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“What’s Working Now” 2021 Expert Panel on ...

“AWESOME APPS!”

Make Money - Save Money - Save Time!

Be a “fly on the wall” as we openly discuss the top-performing apps of 2021 chosen by four super-star EI members!

— Guest-Expert Panel —

			
Deven Davis	Ane Susanto	Mark Shilensky	Chuckie Gregory

Awesome Apps Recommended in This GSD (in alphabetical order)

Attentive	Justuno	OneClickUpsell	Returnly
Bestsellers reSort	Klaviyo	OneClickUpsell-Native	Segments Analytics
Bulk Product Edit	LimeSpot	Postscript.io	Sezzle
Bundles	Lifetimely	ProBlogger	Smile.io
Canva	Loop	Product Filter & Search	SMSBump
ClickFunnels	Loox	PushOwl	TaxJar
Glew	LoyaltyLion	Rebuy Personalization Engine	Trello
Gorgias	Lucky Orange	ReCharge	Wheelio
IgnitePost	Mailbox Power	ReConvert	Wicked Reports
Inventory Planner Forecasting	Okendo	Refersion	Zapier

Hey Insiders!

G'day guys! Bret here with another trailblazing GSD.

Wow, did this turn into a monumental edition! Quick backstory... In 2019 we did a guest-expert interview on “AWESOME APPS!”—The EI (Ecom Insider) community loved it!

Well, a lot has changed since 2019, true?

“Yeah, no kidding, Captain Obvious,” I hear you say ;)

Well, that’s why we’re doing a revised 2021 edition of “Awesome Apps!” and let me tell you ... THIS is a gamechanger and 100% a MUST READ.

In fact, the video interview was soooo good that we’ve made the video recording available for you to watch in your Ecom Insider membership site:

www.members.ecominsider.com

Simply search for “Awesome Apps,” and it’ll pop up alongside the 2019 “Awesome Apps” GSD. Perfect if you prefer to watch a video instead of read!

Either way, no matter what stage of the ecommerce journey you’re at, there will be an endless amount of usable takeaway nuggets of wisdom and recommendations in this report.

All I can say is this ...

Grab your highlighters, pens, notepads, and whatever. You’re going to need them because you’ll want to take notes!

Enjoy!

Bret

2021 AWESOME APPS

GUEST-EXPERT INTERVIEW

Your Host: Deven Davis

Deven: Hey everybody! Today we're going to talk about apps for 2021. We're going to cover recommended apps and what's currently working in a real-life marketplace. These are not theoretical suggestions. These are real suggestions.

We want to cover a couple of ground rules, first and foremost:

Number one is that apps are tools to enhance either your sales or your efficiency running your business. So if it doesn't meet that ... really, there's not a lot of reason to have an app for a, “Gee whiz, that looks cool” reason or [because] you saw it on somebody's recommended list of apps.

If you don't need it or you're not sure if you need it—ask in the group first. There's a treasure [trove] of resources and helpful members willing to share with you there.

So if you're reading this GSD, first and foremost—before you install an app—ask the group what they think about the app, and chances are, somebody had an experience with it.

That being said, we want to make recommendations that are not absolute—meaning, the apps we discuss today are not the only apps that will work to accomplish whatever you're hoping to accomplish. We hope to make a couple of recommendations in some basic categories and then throw in some additional app suggestions that could really benefit your business from a marketing perspective, from an efficiency perspective, [for] tracking, and so on.

So, Ane is going to start us off today. As she should, Queen Ane is going to start and she is going to give us some of the recommendations that she's got for her store.

Expert Share #1

— ANE SUSANTO —

Recommended Apps

- | | |
|----------------|-----------|
| ★ Canva | ★ Sezzle |
| ★ Klaviyo | ★ SMSBump |
| ★ Loox | ★ Trello |
| ★ Lucky Orange | ★ Wheelio |

Ane: Yeah, I think I'm the perfect person to start because I have the most basic recommendations. So my absolute must-have apps are for:

- **Heat map**—I use **Lucky Orange**.
- **Email marketing**—I use **Klaviyo**.
- **SMS marketing**—I use **SMSBump** because it works for me. It was super, super easy to set up, I think the entire thing took me literally 30 minutes. I'm ashamed to admit that that's pretty much as much as I spent on it, but every month, that's still making money even with 30 minutes of time on it. So I haven't really had the need to look for anything more than that. But I know there's been a lot of talk in the group about other apps that I'd love to hear about.
- **Email capture**—I use **Wheelio**.
- **Review app**—I use **Loox**. I think it's a really good option for print on demand, because it's very easy to send in photos and it's easy to get people to send in reviews with **Loox**.
- **Multipayment options**—I use **Sezzle**. **Sezzle** works great for me. The conversion rate is great. And one of the complaints or issues that people have is that my product is a little bit on the

expensive side for drinkware, and people do use the **Sezzle** options, even for a \$32 product.

Phone capture is something I really have to look into now, because of the different changes in how you're allowed to capture phone numbers. I know **Wheelio** added a phone-capture option, so I have to look into that. But I haven't used it yet because I think it's very new.

And then the other two things I really haven't started with yet but I'd really love to, are an **app to increase AOV** (yes, I am using the **BGS Order Bump app** but I'm also open to hear about other AOV boosting apps) and I know Devin was talking about **Rebuy**, so I'd love to hear about that.

And then our **rewards referral program**—I'm not using that right now, which is embarrassing. But I think that it's one of those things that, as a brand owner, you should look into.

So those are the kind of apps that are Shopify connected, I'll say ... apps that you've installed through Shopify that I can't live without. Those are the basic apps, and I think that's really all the apps I have installed. So it's nothing fancy.

I also have two apps that I use every single day that aren't necessarily Shopify apps, and that's **Trello** and **Canva**. And I don't know if [those are] within the realm of this GSD, but maybe toward the end, if we have time, I'd love to go with those two things too.

Deven: I'd love to make some recommendations for non-Shopify store tools and apps at the end. Maybe that's a great thing that we can cover.

Ane, [there are] a couple of things that I love that you hit on. I could see you going through your list of apps there, and I want to point out to everyone that that is a slim stack. We're not talking dozens and dozens of apps installed on a store.

And there's a lot of wisdom in that, because every app that you install taxes your store's resources. It's going to increase load time, it's going to increase the bloat—the potential for bloat—in your store.

And if you've got a store that has 85 apps installed because you're the type of person that likes to experiment or you saw somebody on some message group somewhere saying, "There's this really cool app," do yourself a favor and just take a second before you install it. And again, ask the group about it. Is it something that you need or is it something that you want, to see if it's really neat? And if it's just being installed because it's neat, please reconsider. Very good Ane.

