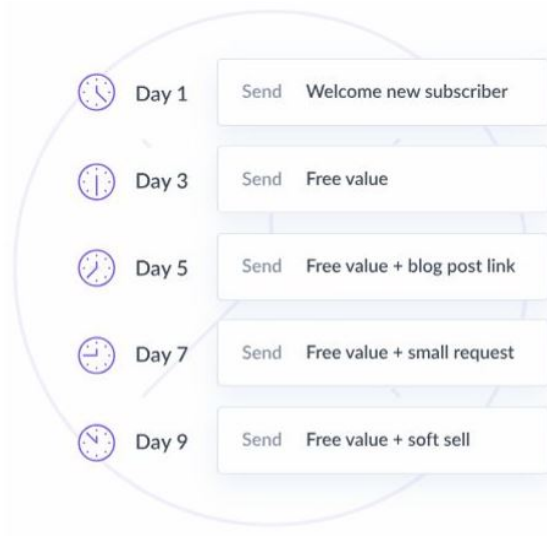
Source: <https://mobilemonkey.com/chatbots/facebook-messenger-marketing>



When done right, the Facebook chatbot can be used to:

- Engage and make sales with clients who comment on your Facebook posts in an intelligent way (1-on-1 personalization and behavioral triggers).
- Email lead generation.
- Handling customer support (most common).
- Recommend products based on keywords, surveys or stimulated engagement.

I recommend [Manychat](#) to build the funnel for messenger marketing. It is currently one of the advanced chatbot available.



### Sequences

## Automate your Messenger marketing

Nurture leads right inside Messenger with our automated Sequences. ManyChat will send messages based on user actions or a time delay, so you can sit back, relax, and enjoy higher conversions.

## Facebook Chatbot Flows.

- Foxyblu Ads
- Retargeting
- Stories
- Discount
- Referrals Gamification
- Testimonial

A top-down view of a wooden desk. In the top left corner, a white laptop is partially visible. Next to it is a white mug with a green handle, filled with dark coffee. In the bottom right corner, a hand is holding a magazine titled 'BACKPACKER'. The magazine cover features the text 'FOLLOW YOUR DREAM AND MAKE IT HAPPEN' and 'FREE SPIRIT'. The background is a dark, textured wood grain.

# Email Marketing

Email marketing can easily increase your revenue to 22% and the store needs to set up Opt-in boxes to build the email list. The store needs to set up a way to capture leads.

I highly recommend to add an Opt-in box as well as a Newsletter sign up.

Building an email list can be so powerful, it gives you opportunities to build a relationship with a customer and start communicating on a one to one basis.

