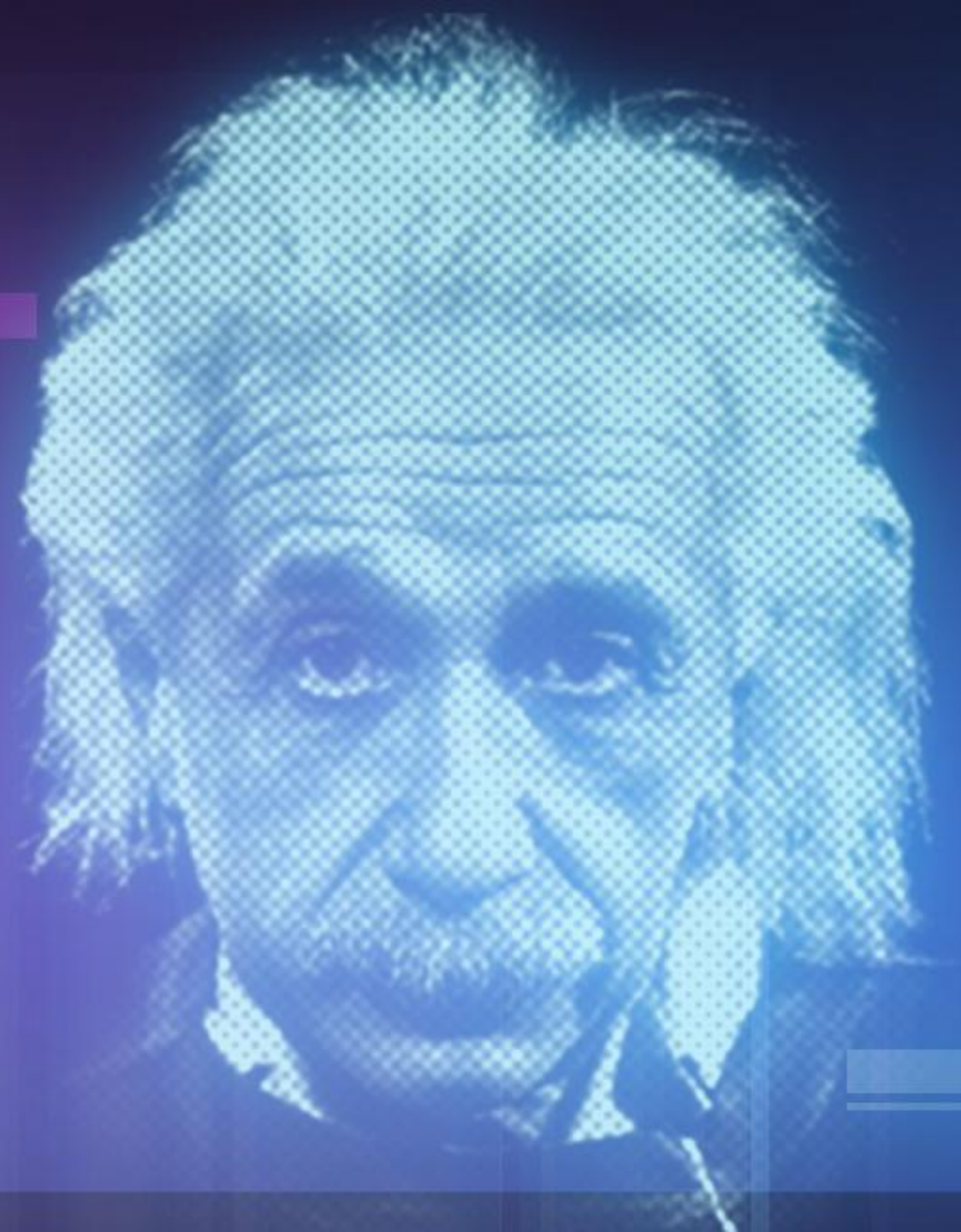


**BUILD A  
HIGH-PERFORMANCE  
E-COMMERCE WEBSITE  
WITH NETELIXIR & MIVA**  
#ECOMMERCEGROWTHWEEK

**DAY 2**

MARCH 24, 2021

NetElixir™





## ABOUT #ECOMMERCEGROWTHWEEK

- To commemorate the 100th anniversary of Albert Einstein's Nobel Prize for his theories that revolutionized our world, NetElixir is hosting E-Commerce Growth Week. During the week, our solution experts will break down each element of your overall e-commerce strategy from SEO and Content Writing to Web Development and Amazon Marketplace.
- Einstein as NetElixir's inspiration
- Embody Einstein's curious and inquisitive nature, as he helped humanity view the world through a different lens.
- We aim to change the approach to an overall e-commerce strategy by seeing how all the different pieces fit together.
- Celebrate knowledge-sharing and continual learning.



# AGENDA

- SPEAKERS
- NETELIXIR & MIVA INTRODUCTION
- CURRENT E-COMMERCE LANDSCAPE
- CREATING A STRONG E-COMMERCE WEBSITE
- WHAT TO EXPECT WHEN GOING THROUGH A SITE MIGRATION
- NETELIXIR + MIVA PANEL DISCUSSION
- Q&A

# AGENDA

Tuesday

**MARCH**  
**23**

**RETHINKING YOUR SEO  
& CONTENT STRATEGY**

Wednesday

**MARCH**  
**24**

**BUILD A HIGH-PERFORMANCE  
E-COMMERCE WEBSITE WITH  
NETELIXIR & MIVA**

Thursday

**MARCH**  
**25**

**STRATEGIES FOR DRIVING  
EXPONENTIAL SALES GROWTH ON  
AMAZON MARKETPLACES**

# SPEAKERS



**ALEX HAWLEY**  
SR. SOLUTIONS MANAGER &  
MARTECH LIAISON



**PHILIP HANSEN**  
ENTERPRISE ACCOUNT  
EXECUTIVE



**ANTHONY TURCO**  
DIRECTOR OF BUSINESS  
