



DERBY AND



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ECONOMIC  
PARTNERSHIP

# Selling on the internet Top 10 Tips!

Presented by Ann Stanley



# Top tips for running an ecommerce business

1. Do you have a viable business?
2. DIY or help from an agency?
3. Planning
4. Brand & Design
5. Building your site
6. Money issues
7. Compliance
8. Customer service
9. Getting visitors to your site
10. Maximising sales conversions

# 1) Do you have a viable business?

- What are you going to sell?
- What's your unique offering?
- Who are your suppliers, do you have to hold stock or are you drop-shipping?
- Do you already have experience selling this product?
- What are your current routes to market?
- Who are your competitors?
- What are your targets for sales, costs & margins?
- What website traffic and conversions do you need to achieve these targets?

**Practice on eBay!**

**If you can make money on eBay then you probably have a viable business model 😊**

## 2) DIY or help from an agency?

- Experience –
  - Do you already have a shop (real or online)
  - Are you diversifying (product and/or route to market)
- Which resource is in shortest supply – time or money?
- If you can afford it - use an agency for the technical stuff i.e. building the site, driving traffic etc
- If you have to do everything yourself then there will be a steep learning curve – setting up and selling online, then running the business – take advantage of all the free Business Link courses!

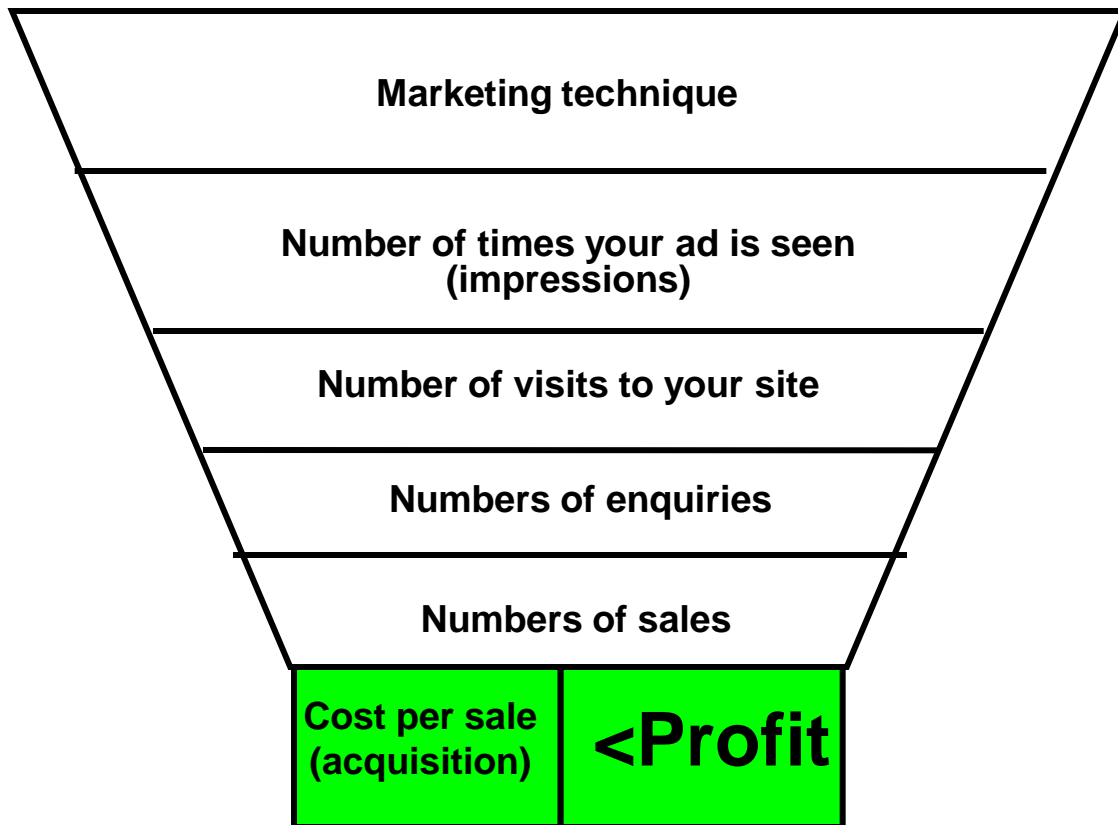
Focus on what you are best at

– get help for the rest!

