

The Touchdown Strategy

The Ultimate Major League E-Commerce Booklet



Discover how applying the Touchdown Strategy can help you dramatically improve your business, boosting the profits while delivering outstanding customer experience



In the following pages I will share with you the main secret behind building a huge and extremely profitable e-commerce business that will last for decades to come. But first, I want to go through some reasoning. It will help you understand why the 'Touchdown' strategy is what you need to take that leap forward.

If you are a DropShipper, you know things have changed over the last years. What was working in 2016 and 2017 does not work anymore. The reason is simple: **Customer Experience**.

Internet is not a place for scammers. It was, in the past. But in 2018 both governments and main players (such as Facebook and Google) started to fight this attitude heavily. That's why many affiliate marketers running shady campaigns just quit the industry over the last months and that's why even dropshippers are having a hard time.

Let's analyze it from a different perspective.

Ok, so let us imagine for a second you're an average person. I know it won't be easy because clearly you are brilliant, at least based on the fact that you are reading this document. But for the sake of the experiment, let us assume you are someone who has no idea of what digital marketing, affiliate marketing or dropshipping means.

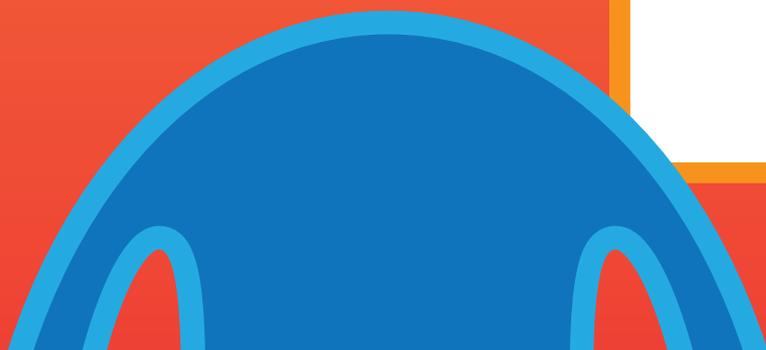
What does your average day look like? You use **Facebook** and **Instagram** to check what your friends are up to or to follow your favorite celebrities, you use Google search to find answers to your life's problems and you navigate YouTube to be entertained (we all watch those cat videos, don't worry)

Of course, every time you are on these websites (or apps), ads are shown to you. You probably do not even know they are ads since they are natively integrated into your overall experience.

What used to happen (and is still happening somehow) is that you click on these ads and really often you get scammed.

I do not mean that your identity or your credit card details get stolen. I mean you are sold something that is not what you are actually getting. Maybe you buy these incredible pills that made "Mary lose 30 kilos in 20 days" or this magic cream that will definitely make you a champion in bed.

The only thing that matters is that you are probably buying some affiliate crap that is not worth your money.



What happens next? You start to see amazing products with super-wow eye-popping videos on your news feed and you start following the links in them. You find these amazing products on legit looking e-commerce stores and you decide to buy them. You get the products within 60 days (if you ever get them) and you find out that the products are not even comparable to what was shown in the videos.



Are these good customer experiences? This is exactly why the authorities and the big players have started to change their attitude. Internet cannot become a place where people get scammed continuously.

