

Exploring Online Sales as an Additional Revenue Source!

A step-by-step guide to help you launch your online business.

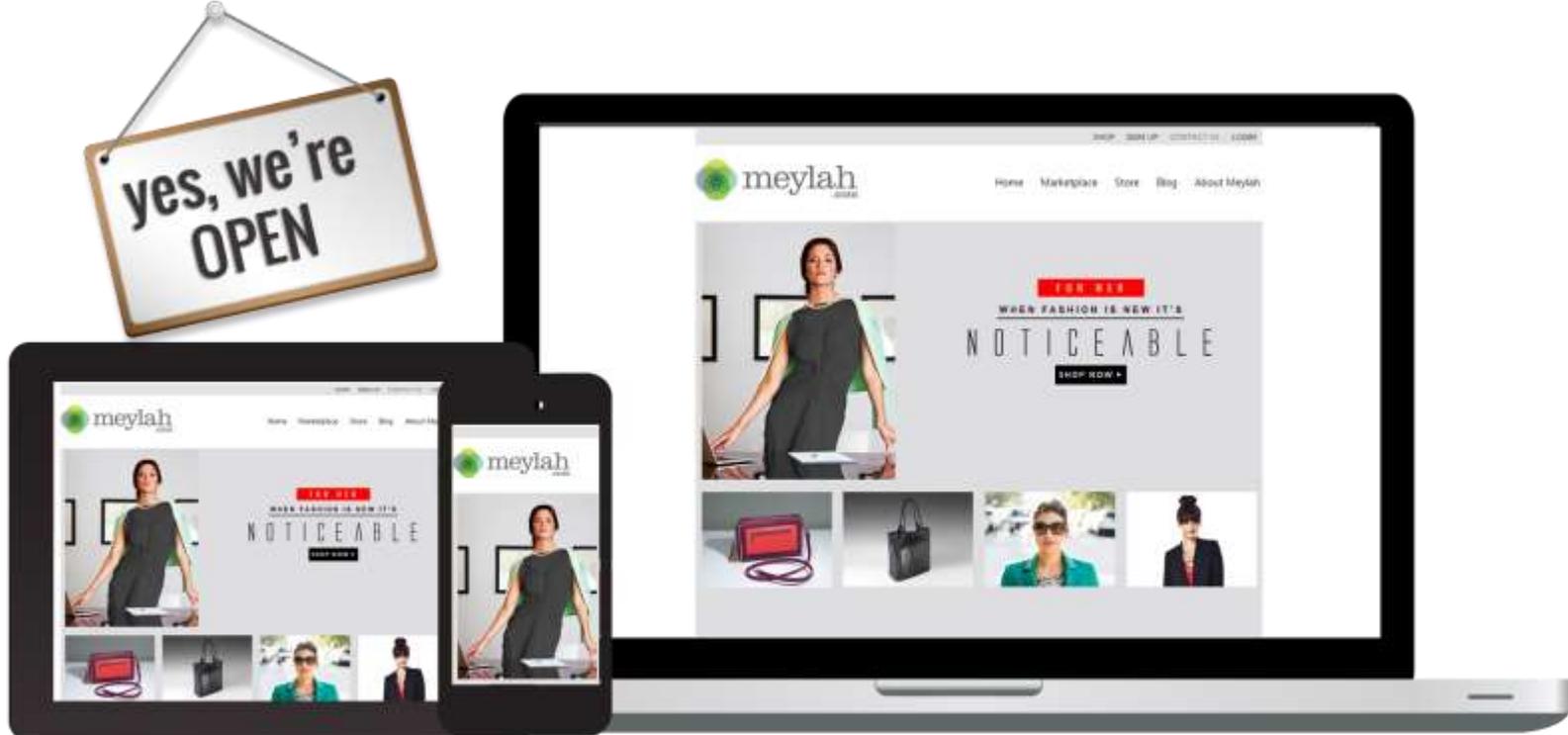


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Introduction

CMO of Meylah.com, Top 100 Small Business Influencer, Winner of WA SBA Advocate of the year

