



# Your Epic Store Launch Formula

**THE ULTIMATE GUIDE WITH CREATIVE IDEAS,  
HANDY TIPS AND TECHNICAL TOOLS YOU'LL NEED  
TO SUCCESSFULLY LAUNCH YOUR ONLINE STORE**



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## Exciting times ahead!

You did it!

You've made the thrilling decision to dive into the epic world of ecommerce.

As a marketing professional with well over a decade of experience and as a certified Shopify & Klaviyo partner I personally wanted to provide you with some creative ideas you can use to successfully launch your online store.

I hope these tips will help you prep everything you need to confidently hit the GO LIVE button when you are ready.

If you ever have any questions, don't hesitate to ask!

My contact details:

**Siri Buskes**  
**Siri The Agency**

Phone  
0413 378 033

Website  
[siritheagency.com](https://siritheagency.com)

email  
[contact@siritheagency.com](mailto:contact@siritheagency.com)



*Good luck, Siri*

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# Prep Your Pre-Launch

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Launch day should be SUPER exciting for you. It's been a long time in the making and it will be filled with a lot of energy and emotions.

We want your store launch to be a very memorable. This is going to be such a positive experience for you, however it might be a tad scary as well. Remember that's totally normal!

Make sure to follow these handy tips to generate a hype BEFORE you launch your store (or soon after you've gone live).

## **1 | Create a landing page and start list building.**

Entice people to sign up and follow our 5-Part Launch Campaign and Secret Launch Tip on the pages below.

## **2 | Setup a contact form where people can add their details to receive free samples.**

You can be selective with who you send the samples to, of course, but make sure to ask them for reviews and User Generated Content (UGC like images, videos, social posts) in return. You can also share a (unique) discount code with them that they can use on their first purchase or share with friends & family.

## **3 | Setup your social media channels.**

Think outside of the box as platforms like TikTok, YouTube and Pinterest might work really well for you!

## **4 | Hold a contest.**

Promote this across your social channels to create some buzz and get people to tag their friends & family.

# The Audience-First Approach

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When launching your business into the (online) world, it's wise to shift your mindset and think about your audience -- first. Putting your audience first provides a golden opportunity to get to know your ideal customer, and also get insight into what they want/do/love/buy.

Working with this approach will create a quicker stream of income upon launching. Building your audience first means you have a warm audience that's ready to buy from you and trickle money back into your business.

The driver of this approach is to **provide free value and generate excitement**. It's not about selling at this stage (yet), but *all about creating value !*

## **Start with... Building a social media following**

Having your social platforms ready with followers and engagement doesn't only look more credible, it also will help getting those first orders in your store. Your sole aim right now should be to deliver valuable and engaging content in order to build an audience consistent of people in your target market. It's definitely NOT about selling or promoting at this moment, but all about providing value and tips.

If you're starting a skincare line, talk about problem areas (acne, scarring, ageing) and tips on how to improve the skin tone. If you're going to sell crystal bottles, then talk all about what these crystals do and how they could improve your life. If you're selling pots and plants, show how you can become the ultimate plant-parent and how to take care of your beautiful indoor plants. You get the gist.

Your assignment? To show benefits and share tips plus engage with similar accounts (and to get some inspo from them!)

Think outside of the box and make sure to diversify your channels and content by creating profiles on Instagram, TikTok and Pinterest, showing up in Facebook Groups, perhaps dive into YouTube and focus heavily on video-content such as Reels, Stories, TikToks and more. And why not host an Instagram live or collaborate with some other accounts to really hit that sweet spot.

When you're ready to start your pre-launch phase, you can start posting sneak peeks and teasers, but more about that further on.

# The Audience-First Approach

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## Next up... Start list-building, pronto

The power of email is absolutely insane. Having your email list ready to go is having your audience served on a hot plate.

But people these days aren't as inclined to just give away their email address for peanuts anymore. So how are we going to get people to subscribe to your list?

The best way to get sign-ups is to create a lead magnet. You can find beautiful templates on Canva or [Creative Market](#) (to then use in Canva) so you can turn your tips & tricks into a professional guide, ebook or cheat sheet.

Another great way is to setup a quiz on a platform such as [Typeform](#). This is also an amazing opportunity to actually gain intel from your ideal customer. You can send the people who've completed the quiz a sample and setup email triggers and flows to inform them about which products match best with their results.

## Finally... Ignite influencer marketing

Using influencers will not only increase your brand awareness but it'll also build reputability for your product. Your best option is to use micro influencers (with 5k-10k followers) as these posts/promos often comes over more natural because they have a more authentic relationship with their audience.

