



Goals					
<ul style="list-style-type: none"> <li>• Best possible online shopping experience for customers</li> <li>• Conversion rate optimization</li> <li>• Upsell and cross-sell</li> </ul>	<ul style="list-style-type: none"> <li>• Drive potential customers to your site through key channels, filling the “top of the funnel” so your Head of Ecommerce can convert them into sales.</li> </ul>	<ul style="list-style-type: none"> <li>• Own and oversee key customer acquisition channels for the business</li> </ul>	<ul style="list-style-type: none"> <li>• Plan and send all email, push notification, SMS and in-experience messaging campaigns to website visitors and existing customers</li> </ul>	<ul style="list-style-type: none"> <li>• “Measure everything” - by acquisition channels, conversion rates, attribution, average order volume, lifetime value, customer acquisition costs, return on ad spend, etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Produce and/or oversee the production of high-quality on-brand images, designs and content for your channels and website.</li> </ul>
Responsibilities / Considerations					
<ul style="list-style-type: none"> <li>• Define and activate your ecommerce strategy</li> <li>• Select the sales/ecommerce platform(s) best suited for your business</li> <li>• Identify the required tools and technologies to deliver your desired shopping experience</li> <li>• Define relevant user workflows and checkout frameworks</li> <li>• Support early customer acquisition and focus on ongoing improvement</li> </ul>	<ul style="list-style-type: none"> <li>• Answer key segment and customer needs questions to set acquisition strategy</li> <li>• Utilize Google search (SEM), paid social, re-targeting, Influencers, direct mail and other channels</li> <li>• Use an analytical approach to test and learn, from piloting new channels to testing campaigns and creative within specific channels</li> </ul>	<ul style="list-style-type: none"> <li>• Buy media, launch campaigns, develop channel-specific creative strategies, and manage customer acquisition costs and volumes.</li> <li>• Most common first channel manager(s) are for Google SEM, paid social, and sometimes Amazon</li> </ul>	<ul style="list-style-type: none"> <li>• Assist in converting customers, launching new products, driving reviews, and increasing customer lifetime value</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct deep-dive analysis surrounding ecommerce KPIs</li> <li>• Evaluate marketing campaign results to provide recommendations</li> <li>• Partner with the Head of E-Commerce and Head of Performance Marketing to build reporting dashboards, tools, and analyses</li> </ul>	<ul style="list-style-type: none"> <li>• Transitions from contractor or an agency to in-house</li> <li>• Note that Performance Marketing will likely continue to leverage agencies or freelancers for specific activities</li> <li>• Can report to either the Head of Performance Marketing or Head of E-Commerce, and dotted-line reports to the other</li> </ul>

Link to article on the first marketing hires for early stage B2C E-Commerce Companies:  
<https://revel-one.com/resources/articles/first-marketing-hires-for-early-stage-b2c-ecommerce-companies/>  
 Link to fully-developed B2C E-Commerce Company Marketing Org:  
<https://revel-one.com/resources/tools/b2cecommerce-marketing-org-chart-2/>