

# Working with an Ecommerce Agency

Presented by: **Brad Goldenberg**, Partner & CEO, Blayzer Digital

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# Why Us? Why Blayzer Digital?

**01.**

Close With  
Merchants

**02.**

Specialized in  
Ecommerce

**03.**

Partner-Centric  
Ecosystem

# Why Do We Do It? Why MES?

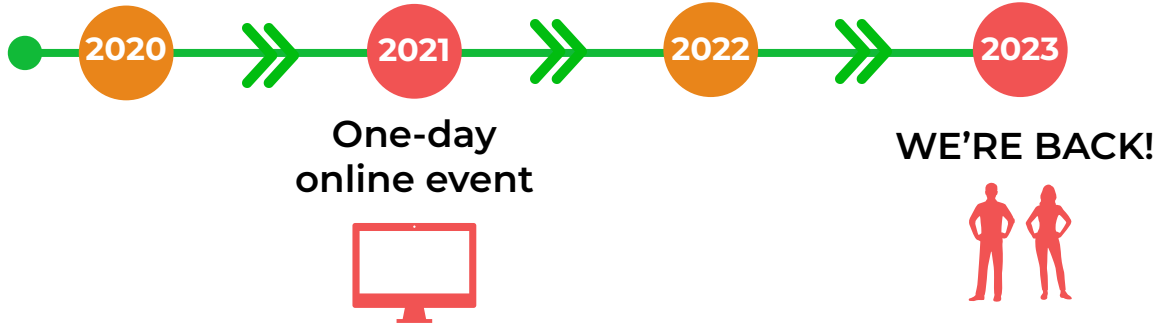
- We do it for **YOU!**
- Midwest Merchants & Manufacturers
- Learn & Grow
- Bigger than just Blayzer



