

YOUR 30-DAY ACTION PLAN



PRESENTED BY

DIGITAL TRAFFIC ACE

If you have just started an online store, or are planning on doing so, you **NEED** a solid action plan.

This 30-day action plan is designed to help you take action and get as much as possible done within the next 30 days. Let's get started!

Here's what you'll do in the next 30 days so you can get your store up and running ASAP:



DAYS 1 – 3 - NICHE/CATEGORY RESEARCH

Before you decide on a business name, you need to settle on a type of store. Most people feel that they need to decide between general and niche stores.

Most people don't know that there's a third way.

We call it a hybrid store.

Instead of going super specific like a fishing store, you can broaden your scope a little and create an outdoor store. Makes sense?

Another example:

Instead of a store for people passionate about elephants, create a store for people passionate about endangered animals.

In other words, you are moving from a niche store to a category store. Not too specific, but not too broad either.

If you do decide to go with a niche store, it's a good idea to make sure enough people are interested in it.

One good way to validate it is to open up Audience Insights and look at the size of the niche you want to target:

For instance, if you're looking at the knitting niche, there's quite a few people in it:

The screenshot shows the Facebook Audience Insights interface. On the left, the 'CREATE AUDIENCE' sidebar is visible, with filters for Location (United States), Age and Gender (Age: 18+, Gender: All), and Interests (Knitting). The main panel shows a 'New Audience' of 7M - 8M people in the United States. The 'Page Likes' tab is selected, displaying a table of top categories:

Rank	Category	Examples
1	Education Website	Blueprint
2	Product/Service	Cricut - The Official Page! • Crayola
3	Women's Clothing Store	Chic Soul • The Mint Julep Boutique • Lane Bryant
4	Food Delivery Service	Blue Apron
5	Home Decor	Pottery Barn • Pier 1
6	Clothing Store	Zappos.com
7	Website	Ooh La Llama • Etsy • Allrecipes • Housekeeping 101
8	Author	The Pioneer Woman - Ree Drummond • The Slow Roasted Italian
9	TV Network	Hallmark Channel USA • PBS
10	Retail Company	JOANN Fabric and Craft Stores • Hobby Lobby • The Crock-Pot Brand • thredUP

I would avoid any niche that's less than 2 - 5 million people (within the United States).

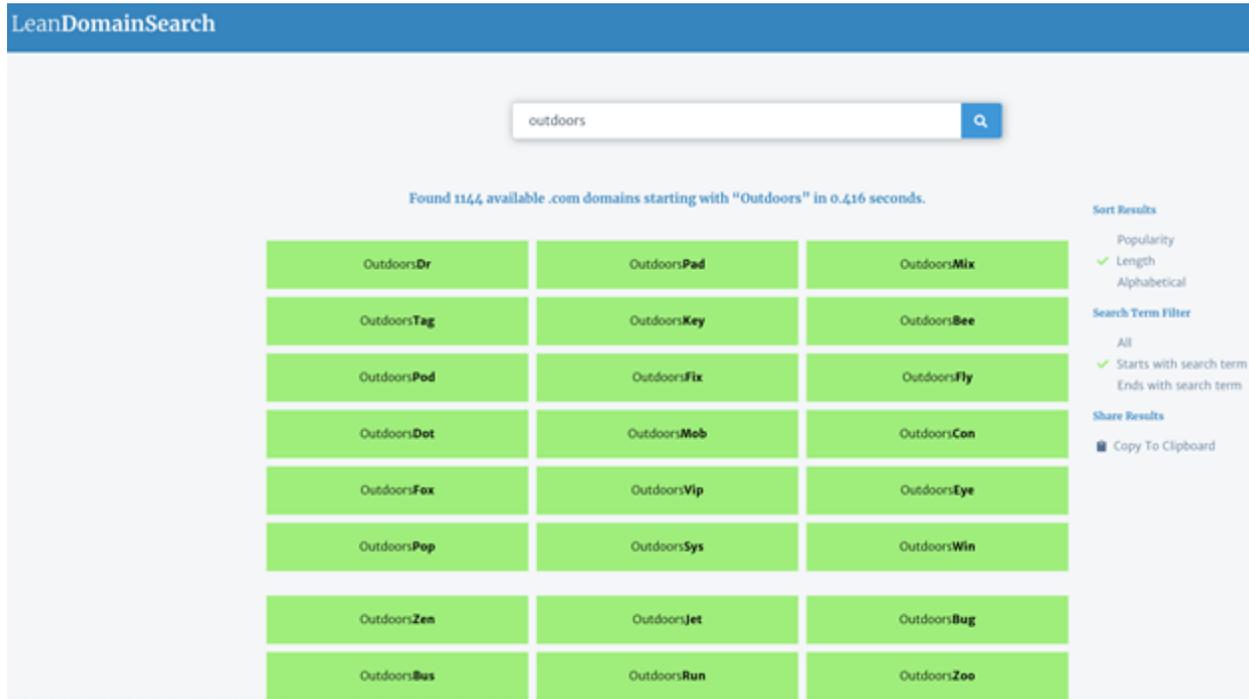
Once you've picked your niche or category, it's time to...

DAYS 4 – 5 CHOOSE A NAME AND DOMAIN

Pick a business/domain name based on 1- 2 keywords that are relevant to your niche/category.

Use www.leandomainsearch.com to check different available domain names based on a specific keyword.

Here's a simple example:



If you have more than one root keyword that's relevant to your category, run all of them through Lean Domain Search and put together a list of candidates for your new domain name.

Choose the one that's shorter and more memorable. You'll see this later on: shorter URLs look and work a lot better in your ad copy.

Check your store/domain name on trademarkia.com to make sure it's not TM.

One more idea: you can make your name more brandable by basing it on a name. Here are some ideas/examples:

StevesOutdoors
Aimeesparkle
LoganSports

Acquire your domain. (preferably from Namecheap). We're not affiliated with them; we've been using them for years with zero issues.

Set up a branded email account. Something like support@yournewdomain.com. You can set it up on Namecheap for a low price. (less than \$2/month, paid annually). Instructions are available here: <https://www.namecheap.com/hosting/email/>

A lot of people prefer to use yournewdomain@gmail.com because it's free, but we advise against it because it doesn't look professional.