Ane: Oh and before asking the group, do a little search. Because, guaranteed, we've already discussed whatever app you've got questions about, and there's just so much gold in the conversations. If you just search by the name of the app in the Facebook group, you'll likely get your answer. I've always searched the group first. [There's] a whole GSD just on that [laughs].

Deven: I was just going to say that. That could be a mini GSD all by itself: "How do you use the search functionality of Ecom Insiders?" There are millions of dollars laying there, waiting to be uncovered if you learn how to use the search functionality in the group. Very good.

Bret: That's why I started to compile some of the gold topics into their own GSD for that reason. You're right.

Ane: And hey, who here has their own GSD?

Bret: [Laughs] Yeah, exactly.

Deven: Let the record show that Ane is the only one. Okay.

Ane: All right.

Deven: Mark is going to talk to us next about his apps and the suggestions that he's got. Go ahead Mark.

Expert Share #2

— MARK SHILENSKY —

Recommended Apps

- | | |
|--------------------------------------|-----------------------|
| ★ Gorgias | ★ Smile.io |
| ★ OneClickUpsell [OCU] | ★ TaxJar |
| ★ Product Filter & Search | ★ Zipify Pages |

Mark: Okay. So I've got a few repeats from what Ane said ... **Klaviyo**, **Loox**, **Lucky Orange**, **Wheelio**, and **Sezzle**. Those are pretty standard, especially for print-on-demand.

The few others that I think are important are:

- For a filter and search app, I use **Product Filter & Search** to set up all filters on [our] collection pages and to do advanced search.
- There's another one that's been talked about a lot in the group, InstantSearch+. Functionality-wise, they're almost the same, [but] there's a big difference on price. **Product Filter & Search** is substantially less expensive to start out with.
- For a rewards program, I use **Smile.io**. And I wasn't sure about setting it up initially when I first launched my store and did it as a fluke ... And I was getting about 40% of my customers signing up and sharing their referral links and building up points and stuff like that, so I kept it. I haven't pushed it anywhere near as much as I should. One of the nice things about **Smile.io** is [that] it integrates directly with

Klaviyo. So you can pull reward data out of **Smile.io** and put it into emails and also trigger emails based on people's status ... within the **Smile.io** program.

Deven: What kind of consideration do you give to integrations when you're looking at apps? Is that weighed out in your consideration for installing an app or using an app?

Mark: Yes, I do consider it a lot, especially things that integrate with **Klaviyo** because communication with your customers is so important. If you can find an app in a specific vertical that does integrate with **Klaviyo**, and you can pull data across and share data back and forth, that's a big plus in my mind. It makes it much easier if the apps talk to each other.

Let's see, the other two big ones for me that I use on a daily basis are:

- **Gorgias** for my help desk. That has the chat function on my site, and that's really the only thing that's visible from the customer side. But we use it for ticketing, calling, reporting all the support tickets that we get, email. And again, all that gets pulled through, it integrates with everything—**Klaviyo**, **Smile.io**, all that—so we can pull data pretty easily from ... **Klaviyo**, **Smile.io**, Shopify and put it all directly into responses to customers. Precanned stuff makes it much simpler, for doing support.
- And then the other one that I use more and more now is **TaxJar**. Sales taxes have become a big question lately, especially after the—what was it?—Wayfair vs. South Dakota a couple of years ago. And more and more states are raising the question of collecting sales tax. So **TaxJar** seems to be the best solution for that. It doesn't really weigh the store down at all, but it integrates with everything and monitors all the sales tax requirements [from] the states ...

It's not cheap, but it's well worth it.

- In another business ... that I owned, we had literally a full-time person, because we had to file sales tax in all 50 states. We had a full-time person whose job was nothing but filing sales tax returns.

And **TaxJar** takes me maybe an hour a month on my entire store.

So those are biggies for me.

Ane: Question about **TaxJar**: Does that integrate with some kind of backend, like QuickBooks?

Mark: I believe it does integrate with QuickBooks. And it pulls all the data directly out of Shopify, so it's actually monitoring all of your transactional data on the Shopify side, which is really nice.

Ane: Nice, thanks.

Mark: Oh, and since you mentioned upsells and AOV increases, the other two that I really use a lot are **OneClickUpsell** [OCU] and **Zipify Pages**:

- The new **OneClickUpsell-Native** [OCU Native] directly integrates with the Shopify checkout, so all the pre- and post-purchase upsells are built in.
- And then [I use] **Zipify Pages** to do landing pages for more specific product launches and stuff like that.

I think that's my list.

Deven: Very good, very good. I think there are some great recommendations in there. And I think, as we go through this panel, you'll see that

there's going to be a lot of overlap. There are some that are consistently used probably amongst all of us. There are some variations, but those main categories and themes are the main areas that you need an app to cover that aren't going to be hard-coded into most themes, the ones that we're discussing here.

Thanks Mark. I appreciate that. That's a solid list.

First of all, I want to make sure we're not giving any tax recommendations here. But there are resources and tools to help, [so] consult your tax professional or lawyer.

All right, Chuckie. We want to turn the time over to Chuckie now, and he is going to share with us. I'm excited to hear about a couple of these that Chuckie mentioned in the group.

But welcome Chuckie, tell us a little bit about your app set up and your store, maybe, too.

Expert Share #3

— CHUCKIE GREGORY —

Recommended Apps

- | | |
|---|-------------------------|
| ★ ClickFunnels | ★ Postscript.io |
| ★ IgnitePost | ★ ReCharge |
| ★ Lifetimely | ★ Refersion |
| ★ Mailbox Power
[formerly BannerSeason] | ★ Wicked Reports |
| ★ OneClickUpsell [OCU] | ★ Zapier |
| | ★ Zipify Pages |

Chuckie: All right, yeah. First off, I definitely made the mistake initially of downloading too many apps, and it is a nightmare.

We had our site on **ClickFunnels** before, so I was like, "Let's find a page builder on Shopify." So I downloaded all of them, and I was like, "This is probably not the best one." And we did end up going with **Zipify Pages**, like Mark said. I really like that; that thing saves us a ton of time.

But specifically GemPages: Getting that code off the store was a nightmare. We worked with Igor's team for two to three weeks. They had to be in contact with the **Zipify** dev team. And yeah, it was a pain in the ass. Yeah, don't make that mistake.

If you're doing a page builder, in my opinion, just go with **Zipify Pages** and call it a day. There are some things that are limited, but it's a very good app.

