

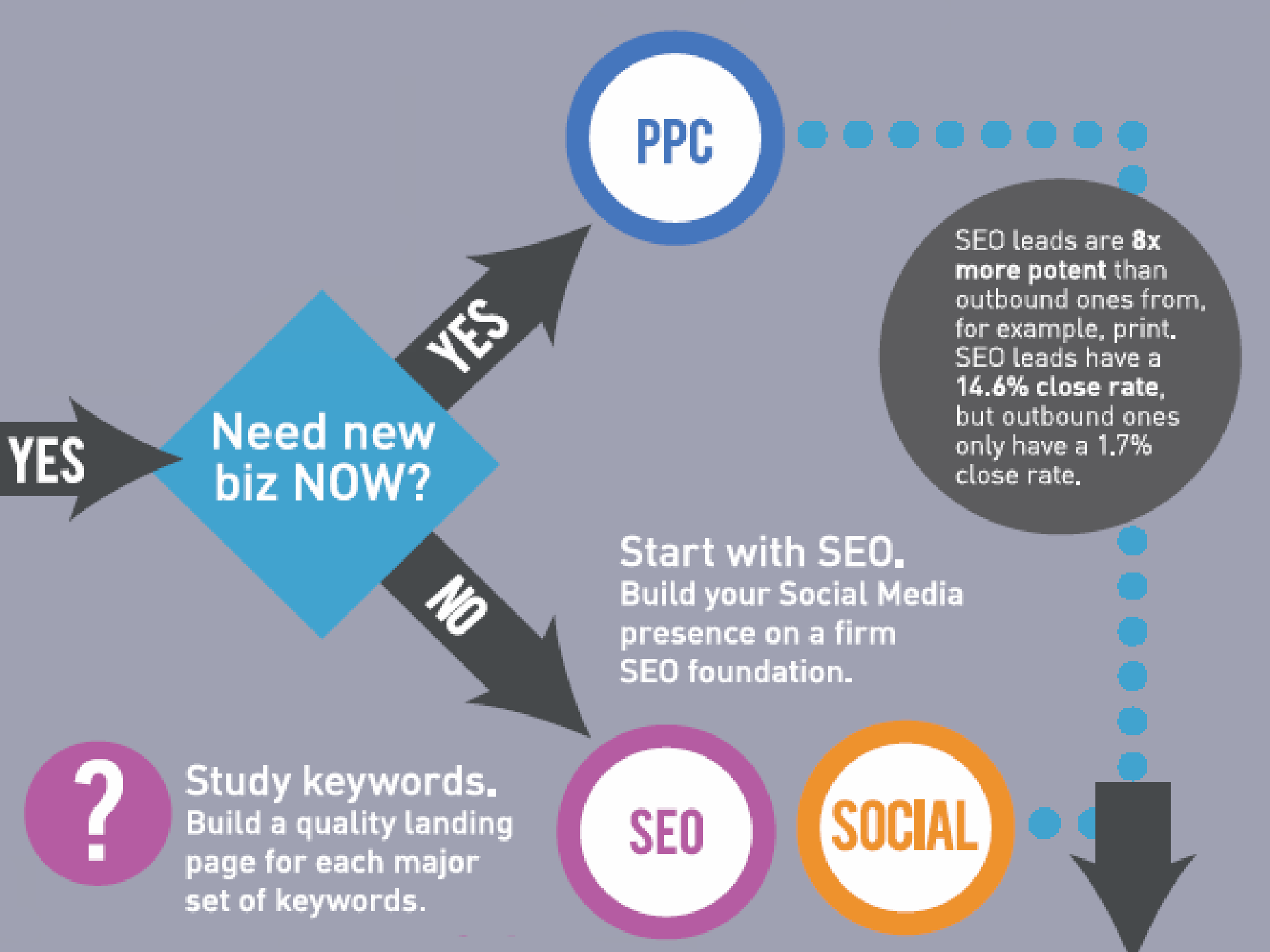


eCommerce in 2 hours

How to grow your Biz online & examples

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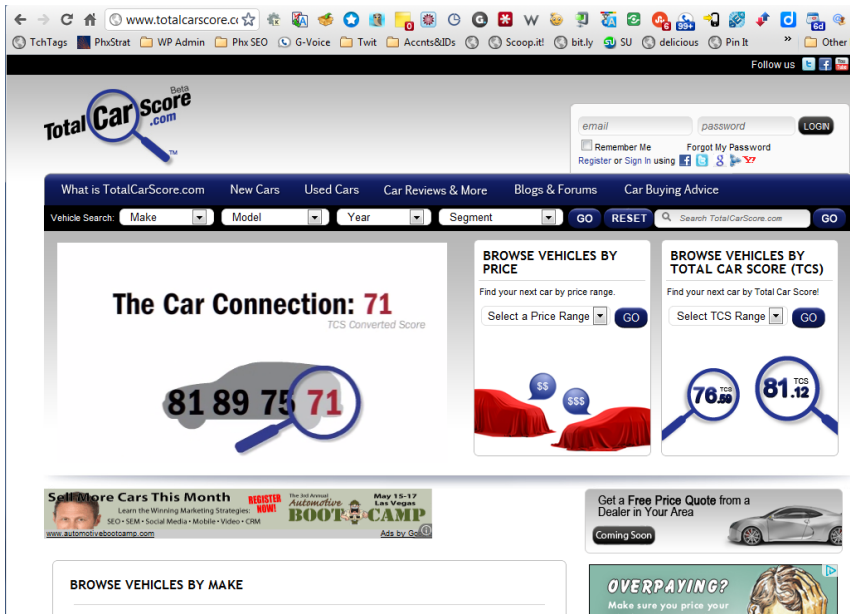
What is eCommerce?

Deals with using the Internet, digital communication and IT applications to enable the buying/selling process

The Gartner Group

97%

of online consumers research products & services
online before buying



Source: BIA/Kelsey Group, User View Wave VII, May 2010

What is eCommerce?

- **Online Price Quote System** – customers generate price quotes online; can be an excellent lead source
- **Selling Products Online** – customers select or configure and purchase products (some times services) online

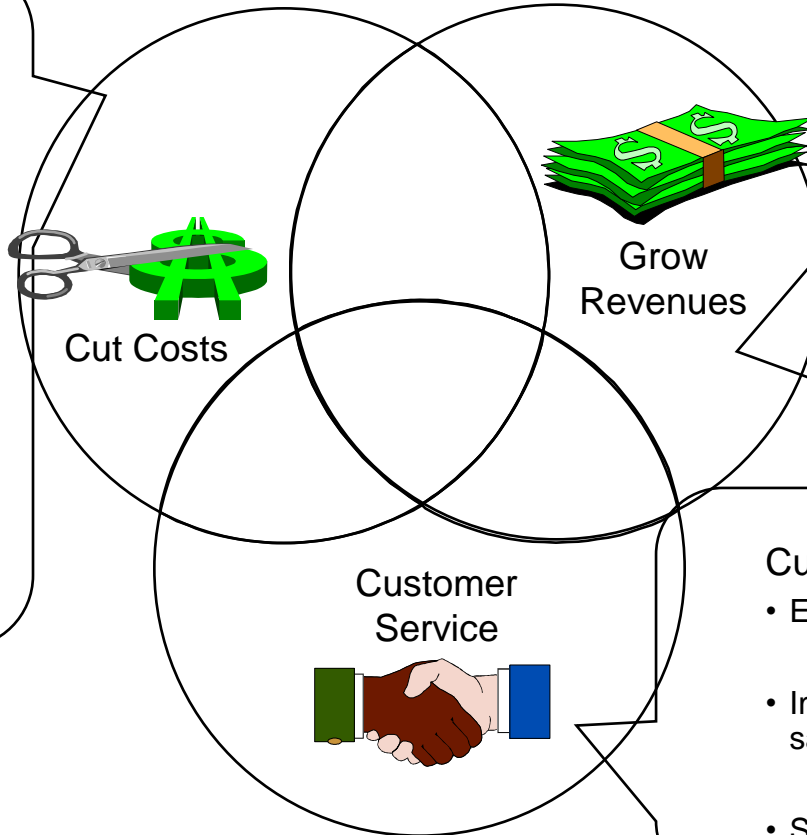
eCommerce Fact & Predictions

- Over 80% of US companies have experimented with some form of online sourcing or procurement
- Nearly 40% of manufacturers provide some type of customer order status online
- Investment in e-business initiatives is on the rise driven by productivity increases, cost savings and consumer demand.

eCommerce Benefits

Cut Costs

- Internet orders normally cost **less than** \$1/order while phone/fax/mail orders cost **more than** \$4/order
- Elimination of errors and duplication of effort, fewer shipment returns
- Redeployment of key personnel used in generating price quotes



Grow Revenues

- Open for business 24 hours/day - 7 days/week
- More Qualified Leads - leading to more sales
- Ability to cross sell

Customer Service

Customer Service

- Enhance loyalty
- Improve customer satisfaction
- Share information

Source: Gemini C⁴ Lab Analysis.