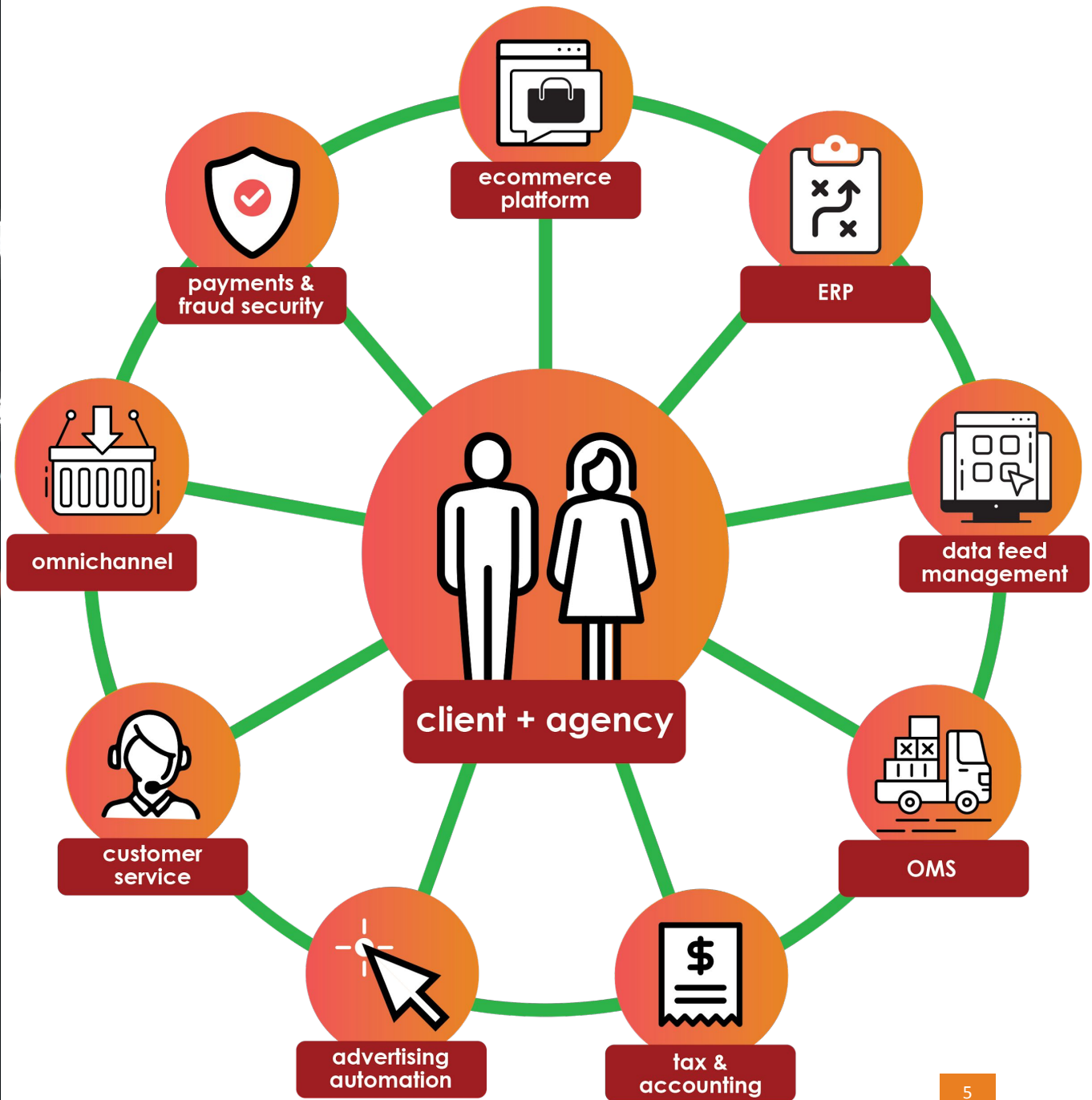
Debuted as a webinar series



First in-person summit



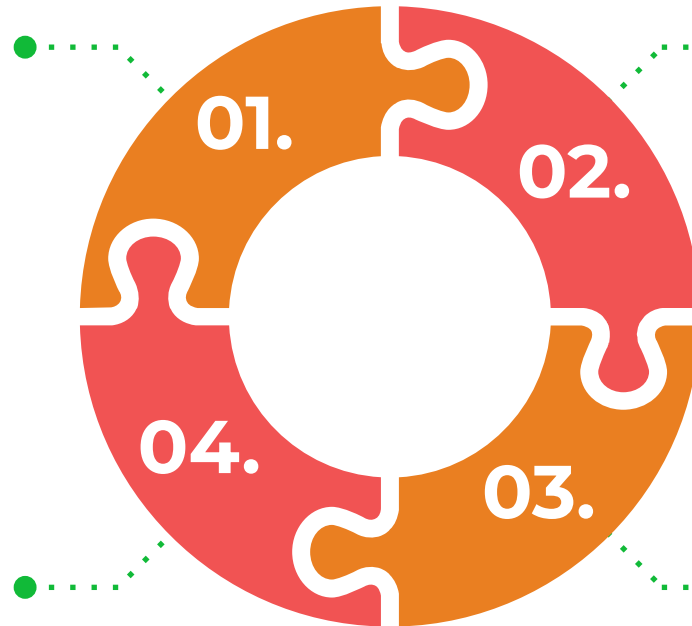
# Where Do Agencies Fit in the Ecommerce Tech Stack?



