

SPICER'S  
CREATIVE

# GETTING STARTED WITH E-COMMERCE WORKBOOK





## CREATE A CUSTOMER PERSONA



**NAME** Jenny

**LOCATION** Newcastle

**JOB TITLE** Retail Manager

**AGE** 35

**EDUCATION LEVEL** Diploma in Business

### SOCIAL NETWORKS

Uses Facebook to stay connected, join local parenting groups, and follow pages related to parenting tips.

**INDUSTRY** Fashion

**ANNUAL INCOME** \$70K

### SHOPPING HABITS

Prefers online shopping due to her busy schedule. Values products that are functional, well-designed, and durable.

**PREFERRED METHOD OF COMMUNICATION** SMS / Facebook Messenger

### GAINS INFORMATION BY

Turns to the internet to research products, reviews, and solutions. Reads online articles, blog posts, and customer reviews to gather information about products.

### LIKES

While Jenny has a lot on her plate, she values moments of self-care. Whether it's enjoying a cup of tea, reading a book, or taking a short walk, these moments help her recharge.

### DISLIKES

Brands that don't deliver on their promises or provide subpar products are a source of frustration. She appreciates brands that are trustworthy and consistent.

### GOALS

Stay organised to ensure that her children are prepared for school, after school activities, and family events.

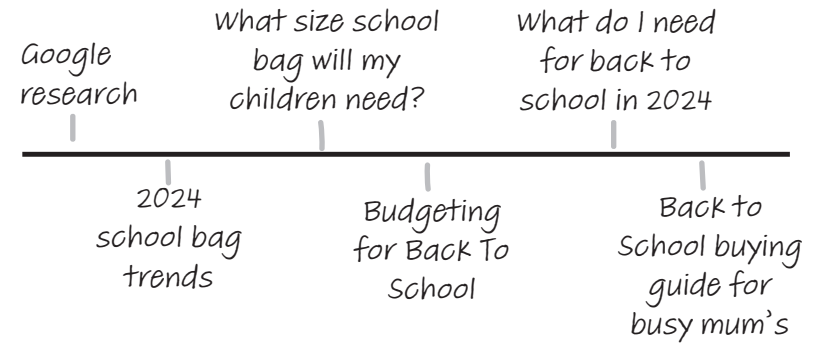
### CHALLENGES

Balancing her demanding job responsibilities with family commitments. Ensuring her children are ready for school and have all the necessary materials.

## CUSTOMER JOURNEY - BEFORE

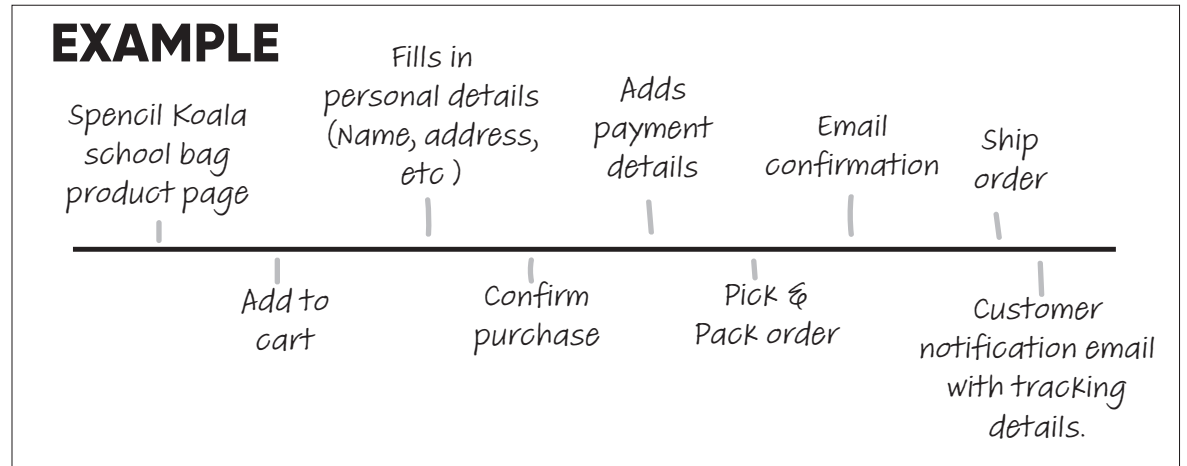
Map out your customer journey **before** they arrive on your website