- Find trustworthy influencers via [influence.co](#)
- Ask for insights and run their accounts through tools like [Modash](#), [Not Just Analytics](#) (previously Ninjalitics) or [Hypeauditor](#).
- Ask for references and talk to businesses to see how their campaign went.
- Make sure their audience is the same audience you sell to.
- Have a written agreement so both parties understand the terms.
- Use a bombardment strategy where a group of influencers post within a short time frame of each other.
- Use The Influencer Marketing Hub's free tool called '[Instagram Influencer Earnings Calculator](#)'.
- Give them creative freedom. They know what performs best on their pages. Do talk to them about showcasing usability, benefits, and fun features.
- Give them an incentive to share with their audience, like a promo code. This gentle push to purchase is also great to measure success.

# The Audience-First Approach

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## **And don't forget... to humanise your business & brand**

Social media is meant to be social. Building a strong relationship with your followers and creating your own community should be your number one focus.

Why? Because consumers with an emotional connection to a brand have a 306% higher lifetime value and stay with a brand for an average of 5.1 years vs 3.4 years.

Building your own personal brand as an ecommerce owner and humanising your business and brand on social media is how you get people to know, like and trust you. This is especially important to kickstart your organic reach and growth.

Think about the businesses that you follow on social media - bet you that you follow them because they align with their values and resonate with their vision or perhaps even with their personal life.

Influencers are the #1 example here - they offer a sneak peek into their day-to-day lives and then subtly promote brands and products. With this personalised approach you're much more prepared to click and shop for that product than if a business would just post a simple image with a boring caption, right?

This works the same for your own business. If you're going to be faceless it'll be hard to stand out from your competition and break through the noise. People crave a human connection. If you physically walk into a store you (kind of) expect a warm welcome at the least. But if the staff remembers your name and start a casual convo with you, you'll be more eager to trust their recommendations and advice - and walk away with a purchase.

Even though it might not be for everyone to show their face (we see you, introverts) you can still use voice-overs and show your day-to-day life behind the scenes as a business owner.

Top tips for humanising your brand is to:

- Provide value, tips and tricks
- Show your face in video content
- Become active on stories
- Start conversations with your followers and reply to DMs

# Blast Off With Buzz

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Launch day is marked in your calendar. Everything is set and ready to go. There's no better feeling than hitting that go-live button and listening to the ka-ching sound of sales coming in (yes, Shopify actually has this sound on their app).

By implementing the audience-first approach you're guaranteed not to be launching to crickets and waiting weeks for sales to come in, as this hot audience is prepped, primed and ready to buy!

Follow the steps below to tick off your to-do list and have everything ready to go for the big day.

## **Invest in professional photography**

Don't skimp on the product photography as this can make or break your whole site and launch. Beautiful imagery will create a brand-vibe and give you a cohesive look - making this one of your biggest assets.

Visitors base their purchase decision on visuals, therefore making everything look A+ will boost your credibility.

Don't forget you can use and repurpose your visual content for everything from your website, ads, socials and email marketing, so this is definitely an investment that will pay off.

## **Have a clear vision for your content strategy**

If you're following the audience-first approach you're already building a profile with content and followers. If you haven't started this yet, then jump on this now. You'll want at least 20-30 posts on your account to look credible.

You'll want people to identify and connect with your brand and something they like. Humanising socials is HOT these days. Work on creating this connection point, introducing the face behind the brand and letting them get to know the journey before you launch.



# Blast Off With Buzz

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Don't forget to optimise your bios with links, keywords and important info (such as if you offer AfterPay).

After all this, you can start to post on-brand content. Don't overthink it and you don't have to be super strategic, but make sure to create a vibe and branded feel. Now is the time to start dropping little snippets, teasers and sneak peeks. Don't show too much yet - the big reveal has to wait for actual launch day!

## **Video content is KING**

Gone are the good ol' days where you can post a pic and likes & follows come flooding. It's all about the video content these days - so don't overlook this.

First of all, don't worry about having a polished look. Just take this opportunity to humanise your brand. The best part is that the algorithm does the work for you (OK, it does take a little while to train the algorithm to get up there, but still!). The chance to go viral (or Viral For You, which could still mean thousands of views, 'cause, hello: that's amazing!) is always lurking around the corner. And once that video takes off, you've created a huge opportunity and opened many doors.