# Top Goals: Save Time & Increase Revenue

**How does an agency save you time and make you more money?  
It starts with proper planning!**

Start at the Beginning of Your Journey

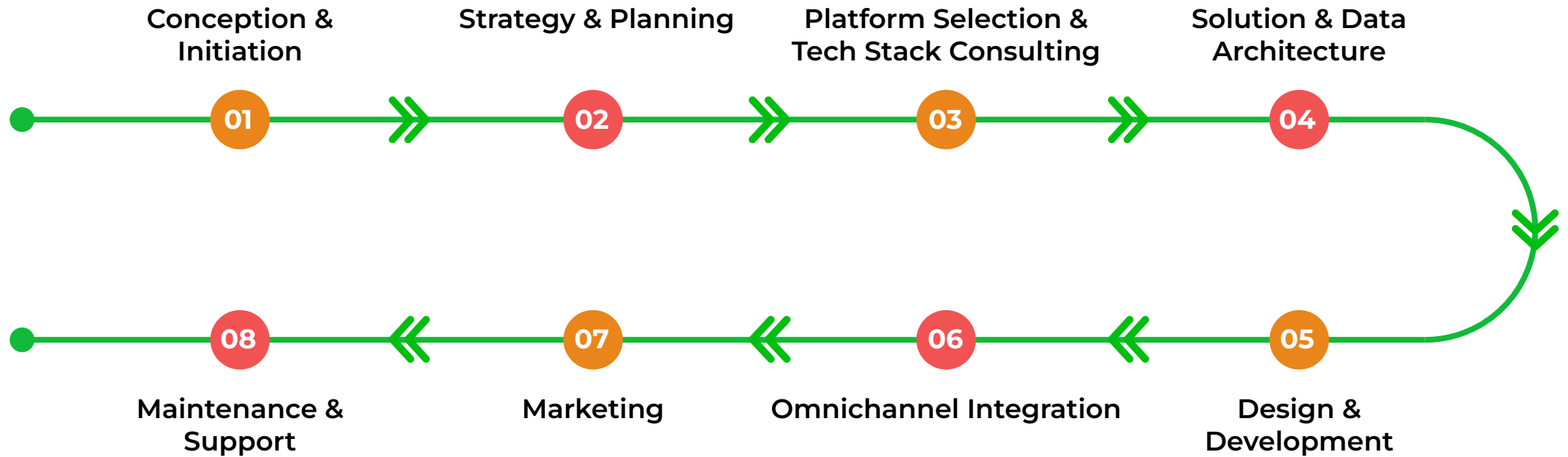


Define Your Business Requirements

Determine Your Technology Needs

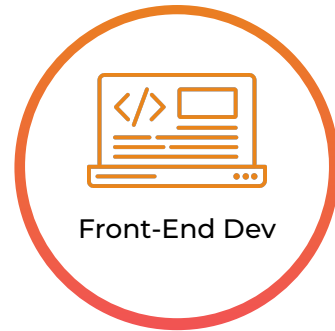
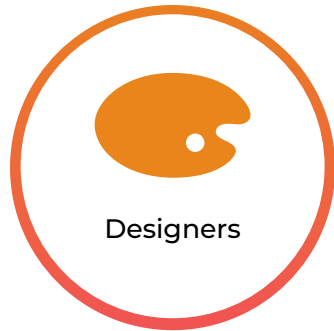
Set Achievable Project Goals

# Ecommerce Project Roadmap: Working With an Agency



# Project Planning: Where do I go from here?

## Executive Strategy & Consultation from Your Agency Team



# Platform Selection & Tech Stack Consulting

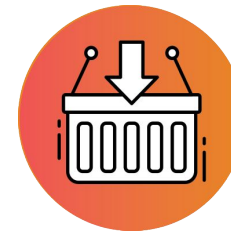
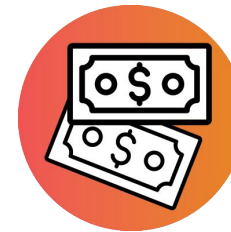


