

Đơn vị tổ chức

GEARMENT

Customily

Đơn vị truyền thông

GEC GLOBAL
ECOMMERCE
COMMUNITY

PERSONALIZE

MỞ KHOÁ TIỀM NĂNG

CHINH PHỤC 20K SALES/THÁNG



Quang Nguyễn

Founder GEC



Hiếu Nguyễn

Owner Huge Win Media



Sáng Đỗ

Admin Cộng Đồng Customily



Nhật Hào

Founder Teelicious



Nhật Hào

Founder Teelicious

Tại sao mình **KHÔNG LÀM** Personalize?

Đây có phải là **thứ mọi người nghĩ** khi nói về bán Personalize?



Gift + Clipart

Hold up! 🖐️

Coi chừng đầu toàn máu

Ông lớn, kinh nghiệm dày mình



Thanh niên mới
nhú tập chơi Personalize



Vấn đề nhân lực

Vấn đề kỹ thuật

Vấn đề cạnh tranh

Vậy giờ team yếu thì phải làm gì?



Tìm “đại dương xanh” và cực đoan với nó

Personalize như một **add-on**



Choose one

Material*: **Stitched(Embroidered)** (+ \$11.99 USD)

Stitched(Embroidered)

Print

Comparing Methods

Front - Team Name: (+ \$4.99 USD)

Gearment

Front - Number: (+ \$3.99 USD)

12

Back - Your Name: (+ \$3.99 USD)

Customily

Back - Number: (+ \$3.99 USD)

14

Logo Location(Optional): Right Chest

Left Sleeve

Right Sleeve

Left Chest

Right Chest

Back Neck

None

Upload Logo [Ⓞ]:

Choose File No file chosen



Choose one

Material*: **Stitched(Embroidered)** (+ \$11.99 USD)

Stitched(Embroidered)

Print

Comparing Methods

Front - Team Name: (+ \$4.99 USD)

Gearment

Front - Number: (+ \$3.99 USD)

12

Back - Your Name: (+ \$3.99 USD)

Customily

Back - Number: (+ \$3.99 USD)

14

Logo Location(Optional): Right Chest

Left Sleeve

Right Sleeve

Left Chest

Right Chest

Back Neck

None

Upload Logo [Ⓞ]:

Choose File

No file chosen

1. Đơn giản, không cần thêm nhân sự
2. Tận dụng sản phẩm/store có sẵn
3. Tăng AOV, không tăng giá → không giảm CR

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WELCOME

Các Tính Năng Của Customily

- Tùy chỉnh text, màu sắc, font chữ
- Tính năng up ảnh với nhiều hệ màu sắc khác nhau
- Star map + street map
- Tính năng remove background , face cut, cartoonize
- Up clipart với định dạng PNG, EPS
- Live preview
- Auto generate production file
- Automated fulfillment
- Save personalization data của khách
- Tính năng bảo vệ các clipart

Lợi Ích Khi Dùng Customily Trên Store

- Khách có thể thực hiện personalize theo sở thích và thấy được hình ảnh sản phẩm trước khi đặt hàng
- Rút ngắn thời gian tạo ra file in
- Tiết kiệm nhân lực
- Tăng khả năng xử lý order: tự động hóa xử lý và vận chuyển đơn hàng.
- Tính độc đáo của sản phẩm personalize
- Clipart miễn phí
- Tăng giá trị sản phẩm

UP TO 3 DOGS

CUSTOMIZE YOUR DOG

NEW ACCENT MUG

NEW SKINNY TUMBLER

Every snack you make
Every meal you bake
Every bite you take
I'LL BE WATCHING YOU

MAX ESCAR BELLA

Personalized Every Snack You Make, Every Bite You Take Mug, Dogs Accent Mug, Gift For Dog Mom, Dog Dad Tumbler Gift, Dog Owner Personalized

AnneLorlys ★★★★★

✓ Arrives soon! Get it by Jun 20:27 if you order today

Type*
Select an option

Color*
Select an option

Add your personalization*
Add your personalization
- Pet's name: Breed

Example:
- Bob: A1
- Mimi: A4

Quantity

\$15.98+ ~~\$19.98+~~ (20% Off)

Number of Dogs *

1 2 3

Find your Breed 1 *

A-B B-C D-I J-P R-Y

Breed Group 1 (A to B) *

Every snack you make
Every meal you bake
Every bite you take
I'LL BE WATCHING YOU

Free shipping

Personalized Dog Cat Every Snack You Make Every Meal You Bake Mug, Mothers Day Mug, Fathers Day Gift, Custom Gift For Pet Dog Cat Owners

JeromeZiltonStore ★★★★★

✓ Arrives soon! Get it by Jun 17:28 if you order today
✓ Returns & exchanges accepted

Style & Size*
Select an option

Add your personalization*
Please specify your pet's names and breed.
(And please upload your high-quality photo via Etsy messenger.)

Example: Peanut - cat , Milo - dog

Quantity

1

Buy it now

\$10.20+ ~~\$12.00+~~ (15% Off)

Every snack you make
Every meal you bake
Every bite you take
WE'LL BE WATCHING YOU

OLLIE MISTY MAX

back to search results



Save

UP TO 3 DOGS

CUSTOMIZE YOUR DOG



ACCENT MUG



SKINNY TUMBLER



Low in stock, only 9 left and in 2 carts

\$15.98 ~~\$19.98~~ (20% Off)

Personalized Every Snack You Make, Every Bite You Take Mug, Dogs Accent Mug, Gift For Dog Mom, Dog Dad Tumbler Gift, Dog Owner Personalized

AnneLorys ★★★★★

✓ Arrives soon! Get it by Jun 20-27 if you order today

Type*

Regular Mug

Color*

White - 11oz

Add your personalization*

Add your personalization*
- Pet's name: Breed

Example:

- Bob: A1
- Mimi: A4

256

Quantity

1

Buy it now

Add to cart

♥ Add to collection

Other reviews from this shop | ★★★★★ (95)

Sort by: Most recent ▾

★★★★★

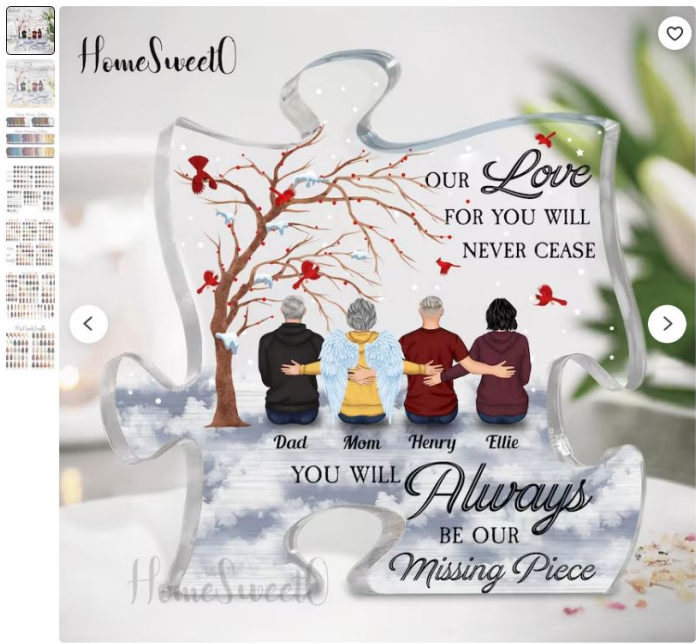
Purchased item: Dog Dad Shirt Personalized, Dog Dad Shirt with Dog Names, D...



Samantha Kurdziel Jun 13, 2023

Helpful?

← Back to search results



USD 21.41+ ~~USD 29.56+~~ (30% Off)

Local taxes included (where applicable)

Personalized Memorial Puzzle Piece Acrylic Plaque, Custom Plaque With Lost One, In Loving Memory Gift, Memorial Gift For Family, Sympathy Gift

Size*

Select a size

Add your personalization*


Please choose options from additional images and write below

Left to right:
Name * Skin Tone:
Hair style
Clothes
Wings (optional)
Custom quote if required

1024

Add to cart





To my husband I wish I could turn back the clock street customized mug, personalized Valentine's Day gift for him

★★★★★ (15)

\$17.95

Size:

Quantity

Add To Cart

Description

Customize the front image with Hairstyle, Skin Color and Names.

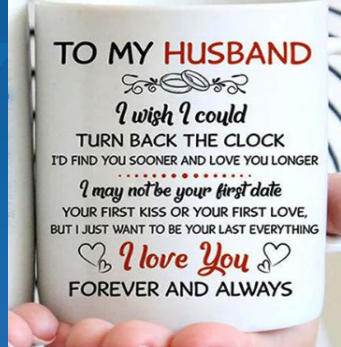
Designed for daily use, perfect for Coffee, Tea, Hot Cocoa ❤️

Our Product: High quality ceramic 11oz/15oz mug. Dishwasher & Microwave safe. Printed on both sides.

The backside text will be fixed on our design. Please double check your options and the spelling of the name.

© Copyrighted artworks.

skin COLOR
Hair style
Name & Date
CAN BE
CHANGED



To my husband I wish I could turn back the clock street customized mug, Anniversary gifts, Personalized gift for him

★★★★★ 1446

\$22.95 USD

Surprise up to 15% discount

Size:

Man Name (0/12) *

Man Skin Tone *

Man Hairstyle *

Woman Name (0/12) *



**Love the t-shirt!**

Love the personalization, this really is so true about our dogs.

**Loved it'**

Father's Day gift for a dog dad. He thought his trio of Bostons was an amazing gift!



Absolutely love the shirt!

**Perfect Mother's Day gift!**

My wife loves her new personalized mug with her and our dog Kevin on it. The artwork was high quality and arrived as promised. Thanks guys, great product and service



Customer Verified Buyer

**Grest Mug**

I ordered a mug with my personal art selections and it was easy. The mug came as ordered and was a hit. Thanks

Awesome!

Fur Baby Fathers Day Gift and Dad LOVED it! What a great job you did on the personalized photo! Highly recommend, Thank you!



Susan I. Verified Buyer

**Personalized T-shirt**

Exactly as described and I love that our puppies faces are on the shirt. So nice that they used a real photo. 😊

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Sáng Đồ

Admin Cộng Đồng Customily

MỞ KHOÁ TIỀM NĂNG PERSONALIZE

NỘI DUNG

1. Thị trường POD & Personalization
2. Chặng đường Cá nhân hoá
3. Cấu trúc team
4. Các chiến lược tăng trưởng
5. Q&A



MÌNH LÀ AI ?



E-commerce entrepreneur & Supporter

Print-on-demand | Dựng store, brand, đầu tư vào các dự án e-commerce ở giai đoạn khởi đầu... từ 2015



Digital Marketer

Theo đuổi digital marketing từ khoảng 10 năm trở lại đây :)



Admin CPH

Một trong những Admin F0 của Cường Phong Hội



Tư vấn viên

Thỉnh thoảng, mình “chém” về vận hành e-Commerce cho bạn bè, lâu lâu sẽ có tính phí \$300/h 🙋

Vd: Đưa CustomCat, Customily về VN



POD & PERSONALIZATION

The logo for District Photo is displayed on a dark blue rounded rectangle. It features a stylized 'dp' monogram in white and light blue, followed by the word 'district' in a white sans-serif font. Below this, the words 'PHOTO · PRINT' and 'DECOR · APPAREL' are stacked in a smaller, light blue sans-serif font, separated by dots.

