ONE OF A KIND
VIRTUAL MARKET
PROFILE | LOOKBOOK | SHOP AUDIT

PURPOSE

The purpose of this audit is to take a step back from all of the hard work you have invested in your OOAK profile, shop, and listings and think critically about the information and image you are portraying to online shoppers. At the in-person event, we would have spent months and months agonizing over the color of our walls and the placement of each and every detail down to the dollar signs. A virtual market is one in the same. In another life, I worked in documentation and with my help, I am going to help you systematically review your ooak storefront and help set you up for success!

SECTION ONE - OOAK PROFILE

Your profile is one of the best ways to lay out all your information in one clear and concise format to share your policies, story, ooak offer, and connect with customers, just like you would at the in-person show. Most leads are generated when a shopper clicks on your profile and then browses your products direct from that page. This is your best chance to connect with those shoppers.

1. LINKS

Being able to provide the hyperlinks to each of your vital web addresses is essential. Having these as a quick reference will allow you to share these links in your newsletter, across social media, and of course, to friends and family about how they can engage and share your story this holiday season.

a. OOAK SHOP
This link is the direct link to your store. You can access this link by going to your profile > edit > Customize your Profile's URL

b. WEBSITE
This one is obvious, but if you don't know your website, now is the time to memorize it!

c. FACEBOOK
While facebook is widely used by people of all ages and demographics. You'll need a facebook account to wrangle Instagram and if you're really on the ball, you can post different content between facebook and Instagram and really give your followers a reason to engage on both social networks.

d. INSTAGRAM
If you don't have Instagram, what are you waiting for? This is the perfect time to build your social following. Studies have shown* that connecting with customers and sharing your artist story through stories, reels, igtv and regular photography can drastically increase sales.
*these studies are my own. 65% of my online sales originate from Instagram.

2. PROFILE OVERVIEW

This is really the best place for you to be able to share who you are, what you do, and why you do it. Your profile on the OOAK website should be a shining example of all the most important information shoppers will need to be able to browse your store and get any/all supplemental information to help them make that purchase.

a. BUSINESS PROFILE IMAGE

We have already learned that having your logo as your business profile image can be difficult for shoppers to discern what you make. Instead, choose a square image (200x200px) that best represents your product selection. Make sure it is clear and easy to discern.

b. HEADER IMAGE

This one can be a bit tricky. The dimensions of your image need to be 2000x270px for Desktop, but also 2000x430px for Mobile. Based on user feedback, shoppers are preferring to shop on their desktop computers, so really focus on a strong banner image for your shop header. You can create one in Canva or any other graphic design program (illustrator, pic monkey, etc).

c. ABOUT SECTION

MOST IMPORTANT This section is where you can really get into your story and share who you are. Make sure the most important single sentence you have to say is less than the first two lines. Because of limitations with Balluun, the rest will be hidden unless shoppers click. If you have a video, best to embed it at the top.

The best part about this section is that it allows HTML, so dig in, add some hyperlinks, and really share your story. As a quick reference guide, here are some wrappers you might want to use to get started. To learn more, my go-to reference is www.w3schools.com.

</br> before a paragraph adds a line break.
Hyperlinked Text adds a hyperlink.

<u>Your Text Here</u> adds an underline to your text

d. PERSONAL PROFILE IMAGE

Shoppers want to know what you (and your team) look like! Choose an image that is clear and we can see your smiling face. Don't have a good photo? Take one and then use it on your Instagram to introduce who you are!

e. PERSONAL DETAILS

Add your title and have fun with it! There are some pretty fantastic titles floating around the artist profiles at OOAK. Make it fun.

f. CATEGORY

Is your artist category correct? You can select multiple if you offer both housewares and wall art.

g. OFFER

For some weird reason, this offer area is given a lot of real estate on the OOAK brand directory. Don't waste this opportunity to fill this space. Don't leave it blank!
Types of offers can include:
- Free shipping over $50 (applied at checkout)
- Use the code OOAK20 and save 10%
- All Christmas bundles are BOGO.
Take a look at what other artists are doing and find one that works best for you. It doesn't have to be a deal even, it could be something exciting about a new product launch or a new collection you are only sharing with OOAK shoppers.

h. SHIPPING CUTOFF

Be clear and concise about your shipping dates. If you do local pickup, when is the last date for pickups?

i. PRODUCT LINKS (FIRST 15)
Take a look at the order of these products.
To change it, go to store > change listing order > filter by company profile. Look to see if images are uniform, color coordinated, have a nice flow, are aesthetically pleasing, and are your best-selling products. Rearrange as necessary.

