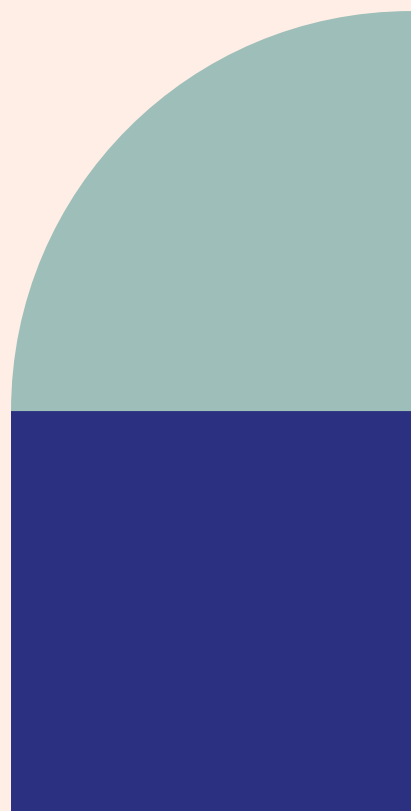
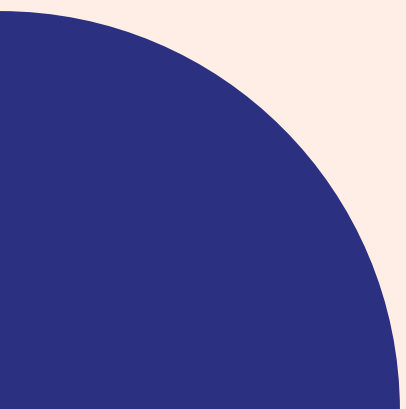


How to Build a Successful, Sustainable Ecommerce Site

A roadmap to help you kickstart your
sustainable ecommerce business.



01



Set out your goals and work out what KPIs you need to hit to reach them

03

Choose a high quality, winning product

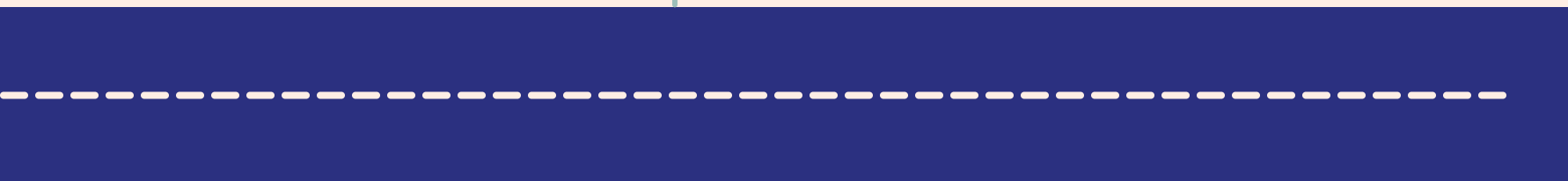
02

Clearly define your target audience, be as specific as possible



05

Have a thoughtful
marketing strategy,
define your ROI goals



04

Build a mobile first,
high-converting
website

06

Test & learn, make changes
based on what value they bring
to the customer experience