AMERICA'S SBDC VIRGINIA
LAUREL RIDGE

Success through e-Commerce

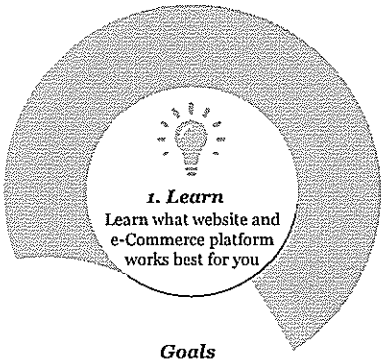
Presented by Cameron Nelson, MBA, MA
help@virginiasbdc.org
www.virginiasbdc.org

POWERED BY SBA

1

1

e-Commerce Bootcamp Goals



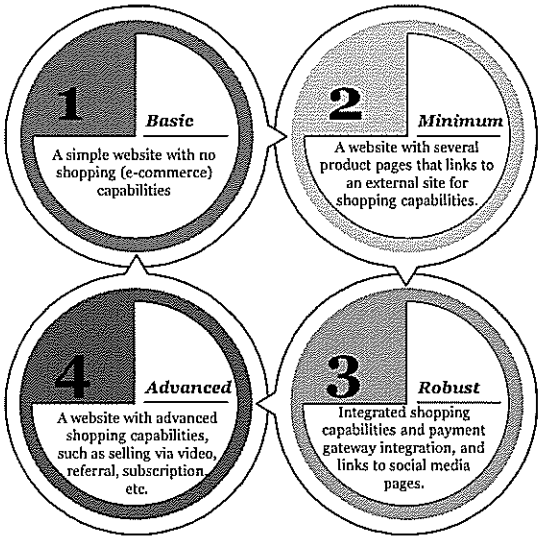
Goals

2

2

Website Levels Overview

What is your current website level?



5

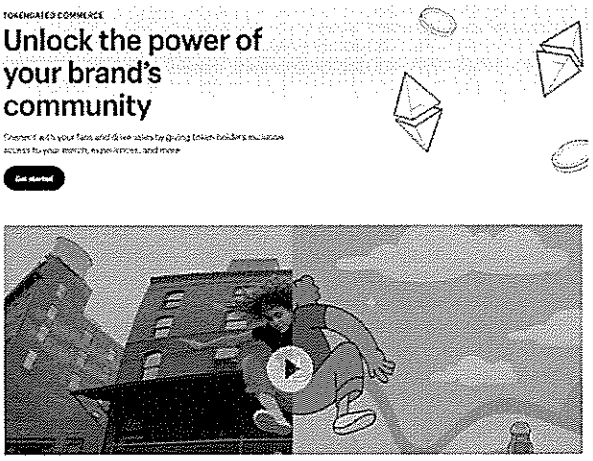
Website Cost and Operating Expenses

	1. Basic	*2. Minimum*	*3. Robust*	*4. Advanced*
Hosting	$20/year for domain name $50/year for website hosting	$20/year for domain name $100/year for website hosting	$20/year for domain name $150/year for website hosting	$20/year for domain name $250/year for website hosting
Email	$12/year for one simple email address	$12/year for one simple email address	$75/year for one google powered email address	$75/year for one google powered email address
Paid Ads	Usually not a good expenditure	Minimal paid ads ~$1,200/year	Expanded paid ads on Facebook, Google, etc. ~$3k/year	Significant paid ads on Facebook, Google, Instagram, etc. ~$10k/year
Development	$300 - $1k	$750 - $3k	$2k - $9k	$8k - $45k
Other	N/A	N/A	SSL = $100/year	SSL = $100/year

6

shopify

NFTs, or non-fungible tokens, are unique, digital tokens that can't be replaced. They're issued on a blockchain, like Ethereum. These tokens can represent anything digital, such as art, animated stickers, music, videos, tweets, and more.

