



Tech Stack Optimization Playbook:

5 Quick Wins for
Established Digital & Physical
Consumer Brands





Why This Playbook Matters

The old cliché of “what got you here isn’t going to get you there” is rearing its ugly head.

The tech stack you developed and relied on as you built your business to six figures is not going to easily slide you into the multi-six or seven figures without a bit of TLC.

This playbook is a series of upgrades you can do to the existing tech you’re using.

Implementing these quick wins will increase your monthly revenue and give you insights into your leads and customers along the way.



Quick Win #1: Abandoned Cart Recovery Optimization

TAKE A SNAPSHOT (15 minutes):

1. Log into your email marketing platform
2. Navigate to your abandoned cart sequence
3. Review your current recovery rate (Total recovered carts / Total abandoned carts)
4. Screenshot your current sequence timing and messaging

IMPLEMENT THIS (1-2 hours):

Reset your timing sequence:

- Email 1: Send 1 hour after abandonment
- Email 2: Send 24 hours after abandonment
- Email 3: Send 72 hours after abandonment

Update your messaging:

- Email 1: "Quick reminder: Your [Product Name] is waiting"
 - Include the product image or associated graphic
 - Add "Complete my purchase" button
 - Include "What's stopping you?" survey link
- Email 2: "Still interested in [Product Name]? Here's what others say"
 - Add your top 2 product reviews
 - Include limited-time bonus or discount
 - Add scarcity (inventory or time-limited offer)
- Email 3: "Last chance to get [Product Name]"
 - Add countdown timer
 - Include top FAQ answers



Quick Win #2: Post-Purchase Sequence Enhancement

TAKE A SNAPSHOT (20 minutes):

1. Map your current post-purchase communications
2. Calculate your repeat purchase rate
3. List your top 3 complementary products
4. Document your current review collection rate

IMPLEMENT THIS **PHYSICAL PRODUCT BRANDS** (1-2 hours):

Build this sequence

- Day 0: Order confirmation
 - Add product care tips
 - Include complementary product recommendation
 - Set expectations for delivery
- Day 2: Delivery preparation
 - Share tracking information
 - Include product usage guide
 - Offer support contact options
- Day 7: Post-delivery check-in
 - Request product feedback
 - Share how-to video content
 - Present complementary product offer
- Day 14: Review request
 - Send review invitation
 - Offer incentive for review
 - Include social sharing buttons



Quick Win #2: Post-Purchase Sequence Enhancement

IMPLEMENT THIS DIGITAL PRODUCT BRANDS (1-2 hours):

Build this sequence

- Day 0: Purchase Confirmation
 - Login details
 - Program specifications
 - Set Expectations
 - DO THIS NOW quick win
- Day 1: Start Learning
 - Validate their purchase through your credentials, accolades and/or experience
 - Tip for getting started
 - Repeat login details
- Day 2: Reach milestone
 - Share a past client success from the first week
 - Invite feedback
 - Repeat login details
- Day 3: Set Expectations
 - Invite to complete a survey or questionnaire
 - Repeat program specifications, content drops, calls, etc.
 - Repeat login details



Quick Win #3: Lead Magnet Delivery System

TAKE A SNAPSHOT (20 minutes):

1. Audit your current lead magnet(s)
2. Check your form completion rate
3. Map your current delivery process
4. Document follow-up sequence open rates

IMPLEMENT THIS (1-2 hours):

- Optimize the Lead Magnet Landing Page
 - Update the headline to highlight the result from the lead magnet
 - Include social proof
 - Testimonials and Reviews
 - Join 50,000+ like-minded consumers
 - Be part of the xyz movement
- Optimize the Form
 - Update form fields to email + first name
 - Add a progress bar showing "1 of 2 steps"
 - Add micro-commitment checkbox
 - I want to learn to play the guitar
 - I want to be the best pet parent
 - I want to join the xyz movement
- Set Up Instant Delivery
 - Create a dedicated thank you page
 - Set up instant download link
 - Include next-step CTA on thank you page