DAY 6 - GET A LOGO CREATED

Let's get a few things out of the way.

I see A LOT of people agonizing over their first logo because it's not perfect and that's going to lead to the demise of their entire business.

FALSE!

Let me explain. Is having a logo important? Absolutely yes!

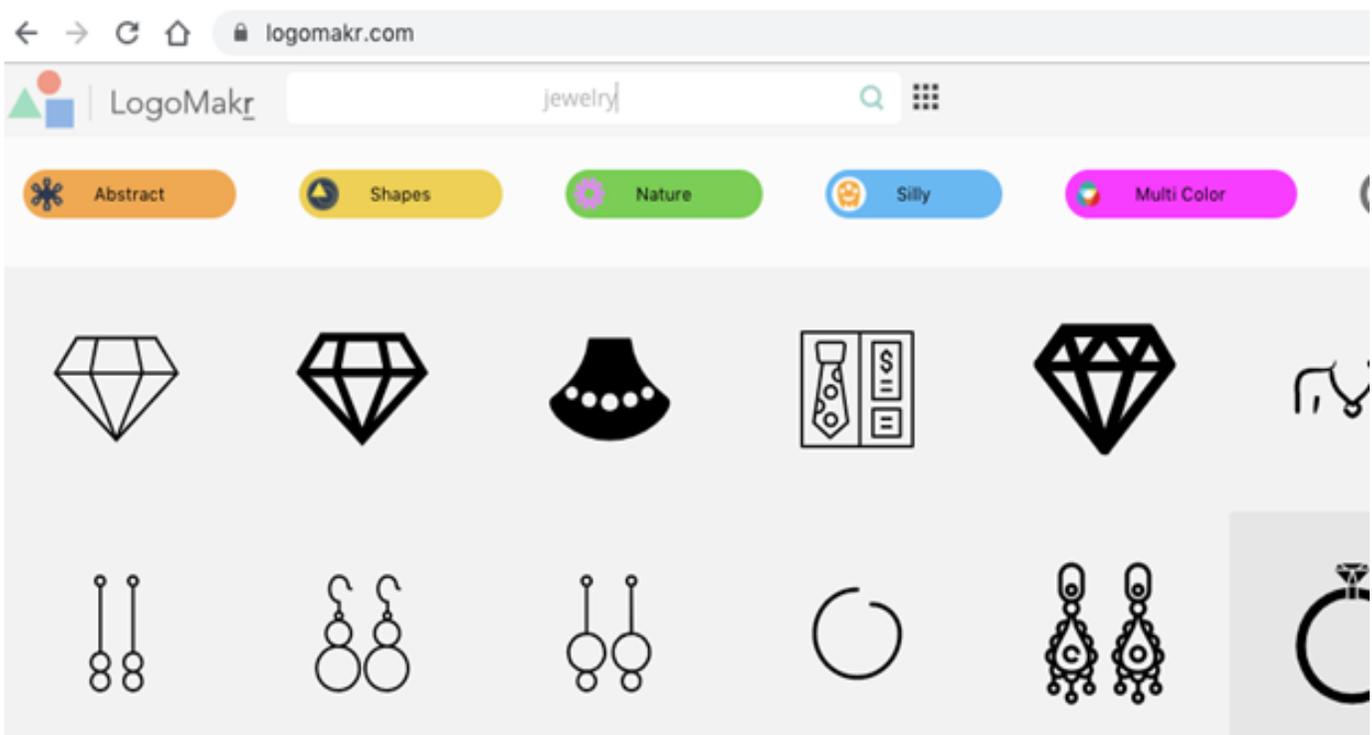
Is it going to determine whether or not my store will make sales?

No.

With that in mind, here's how you can get a logo done as quickly as possible.

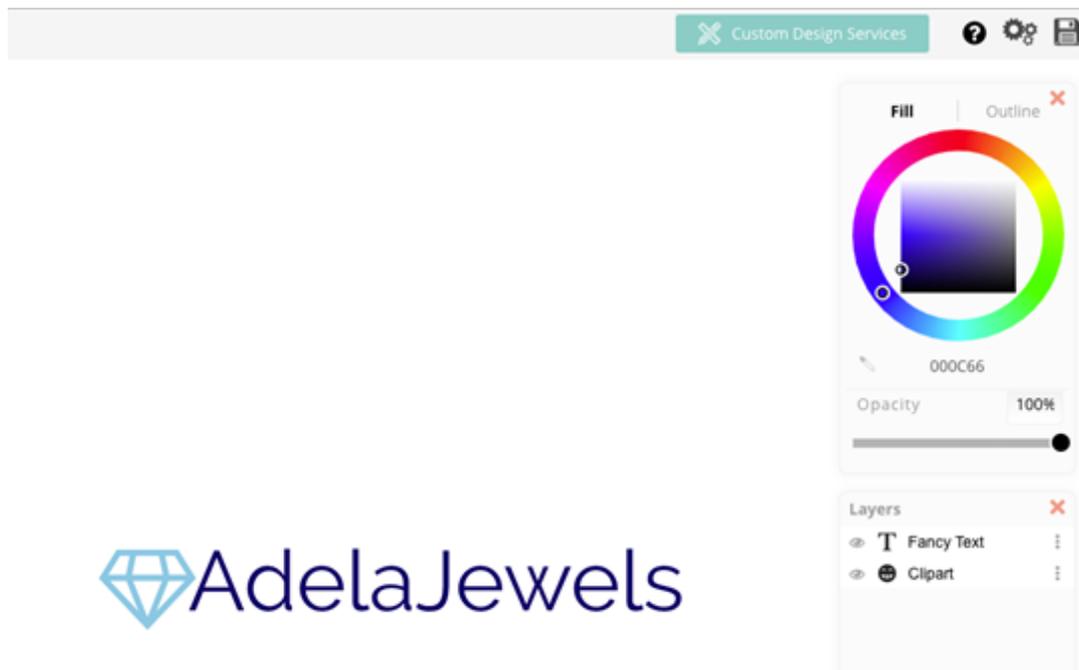
Our favorite resource is <https://logomakr.com/>

Just type a keyword, hit Enter and pick an icon:



You can then add your store name.

