Growth Strategy.

Long term strategy = long term growth

Growth Strategy.

Omnichannel solutions

Already on Shopify but looking to scale your omnichannel for growth? Our monthly Growth Strategy packages give you on-demand access to our team of Shopify experts to keep your eCommerce store thriving and continually grow your business. From split testing, to segmentation and developing email marketing, we're here to implement proven successful strategies to reach your business goals.

Dedicated strategist

You'll have a dedicated strategist to work one on one with you to map and execute your goals and continue to scale your eCommerce store. With flexible hours to use every month, you can use them across all of our eCommerce services.

Priority access

As part of Growth Strategy, you'll have priority access to our team of Shopify experts and developers. Whether you're executing changes to the website or focusing on future campaigns in your marketing calendar, your tasks will be prioritised and actioned quickly.

Increase ROI

Everything we do in Growth Strategy is driven by the goal to optimise and increase your conversion rates. Bigger conversion rates mean bigger ROI for your business.

Regular meetings

We'll meet with you regularly to develop complex omnichannel strategies aimed to set you apart from your competition and work with you to adapt to industry and technology advancements. As Shopify partners we've got access to all the latest changes and can implement them into your business as soon as they're released to keep you ahead of the competition.
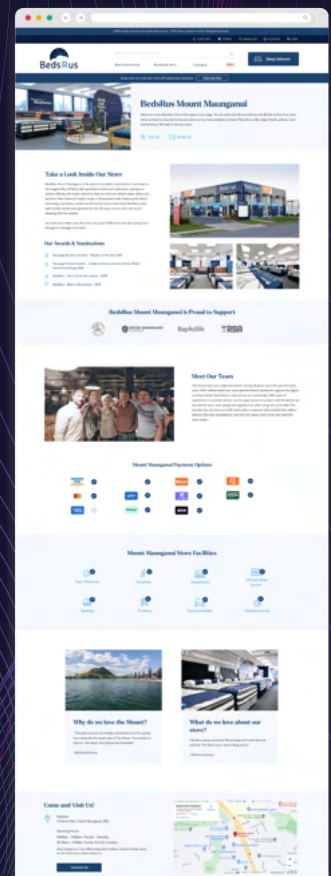
Beds·Rus

BedsRus is a well-known brand throughout New Zealand. They're the largest independent bedding group in the country, with over 50 stores nationwide.

Store Pages

The BedsRus website is not only designed to enable online purchases, it influences offline conversions. The website showcases the BedsRus product range, to assist with in-store shopping. Our strategists created and implemented the Dream List feature. Consumers can browse online, and add certain products to their list. When they visit the BedsRus stores, customers can easily view the products from their wishlist which has been emailed to them they have already narrowed down as their preferences.

To highlight the importance and personality of each retail store, our strategists came up with the idea to create a profile for each store. These profiles include unique photos, feedback from the staff, specific payment options and activities such as local sponsorship. Our team implemented Typeform to streamline the data collection process for each individual store.

"I can hand-on-heart say, I've never dealt with a company who's as easy to deal with, committed, helpful, knowledgeable, and as generally hassle-free as Zyber."

Samantha Clarke,
Head of Marketing, BedsRus

Reviews

Previously BedsRus weren't able to collect reviews from in-store customers. Additionally, they had minimal reviews for online customers. Our strategists implemented Okendo, creating a typeform integration into Klaviyo to collect in store customer data. Each store uses a different POS system. The stores can now submit basic details about customers through this form, which is a streamlined, efficient process. As a result, BedsRus are able to invite their customers to leave a review.

Another challenge which Okendo solves is that BedsRus have up to 18 different configurations per bed. For example, the size and base combination of each bed. By using Okendo to capture reviews, it allows reviews of similar products to be grouped together providing a more user-friendly experience.