# 3) Planning

- DIY or agency –
  - You may select an agency /consultant to help you through the whole process including the planning
  - Alternatively you need to educate yourself first and bring in an agency /consultant for specific tasks e.g. the website build or online marketing
- Developing your business –
  - Set your objectives and strategy to develop your business - including time scales and help required
- Developing your ecommerce site
  - Do your research
  - Prepare a web development brief
  - Get a contract in writing (include technical specification, dates and ownership)
- Developing your marketing plan - understand your sales funnel
  - Sales targets and average order value, profitability on each product, cost per acquisition
  - Conversion rates on your site (and other methods such as email)
  - Traffic required to your site to achieve sales targets
  - Methods and cost of acquiring traffic
  - Marketing plan and budgets (online and offline)

# Understanding your sales funnel



Example pay per click -

2000 searches

100 (5%) "click throughs"  
@15p = £15

1 sale (1%)  
at £99

Cost per acquisition  
£15

Profit  
£20



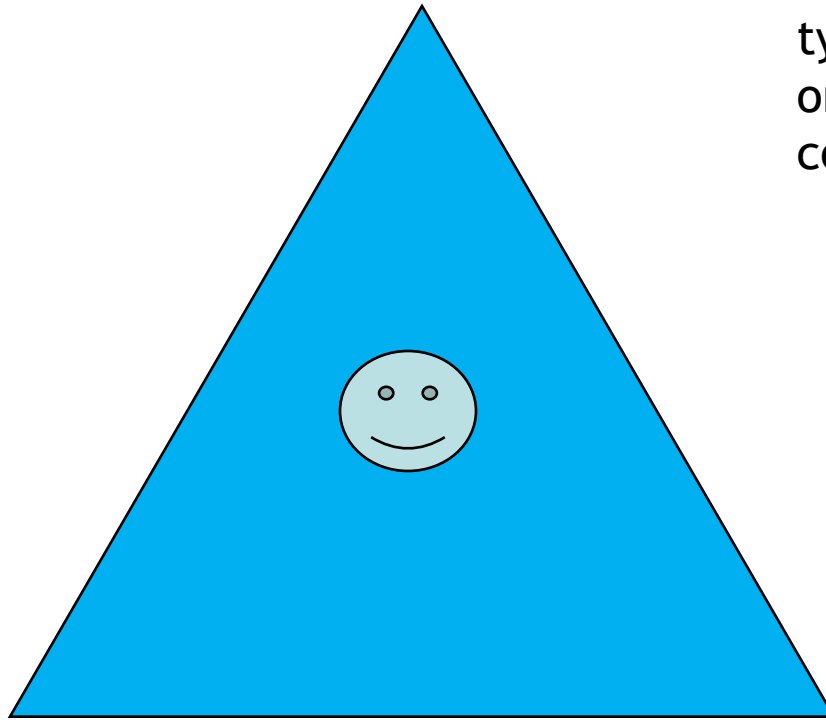
## 4) Brand & design

- Develop your logo, brand and look
  - Who is your target audience?
  - What are your competitors doing?
  - What personality are you trying to project?
- Develop your website design
  - First impressions count & effect conversions
  - Is the aim of the home page to maximise sales or project your brand?
  - If you only have the budget for an off-the-shelf ecommerce website package then you may be limited to a few simple templates and limited design options!
- Your website needs to have the right balance between design, content and functionality – **The Magic Triangle**

# The “Magic Triangle” for getting the best website

**Design - first impressions counts**

These approaches are often used by different types of web designers or developers and can conflict with each other



**Functionality - what the site does for the user and your business**

**Content - what the site says to the user and search engines**

# Same software - with customisation of the templates

**PolkaDot Park**  
Toys Kids Love

Top - Catalog | My Account | Cart Contents | Checkout

**Plush Toys Are a Joy!**

Welcome **Guest!** Would you like to [log yourself in?](#) Or would you prefer to [create an account?](#)

**Lil' Snugglers Blankies and Rattles** **get FAST! 2-3 day delivery for only \$4.95**  
**FREE shipping on orders over \$55**

**Award Winning GIFTS from Douglas Co.**

**PolkaDot Park** offers **unique** and award winning **toys** and **gifts** for babies, toddlers, and kids to age nine. We carry only the **best** products, ensuring you get a superior toy that offers plenty of play value. So if you are in need of a unique **baby shower gift**, or just want to surprise the children in your life, shop PolkaDot Park and give a toy they will remember. Check out these award winning toys!