 **Acumatica**  
The Cloud ERP

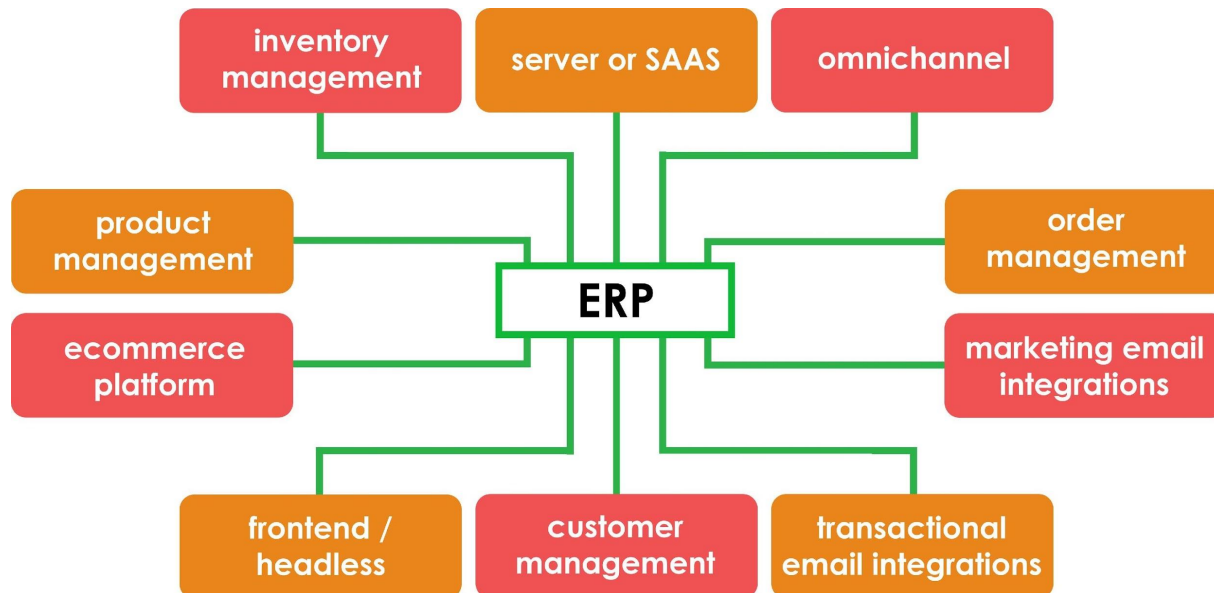
**ORACLE**  
NETSUITE

 **FISHBOWL**