DEVELOPMENT



WE HELP ECOMMERCE BRANDS  
**FIND & ENGAGE**  
HIGH VALUE CUSTOMERS

&

**ACQUIRE**  
GAME CHANGING INSIGHTS

# E-COMMERCE GROWTH SOLUTIONS

- DIGITAL MARKETING STRATEGY
- PAID SEARCH & SHOPPING
- PAID SOCIAL MARKETING
- AMAZON MARKETING
- SEARCH ENGINE OPTIMIZATION
- ANALYTICS CONSULTING
- E-COMMERCE DEVELOPMENT

## PARTNERS



## CLIENTS





# THE NETELIXIR DIFFERENCE

Digital Marketing Specialists with 17+ years experience  
(>7,000,000 hours invested in developing know-how)

500+ E-Commerce Success Stories. Strong Channel  
Partnership Ecosystem

Proprietary Customer Intelligence Platform, LXRInsights





12+ years of International Search Marketing Experience

Democratize Digital Marketing: University +  
LXRMarketplace



# Miva: The Ecommerce Platform for Spectacular Growth

- We've served online sellers for **over 20 years**.
- Our enterprise software supports **B2B, B2C, and DTC**.
- We help mid-sized and enterprise companies across all industries **transform their business through ecommerce**.
- Miva offers a **flexible and adaptable ecommerce platform** to help merchants:

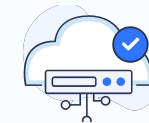
- |   |                              |   |                         |
|---|------------------------------|---|-------------------------|
|   | Increase Conversion Rates    |   | Reduce Operating Costs  |
|  | Increase Average Order Value |  | Increase Online Revenue |



## Miva's Full-Service Offering



Enterprise Ecommerce Platform



Application Delivery (Hosting)



Customer Success (Technical Support + Partnerships)