**Supersfructs** award winning construction sets offer hours of building fun for boys and girls alike.

**Doodles Co.** is well known for high quality **plush toys** and **stuffed animals** with exceptional detail. Their award winning

**MonkeyGoods.com**

Top - Catalog | My Account | Cart Contents | Checkout

Welcome **Guest!** Would you like to [log yourself in?](#) Or would you prefer to [create an account?](#)

**Featured Products**

Shoe Shiner Monkey \$22.50

Tin Monkey and Elephant on Bicycle \$18.00

got monkey? Girly Tank \$18.50

Towel Backback \$19.50

Towel Backback \$19.50

"Snoozy" Monkey \$12.50

Chubby Champ \$16.50

"Uncle Gabby" Sock Monkey Book \$14.95

Monkey Bowling \$19.95

got monkey? baseball hat \$17.00

Mr. Smart Monkey \$12.50

Monkey Revolution Hat \$15.00

# Ecommerce site aimed at parents and kids

Educational Toys & Games

 **Free Delivery**  
on all orders over £100!

HOME ABOUT US SHOPPING OPTIONS LINKS HELP CONTACT QUICK SEARCH/PRODUCT CODE:

 Create/View Wish list!  Add to Favourites  Introduce A Friend  View Your Basket  
You currently have 0 item(s), value £0.00

**Welcome to Just Childsplay**  Request Brochure  Quick Shop

We are dedicated to providing our customers with a unique range of quality educational toys and games. Our range has been carefully selected to create a sense of fun and enjoyment for any child, whilst at the same time enhancing their desire to learn.



Early Learning <a href="#">more &gt;&gt;</a>		Pre School <a href="#">more &gt;&gt;</a>
Arts & Crafts <a href="#">more &gt;&gt;</a>		English <a href="#">more &gt;&gt;</a>
Maths <a href="#">more &gt;&gt;</a>		Science <a href="#">more &gt;&gt;</a>
Geography & History <a href="#">more &gt;&gt;</a>		Logical Skills <a href="#">more &gt;&gt;</a>

 View Award Winning Products  View Best Sellers  View All Products

[Request or Download Brochure](#) [Gift Wrapping Service](#) [Need An Express Delivery?](#)

 why not subscribe to our newsletter?

Choose an option to start.  
Search by:  
Age:   
Category:   
Price:

Smiley Offers of the Week!

**Mini Butterfly Garden**  
Watch them GROW and let them GO!  
Normally: £9.99  
**NOW: £7.99**  
Saving: £2.00  
[More Info](#) > In Stock

 Add to basket  
 Add to Wish List  
 Email to a Friend

Show me more offers! 

**08702 24 14 24**

# Ecommerce site to maximise sales

**appliancesdirect.co.uk** >

*the new name for Trade Appliances*

**FREEPHONE: 0800 195 95 96**

**NOW OPEN 7 DAYS A WEEK!**  
 Mon-Fri 9am - 7pm Sat 9am - 5pm Sun 11am - 5pm

HOME ABOUT US CONTACT US FINANCE FAQ ORDER TRACKING SHOWROOM

Keyword Search...

Any Manufacturer Any Appliance Any Style Any Price

**Shop By**

Product Brand

- Built Under Ovens >
- Built-In Ovens >
- Coffee Machines >
- Cooker Hoods >
- Cookers >
- Dishwashers >
- Hobs >
- Laundry >
- Microwave Ovens >
- Oven Accessories >
- Range Cookers >
- Refrigeration >
- Shop Direct Gold Club >
- Sinks and Taps >
- Small Appliances >
- Steam Ovens >
- Wall Fires >
- Warming Drawers >
- Wine Coolers >

## Visit our New Showroom!

Common Road, Huthwaite, Notts NG17 2JL

up to 30% off High Street Prices!