## Newsletter sign up.

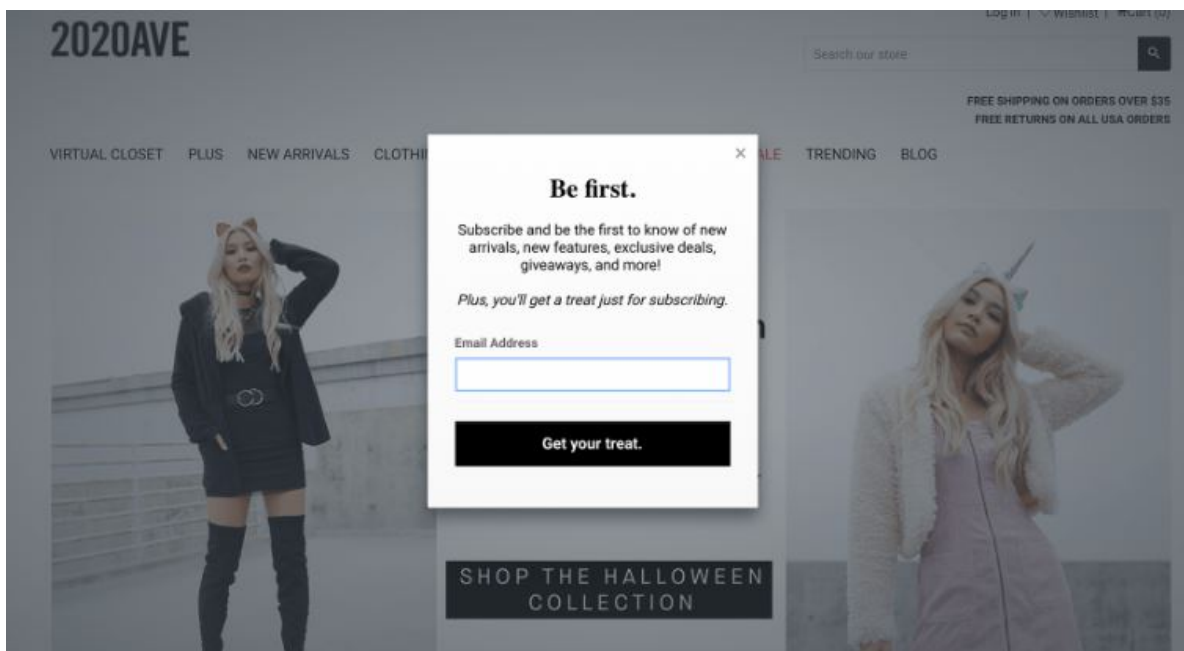
The screenshot shows a website header for 'Universal Store' with navigation links for 'Mens', 'Womens', 'Stores', and 'Blog'. A search bar is present on the right. Below the header is a newsletter sign-up form titled 'Don't want to miss out?'. The form includes a sub-header 'Sign up for our newsletter and you'll be the first to know what's up. Get access to exclusive offers, sales, promos and more.' and a 'Privacy Policy' link. The form fields are: 'FIRST NAME' and 'LAST NAME' (two input boxes), 'MOBILE NUMBER' (input box), 'EMAIL ADDRESS' (input box), and 'GENDER:' with a dropdown menu set to 'CHOOSE'. A 'GET OUR NEWSLETTER' button is located to the right of the form. Below the form is a banner for 'FREE SHIPPING ALL AUS ORDERS OVER \$50\* / FREE RETURNS / AFTERPAY AVAILABLE IN STORES & ONLINE'. The footer contains four columns: 'Contact Us' (with phone, live chat, email, and YouTube icons), 'Follow Us' (with Facebook, Instagram, Google Plus, and YouTube icons), 'Customer Care' (with links for Help, Shipping Policy, and Return Policy), and 'About Us' (with links for Careers, About, Privacy Policy, and Terms & Conditions). To the right of the footer is a 'Shop With Confidence' section featuring 'Fast Free Shipping' with the Post logo, 'SSL Secured Checkout' with a lock icon and Afterpay logo, and 'Easy Payment Options' with logos for Mastercard, Visa, American Express, and Afterpay.

“ A newsletter signup will contribute to the building of your list and it is best to add it at the footer of your site.