AFTER THE WEBINAR ENDS, PLEASE TAKE A MINUTE TO COMPLETE OUR

# SHORT SURVEY

JOIN THE CONVERSATION AND  
SHARE YOUR THOUGHTS  
**USING #NXINSIGHTS**



@netelixir



@netelixir



@netelixir

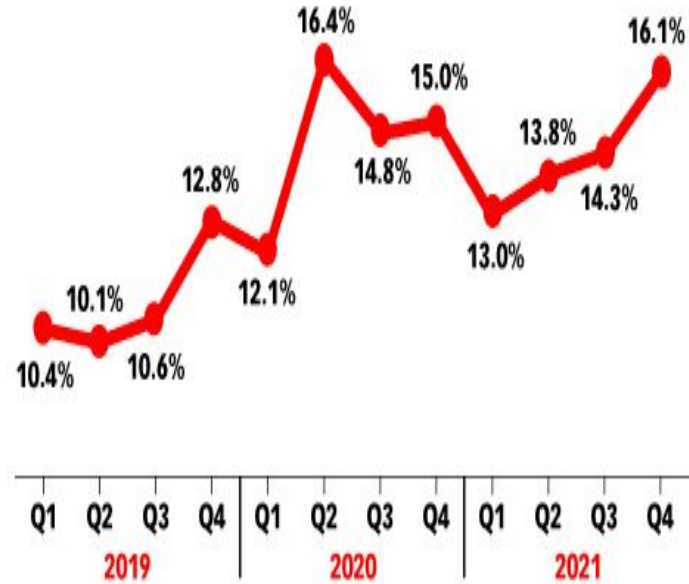


@teamnetelixir



**16.1%**  
 OF TOTAL RETAIL  
 SALES IN THE US ARE  
 GOING TO BE  
 ONLINE BY THE END  
 OF 2021

**Retail Ecommerce Sales as a Percent of Total Retail Sales in the US, Q1 2019-Q4-2021**



*Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales*  
 Source: eMarketer, May 2020

255730

www.eMarketer.com

**Retail Ecommerce Sales in the US, by Product Category, 2020**

*billions, % change, % of retail ecommerce sales and % of total retail category sales*

	Billions	% change	% of retail ecommerce	% of total retail
Computer & consumer electronics	\$156.50	17.9%	22.0%	49.5%
Apparel & accessories	\$135.49	8.6%	19.1%	36.7%
Furniture & home furnishings	\$78.31	12.4%	11.0%	29.9%
Health & personal care	\$72.10	32.4%	10.2%	13.0%
Auto & parts	\$51.54	12.6%	7.3%	5.2%
Toys & hobby	\$51.23	20.9%	7.2%	47.8%
Books, music & video	\$42.30	13.9%	6.0%	62.7%
Food & beverage	\$41.52	58.5%	5.9%	3.7%
Office equipment & supplies	\$15.62	17.9%	2.2%	39.3%
Other	\$65.18	17.8%	9.2%	6.1%

*Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales*

Source: eMarketer, May 2020

T11040

www.eMarketer.com



# BUSINESSES ARE STRUGGLING TO KEEP UP WITH CHANGING TECHNOLOGY AND EXPECTATIONS

It takes about 1/20<sup>th</sup> of a second for users to form an opinion about your website that determines whether they like it or not.

Slow-loading websites cost retailers \$2.6 billion in lost sales each year.

75% of consumers admit to making judgements about a company's credibility based on the company's website. 46% base their decisions about credibility on the website's visual appeal and aesthetics.

Some estimates place 29% of inbound website traffic as malicious. Roughly 32.4% of attacks are targeted towards e-commerce firms. E-commerce firms are more targeted than banks, social networks, or money transfers.



# WHAT MAKES A GOOD WEBSITE?



POLL: WOULD YOU  
BUY FROM THIS  
WEBSITE?



Welcome to [REDACTED]!  
[REDACTED]!

*One million titles,  
consistently low prices.*

(If you explore just one thing, make it our personal notification service. We think it's very cool!)

### SPOTLIGHT! -- AUGUST 16TH

These are the books we love, offered at [REDACTED] low prices. The spotlight moves EVERY day so please come often.

### ONE MILLION TITLES

Search [REDACTED] [million title catalog](#) by author, subject, title, keyword, and more... Or take a look at the [books we recommend](#) in over 20 categories... Check out our [customer reviews](#) and the [award winners](#) from the Hugo and Nebula to the Pulitzer and Nobel... and [bestsellers](#) are 30% off the publishers list...

