

# MAPS: A Framework for Evaluating Your Ecommerce Store



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# What is MAPS?

- How I gauge the success of products/projects/stores
- All about clarity and confidence
- Four dials I tweak and tune
  
- M = Message
- A = Audience
- P = Product
- S = System

# Message

- *From product sales page copy, to the company tagline, to our content, ads*
- Do we have a clear message and is it speaking to our core audience?
- Are we beating the drum, ringing the bell, shining the light constantly and is it resonating?
- Does our message have align with their hopes, dreams, aspiration, goals, challenges, frustrations?
- Does it speak to THEIR outcomes, desired results and a better future?

# Audience

- *Our customers and prospective customers*
- Do we know who our people, our tribe is?
- Are we reaching them? Talking to them?
- Are we gathering enough people to see trends, themes of groups of customers?
- Do we have the right audience?
- Have we dialed in a person(s) that symbolizes who we are attempting to reach?

# Product

- Do we have the right product makeup?
- Do we have the right pricing, feature set in place that they want/need
- Is what we're offering clear? Or confusing?
- What objections are we hearing?
- Why are people canceling?

# System

- Once we've got Message, Audience and Product going well ...
- Do you have a consistent system to reach ideal prospects and then to turn them into customers?
- Are we consistent? are we testing new things? Evaluating those? Iterating on them?
- What's working? What's not?

# Free MAPS Scoring Spreadsheet

<https://commercejourney.com/maps-spreadsheet>



# Questions and Answers

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