Quick Win #3: Lead Magnet Delivery System

IMPLEMENT THIS (1-2 hours):

Build This Welcome / Follow-up Sequence:

- Minute 0: Welcome + Delivery
 - Include direct download link
 - Add consumption instructions
 - Share expected outcomes
- Day 1: Implementation Check
 - Share quick-start guide
 - Include common FAQ
 - Ask engaging question and ask for a reply
 - Include direct download link
- Day 3: Success Story
 - Share relevant case study
 - Include specific metrics
 - Add related resource, such as a blog post, podcast episode or social media post
 - Include direct download link
- Day 5: Set Expectations
 - Sell something
 - Share your social media links
 - Share what to expect going forward



Quick Win #4: Website Pop-Up Strategy

TAKE A SNAPSHOT (15 minutes):

1. List all current pop-ups
2. Document current conversion rates
3. Check mobile display settings
4. Review exit triggers

IMPLEMENT THIS (1-2 hours):

- Set Up Entry Pop-up:
 - Delay 8 seconds or 50% scroll
 - Exclude mobile users
 - Add compelling image
 - Include social proof counter
 - Ensure easy closing mechanism
- Configure Exit Intent:
 - Set up desktop exit trigger
 - Create mobile scroll trigger (75%)
 - Add stronger offer than entry pop-up
 - Include urgency element
 - Ensure easy closing mechanism
- Design Mobile-Specific Strategy:
 - Create bottom banner instead of pop-up
 - Use slide-in at 40% scroll
 - Make CTA button full width
 - Ensure easy closing mechanism



Quick Win #5: VIP Customer Revenue Activation

TAKE A SNAPSHOT (15 minutes):

1. Export customer purchase history
2. Identify customers with 2+ purchases
3. Calculate average time between purchases
4. List your top 20% of customers by revenue

IMPLEMENT THIS (2-3 hours):

- Set Up VIP Segmentation:
 - Create customer segments based on
 - Number of purchases
 - Amount spent
 - Tag customers in email platform
 - Set up automatic segment updates
 - Create segment-specific metrics
- Build VIP Communication Flows:
 - Design tier-specific email templates
 - Bronze: Early access to sales
 - Silver: Free shipping + priority support
 - Gold: Exclusive products + concierge service
 - Set up automated triggers:
 - Purchase milestone celebrations
 - Tier upgrade notifications
 - Exclusive offer announcements
 - Birthday/anniversary rewards



Quick Win #5: VIP Customer Revenue Activation

IMPLEMENT THIS (continued)

- Implement Win-Back Automation:
 - Create these time-based triggers
 - 60 days since last purchase
 - 90 days with bonus offer
 - 120 days with survey
 - Set up escalating offers
 - First: Exclusive preview
 - Second: Free shipping (for physical products)
 - Third: Percentage discount
 - Final: High-value bundle deal
- Configure Purchase Accelerators:
 - Add tier progress indicators
 - Email footer progress bar
 - Account dashboard tracker
 - Cart page status display
 - Set up next-tier teasers
 - "Spend \$X more to unlock Silver benefits"
 - Preview next-tier benefits
 - Limited-time tier jump offers



It's Your Turn

You now have the blueprint for five proven tech stack optimizations that could transform your business. But here's the reality: knowing what to do is only half the battle.

Implementation is where most businesses get stuck. They:

- Get overwhelmed by technical details
- Make costly mistakes during setup
- Miss critical integration points
- Fail to optimize for their specific customer base
- Never fully capitalize on their tech stack's potential

The difference between businesses that grow and those that plateau isn't knowledge – it's execution.

Your Next Step

- Make a plan to implement these quick wins.
- Put it on your calendar.
- Commit to your success

I'm Here to Help

Have a quick question?

- Email hello@jaimeslutzky.com

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