Only 5 mins from Jnc 28 M1

**Live Help**

Chat with our expert staff for product advice NOW!

**Shopping Basket**

Your basket is empty

**appliance**  
*direct.co.uk* >

**Price Promise**

**Visit our New Showroom!**

Hundreds of

**BAUMATIC FREESTANDING DISHWASHER**

**AAA rated**

Probably the best value Triple A rated Dishwasher in the UK

All this for under £200 and complete with 2 years full warranty!

ONLY **£199.97** INC VAT

**WHIRLPOOL SIDE BY SIDE WITH ICE AND WATER DISPENSER**

**10 Only to clear!**

Fantastically priced ice and water side by side.

Get them while their hot!

Save £300!

ONLY **£699.97** INC VAT

**FISHER & PAYKEL PROFESSIONAL STYLE RANGE COOKER**

**Limited Stocks!**

Stunning, durable

**BAUMATIC LARGE CAPACITY WASHING MACHINE**

**Exclusive Stock Deal!**

This A-rated family

**FREE DELIVERY**

**ON ALL ORDERS OVER £500**

Extended by popular demand until

SEPTEMBER 30

**New! NOW IN STOCK:**

**dyson**

# Emphasis on branding and imagery

# John Lewis

What's new | Our shops | Your orders | Customer services | 08456 049 049

Your basket 0 items Search

Special Offers | Home & Garden | Electrical Appliances | Technology | Sport & Leisure | Fashion | Gifts & Flowers | Toys | Baby | Shop by Brand

Homepage > Electrical Appliances

## Home Appliances

John Lewis 'The Collection'  
Health & Beauty  
Heating & Cooling  
Home Monitoring  
Home Safety  
Lighting  
Express Delivery Appliances

## Kitchen Appliances

Special Offers  
Cookers  
Dishwashers  
Fridges & Freezers  
Hostess Trolleys  
Small Appliances  
Wine Cabinets



## Laundry Room

Special Offers  
Ironing  
Sewing  
Vacuum Cleaners  
Washers & Dryers

See also  
Energy-efficient

## Electrical Appliances

**SAVE £75** when you buy 2 or **SAVE £125** if you buy 3 of these Bosch appliances together  
With FREE 2-year guarantee and FREE UK delivery




## Domestic bliss

We've got a great range of home appliances from favourite famous brands to our own great value machines. And with buying guides, extended guarantees, free delivery and collection of your old appliance, we make it easy for you to lighten your domestic workload.