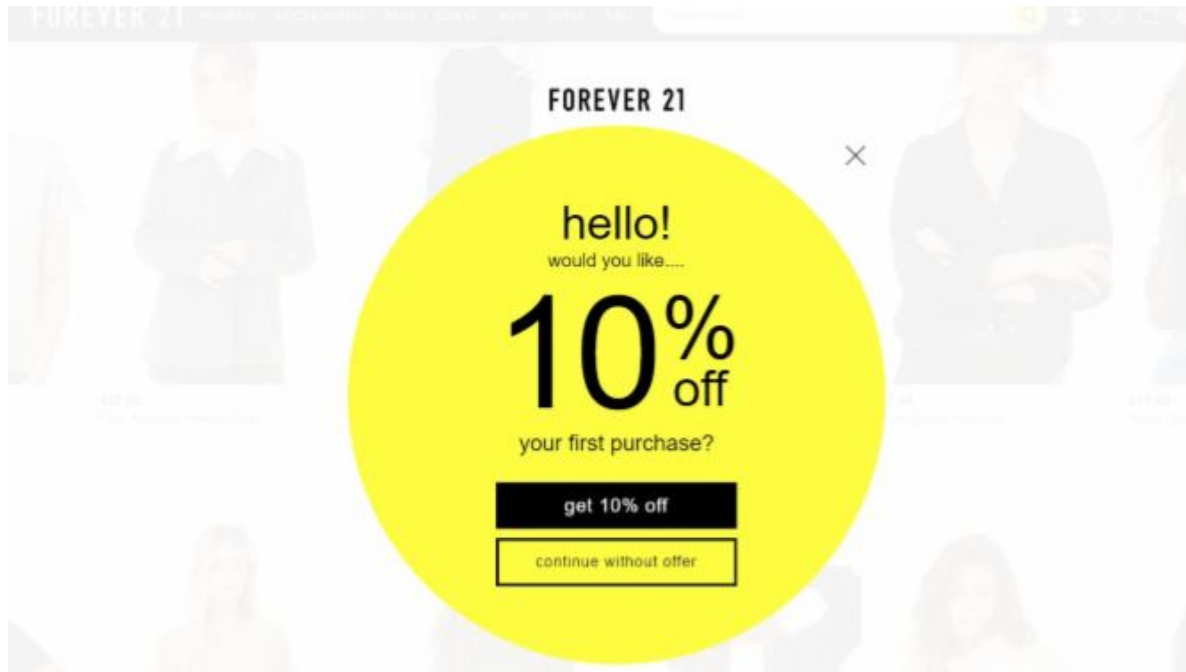


# Opt-in (Red).

There are many pop up opt in methods to use to build an email list.



A discount Pop up Opt in can catch visitor's attention and give them something in exchange for their email.



### Other ideas for Opt in

- Incentivised Opt in - first order discount
- Shopping Cart Abandonment Opt-ins
- Giveaway Entry / Announcement Opt-ins
- Exclusive / Time sensitive Opt-ins

“ If you have to invest in 1 service I would recommend a popup SaaS like [Wisepops](#)

These opt in campaigns will make a major difference for you ROI - between 25 to 35% more sales.

Basic	Pro	Expert
For small businesses looking to grow their conversions	For pro users with advanced needs	For large audience, with custom integration needs
<b>\$41</b> /mo	<b>\$83</b> /mo	<b>\$166</b> /mo
Includes 100,000 pageviews and 1 website.	Includes 3 free websites and 500,000 pageviews	Includes 5 free websites and 1,500,000 pageviews
<a href="#">SIGN UP</a>	<a href="#">SIGN UP</a>	<a href="#">SIGN UP</a>
<ul style="list-style-type: none"><li>✔ Unlimited campaigns</li><li>✔ Exit popups</li><li>✔ 30+ templates</li><li>✔ Email integrations</li></ul>	Everything in Basic + <ul style="list-style-type: none"><li>✔ A/B testing</li><li>✔ Campaign Scheduling</li><li>✔ Geotargeting</li><li>✔ Contextual Targeting</li></ul>	Everything in Pro + <ul style="list-style-type: none"><li>✔ Google Analytics</li><li>✔ VIP Support</li></ul>

Source: <https://wisepops.com/pricing/>

# Advanced Email Marketing Strategy

When we have tracking installed we can assess the behavior of the visitors on the site.

For example, what pages they land on, which ones they exit from or what other traits they exhibit.

We can use that knowledge to identify the action that person would be willing to take, according to their “intent”.

For example, a first-time visitor coming from a search engine to your homepage is “most likely looking to learn more about your brand or product”. They probably don’t know much about it yet. And so, chances to convince them to buy on this visit are slim.

But you could **target them** by offering to email them a coupon for a future purchase, in exchange for their email, of course.