### EYES & EDITORS, A PERSONAL NOTIFICATION SERVICE

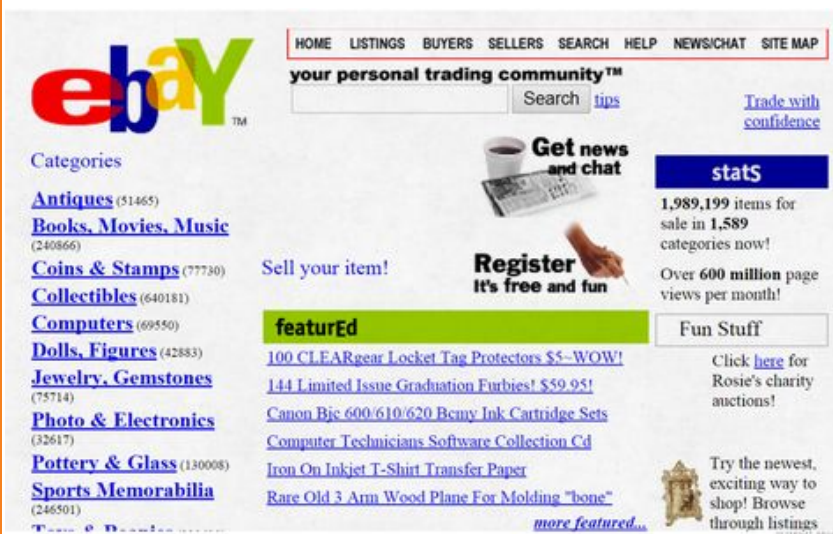
Like to know when that book you want comes out in paperback or when your favorite author releases a new title? Eyes, our tireless, automated search agent, will send you mail. Meanwhile, our human editors are busy previewing galleys and reading advance reviews. They can let you know when especially wonderful works are published in particular genres or subject areas. Come in, [meet Eyes](#), and have it all explained.

### YOUR ACCOUNT

Check the status of your orders or change the email address at [REDACTED]



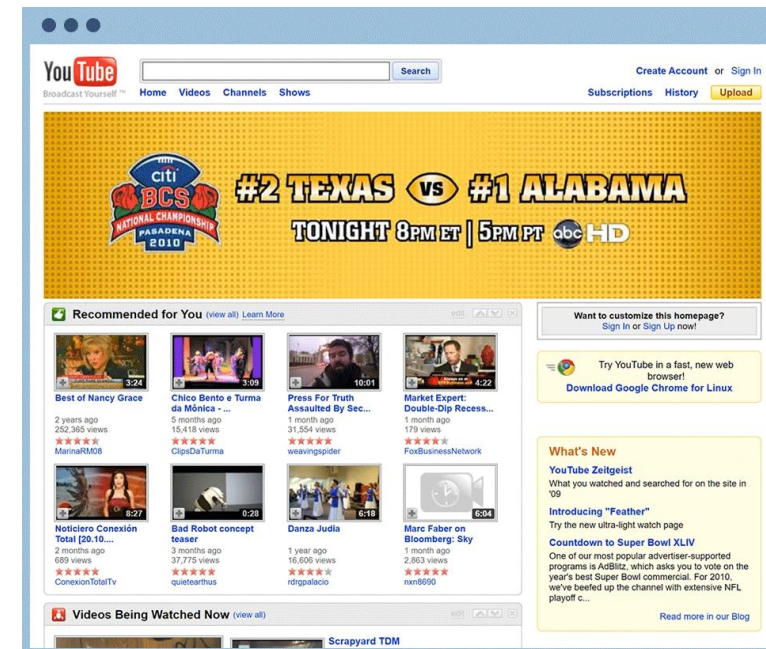
# A TRIP DOWN MEMORY LANE: WEB 1.0





# HOW WEBSITES CHANGED IN THE PAST DECADE

## WEB 2.0 □ 3.0



# GOOD UX

## TOP LEVEL UX

1. Mobile-first responsive design
2. Fast
3. Simple and easy
4. Relevant content
5. Consistent look and feel (colors, logos, font)
6. Clear feedback on actions
7. Trust indicators
8. Unobtrusive
9. Fully Functioning

TIP - If you are unsure if your website is not user friendly, it probably is NOT USER FRIENDLY.