Here's an example:



When you're done, crop the image and save it to your local hard drive.

Not sure what colors to go with?

Canva.com has a great color palette picker right here: <https://canva.com/colors/color-palettes>

Not to overthink this step, but let's say you have a bunch of ideas for your store name and domain. Make a short list of names and run a poll.

You can use Survey Monkey, rather than running the poll on Facebook and exposing your ideas to everyone under the sun.

<https://www.surveymonkey.com/mp/online-polls/>

If you want to explore other options besides Logomakr, you can try the Wix logo creator:

<https://www.wix.com/logo/maker>

Feel like going deeper down the rabbit hole?

We don't advise it but it's totally up to you. You can learn more about logo creation here: <https://www.canva.com/learn/logos-for-beginners/>

Canva has its own logo creation tool, at no cost. I guess this would be a good opportunity to get used to the Canva environment since you'll likely use it to create ads. <https://www.canva.com/create/logos/>

But let's not get ahead of ourselves...

Before you run any ads, you're going to need products. And before you can find products, you'll need...

DAYS 7 – 9 - GENERATING IDEAS FOR PRODUCTS

By now you've landed on a niche or category, and on a store/domain name.

Awesome. Let's get you started on some ideas for products.

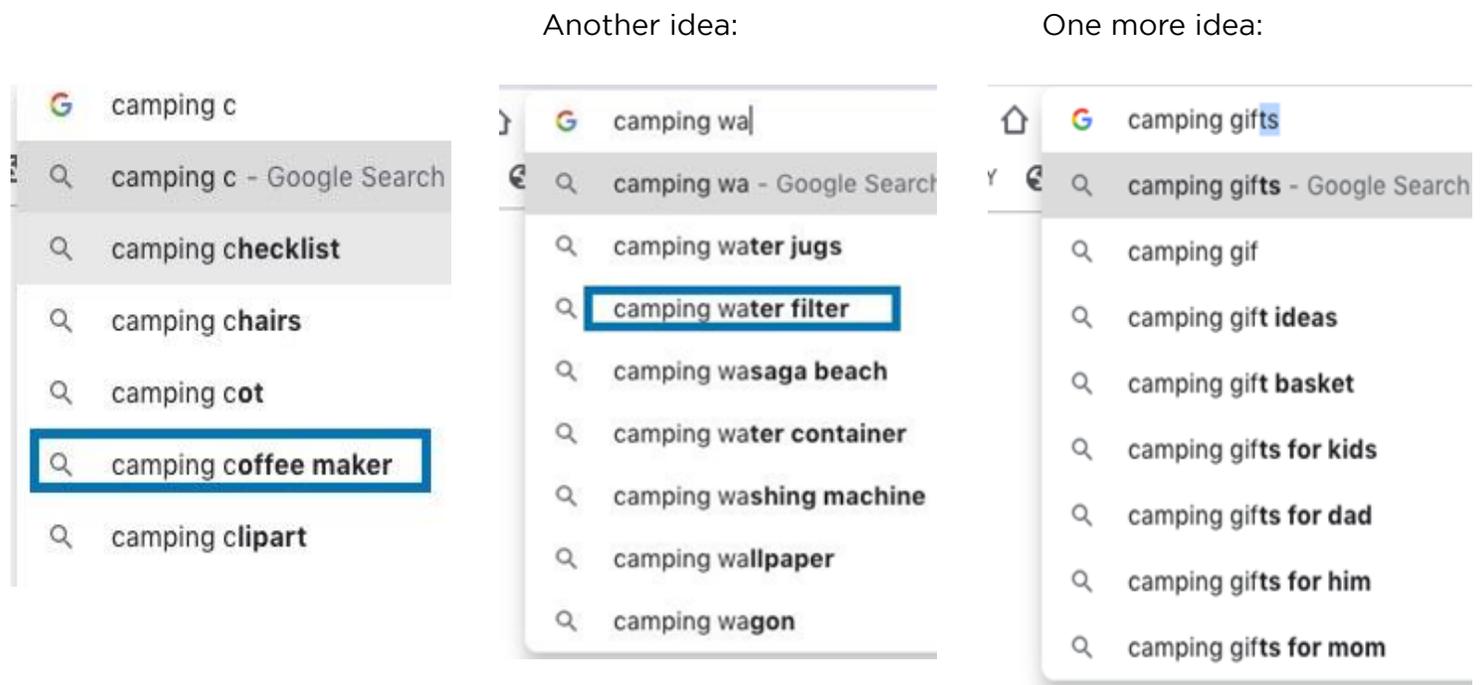
Remember the SALES framework? If not, you can watch the video again here:

<https://digitaltrafficace.com/mini-masterclass>

In that video, we show you what products to never sell on Facebook; we also show you how to generate ideas for social media friendly products.

You can do so in Google. Here are a few examples:

Let's say you decided, or are considering building a store that sells products for outdoor enthusiasts. You can start by adding different letters after the word "camping".



Hint: adding "gifts" after ANY niche keyword is likely to result in some cool product ideas.

Now, follow the same process to generate 5 - 10 ideas.

Other tips: since you want to come up with ideas for products that are social media friendly, you can start your search with a phrase like "passionate about..." and add different letters at the end of the phrase, and see what suggestions come up.

Other "seed" keywords you can use to generate ideas:

Cute, unique, adorable, personalized, comfortable, trending.

DAYS 10 – 12 - FINDING PRODUCTS

Now that you've played around with a bunch of ideas, it's time to come up with actual products.

Before doing so, let's look a little closer at what Social Media Friendly Products means.

Here's a short list of criteria that your product needs to meet (not ALL but as many as possible):

- Unique (or even personalized)
- High Perceived value
- Shareable on social media
- Gets a "this is ME" reaction from the customer
- Not available in retail stores

In other words, if a product is likely to be found at a Walmart or Target, it's not likely that it'll be a Social Media Friendly product.

here's a simple example: a basic alarm clock (boring) vs. a digital alarm clock that makes coffee (new and different, not your typical Target or Walmart product)

With that in mind, let's show you how you can find some Social Media Friendly products.