Additionally, Zyber built a Klaviyo flow based on the customer data. This enables BedsRus to view the product range associated with their purchase, regardless of whether they bought in-store or online. By capturing this data, BedsRus are able to segment their customers, and send relevant communications to the right audience. For example, their team is now able to send customer specific warranty information.
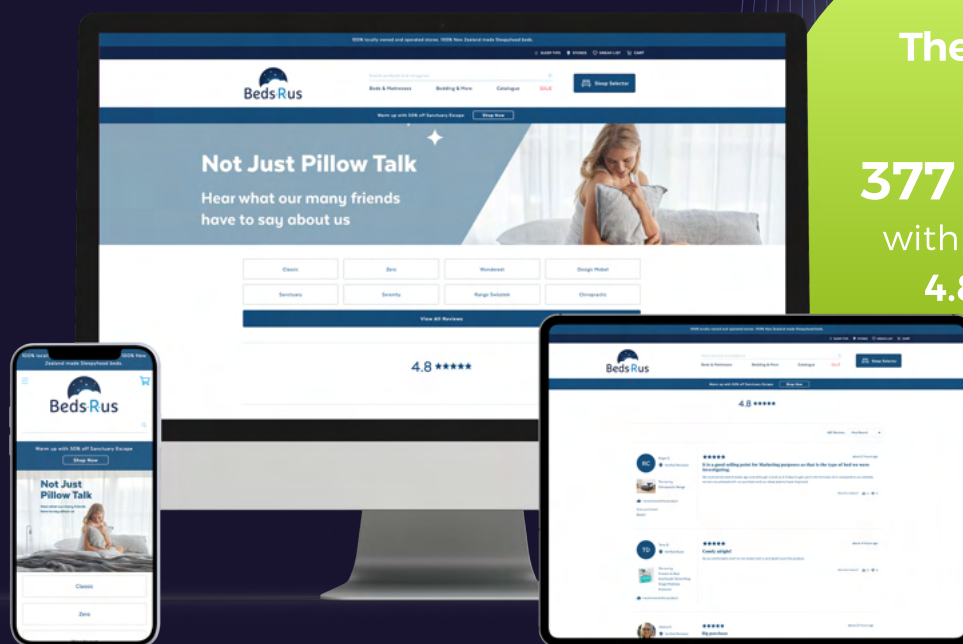
The results?

377 reviews
with an average
4.8 rating.

Fish City ~ HAMILTON

Born out of the Waikato, Fish City Hamilton provides speciality fishing and hunting products. Fish City Hamilton has evolved from an established family business in 1992 to a growing company with three eCommerce brands.

Email and loyalty

Our strategists continue to partner with Fish City Hamilton on an ongoing basis to grow their omnichannel solution. As part of this ongoing process, we have added a number of valuable features to enhance the user experience and drive ongoing conversion rate optimisation.

Fish City Hamilton uses Marsello for email marketing and loyalty. We redesigned all of their emails in Marsello, the email marketing automation platform they use. As part of this process, our strategists recommended segmentation within their customer data.

Reviews and Flows

Our team implemented Okendo across two of their brands; Fish City Hamilton and Hunting & Outdoor to capture and synchronise customer reviews. There is no existing native integration between Marsello and Okendo to reward customers for leaving reviews. Zyber used Shopify Flow to create an integration for this so customers could be rewarded with points for leaving a review. Customers can receive extra points if their review includes user-generated content (UGC) such as videos and photos.

The results?

—

220 reviews
in the first
10 days.
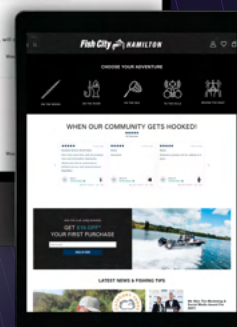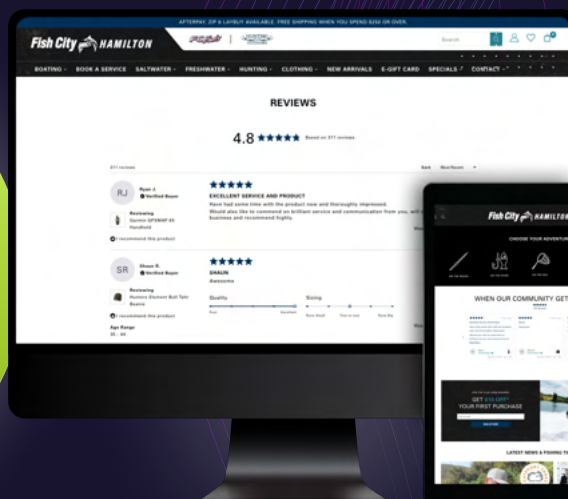
Personalisation

Another app that Zyber integrated was Rebuy, a personalisation app. We created a feature called 'Spool my reel' where users could click on a fishing reel and they receive recommendations of what line they could then spool it with. Utilising 156 rules we implemented, and the AI in Rebuy, means the user has a more seamless experience, as they can purchase the two items hand-in-hand. As a result, we could replace Fish City Hamilton's custom app, making it more efficient for them to manage going forward.