- Focused on a mission to infuse dollars into local economy through online commerce
- Power small businesses to be digitally-ready
- Recognized as Top 100 Small business influencer
- Architect of Ignite Washington & Women In Cloud initiative

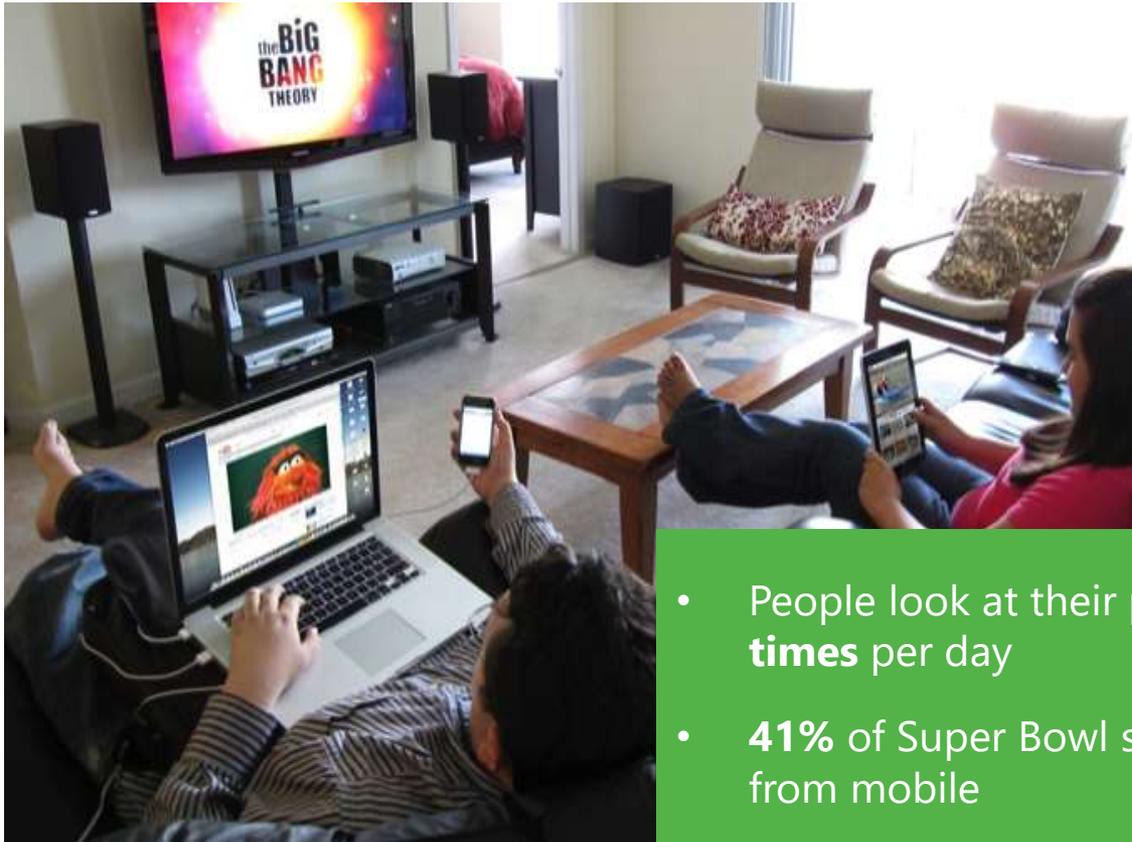
Passion for youth leadership, cloud powered technologies

- Patent owner “Web Technologies”
- Authored “Partner Tweet”
- YMCA board member
- United Nations Speaker



