



E-commerce Entrepreneur Eric



“We generate a lot of analytics about what people are clicking on, but I still don’t know if the ad we are placing is a good investment.”

Work Responsibilities

Manages two e-commerce businesses with a staff of 6 people. Oversees all the marketing and SEO activities closely.

Technology Expertise

I use email and Excel everyday but I leave the technical stuff up to my web guy.

Relationship with developer

I hired someone on staff who handles the website stuff in addition to operations - saves me money.

My Needs & Wants

I want to know which ads I should run again on which platform.

I need a simple and legible interface that speaks my language.

My business is my life, so I need to understand something before I feel comfortable signing off on it.

My Challenges

I am busy and pulled in many different directions, so I need tools that I can trust.

I need to be able to make decisions whether to do something myself or to delegate it to someone else quickly.

How I ask for help

I look for answers within the help documentation of the program I am using. If I don’t find answers there, I ask my employees.

My website is...

A custom Wordpress site. I sell through Amazon and Flipcart.

Has tracking code from Google Analytics.



Marketing Marissa



"I need a quick and easy process to create and track the success of my Facebook Ad campaigns"

Responsibilities

Marketing, social media, content, PR for start-up of 4 people, management of online presence of business

Technology Experience

I feel like I know just enough to be dangerous

Relationship with back-end guy

I have no idea how much he costs, but we're paying him too much! I'd call him to get info, but off the clock!

Needs & Wants

I want to know what ad copy is the most compelling -- what is the hook that's getting people to click through?

I want a quick and easy process to create and track an ad on Facebook.

I want it to integrate with programs I already use. Report compatible with analysis tools I use.

I want an ad analytics dashboard that tells me how many sales were generated from a particular ad.

Challenges

I need to install the pixel code using the front-end of Wordpress to get the data I need to show my campaigns are working.

I am familiar with some HTML and CSS, but I am not comfortable making changes to the back end without some reassurance.

I'm working across multiple social media platforms, budget software and Google Analytics.

How I ask for help

First, I'm going to scour the internet to see what free tools we can use.

If it looked a little more complicated, but I'm 99% sure I could do it, I would call someone else and tell them the steps I'm about to follow.