Needs for eCommerce

- You need a Product or service to sell
- You need a **Place** from which to sell the products
- You need to **figure out a way to get people to come to your place.**
- You need a way to accept **orders.**
- You also need a way to accept **money.**

Needs for eCommerce

- You need a way to deliver the product or service, often known as **fulfillment**.
- Sometimes customers do not like what they buy, so you need a way to accept **returns**.
- You need a customer service and technical support department to assist customers with products. (what role does Social media have?)

Needs for eCommerce

- Almost the same needs as a traditional Commerce but...
- They are put together in a different way!

Simple view of eCommerce



Source: <http://www.aiu.edu>

Advantages of eCommerce

- The online presence & advertising reaches a large amount of potential customers throughout the world.
- eCommerce can increase sales and decrease costs vs. normal bricks/mortar.
- There are virtual communities and social networks in internet that can segment your market for specific products or services.
- A business can reduce its costs by using eCommerce in its sales support and order-taking processes.
- Electronic commerce increases sale opportunities for the seller.

Advantages of eCommerce

- Can be easy to expand your market to other countries;
- Not a paper free industry; but can get closer.
- Your product database can be used by thirty parties to generate resources like directories, promotions, and cross-selling opportunities;.
- You can have an overall control of who's accessing your business;
- You can use statistical data to generate offers and promotions (Target does an excellent job at this);
- You can manage marketing strategies with objective data from your Web Analytics.

Advantages to Consumers

- Enables customers to shop or do other transactions 24 hours a day, all year round from almost any location;
- Can provide customers more options; less expensive products and services;
- Provides customers comparisons tools; access rankings and indexes produced by the community, helping the customer choosing the right product.
- Can provide a lot of payment methods;
- Makes it possible to participate in virtual auctions;
- Makes it possible to interact with other users and exchange ideas and reviews about products and services;