Raise your hand

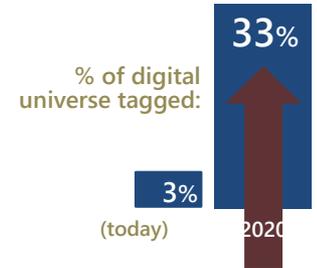
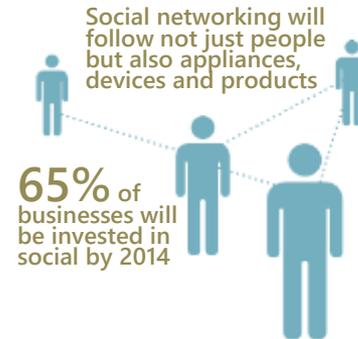
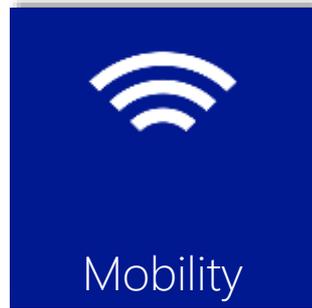
If this is happening in your lives!



- People look at their phones **150 times** per day
- **41%** of Super Bowl searches came from mobile

4 Tech Megatrends That Will Dominate the next decade

By 2020, will drive at least 80% of the IT industry's growth (Gartner)



