



E-Commerce 101

The Basics

June 3, 2020

Getting Started -

What's the point?

A Brief Introduction - Who Am I?



I've been doing this online thing for a long time, almost 25 years, to be more precise. Sometimes it's good, sometimes it's better, sometimes it's a real pain in the butt.

The challenges are the same whether you're doing your best to run a business online or offline. Right now I believe that many small business owners are struggling more than ever before; things are likely to get worse before they get better.

The ability to pivot, to find new channels to drive sales or bookings, to find new ways of generating income in a cost effective way — these are the things that will keep small business owners afloat.

So let's get to it.

What We Will Cover Today

- Tell your story
- Creating your community
- The horse first, then the cart
- Platform paralysis
- Pay now or pay later
- Build it and they won't come
- Engage now and later
- What your data will tell you
- Integrating with the 'real world'



Your online presence should be one component of your overall plan.

- 1. Plan your work, work your plan. All businesses are not created equal and not everything transitions smoothly to online.**
- 2. What's your story? People care about a good story, and unless you are selling toilet paper, you need a good story.**
- 3. The luxury category is seeing major rise in sales at the moment. Does your story incorporate reasons that your product is desirable?**
- 4. Why do your customers want to buy your products instead of your competitors products?**

Create community now and see the benefits over the longer term.

- 1. Why do I want to be part of your community?**
- 2. What are the benefits to me?**
- 3. How will this translate when businesses are 'open' again in the so-called "next normal"?**
- 4. Are you in this for the long term?**

Let's Build This Thing -
Get Online. Now.

Good.

Fast.

Cheap.

So Many Choices, So Little Time

- **Build right the first time**
- **So many platforms and options**
- **What you want to do will determine which platform works best for you**
- **Should you pay for help?**
- **Resources like the Russian River Chamber of Commerce - grants, free advice, consulting, free quick websites, other SBA or government programs**

02 Let's Build This Thing -



Self Hosted Website



Software as a Service



Third Party Stores

Make a list. Check it twice.

- Inventory management
- Bookings engine
- Email collection
- Payment options
- Customer reviews
- Responsive design
- Shopping options
- Responsive pricing
- Shipping options
- Search function
- Product suggestions, add-on items, incentives
- Abandoned cart recovery
- Wish lists
- Social sharing

Lots of moving parts can be intimidating.

- **Email collection only works if you email people.**
- **Rewards programs are great ways to generate interest and get customers to commit.**
- **Will you offer single sales, subscription based products, or a mix of these things?**
- **What do you do if your business doesn't have much to sell online right now?**
- **If this takes off, can you easily expand your online components?**
- **Are you setting up to capitalize on available marketing methods?**

The Next Steps -

It's Live, Now What?

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**Build it, and they
will come.**

Marketing and advertising are not the same thing.

- Google - Shopping feed • Adwords • Google My Business
- Amazon product feed
- eBay, Etsy, vivino.com, Winee, Crushed, Top12Wines
- Local publications with strong web presence
- Sponsorship, partnership, co-branding
- Influencer marketing - pay to play - lifestyle bloggers, Instagram, TikTok, Twitter, Facebook
- Social media paid advertising - Facebook, Pinterest, Instagram
- Affiliate marketing - Clickbank, JVZoo, MaxBounty, Pepperjam
- Social media organic growth - groups, co-ops, Pinterest board campaigns, giveaways
- Mobile advertising, lock screen notifications, geo/time based. Apps listings.
- Work with other local businesses to cross promote - a rising tide lifts all boats
- Narrow down focus to what is working to help your business - how to do that?

Measure twice, cut once.

- Analytics
- Search console
- Keywords, key phrases, content driven results
- Search engine optimization, search engine marketing
- Dashboards, measurement tools, analytics, pixels, so many tools
- Talk with your neighbors, your partners, your competition about what's working for them
- Make sure you are using the right metrics. Bank tellers cash checks, not statistics reports.
- Do not be afraid to pivot based on trends and forecasts.

That's all for today.

Thanks for participating.

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