Our team implemented Shopify Scripts into the site to allow for multi-buy discounts during the checkout process.

Lastly, our strategists helped them through the discovery phase to migrate to a better inventory management system with a cloud integrator, SMB Consultants.

"Working with Zyber has been fantastic. We have a good rapport, we can have a laugh, but we can also get straight down to business.

Within a day or two there is a solution in place. It's enhanced the experience for our consumers by the timely manner that you guys have been able to pull out your digital Rolex and advise what application is needed or who to talk to"

Josh Tweedie,
E-Commerce & Marketing Manager, Fish City Hamilton
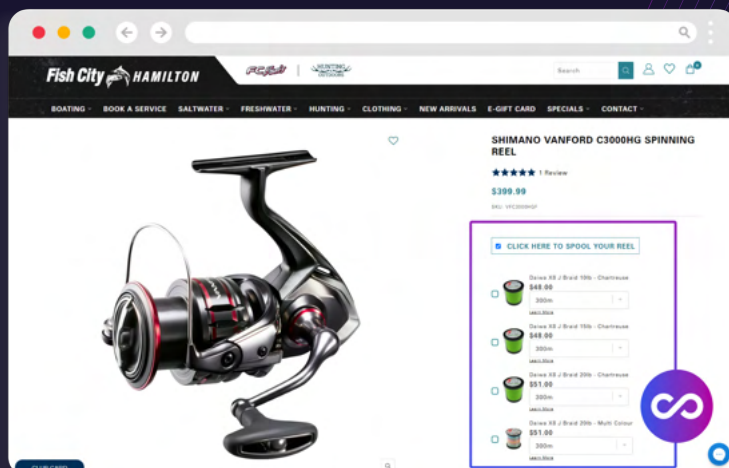
Fish City Hamilton used the **Rebuy App** to create personalisation to the 'Spool my Reel' feature on product pages.
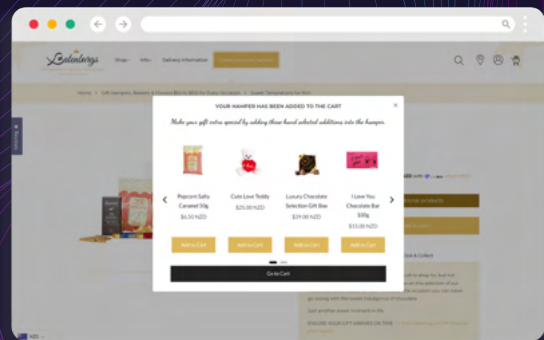
Batenburgs

— GIFT BASKETS FOR ALL OCCASIONS —

Batenburgs offers gourmet food, wine, and flower gift baskets and delivers them across New Zealand.

Cross-sell

Our strategists implemented Rebuy into Batenburg's Shopify store to increase their customers' AOV. As a personalisation app, Rebuy provides upsell and cross-sell functionality to provide product recommendations throughout the buyer journey.