Yeah, and we also use the **OneClickUpsell [OCU]** for post-purchase upsells. And we're not on the **OneClickUpsell-Native [OCU-Native]**, just because I don't believe with native you can customize the

checkout. So we got our checkout basically looking similar to how the BGS app was, with the breadcrumbs and everything. And our checkout does so well that I didn't want to switch it over yet. But, eventually, we probably will have to do that.

Deven: Chuckie, I just want to interject quickly, because people will, ... as they're reading this, have some questions. If we're not working with the native integration, we're limited on available options for payment processors. Is that correct? If you're not working with the native integration, you also cannot use the native payment solution through Shopify. Is that true?

Chuckie: So, you're talking about Shopify Payments?

Deven: With **OneClickUpsell** [OCU], yes, correct. Yep, and Shopify Payments.

Chuckie: I believe you can. Unless they changed it, I believe you can use Shopify payments on **OneClickUpsell** [OCU]. We can't use Shopify payments anyway, because it's Stripe and we can't use supplements.

We have four different payment processors we have to use, because that adds another problem. But yeah, one of the things we try to do is add as many touchpoints as possible. So we're using email, SMS, and then we do a couple of different things with direct mail. It's not an app, technically, but there's software that used to be called Banner Season [now called **Mailbox Power**]. But basically, 21 days after purchase, a customer will get a postcard in the mail that promotes them to get on our VIP subscriptions.

Deven: Do you use **IgnitePost** for that, Chuckie?

Chuckie: So **IgnitePost** is actually more of a Shopify app. And what we're using that for is handwritten cards. And those are way more pricey

than postcards. So what we do with those is, if somebody subscribed and they've had three renewals, we want to keep them on—they're a really good customer—so we send them a handwritten card that's from me and Shelby [my wife and partner].

And it's not technically us handwriting it, but they have a machine that has a pen on it, and it does handwriting. They sent me samples, and it looks like we wrote it.

And then on the front it says, "You're a VIP Early Bird. Thank you." And then it's just a brand-building kind of thing. And we also push in there that, if they stay on, they have early access to future products and future flavor drops and whatnot. So just showing that benefit on there, so that they're more likely to stay on it—it's really helpful.

Deven: So that's part of your continuity retention efforts, right?

Chuckie: Yeah, exactly, yeah. And it's really helped with our churn rate [retention] a lot.

Deven: That's a great one for anyone who has a continuity program ... So if I'm recapping what you said, after the third time that they've renewed on that continuity program, you're now saying, "Okay, you're a VIP—you're somebody who we really want to invest in." You'll spend a few dollars to have this handwritten postcard sent, and the reduction in churn rate is pretty good there?

Chuckie: Yeah, definitely. What we do is—it's integrated with **Klaviyo**. So we have a **Klaviyo** list that has a few things in the definition to make sure they're good customers: So we make sure that:

- They started a subscription.
- They've placed at least three orders.
- And they've ordered at least \$120 worth of product.

And we make sure they're engaged: so they've opened an email at least once and they haven't unsubscribed.

So we make sure that they're a really good customer, they get added to that list, and then **IgnitePost** automatically gets the information and sends the handwritten card out.

Deven: That's a really cool app. That's very cool.

Chuckie: Yeah.

Deven: I'm sorry. I cut you off earlier, Chuckie, when you were explaining another app that I thought was this one. What was that one? If you'll go back to it, that'd be great.

Chuckie: Yeah. It was called **Mailbox Power** [formerly Banner Season]. But they're not technically directly integrated with Shopify. To get them set up, we have to use a **Zapier** integration. And basically, when somebody orders, it passes that information to **Mailbox Power**, and then they'll wait 21 days, and they'll ship them a postcard that has a little handwritten section thanking them for their order or saying that we're so glad that they're part of the club.

And then on the other side, it says that we want them to join the VIP subscription program. Here're the benefits of it: exclusive early access to this, discounted tubs. And then there's a QR code. Scan the QR code to go to the VIP subscription. And it's one of those things where we play it like you unlocked VIP subscription because we only sell it on the back end. So yeah.

Ane: So that's also direct marketing. So you're using two direct-marketing approaches?

Chuckie: Yeah, so two separate things for direct mail. Everybody will get the postcard. Only our very, very best people will get the handwritten card, because the handwritten cards look more like a birthday card. It folds up and everything, and it's got their name handwritten on the front with the actual stamp and everything. So yeah, **IgnitePost** is pretty cool.

It's expensive, so you want to make sure that you're sending it to the high-value people where it will add value to them—and not just [to] everybody. I want to say it's \$4 per card, but don't quote me on that. And then **Mailbox Power** for postcards is 36 cents a postcard. And that's with shipping and everything. They can do the customer's name on it and everything, 36 cents shipped. That's why we went with **Mailbox Power**, because there are some Shopify apps that do that, but they're between 60 to 80 cents per postcard. So we did **Mailbox Power** just to see if it would work well with the integration and whatnot.

It's going to be limited compared to a couple other apps on the Shopify store. They'll be able to do more customizations if you want to say, “Only send to these people,” where you wouldn't be able to do that on **Mailbox Power** [formerly Banner Season]. With **Mailbox Power**, it's basically going to be all or nothing, whether you want to send them to all your customers or not. So it depends on what kind of postcard you want to send.

Deven: Chuckie, I hear you talking a lot about retention, community building, and so on. What considerations do you take into account when you're building out your tech stack, the apps that you are using in your store? Are they geared toward building retention? Are there other considerations and other areas that you're using apps for in your store?

Chuckie: Yeah, so we sell the packages on the front end. It's a one-time purchase. We just want to have as many touchpoints after that as possible to let them know that VIP subscription exists. And when

they're ready to get more "Early Bird" [product], we want to make sure that they know that that option is available and that's the option they choose.

Deven: For people who don't know, Early Bird's your product, right?

Chuckie: Yeah, the product is "Early Bird Morning Cocktail." But as far as we were talking about a referral and affiliate program and stuff like that, we use **Refersion**, R-E-F-E-R-S-I-O-N.

We originally set that up for an affiliate program to get Instagram influencers and YouTubers and stuff. And we do a 20% commission referral program, and they can make their own discount code and everything like that. But then we wanted to do something with instead of an affiliate program, more a referral program, where it's for our customers. And when we got on **Refersion**, we found out that they do some cool stuff with that. The big one is when somebody hits the thank-you page, you can just initially show them a pop-up, and it says, "Refer your friends for 10% off and a 10% commission for you." And [with] just one click, they have a discount code and then they can share that with people.