j. VIDEO
Do you have a video you can share here? Add it! Don't waste the chance to share your story. Not a video pro? There are video apps online you can use to create a slideshow of images and add music. Upload that to youtube and you're ready to rock!
Try RIPL or SMILEBOX today.

k. STUDIO IMAGES
This is a section below your profile information where you can add images that you think are a good fit with your profile. You can choose shop/studio images, process images, product images, you name it. There is a strong preference for portrait directional images here, so make sure they're cropped appropriately.

l. LATEST POSTS
If you can still see this redundant and wholly unnecessary section on your profile, submit a ticket to support@oneofakindshow.zendesk.com to have it removed.

m. POLICIES
It is imperative to have shop policies regarding shipping, returns, and exchanges. Instead of typing them all out (and making your profile too long to reasonably read), add a hyperlink to your policies on your website. That way, if you ever have to make any changes, they are only in one location and you won't contradict yourself on multiple pages.

3. LOOKBOOK
While you don't have to have a lookbook, it's an excellent opportunity to showcase large format imagery of your products, your shop, your process, and you! One of the best parts of OOAK is connecting with your shoppers and being a part of the OOAK community.

You can upload individual images or you can curate images in the dimensions recommended in the lookbook settings page. This is a wide open space for you to be as creative as you can. You can overlay text to share your story and you can highlight which products are your best sellers.

Hopefully soon we will be able to glean some statistics on how often our lookbooks are being viewed by customers, but until then, every little bit can't hurt!

4. STORE OVERVIEW
a. COLLECTIONS
This is possibly one of the single most useful ways to categorize and group your products for shoppers. OOAK let us add images to these collections, but they aren't quite visible yet, but they are still very useful. You can create collections of your best sellers, group products by style, color, etc. This way, if you have many products, shoppers won't feel overwhelmed when they can select collections to view your products.

b. NUMBER OF PRODUCTS
There is no magic number of products to have in your store, but from personal experience and a love of online shopping, there seems to be a sweet spot of at least 20 or 30 products. The more your shoppers can scroll and browse without having to click, the more they can see and fall in love. If your products have variant options, consider adding an icon to your main listing image indicating there are additional options or colors available (see: anthropologie listings).

c. FIRST IMPRESSION (FIRST 12 PRODUCTS)

The first twelve products on your page should include a mix of your best sellers, favorite product photos, and anything new your best customers might not have seen yet this season.

d. PRODUCT IMAGES

Think of your first twelve products (and all subsequent) as if it is your OOAK booth. What does your organization of products look like? Are the images sizes all uniform? Is it easy to see and understand what product is being sold with each of those images? If you were to imagine a big-name retailer picking up your products and listing them in their online store, would your images fit the branding too? If you were shopping a big-name retailer and saw your images, would you be enticed to click?

SECTION TWO – INDIVIDUAL PRODUCT AUDITS

This is a pretty straight-forward approach to reviewing your products and the form has space to review five products. Try to vary which five products you choose that show the selection and variety of products you offer in your store.

1. MAIN IMAGE

This main image is the image customers will see when they are searching, browsing, and exploring the website. Ensure this image shows exactly what is being sold, there is minimal blank space, and keep it as uncluttered as possible. If necessary, crop the image to be tighter to really focus on the item for sale.

2. ADDITIONAL IMAGES / VARIANT IMAGES

Show the details! If the product has a texture, show a close up photo of the texture and the intricate details. A styled photo can be helpful too, the back side of the product, or even just another angle.
If you have a size chart, you can add it as an image to prevent having to type it out many times in each product description.
If you have care instructions, you can add it as an image to prevent having to type it out many times in each product description.

3. VARIANTS (IF APPLICABLE)

Check that the variants have the correct variant images applied. Sometimes the sync from shopify assigned the incorrect images to variants and you would never know until you randomly select a product. This is why audits can be such a useful tool!

4. DESCRIPTION

Like your profile introduction, product descriptions also allow for rich text HTML. You can add paragraph breaks, hyperlinks, images, you name it. Get creative!¬

a. SEO FIRST SENTENCE

Without going into too much detail about SEO (search engine optimization) the first sentence should describe the thing you are selling with clear and appropriate wording.