You're going to take the ideas that you came up with in the previous step, and start looking for actual products.

One GREAT product research tool that gets overlooked by most store owners, is eBay.

Let's grab one of the product ideas we looked at before, like camping water filter.

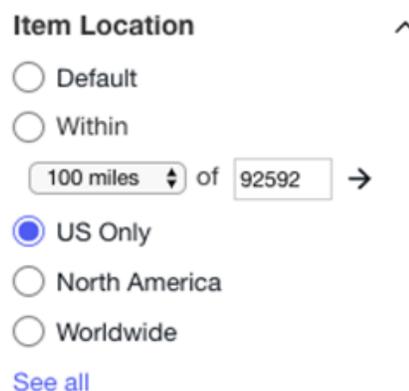
First off, we need to make sure we are looking at products that ship from within the United States.

As you already know, in SIP we teach avoiding overseas suppliers. Instead, we prefer using only local suppliers.

The last thing you want to do to your customers is make them wait for their product for a month or so.

Also, if a customer received a product that is defective or wrong, the last thing they want to hear is "You'll get a replacement within 2 to 4 weeks".

You need to make sure you have this option checked when you do your product research on eBay, or any other international marketplace:



The image shows a screenshot of the 'Item Location' filter on eBay. The filter is expanded, showing several options. The 'US Only' option is selected with a blue radio button. Other options include 'Default', 'Within', 'North America', and 'Worldwide'. A search bar shows '100 miles' and '92592' items found. A 'See all' link is at the bottom.

Item Location ^

Default

Within

100 miles ↕ of 92592 →

US Only

North America

Worldwide

[See all](#)

Now, let's look at the results:

The screenshot shows the top of an eBay search results page for 'camping water filter'. At the top, it says '308 results for camping water filter' and 'Save this search'. Below that are filters for 'Price' with options 'US Only', 'Under \$35.00', and 'Over \$35.00'. A note states 'These search results have been modified by eBay™ Popularity Sort.' The first three results are:

- Portable Mini Solder Water Filter for Hiking Camping Outdoor Survival Emergency**: Brand New, 2 product ratings, \$25.99, Free Shipping, Free Returns, 355 Sold, Watch, 2 new & refurbished from \$25.99. Includes a 'FREE US SHIPPING' badge and 'Top Rated Plus' badge.
- Emergency-H2O Personal Water Filter Roll-Up for Camping, Disasters, Hunting, Fun**: Brand New, \$36.99, or Best Offer, Free Shipping, 267 Sold, Watch, 2 new & refurbished from \$36.99. Includes a 'FAST 'N FREE' badge and 'Guaranteed by Fri, Dec. 6' badge.
- Etectcity Portable 1500L, Emergency Camping Equipment 3stage Filtrat Water Filter**: Brand New, 13 product ratings, \$25.99, Buy It Now, Free Shipping, 254 Sold, Watch, 15 new & refurbished from \$18.99.

You may have noticed that the results are listed in the decreasing order of items sold.

While eBay does not have that sorting feature, there's a nice little Chrome extension that helps you sort your search results as shown above.

It's called eBay Popularity sort.

What's even better is that it's free. Enjoy!

Now, a camping water filter isn't exactly the most social media friendly product, so we need to look a little bit deeper.

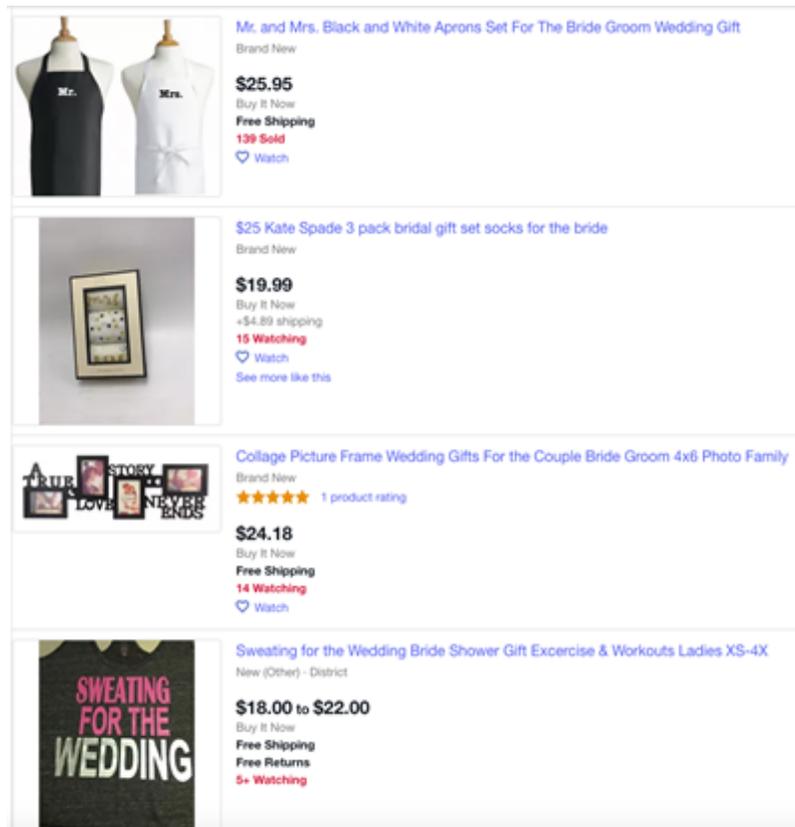
One of the searches I suggested a couple pages above was "gifts for..."

Let's play with these words on eBay:

The screenshot shows a search dropdown for the text 'gifts for t'. The dropdown list contains the following suggestions:

- gifts for teenage girls
- gifts for teenage boys
- gifts for teen girls
- gifts for teacher
- gifts for teen boys
- gifts for teens
- gifts for teenagers
- gifts for the bride
- gifts for toddlers
- thank you gifts for teachers

I picked “gifts for the bride”:



While not all results shown above are usable as dropship products, now you have some ideas you can use as “seed” for other searches.

That “sweating for the wedding” product could be a good Print on Demand design idea.

Use these techniques to generate 20 – 30 product ideas. You’re going to need them once you’ve built your store.

Speaking of that...