That, unfortunately, doesn't integrate well with **OneClickUpsell** [OCU] anymore. We used to do that, and it was having issues. So instead of doing that, we have a signup page for the **Refersion** referral program, which is not the 20%, but it's a 10% commission, 10% off for their family and friends.

We promote it on the thank-you page and we promote it in multiple emails in the buyer sequence. And that does pretty well. Every now and then, you'll find one of your customers that just has a lot of influence and can get customers. We got one that in the last 30 days has brought in, let's see, almost \$1,000 just from the 10% program.

Deven: That's amazing.

Chuckie: Yeah, those referral programs can work well if you find the right people.

Ane: Do you think any brand or any product or any type of store could benefit from a referral program? Or maybe I should ask it, can you think of any type of store that wouldn't benefit from a referral program?

Chuckie: I would think you would want something that's a unique product that has a really good brand. You really focus on the brand-building aspect of it and not just selling something on Amazon.

Ane: Drop-shipping ...

Chuckie: Yeah, or something like that, where you're just trying to get the front-end sale. Then it's not going to work.

But we focus a lot on our branding and really getting our message out. People resonate with that, and then they'll share with their family and friends and whatnot. That's something we're still working on building too. It's grown a lot over the last two to three months, and I didn't really even notice it because my wife gets all the emails ... And one time I got in her email and saw all these applications to get on the referral program. And I was like, "Oh, wow, that's actually doing pretty well."

Deven: Very good, Chuckie. Any other can't-live-without apps that you are using in your store?

Chuckie: So I'll run through some of the stuff we're using.

We're using **Postscript.io** for SMS. Not something I would "do or die" by. It's what we started with, and it's what we're still using right now.

For SMS, we do a weekly text that they sign up for after the purchase. So it's just buyers, and we promote it on the thank-you page and in our email sequences to sign up for a text every Tuesday morning to provide some motivation. And a lot of people opt in for that. I didn't think it was going to grow very well once we weren't able to opt in people from the checkout, but it has done really well. So yeah, we use that for **Postscript.io**, but I don't know—**Postscript.io** has its issues, I will say that.

For subscriptions, we use **ReCharge**. No issues there. It does well. I like that instead of somebody having to have a username and password to sign in every time, it's just a link. And you just send them a link, they hit that, and it automatically takes them into their subscription account. So they make it really easy there.

Deven: Does that play nicely with other apps as well? I'm curious. I know there have been a lot of questions about subscription in the group. I'd love to hear more about how integrations work or don't work with **ReCharge** specifically.

Chuckie: Yeah, it's a 50/50 thing with what's going to integrate with it. We were looking to find something to really find where our sales attribution was coming from. So we were looking at the different tracking stuff. And there was only one that actually integrated with **ReCharge**, which is **Wicked Reports**. So sometimes it's hard to find things that'll integrate with it.

And with Google Analytics, certain things aren't going to show your subscription sales because there's no actual site visit. So there's some trickiness to it.

But overall, I haven't tried anything else, so I'm not sure about any of the alternatives. But **ReCharge** was what was recommended in EI [Ecom Insider], so I just kind of went with it, and it's been great. And to switch would be a pain in the ass probably.

One issue I wish we could fix is (and I think you can fix it now if you have the setup) [to] offer the subscription on the upsell for **OneClickUpsell** [OCU]. You just have to have the same payment processor for both, which we don't. We want to try that in the future, offering the subscription on the upsell.

Deven: So in a super-clean, nonsupplement, nonmultiple-processor setup, somebody would be able to use **OneClickUpsell** [OCU], offer a subscription as an upsell, and process that all in the same workflow versus [what it] sounds like you have to [do]: parse that out right now with some challenges.

Chuckie: Yeah, and we just got set up with another payment processor that gives us unlimited processing ability. So we might hook that up to both and do that in the future.

But that wouldn't add any AOV on the front end because we offer one more tub as our upsell, and it converts at 20%. So ... we would have to give that up for more subscriptions initially. So it's a pros versus cons thing.

But other than that, yeah, one app I really like that we set up, it's called **Lifetimely**.

Deven: Yes. I saw you talking about that in the group. Tell us about that.

Chuckie: So basically, it integrates with everything used to process payments—so Shopify, **ReCharge** for us—and then it integrates with your Facebook Ads or Google Ads, and we do Snapchat. You can integrate it with TikTok Ads and stuff like that.

And then you just basically tell it all your information, your product costs, your transaction percentages, your shipping costs. And then you add in your custom costs—software and everything like that. And

it'll give you what you're actually making, [your] profit on a day-to-day basis, because one of my things is [that] I added so many things to it, I'm like, am I even making money?

So with that, we added that on there, and I could look back and see: Okay, yesterday, let's see: We did these sales. This much was product cost. This much was shipping. This much was spent on marketing. This much was all my software and everything.

It'll divide it up ... on a day-to-day basis. So if you look at one day, it's going to break it down by day so that you could actually tell if you're making money and the impact of different things you add on a very granular level, which, for me, helps because I just need to see stuff like that.

Deven: Yeah, I'm looking at that on my other screen, Chuckie. It looks like that's a \$19-a-month app. I have a similar solution in place that's many hundreds of dollars a month. So **Lifetimely** looks amazing to me right now. I think that might be one that I'm going to look at right now.

Chuckie: Yeah, it's cool. And the fact that it integrates with **ReCharge** is cool too because it'll tell you: this many people got in on August, this is how many of them canceled, and this is the percentage of them that are still on.

So it really helps you break down the subscription side of your business, where a lot of stuff won't be able to do that.

Deven: Very cool ...

Ane: Can I go back to something that you kind of breezed through? You said that you added all these landing-page apps, and you decided to go with **Zipify Pages**. I know there's a lot of discussion in EI [Ecom Insider] with people wanting to figure out what the best options are ... Maybe to help save time for other people who are thinking about

trying those other apps: What other apps did you try? And why did you definitely recommend **Zipify Pages** over the rest of them?

Chuckie: Yeah, there were at least three or four that I tried. The only one I remember the name of was GemPages, just because we had such issues with it afterward.

But we went with **Zipify Pages** because ... all the other ones for us were really super buggy. They had all kinds of bug issues, and formatting was a nightmare, where **Zipify Pages** just made it really easy.

If anybody's ever used **ClickFunnels**, it's similar, but [there's] less customizing that you can do than on **ClickFunnels**.

But it breaks it down really easy, and it's very simple to use. And if you ever have somebody that goes in—and you want to make it even more professional looking—it's really easy for them to do that too.

And the price point is reasonable. I think it's \$97 a month.