dp district
PHOTO · PRINT
DECOR · APPAREL

District Photo is a digital imaging services company headquartered in Beltsville, Maryland, United States. The company started in 1949 as a black-and-white photograph developing laboratory. [Wikipedia](#)

Headquarters: Beltsville, Maryland, United States

Subsidiaries: Snapfish, Snapfish2 LLC

Type of business: Privately held company

Founded: 1949



POD & PERSONALIZATION

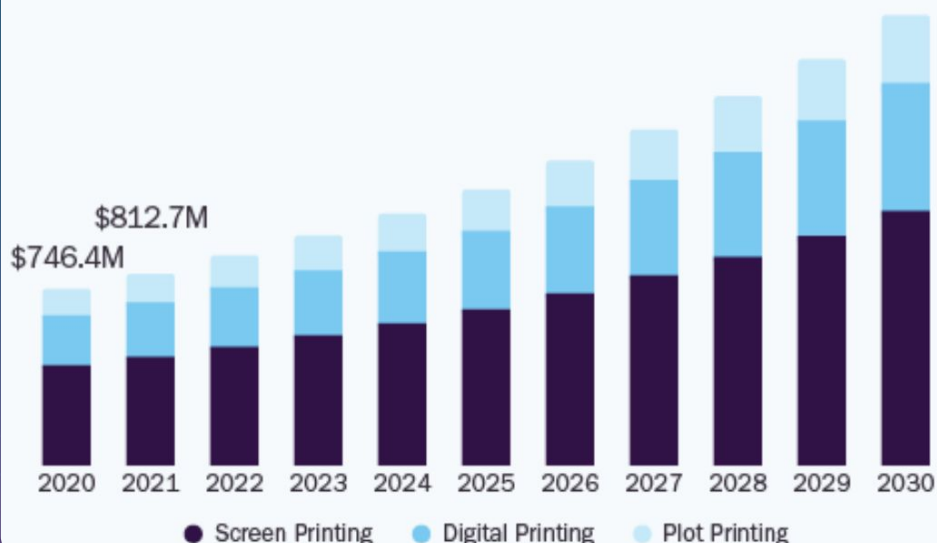
The screenshot shows a news article snippet. At the top, the word "APOLLO" is written in a green, serif font. Below it is a simple organizational chart with a vertical line leading to a horizontal line, which then branches down to two logos: "shutterfly" in orange and "Snapfish" in grey. The "shutterfly" logo features three yellow and orange circles above the text. The "Snapfish" logo features a blue fish icon above the text. In the bottom left corner of the snippet is a small camera icon. At the bottom of the snippet, there is a black bar containing the text "Shutterfly acquired for \$2.7B, set to be merged with Snapfish: Digital Photography Review" and a "Visit" button on the right.



POD & PERSONALIZATION

N. America Custom T-shirt Printing Market

size, by printing technique, 2020 - 2030 (USD Million)



Quy mô thị trường custom tshirt printing toàn cầu được định giá **3,9 tỷ USD** vào năm 2021 và dự kiến sẽ mở rộng với tốc độ tăng trưởng kép hàng năm (CAGR) là **9,9%** từ năm 2022 đến năm 2030

OUR PERSONALIZATION JOURNEY

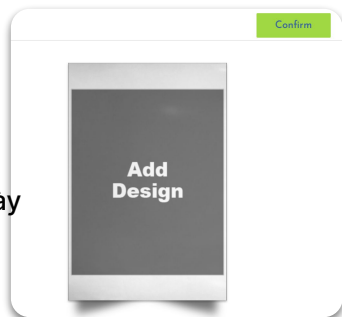
Conversion rate



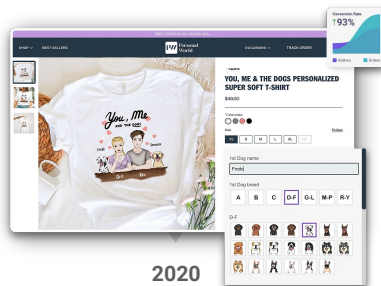
OUR PERSONALIZATION JOURNEY

Built-in feature

- xxx doanh số/ngày
- CR 10-20%



2019



2020

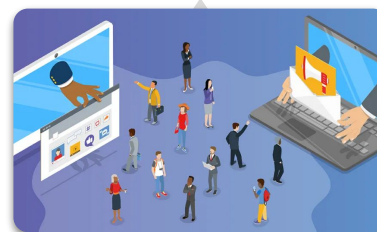
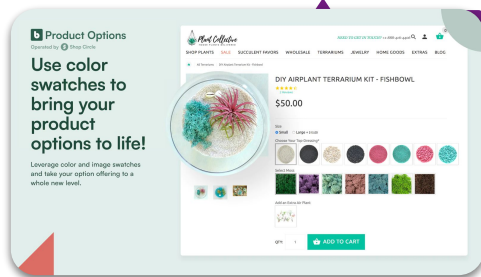
Tự động hoá với Customily:

- Gấp 20 lần doanh số mùa holiday
- 5-7% CR
- Team 10++

Q4-2019

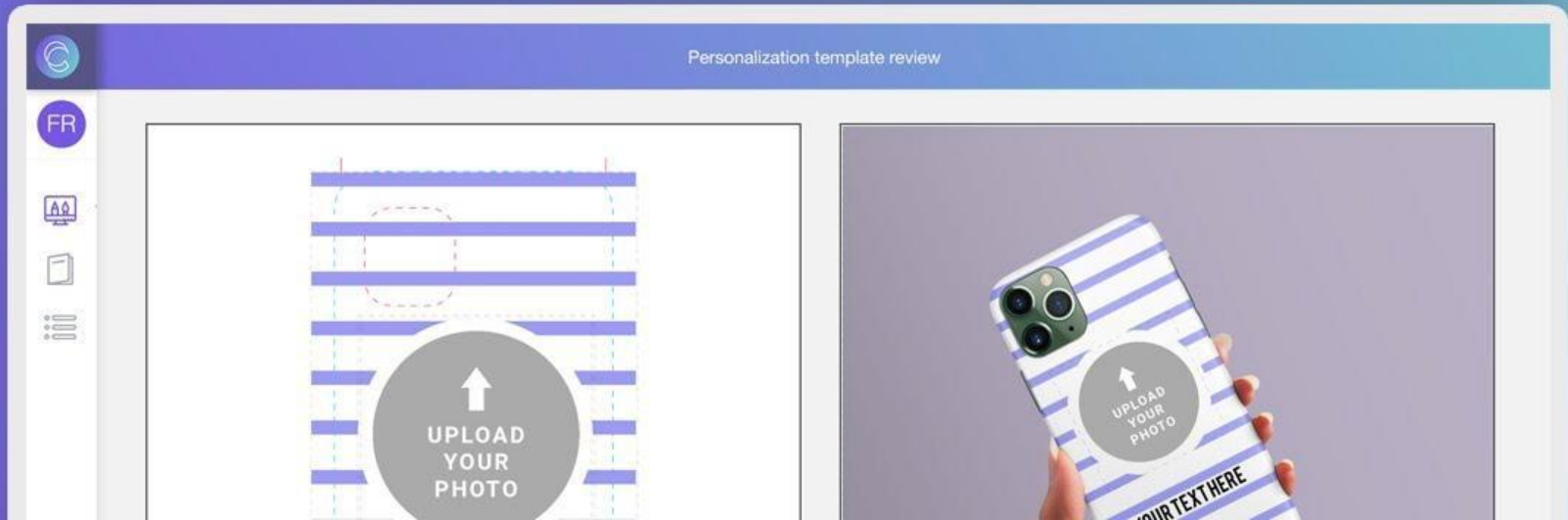
NOW

3rd App + Manual
Order Processing
Team dưới 10 nhân sự



Đa dạng hoá

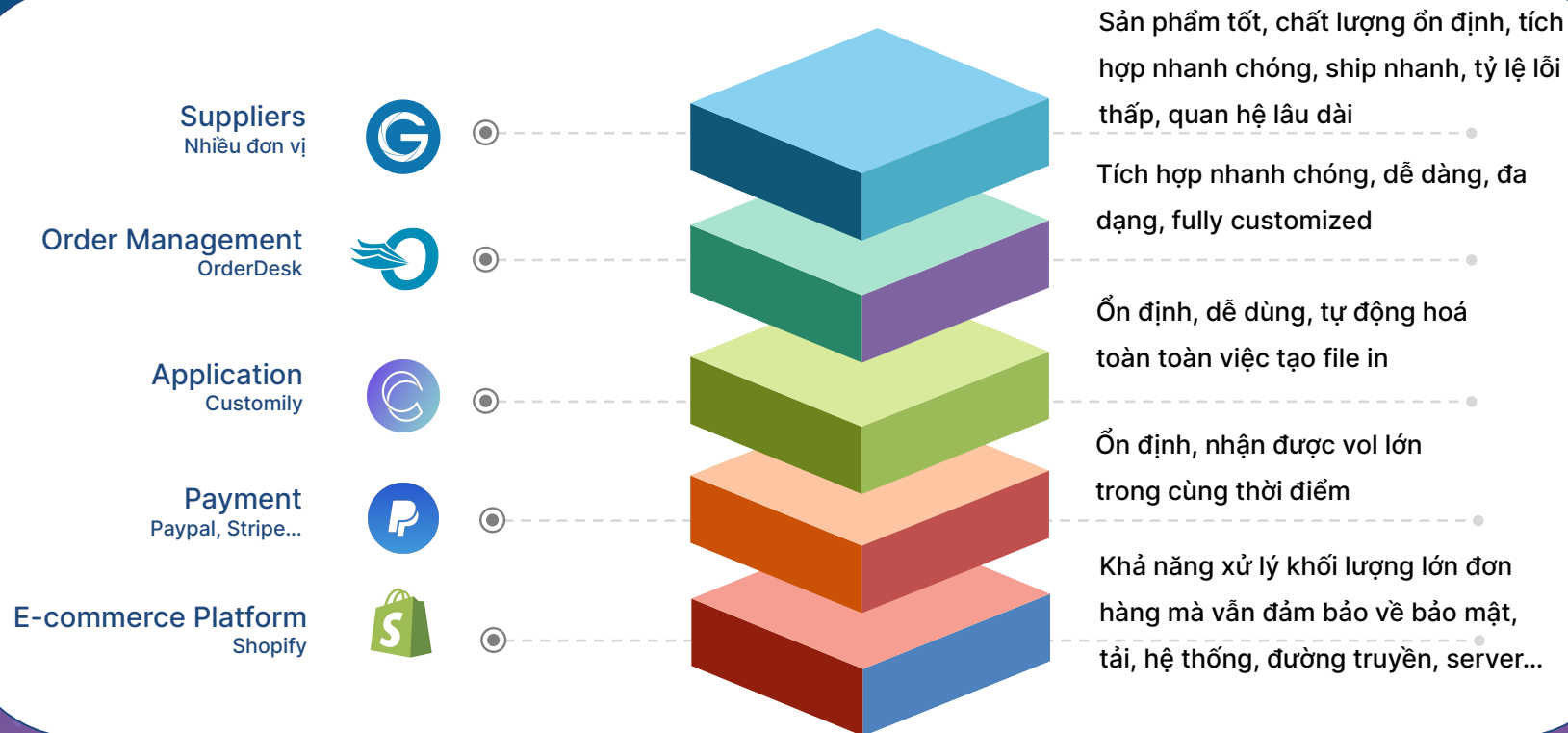
TREND OR DEMAND ?