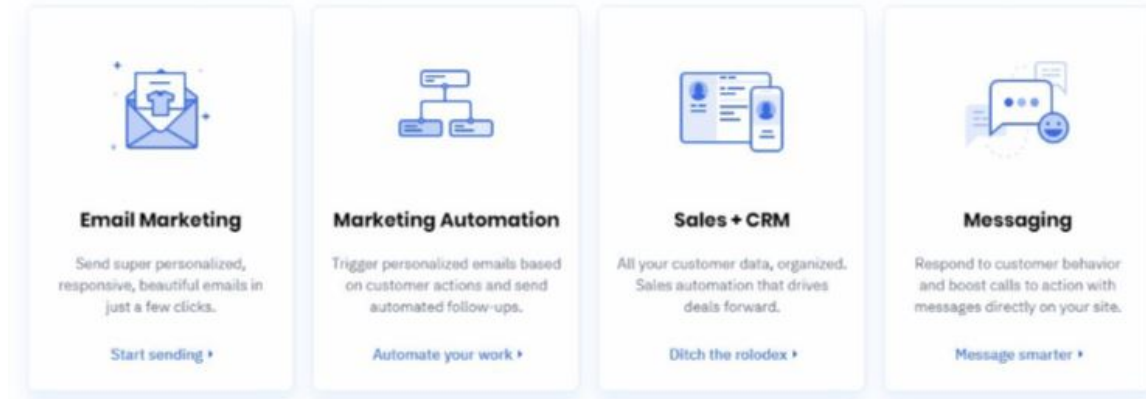


Since the person might be considering buying from you in the future, getting a discount they could redeem later might compel them to act on your popup.

I recommend to use [ActiveCampaign](#) for Email Marketing campaign, they have an option to integrate the autoresponder via custom API.

# Email Marketing. Marketing Automation. Sales CRM. Messaging.

All the tools you need to make meaningful connections and grow your business.



## Basic Email Marketing Flow


- New subscriber welcome email series (Enhanced - A/B Testing)
- New customer thank you email (Enhanced - A/B Testing)
- Abandoned cart email (Enhanced - A/B Testing)
- Win-back email (Enhanced - A/B Testing)
- Mobile-friendly design (Enhanced - A/B Testing)