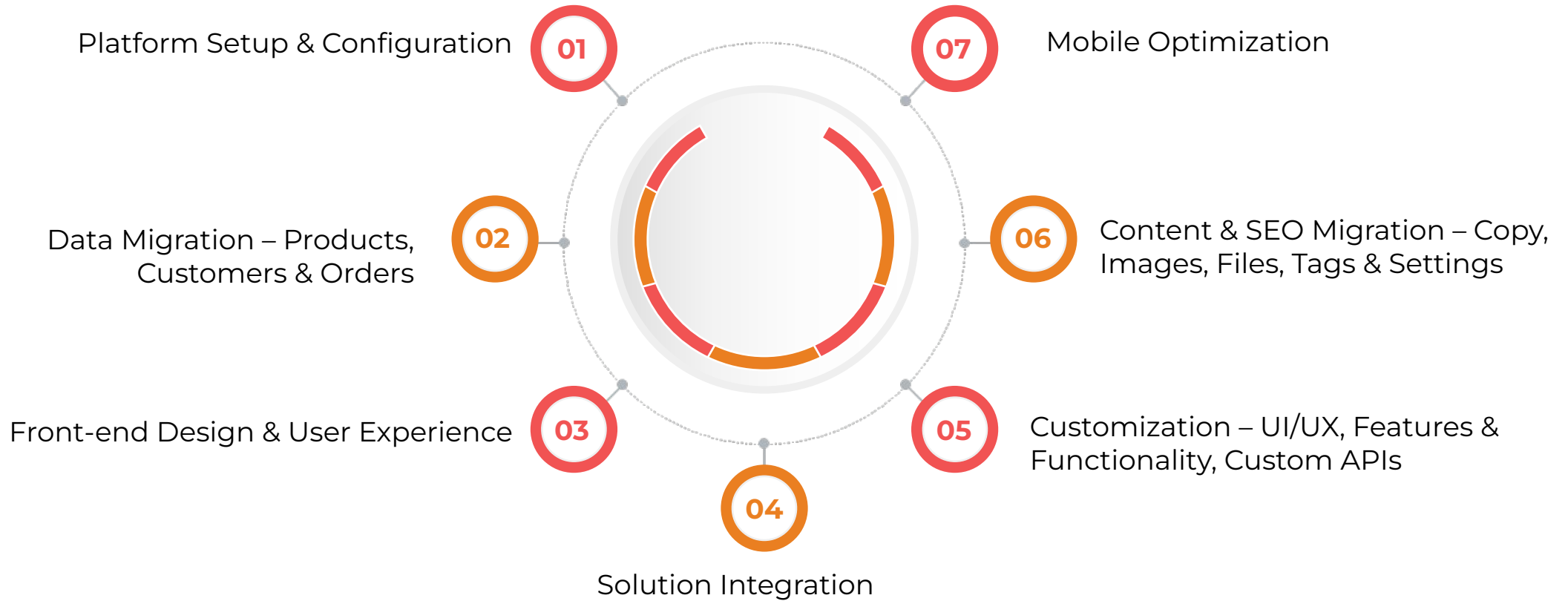
**Brightpearl**



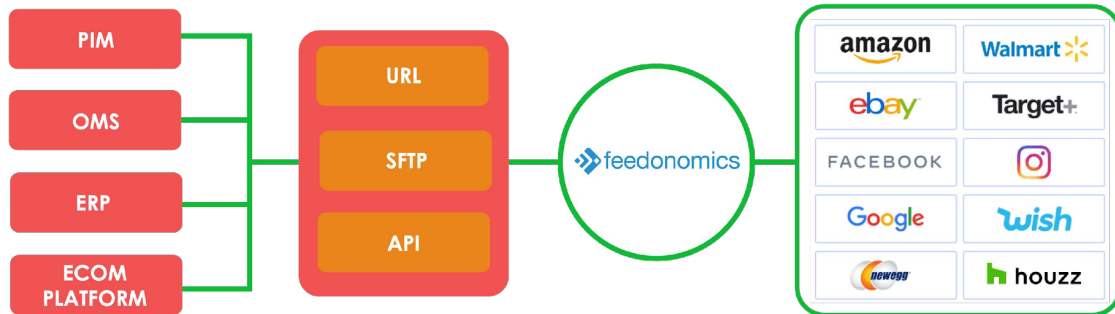
# Solution & Data