# KEY ITEMS TO THINK ABOUT

## Things to NOT Skimp on

- Professional Design
- Customer Experience Tools/Plugins
- Fulfillment Services
- Social Presence
- Product / Service Photos
- Free Exposure (i.e., Google My Business)

**\*KEY TIP** – Never get stale. Look to improve design experience every 1-2 years.



# HOW DO YOU KNOW?



# WHY AN ENTERPRISE SOLUTION?

This is the last stop on the elevator. It is **time and cost prohibitive to regularly switch** platforms.

You receive **dedicated support**. Serves as a business partner.

Software as a service (SaaS) solutions are constantly updating, improving, and expanding.

Empowers **innovation and differentiation** on your website.

Offers significantly more **flexibility and functionality** than a “cheap and cheerful” solution.

More integration options and automation. Broadly, more **scalable**.

Ecommerce is critical and should not be treated like an afterthought.



# CASE STUDY: O'HERRON



#### ABOUT:

Lobster Trap is one of the largest wholesalers of Maine lobster in the world. Since 1973, they've supplied customers with the finest live lobster and seafood products, delivered right to their customers doors. Fast-moving inventory allows Lobster Trap to provide seafood lovers with fresh, high-quality products.

#### CHALLENGE:

Lobster Trap was struggling to maintain brand consistency across three distinct websites: an e-commerce site, a brand-focused site, and a blog.

Customers experienced difficulty navigating the sites and locating Lobster Trap's full range of products including its wholesale offerings. Aside from causing branding and user confusion, three separate websites were technically difficult to maintain.

Multiple domains and redundant content across sites had a negative impact on search engine optimization, ultimately leading to a loss of page authority.

#### SOLUTIONS:

NetElixir used the Miva e-commerce platform to unify Lobster Trap's entire web presence under one domain and brand. Reduction in brand confusion made it easier for customers to locate their desired products, all on one site.

NetElixir focused on distinct B2B and B2C customer journeys and implemented appropriate Miva customizations to ensure a flawlessly performing site at every touch point.

**INDUSTRY:** Marine Foods



# MARTECH SOLUTIONS ARE A BIG CATCH FOR LOBSTER TRAP

#### TESTIMONIAL:

“After 20+ years of operating on an older e-commerce platform at the Lobster Trap Co., we have successfully implemented a major upgrade! Thank you to our partners at NetElixir & Miva!”

