

E-Commerce Rule of Thumb & Shopee Sales Funnel

E-commerce Rule of Thumb

$$\text{Sales} = \text{Traffic} \times \text{Conversion} \times \text{Basket Size}$$

Orang datang masuk
kedai

Leads, prospects,
visitors

Free traffic,
paid traffic -> ads

Yang datang lalu membeli

Visitors convert to buyer

Jualan dalam sekali
checkout

Boleh ditingkatkan dengan
upselling atau cross-selling.

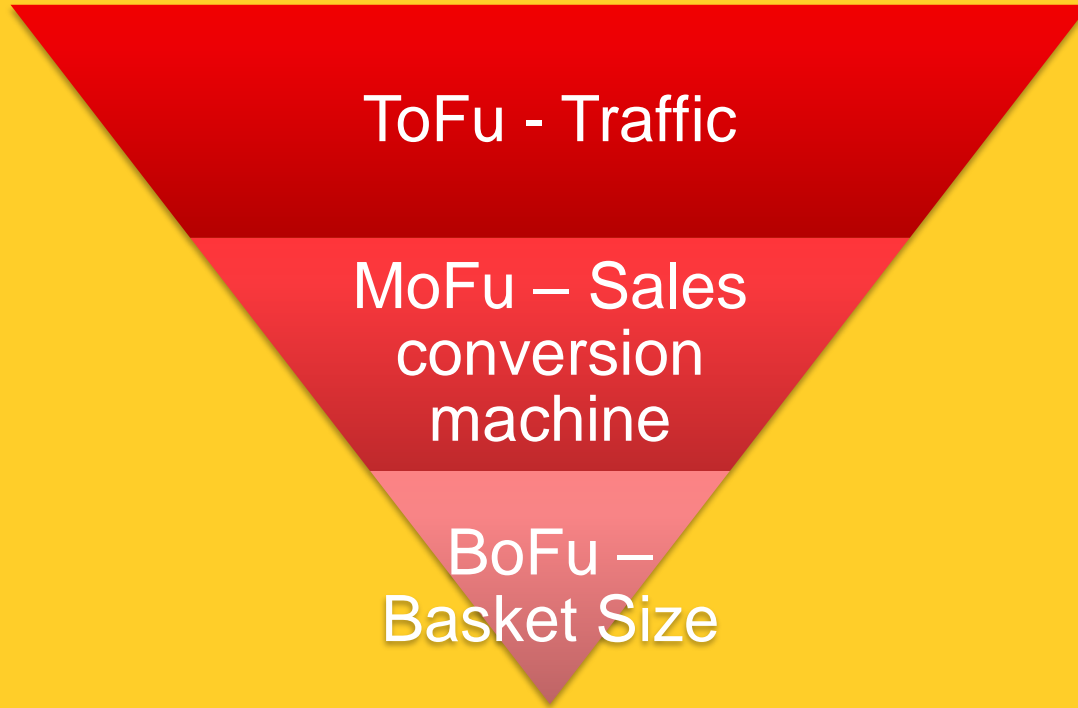


Traffic



- Seller center > Business Insight > Page Views
- Di Shopee, trafik dikira berdasarkan bilangan 'view' di PDP – Product Details Page
- Di Shopee, untuk kekal PS, seller kena capai sekurangngnya 10k page views
- Ini boleh dicapai melalui paid ads atau bukan ads.

Shopee Sales Funnel



Shopee Sales Funnel



1

ToFu - Traffic

Kenali jenis Trafik di Shopee

2

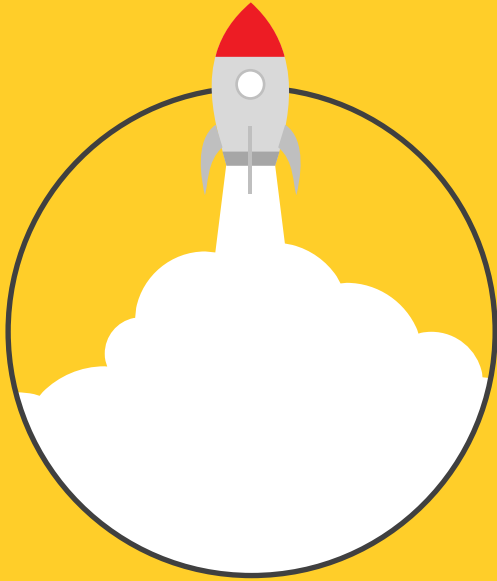
MoFu – Sales conversion machine

Shop Decoration & PDP

3

BoFu – How to increase Basket Size

Upselling, cross-selling



ToFu - Traffic

ToFu - Traffic

What and how?