Time to start building!



DAYS 13 – 19 – BUILDING YOUR STORE

By now you have done the following:

- Researched your niche or category and decided on a type of store
- Come up with a name, brand and logo for your store.
- Made sure the name isn't trademarked!
- Generated product ideas
- Come up with a list of products

Now it's time to start building that store!

Get your Shopify account here with a 14-Day free trial:

<https://shopify.com> - This is an affiliate link, so if you use it, we might earn a commission. Thank you for considering using it! Doing so will help us create even more free material like this ebook you're reading right now.

Next: Pick a theme for your store.

Here are some factors to keep in mind as you look at different themes.

Themes that are supported by Shopify are a safe choice because they will get timely updates whenever Shopify makes changes to their platform.

While free themes are ok to start with, premium themes tend to convert better.

There are plenty of third party themes out there that are not supported by Shopify. We don't recommend any of them.

In conclusion, ideally you want to use a premium theme that's supported by Shopify.

I understand that when you're first getting started, a premium theme might be out of reach. That's totally fine. There are a couple of free themes that look really good and convert at a decent rate, based on our experience.

If that's the case for you, I suggest starting off with a free theme like Minimal.

<https://themes.shopify.com/themes/minimal/styles/vintage>

Brooklyn is another good free theme we've tested in the past with decent results:

<https://themes.shopify.com/themes/brooklyn/styles/classic>

If (or when) you're ready to start using a premium theme, we have one recommendation we make to our students enrolled in SIP:

Turbo, from Out of the Sandbox.

You can get it from this link:

Turbo Theme - please note that it's an affiliate link.

Feel free to use the code SMARTSTEP at checkout for a 15% discount.

We're not going to show you in every detail how to build your store, otherwise this pdf would become super lengthy and would also become outdated quite fast, because the Shopify platform evolves rapidly.

You can follow the guides available here:

<https://help.shopify.com/>

Here's a checklist of things you should have in place in order to be able to start selling:

- Shopify account acquired
- Link your domain to Shopify
- Install your theme
- Customize theme
- Add products and set weights
- Set up shipping rates based on weights
- Add payment methods – Shopify Payments and PayPal, so you can get paid
- Set up your legal pages
- Set up a Contact Us page
- Install basic apps.

Wondering what apps you should install? Check out this pdf that lists the Shopify apps we recommend to our SIP students:

<https://digitaltrafficace.com/wp-content/uploads/2019/04/15App.pdf>

Now that your store is set up, you should be able to start selling. There's one more thing you need to put in place though:



DAYS 20 – 22 - SETTING UP BUSINESS MANAGER

In order to make sales, you will need to drive traffic using social media ads. Here are the pieces you need to have in place to make that happen:

You need a Business Manager. You can create it starting here:

<https://business.facebook.com//overview>

Within this business manager, you will have to create the following assets:

- Ads Manager
- Pixel
- Facebook page

As the Facebook interface keeps changing, there's no point in showing you a bunch of screenshots.

Instead, you can go to <https://www.facebook.com/business/help> and use their resources to create your assets.

Keep in mind that your pixel will have to be linked to your ads manager. Instructions are available here:

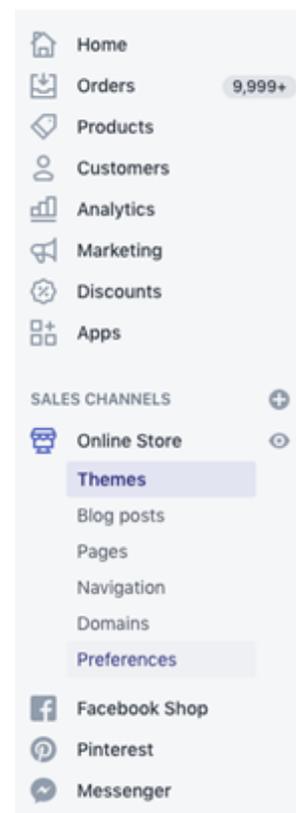
<https://www.facebook.com/business/help/1082423901815363>

One important thing to keep in mind: your pixel code needs to be installed in your store.

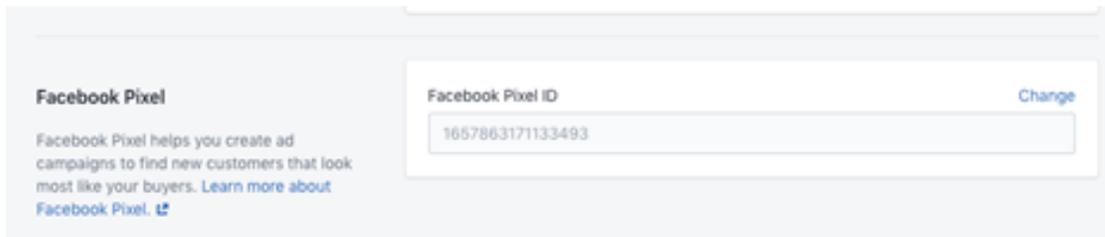
Luckily, Shopify has made this installation process super easy.

Once you've created your pixel, you'll be given a pixel ID. It's a string of digits; copy it and head over to your Shopify admin.

On the left side, click Online Store and then Preferences:



Once you are there, scroll down to the Facebook Pixel section and paste your pixel ID. Make sure to click Save!



Once you have your assets in place, it's time to run some ads. In order to make sure that your pixel is working, you need to install the Pixel Helper Chrome extension. Once you load any page in your store, you should see your pixel ID when you click on the extension.

By now, you should be ready to drive traffic to your store and test your products!



DAYS 23 – 30 – RUNNING ADS & MEASURING DATA

This is the final stretch of your 30-day action plan.

Now that you have all your assets in place, including your website, Facebook fan page, ads manager, and pixel, all of them linked to each other, it's time to run some ads.

Here are a few points to remember as you embark on the ads creation journey:

- Keep your targeting simple.
- Use the Conversion objective (Ignore the noise about using PPE or other types of campaigns).
- Optimize for the Purchase event.
- Use the News Feeds placements for the most part, but you can also experiment with AutoPlacements.
- Start with Photo ads. Don't worry about using video; that will come later.
- Watch your ads closely and shut off underperforming ad sets. We'll show you how to do that.