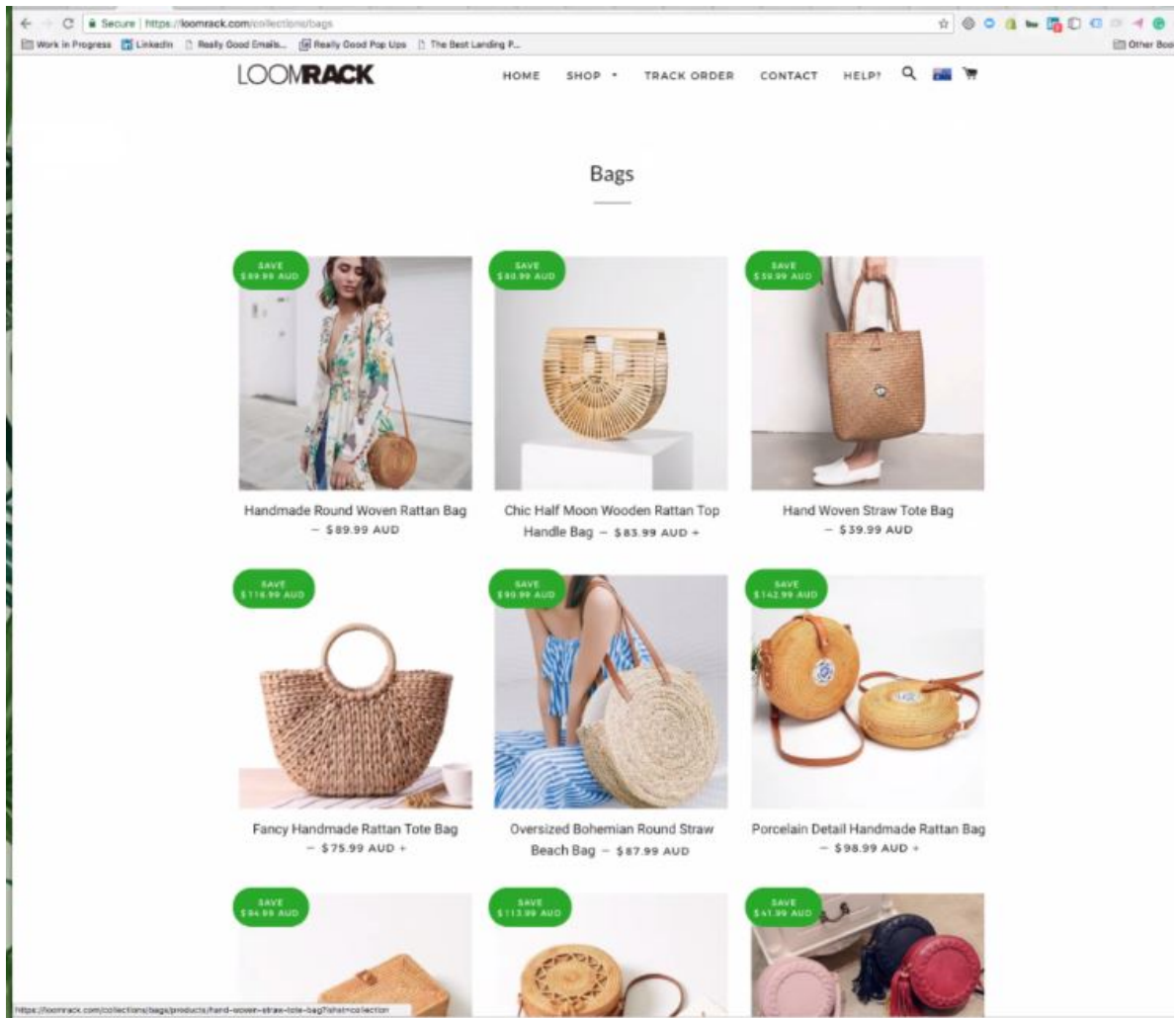
# Advanced Email Marketing Flow

“ For ecommerce we use bespoke channel flows for best sellers. These flows can run all year long.

## Upsell in the collection with a landing page (with a model)

Ex. Accessories with the straw hat

 <p>Jazz Handwoven Straw Travel Hat - \$27.99 AUD</p>	<p>Create an upgrade flow Selling the “hat” to people that bought the “bag”</p> <p>Then we create a landing page with both assets “hat” and “bag” for the flow</p>
--	--



