KIMSTUART.NET

E-Commerce 101

Elements of a Successful E-Commerce Site

June 10, 2020

Getting Started -
Build it right the first time.

A Little Reminder - Why Should You Listen to Me?

Welcome back to the second in our series of webinars titled **E-Commerce 101** - sponsored by the <u>Russian River Chamber of Commerce</u>, and <u>Sonoma County</u>.
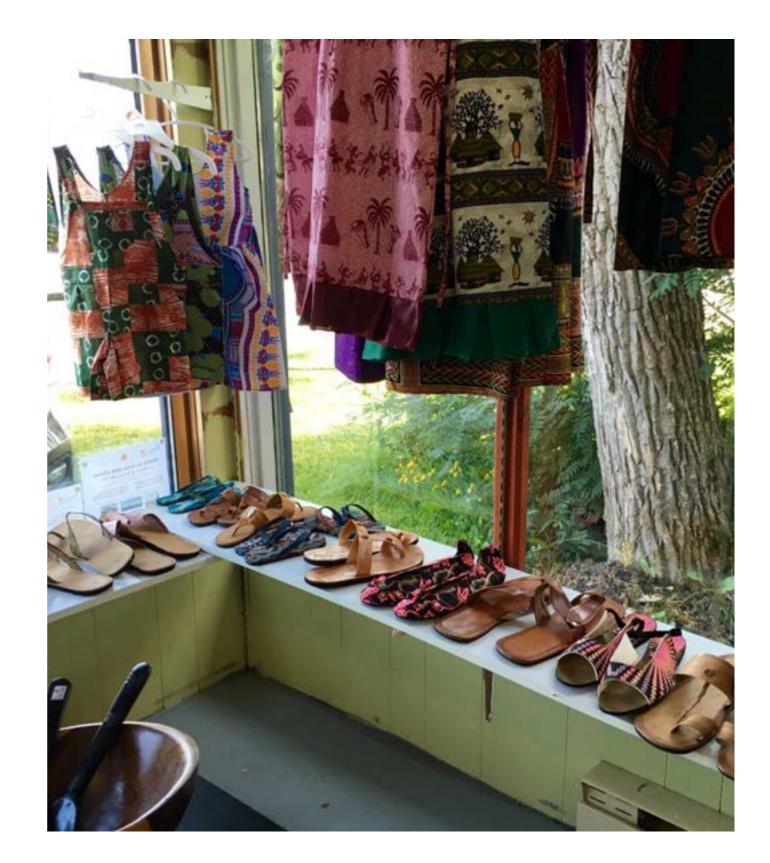
My name is Kim Stuart. I have almost 25 years of experience in nearly all things relating to online commerce. I know about building websites, designing sales funnels, payments & processing, how to get traffic to your website, and how to convert your visitors once they arrive at your site.