Let's discuss each point real brief:

Most people overthink targeting.

But in the testing phase, you don't really have to get too fancy. Here are a few examples.

If you're targeting the cycling niche, look for fairly broad interests that show up when you type Cycling in the ads manager.

Once you have picked a few relevant interests, you can click on the Suggestions button and see what else Facebook suggests:

The screenshot shows the Facebook Ads Manager targeting interface. At the top, there are filters for Age (18-65+), Gender (All, Men, Women), and Languages. Below this is the 'Detailed Targeting' section, which includes a checkbox for 'Include people who match' and a list of interests. The 'Interests > Additional Interests' list is expanded to show 'Cycling' and 'Road cycling'. Below these, there are several suggested interests: 'Cycling club', 'Mountain biking', 'Road bicycle', 'Racing bicycle', 'Bicycle', 'Road bicycle racing', 'Cycle sport', 'Cycling team', and 'Mountain hike'. To the right of the targeting options, there is an 'Audience Definition' section with a gauge showing 'Your audience selection is fairly broad' and a 'Potential Reach' of 35,000,000 people. Below that is an 'Estimated Daily Results' section, which states that results are not available for this campaign because it has a budget optimized across ad sets.

If you want to get specific to road cyclists, you can do that. Same goes for mountain biking.

So, you can build your first ad set with one of these broader interests.

Want to build more than one ad set? With a huge niche like this, you should! You could go on targeting some brands like Trek or Giant or Cannondale.

There are enough brands to build a total of 3 - 4 ad sets based on brands, in addition to a couple ad sets targeting more general interests.

If you build 4 - 6 ad sets like this, you'll know you've cast a wide enough net to test and validate any product in this niche.

Keep in mind that not all niches are so big, so you can cast a relatively wide net in smaller niches, by building 2 - 4 ad sets.

Try to keep your total reach between 500k and 15 - 20 million people.

Unless you're selling women's shoes, you can target both genders in the beginning. People buy gifts for the opposite sex all the time... unless it's a "difficult" product (hence the shoe example).

Let's throw a wrench in your targeting gears.

How do you target a product like a Yoga mat that has a bicycle design on it?

Simple:

The screenshot shows the Facebook targeting interface. On the left, there are two interest selection boxes. The first box is titled 'Interests > Additional Interests' and contains 'Cycling' and 'Road cycling'. Below it are buttons for 'Add demographics, interests or behavior', 'Suggestions', and 'Browse'. The second box is titled 'Interests > Fitness and wellness' and contains 'Yoga'. Below it are similar buttons. A note says 'and must also match'. On the right, the 'Audience Definition' section features a gauge with 'Specific' on the left and 'Broad' on the right. The needle is positioned towards 'Broad'. Below the gauge, it says 'Potential Reach: 18,000,000 people'. The 'Estimated Daily Results' section states 'Based on 7-day click and 1-day view window'.

What about a Yoga mat with a nice elephant design on it?

Glad you asked:

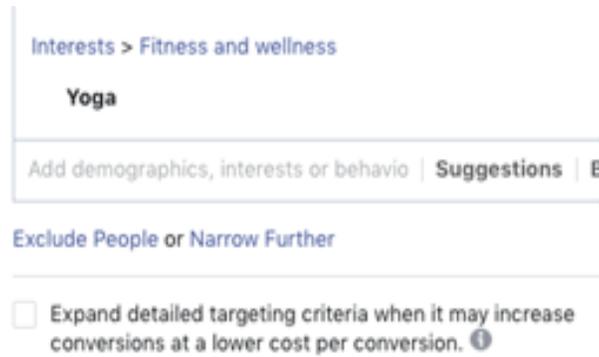
The screenshot shows the Facebook targeting interface. On the left, there are two interest selection boxes. The first box is titled 'Interests > Additional Interests' and contains 'Elephant'. Below it are buttons for 'Add demographics, interests or behavior', 'Suggestions', and 'Browse'. The second box is titled 'Interests > Fitness and wellness' and contains 'Yoga'. Below it are similar buttons. A note says 'and must also match'. On the right, the 'Audience Definition' section features a gauge with 'Specific' on the left and 'Broad' on the right. The needle is positioned towards 'Broad'. Below the gauge, it says 'Your audience selection is fairly broad.' and 'Potential Reach: 7,000,000 people'. The 'Estimated Daily Results' section states 'Based on 7-day click and 1-day view conversion window'.

One last thing to keep in mind: Audience relevance supersedes audience size. In other words, if you have an audience size that's 100% relevant, but it's only 400k people, there's no need to add some junk interests to it to bring it above 500k.

When building your first ad sets and choosing the conversion objective, you may see that the Purchase event is red and there's a warning that you might not get purchases.

Ignore it and stick with the purchase objective. You'll be fine.

Ok, the very last targeting note: make sure the “expand audiences” option is disabled!