## Upsell in a variance with a landing page

Upgrade product in the range

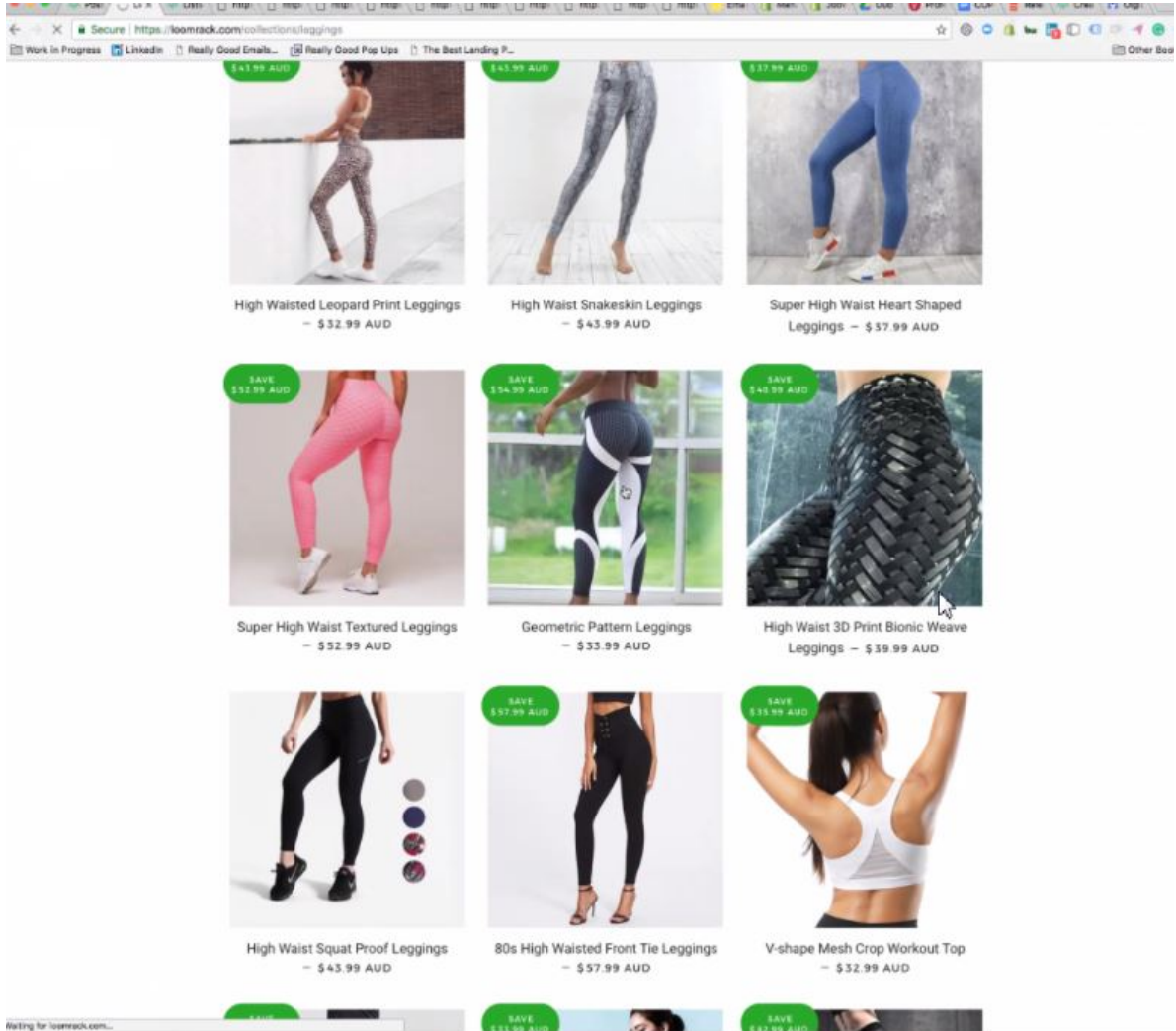
-Matching Items flow with an upsell

“Geometric Pattern Leggings”

