Six ways we can help

**Ecommerce**
Automate your ecommerce with a new modern website.

**Marketplace**
Manage your eBay and Amazon listings and inventory.

**Custom Development**
Automate your vendor inventory, order processing, tracking, and prices.

**Marketing Consulting**
Enhance your brand identity, marketing plan, and optimize employee processes.

**Marketing Experts**
Grow sales with SEO, PPC, and Social Media using our experts.

**Predictive Analytics**
Monitor your website traffic to improve sales and advertising.
Our Companies

The objective of Shopping Cart Elite's marketing division is to grow your revenue through PPC, SEO, SMO, Website Optimization, Video Marketing and SMS Marketing.

REK9
Marketing strategy development through consulting. Brand building and process creation to grow sales.

HO&F
Marketing experts that will fill your missing positions to perform sales, marketing, and operations processes.

Shopping Cart Elite
Is today's most robust ecommerce platform. Multi-Website, Multi-Marketplace Channel, CRM, Help Desk, Predictive Analytics, TEA, Inventory, and so much more. We're a software company, and our software works hand in hand with our marketing processes.

E DF
We customize software to meet your needs. We focus on automation to improve your return on investment per employee by automating manual tasks such as data entry, price comparison, and order processing, etc.

Omni Channel
Centralized product database with 2-click marketplace listing ability on over 20 marketplaces like Ebay and Amazon. List new products or sync products to existing marketplace listings. Keep Inventory in sync across all marketplaces in real time.

tea
Manage your Pay Per Click campaigns in real time. Live bidding based on visitor engagement. Never pay for clickfraud again. Lower PPC costs while increasing conversions.
Marketing and sales processes bring companies new customers and an increase in revenue. Operations processes – especially when automated – lead to an increase in profit in the form of better return on investment per employee.
What is a Process?

If you want to start a new company, a new brand, a new division, or make a new product or service, you must create a process for it. The diagram below describes how to create and maintain a process.

Start with an idea, and research how to make the process successful. Then test and modify the process steps until they work. Then handshake the process to an employee to generate revenue for the company.
The relationship between the manufacturer, distributor, and retailer to the end consumer are different.
Manufacturer to Consumer Relationship

**Marketing Processes**
Manufacturers provide deliverables to the retailers (i.e. pictures, videos, PDF brochures) to help market and sell the product to the end consumer.

**Sales Processes**
Typically, manufactures do not sell to end consumers.

**Operations Processes**
Manufacturers provide quality products to meet the demand of the end consumer.
Distributor to Consumer Relationship

**Marketing Processes**
Distributors do not help retailers with any kind of marketing to grow revenue.

**Sales Processes**
Typically, distributors do not sell to end consumers.

**Operations Processes**
Distributors maintain inventory levels, fulfill and ship orders for the retailers.
Retailer to Consumer Relationship

Marketing Processes
In order for a retailer to succeed, a retailer must do advertising to attract customers to their company that are looking to buy the manufacturer's products. This is done by having a successful advertising campaign like pay per click that handshakes with a successful sales funnel like the retailer making a video endorsing the manufacturer's product.

Sales Processes
In order for a retailer to succeed, a retailer must be a manufacturer's sales representative and an expert in the field. This sales processes will work if you publish the expert's opinion on the website, and hand shake it with a sales closing process by phone, sms or website checkout.

Operations Processes
In order for a retailer to succeed, they must automate as much of their operations as they can with an all in one software that will power their whole company.
Scenario: Physical Retail Storefront

Physical stores require marketing, sales, and operations processes to work hand-in-hand effectively without major fires to successfully generate revenue and positive cash flow.

You will succeed if:

**Marketing Processes**
In order to succeed with your retail store you need to have a busy location, with effective local advertising.

**Sales Processes**
In order to succeed with your physical retail store location, you need to have knowledgeable and friendly sales staff at the store.

**Operations Processes**
In order to succeed with your physical retail store location, you need to have the right inventory at the right price.
Scenario: Website

Websites require marketing, sales, and operations processes to work hand-in-hand effectively without major fires to successfully generate revenue and positive cash flow.

You will succeed if:

**Marketing Processes**
In order to succeed with your ecommerce website, you must attract customers through SEO, PPC, SMO and email marketing. You must become a professional marketing company and endorse the manufacturer’s products.

**Sales Processes**
In order for you to succeed with their ecommerce website, you must be able to take orders via easy, flexible, swift, and secure website checkout, or by quotes, phone, fax, SMS, live chat, and POS.

**Operations Processes**
In order for you to succeed with your ecommerce website, you must be able to automate the order processing with an all in one ecommerce software.
Scenario: Amazon FBA

You will succeed if:

**Marketing Processes**
You can succeed with Amazon just by listing on Amazon FBA because Amazon performs their own marketing processes for you.

**Sales Processes**
You can succeed with Amazon by having enough inventory, best price, and good reviews for the products that you sell.

**Operations Processes**
You can succeed with Amazon by sending your products to Amazon FBA because Amazon will fulfill and ship the products for you.
Scenario: Ebay

You will succeed if:

**Marketing Processes**
You can succeed with Ebay just by listing your products because Ebay performs the marketing processes for you.

**Sales Processes**
You can succeed with Ebay by maintaining a good standing account, with good feedback and a good sales history for the items you list.

**Operations Processes**
You can succeed with Ebay by fulfilling your orders on time, and automating the inventory and shipping.
Ecommerce Organization Chart

This is what an ecommerce organization looks like. You need a complete marketing division within your organization. This template illustrates a company’s ecommerce division. The tasks associated with these different positions all contribute to the revenue the company generates.

If your company doesn’t have people in these positions then each blue box represents a missed revenue stream.
Increase and optimize revenue streams
Our experts will perform the tasks associated with the strategies you employ on these marketing platforms to increase sales and customer engagement.
The goal of this campaign is to increase the number of sales you receive by implementing marketing processes we've developed.

Our team of 200+ staff are made up of several positions that we differentiate using the following hierarchy:

- **JUNIOR**
  Someone who has less than 6 months of experience in the process he will execute. Usually we use this position to do non-complicated repetitive tasks.

- **REGULAR**
  Someone who has more than 6 months of experience and has been certified to be an expert in the specific process they will execute.

- **SENIOR**
  Someone who has more than 1 year of experience and has been certified to be an expert in the specific process they will execute.

- **LEADER**
  Someone from the executive team, typically a CxO or a VP. This individual is qualified to create a long term high level roadmap for the project to succeed.
Staff Monitoring

We monitor all our staff’s productivity so you can be confident that every retainer dollar is used effectively.

- Keyboard / Mouse activity
- What software is running
- Idle / Away / Active Time
- Screen shots
- Each line is clocked against a Project and Ticket
- Words per minute
- Billable Time
- Productivity Level
Employee Productivity Comparison

Employee activity vs Other employees in the Department
Experts Dashboard

100% transparency allows you to see who worked for you what ticket was billed.

- Project leader notes
- Track multiple projects
- Budget funded
- Budget usage
Track Budget Usage on Experts Dashboard

- Department Hours by Week
- Staff Hours by Week
- Department Expense by Week
- Staff Expense by Week
- Tickets

[Image of a computer screen showing a dashboard with tables for different types of budget usage.]