You might think, now what? Well, start filming everything you can think of and create your content into short videos. Start recording things like:

- Behind the scenes of a shoot
- ASMR of your packaging station
- Design & branding process
- Packaging videos
- Day in a life of
- Moments where you receive stock or celebrate a milestone
- Tips & tricks

The main thing is to have fun! Don't worry if you don't want to show your face, there are still tons of videos that you can create with products / scenery only.

Hot tip: don't forget to share your Reel/TikTok on Pinterest, as this will only take you 5 extra seconds. Pinterest is not only a social media platform but also a powerful search engine, so it can only attract more people and gain more reach.

# 5-Part Launch Campaign

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Now the time has really come.

Here is a must-have setup to send to your email list. This special 5-part campaign is designed to create maximum anticipation in order to hype up your launch and generate maximum sales.

## **7 days prior to big day/launch: "Get ready" email**

Let your list know that there's something special coming. Why it's going to be better than ever, but most importantly... building up anticipation to the next email. Keep your subscribers on their toes and hype them up.

## **2 days after: "Message by the founder" email**

Messages by founders are extra personable and more real. This can be a plain-text or simple design email. Introduce them to your products in a personable way and let them know what the discount and offer will be plus highlight the fact that it's limited (to create scarcity/urgency).

## **Day before launch day: "Sneak Preview / Early Access" email**

Now is the time to make your big announcement and give your subscriber insight into what's to come and provide them with early access.

## **Launch day: "Official launch" email**

Now that your website is live you can publish and announce your offer. This email should drive you the most \$\$\$.

## **A few days after: "Urgency focussed" email**

When the hype of the launch wears off, send the last email letting your subscribers know they only got a few days left to bring their products home (at limited, one-time only discounts or a BOGO (Buy One Get One) offer). This is your chance to squeeze out last sales and create more urgency.

# Secret Launch Tip

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This strategy works perfectly for each and every launch! You can use this for your email list and/or social media audience.

First of all, **don't make this big mistake by discounting your products immediately at launch.** Running an "Opening Sale" or "Store-wide Launch Sale" is a big no-no, how tempting as it sounds. Don't start off by discounting yourself and cutting yourself short. That's why this little launch tip will work much better!

## Step 1

Send an email to your list or post on social media to mark the calendar for an exciting announcement on \*insert day\*.

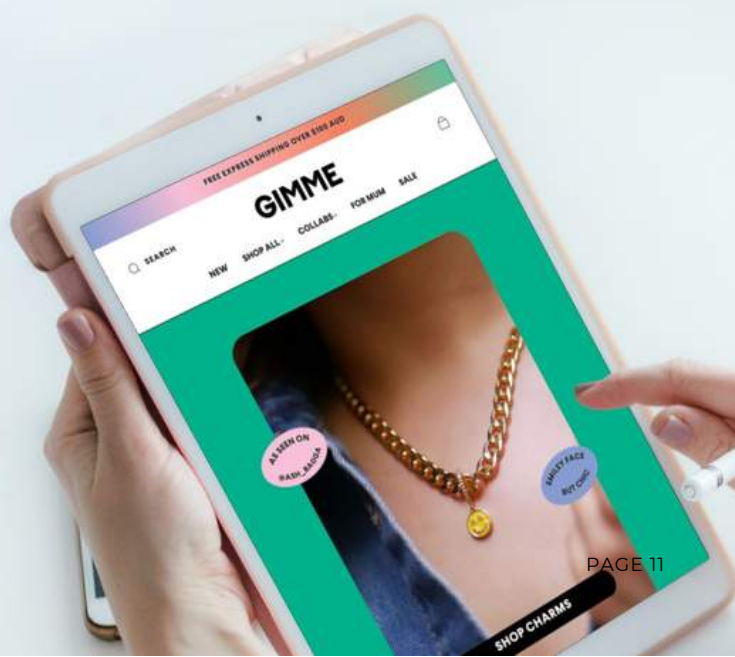
## Step 2

The next day you can send an email or make an announcement that the first person or the first few people who place an order get their item for FREE.

This prompts people to take action instead of waiting until the last-minute!

## Step 3

Send your launch email and announce your big launch announcement. Now simply reimburse the first person/people who placed an order OR publish a discount that can only be used once, so the first person is the lucky one!



# Claim Your Google My Business

Google Business Profile is a free business listing from Google. It allows you to provide details and photos of your business, including your location, services, and products.

