

# Taking your Business Online

An Introduction to E-Commerce



J N S | N E X T  
CREATIVE & MEDIA HUB

# Agenda

- ▶ **Company Profile**
- ▶ **What is E-Commerce?**
- ▶ **Where to start?**
- ▶ **Promoting**
- ▶ **Tracking**

# Company Profile



# What is E-commerce

**Buying or Selling** products, goods, and/or services, **online**.

- ▶ Growing in popularity from both the number of online stores and the amount of customers buying online.
- ▶ Amazon, Williams-Sonoma, Netflix, Spotify.
- ▶ Local services can be online too!



WILLIAMS  
SONOMA

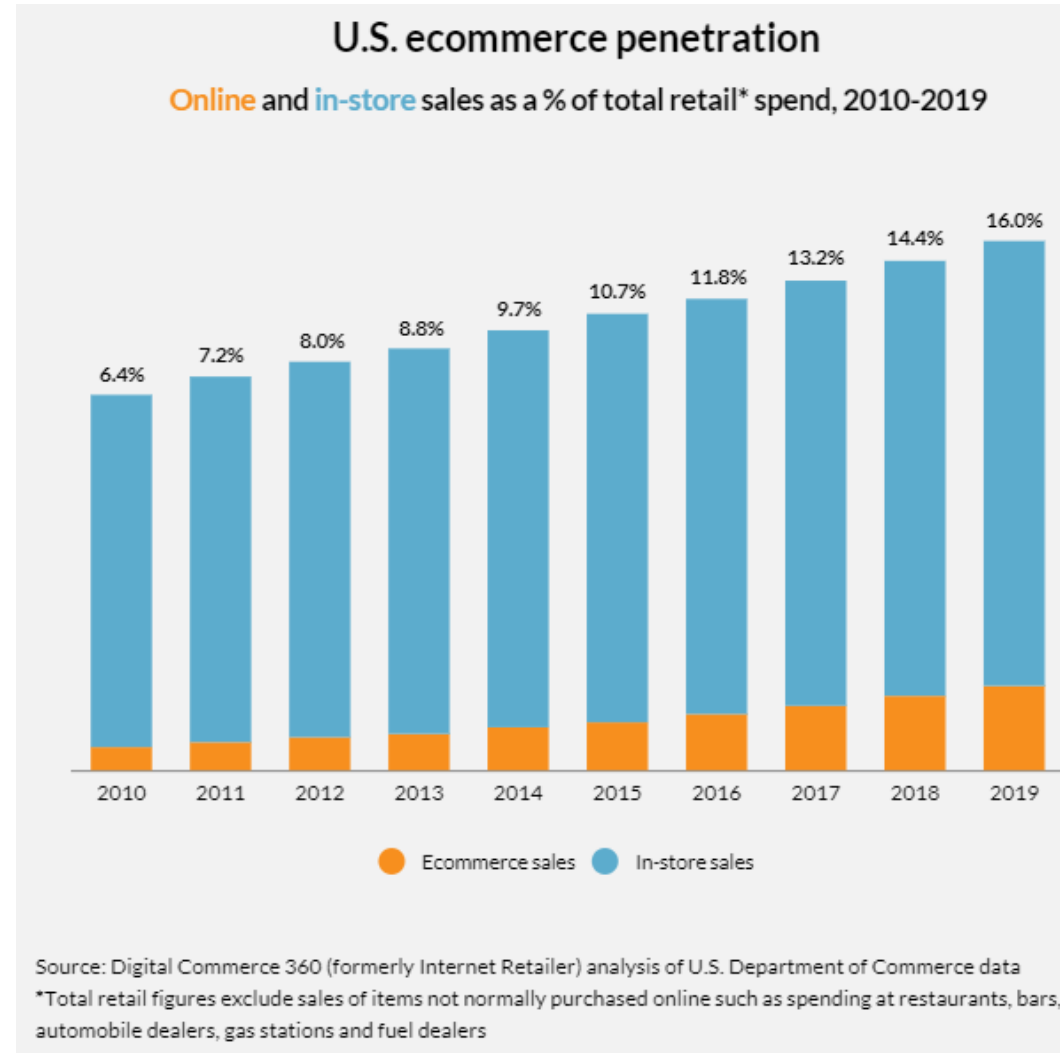
NETFLIX



# What is E-commerce

In 2019, US consumers spent nearly \$602 Billion online. This was an increase of nearly 15% year over year, and the numbers continue to rise.

E-commerce continues to take more market share.



# What is E-commerce

Typically involves three components:

- ▶ **Website:** The place where your customers can go to see your products, and houses your online store.
- ▶ **Shopping Cart:** The feature on the website which allows users to save items to purchase immediately or at a later time.
- ▶ **Payment Processor:** The system that securely charges a user's credit card.
  - ▶ Note that there will be always be fees. For example, 2.9% + \$0.30 per transaction as well possibly monthly fee. Different tiers depending on use and/or non-profits.