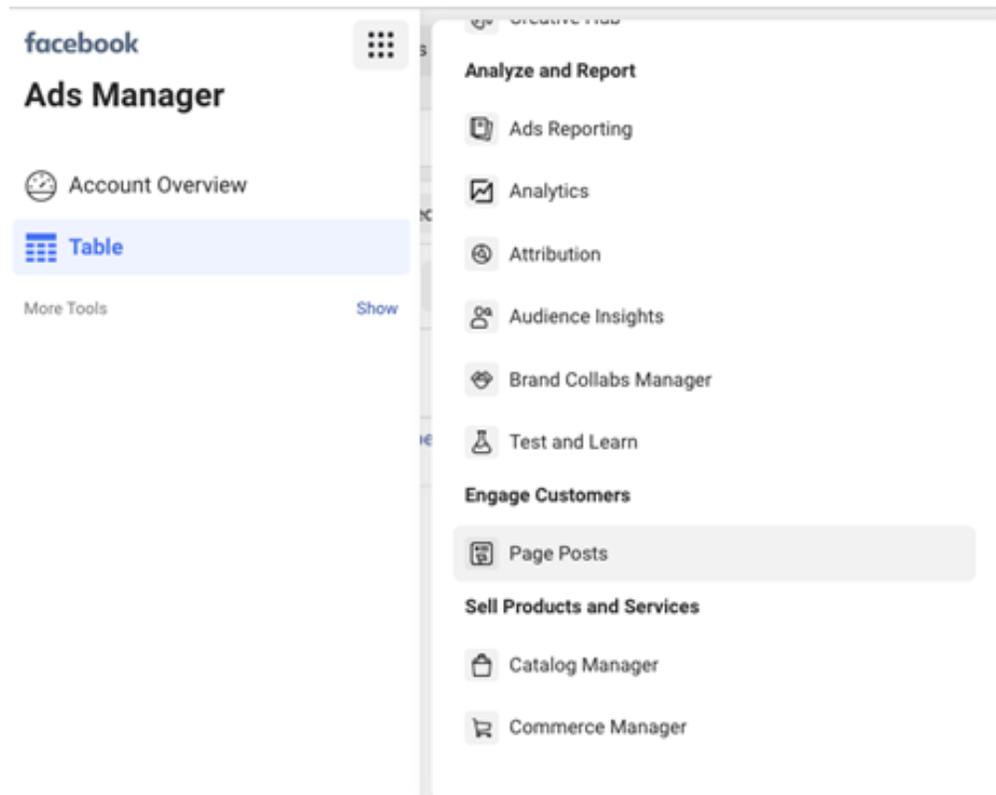
Placements:

For the most part, when getting started, you can use the News Feeds (Mobile and Desktop) placements.

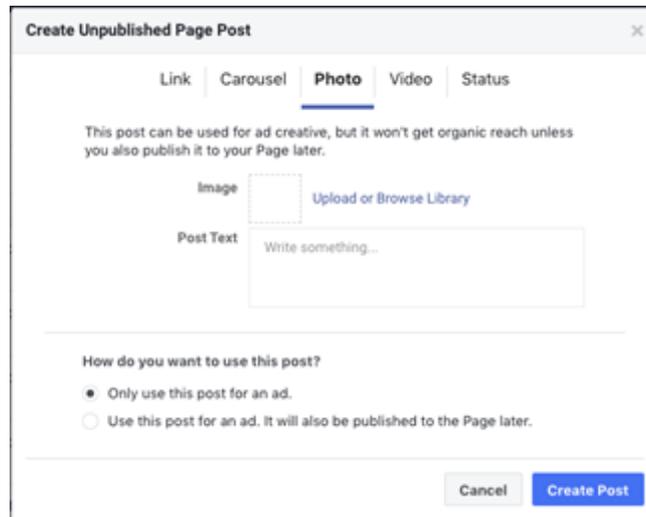
Want to use Automatic placements? That's fine as well. This is not a make or break type of setting so you should be fine with either option. You'll just have to make sure you have an Instagram account linked to your Facebook ads manager, so your ads can be shown on Instagram as well.

Creating ads:

The ad creation flow that we recommend involves using Page Posts. You can create them by clicking on page posts as shown here:



When you're in the Page Post creation window, click Create Post and make sure to select Photo. Upload your product photo and write your ad copy.



Ad copy tips:

Keep it short and simple. Here's a structure we use quite frequently with good results:

<brief callout regarding the product/niche>
<Arrow Emoji> <Link>

It would look like this:

Perfect Yoga Mat for the Turtle Lover!
Yourstoreurl/yoga

Notice how that link is kinda short? Try to make your store URL as short as possible; makes for nice looking product links. Pro tip: you don't need to include the "https://" part before the URL.

Want to try more than one version of your ad copy?

You should!

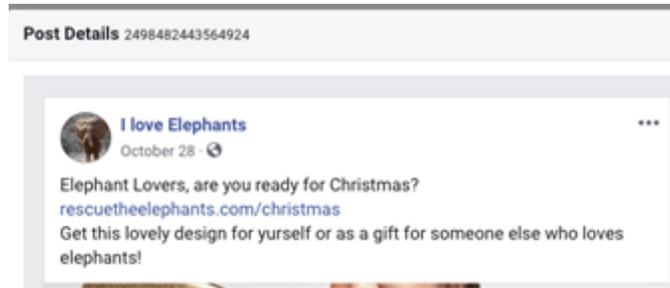
Here's another structure:

<brief callout regarding the product/niche>
<Arrow Emoji> <Link>
<Checkmark> >Benefit>
<Checkmark> >Benefit>
<Checkmark> >Benefit>
<Arrow Emoji> <Link>

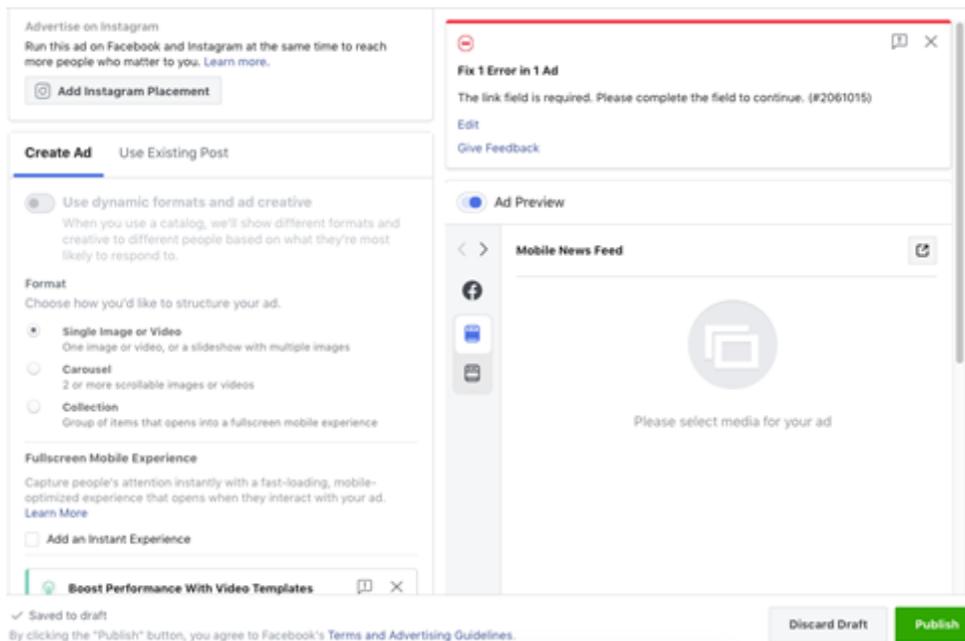
Example:

Perfect Yoga Mat for the Turtle Lover!
- Yourstoreurl/yoga
- Thick and comfortable for everyone
- Ships from the US
- Yoga Lover Approved!
- Yourstoreurl/yoga

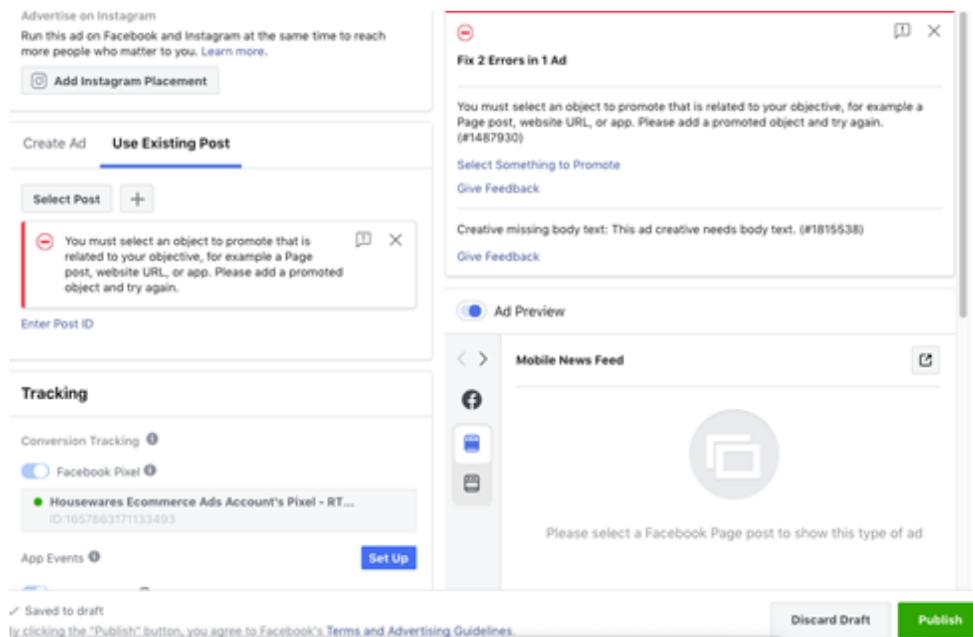
Once you created your posts, copy your post IDs and use them to build your ads. The post ID will be at the top left of the post preview window:



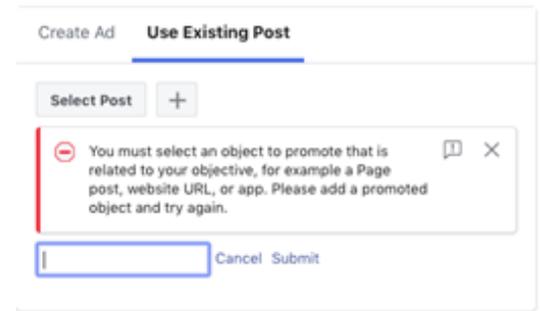
In the ads creation window, select Use Existing Post:



Next, click the Enter Post ID Link:



And finally, paste the ID from the post you had created.



The post will be loaded as an ad.

When ready, hit Publish at the bottom right corner and wait for the campaign to get approved.

In case you're wondering about the ad set budget, there's a simple answer to that question: You can work with \$5/day. This means that you can assess your ad sets' performance after 2 days or so.

Let's discuss the best practices in evaluating the performance of your ads.

After a day and a half or two, you'll look at the following metrics:

CTR (All), Link CTR and CPC (Cost per Link Click)

You want your metrics to be like this:

CTR (All) > 1.8% - 1.9%. Ideally, you want it over 2.5%. Are you getting over 3%? You're doing great!

Link CTR > 1%. If you're getting 0.9%, don't despair. Anything below 0.8% is not good.

CPC (Cost per link Click) < \$2.50. So if you've spent \$10 per ad set and you have 4 clicks or less, it's time to shut it off.

Next: If you've spent over \$10 and are getting Adds to Cart, you're good. Let those ad sets run until you've spent \$20 - \$30 and wait for a purchase.

If you're getting no purchases, you can shut off that ad set.

If all ad sets for a certain product ended up failing, it's a good idea to understand what went wrong.

The most common cause of the "no sales" syndrome is the product. If your targeting is on point and your ad copy, photo, product page are consistent with your targeting, then your product/design is less than desirable and you can move on to testing something else.

The idea is to keep following the process over and over and using the data as feedback to improve your next test.

Keep doing this until you make sales.

Once you start making sales, look at the following metrics:

Content Views, Adds to Cart, Purchases, Cost Per Purchase, Purchase Conversion Value, ROAS and Amount Spent.

The last critical component we're going to look at is Scaling.

When you have a product that's making consistent sales, even if it's barely breaking even, that's

likely an opportunity to scale.

There are several ways to do that:

You can simply duplicate your best performing ad sets in a new campaign, and increase the budgets. Go from \$5 to \$10, and if your results are still good, create some more clones. This works well especially when your audiences are large (2 million and above).

Another method is to scale horizontally by finding similar audiences and creating new ad sets targeting them.

Speaking of similar audiences, Facebook can find people similar to those who saw or bought your product. The feature is called LookAlike Audiences (LAAs).

You can increase your potential reach to tens of millions of people by creating different LAAs. You'll first create Custom Audiences (CA) based on who visited your product pages or took a certain action, and then use those CA to create lookalikes.

And of course, if your product is suitable for different angles, that means more opportunities for new audiences and creatives you can test.

Last but not least, if a product is selling well, you can scale by testing other products in the same niche.

This is a VAST topic, and I could go on for pages and pages while barely scratching the surface.

If you're at that point where you want to scale and maximize your profits, definitely get in touch with us! We know a thing or two about scaling!

If you haven't scheduled a call to discuss our program yet, don't miss out. Click here to schedule a call: <https://digitaltrafficace.com/sip>