Use a variance / upsell and upgrade flow

-Come back and get **20% on the second pair**

-Land them on the **opposite** pair Using a **flow**

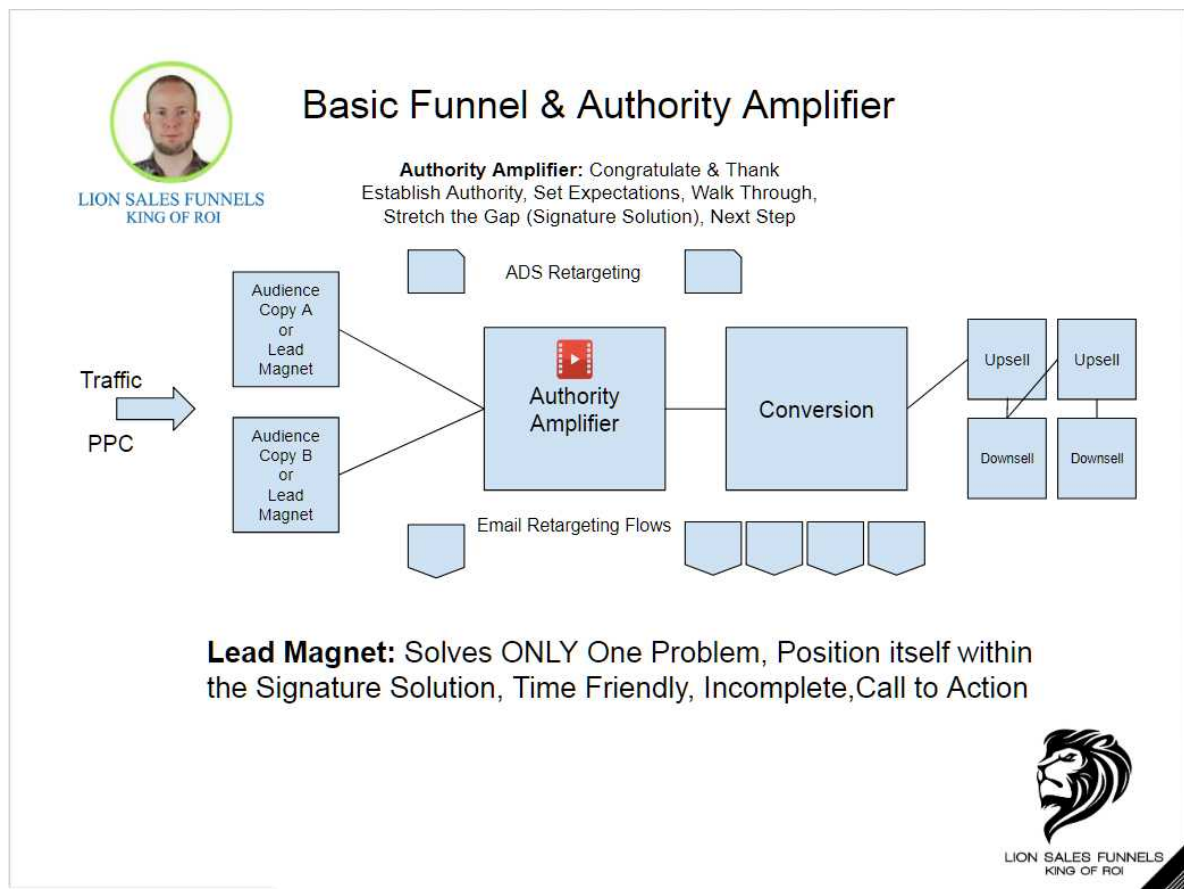


We could go a lot more in depth with the campaigns (browse abandonment, welcome flow, upsells, cross promotions, vip flows, referral campaigns), especially once a sales funnel has been integrated.

We can also bundle items in collections and target the customer for relevant upsell within a collection.

# In a nutshell – this is how your Sales

# Funnel will look like:





# Site Performance



# Detailed Performance Checking

Found a minor problem (Yellow).

Images uploaded have high pixel resolution we suggest to re-scale the image and re-upload it. No issues found besides those images uploaded.

<https://foxyblu.com/>

The **speed score** is based on the lab data analyzed by [Lighthouse](#).

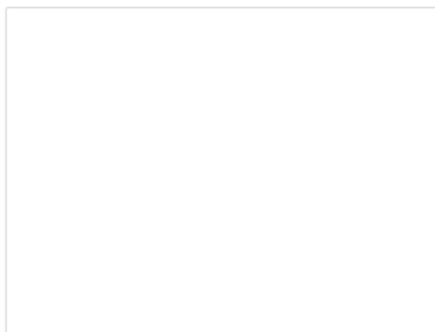
Analysis time: 12/4/2018, 12:05:27 PM

Scale: ■ 90-100 (fast) ■ 50-89 (average) ■ 0-49 (slow)

## Your Results:

 DOWNLOAD HAR

 SHARE RESULT



Performance grade

 **77**

Page size

**1.8 MB**

Load time

**372 ms**

Requests

**63**

As checked, website's performance is C, but the loading time of the page is so fast.

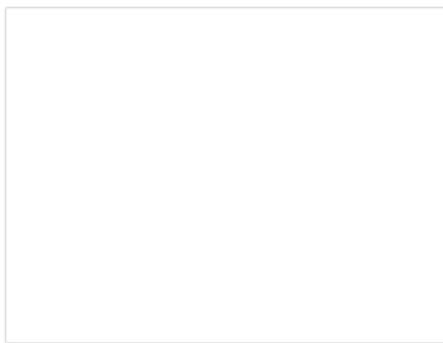
(Possible problem: Images uploaded have **high pixel resolution/ Next-Gen Images can be applied**, not much of an issue since the loading of the website is so fast).

Also checked other page of the website and found no problems.

## Your Results:

📄 DOWNLOAD HAR

🔗 SHARE RESULT



Performance grade

**C 76**

Page size

**615.6 KB**

Load time

**319 ms**

Requests

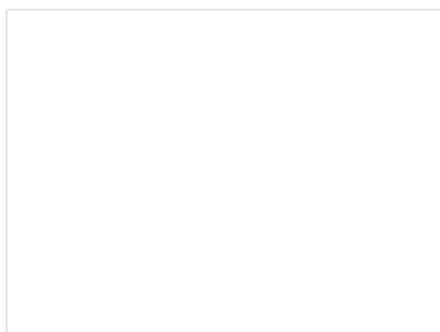
**42**

Source: <https://foxyblu.com/products/details/142633>

## Your Results:

📄 DOWNLOAD HAR

🔗 SHARE RESULT



Performance grade

**C 76**

Page size

**435.8 KB**

Load time

**307 ms**

Requests

**44**

Source: <https://tools.pingdom.com/#59dddfb927800000>

Image below shows us that serve scaled image has failed (optional re-scaling/changing image format of image uploaded to the website)


