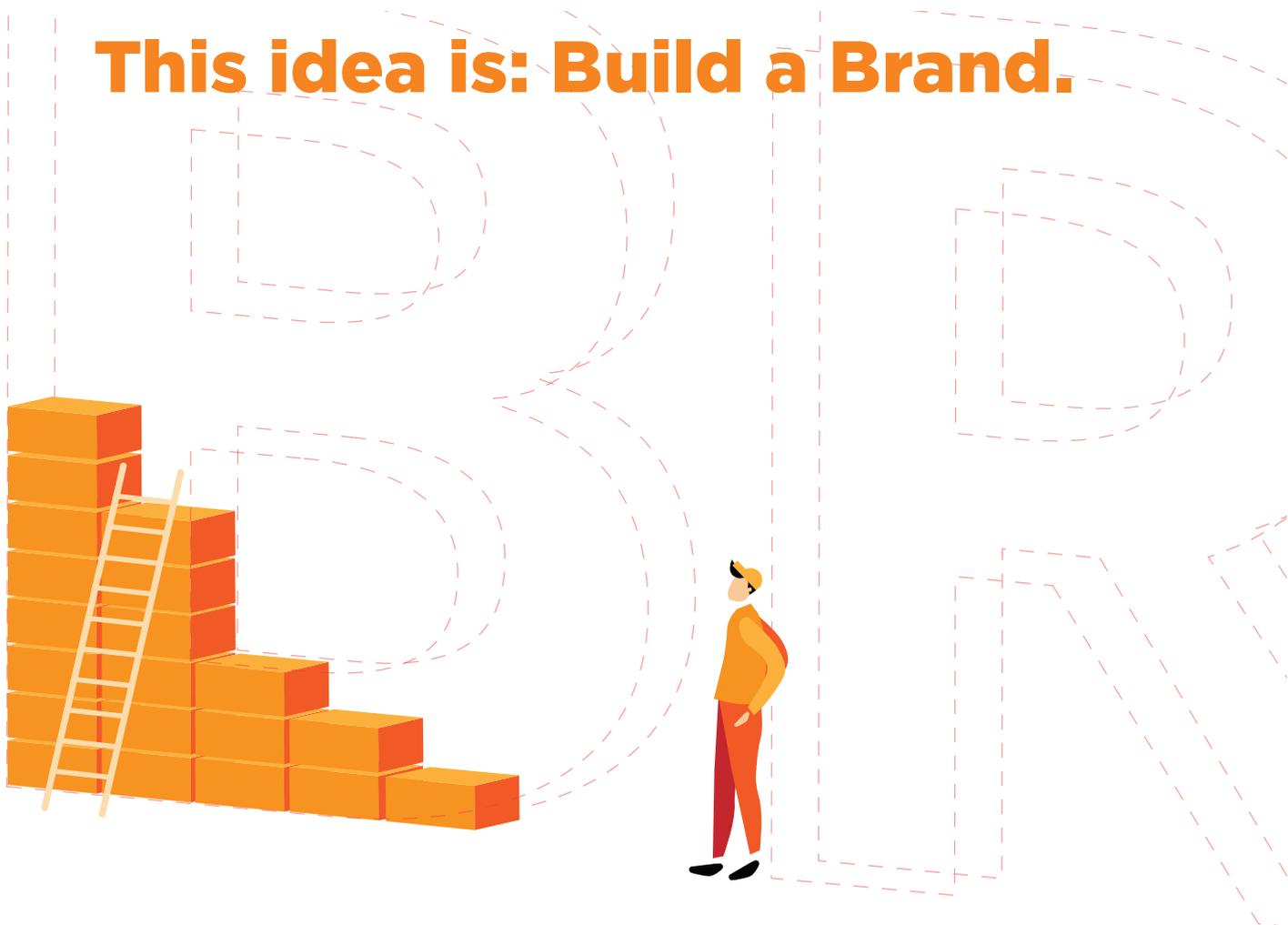
There are two ways to go from here.



Like most people, you can keep launching shady campaigns just to collect fast profits (if you are able to, as the game becomes harder by the day). Or you can create a real, sustainable and long term business like the smartest ones out there. I am sure you have all it takes to go for the second option, and in the following pages I will show you that getting there is not as hard as it seems, as long as you follow a few simple steps.

But before we get to the details, everything I am going to tell you starts with an idea. However simple it may sound, it is a key to a world of opportunities.

This idea is: Build a Brand.



At this point 90% of the people will say something like:

What the hell, I started this affiliate/dropshipping journey just to make quick bucks and quit my 9 to 5 corporate slavery, not to start something that will take me ages to setup! 😡

I perfectly understand that. Building a brand may sound like something really difficult and risky if compared to launching affiliate/pure dropshipping campaigns.

But keep reading, I am going to surprise you.



There are different ways to build a brand. There is the corporate way, or the smart entrepreneur way. This second one, is what we are going to focus on, and will make you money starting from month one.

I am introducing you the Touchdown Strategy.