TỔ CHỨC TEAM CƠ BẢN



THIẾT KẾ HỆ THỐNG



NHỮNG THÁCH THỨC



Return & Retention

Thường chỉ mua một lần

AOV Optimization

Khó upsell, cross-sell

Traffic sources

Biến động nhanh

Duy trì đà tăng trưởng liên tục

100 > 1000 > 10,000 ?



CHIẾN LƯỢC TĂNG TRƯỞNG

▶ Tăng trưởng người mua mới

- Mở nguồn traffics (Tiktok, Twitter, Bing Ads, SEO...)
- Mở rộng demand (niche, design, product category)
- Mở rộng kênh bán (Amazon, ETSY...)
- Mở rộng cách thức (Text, Photo, Cliparts)

▶ Tăng LTV của người mua hiện tại

- CR optimization (Speed, images...)
- AOV optimization (eg: upsell @ cart, bundle)
- Listing optimization (eg: Image, speed, UX, Navigation)
- Email Marketing
- Branding Marketing

Q & A



Want to buy me a coffee?





Hieu Nguyen

Owner Huge Win Media

TOP 10 LỖI

Các store dùng Customily gặp phải khi làm email marketing

TOP 10 LỖI

các store dùng Customily gặp phải khi làm email marketing



About Us

klaviyo⁺
MASTER SILVER

Huge Win Media

- POD từ 2014, Dropship từ 2017
- 08/2021, bán Store, mở Email Marketing Agency

Đã hợp tác với ~30 store eCommerce/POD

- 70% có doanh thu 7-8 con số/ năm
- 46% sử dụng Customily
- Giúp thu về \$XX M+ với Email Marketing



Nội Dung

- 1 Không Làm Email Marketing
- 2 Spam Email List Cũ
- 3 Toàn Gửi Email Giảm Giá
- 4 Toàn Gửi All List
- 5 Không Xài Popup & Flow Welcome
- 6 Flow Welcome Chỉ Có 1 Email
- 7 Không Có Hình Personalized Trong Email
- 8 Không Gửi Survey
- 9 Không Để Ý Các Kênh Retention
- 10 Không tận dụng Klaviyo Integration



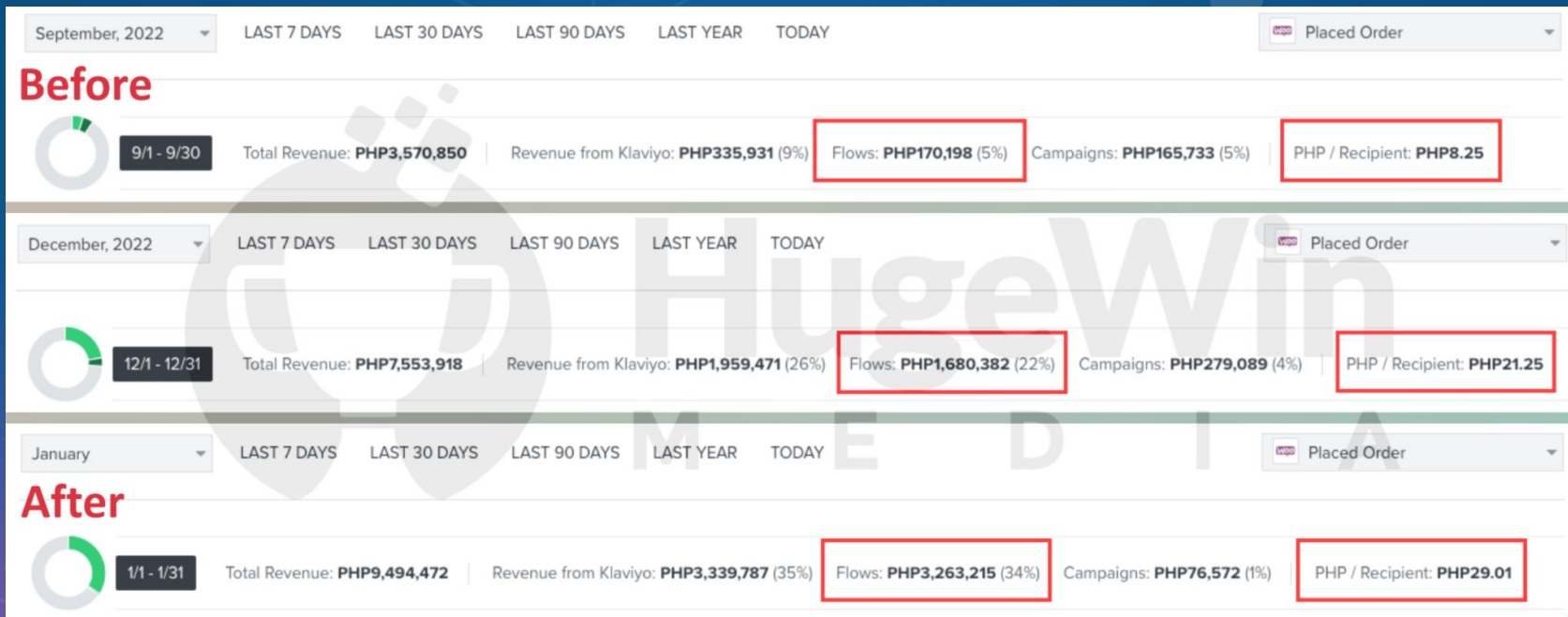
TOP 1 Không Làm Email Marketing

Before

8/1 -
8/31Total Revenue: **\$179,742**
\$ / Recipient: **\$0.02**Revenue from Klaviyo: **\$24,551 (14%)**Flows: **\$13,310 (7%)**Campaigns: **\$11,240 (6%)**Email: **\$24,551 (14%)** SMS: **\$0 (0%)** Push: **\$0 (0%)**10/1 -
10/31Total Revenue: **\$258,252**
\$ / Recipient: **\$0.06**Revenue from Klaviyo: **\$49,702 (19%)**Flows: **\$39,671 (15%)**Campaigns: **\$10,031 (4%)**Email: **\$49,702 (19%)** SMS: **\$0 (0%)** Push: **\$0 (0%)**