Shopee Campaign

Drive sales by participating platform's campaign



Social Selling

Shopee Live, Shopee Feed,



AD

Shopee Ads

Paid traffic.
Pay for search ranking.
Retargeting.



Broadcast

Send broadcast to your followers



Social Selling

Engage with your potential buyers



Shopee Live

- Technical Knowledge (Apps / OBS, auction, coins, bags etc)
- Livestream setting
- Cover photo design
- Live structure & flow
- Selling Techniques
- Interact with viewers



Shopee Ads

Pay Per Click model

01

Search Ads – Product Ads

Bid ranking for searched keywords

02

Search Ads – Shop Ads

Display shop at the top of the search results page

03

Discovery Ads

Ads placement - Retargeting

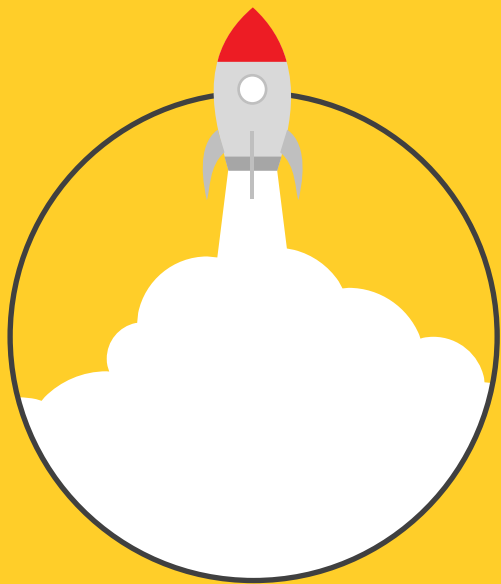
Shopee Ads



Broadcast

- Preferred Seller, FSP Sellers, Whitelist sellers
- Gain more buyer – abandoned cart shopper
- Stimulate purchase – create vouchers for top 10% buyers in your shop
- Increase traffic to shop – follow voucher



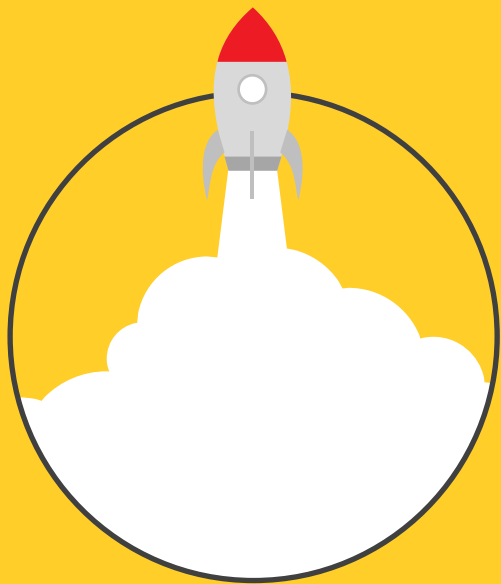


MoFu – Sales Conversion Machine

Create a sales conversion PDP



- Listing optimiser – Pics: Min 3 pics, Product description: Min 300 characters
- Priming – Shop identity/ theme. Cover photo standardized template. Shop Deco
- Social Proof – PS, PS+, Mall, CRR, Shop rating
- Anchoring – discount tag
- Frequency illusion – Discovery Ads – Similar Products / You May Also Like.
- Clustering info – 3/5 main points . Elaborate in 3 short points
- Scarcity – FOMO



BoFu – Basket Size



Cross-sell

vs



Upsell



Basket Size

What and How?

Top Picks

Display set of 4/ 8 listing on product page.



Add On Deals

Discount on second/third item



Bundle Deals

Pakej. Kena produk dalam pakej untuk dapat diskaun tertentu