# Where to Start – With a Current Website

First, do you have a website that is already built? If so, look to see if your website content management system (CMS) has E-commerce capabilities.

- ▶ **GoDaddy Website Builder:** has a store feature that allows you to integrate with other online stores such as Amazon and Etsy.
- ▶ **WordPress:** integrates with WooCommerce plugins to create online stores. Other plugins such as Event Espresso work well for service/event registrations.

Search on Google for your “your website platform + e-commerce”, to see what options your website has.

# Where to Start – With Other Digital Assets

Next, look at you're your current digital assets such as your Point of Sale (POS) or Customer Relationship Management (CRM) systems. A lot of systems have solutions for ecommerce websites. For example:

- ▶ The POS system Square integrates with the website platform SquareSpace.
  - ▶ This can be helpful for business owners as the POS monitors inventory.
- ▶ The CRM HubSpot integrates with an E-commerce website platform Shopify.
  - ▶ This can be helpful marketing to your current contacts.

If you already have a digital system in place, look into their E-commerce solutions to help get up and running quicker.



# Where to Start – From Scratch

Need to build a new website from scratch? There are solutions that are easy to use and quick to get set up:

- ▶ **Shopify:** this website CMS is specific to E-commerce and has a built in POS system. They have prebuilt themes (page designs) to choose from. Can create something quickly, but limited in the amount of customizations.
- ▶ **Wix:** this website CMS can be more user friendly from a website design standpoint. Still has prebuilt themes, but the system is WYSIWYG (what you see is what you get). Has E-commerce store options that integrate with PayPal.

# Where to Start

In addition, you will want to ensure that your website is PCI Compliant (Payment Card Industry Data Security Standards). In order to securely collect credit card information, you may want to consider the following:

- ▶ Is your website encrypted with a Secured Socket Layer (SSL Certificate)?
- ▶ Are you using an authorized credit card processor such as PayPal or Authorize.net?
- ▶ Is any sensitive information encrypted and not shared with third-parties?

# Where to Start

At the end of the day, make it work! Your website or online store does not have to be as fancy as Amazon, it just has to be easy:

- ▶ What are the costs of the platforms or systems?
- ▶ How easy is it for me and my customers to use?
- ▶ Do my customers feel comfortable making a purchase (security)?
- ▶ Is the purchase process seamless? From browsing, to adding to cart, to checking out, to confirmation email.
- ▶ Follow through! Go above and beyond for your customers. Get their order delivered quickly, send a thank you note, give discount for next order, etc.

# Promoting

Once you have your online store, you need to make sure that your customers know you are Open for Business!

- ▶ Social Media
- ▶ Email Marketing (MailChimp or Constant Contact)
- ▶ Chambers of Commerce and Other Organizations
- ▶ Advertising & Marketing (print collateral, TV, radio, print, outdoor, digital, etc.)

# Promoting

With everyone going digital, what makes you special or unique? Can you offer anything special to your customers?

- ▶ Limited time offers/promotions
- ▶ Discounts
- ▶ Refer a Friend promotion
- ▶ Free shipping

# Promoting

Regardless of how you get customers to your online store, two things are important:

- ▶ **Make it personal:** whenever possible, try to engage with your customers on a personal level such as using their name in an email, or share relevant products to specific customers.
- ▶ **Track:** You want to know how that customer came to your store. Make sure that you use a tracking/promotion code on any offers and use UTM codes when landing on your website. That way you will know what works and doesn't.

# Promoting / Tracking

Every business should have a Google My Business account if they don't already. As the world's largest search engine, you need to tell Google that you not only exist, but also make it easier for your customers to find you. This will allow you to:

- ▶ Create a business listing.
- ▶ Engage and connect with customers across Google search and maps.
- ▶ Post photos and offers to show your business is unique.
- ▶ More ways to connect with you via phone, website, messaging, directions, and reviews.
- ▶ See how your customers are engaging with your business profiles from clicks, calls, bookings, etc.

# Tracking

Whether you are building a new website or already have one, you should be tracking your website's analytics. Put simply, how many users are on your website and what are they doing while they are there? By understanding your website visitors, you can work to get more:

- ▶ **Acquisition:** how did a user get to your website?
- ▶ **Behavior:** which pages (or products) are your users looking at?
- ▶ **Conversions:** you can set up goal for everything from signing up for your email newsletter to making a purchase.

Put all of the information together, and you learn things about what your customers want. I.e. this promo offer on Facebook lead directly to 10 sales, do it again!



# Give Back

We are all struggling through this time together, and no one wants to be “salesy”. Instead, show how your sales keep small business alive in our community!

- ▶ Can you offer a discount to first responders/healthcare workers?
- ▶ Can you give a portion of your proceeds to a food bank or other charity?
- ▶ Can you share your involvement in the community? #CoachellaValleyStrong
- ▶ How are you supporting your employees and their families?
- ▶ Do you have an employee that you could showcase going above and beyond?

# Questions?



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