After

1/1 -
1/31Total Revenue: **\$469,390**
\$ / Recipient: **\$0.08**Revenue from Klaviyo: **\$154,154 (33%)**Flows: **\$126,138 (27%)**Campaigns: **\$28,016 (6%)**Email: **\$154,154 (33%)** SMS: **\$0 (0%)** Push: **\$0 (0%)**



TOP 2 "Spam" Email List Từ TeeChip

Tận dụng lại và import vào Store/Klaviyo để gửi → Bounce/Spam rate cao → Suspended

Gợi ý giải pháp:

- Lọc nhóm khách theo niche
- Chia nhỏ list, gửi email warm up gợi ý subscribe vào store mới

TOP 3 Toàn Gửi Email Giảm Giá

- Tung giảm giá liên tục → tăng doanh thu \$\$\$ (ngắn hạn)
- Nhưng, **hậu quả**:
 - ❑ Khách hàng quen với giảm giá
 - ❑ Tăng tỷ lệ spam, unsubscribe → danh sách email kém chất lượng
 - ❑ Làm giảm giá trị thương hiệu của bạn

Giải pháp: kết hợp đa dạng nội dung email gửi ra hàng tháng (promotion, engagement, education, updates...) và có lịch gửi rõ ràng cho từng đối tượng. Nuôi dưỡng khách lâu dài, chậm nhưng bền.

TOP 4 Toàn Gửi All List

“Segment + Offer phù hợp = \$\$\$ hơn”



TOP 5 Không Xài Popup & Flow Welcome

- Sợ ảnh hưởng CR/UX, vi phạm luật Google Shopping, SEO...?
- Popup triển khai đúng cách, không ảnh hưởng UX, đem lại kết quả tốt (email list tăng, rev tăng)
 - Show when visitors exiting, X (s) after loading page, after scrolling after xx% page
 - Show ở page tùy chọn: homepage, product page hoặc blog
- Flow Welcome (Cho nhóm khách chưa mua):
 - Ngoài email xác nhận đã đăng ký, nên có thêm email giới thiệu thêm về brand để build trust:
 - Giới thiệu Brand Story
 - Quy Trình Sản Xuất, Xưởng
 - UGC, Social Proof
 - ...

TOP 6 Flow Abandoned ATC Không Chạy

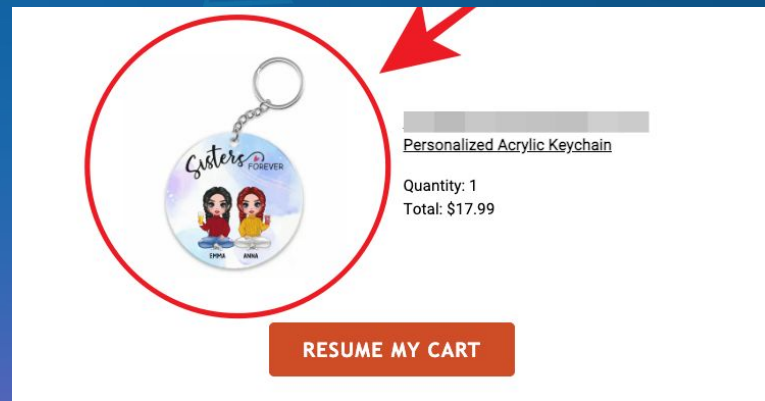
Store Shopify sử dụng Customily và Klaviyo, event click Add to Cart bị Customily chặn nên snippet của Klaviyo cung cấp có thể sẽ không hoạt động, và phải chỉnh lại:

```
{% if product %}
<script type="text/javascript">
window.addEventListener("load", () => {
$("form[action='/cart/add']").on("submit", (e) => {
if(!_learnq) _learnq.push(['track', 'Added to Cart',
item]);
})
});
</script>
{% endif %}
```

TOP 7 Không Có Hình Personalized

Store x Customily → xài "preview-image" (hình mà khách tự thiết kế) trong email để giúp email trực quan, gần gũi với khách hàng. Có thể chỉnh ở:

- Abandoned Checkout Emails
- Order Confirmation Emails
- Fulfillment/Production/Shipping Noti Emails
- Review/Feedback Email



TOP 8 Không Bao Giờ Gửi Survey tới KH

- **Gửi Survey đến khách hàng để**

→ Hiểu hơn những gì khách đang cần, vấn đề đang gặp với:

- Brand
- Product
- Customer Support

- **Khách feedback nhiều**

→ Store càng cải thiện, email càng có nhiều idea để gửi.

Timestamp	Email Address	How satisfied were you with our product quality?	How would you rate our Customer Service?	How likely are you to recommend our company to a friend or relative?	Which designs would you like to customize in our products the most?	Any designs or products you couldn't find on our website	Lastly, any additional feedback for us to make your shopping experience better?
1/18/2023 6:06:11		3	4	4		No	It would be nice to have a font size for lettering.
1/18/2023 6:06:15		5	5	5			
1/18/2023 6:06:26		5	4	5		No	
1/18/2023 6:06:47		5	5	5			
1/18/2023 6:06:56		4	5	5		I found what I needed easily	Everything about my shopping experience was just fine.
1/18/2023 6:07:00		5	5	5		Personalized products for deceased children	None
1/18/2023 6:07:10		5	5	5			
1/18/2023 6:07:18		5	5	5		Looking for angel things	
1/18/2023 6:07:25		5	5	5		Nolove the service ,sent in a time as promised, very satisfied	
1/18/2023 6:07:45		4	4	5			Give a cut off date on holidays before purchasing
1/18/2023 6:07:47		5	5	5		No i found what I was looking for	I was completely satisfied with my purchase
1/18/2023 6:07:57		5	5	5		I'd prefer a greater selection of cat and dog fur colors and breed types. I've had to compromise on fur colors quite a bit.	Same as above
1/18/2023 6:07:59		4	5	5			
1/18/2023 6:08:04		5	5	5		N/A	Thanks for having such a fun website You have great products enjoy shopping wish

Câu hỏi gợi ý trong survey nhóm khách hàng **ĐÃ** mua hàng.

