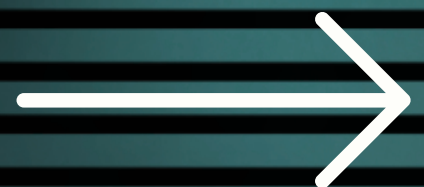


E-commerce Simplified



7 Myths I Crushed In eCommerce

Fairooz Gafoor
@fairoozgafoor



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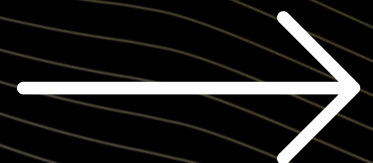
“More traffic = more sales”

Not if your conversion rate is broken



Fix the funnel first,
then scale the traffic

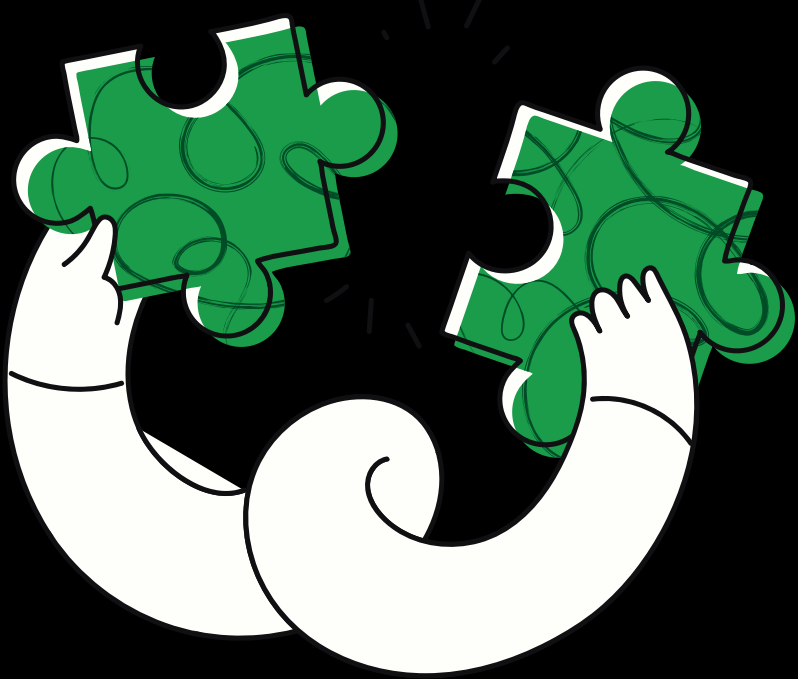
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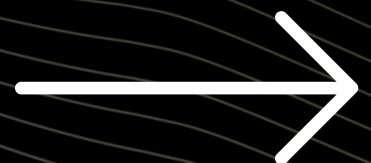
#MYTH2 Need more plugins to grow

You probably need less.



Clean UX beats
bloated tool stacks
every time

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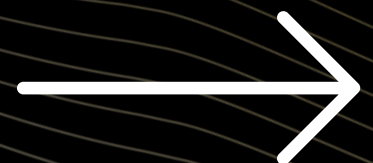
#MYTH3 Discounts drive growth

You're not Amazon. Period!



Constant discounts
destroy brand value
and margin

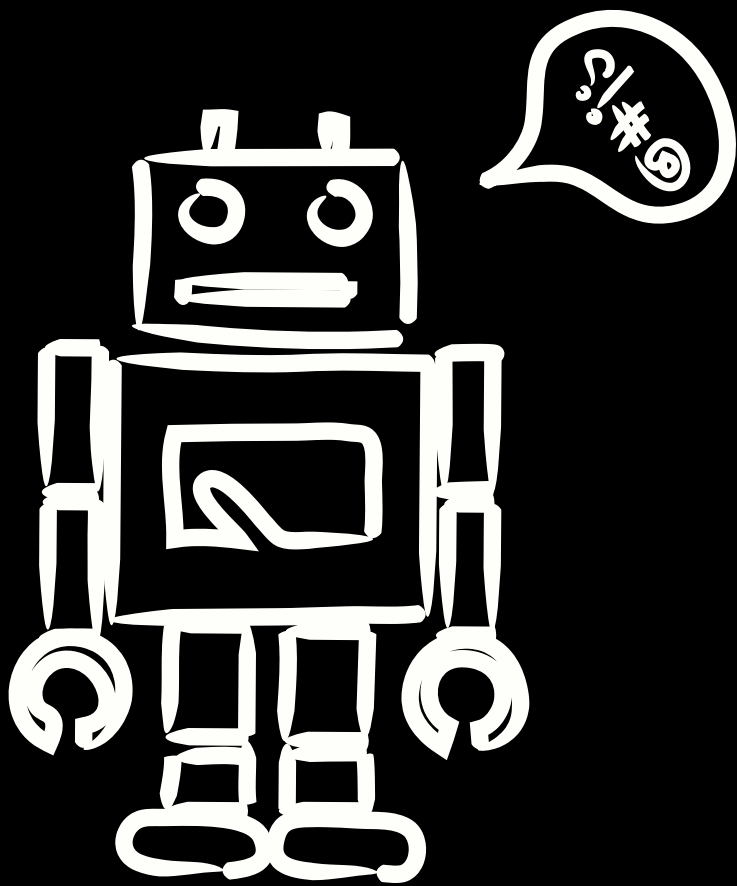
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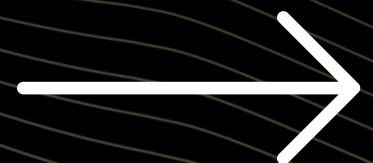
Shopify handles everything

