SOP 01 ACQUISITION

Fix the bucket before you pour in traffic

THE PROBLEM, AS YOU'D SAY IT

Conversion rate is 1–1.5% and every extra dollar of ads makes it worse.

> A pain-relief device brand at $1.3M/month converting at 1.3%. A kitchenware brand stuck under $100k/month profit. A skincare brand at 0.83 ROAS. Same call, four different founders.

You don't have a traffic problem. You have a bucket with holes in it, and you keep buying more water. A store at 1.3% needs twice the traffic of a store at 2.6% to make the same money — so your CAC is double what it should be and you're blaming the ads. My bar is **8% conversion and a $300 average order**. Almost nobody's there. But 1.3% to 3% is the fastest way to double profit without spending another dollar, and it's the first thing I fix on every account.

THE PROCEDURE

1 Get the real number

Owner You · **Time** 30 min · **Cost** $0

- Shopify Analytics → Sessions → filter Referrer = Facebook/Instagram/TikTok, last 30 days. Note sessions.
- Orders → same filter, same window. Note orders.
- Orders ÷ sessions = your paid conversion rate. Not the headline number, this one.
- Write it on a whiteboard with the date. Under 2%: everything below is mandatory. Under 1.5%: pause scaling today.

2 Hire one CRO person, not an agency

Owner You (hire) → CRO · **Time** 1 week to hire · **Cost** $1,500–$2,500/mo

- Post the Upwork job below. Title: 'Shopify CRO Manager — full time — one A/B test per week'.
- Shortlist anyone who sends a link to a test they ran with the before/after number. Ignore portfolios of pretty pages.
- 30-day paid trial. Their first week's deliverable is a written list of ten tests, ranked by expected lift.
- Give them Shoplift.ai (or any A/B tool) and Hotjar. Nothing else.

3 Ship the five fixes in week one

Owner CRO · **Time** 5 days · **Cost** Apps ~$60/mo

- Sticky add-to-cart bar on mobile: theme setting or a $10 app. Button reads 'Add to cart — $X'. Not 'Buy now'.
- Above the fold on the PDP: product name, the one-line outcome, three benefit callouts with icons, price, the button. Ingredients and specs directly below.
- Subscription pre-selected. Radio button defaults to 'Subscribe & save 15%'. One-time is the second option.
- Free-shipping threshold set $5–$10 above current AOV. AOV $98 → threshold $99. Announcement bar says it.
- Three creator videos on the PDP under the button. Any UGC app. Videos matter, app doesn't.

4 Kill the leaks

Owner CRO + CS lead · **Time** 1 day · **Cost** $0

- Shopify → Discounts. Every code that's public (has ever been in an ad, email or on a creator's page) → deactivate.
- Klaviyo → Coupons → create unique single-use codes. Rebuild the welcome flow and the abandoned-cart flow to use them.
- Check Honey / RetailMeNot for your domain. Any live code there is a leak. Kill it at the source.
- Trustpilot: pull your score. Under 4.0 → add a review request to the post-delivery email (day 7) and a card in the box with a QR. Reply to every negative review publicly with a fix, not a defence.

5 Call every abandoned cart over $100

Owner CS · **Time** Ongoing, 24hr SLA · **Cost** $0 or commission

- Shopify → Abandoned checkouts → export daily at 9am.
- CS calls every cart over $100 within 24 hours. Script below. Two attempts, then a text.
- Overflow goes to a recovery agency on commission (iSell For You or similar). No retainer.
- Log recovered revenue weekly. This line alone usually pays the CRO salary.

6 Put a page in front of the product page

Owner CRO · **Time** 1 week · **Cost** Replo/Funnelish ~$99/mo

- Build one advertorial (listicle: '5 reasons X is replacing Y') and one quiz (5 questions, ends on a personalised recommendation).
- Send 50% of one ad set's traffic to each. Keep the PDP as control.
- Winner gets 100% of cold traffic after 14 days. One brand's quiz lander converted **four times better** than their PDP.

7 Only now, scale

Owner Media buyer · **Time** After gates clear · **Cost** —

- Paid conversion above 2.5% for 14 straight days and AOV moving toward $300 → raise budgets 20% every 3 days while CPA holds.
- If conversion drops below 2% at any point, stop raising. Go back to step 3.

GATES — YOU'RE DONE WHEN

- Paid-traffic conversion above 2.5% for 14 straight days
- One A/B test shipped every week, logged with the result
- Zero public coupon codes live
- Trustpilot at 4.0 or higher
- Abandoned carts over $100 called within 24 hours

DON'T

- Don't redesign the whole site. One page, one test, one week.
- Don't hire a CRO agency at $25k for a rebuild. Hire one person and test.
- Don't scale ads on a page under 2%.

COPY-PASTE TEMPLATES

UPWORK JOB POST — CRO MANAGER

Full-time Shopify CRO Manager. Your only job: run one A/B test per week on our paid-traffic landing page and product page, and move conversion from [X]% to 3%. You'll use Shoplift and Hotjar. Week one deliverable: ten ranked test ideas with expected lift. 30-day paid trial, then ongoing. To apply, send one link to a test you ran and the before/after number. Nothing else.

ABANDONED-CART CALL SCRIPT

Hi [name], it's [you] from [brand]. Saw you were about to grab the [product] and didn't get to finish — no pressure at all, I just wanted to check nothing went wrong on our end. [Pause.] If it was the price, I can send you a link right now that covers shipping. If it was a question about the product, I've got two minutes. What's easiest?

Tools named on the calls: Shoplift.ai — A/B testing · **Hotjar** — see where they leave · **Replo / Funnelish** — advertorial and quiz pages · **Klaviyo** — unique codes · **Trustpilot** — the score people check

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Examples are drawn from private coaching calls and anonymised. Figures are the ones used on those calls, not audited results. Any figure from Josh Snow's own businesses is his own result and not typical; your results depend on your product, market and execution. Nothing here is a guarantee of income or financial advice. Tool pricing and availability change often — re-check before committing budget.