
ECOMMERCE BOOTCAMP CHECKLIST

1. WEEK 1: BUSINESS PLANNING

- Take 6DOT Digital Ready Assessment : <http://6dotanalyzer.com>
- Complete company profile to develop your brand and messaging
- Complete digital growth plan
- Define Your Free Offer : Lead Magnet
- Define Your Teaser Offer
- Define Your Core Offer

2. WEEK 2: SETUP YOUR SYSTEMS

- Setup your Meylah Store & List your products
- Setup your email system – engagement map, tool and email swipes
- Build and upload your email list – 100 – 200 emails (minimum)
- Pick Top 3 social sites and complete Setup : Facebook, LinkedIn, Google Plus, Twitter, Instagram
- Identify and complete your product inventory
- Create graphics/images for marketing

3. WEEK 3: LIST AND PROMOTE

- Promote your Lead Magnet via email, social and paid advertising (if you can)
- Build your first advertising campaign for lead magnet
- Identify your marketing/advertising budget
- Test & document first marketing campaign on social media and email. (Metric: #of email collected)

4. WEEK 4: ENGAGE WITH CUSTOMERS

- Engage via email series – welcome, thankyou, engagement and holiday series
- Share interesting information
- List core products
- Build campaign for teaser Offer – Social, email
- Promote lead magnet across all channels

RINSE and REPEAT plus extend your network via:

- Guest Posting
- Sponsor a giveaway
- Write a new blog

Send email to chai@meylah.com if you are interested to join 4 week bootcamp and master eCommerce skills.