How these megatrends can help transform your business

Using technology to drive business growth

Attracting
and retaining
customers

with richer experiences

Anticipating
and acting

on opportunities
with better insights
from data

Growing your
talent base

by attracting and
motivating a next-
generation workforce

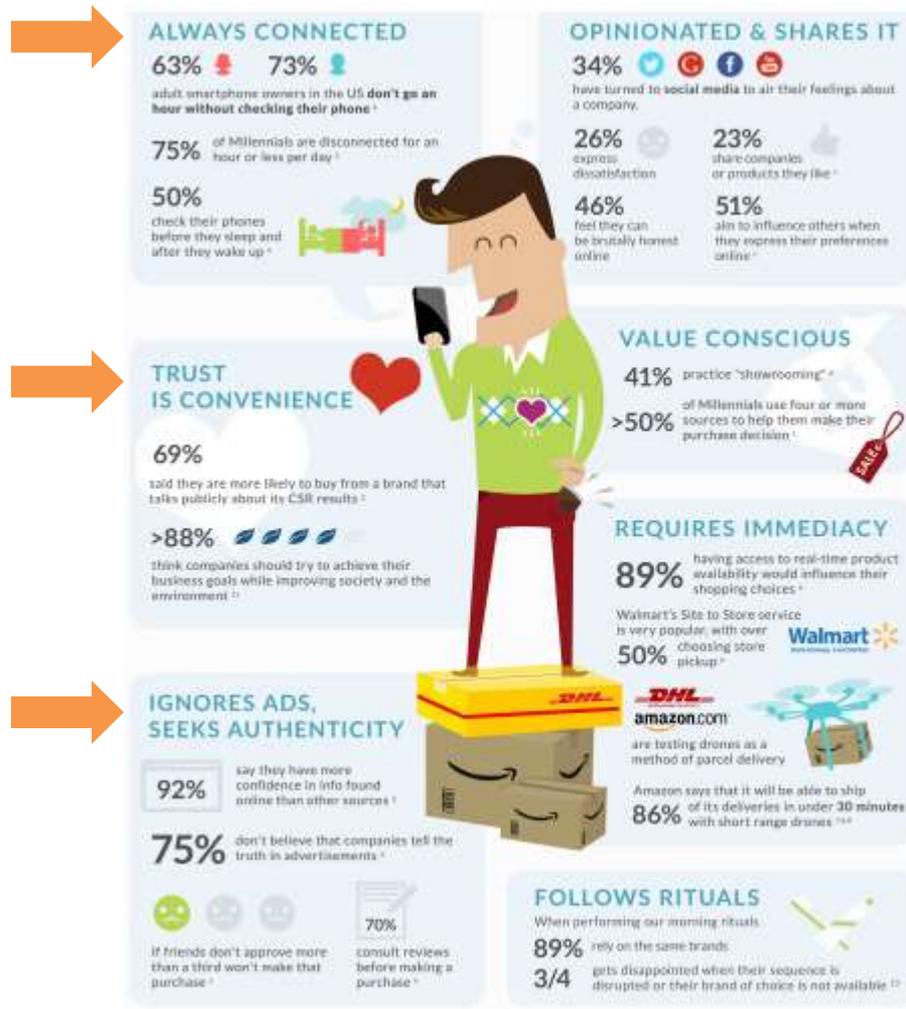
Driving
innovation

and inspiring customer
experiences with new
possibilities

Growing your
bottom line

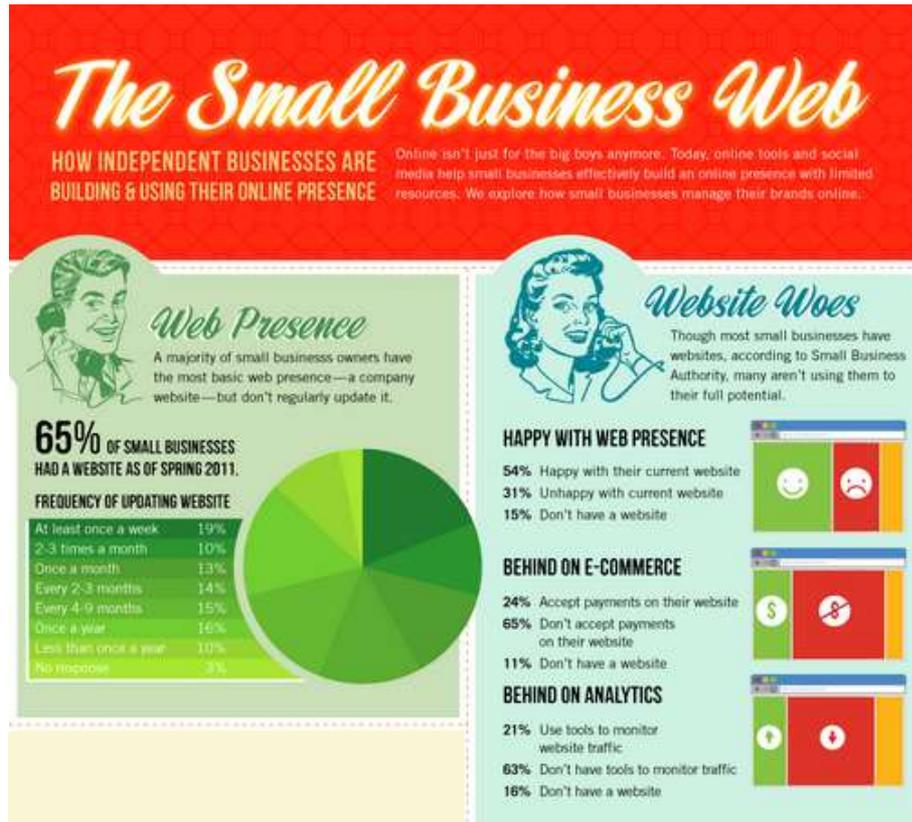
by using data and new
technologies to identify
efficiencies

Meet Mike: 2018 Customer



- Mike never **loses sight** of his mobile phone.
- He is very **opinionated** and not afraid to share his opinion, whether good or bad, using his social media channels.
- He **doesn't trust advertising** and only connects with brands that he feels are authentic and **stand for higher purpose**.

Meet Tom: 2015 Small Business



- Tom is not using **new digital tools** to his full advantage
- Tom doesn't update his website on a regular basis
- Tom is behind on ecommerce and analytics
- Tom is not able to satisfy demands of Mike's online behavior
- AND to add to this situation!