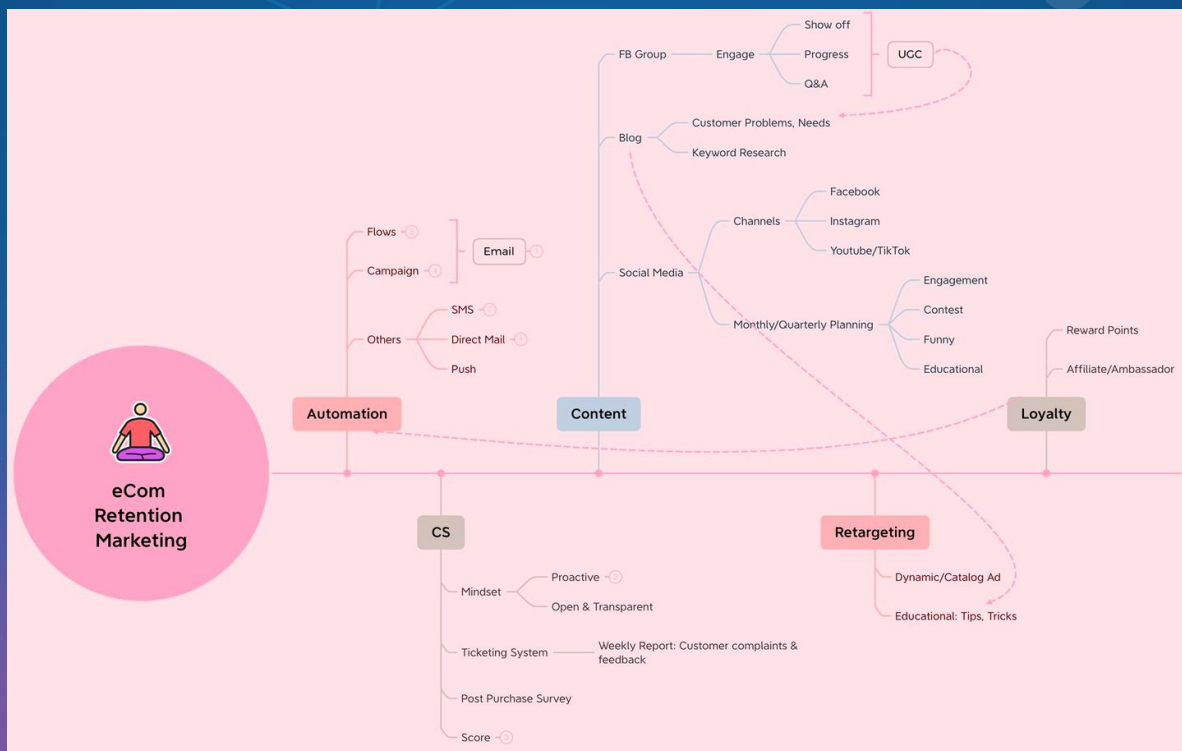
Timestamp	Email Address	Which element(s) makes you hesitate to place an order with us?	Which designs would you like to customize in our products the most?	Any designs or products you couldn't find on our website	Lastly, any additional feedback for us to make your shopping experience better?
1/18/2023 6:19:07		Product Quality, Product Design, Price Value, Shipping Time and Shipping Policies	Couples	No	Great experience
1/18/2023 6:21:06		Price Value, Shipping Time and Shipping Policies	Mom/ Grandma, Couples	Valentines Day blanket	Need more newlywed stuff
1/18/2023 6:22:11		Shipping Fee, Shipping Time and Shipping Policies	Cats	None	None, happy with this company
1/18/2023 6:23:00		Price Value	Single	More Darth Maul and old	More deals if able
1/18/2023 6:23:16		I like to design my own items. There is no option to do that.	Adult female - not mom or grandma	Items related to crochet	I would like to see a way to incorporate the use of your "dolls" with personalized designs.
1/18/2023 6:23:41		Shipping Fee	Teacher memes	No	I was very impressed with the entire process online! The tshirt came out exactly as the design I was shown! The tshirt quality was great! I will definitely use your company again. Now the negative...shipping cost was crazy!! But I would definitely recommend your service!!
1/18/2023 6:25:13		Product Design	Besties, Mom/ Grandma, Dogs	New home, new baby, nd	No coffee mugs
1/18/2023 6:25:20		Product Quality, Shipping Fee	Cats	Suitable selection	Not at this time
1/18/2023 6:27:18		Price Value	Couples	No	No
1/18/2023 6:28:42		Shipping Fee	Mom/ Grandma, Dogs	No	No additional
1/18/2023 6:29:23		I just don't have money to buy everything I see that I like	Cats, Mom/ Grandma, Couples	No	No I just have to wait until I get extra money to buy what I want.
1/18/2023 6:29:43		Shipping Fee, Shipping Time and Shipping Policies	Besties, Couples	More ethnic designs	I would like to see more options in design for Black Americans (skin tone, hair styles, body type)