#### SERVICES

MarTech

SEO

PaidSearch

SocialMedia

Amazon

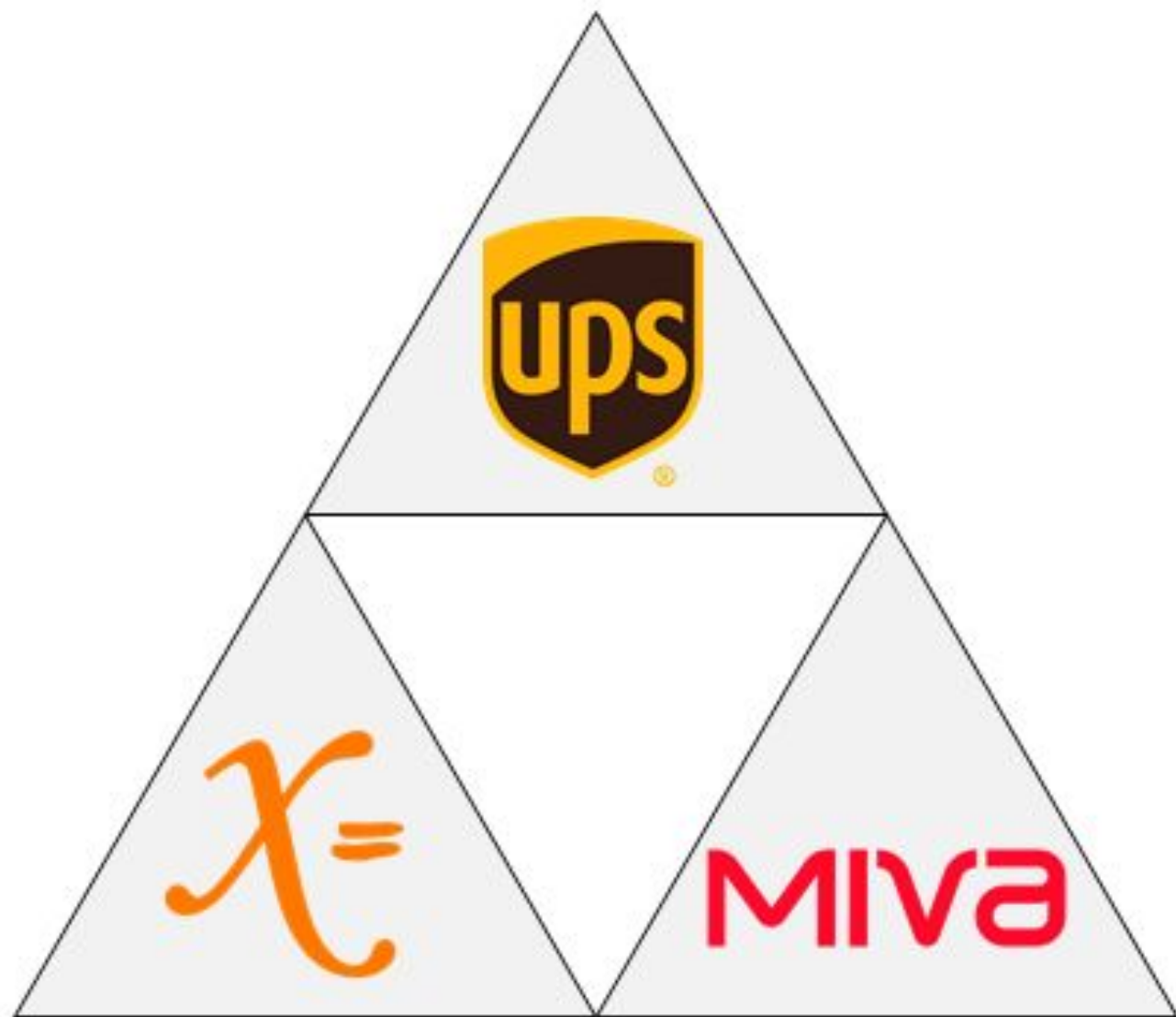
Analytics

NetElixir+



# TRIFORCE

NETELIXIR + MIVA + UPS







# SETTING MIGRATION EXPECTATIONS



# WHAT SHOULD YOU EXPECT?

## Average Migration Cost

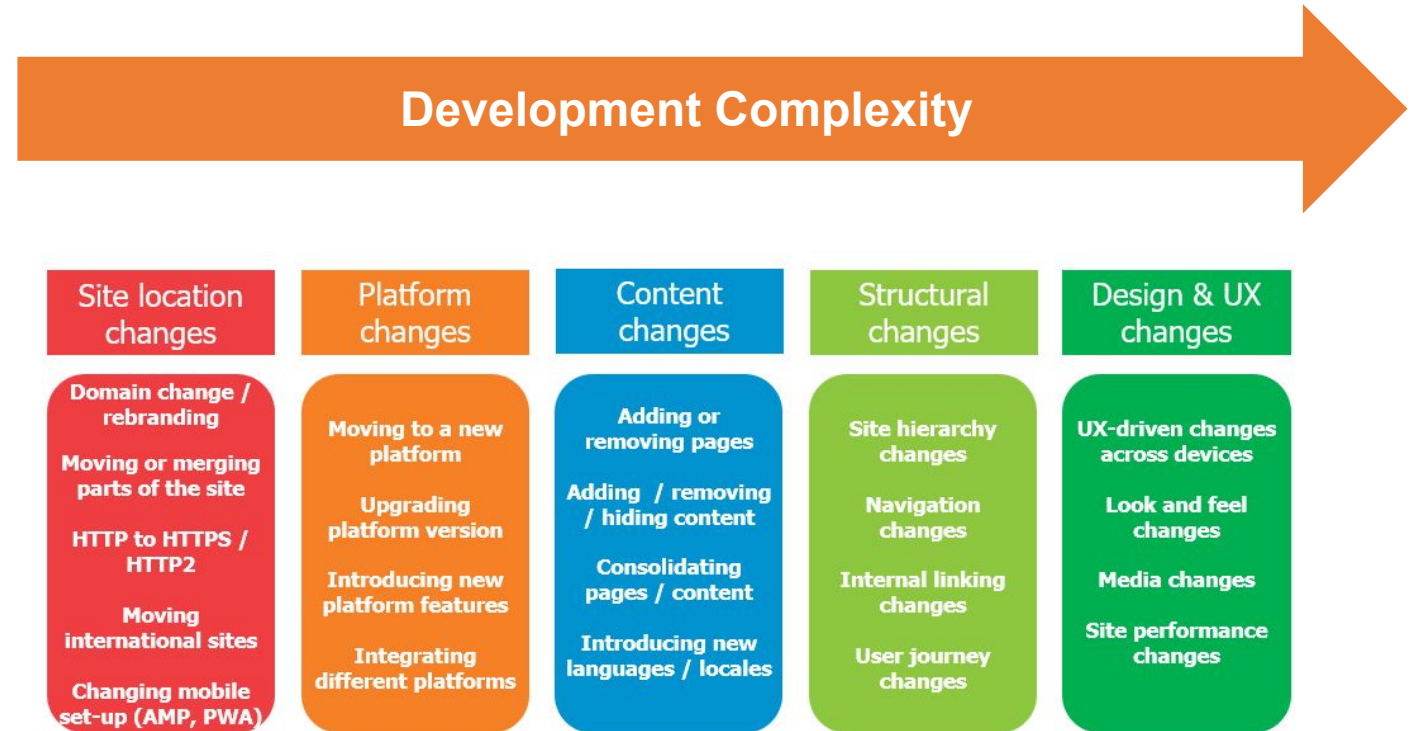
\$30,000 - \$100,000

- How is your current site performing in revenue, traffic, or conversions?
- What do you like about your website? What would you change?
- What do you like about your competitors' websites?
- What is your biggest challenge on your current platform?
- Who manages your website: is it internal or an agency?
- What challenges currently face your website management team?
- How are orders currently processed? How is inventory currently managed?
- Do you have a back-end point of sales system? A CRM integration?
- What, if anything, do you use for email marketing?

# WHAT CAN I CHANGE?

**New Development:** New UI Theme Setup, Shipping, and Payment Gateway Configuration. The only reusable information between the two systems will be the Data.

**Migration:** Product Catalog Import / Export, Customer Data. Migration is when the 'Programming Language' remains the same and everything is moved from one environment to another.



\*NOTE – All Migrations are considered New Development, but not all New Developments would be considered Migration.





# WHEN IS IT TIME TO MOVE?

## **Proactive:** (If you have the available budget)

- To take advantage of process automation
- To integrate your ERP systems or implement “headless architecture”
- Undergoing significant redesign or development of new features/functionalities

## **Reactive:**

- Conversion rates dip below 2%
- Amazon becomes part of the equation or the competition prompts action
- Current website is broken or compromised
- Current platform is no longer supported
- Customers are providing negative feedback about your site

# WHEN TO SWITCH TO AN ENTERPRISE SOLUTION PLATFORM **FREE** CHECKLIST

DOWNLOAD NOW AT:

[www.netelixir.com/webinar/](http://www.netelixir.com/webinar/)



# NETELIXIR + MIVA PANEL DISCUSSION





**THANK YOU**

**NetElixir™**

## THE PROBLEM:

AN OUTDATED WEBSITE  
CREATES MAINTENANCE  
OVERHEADS

- The client had a website built on Magento e-commerce platform with numerous customizations leading to higher maintenance overheads and poor user experience.
- The client could not realize his true vision of implementing the e-commerce store with multiple departments, custom product solutions, etc.
- The client had poor experiences with two previous vendors who failed to deliver and wanted to salvage the website with SEO-services.