Understanding Digital-Readiness



About 6DOT Digital Analyzer & Digital Starter Kit

- A holistic approach to assessing digital readiness
- Takes only 15 minutes for a self-administered company assessment
- Organized in 6 core areas & 42 supporting sub areas
- Identified and developed by thought leaders in collaboration with small businesses
- Tested methodology with dozens of small business
- Actionable take-aways, with resources available for key business areas – technology, ecommerce, marketing
- Provides information and resources for training and information to gain proficiency in core areas of the digital readiness analyzer

6DOT Digital Ready Analyzer



Mobile Ready Website

Start Selling Local, Attract Global

Do you dream of bringing your ideas to life, of building a new business or taking a brick-and-mortar store online?

No matter what you sell, what industry you are in or what business model you follow, the following slides will help you to take your business online!

This presentation will walk you through the process of building your online store. We'll help you ask the right questions, establish a solid foundation, win over your customers and motivate you to go big with e-commerce.



Basics of Online Selling

- **Business Strategy** : Goals, Products, Content, Fulfillment, Customer Service, Marketing
- **Products and services inventory**: What are you selling?
- **Sales Incentives for conversions** : What sales tactics will you use to make customers purchase your products?
- **Setting up your online store**: What do you need in your online store?
- **Creating Content and Photography** : How will you create content and photography?
- **Listing your products** : Where will you list your products/services?
- **Market and Advertising** : What is your marketing and advertising plan for your online store?

Our Example: Retail Store Selling Bags

- Purses123 have a retail store at a Local Mall. They sell designer bags and purses. The price range is between \$25 to \$150. They also offer giftcards at the store.
- They have a great fan following.
- Their customers want to share and purchase their products online.
- They offer coupons in newspapers however they are not effective.
- Their purses are made in the USA.
- They also donate 5% of each purchase to Make A Wish Foundation.
- They want to sell online however don't know where to start.

Business Strategy

- Define clear goals
 - Revenue
 - # of Products to sell
- Identify your Products/Services
 - Physical Goods/Digital Goods
 - Gift Cards
 - Vouchers
 - Subscriptions
- Fulfillment : Shipping/Automatic Download/Monthly Subscription
- Customer Service : eMail/Phone/Chat
- Marketing/Advertising :
 - List generation: Subscribe/Free Download/Coupon/Events
 - Sales : email/Social media/Radio/Cable/Magazine
- Sales Incentives: Coupons/Free/Special Offers

An Example: Retail Store Selling Bags

- Define clear goals
 - Online Revenue : Add 1000 dollars/month (new)
 - # of Products to sell: 20 products/month
- Identify your Products/Services
 - Physical Goods : \$50/Bag, 10 colors, 10 different designs
 - Digital goods: \$12/pattern
 - Giftcards : \$25, \$50
 - Vouchers : Buy Two, Get One Free Offer
- Fulfillment : Click to Pick, Click to Ship (Free Shipping), Automatic Fulfillment
- Customer Service : eMail & Phone
- Marketing/Advertising :
 - List generation : Newsletter subscribe, coupon, free download
 - Sales Tactics : eMail Campaigns, Magazine Ad, Radio Offer
- Sales Incentives: Coupons – 10%, Buy 2 Get 1 Free

Conducting Due Diligence (CRITICAL)

- Online Store Capabilities
 - Features
 - Time
 - Company
 - Cost
 - Content Creation
- Fulfillment
 - Package Type
 - Shipping Costs
 - Shipping Carrier
- Customer Support
 - Phone
 - eMail
 - Chat
 - FAQ
- Marketing and Advertising