Nope



From analytics to
speed optimization, a
lot still needs YOUR
attention

Fairooz Gafoor



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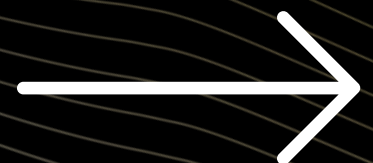
The product will sell itself

*If no one hears you, no one buys from
you*



Brand story and
positioning is half the
game

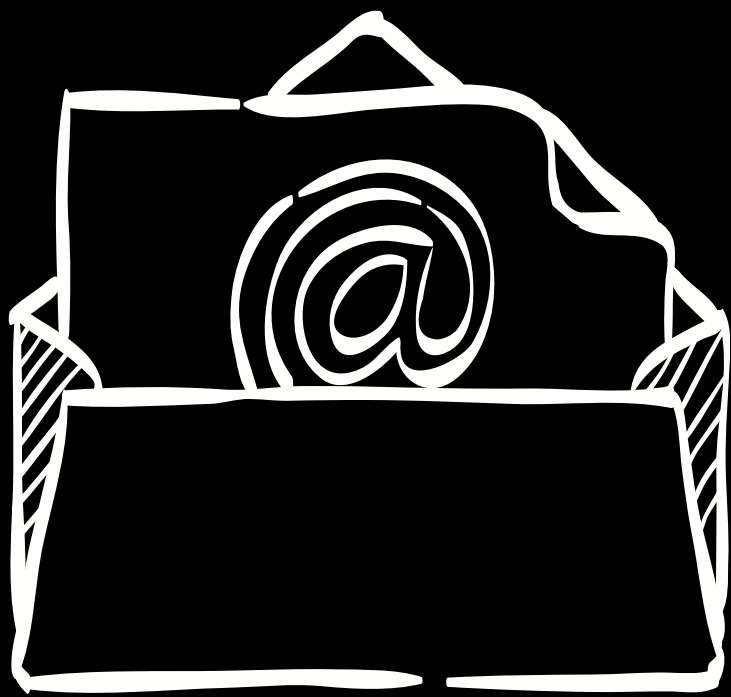
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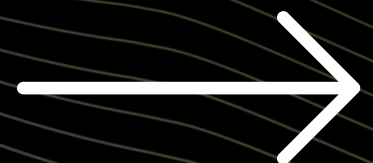
Email marketing is dead

Not even close



Email = the highest
ROI channel if done
right

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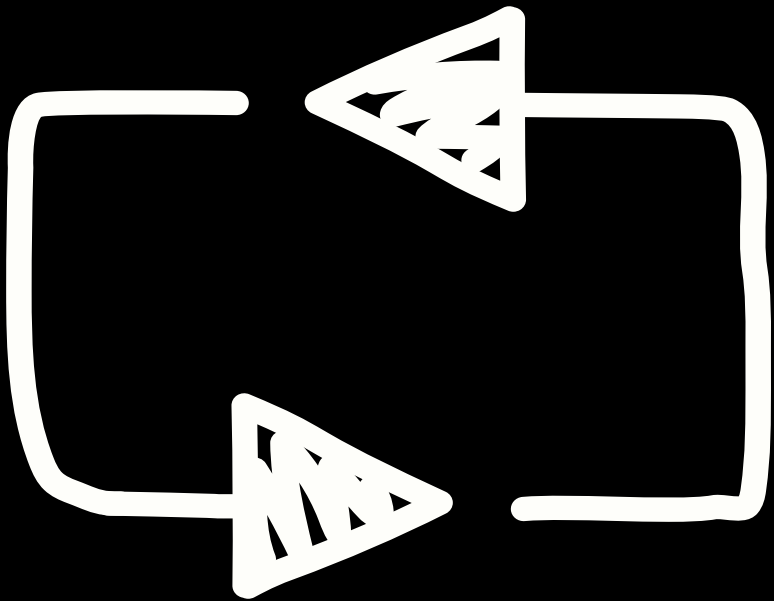
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#MYTH 7

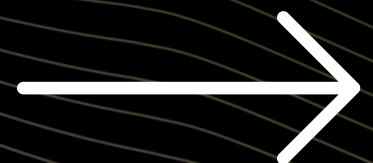
One-time buyers are fine

That's how you burn ad budgets

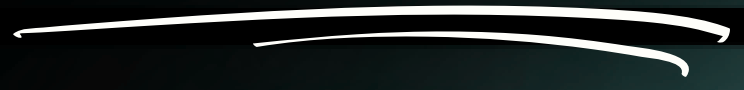


Real growth? Comes
from repeat
customers

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