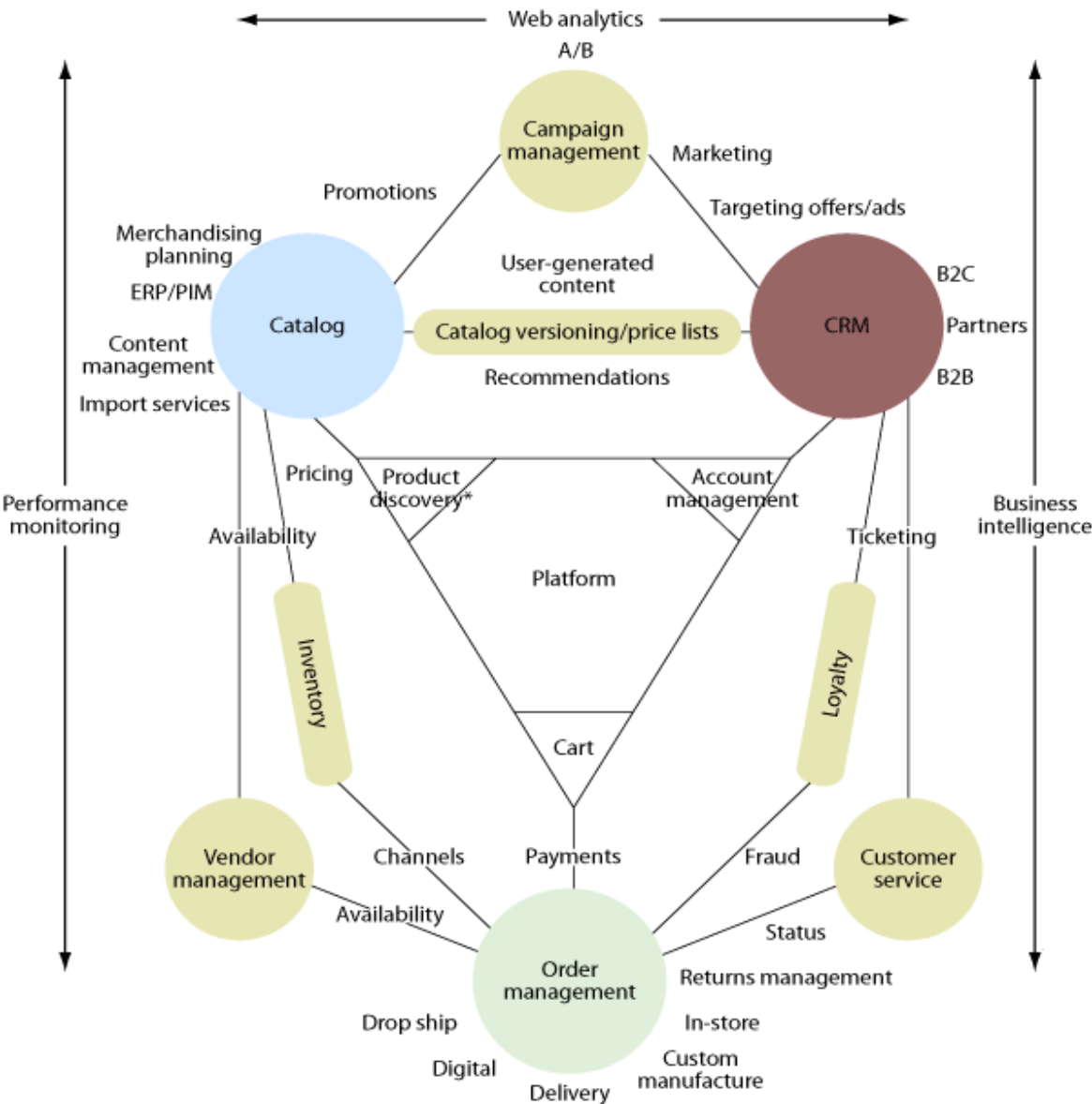
Advantages to Society

- More people can work at home;
- People from rural areas can access to the same products as people in urban areas;
- People from some underdeveloped countries can have access to the same products and services as people from developed ones;
- eGovernment systems reduced the time spent by people in managing some administrative tasks;

Disadvantages to eCommerce

- Certain business processes are difficult to be implemented through electronic commerce. (ex: Lawyers, Doctors, Consulting)
- Return-on-investment can be difficult to apply to electronic commerce.
- Some Businesses face cultural and legal obstacles to conducting electronic commerce.

eBusiness Ecosystem



Goals of the Ecosystem

- Flexible
- Fits into your ERP Systems
- Scalable
 - Sales volume
 - Globally
- Nimble

How do you get started w/eComm?

Outsource it all?



Build your own?



eCommerce BIG Commerce

- **BigCommerce** – An online e-commerce storefront solution that arguably offers the most features and cool web store extras you can find in one location. Each BigCommerce store comes with drag and drop functionality, a number of W3C compliant templates that are optimized by SEO experts, and HTML/CSS editor to further customize your online store.
- **Free Plan:** 15-day free trial
Minimum Monthly Price: \$24.95
Max Number of Products (Basic Plan) 100
Can I Use My Own Domain? Yes
Live Support via Phone: Yes

eCommerce Shopify

- **Shopify** – Offers ecommerce tools to allow you to quickly and easily create your own online store. They manage everything from hosting to the security of your store so you can just concentrate on growing your web based business. Notable features include marketing tools, scalable storage and bandwidth pricing, SSL checkout, SSL secured administration panel, discount codes, custom domains, real-time statistics, Google AdWords credit, and much more.
- **Free Plan:** 30-day free trial
Minimum Monthly Price: \$24
Max Number of Products (Basic Plan) No
Can I Use My Own Domain? Yes
Live Support via Phone: Yes



