



Digital Marketing Formula

A proven way to grow your eCommerce business

by Alaa Hassan

This is you right now...

If you downloaded this guide, I will assume the following:

You have an online store and you want to get more sales.

Why would you want more sales?

- Make money so you can buy what you want
- Quit your 9-to-5 job and do eCommerce full-time
- Get more freedom

You're in luck because what I'm about to share with you is a proven way to help you grow your online store.

The Formula

There are 5 things you need to grow an eCommerce store:

1. Product(s)
2. Traffic
3. Sales
4. Profits
5. Remarkable Shopping Experience

Here's the formula to help you do just that:

$$\text{GROWTH} = \text{CUSTOMERS} \times \text{AOV} \times \text{FREQUENCY}$$

You need to focus your efforts on the **number of customers** you acquire, their **average order value (AOV)** and their order **frequency** during a specific time period.

For example:

You acquire 100 customers

Their average order value is \$100

They purchase from you only once a year.

$$100 \text{ (customers)} \times \$100 \text{ (AOV)} \times 1 \text{ (frequency)} = \text{\$10,000}$$

Double Your Growth

$$\text{GROWTH} = \text{CUSTOMERS} \times \text{AOV} \times \text{FREQUENCY}$$

If you want to double your eCommerce business, all you have to do is increase each of these variables by 30%.

Let's say you're selling \$10,000 a year online:

$$\begin{aligned} &= 100 \text{ (customers)} \times \$100 \text{ (AOV)} \times 1 \text{ (frequency)} \\ &= \mathbf{\$10,000} \end{aligned}$$

You will DOUBLE your sales by simply increasing each of those variables by 30%. Here's how:

$$\begin{aligned} \# \text{ of customers} &= 100 + 30\% = \mathbf{130} \\ \text{Average order value} &= \$100 + 30\% = \mathbf{\$130} \\ \text{Frequency} &= 1 + 30\% = \mathbf{1.30} \\ \\ &= 130 \text{ (customers)} \times \$130 \text{ (AOV)} \times 1.3 \text{ (frequency)} \\ &= \mathbf{\$21,970} \end{aligned}$$

You've now doubled your business by simply acquiring 30% more customers, increasing their average order value by 30% and increasing the frequency by 30%.