

# Enhancing Your Business With Ecommerce

HOW TO PLAN AND GET STARTED WITH TAKING YOUR LOCAL BUSINESS  
ONLINE.

# What is Ecommerce?

- ▶ *The buying or selling of **goods** or **services** using the internet, and the transfer of money and data to execute these transactions*

# Pros & Cons of Ecommerce

## Pros:

- ▶ Unlimited Audience
- ▶ Extra Channel
- ▶ Re-Capture non-local Visitors
- ▶ Don't need extra inventory
- ▶ Scalability

## Cons:

- ▶ Requires a "different" skill set
- ▶ Photography/Design can be expensive
- ▶ Extra Admin time
- ▶ Costs (shipping, packaging, hosting, fees)
- ▶ Not always a fit to your target market (experience)

# Is Ecommerce right for you?

- ▶ What are you selling?
- ▶ What is the demand? (Experience vs. Product)
- ▶ Is it worth it? (Margin, Shipping, etc)
- ▶ “Digital Literacy”

# What kind of business are you?

- ▶ Do you sell products?
  - ▶ How large or heavy are they?
  - ▶ Are they translatable to an online platform?
- ▶ Do you sell services?
  - ▶ Can it be explained (well) on a website?
  - ▶ Can it be ordered in one step or is there a process?
- ▶ Is it a combination of the two?
  - ▶ Subscription products/services are becoming a huge part of the market
  - ▶ Customizable products are popular but can require a different setup



# Ecommerce sales channels

- ▶ Your own branded domain/website
  - ▶ Best for maintaining your experience and branding
  - ▶ Control over what you can/cannot do
  - ▶ More development needed (cost & skills)
- ▶ Formal 3<sup>rd</sup> Party (Amazon, Etsy, etc)
  - ▶ Lower barriers to entry (easier/cheaper)
  - ▶ Less control over how it looks and what you can do
  - ▶ Competition is alongside what you're selling
- ▶ Marketplace (Ebay, Facebook, Craigslist)
  - ▶ Less formal... more for one-time sales (liquidation/clearance)

# Keys to Success

- ▶ Consistent, easy, and seamless **CUSTOMER EXPERIENCE**
  - ▶ Effective and engaging product descriptions and photos
  - ▶ Simple navigation & searchability
  - ▶ Easy to use and trustworthy checkout/payment
  - ▶ Quick and effective communication with the customer
  - ▶ Reasonable shipping and return policies
  - ▶ Packaging / Unboxing
  - ▶ Mobile-friendly
- ▶ Know your numbers!
  - ▶ Metrics & Financials
  - ▶ Don't be intimidated... there are some key metrics that are easy

# Ecommerce Metrics (Need-to-Know)

- ▶ **Traffic / Sessions** – the number of people visiting your site on a daily/weekly/monthly basis
- ▶ **Conversion Rate** – Number of purchases made per 100 visitors (can be broken down in to Add-To-Cart, Checkout)
- ▶ **Average Order Value (AOV)** – Revenue per order
- ▶ **Gross Margin** – The % of the revenue after cost of goods
- ▶ **Net Margin After Shipping** – factor in those shipping costs!

These are the basics... but there is so much more! If you know these, you can effectively manage your ecommerce business. Remember to keep your overhead in mind!

# Creating your website

- ▶ Name/domain (Godaddy, existing domain)
- ▶ Select platform (Shopify, BigCommerce, SquareSpace, Magento, Wix, Wordpress)
- ▶ Keep it simple (start small, don't complicate things)
- ▶ Design (templates, outsource, seo)
- ▶ Back-end (payment, taxes, shipping, cc, etc)
- ▶ Policies (returns, shipping, faq, terms & conditions)
- ▶ Inventory/Shop (products, collections, pricing, photos)
  - ▶ For Services, this is where you put features/benefits and pricing info
- ▶ Promotion (seo, links, social media, email/newsletter, discounts)

# Other Considerations

- ▶ Sales Funnels
- ▶ Discounts (bundles, codes, etc)
- ▶ Pop-ups
- ▶ Email Collection
- ▶ SEO
- ▶ PPC
- ▶ Social Media
- ▶ Email Automations
- ▶ Reviews
- ▶ Integrations & Apps
- ▶ Subscriptions

# Questions?

- ▶ There is so much more to Ecommerce, but this should help you decide if it's right for you.
- ▶ The internet is FULL of tons of resources for learning how to start an online store... find one you like and subscribe to their newsletter.
- ▶ If you'd like to discuss your particular business and need help with any part of the digital marketing or ecommerce process, please don't hesitate to reach out via email:

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