Right now times are tough, especially for small business owners. I hope that you find inspiration - along with learning about online commerce - from these webinars.
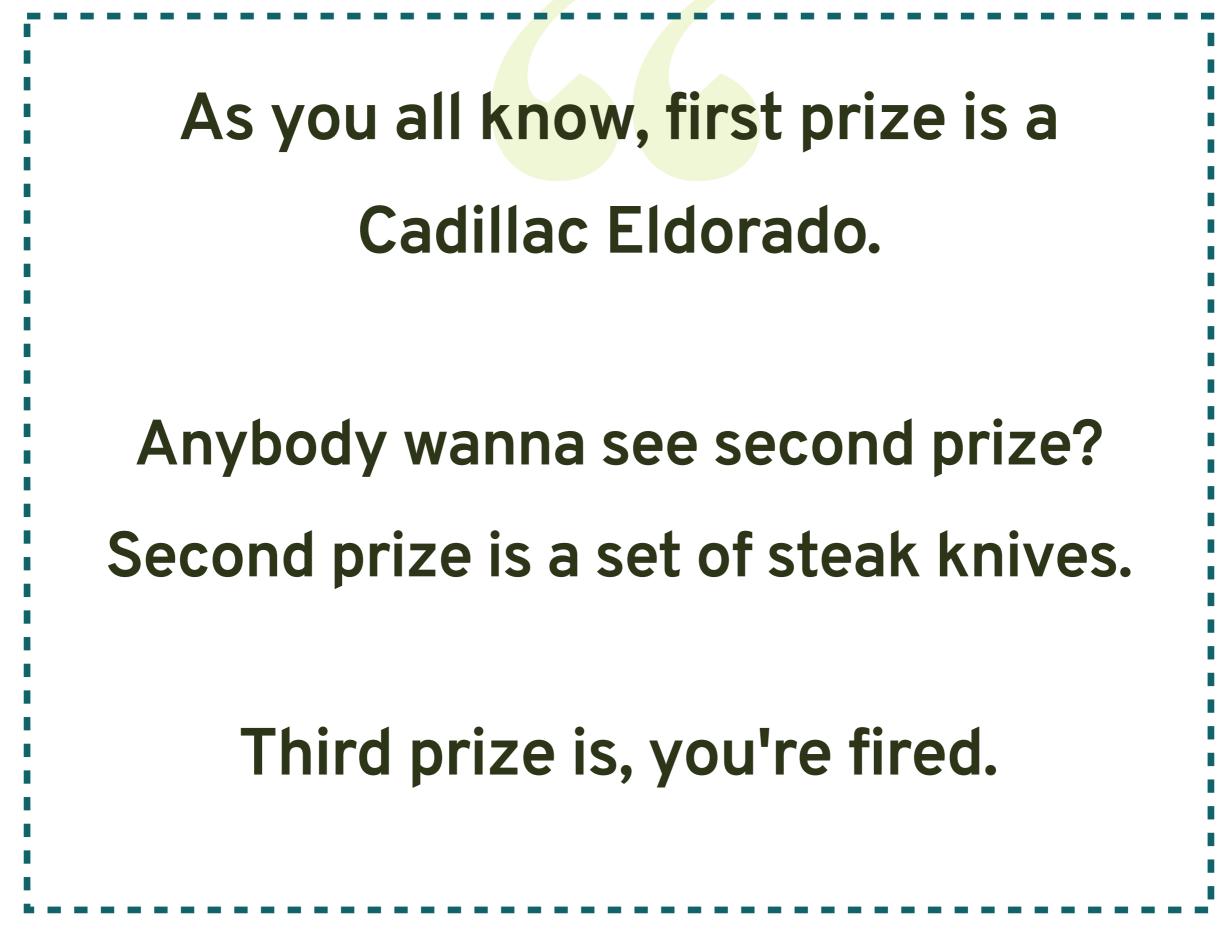
What We Will Cover Today

- Choosing a platform

- Form vs. function

- Speed is your friend

- One size does not fit all

- Basic 'must haves'

- Bells and whistles

- "So, how would you like to pay for that today?"

- Knowing what to measure

- Upsell, cross sell, continuity, subscriptions, and more

A few things to keep in mind before you really dig into this project -

1. Don't try to replicate your offline presence exactly with your online store or platform.

2. Remember that you are selling your story as much as anything else you are asking people to buy.

3. Try to think like a consumer when planning your product line and your user experience.

4. You need a plan. Building an online presence without a plan is like building a house without a plan. You're not likely to get lucky enough that the roof doesn't leak and the lights turn on.

As you all know, first prize is a Cadillac Eldorado.

Anybody wanna see second prize?
Second prize is a set of steak knives.

Third prize is, you're fired.

Once you know your story, it's time to think about user experience.

1. Speed is your friend. You need to engage within the first two seconds a visitor arrives.

2. You MUST have strong Calls to Action in multiple locations.

3. Do not make it difficult for people to make a purchase.
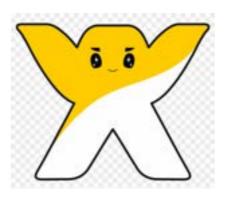
4. Wait! There's more! What is your bonus offer?

