HOW TO GET STARTED WITH

ECOMMERCE

FOR YOUR BUSINESS

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So you've built a stable, dependable business. But now you want to expand your store's growth and capitalize on mobile and ecommerce shopping. There are a few steps you should take before just throwing up some of your products online to make more money. **Follow the plan below to efficiently create the most effective ecommerce site for your business.**

MAKE A PLAN

Before you do anything- make sure you do the research and work upfront to make your ecommerce venture a successful one! If not planned and managed effectively, launching an ecommerce site can be a huge money pit for a retailer.

1. PLAN WHAT PRODUCTS YOU'LL SELL ONLINE

2. RESEARCH ECOMMERCE SOLUTIONS

3. WRITE COPY AND POPULATE YOUR WEBSITE

4. MARKET YOUR ECOMMERCE OFFERINGS

1

PLAN WHAT PRODUCTS YOU'LL SELL ONLINE

You've been methodical in planning every aspect of your business up until this point, so deciding to start offering products online shouldn't be any different. It's important to come out of the gate with a plan before diving into research, talking to partners, and making decisions for your online business.

One of the biggest mistakes retailer's make when launching an ecommerce site is trying to be a big box retailer on a small box budget. Instead of trying to sell every product you have online, consider starting off by picking the products that you know are in high demand. Pull a report for your top selling products year over year from your inventory management system. Find the products that are consistently hitting the top of the list and designate those as the first round of items for online sale.

TO PREPARE THEM FOR YOUR
SITE, MAKE SURE YOU HAVE:

☐ High quality images of the products

☐ Detailed written descriptions for the landing page

☐ Product specifications

Having the items you want to sell online ready will make your conversations with partners and ecommerce platforms easier to navigate. It also ensures you have a firm grasp on what goals you're looking to accomplish from selling online.

2

RESEARCH ECOMMERCE SOLUTIONS

FIND AN ECOMMERCE PARTNER

After deciding to expand your business to ecommerce, you'll need to start researching solutions that can handle this new sector of business. Before jumping into research, make sure to check with your POS provider first. Chances are, they have strong partnerships with ecommerce solutions that are easy to operate, affordable, and compatible with your POS and inventory management technology.

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Modern Retail

PICK YOUR ECOMMERCE PLATFORM

Once you have started working with an ecommerce partner, they will help you identify ecommerce platforms that will be a good fit for your business and existing website. Depending on what providers they suggest, make sure the platforms you are considering offer full-service backend capabilities.

Full-service solutions are easy to customize and operate, so you are more likely to become an efficient and profitable online retailer.

Magento

shopify

PICK YOUR ONLINE PAYMENT PROVIDER

If you already have a processing provider, chances are they can also facilitate your online payments. Check with them first to make for a seamless transition. If you're new to online payments, make sure the companies you are looking at can provide you with:

- Secure transactions
- Compatibility with your selected partner and platform

- Fair and competitive pricing
- Support

Most payment providers will help you set up your payment options and get you up and running!

3

WRITE COPY AND POPULATE YOUR WEBSITE

Your ecommerce platform may have helped you implement your new product pages (and if you're lucky any other content you needed). If not, try to get familiar with how the new site works. You want to make sure you have the time to learn how to upload products and change things about the site before you go live.

If your site is new, you want to focus on creating content for the basic landing pages before pushing the site live. Some of your ecommerce partners will have options for populating the website for you. If they don't, or you'd rather create the content and pages yourself, consider, at minimum, making content for:

- Home page
- About us page
- Contact page
- Product pages

Once you've created and uploaded content for these pages, you're ready to start marketing your new site to all your customers.

4

MARKET YOUR ECOMMERCE OFFERINGS

Once you have your ecommerce site up and running, you want to make sure your current and potential customers know about it! Start by making a plan for how you're going to market your new website. Make sure your plan includes marketing through:

- Social media posts
- Email newsletters
- Traditional mailers
- In-store advertisements

Plan to hit your social media sites, email new customers and even do some traditional marketing as soon as you can to get the word out. Consider creating a special deal for online sales only to market out to your customers. Push out social media posts and an email campaign to your current client base with an online deal and ask them to share the deal with their friends.

Offering an ecommerce solution to your customers is a great way to expand your market and increase sales. But it's important to create an effective and manageable plan for executing your ecommerce store. Just like in your storefront, when you put in the time and effort to create a systematic approach to selling, you'll find the most productive and profitable plan for your business.

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