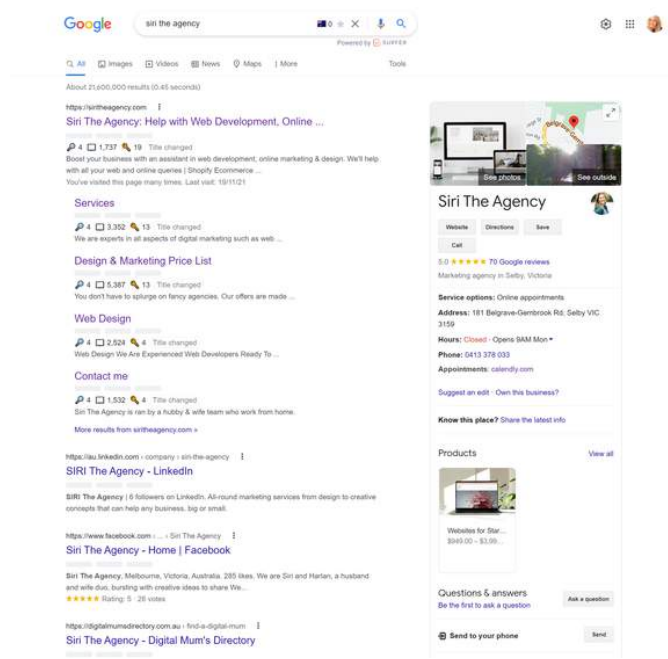
Sign up and claim listing your with [Google My Business](#) pronto!

First, you'll have to verify your claim via the code you'll receive in the mail (the Postman Pat kind aka snail mail which can honestly take weeks or months, that's why it's important you claim your listing asap).

Next up, start to optimise your profile:

- Choose an accurate category
- Provide lots of info and make sure your profile is 100% correct
- Add your phone number
- Add your opening times (don't forget to put in public holidays/closing dates)
- Add your photos
- Ask customers to leave a review
- Claiming your maps location will get more eyes on you. If you don't have a physical location or you rather not make your location public, you can also hide this (after you've claimed your address with the post card code).

The best part? A Google My Business profile gives you a SUPER prominent position in Google Search filled with info about your business. And again, it's completely FREE.



**Look at the prominent place and amount of space you're getting with a GMB profile 🤖**



# Create UGC (User Generated Content)

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60% of consumers believe UGC is the most authentic marketing content.

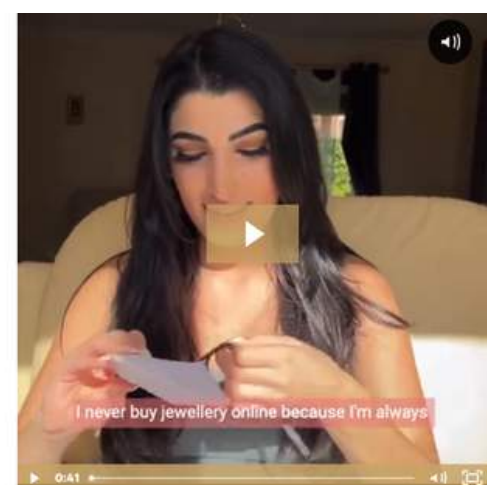
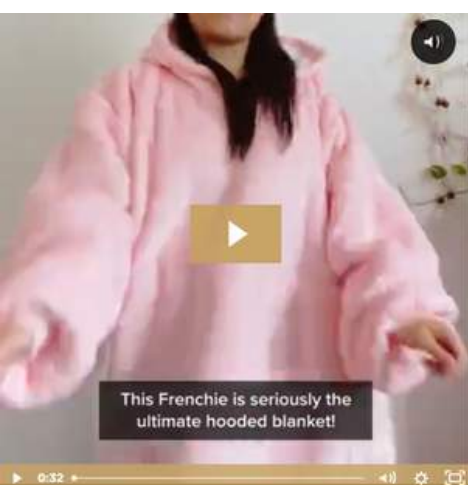
There are many forms of UGC: from social media posts to podcast mentions to online videos and customer reviews. Whatever form User Generated Content takes, it's a great way to show an audience that your brand is authentic and trustworthy.

You can use UGC to encourage purchases, create desire or interest, foster brand relationships and help you create a more robust content library.

UGC is one of the most powerful ways to make things happen in your business. And you don't need to take our word for it. Research shows that over 75% of people say User Generated Content had a high impact on their decision to make a purchase.

A great way to start collecting UGC is by getting a content creator to shoot videos for you (there are even UGC agencies out there who can help!) or take matter into your own hands and record a bunch of videos yourself!

Our favourite content creators you can hire for your business are [Creative Cacti](#) and [The Social Society Creative](#).