Architecture



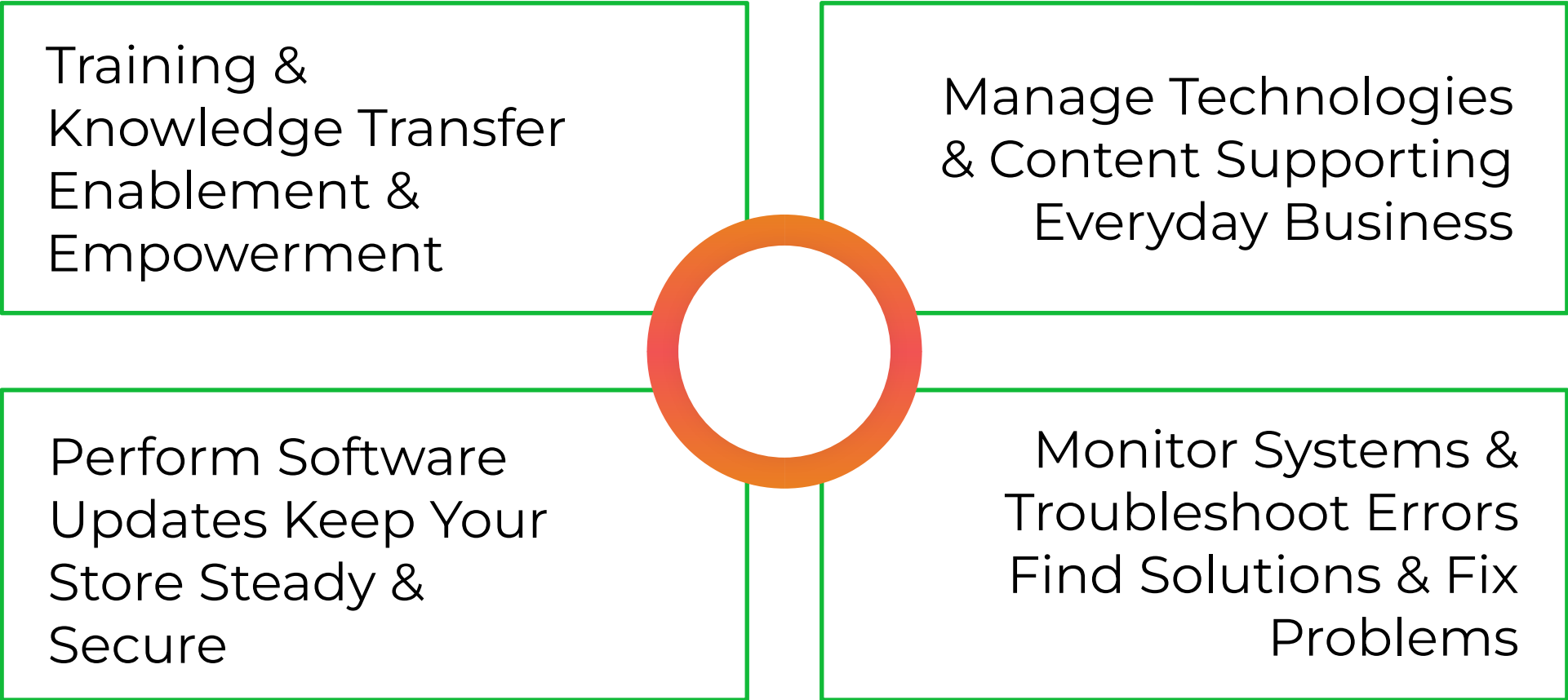
# Design & Development: Building Your Ecommerce Store