Source <http://tomuse.com/top-web-store-ecommerce-storefront-selling-online/>

eCommerce Yahoo

- **Yahoo! Merchant Solutions** – Provides a complete ecommerce store for selling your products online. Customization of your store is easy using Yahoo's Store Design Wizard. If you need further customization or need special development work for your online store, you can hire one of Yahoo Stores' recommended developers. Once you have your store customized all you need to do is add products, select your preferred methods of payment and shipping, assign sales tax for products, and you're done!
- **Free Plan: No**
Minimum Monthly Price: \$39.95 + 1.5% per transaction fee
Max Number of Products (Basic Plan) No
Can I Use My Own Domain? Yes
Live Support via Phone: Yes



Source <http://tomuse.com/top-web-store-ecommerce-storefront-selling-online/>

eCommerce Amazon

- **Amazon WebStore** – Led by the largest online shopping merchant in the world, Amazon's WebStore provides an all-in-one ecommerce solution for selling goods online. WebStore by Amazon enables you to not only sell your own products but you can easily add any products from Amazon to your own store and receive commission for generated sales. Setting up your own custom online store to host on your own domain (i.e. YourBusiness.com) via Amazon's 1-click WebStore builder is fast and easy. To further simplify the process, you can use Fulfillment by Amazon to have them inexpensively store, pack, ship, and provide customer service for all your products as well.
- **Free Plan:** 1st month free
Minimum Monthly Price: \$59.98 + 7% commission on WebStore sales
Max Number of Products (Basic Plan) No
Can I Use My Own Domain? Yes
Live Support via Phone: No



Source <http://tomuse.com/top-web-store-ecommerce-storefront-selling-online/>

eCommerce eBay

- **eBay Stores** – Permits you to sell products on eBay with your own business branding and extra features unavailable to regular eBay sellers. Such features include better marketing tools, advanced reports, dedicated toll-free customer service support, customization tools, design help, improved listing management, and much more. You can create an eBay Store for less than \$16/month (Basic Store) or maximize your store's visibility and gain access to all eBay Stores' features by upgrading to their Anchor Store.
- **Free Plan: No**
Minimum Monthly Price: \$15.95
Max Number of Products (Basic Plan) No
Can I Use My Own Domain? No
Live Support via Phone: No

eCommerce Volusion

- **Volusion** – Offers an all-in-one web based shopping cart software solution for small businesses, medium businesses, large businesses, and enterprise level customers. Their user-friendly ecommerce store gives you all the tools you need to easily grow and manage your online business. If you are looking to open your own physical storefront, Volusion Merchant Services offers retail terminals as well.
- **Free Plan:** 14-day free trial
Minimum Monthly Price: \$24.99 + \$49 setup fee
Max Number of Products (Basic Plan) No
Can I Use My Own Domain? Yes
Live Support via Phone: Yes

Source <http://tomuse.com/top-web-store-ecommerce-storefront-selling-online/>

Can I build my own store?

Yes

and

NO

Open source = Open Commerce



Not worth compliance issues!

- You can build your own Database, fulfillment systems, Web Design, but stay away from payment!
- Too many great Open Source eCommerce Systems available for you to start from scratch!
- No value-add in your company re-designing the wheel!

PayPal

PayPal Payments Features	Standard	Advanced	Pro
	Get Started	Apply Now	Apply Now
Monthly fee	\$0	\$5	\$30
Accept credit cards (your buyers don't need a PayPal account)	✓	✓	✓
Accept PayPal payments (100M online shoppers use PayPal)	✓	✓	✓
Send invoices online for fast payment	✓	✓	✓
Free card swiper for your iPhone, iPad, or Android device	✓	✓	✓
Accept checks with the camera on your mobile device	✓	✓	✓
Get paid on eBay and Etsy	✓	✓	✓
Get a PayPal Debit Card and earn up to 1% cash back*	✓	✓	✓
Comprehensive PayPal data security and fraud protection	✓	✓	✓
Accept payments in 24 currencies from 190 countries	✓	✓	✓
Simplified PCI compliance (helps protect buyers' card information)	✓	✓	✓**
No long-term contracts, setup, withdrawal, or cancellation fees	✓	✓	✓
Nonprofit discount available for PayPal transactions	✓	✓	✓
Toll-free phone support (including after-hours)	✓	✓	✓
Customers pay without ever leaving your website		✓	✓
Accept credit cards via phone, fax, and mail (Virtual Terminal)			✓
Design and host your own checkout pages for full control			✓

PayPal

However you do business, PayPal gets you paid.

 **Sales: 1-877-419-7765**
Support: 1.888.221.1161

Select the option that's right for you. Don't worry, you can change or upgrade at any time.