As consumers are shopping Batenburg's hamper range, product recommendations are available as hampers are added to the cart. Zyber built logic into this integration to ensure the right gifts are suggested for each hamper. For example, champagne wouldn't be suggested for a baby gift hamper.
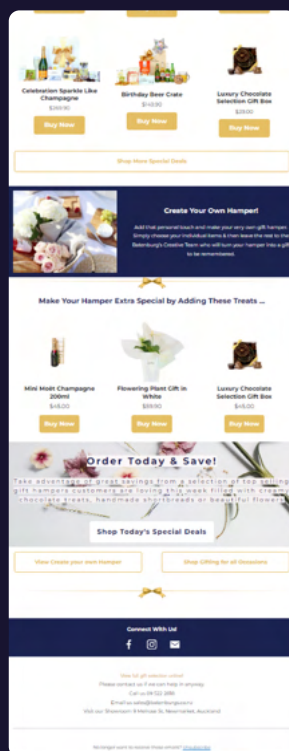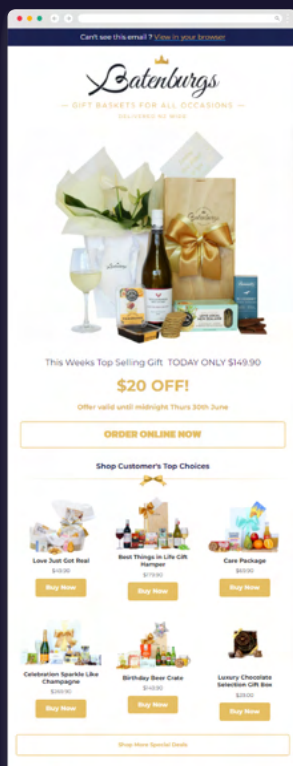
Klaviyo

Batenburgs use Klaviyo for their email marketing. As part of their Growth Strategy programme, our team re-designed their Klaviyo email templates to provide brand consistency across their website and subsequent email flows.

Reviews

Zyber's strategists implemented <u>Okendo</u> to capture reviews for Batenburgs, to provide social proof of their product range. As an incentive to leave a review, Batenburgs provide customers with a gift voucher in exchange for leaving a review. Already, 7% of customers with these coupons have re-purchased on their website.
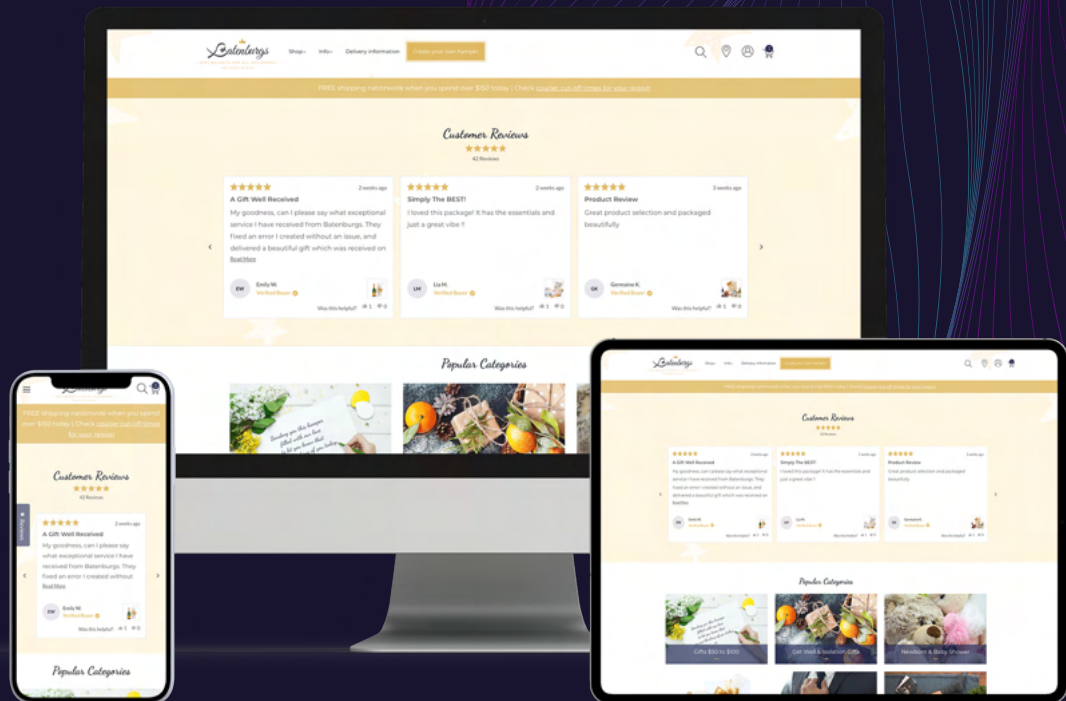
Speak to a strategist

The launch of your website is just the beginning. Our <u>Growth Strategy</u> programme is here to provide you with a long-term partner to evolve your eCommerce strategy.

<u>Speak to one of our experts</u> about how we can help.

Get in touch

Grow
your CRO strategy
today.