Let's Build This Thing -

Pick a platform.

Self Hosted Website

Software as a Service

Third Party Stores

Self hosted or a SaaS option? How do you choose?

- **How is the customer going to pay for their purchase?**

- **What kind of advertising and marketing do you intend to use?**

- **Do you have an existing rewards program or other software you are already using that needs to be integrated?**

- **Will you integrate your Point of Sale with your online platform?**

- **Quick reminder - resources like the Russian River Chamber of Commerce - grants, free advice, consulting, free quick websites, other SBA or government programs**

"Must haves" should be top priority.

- Responsive design - site must look good on mobile, and it must load quickly on mobile. Keep popups to a bare minimum on mobile - none if you can avoid using them.

- Search function - if you have more than 5 products, you need to have a decent search ability. Use product tags, categories, keep it simple and think about how the customer would search

- Payment options - credit cards, Paypal, Apple Pay, Google Pay - if you are using a SaaS platform these may be included. Otherwise you are going to need to be able to hook up your merchant account gateway with the platform. authorize.net • stripe.com • other compatible options

- Shipping options - FREE SHIPPING if at all possible. It's the #1 bonus that people are looking for right now

- Simple and generous return policy - It's the #2 bonus after free shipping

- Rewards program - 75% of people participate, even if its only groceries

Bells & Whistles are nice but can be added later.

- Inventory management - especially if drop shipping or multiple locations

- Bookings engine - different kinds for different types of business needs

- Email collection - multiple ways to do this without pissing people off

- Customer reviews - if you are going to have good reviews, this should be "must have"

- Responsive pricing - can be volume, abandoned cart, rewards based, or other criteria

- Product suggestions, add-on items, incentives - much easier to sell more to a current customer than to find a new customer

- Abandoned cart recovery - using email alerts

- Wish lists - in conjunction with email is best way to convert to sales

- Social sharing - referrals and influencers are gold

Don't ask for it if you aren't going to use it.

- **Rewards programs without visible rewards**

- **Be specific about what you're going to do with email addresses, and then make sure you do it.**

- **Privacy is important to consumers.**

- **Be realistic about shipping times.**

- **As always, underpromise and overdeliver.**

Case Studies -

Does Ugly Really Sell?