Opportunity	Estimated Savings
1 Serve images in next-gen formats	 3.6 s ^

Image formats like JPEG 2000, JPEG XR, and WebP often provide better compression than PNG or JPEG, which means faster downloads and less data consumption. [Learn more.](#)

URL	Size (KB)	Potential Savings (KB)
 ...2018-07/a2696c2...jpg (foxyblu.com)	248 KB	57 KB
 ...2016-08/19eaa4e...jpg (foxyblu.com)	83 KB	56 KB
 ...2018-03/c961dc0...jpg (foxyblu.com)	93 KB	49 KB
 /images/promo.jpg (foxyblu.com)	91 KB	46 KB
 ...2016-11/d0af7fa...jpeg (foxyblu.com)	76 KB	40 KB
 ...2015-10/d4f023d...jpg (foxyblu.com)	66 KB	37 KB
 ...2016-12/141b851...jpg (foxyblu.com)	64 KB	36 KB
 ...2016-12/f1775a2...jpg (foxyblu.com)	65 KB	34 KB
 ...2016-12/6888ef8...jpg (foxyblu.com)	65 KB	34 KB
 ...2015-10/097dfcb...jpg (foxyblu.com)	60 KB	34 KB
 ...2016-11/73423b5...jpg (foxyblu.com)	108 KB	32 KB
 ...2016-11/0166b14...jpg (foxyblu.com)	70 KB	31 KB
 ...2015-10/dae0357...jpg (foxyblu.com)	65 KB	30 KB
 ...2016-12/64a95a9...jpg (foxyblu.com)	40 KB	28 KB
 ...2015-10/25025aa...jpg (foxyblu.com)	47 KB	28 KB
 ...2018-07/83ce640...jpg (foxyblu.com)	66 KB	26 KB

JPEG 2000, **JPEG XR**, and **WebP** are image formats that have superior compression and quality characteristics compared to their older JPEG and PNG counterparts.

“*Encoding your images in these formats rather than JPEG or PNG means that they will load faster and consume less cellular data.*”

A top-down view of a wooden desk. In the upper left, a portion of a silver laptop is visible. Next to it is a white mug with a green handle, filled with dark coffee. In the lower right, a hand holds a magazine titled 'BACKPACKER'. The magazine cover features the text 'FOLLOW YOUR DREAM AND MAKE IT HAPPEN' and 'FREE SPIRIT'. The background is the natural wood grain of the desk.

# Scripts and Codes

# Response Time

All the codes that are used in the website are good and running smoothly.

## Server Response Codes

To make it easy for you to differentiate between the HTTP response codes in the chart, we've added color-coded dots beside each URL.

- **2xx** The server responded with a successful code
- **3xx** The request was redirected to another target
- **4xx** A client error occurred, for example 404 page not found
- **5xx** A server error occurred, for example 500 internal server error

## Response codes

RESPONSE CODE	RESPONSES
<b>200</b> OK	44

# Response Time in Different Areas

Image shown below are the response time of the website.



# Recommendations

“ As you can see from the actions taken for the performance checking of the website, there are not much issues found. Mainly **images only that are optional to change its format** since the loading time of the page and the codes are just fine.



# Proposed Timeline

# Implementation

In summary the following areas of your site require urgent attention, our estimate of how long it would take us to resolve all of these issues is 4 weeks.

## SEO

- Fix broken link issues
- Keyword updates including updated meta descriptions

## Social media lead generation

- Making connections with Instagram influencers
- Creating a working Facebook management strategy
- Implementation of Facebook chat bot
- A/B testing

## Marketing strategy

- Increasing the amount of emails you site gathers
- Creation of a sales funnel
- New email copywriting
- More advanced email marketing automations
- A/B testing of all aspects
- Video sales letter production


## PPC Setup

- PPC research

- Ad's development
- A/B testing

## Additional

- Post launch A/B testing of all funnels
- Ongoing development of email database



Sky is the  
limit!

# Next Step

Schedule a call with me...



This embedded content can't be  
viewed offline

**VIEW ONLINE** 

# Talk soon!

-Alexandre Therrien