# Omnichannel Integration



# Maintenance & Support



# Marketing Services: Helping You Go-to-Market

**01.**

DIGITAL STRATEGY

**02.**

CONTENT CREATION

**03.**

SEARCH ENGINE  
OPTIMIZATION

**04.**

COMMUNICATIONS &  
CAMPAIGNS

**05.**

ANALYTICS &  
INSIGHTS

**06.**

CRO & REPUTATION  
MANAGEMENT

**07.**

GROW & SCALE WITH  
YOUR BUSINESS

**08.**

MONITOR TRENDS &  
MARKET CHANGES

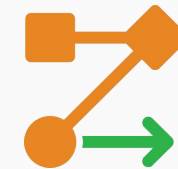
# Find the Right Ecommerce Agency



Industry  
Expertise



Size Matters



Adaptability  
&  
Culture

# Your Role As The Merchant

Making the Most of Your Agency Partnership

✓ **STAY ORGANIZED**

✓ **FOLLOW THE PROCESS**

✓ **WORK TOGETHER**

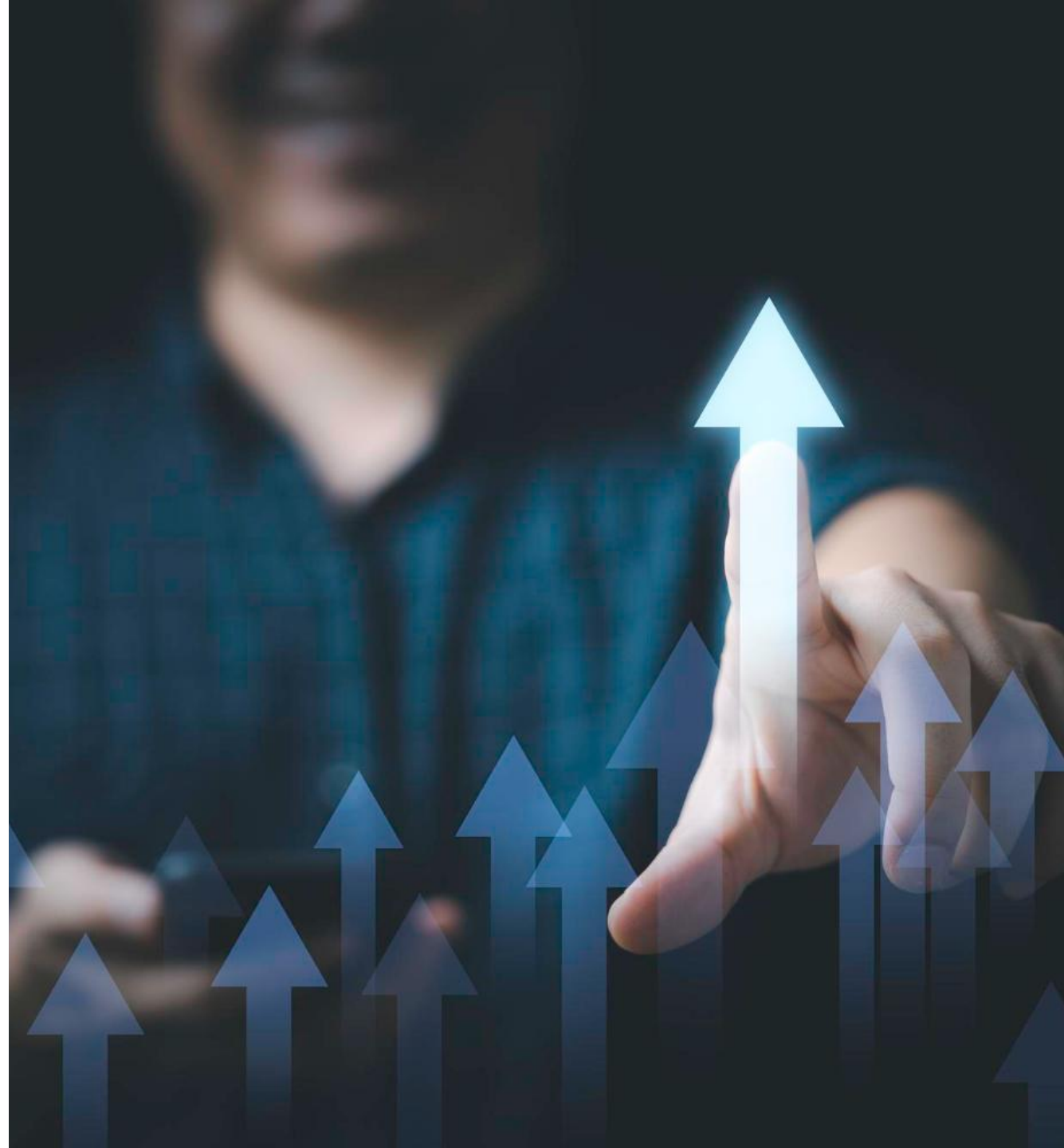
✓ **SEE THE LIGHT**



# Recap: Why Agency?

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- **Where does your agency fit? By your side!**  
**Make sure it is a fit into your culture**
- **Full-cycle support for your store and business at all stages and all levels**
- **Team of experts working for you:**  
**Account Manager, Project Managers, Skilled Contributors**
- **Big-picture view through the lens of experience & expertise**
- **Long-term advancement & opportunities**
- **Identifying needs, building solutions, growing revenue**



# Up Next: Adam Miller

- Director of Digital at Blayzer Digital
- Ads, SEO, Analytics & Omnichannel
- **THE IMPORTANCE OF PRODUCT DATA & HOW TO LEVERAGE IT FOR SUCCESS**