### EXAMPLE



## CUSTOMER JOURNEY - DURING

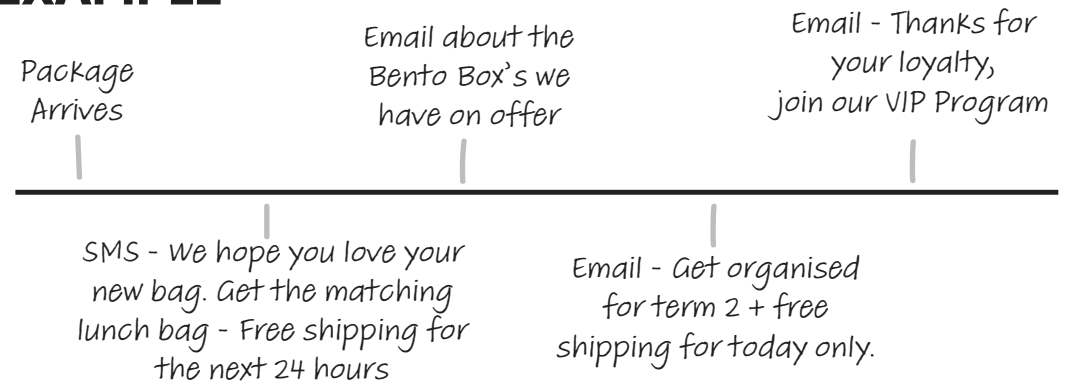
Map out your customer journey **during** their time on your website



## CUSTOMER JOURNEY - AFTER

Map out your customer journey **after** their time on your website

### EXAMPLE



## PRODUCT DESCRIPTION TEMPLATE

How would you describe the product or service?

*The Koala School Bag has a modern and appealing design, perfect for primary school children.*

What problems does it solve?

*The Koala School Bag has a unique combination of thoughtful design, durability, comfort and style, along with its established brand reputation, makes it stand out as a must-have solution.*

What's unique/special about this product or service?

*The Koala School Bag is constructed with high-quality materials that can withstand the wear and tear of daily school life.*

What features are included?

*Side access zip pocket (can be used for phone)  
Outer D-loop bag tag or keychain attachment  
Front pocket inner clip (for attaching coin pouch or wallet)*

What are the measurements?

*Size: 45cm x 35cm x 18cm, Approx 30L*

What is the material?

*Canvas*





## BRAIN STORM WAYS YOU CAN GET INFRONT OF YOUR TARGET MARKET

*Kid Spot*

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*FREE: Write a guest post for their website.  
eg Schools bag trends for 2024.*

*FREE: Join in on conversations. Provide genuine advice  
and recommendations while subtly mentioning your  
products as a helpful solution.*

*FREE: List on their online Business  
Directory*

*PAID: Advertise your product on  
their website*

*PAID: Reach out to them and propose collaborations  
to review and promote your Product*

# RECOMMENDATIONS

Go through the workbook and really nut out each section. This is a process that will require thinking time. The further you move into your business and start selling the more you will learn about your customers. Come back to this workbook and update frequently.

## **SPICER'S CREATIVE WORKBOOK**

[spicerscreative.com.au/ecommerce](http://spicerscreative.com.au/ecommerce)

## **BOOKS**

Shopify For Dummies by Paul Waddy

## **PODCASTS**

Add To Cart

Small Business Big Marketing Podcast

## **BLOGS**

[shopify.com/au/blog](http://shopify.com/au/blog)

# SPICER'S CREATIVE

**Maggie Murray**

0458 774 237

[maggie@spicerscreative.com.au](mailto:maggie@spicerscreative.com.au)

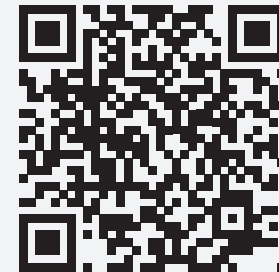
[www.spicerscreative.com.au](http://www.spicerscreative.com.au)

## NEED FURTHER ASSISTANCE?

Book a strategy session with Maggie using the QR code.

Maggie gives you a helping hand and leads you in the right direction to success. You will leave the session with a check list of requirements to help move the needle towards your goals in your e-commerce business.

**Download workbook or  
Book strategy session here**



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