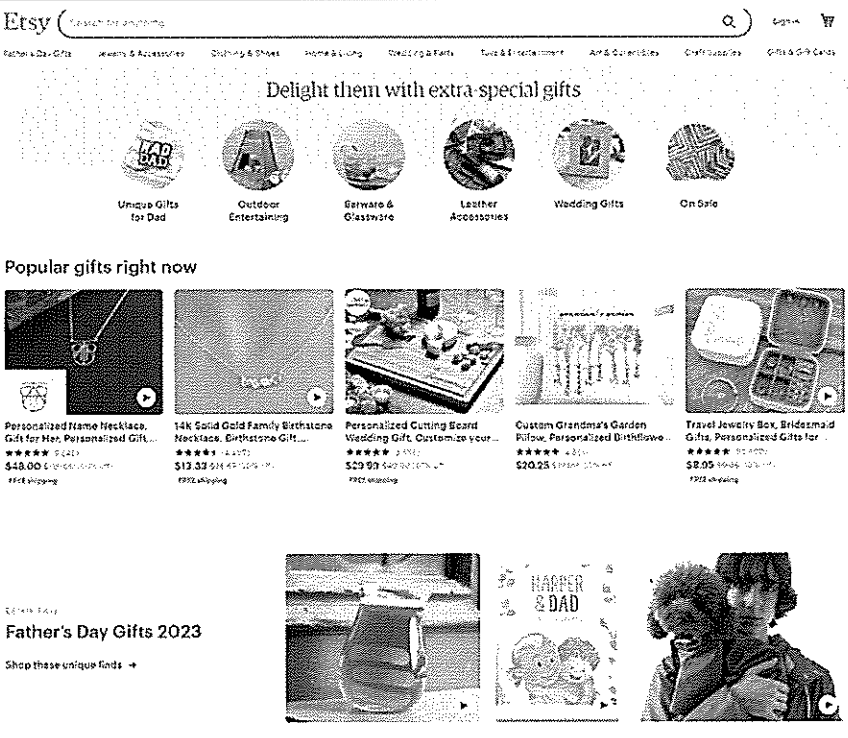


Link: https://www.shopify.com/nft

9

9

Etsy



10

10

13

2. Setting up your e-Commerce store

- Find a product to sell
- Customize your e-commerce template
- Add Your Products

14

14

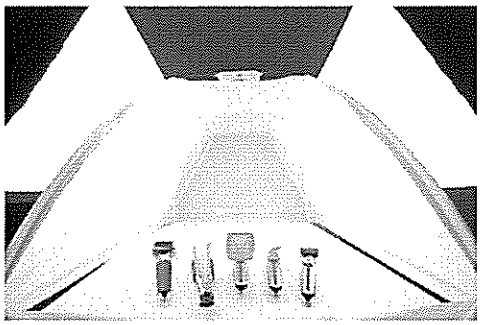
Add Your Products

- The main things you need to add a product are:
  - Name
  - Price
  - Category
  - Weight (for physical products)
  - File (for downloadable products like ebooks).
- Three key ingredients to uploading great products are:
  - Product descriptions
  - Product images
  - Product categories
- Your product descriptions need to be convincing, but here are three things to avoid:
  - Complex jargon and abbreviations
  - Clichés
  - Long sentences

17

17

How Do You Take The Best Product Images?



Photography Light Box

- Here are a few pointers when learning how to make an online store that looks good and sells.
  - **Use high-quality images** – never select images that are blurry or too small
  - **Make sure each image is the same size** – Use a tool like Photoshop to resize your images to the same dimension
  - **Take your own photos** – Use a good smartphone (like an iPhone X) to take your own photos, if you can
  - **Provide a 360-degree option** – make sure customers can view your products from all angles
  - **Add product variation images** – make sure shoppers can look at the product in the full range of colors
  - **Add a zoom option** – give your customers the chance to view your product's detail (This is a feature you'll want to check your chosen builder provides)
- You can easily optimize images using a free online compressing tool. This basically reduces the file size of your image without affecting the quality too much, and can do wonders for your site speed!

18

18

Set Up Payment Methods

- The general charge for using payment processors varies, typically from around 1% + $0.1 per transaction to 3% + $0.3 per transaction.
- The three most popular ways to accept payments on your e-commerce store are:
  - **Merchant account and payment gateway** – you partner with a bank, then they accept payments for you and channel the money into your business bank account
  - **Payment gateway packages** – you use all-in-one software, which will connect your store's shopping cart to the card processing network
  - **Simplified credit card payment processing** – you use a service that integrates with your store's checkout, such as Shopify's own payments gateway. Your shoppers won't have to leave your site to complete a purchase
- If you use Shopify's own processor, **Shopify Payments**, all transaction fees are waived on their end. Other platforms have similar deals.

21

21

Preview, Test, and Publish Your Online Store

Before launching, testing your store is the best way to make sure you're satisfying your customers' needs.

- When previewing and testing your store, here's the key things to check:
  - Does your checkout work?
    - The simplest way to test your checkout is to place an order and then immediately refund yourself. This is also a good chance to test the refund process, as well as your email notifications.
  - Do your store's buttons work?
    - Make sure any clickable button or link is working. Hammering away on their mouse with no reward will frustrate your customers.
  - Check your content
    - Go through your store with a fine-toothed comb and check for poor spelling and grammar. This is also a good opportunity to check all your pictures – make sure they're all optimized for site speed and accurately promote the product.

22

22