But it allows us to really quickly build pages. We just built an opt-in page because we have a new flavor coming out, and we're going to have people opt in for an early notification list. And I built that page in five minutes, and they can opt in from that page and it integrates with **Klaviyo** and everything like that.

Deven: Very cool.

Chuckie: It's nice because it integrates with **OneClickUpsell** [OCU] really [well] too since it's the same company.

Deven: Yeah, same developers. Yeah. Old Ezra, he's got some things figured out.

Chuckie: Yeah.

Deven: I have a question for everyone [about] considerations on price points.

I sometimes will throw a recommendation out to the group, and people will ask me how much it costs. And honestly, I don't know anymore! And I think I remember there being a stage in building out our store when every little app mattered to me. And if it was \$19 a month, I had to think about that.

And I want to ask you guys what consideration you take with pricing for apps. And how does price versus functionality need to play out for you to go ahead and move forward with an app?

Chuckie: For me, I'm very bad. I'm willing to spend money. It's not good. And if I see any value in it, I'm just like, "Let's try it out," and then I'll just spend the money.

Ane: [Laughs] I think all of us are like, "Hey, if you want me to try it, I'll try it."

Mark: [Laughs] Okay, I was going to say, I do consider it quite a bit because I look at the value of time and effort versus what the app is going to save me. So if an app is \$500 but it's going to save me way more than \$500 in time, it's a no-brainer. But if an app is \$500, and I really don't know if it's going to save me that much time, then I really think about it. So there is a point where if it's \$50 or \$100 a month, I'm going to try it for a month and then see how it goes. But beyond that, I really do think about it still.

Ane: If it has that initial free trial, I'm like, okay! [Laughs]

Mark: [Laughs] Yeah, well, free trial—I'm all over it.

Deven: [Laughs] Okay, so, just as a note, that is a bad approach.

Ane: It is.

Deven: That's how your store becomes out of control, bloated. Honestly.

Mark: But it makes Igor and his team very happy because he gets to spend one or two hours a month cleaning up all the code in my store.

Deven: That's right. That's right.

Ane: That's a lesson learned. We don't have to always share our wins. We can also share our lessons. And that is a lesson learned for me because I did use to add every app just to try to see which one was better.

Deven: Yeah, me too.

Expert Share #4

— DEVEN DAVIS —

Recommended Apps

- ★ **Attentive** [for SMS]
- ★ **Bestsellers reSort**
- ★ **Bulk Product Edit**
- ★ **Bundles** [by Gazebo]
- ★ **Glew**
- ★ **Gorgias**
- ★ **Inventory Planner Forecasting**
- ★ **Justuno**
- ★ **LimeSpot**
- ★ **Loop** [by Loop Returns]
- ★ **LoyaltyLion**
- ★ **Lucky Orange**
- ★ **Okendo**
- ★ **OneClickUpsell** [OCU]
- ★ **OneClickUpsell-Native** [OCU-Native]
- ★ **ProBlogger**
- ★ **PushOwl**
- ★ **Rebuy Personalization Engine**
- ★ **ReCharge**
- ★ **ReConvert**
- ★ **Returnly**
- ★ **Segments Analytics**

Deven: So I have a little bit to share here. I actually have a lot to share, but you know I'm an oversharer.

When I got started on Shopify, I was coming from WooCommerce and had built out my store on WordPress. And I was looking to replicate what I had there. I got my Google out, and I searched, like many people do, "Top apps for Shopify."

And as you guys have described, I installed every single one of them, every single one. I must've had 20 lists of the top 20 apps, which collectively means I installed hundreds of apps. And then I just went through and tried to figure this out.

Now, the issue is that, yeah, at some point you have to cut that and you have to clean out your entire store and go remove all of that code, and that's a huge pain in the butt. So hopefully not everybody has done that. If you have, sorry, you're going to have to address that at some point.

I think as I come into this, I had a surreal experience this afternoon, to Mark's point: Somebody was pitching me an app, and I got to the end and I'm like, "This is amazing." And I was like, "How much is it?" (You know if there's a demo before you get the pricing, it's not cheap!) So, I was like, "Okay, how much is it?" And they were like, "25 grand a year."

And I could tell that I was at a point in my business that I wasn't at a couple of years ago because I didn't bat an eye. I was like, "Okay, that makes sense. That makes sense for me, because I can replace two employees with this app." I can replace hundreds and hundreds and hundreds and hundreds of hours with the service that they're providing. So it's an interesting scale, and I want people to understand that it never stops.

I'm not one that ... says, "Well, here's the apps that I have, and I'm just going to power through [with them] forever." I mentioned earlier that I used Yotpo for several years, and now I do not. I use a different reviews app.

So I thought I'd go through briefly and address some of this.

While I pull up my screen, Bret, maybe you could hop in here if you have any input or things that you want us to cover still, before I get into my monologue.

Bret:

Yep, do you want to give a "state of the nation" kind of talk on SMS, like where are we at with SMS in 2021 and beyond?

Deven: Oh yeah, yeah, yeah—talking about the opt-ins ...

Bret: But Chuckie, I love how you're using direct-response strategies in your business. As a copywriter, I just don't hear enough of that. It's cool.

Hey, while I've got you: Are there any other cool direct-response apps that you've come across that you haven't pulled the trigger on yet? Or have you seen brands that are doing something next-level that you'd like to aspire to?

Chuckie: Not yet, because usually when I see something that I think might be good, I just jump on it.

So, when I saw the handwritten cards, I was like, "Let's test it out." What's cool is that there's not like a monthly [fee]—it's a per-card thing. Every one that you send out, you're going to get charged on, so you don't have to worry about a monthly fee or anything: you know what you're going to pay and you can kind of prepare for that.

But as far as other ones, not off the top of my head, no.

Bret: If I could inject some old-school direct-response marketing here: What about "lumpy" mail, as in 3D mail that has got some kind of novelty toy, gadget, something physical in the envelope that makes people rip open the letter to see what's inside?

It just might be something good for another level of retention, like, for someone who's been a VIP, but they've dropped off. So it's like a high-level win-back strategy.

Chuckie: We're going to do something with that. We're doing a new flavor in mid April, just like a limited-edition flavor. And what we're thinking is [that we'll take] our top one thousand customers, and we're going to send them a lumpy mail, just like something really cheap, because

the flavor's a blue raz chiller, and we're thinking about just sending a blue raspberry Dum Dum [lollipop] with a thing that says, "Something's coming" and then the QR code to sign up for the early-notification list.

So we're thinking about doing something like that because I've always wanted to do something with lumpy mail, and I know it's effective.

Bret: Yeah, absolutely.

