

SCOPE OF SERVICE

Shopify Management

Paid social, CRO, email marketing, store design, SEO, and creative to build a DTC engine that is not 100% dependent on ad spend.

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OVERVIEW

What We Do

Your eCom Team builds full-stack Shopify growth engines for brands that want to own their customer, own their margins, and stop renting every sale from ad platforms. From paid acquisition to retention, we create a DTC channel that compounds over time.

Our brands consistently see 30 to 50% of revenue from email and repeat buyers. That is revenue that grows without paying for every click. We start with profitable Meta ad campaigns, layer in Klaviyo flows and post-purchase sequences, then optimize every page on your store for conversion.

The result: a Shopify store that converts, a customer base you own, and margins that improve month over month. One team handles everything from ad creative to checkout flow testing.

SERVICES

Scope of Engagement

#	SERVICE AREA	WHAT WE DO	KEY DELIVERABLES
01	Meta / Paid Social Ads	Facebook and Instagram campaigns built around your unit economics. We optimize for customer acquisition cost and lifetime value, not just clicks and impressions.	Campaign strategy and buildout; audience research and testing; ad creative briefing and iteration; CAC and LTV optimization; spend allocation and scaling
02	CRO	More revenue from the same traffic. We test landing pages, product detail pages, checkout flows, and offers to push your conversion rate up systematically.	Landing page and PDP testing; checkout flow optimization; offer and pricing experiments; heatmap and session analysis; monthly conversion reporting
03	Email Marketing	Klaviyo flows that recover abandoned carts, post-purchase sequences that drive repeat orders, and campaigns that land in the inbox, not spam.	Klaviyo flow setup and optimization; abandoned cart recovery; post-purchase sequences; campaign calendar and execution; list segmentation and hygiene
04	Store Design / Build	Fast, clean Shopify stores designed to convert, not just look pretty. We build around your funnel and your customer journey, not a template.	Custom Shopify theme design or refinement; mobile-first responsive build; navigation and UX optimization; page speed optimization

05	SEO	Blog content, technical optimization, and link building that compound over time so you are not 100% dependent on paid traffic for every sale.	Technical SEO audit and fixes; blog content strategy and production; on-page optimization; link building; monthly organic traffic reporting
06	Content / Creative	UGC, product photography, ad creative, and landing page copy, all built to perform in campaigns and on your store.	Ad creative production and testing; UGC sourcing and management; product photography direction; landing page copywriting; creative performance analysis

R E S U L T S

Expected Outcomes

Our engagement is designed to deliver the following measurable outcomes for your brand:

- ✓ 30 to 50% of revenue from email and repeat buyers
- ✓ Higher conversion rates from systematic, ongoing CRO
- ✓ Profitable Meta ad campaigns built on real unit economics
- ✓ A customer base you own, not one you rent from ad platforms
- ✓ Free organic traffic that grows every month through SEO
- ✓ Lower creative fatigue through continuous ad creative testing

P R O C E S S

Our Approach

Your DTC store is where you own the customer relationship: email lists, repeat buyers, and higher margins. We build a Shopify engine that compounds, not one that collapses when ad budgets tighten.

Every engagement follows a proven three-step process:

- 1. Strategy Session** A complimentary consultation to understand your brand, products, and DTC goals. We map the fastest path to profitable growth.
- 2. Brand Audit** We analyze your current ad performance, conversion rates, email flows, and store experience. Every gap is identified and prioritized.
- 3. Execute** A custom growth plan with real execution and measurable results within 90 days. Ads, CRO, email, and creative handled end to end.

D I F F E R E N T I A T O R S

Why Your eCom Team

Senior Operators No junior reps learning on your budget. You work directly with strategists who have managed eight-figure ad budgets across 200+ brands.	Custom Plans Every plan is scoped around your margins, audience, and growth stage. If it does not fit your business, we do not run it.	One Team, Full Stack Strategy, creative, ads, and operations from one team. No agency hand-offs, no gaps in execution.
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TERMS

Engagement Details

Onboarding	Full brand audit and strategy within the first two weeks
Contracts	No long-term contracts required
Strategy Session	Complimentary initial consultation and brand audit
Response Time	Within 24 hours of inquiry
Results Timeline	Measurable results within 90 days of execution

NEXT STEPS

Ready to own your growth? Schedule your free strategy session and we will build your Shopify engine.

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