MOST POPULAR

Standard

\$0

/month

With *PayPal Payments Standard*, you can easily:

- Accept [credit cards](#) and [PayPal](#) on your website
- Swipe cards on your [mobile device](#) **NEW**
- [Send invoices](#) online for fast payment
- Get paid on eBay

[Get Started](#)

Advanced

\$5

/month

Get everything from *Standard*, plus:

- Your customers [check out directly on your website](#), rather than link to PayPal
- Works with these [shopping cart platforms](#)

[Learn more](#) [Apply Now](#)

Pro

\$30

/month

Get everything from *Standard*, plus:

- Design and host your own checkout pages for [full control](#)
- Accept credit cards via [phone, fax, and mail](#) (Virtual Terminal)

[Learn more](#) [Apply Now](#)

[Compare all](#) | [See transaction fees](#)

Google Checkout



Email invoices



Buy Now buttons



Store gadget



Checkout cart



Pre-integrated shopping carts



Custom shopping carts

Implementation

Technical skills required	None	Basic HTML	Basic HTML	Varies Search for your provider for more information	Programming skills
Time to implement	Immediate	<1 hour	<1 hour		Varies up to 4 weeks

How do you want to process payments?

Accept orders by phone/fax	✓				
Customers buy one item at a time on your website		✓	✓	✓	✓
Customers buy multiple items at once from your website			✓	✓	✓
Supports your shopping cart				✓	✓
Supports your order processing system				✓*	✓*

What features do you need?

Specify shipping		✓	✓	✓	✓
Specify tax	✓	✓	✓	✓	✓
Accept coupon codes during checkout		✓	✓	✓*	✓*
Sell digital goods (downloadable software, pictures, etc.)		✓	✓	✓*	✓*

* (varies by 3rd party cart)

Google Checkout Fees

Google Checkout fees

Transaction processing fees

When you use Google Checkout to process your sales, you'll be charged rates as low as 1.9% + \$0.30 per transaction. With Google Checkout, there are no monthly, setup, or gateway service fees.

The transaction processing rates you'll be charged each month will be determined by your sales volume during the prior calendar month. [Learn more](#)

Monthly Sales Through Google Checkout	Fees Per Transaction
Less than \$3,000	2.9% + \$0.30
\$3,000 - \$9,999.99	2.5% + \$0.30
\$10,000 - \$99,999.99	2.2% + \$0.30
\$100,000 or more	1.9% + \$0.30

An additional 1% fee will be assessed on transactions where the merchant's country is different from the buyer's billing country. With 10 days notice, we may also charge higher transaction processing fees to merchants that incur excessive chargebacks or otherwise pose financial risk to Checkout.

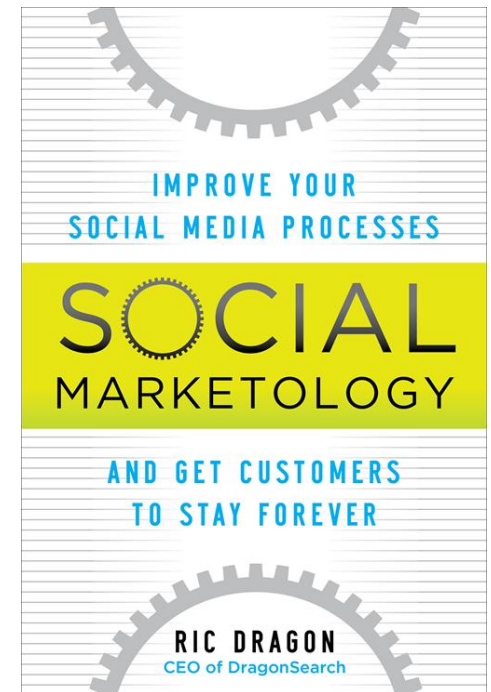
Merchant Services

- Many options such as Zen Cart, Magento, and OpenCart
- Can hook directly into your Merchant Services account
- Pros: Can perhaps negotiate a more favorable rate; money sweeps faster into your accounts
- Cons: May still need to support PayPal! May NOT be able to negotiate a better rate!

Q & A!

Any and all questions entertained!

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Thank You!

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Social Marketology

Release date: June 2012

Available NOW on Amazon!