Deven: Very cool.

So, as we kind of transition into [this year], it's an interesting time. We're in early 2021. We've seen a lot of things even over the last three or four years that are working really effectively, until they're not. And I think we see an evolution of things that are really great, until they're not.

And a lot of those have to do with the way that we're communicating with customers or the way that we're interrupting customers' lives or the way that we're accessing data and using data.

So we can address some of this in the evolution that we're seeing at the moment, that's already been touched on a little bit, with SMS and specifically:

- How to capture and build an SMS list
- How to communicate with that SMS list
- The permissions that are in place and required in the United States (the FCC)
- And making sure that everything is compliant in a way that keeps us from having massive fines and lawsuits and those sorts of things

So, there are some apps that I will throw out there that have already been addressed in the group as well, outside of SMS.

Speaking of lawsuits—trust me, nobody wants a lawsuit. This is coming from experience. And I'm actually 27 years old, I may look 50, but I'm not—this is just the effect of lawsuits. So, just kidding, I'm 41. But here's what I think you need to be aware of: we live in a litigious society and you have to do things correctly.

Mark talked about taxes. Chuck, you talked about capture and SMS, and Ane did as well. We need to be smart about this. One thing that was dropped in the group recently by Matt Stafford is Americans with Disability—ADA compliance. And if you are not ADA compliant, there are a couple of apps that are in the Shopify store that are ugly, but they will help you become ADA compliant, which will save you—if one of these no-scruples lawyers comes after you—tens of thousands of dollars. And it's easier to have that [compliance] in place than to deal with that afterward.

SMS—let's get back to SMS. It used to be that you could capture SMS and build your list at checkout—you just had to put a little blurb in there and it was a default opt-in and it was beautiful because we all made a lot of money. And the abandoned carts were easy and everything was easy and it was beautiful.

That is no longer the case. And as of this filming, I think there still may be one or two of the SMS companies that are allowing that, but the regulations are going to disallow that in the next 30 days or so.

What you can do now is focus on some proactive capture. I'll talk about lead capture and list building. That's something I'm really passionate about because it plays right in with email marketing and SMS marketing.

So there are some really good options for a dual opt-in. If you're not wanting to have a service, I currently use **Attentive** [for SMS]. I happen to think that they are currently the best in the business. And part of that has to do with the way that they capture on the front end.

[It's] a proactive capture that allows us to get an email and an SMS in the same form.

You can create a dual-capture form. It's not as slick and it's a little bit more difficult on the customer, but you can use **Justuno**. That's an app that allows for dual capture. And I've also used **Justuno** for that capture for exit intent.

You can even build out a duplicate of **Wheelio**. I'm going to confess my sin here and say that I've never installed **Wheelio** on my store. I'm sorry, Tanner. I'm sorry, Matt. I'm sorry, everyone else. It has never been on my store, but you can create an exit intent similar to **Wheelio** using **Justuno** as well.

So, those are what I use for list building.

I want to go through some of the other apps that I use and I kind of want to categorize these. Some of the apps that I use are for analytics and tracking and measurement. Looks like—what is it called, Chuckie?—**Lifetimely** is about to make my stack as well.

But as I go through these and I look at my own store, I just got done telling you that you shouldn't install every app under the sun. Well, I have a lot of apps on my store. And a lot of them ... are for measurement. So they're not weighing down the store. There's not a heavy load on the code.

Some of those that I'm a really big fan of are, hold on, let me get it here:

- I use **Glew**, G-L-E-W. That's an expensive app. If your store warrants that, there's a tremendous amount of data in **Glew**, but if you're not there yet, you're not there yet.
- I use **Lucky Orange**. This is one that I use every single day, and you should be using that as well if you're not looking proactively at what's happening with heat maps on your store and watching videos of checkout.

There've been countless times where we'll catch a glitch or an error at checkout, our conversion rates [are] down, we can't figure out why. We go watch a few videos and we see, oh, there's an error applying the discount code that we're promoting, and they're not able to apply the code and thus, they're bouncing because they're upset that they're not getting the code that we promised.

- Another app that I like a lot is called **Segments Analytics**.
- I use this app because it integrates with **Klaviyo**.

That's one of the points that I wanted to make: I weigh integrations very heavily in my app considerations ... I'll try to get in with all of the app developers and get in on their beta programs. I'm pretty good at making friends, and so I've tried to make friends with everyone that I speak to at every single company that I'm working with. And then I am in a position to tell them what I want. And usually they listen, because I can be persuasive.

So, I just got done telling a particular app (whose name I will not mention here, because they said no to me) ... "Look, I'm going to leave you because your app doesn't play nicely with the other apps that I use."

And that is a big deal to me. I use **Segments Analytics** because they allow me to build lists of data based on customers that I can export [and] that has a link with **Klaviyo**. And I actively use those lists that are built out in my daily email sends. And because **Klaviyo** has a link with Facebook, I use them for my Facebook advertising as well.

I would recommend—as a consideration for everyone when you consider your application stack—to think outside the box of ways that you can leverage one app for multiple purposes. Can you build lists with it? Can you make it play nicely with others?

Gorgias is one that Mark mentioned for customer service. I use **Gorgias** because it plays so well with so many other apps. My loyalty

program can pull into **Gorgias**. My phone system can pull into **Gorgias**. My SMS can pull into **Gorgias**.

Everything can be in **Gorgias**, so **Gorgias** is now indispensable to me. They've made themselves *indispensable* because so many things that I'm using pull into **Gorgias**.

Sorry, that was kind of a rant. But I think it's important that we consider that and we aren't willy-nilly about the apps that we install.

I wrote down some of the apps that I use every day as part of our marketing: Obviously **Klaviyo**—if anyone knows me at all, they know I love **Klaviyo**. I could not live without it.

So I then go and I look—you know, I'm a simpleton—but I google “Apps that integrate with **Klaviyo**,” and that's where I start. If I'm looking for a solution, I always will start there. If [an app] doesn't, then I really have to consider.

So, let me go through [my list].

I recommended last time, in one of our previous GSDs, Automatic Discount. I no longer recommend that. They've lost some functionality, and—you know what?—I asked them to integrate in a way that would make it more user-friendly for their customers and they decided not to. So I had to say goodbye. Goodbye, Automatic Discount.

One that I love that's a hidden gem is called **Bestsellers reSort** ... If you have a handful of products, this is not for you. If you have hundreds of products and a large catalog like we have, this is going to be a really great app for you. You can set it up to apply different rules and logic to your collections every night.