"This full length jogger is a perfect fit for evening lounging, you will love the emerald green of this pant. Comes in three sizes…"

b. DIMENSIONS

It is very difficult for customers to shop for products if they can't understand the size. Include the dimensions of your products!

c. SUGGESTIONS FOR SIMILAR SHOPPING

This is a chance for you to add any hyperlinks to your other collections, direct links to your website, or to size guides, etc.

d. POLICY/INFO
On the off chance the customer has come this far but hasn't had a chance to read your policies, this is a great place to add it. If your products are made to order and aren't shipping until January – make it abundantly clear.

e. SOCIAL LINKS
Because, why the heck not? The more you can connect your customers to your social, the more you can share your story and remind them why they want to shop your products!

f. COLLECTION
Check that your products are in the right collection – this information is visible on each product listing.

g. CATEGORY
This is not immediately visible on each product listing, but if you are really keen, open your product from your OOAK shop back-end and double check your product is in the correct category. This is the single most important organizational tool for OOAK online and it is vital your products be categorized correctly.

h. ANYTHING ELSE?
Take a look at the images, dimensions, sizing, weight, the listing as a whole. Is there anything else that you could update or improve?

5. CART AND CHECKOUT
Walk through this process as if you are a shopper. Is the process painless and smooth? What can you pick at and improve to make it as seamless as possible?

a. LOGO PRESENT
In shopify you can add your logo. A little branding goes a long way!

b. PAYMENT OPTIONS
If you haven't setup express checkout or synced with paypal, now is your chance. The easier you make it to pay, the more likely customers will complete the process.

c. SHIP & PICKUP OPTIONS
Shopify allows you to setup local pickup as well as shipping options. Make sure your shipping settings are named and organized so shoppers understand why each type of shipping is priced the way it is.

d. SHIPPING RATES WITHIN REASON
This one is a bit ambiguous, but charging $8 to ship three cards, untracked might be a bit excessive. Double check your shipping rates make sense for you.

e. OVERALL BRANDING
If you are using shopify, you can customize the item list, the background, and even the language used in the checkout process. Dig into it and make it uniquely yours!

f. ABANDONED CART EMAIL?
One of the single most effective tools to convert customers is an abandoned cart email. Shopify has this functionality, you just have to turn it on. Statistics show that you can save approximately 7% of your abandoned carts this way. You just need to give them a polite little nudge.

SECTION THREE - SOCIAL MEDIA

While not directly related to your OOAK online profile and shop, making sure your social media is aligned is vital these days.

1. INSTAGRAM

a. PROFILE IMAGE
Bonus points if it is the same image you used in your business profile image on OOAK Online.

b. PROFILE INFORMATION
Describe your business and invite your followers to shop! Consider using LinkTree to add the links to your online shop, ooak shop, your newsletter, blog, and more.

c. BUSINESS PROFILE
Check that your account is a business account (so you can connect your shopify store to Instagram and link products).

d. HIGHLIGHTS & STORIES
Do you use stories? Save the most important ones as highlights. Ensure your highlights have cover images that are on-brand with your business.

e. IMAGE FEED
What does it look like when you scroll your images. Is it cohesive and fluid? This is your portfolio and the first page customers and shoppers will see when they click on your social link.

f. REELS
They're new, they're videos, and they're 15 or 30 seconds long. Have fun!

g. IGTV
These episodes can be used in SO MANY WAYS. Generally for videos longer than 1 minute.

h. HASHTAG USE
Do a deep dive and find the hashtags most appropriate for your business, products, demographic, and the events you are participating in.
For OOAK, the most frequently used hashtags are: #ooakdiaries, #ooakonline #ooak2020 and #ooak20.

2. FACEBOOK

a. PROFILE IMAGE & HEADER
Regularly change and update these visuals. It would be a huge bonus to create a header image promoting the one of a kind show or list the virtual markets you are participating in this season.

b. PROFILE COMPLETE
Just like you did for your OOAK profile, go through and make sure as much information is filled in as possible (checking this regularly will make it easier on you moving forward). Facebook has made some significant updates to facebook page information in the last year and you can really develop a rich and involved profile here.

c. LINK TO OOAK EVENT
It has passed, but add it anyways!

d. EVENT PROMOTION
Promote promote promote! People won't know about the event if you don't tell them about it. Go get on it!

USE THE ACCOMPANYING FORM TO DIG DEEP AND LOOK AT YOUR PROFILE, LOOKBOOK, AND STORE OBJECTIVELY AND IMPROVE THE OVERALL ONLINE SHOPPING EXPERIENCE.

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SOCIAL MEDIA | BRANDING | PRODUCT PHOTOGRAPHY