

Ecommerce & Online Marketing Plan – Cycle Shop

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Cycle Store

Content

- Reasons To Buy (Delivery / Service / In Store Pick Up)
- Professional Product Photography
- On Page Video
- Animated Promotions
- Design your Own Bike
- Frequently Asked Questions
- Jargon Buster
- Customer Reviews
- Forums
- Customer Routes
- Cycling Events
- Links to Cycling Clubs
- Cycling Holidays
- My First Bike Videos / Images / Reviews
- Cycling Games
- Surveys
- Multi Language / Multi Currency
- Members Only Area
- 360degree Images

Competitions & Events

- Film maker of the year
- Hire Bikes For The Family

Mobile

- SMS Service Reminder
- Mobile Friendly Site
- iPhone / Blackberry / Android Apps
- Route Finder Apps

Design

- Clear Branding
- Uncluttered Layout
- Look And Feel
- Upsell / Cross Sell / Bundle Products
- Wireframes

Email Marketing / CRM

- Segment Database
- Set Format
- Targeted Promotions
- Confirmation Immediate On Sign Up
- Tracking / Response Rates / Return On Investment
- Experiment With Subject Lines And Days Of The Week
- Voucher / Incentives For Registering / Recommend A Friend
- Loyalty Points / Cards
- Email Address List Rental / Purchase
- Pay Per Engagement Models

Pay Per Click

- Different s Search Engines
- Social Media
- Keywords
- Different Creative
- Landing Page Optimisation
- Regional Targeting
- Click through Analysis

Usability

- Breadcrumb Trail
- Hover Over Basket
- Smart Search
- Predictive Text
- Share Button Throughout
- Navigation
- Brand Search / Filter
- Prominent Contact Details / Location Map
- Vouchers / Codes
- Site Load Speed

SEO

- Keyword Research
- Search Trends
- Link Building
- Don't Link To Competitors
- Long Tailed Optimisation
- Title Tags / Meta Tags
- Source Code
- Link Building
- On Page Copy
- Google Shopping / Price Comparison

Social Media

- Facebook Page Updated Daily
- Friend Finder On Networks
- Twitter Updated Daily
- YouTube
- Route Videos
- Rider Videos
- Maintenance Videos
- Blog Updated Daily
- Bloggers Outreach campaign
- Linked In Presence
- Community Partnerships / CSR
- Online PR