# UGC Examples

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Here are 5 great examples of some top performing UGC angles (that you can create yourself!):

## **Unboxing**

If your product has great packaging, give the viewer a sense of what it would be like if they received the product in the mail. You can create unboxing videos where the package is already on the table, ready to be opened, but you can also show the experience of picking up the box from your doorstep, coming into your house, putting the package on the table, and then opening it.

## **3 reasons why**

Visually and in the voice-over, give the viewer multiple reasons why to buy your product, why your product is more beneficial, why it's better, etc. Conduct a survey and ask your customers why did they buy your product. You can also look at the comments from your customers on your social media.

## **2-Person dialogue**

One person plays the role of 2 characters talking from separate point of views. Character 1: Has a problem, frantic, never found a solution for it. Character 2: Enlightened, wiser and has the solution.

## **Things I wish I knew sooner about X**

This is a great way to show a problem/solution or desire/fulfilment concept by convincing the viewer that they could have solved a specific problem/desire sooner if they had X product. Start the video with this intro and then show a story about how your product solves a specific problem or fulfils a specific desire the viewer has.

## **TikTok made me buy**

This is also an organic trend on TikTok, which you can blend very well together with an ad. Start the video with an intro stating "TikTok made me buy X" or "I saw this on TikTok", then show people the unboxing experience and the product in use.

# Helpful Links & Resources

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**SHOPIFY HELP CENTER**



**SHOPIFY SUPPORT & LIVE CHAT**

**50 SMART WAYS TO INCREASE WEB TRAFFIC**

**CONTENT CREATION WORKBOOK**

**EDM INFO PACK**

**OUR FREE RESOURCE LIBRARY**

# Dig Into Online Courses

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**SHOPIFY LEARN (FREE)**



**GOOGLE SKILLSHOP (FREE)**

**FACEBOOK BLUEPRINT (FREE)**

**KLAVIYO ACADEMY (FREE)**

**SEO NIBBLES (FREE)**

**5-FIGURE PRODUCT LAUNCH LAB**

**LIST TO LAUNCH**

**PAID ADS BOOTCAMP BY TDP**

**E-COM EMPIRE**

**ORGANIC MARKETING MASTERCLASS**

**RISE WITH REELS**



# Our Partners

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**SEO: SUNDAY BEST DIGITAL**



**BRANDING: STUDIO WEDNESDAY**

**SOCIALS & CONTENT CREATION: CREATIVE CACTI**

**CONTENT CREATION: SOCIAL SOCIETY CREATIVE**

**COPYWRITING: CORAL COPY**

**COPYWRITING: IVANA CREATIVE**

**GOOGLE ADS: DIGITAL GOLIATH**

**FACEBOOK ADS: BLOSSOM MEDIA**

**FB & GOOGLE ADS: JES SOLUTION MARKETING**

# Our Partners

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**STRATEGIC MARKETING: HELLO HANNAH DIGITAL**

**VIRTUAL ASSISTANT: VIRTUAL ELITE CO**

**ACCOUNTANT/BOOKKEEPER: ADVISORY CORP**

**COACH: EMILY GEORGE | ECOMMERCE DROPOUT**

**PHOTOGRAPHY: TWINEWOOD STUDIO**

**LAWYER: THE MUMPRENEUR LAWYER**

# Our Favourite Tools

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**EMAIL MARKETING: KLAVIYO**



**DESIGN: CANVA**

**QUIZ/SURVEYS: TYPEFORM**

**ACCOUNTING: XERO**



**GILL**  
**HOME BIRD**  
**AUSTRALIA**



"I would not hesitate to recommend Siri. I first approached her to rebrand my whole website including logos and banners. I never really knew in my head what I wanted, until Siri completely nailed what I was thinking! Siri works in a timely fashion, is very approachable and I couldn't be more pleased with the outcome! I have had so many compliments on my website, thank you Siri :)"



**LYDIA**  
**GIMME STORE**



"We think you are SUPERWOMAN. Your attention to detail has not gone unnoticed. You have been so thorough and made recommendations along the way when we needed guidance. We will absolutely use your services should we need website assistance in the future because we have genuinely been so impressed with your responsiveness, patience and knowledge."



**SIMONE**  
**GLOSS & CO**



"What a dream! I've worked with Siri on our new website which was more than a little complex. Siri absolutely nailed it! New theme, lots of changes and new functionality, some crazy requests on my behalf and additional coding for the back end. From zero to go live in three days. Totally recommend. Thank you!"