E-Commerce Platforms and Using Technology to Market Your Business
Small businesses and entrepreneurs are rushing to the Internet to do business and reach new markets. While e-commerce is used for advertising, business-to-consumer and business-to-business transactions, users may encounter several challenges. Over the years, a decrease in the prices for software and hosting services has reduced the barriers to entry in the online environment. Even the smallest of businesses can now have a presence on the web and conduct commerce. Selling online, however, is not without its perils. Blindly diving headfirst into the Internet without a complete understanding of technical, managerial, and competitive challenges may result in stressed operations.

Brandee Bell
Brandee Bell's role as General Manager at All Web Promotion keeps her finger on the pulse of all aspects of the business. Whether it's staying on top of hot issues like Schema and SSL or researching emerging developments such as voice search and mobile-first indexing, Brandee is constantly bringing new knowledge to the team. Her proactive attitude keeps staff and clients ahead of changes that can make or break an e-commerce business. Brandee also cultivates All Web’s partner relationships with Yahoo and Google for a competitive edge when it comes to industry news and trends.

Stephanie Rawson
Stephanie has been with All Web since 2012. She is an expert in e-commerce development and works with leading platforms such as Yahoo and Shopify. Her previous ventures include working for a large e-commerce retailer and several small businesses, giving her insight on marketing businesses on either end of the spectrum. Stephanie’s current role involves keeping up with evolving technology and adapting strategies to stay ahead in these changing environments. She knows what it takes to become a successful online retailer in today's market.
● 96% of Americans have shopped online

● E-Commerce is growing 23% year-over-year, yet 46% of American small businesses do not have a website

● 125 Million U.S. consumers own smartphones and 62% of them used it to make an online purchase in the last 6 months

● 80% of shoppers used a mobile phone inside of a physical store to either look up product reviews, compare prices or find alternative store locations

● 71% of shoppers believe they will get a better deal online than in stores
What do you need to get started selling online and to be successful?

The Basics:

1. An E-Commerce Platform
2. A Business Plan
3. An Effective Website and Design
4. Meaningful Marketing Strategies
How to Choose an E-Commerce Platform

An E-Commerce platform is the online structure that is going to house your store and allow it to operate.
# Choosing an E-Commerce Platform

## Things to Consider

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Scalability

- Will it allow for product growth?
- Will it handle a traffic increase?
Reliability

- Are maintenance and upgrades done for you?
- Are there backups?
Pricing

- What are the short term and long term costs?
- Are there ongoing fees?
Features

● Does your business have any specific features or needs?
● What’s involved in adding functionality in the future?
Security

● Make sure your entire website uses HTTPS protocol

● Is an SSL certificate provided?
Account Ownership

- Make sure that accounts are set up in your company’s name
- Make sure that you have the login credentials to any account related to your business
A Business Plan

Syncing your online business with your physical business

1. Shipping
2. Taxes
3. Inventory
4. Payment Processing
Shipping

- Shipping Integrations
- Shipping Rates
- Shipping Labels
- Free Shipping
Taxes

- Check laws and regulations
- Setup tax rules
Inventory

- Will the default inventory functionality be enough?
- Do you need to integrate into your existing software?
Payment Processing

- Select a payment processor
- Consider Fees
- Check Product Restrictions
- PCI Compliance
An Effective Website and Design

How to Sell Your Products Online

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Design for User Experience

- First impressions are made in seconds
- Must:
  - Be easy to use
  - Be memorable
  - Entice customers to purchase
- Mobile is as important or more important than desktop
Build Your Brand

- Return Customers > New Customers
- Your brand is your identity
- Be cohesive across all advertising
- Stand out from your competitors
- Tell your story
Showcase Your Products

● High quality photography

● Include:
  ○ Alternate Angles
  ○ Action Shots
  ○ Videos

● Informative Content

● Up-Sells & Cross-Sells
Optimize Your Navigation

- Navigation Menus
- Search Bar
- Priorities:
  - Make it easy to find the product quickly
  - Funnel customers to the checkout
Create Effective Call-to-Actions

- Serve a purpose
- Prompt customers through process
- Be Clear
- Call-to-Value
A Meaningful Marketing Strategy

How to Get Your Store Found Online

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Search Engine Optimization

- Organic
- Unique Content
- Keywords
- Research & Analysis
Pay-Per-Click Advertising

- Fast Results
- Paid Ads
- Set a Budget
- Target Audience
- Highly Competitive
Social Media Management

● “Word of Mouth”
● Little Monetary Commitment
● Ad Opportunities
● Build your:
  ○ Following
  ○ Brand
  ○ Customer Loyalty
Reputation Management

- Customer Reviews
  - Be Aware
  - Respond Appropriately

- Business Info
  - Manage Circulation
  - Correct Errors
Email Marketing

- Effective & Profitable
- Customers are already interested
- Laws & Regulations
- Mobile Users
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Thank You!

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