Online Store Due Diligence Form		Meylah.com	Woo Commerce	Big Cartel	WIX.com	Wordpress Plugin
Online Store Capabilities						
	Profile Page	Yes				
	Blogging	Yes				
	Ecommerce Store	Yes				
	Mobile Friendly	Yes				
	Subscribe	Yes				
	Multiple Shipping Options: Free, Automatic,	Yes				
	Google Analytics Integration	Yes				
Time						
	Setup	1 hour				
	List a Product	10 mins				
	List A Coupon	10 mins				
	Write A Blog	10 mins				
	List A Voucher	10 mins				
	List a Giftcard	10 mins				
Cost						
	Monthly Fees					
	Transaction Fees (excludi					
	Listing and Relist					
	Hosting Fees					
	Development Fees	No				
	Customization Fees	No				
eCommerce Content Cre						
	Product Titles & Description					
	Product Photography					
	Facebook Display Ad	500				
	Online Display Ad	dollars/month				
	eMail Display Ad					
	Coupon Display Ad					
Customer Support		Office365	ZenDesk	Google		
	eMail					
	Phone					
	Chat					
	FAQ					
Product Fulfillment		UPS	FEDEX	UPS	OTHER	
	Shipping Costs					
	Shipping Carrier					
	Package Type					
Marketing and Advertising		MNI	Comcast	Local Media	iHeart	YouTube
	Radio					
	Cable					

DOWNLOAD THE FORM

An Example: Retail Store Selling Bags

- Online Store Capabilities
 - Features : 30 features needed
 - Time : Ready to spend 5 hours end to end
 - Company : Meylah.com
 - Cost: No upfront costs
 - Content Creation: \$300/month
- Fulfillment
 - Package Type : Flat & Automatic Download
 - Shipping Costs: 4:50 cents/bag
 - Shipping Carrier: Fedex
- Customer Support
 - Phone
 - eMail
- Marketing and Advertising
 - Email marketing
 - In future: Magazine & Radio once revenue is \$500/month



Creating Products/Services

- What products or types of products do you currently offer?
- What digital goods do you currently offer?
- If you provide a service, what types of products could you offer?

What do customers want?



Giftcards



Special Family Experiences



Up to 50% Off Wine Tastings at Three Woodinville Wineries

Woodinville Wine Tastings
Woodinville Warehouse Wineries

\$88 \$40

Special Deals



Digital Coupons



Unique Products



Creating Sales Incentives

- **Why do you need sales incentives**
 - Increase micro conversions
 - Increase average order value based on cart value
 - Reduce cart abandonment
 - Reward your loyal customers
 - Product Promotions
 - Generate email lists
- **Type of Sales incentives**
 - Coupons : 10%, 20%, BOGO
 - Special Experiences : Bundles
 - Limited Time Offer

Setting Up Online Store

- **Pick the right store solution.** *Note: Basic setup should not take more than 1 to 2 hours*
- **12 elements you need to have before setting up store**
 1. Store Name
 2. Store Bio
 3. Store Policies
 4. Store logo
 5. Sales Tax
 6. Social Handles
 7. Google Analytics
 8. Coupon Codes
 9. Product Inventory List
 10. Product Categories
 11. Shipping Preferences
 12. Testimonials
- **6 content you need for setting up store**
 1. Store Banner – Web, Mobile
 2. Store Logo – Web, Mobile
 3. Product Photography
 4. Product Titles
 5. Product Pricing
 6. Customer Support

Creating Photography

- Focus on Presentation
 - Use **Models** to help customers image how this product can be used
 - Simplify **backgrounds** and backdrops. Recommend white background. Try to keep the photographs clean, clear and bright
 - Lighting Matters: It is most important aspect of the product photography.
 - Investing in good photography is the best investment. If you are planning to do by yourself, ask your community if they would buy your product by looking at your photography.
- Shop Cohesion
 - Create warm and inviting atmosphere for your storefront. From banner to logo to product photography create an ambience that helps you create trust and confidence for customers to open their wallet.
 - Pick a style and stick to it
 - Focus on presentation of your products within your store. Think Physical Retail Store!
- Product Titles
 - When writing listing titles, remember to think like customers. Include relevant keywords in your listing

Basics of Copywriting

- Copywriting is about understanding the customer's need and what they want from your product. It is about helping them envision their results and provide clear reasons why they should buy your product.
- Effective Product Listing Copywriting includes five key elements
 - The "WHAT"
 - The "WHY"
 - The "HOW"
 - The "Call To Action"
 - Address the customer's Concerns

Product Title	
Each product description must have relevant keywords and 5 key elements below:	
WHAT	Product Description
WHY	Product Benefits, Uniqueness
HOW	Usage, Practices
CALL TO ACTION	Buy, Share, Gift
Customer Concerns	Address concerns: Pricing, Returns, etc..