Câu hỏi gợi ý trong survey nhóm khách hàng CHƯA mua hàng

Campaign	Type	Status	Last updated	Open rate	Click rate	Placed Or...
<input type="checkbox"/> I [redacted] SURVEY : ENGAGED IN THE LAST 60 DAYS	Email A/B			17.5% 65,112 recipients	0.66% 2,439 recipients	9,257,99 US\$ 235 recipients
<input type="checkbox"/> HWM [redacted] Not-done-survey Thank You HWM Customers placed order at least onc e in the last 365 days	Email			47.1% 111,739 recipients	0.88% 2,088 recipients	7,073,43 US\$ 152 recipients
<input type="checkbox"/> HWM [redacted] F0 Not-done-survey Thank You HWM Customers highly engaged in the las t 180 days, HWM Customers highly engage d last 180 days AND no order	Email			47.8% 177,625 recipie...	0.43% 1,609 recipients	5,926,24 US\$ 142 recipients
<input type="checkbox"/> HWM [redacted] Resend F1+ Survey Thank you (No submission) HWM Customers placed order at least onc e in the last 180 days	Email			54.6% 56,422 recipients	2.12% 2,191 recipients	4,878,07 US\$ 129 recipients
<input type="checkbox"/> HWM [redacted] F1+ Not-done-survey Thank You HWM Customers placed order at least onc e last 180 days	Email			41.1% 57,164 recipients	0.58% 814 recipients	4,529,95 US\$ 102 recipients
<input type="checkbox"/> HWM [redacted] Done-survey Thank you HWM Customers done [redacted]	Email			82.8% 5,201 recipients	15.4% 969 recipients	3,776,65 US\$ 111 recipients
<input type="checkbox"/> HWM [redacted] Q1 Survey Highly Engaged Last 180 days HWM Customers highly engaged in the las t 180 days. HWM Internal List	Email			52.7% 158,206 recipie...	1.06% 3,188 recipients	2,951,18 US\$ 67 recipients

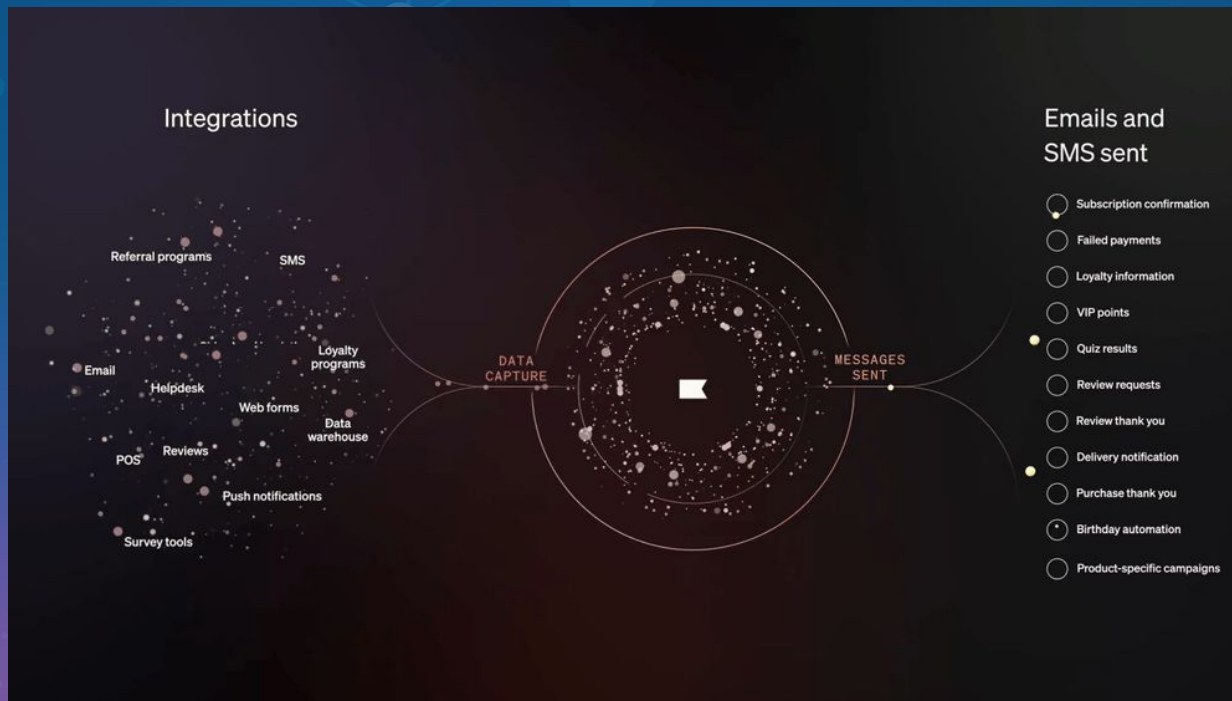
Survey vừa lấy được ý kiến khách hàng, vừa là cơ hội để cảm ơn tặng quà cho khách

TOP 9 Không Để Ý Tới Customer Retention



TOP 10

Không tận dụng Klaviyo Integration



Đơn vị tổ chức

GEARMENT

Customily

Đơn vị truyền thông

GEC GLOBAL
ECOMMERCE
COMMUNITY

PERSONALIZE

MỞ KHOÁ TIỀM NĂNG

CHINH PHỤC 20K SALES/THÁNG



Quang Nguyễn

Founder GEC



Hiếu Nguyễn

Owner Huge Win Media



Sáng Đỗ

Admin Cộng Đồng Customily



Nhật Hào

Founder Teelicious

Đơn vị tổ chức

GEARMENT

Customily

Đơn vị truyền thông

GEC GLOBAL
ECOMMERCE
COMMUNITY

PERSONALIZE

MỞ KHOÁ TIỀM NĂNG

CHINH PHỤC 20K SALES/THÁNG

Hỏi Đáp Cùng Diễn Giả

Đơn vị tổ chức

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CHINH PHỤC 20K SALES/THÁNG



Nhận \$50 khi mở tài khoản hoặc liên hệ Gearment để biết thêm các ưu đãi khác



30 ngày sử dụng ứng dụng Customily miễn phí

Đơn vị tổ chức

GEARMENT

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Đơn vị truyền thông

GEC GLOBAL
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COMMUNITY

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MỞ KHOÁ TIỀM NĂNG

CHINH PHỤC 20K SALES/THÁNG

THANK YOU