

Ultimate E-commerce Operations Checklist



YOUR STEP-BY-STEP GUIDE TO RUNNING A PROFITABLE ONLINE STORE

This guide helps you to *streamline your e-commerce operations, boost efficiency, and scale your online business* with confidence.

Running an e-commerce business isn't just about uploading products—it's about *managing operations smoothly across marketplaces, ads, fulfilment, and customer service.*

This checklist helps you:

- ✓ Avoid costly mistakes
- ✓ Streamline your daily workflows
- ✓ Ensure your business is ready to scale

1 Marketplace & Store Setup

Start Right: Build a Strong Foundation

- ☐ Open seller accounts (Shopee / Lazada / TikTok Shop / Website Store)
- ☐ Verify business documents (SSM, bank account, tax info)
- ☐ Optimize storefront branding (logo, banners, profile description)
- ☐ Set up mobile-friendly storefront design
- ☐ Connect your store to an OMS (Order Management System)

3 Marketing & Advertising

Get Seen, Get Sales

- ☐ Monthly campaign calendar (sales, promos, events)
- ☐ Marketplace ads (Shopee, Lazada, TikTok Spark Ads)
- ☐ Google Ads (Search & Shopping)
- ☐ Meta Ads (Facebook & Instagram conversions)
- ☐ Retargeting abandoned carts
- ☐ Test 2–3 creatives per product

5 Fulfillment & Logistics

Deliver Fast, Deliver Right

- ☐ Courier integration (J&T, Ninja Van, Pos Laju)
- ☐ Same/next-day order processing
- ☐ Eco-friendly packaging
- ☐ Return/exchange SOPs
- ☐ Delivery performance tracking

7 Growth & Analytics

Scale Smart with Data

- ☐ Track ROAS monthly
- ☐ Monitor conversion rates
- ☐ Measure CAC vs. LTV
- ☐ Identify best-sellers for expansion
- ☐ Explore O2O strategies (pop-ups, retail partners)

2 Product Management

Make Your Products Stand Out

- ☐ SEO-optimized product titles & descriptions
- ☐ High-quality photos + lifestyle images
- ☐ Competitive yet profitable pricing
- ☐ Bundled/collection products
- ☐ Stock level updates

4 Social Media & Community Growth

Turn Followers into Customers

- ☐ Consistent posting schedule (3–4x weekly)
- ☐ Engage with comments & DMs (24–48h)
- ☐ Use trending hashtags/audio
- ☐ Collaborate with micro-influencers
- ☐ Run contests/giveaways

6 Customer Service & Retention

Happy Customers = Repeat Sales

- ☐ Respond to queries within 24h
- ☐ Automate FAQs with chatbots
- ☐ Collect reviews & feedback
- ☐ Loyalty/reward program
- ☐ Email/SMS campaigns

You don't have to manage all this alone.

At O2O Alliance, we help businesses like yours run their e-commerce operations from end to end — so you can *focus on growing your brand*.

Book a Free Consultation Today!

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