Think Like A Customer

Ask questions if you shop online?

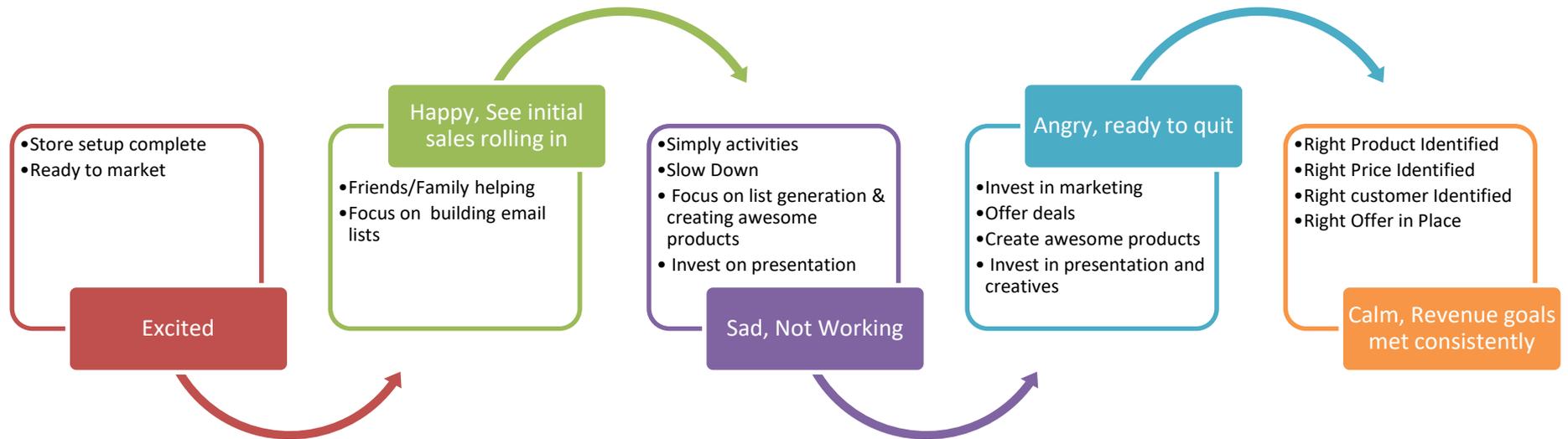
- What would make me feel like a valued customers?
- What offers would I enjoy from my favorite Store?
- What makes me feel like a business respects my privacy?
- How would I like to be approached?
- What would turn me off?
- What are you really offering to your customers?

Marketing and Advertising

#1 Mission: Collecting email lists

- List generation : Bigger the email lists, higher the sales
 - Focus on campaigns that helps you generate email lists
 - Examples : Contests, Specials, Coupons, etc.
- Selling Products/Services : Focus on conversions
 - Focus campaigns on making the customers make the purchase
 - Provide all the resources and information for them to take actions.
 - Get your store primed up for Holiday season.
 - Offer specials, loyalty coupons and exclusives for your customers
- Finally provide great service! awesome delivery! And keep communicating.

Watch for emotions



How do I get started?

- Assess your business digital readiness using [6DOT digital analyzer](#)
 - Establish digital priorities for investments (time, money, resources)
 - Download form to conduct due diligence for starting your online business
- Make your [website/store](#) mobile-friendly
- Join [IgniteWA community](#)
- Contact chai@meylah.com if you want help with ecommerce services

Questions?