STEP ONE: PLAYERS' AUDITION

What you build at this stage is a general store. You can build it using Shopify ([get 14 days for free here](#)). The goal of this store is not to build a brand, it is just to understand which players are worth to keep in your team and which ones should go back home.

Of course you will create your e-Commerce logo and do all the best practices to make it look good, but the goal, as said, is just to test.

Upload a bunch of products, regardless of the vertical (this is a general store) and start launching campaigns. As for every players audition, some of these products will be losers, others will be “not good enough” while others, will be winners.

What should you aim to at this point? We can say that anything above a ROAS of 4 can be considered a winner. A winner is a product that will make you big money.

You have to keep all the other campaigns running if they are making you a positive ROI, but these winning players (products)?

You definitely want to move them to the **College League**.

It is really important to say that all these products in your Step One general store will be dropshipping products. In other words, you will buy them just after the end customer has bought them from your store. No upfront investments.

As said, this store has no branded purposes, so even if it gets screwed it is not a big issue.

A central illustration of a golden trophy with two handles, sitting on a dark brown base. The trophy is surrounded by four ribbons in red, blue, and grey. The background features a large, faint, light-colored shield or crest shape.

STEP TWO: THE COLLEGE LEAGUE

At this point you have some losers, which campaigns should be off, some “not good enough” campaigns that can make you anything between a mid three figures to a low four figures per day in revenue, and the winners.

The winners are those you want to further test to see if they are just quick, really profitable shoots, or can be evergreen products to scale limitlessly .

What you have to do now is to create a new general store where you will upload these products.

You are scaling your business and as such you want to lower the costs and increase the CSAT. Therefore you are now ordering the products in bulk and storing them in a warehouse.

Don't worry, you do not have to buy/rent a warehouse to do so, I will show you a more efficient way at the end of this PDF.

Buying in bulk and storing the products close to the customers will:

- Lower your product's costs, leaving room for higher margins (or ad budget)
- Faster shipping times (2-3 days)
- Create a good customer experience which will lead to: higher customer lifetime value, lower churn rate and increase in NPS (Net Promoting Score)

This should lead to customers coming back to your store and recommending your products to their families and friends.

You will keep testing these winners for a couple of weeks, trying to check whether the ROI is consistent.

Some of these players, even if they were really promising won't become professionals. You let them play in the college league until they are profitable and then you send them back home. At this point, in this league, you can keep on dropshipping your products.



STEP THREE: THE BIG LEAGUE

Those players that confirm themselves as consistent and ready to go big arrive at this league, ready to aim for the hall of fame. What to do at this point?

Well, depending on the product, you can either create a branded niche store (if that product has many related ones) or a branded mono-product store. In both cases, what you need to do is keep ordering that product in bulk, storing it in a warehouse and in addition you are now stamping your LOGO on it.

Remember, at this point you have already sold hundreds or even thousands of these products and you have done it for weeks. You should be able to place orders anywhere between 1000 to 10000 pieces. The more pieces you order, the less you usually pay for piece.

You now store these branded products into a warehouse near your market (in Europe if you sell in Europe, in US if you sell in US and so on).

In other words, you are creating a validated brand that can specialize around that product/niche and grow long term.

If you do this for one year, you will have two profitable general stores and some huge branded ones. In other words, you will have both short and long term businesses going on and you won't be depending on Facebook (you have brands now!)



CONCLUSION

This PDF is really brief, but should give you an idea of how to efficiently build a long term business in an industry that has only seen short term players.

That's why we have created **uDroppy**, to challenge the status quo of dropshipping. Unlike Aliexpress or Alibaba, in addition to having our products (tens of thousands and counting), we also **automate Dropshipping activities end to end**.

Our platform is fully integrated with your stores, letting you fulfill all your orders with one click. You can use uDroppy for every step of the above guide since we allow you to test products in dropshipping, to order products in bulk, to put your LOGO on the product and to store them in OUR warehouse in US, Europe or Asia.

Marketing on you, the rest on us.

uDroppy is the most effective way to manage your entire e-commerce business from dropshipping to building your E-Commerce empire.

Create your FREE ACCOUNT NOW by clicking [here](#).

A handwritten signature in black ink, appearing to read 'Luca Borreani'.

Luca Borreani
CMO & Co-Founder