So let's say, for example, I have 95 different pendants in our pendant collection and two or three of them sell out. I don't want those that are sold out at the top. I want them pushed to the bottom. So **Bestsellers reSort** will automatically push [those] to the bottom.

Another really cool thing is I can apply logic to these collections based on how I want products displayed that are way beyond the capacity of Shopify's rudimentary setup. So I can go in and I can say, "I want to display items ranked by profitability, not by best sales."

Or I can say, "Sales volume over the last 90 days or 180 or 365" or whatever time parameter that I put in there. That allows you to then craft your promotions in a way that makes sense to you and to churn and keep things new.

If I have a collection that always looks the same and I'm bringing people back to buy jewelry and they see the same ones on the first page all the time, they get bored.

So **Bestsellers reSort** allows you to customize the way that you display and interact with your collections, and it's not very expensive. I'm thinking it's like 20 bucks a month or something like that.

Bulk Product Edit is also another tremendous app if you have a large catalog. I used it four times today. We do an SMS promotion called Markdown Monday. We will take certain products that meet whatever criteria we decide, and we'll send out an SMS every Monday afternoon. And we will say, "These items are a certain high percentage off, 40% off today, on this collection on my flash sale collection, until midnight tonight." I use **Bulk Product Edit** to apply a tag that pulls those products that I want to feature into the collection. And then I use it to remove the tag at midnight. So anyone who visits after that no longer has access to those products.

That's one use case. We're using it all the time in our Amplified store. We're doing a test right now with all of our "Made in Italy" products where we're displaying a "Made in Italy" UVP or a different UVP to see which one performs better. And we went through and applied a different tag using this app, **Bulk Product Edit**, for the test. So, there's tons of applications there for people with a big store.

Another big-store problem, or many-products problem, can be solved with **Bundles** [by Gazebo]. **Bundles** saved me [one] employee. We had an employee that was monitoring our inventory nearly full time. And this **Bundles** allowed us to put that employee on an entirely different project. And we replaced [that] with a \$15 a month app. So, if you have a large store ...

For example, we build combinations of different chains. And let's say I have 10,000 silver chains and 10,000 gold chains, but those chains also exist in 17 different combinations across the store. Maybe it's a chain plus pendant. Maybe it's a chain plus another color chain or something like that. **Bundles** allows us to pull from the same base of our initial inventory and keep inventory aligned no matter where the bundle is pulling from. So, that's been a lifesaver.

Gosh, I'm so picky about my apps that I want to leave them all in place.

If you're scaling and you're producing your own merchandise, **Inventory Planner Forecasting** is the best \$99 per month that you will ever spend. Again, that replaces probably a \$50,000- to \$60,000-a-year employee for me. Doing projections on inventory planning, **Inventory Planner Forecasting** is indispensable.

I use **LimeSpot** for personalized product recommendations. There's a lot of solutions out there for this. What I like about **LimeSpot** is that it allows me to build out specific recommendations (in addition to the AI recommendations that they have also built into that).

So, for example, we sell a necklace that also has a bracelet and a matching earring. Every necklace that we sell, almost every necklace that we sell, has a matching bracelet and a matching earring. And I don't want to allow AI to dictate what is going to give our customer the best user experience. So it allows us to go in and say, "These are the items that are supposed to go together" and then use the AI to fill in the rest.

Loop [by Loop Returns] is an expensive option. I think we're paying \$600 a month for it. Again, weigh this out as your store scales. It's a good \$600 spend for us. It replaces an employee. It makes the user experience much better.

There are some less expensive return options. **Returnly**, I believe, is much less expensive. It's not as robust, but it's a good option if you have a return happening in your store.

I use **LoyaltyLion** currently, for rewards and referrals. I have used **Smile.io**. I like **Smile.io**. And to me, those are the two options.

I would actively discourage you from using **Swell Rewards**. I had a terrible experience there, as a side note. It was fine until they were purchased by Yotpo. I'm not a fan of Yotpo, if you haven't noticed yet. So **LoyaltyLion**'s good. Integrations were a big deal for me, because they integrate nicely with **Klaviyo**. They integrate nicely with **Okendo**, which is the next recommendation I have.

I use **Okendo** for reviews because of the integrations that they have. It plays nicely with **Attentive** [for SMS]. It plays nicely with **Klaviyo**. In fact, you guys, **Okendo** and the review flow that's in place in **Klaviyo** for me right now, is one of my most profitable email flows.

And the way that I've customized that is not available in any other review collection system that I'm aware of. That doesn't mean they don't exist. But I've built out a custom flow in **Klaviyo** using the data that **Okendo** is pushing to **Klaviyo**, to offer very specific upsells and complete the look experiences for people who have left reviews.

So I have conditions. If somebody leaves a 5-star review for one of those necklaces that I was just talking about, it also triggers an email to them that says, "Hey, thanks for the review, here's 30% off," which is a big discount for our store. "Here's 30% off the matching earrings and bracelet. We appreciate you so much." And the take rate on that is staggering. It's out of control actually.

So we're very pleased with that. And **Okendo** has been probably one of the better discoveries of the year for us, for reviews.

There've been some questions recently about SEO and blog building. There is an app called **ProBlogger** that allows you to link related articles. We publish a new blog post every Monday and have been for years. If you have a lot of content on your site, you want to link that content together intelligently. And **ProBlogger** allows us to do that.

We find that if somebody comes to the site from an organic search (and that accounts for 60% of our site traffic right now—organic searches to these content pieces), if we can get them on three pieces of content, they make a purchase. So my intent is then to keep them reading articles. And we have all of our articles with embedded products ... You can embed products with this app, **ProBlogger** and you can embed related articles from **ProBlogger** as well.

One gem that I don't think people are using is **PushOwl**. Push notifications are the easiest money that you will make. I'll just leave it there. If you're not using **PushOwl**, go ahead and do it. Integration. I'll just say this. I made \$5,000 on it the first day I installed it. \$5,000 on the first day. That was a win. That was a good one. Yeah, it was all right.

PushOwl. Push notifications, it's easy. It's annoying. I didn't do it for years. I installed it a couple of months ago and thought, "God darn it, Devin. Why didn't you do this years ago?"

Somebody gets a notification. They close it the first time. That's fine. But the opt-in rate's actually really high and it's easy to set up abandoned cart notices. It's another touchpoint for people who aren't getting on your SMS list necessarily, who aren't giving you their email, but some people are into push notifications.

Next? **Rebuy Personalization Engine**. And then I'll call it good, because I can just keep going. **Rebuy** is undoubtedly the biggest win

of the last 12 months for us from an app perspective. Our average order value has absolutely skyrocketed and continues to grow. They did a case study on us a couple of months ago that's published currently on their site. And the numbers that they used in that case study are already out of date, like horrendously.

