

GOLO PLATFORM (current) *Revised 9-6-19 ARv1

SUMMARY:

GOLO.com (Shopify)
Mygolo.com (Magento v1.9)
Blog.golo.com (Wordpress)
Recipes.golo.com (Wordpress)
Database (AWS mySQL)
CRM (ZOHO)
Inbound (RingCentral)
Reviews
MarTech
Analytics
Datawarehouse/DataLake/Data Management Platform (pending)
Mobile App (pending)

GOLO.com (Shopify)

Tech Stack – Shopify Hosted
Payment Method - Authorize.net + Apple Pay/Amazon Pay/PayPal
Customer Journey – HP/LP -> SP -> CART -> CHK -> BUY (with support pages)

Mygolo.com (Magento v1.9)

Tech Stack – AWS Hosting/mySQL/PHP/JavaScript/Redis/Memcache/Nginx/
Payment Method - Authorize.net + Apple Pay/Amazon Pay/PayPal
Integrations – Amazon Store, Walmart Store
Customer Journey – HP -> Resources -> Shop/MHA/Track/Library/etc -> CHK -> BUY (with support pages)

Blog.golo.com (Wordpress)

Tech Stack – Digital Ocean Hosting /mySQL/PHP/Javascript/Redis/Memcache/Nginx/

Recipes.golo.com (Wordpress)

Tech Stack – Digital Ocean Hosting /mySQL/PHP/Javascript/Redis/Memcache/Nginx/

Database (AWS my SQL)

Shipping - Shipstation

CRM (ZOHO) – Integrated between Golo.com and myGOLO

Inbound - ZOHO, RingCentral, Shopify, Magento, Shipstation

Reviews – TurnTo, Amazon Reviews

MarTech - Klaviyo (Shopify prospect emails), Hotjar, Mouseflow, Justuno/Privy (Popups)

Analytics - Google Analytics, Google Optimize, Tag Manger, TV Squared, Hotjar, Mouseflow

Dashboard/Business Intelligence –

Datawarehouse/Datalake/Data Management Platform - (pending)

Mobile App – (pending)

GOLO PLATFORM (Future - Wishlist)

SUMMARY:

Single integrated e-commerce platform capable of hosting and administrating multiple websites as standalone businesses in a modular and scalable format. The platform should include both customer acquisition and customer retention functions including a blog and recipes. Should also include a fully functional order management system, content management system, customizable shopping experience from cart to checkout as well as a robust API platform for integration with other technologies.

1. Each website should have the possibility for it's own single shopping experience with unique and fully customizable e-commerce flow (shop -> cart -> checkout ->buy). Each website needs the capability to have both gated content and personalized content.
2. There will likely be one centralized website that will serve as a single repository and which all other standalone business websites will funnel customers and products to. The purpose of which is to expose customers who came in through a different channel like GOLO FOODS to other products such as GOLO FITNESS.
3. All sites should be capable of full integrated reviews and feedback system that is synced with search engines, social platforms as well as the ability to review specific aspects of the customer experience including the product, company, shipping, service, etc.
4. The platform should provide a user account home and dashboard as part of a membership site including a progress dashboard and the ability to receive custom notifications and updates.
5. The platform should be capable of managing each website administratively including setting these, navigation (navbar, footers, headers) for each site separately.
6. The platform should include a centralized file repository and library for which all sites can reference as well as a fully integrated CDN (content delivery network) system.
7. The platform must have a centralized shipping integration with Shipstation or some other shipping platform for which all standalone website businesses can utilize.
8. The platform must include payment integrations for Authorize.net, Paypal, Amazon and Apple Pay for each site.
9. The platform must be capable of readily sharing customer generated user accounts across all standalone websites businesses.
10. The platform must be capable of creating and integrating both new and existing quizzes, results tracking and other digital customer experiences.
11. The platform must be capable of integrating offsite stores such as Amazon, Walmart, Ebay and others as standalone businesses with separate reporting and tracking.
12. The platform must integrate with all social platforms currently in use.
13. The platform must integrate all existing analytics and marketing technologies.
14. The platform must provide an integrated Transactional email system with SMTP integration including customization for individual standalone businesses.

15. The platform must provide a myGOLO Community and forums component.
16. The platform must provide a fully customizable checkout with buy now features, onestep checkouts, payment plans, continuities, and subscriptions, promo codes and both pre and post purchase upsell capability.
17. The platform must provide or integrate with our existing CRM including inbound orders, phone integration, order management system, customer tracking of activities on all platforms and websites and other critical sales tracking data.
18. The platform must provide or integrate with our existing CRM email campaigns and customer chat features.
19. The platform must include sales and marketing dashboards/business intelligence/reporting including advanced reports, sales metrics, customer engagement and lifetime value.
20. The platform must include Admin action logs (front + backend).
21. The platform should have a datawarehouse / datalake /DMP where all data can be stored, queried and used for reporting or research.
22. The platform must be able to integrate a mobile app based on the e-commerce and customer journeys existing or created on the platform's multiple standalone businesses.
23. The mobile app should work both on android and mac mobile OS systems.
24. The platform must have a robust and scalable API system including (REST + SOAP).
25. The platform must have robust security systems.
26. As part of the contract, all existing business data will need to be migrated onto the new platform.
27. The platform must provide search bar integration and breadcrumbs navigations to each of the standalone business websites it administers.
28. The platform should be able to provide custom content based on user input, customer segments or audience profiles.
29. The platform must integrate with all existing marketing tools.
30. The platform must integrate with our offsite customer call-center via API

Additional Characteristics (unsorted)

- Flexible environment
- More control over the shopping and checkout
- Adaptable structure
- Proficient CRM
- Robust system architecture
- Database (minimum 2 or more to off-load queries and reporting but also capable of service a single administrative hub with access to all platform information)