SHOP QUINQUINA & CHINATO

BittersAndBottles.com
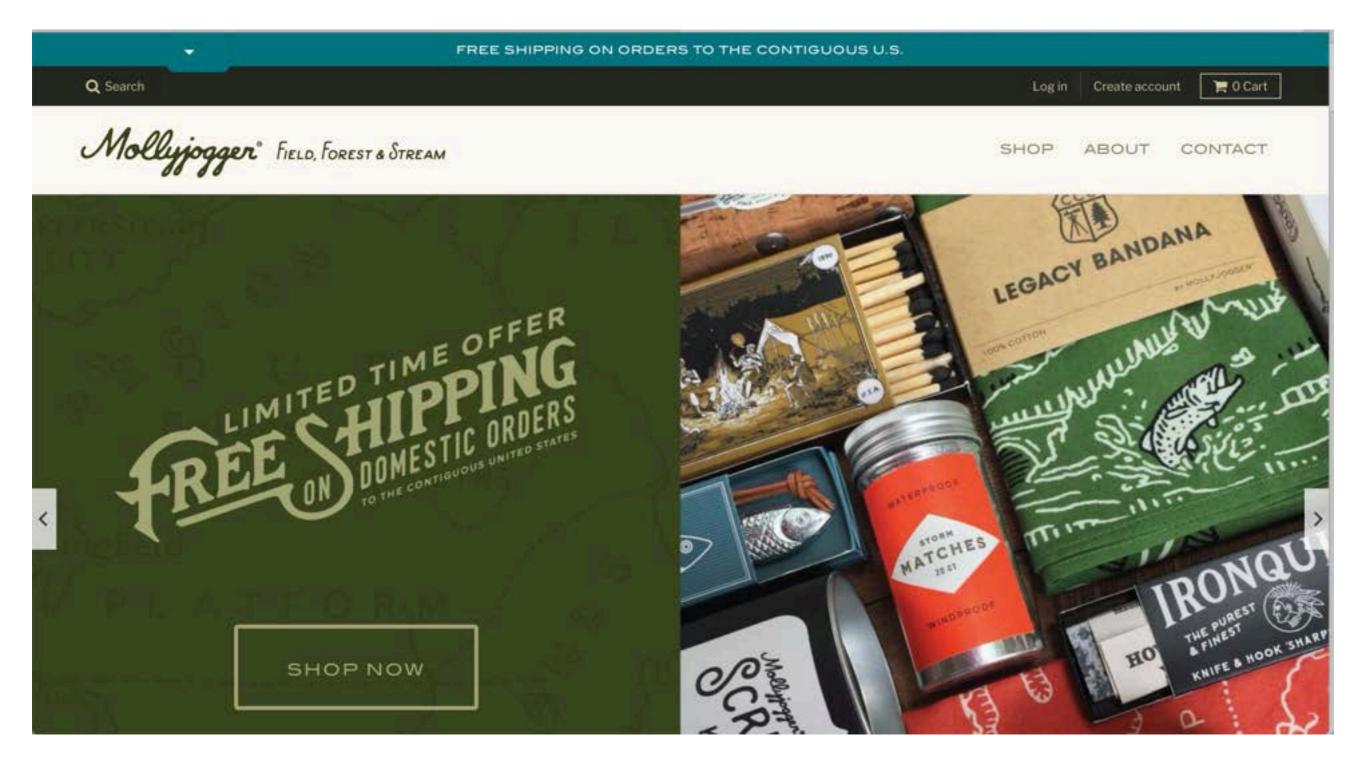
Bitters & Bottles -

- Easy to remember domain name

- High quality artwork, whimsical, eye catching

- Sections are clearly delineated and offers are presented simply

- Rewards program

- Suggestions - new, trending, special, etc

- Gift cards

- Subscription and single purchase models

• Delivery options limited

• Difficult to find some of the information for placing order

• Different rewards clubs towards bottom of page looks like afterthought with graphic disconnect

LingsCars.com

Lings Cars -

- Easy to remember domain name

- Very clear message

- Sections are clearly delineated and offers are presented simply

- Not going to get lost in this site

- Shark Tank loser

- Moves a LOT of cars with this website

- Could trigger seizures maybe

- The whole site is just one WTH after another

- Shark Tank loser

Mollyjogger.com

Mollyjogger -

- Lifestyle branding is very consistent

- Simple, easy to understand navigation

- Free shipping is mentioned twice on initial screen - ribbon and blurb

- The "Mollyjogger story" is on the front page towards the bottom

- Lots of suggestions for selling multiple items and bundles to visitors

- Evokes a feeling instead of selling on price

• Tags need to be updated - it's not a Fall Sale unless you are in the southern hemisphere right now

• Maybe too many products in the grids, could be distracting

• Returns form is difficult to understand - it's not an online form, although it looks like one

It's that 31 flavors thing again.

- Sell your story

- Clear and compelling calls to action

- Treat your visitors with respect and don't waste their time

- This is not a maze or a casino, don't make it hard to navigate and understand

- Start small and add to your presence as time and budget permit - this will also enable you to understand what works with your customers

- ROI is important, but so is the ability to make changes - don't spend your entire budget initially

- Metrics are important, if you don't measure you don't know

- Content may be king, but traffic rules

That's all for today.

Thanks for participating.

Kim Stuart - KimStuart.net

Roger Coryell - Brandhound.com

Russian River Chamber of Commerce - http://resources.russianriver.com/

Sonoma County - sonomacounty.ca.gov/Home/