It is a win for us at every step. We drive 90 plus percent of our traffic to our top of funnel offer. We created something with them, which is a silver chain. First of all, the support is tremendous from **Rebuy**. We worked with them [so] that when somebody clicks "Add to cart," there's a popup that says, "Would you like to bundle a silver and a gold together?" It nearly doubles the price. We give a little bit of a discount.

But, for the cost of driving one visitor, our average order value has increased and the take rate on that bundle package is such that we can now spend so much more on customer acquisition, just from that little add-on alone. There's potential to upsell in the cart. The take rate on that is tremendous.

If you're on Shopify Plus, you can also offer upsells at checkout and at the thank-you page. We use **ReConvert** for upsells and cross-sells currently, for our custom thank-you pages. **ReConvert** is another app that integrates—you've heard me say that a hundred times probably already—with **Rebuy** for custom post-purchase recommendations.

And there's a little pop-up that says, "Hey." It's not **OneClickUpsell** [OCU]; it's not integrated. They do have to go and make another purchase, but our customers are doing it like crazy.

So I'm looking to transition ... I was waiting until all of these post-purchase upsells were native. We will be transitioning and making that change, just so everyone knows. We've already decided on **OneClickUpsell** [OCU]. We'll be integrating that here in the next couple of weeks and launching that. And also **ReCharge** for our subscription model that we're launching in 2021.

There—that was 30 minutes straight of me just verbally vomiting on this GSD.

Bret: That's awesome.

Ane: I've got a question. You, and everyone else: What do you all think of these all-in-one apps? I see some people in the group that are installing these, like VITALS. It's like 40+ apps in one ... I think I know what the answer is from you guys. But to me, it just doesn't sound like a good choice, a good way to go.

So I'd like to hear from all of you, what is your opinion on something like that, the all-in-one apps?

Mark: For me, anybody that's trying to do too much, is trying to do too much. I'd rather deal with 12 different specialized apps that really are focused on what they're good at, than an app that does 12 things.

Ane: 40 things ...

Deven: I agree wholeheartedly. This is the voice of experience. We all want ease in our lives, but the path of least resistance rarely leads to success.

If we're looking for a solution that's easy, everyone would be on that solution. So I think what Mark said is spot on. Find the best in each category, and use the best, or the best that you can afford.

I've never seen an app that does more than one thing do it successfully, and that's even including **Klaviyo**. And I love **Klaviyo**. I'm a **Klaviyo** fan boy. I was on their beta for SMS and text messaging. And I had to tell them, "You guys, this is a steaming pile of crap. It's garbage. You should stick to what you're doing well, which is email. And you're not doing SMS well at all."

So I think the same is true for any of the one-solution-for-all-things apps. I think they're garbage. I think they're usually bloated and very poorly coded.

I gave a branding presentation recently, and it had me thinking a lot about the way that we present ourselves to our site visitors. And I think sometimes, in our eagerness to have a solution to a problem that we're experiencing, we're creating another problem for ourselves because these apps are frequently very ugly.

They produce a high level of distrust because they look ugly and they look cheap and they look like somebody you don't really want to give your money to.

So you need to consider that when you're installing apps as well. "How does that impact customer experience?" and not what it *could* do and not what the app developer is telling you it does, but what the actual user experience is going to be and whether or not that inspires confidence for that site visitor to exchange money with you. And if it doesn't, don't install those apps.

Ane: So the focus is on the user experience rather than your experience. So you have your experiences: "Okay, I have to manage email marketing software and also SMS marketing software."

Well, who cares: if the user experience is better using two different apps, that's what the focus should be. And what you also focus on is integration within the apps. Not so much that they're all one—it's not an app that does everything—but apps that integrate with everything.

Mark: One of the things that we're going to find is a lot of the top-tier apps all work together because they know they're top-tier apps.

That's a good point.

Ane: _____

Mark:

You get a lot of the 40-in-one apps ... And they have all of the spammy features that the fly-by-night marketers and the people that are chasing trends and things like that are going to use. But they're not building a brand and building a real business. They're chasing the next fidget spinner.

Deven:

Yeah, and by the way, that's dead. If you're not building a brand, you're wasting your time. There is no such thing as the next trend anymore.

Facebook just inherently, in the way that we can no longer advertise, has killed that. You can't effectively drop-ship a piece of garbage from China and make any money anymore, because Facebook will not allow you to pollute their platform with garbage advertising, for garbage products, with garbage apps like Mark's describing.

So we've got to get serious.

Ane, I think what you said is important. We can't look for ways to make our lives easier with no consideration for the customer. The real winners are going to look for ways to make it easy and compelling for a customer to give you money. And ... if you do the work to make it easy for the customer, the customer is going to give you money. If you're flipping that upside down and looking at it backward and thinking, "How can I make money easy" you will not make money.

So we have to approach this as real business owners. We're not just trying to trick people into giving us money. And every app consideration has to be taken into account like that as well. What does this produce for the customer experience? Maybe it's a little more work for me to set up and manage multiple apps. Maybe it's a little bit of work for me to put this together and to really execute it.

You look at Chuckie's business. He's juggling a bunch of things, but Chuckie's having success because he's willing to do the work to make it easy on the customer-facing side, for his customers to give him money. It's a headache for him, but that's why he gets the money because he's dealing with the headache.

People who don't and aren't willing to deal with the headache and do the work, are never going to get the money. That's the way that this works.

Ane: Success never comes from shortcuts. And I see that in the group, sometimes, with people commenting saying, "I don't want to have to set up multiple apps." In my head, I'm thinking, "This game isn't for you if apps are going to destroy you. That's the least of your problems as a business owner. You don't have the spirit for this."

Deven: Yeah.

Ane: But that's kind of why I wanted to touch on that, is just to make the point that you have to put the effort into [it. Having] multiple apps just isn't really that big a deal.

Deven: Yes.

Okay guys. That's all I got. My throat's dry. I don't know that I can talk anymore. I mean, I could ...

Everyone: Thank you! Great session!

Okay guys, that's a wrap!! Amazing content, right?

Will you help us give a massive **THANK YOU** to all our awesome contributors by jumping over to our Ecom Insider Facebook group? Leave a post or comment to show your gratitude! This is what Ecom Insider is all about. It's the collective genius of the EI family, sharing and helping everybody grow! "Rising tide raises all ships."

Now ... you know what's next? Yep ... Take action and "GSD"—then report back in the Facebook group with your results!

Tanner, Matt, and Bret