- ▶ Washing Machines
- ▶ Tumble Dryers
- ▶ Washer Dryers

**Need it in a hurry?**  
Have selected appliances in your home in two working days for only £19.95



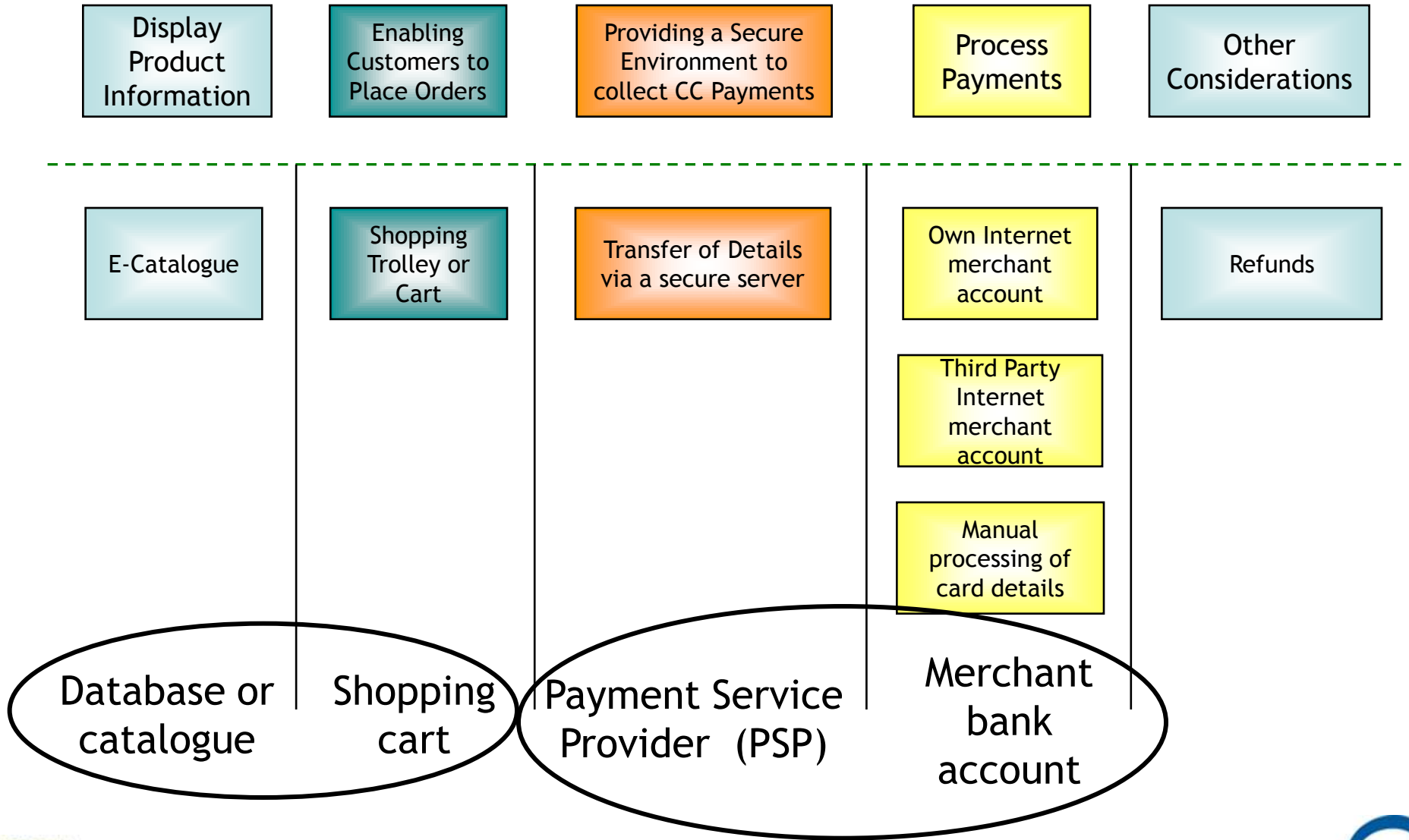
# 5) Building your site

- Software options – generally as the functionality increases so does the cost!
  - Simple link to shopping cart or payment gateway such as Paypal or Google Checkout
  - Off-the-shelf or ecommerce software package. This can be hosted (pay monthly), or in a box (purchase) and probably has a limited template design
  - Use of free open-source ecommerce software (e.g. OSCommerce) – requires technical knowledge to link it to your design
  - Bespoke ecommerce website built specifically for you by an agency (who may have used code in other sites)
- If you have a limited budget you should start with a simple ecommerce system. This allows you to run your business, test your site and determine whether you need any additional functionality
- Some software packages may not be search engine friendly – URLs without keyphrases, limited control of titles and descriptions, no space for optimised text
- If you are having a site built – get a very detailed specification of the functionality and a written contract

## 6) Money issues

- Merchant bank account and taking credit card payments
  - Apply for your merchant bank account early – this can take up to 8 weeks to organise
  - If you are a new business or you are rejected by your bank you may have to use PayPal, WorldPay or a similar payment gateway (payment service provider)
  - If you are considered high risk you may have to wait 28 days to receive your cash, or you may need to take out a bond
  - The choice of merchant bank account will influence the choice of Payment Gateway and in some cases even your shopping cart
- Fraud
  - Watch for fraudulent credit card transaction, especially overseas sales and returns
  - There are many other forms of fraud , particularly “phishing” (getting you to add your details to a fake website) and “passing off” – setting up a site to scam your customers by pretending to be you
- Cash-flow – cost of acquiring a sale compared with what you can afford and making sure you get enough cash to cover your overheads

# An overview of the payment process



# 7) Compliance issues

- Company registration and VAT details on all electronic communications (website and emails)
- Data Protection and Privacy Policy (for legally using customer details held electronically)
- Terms and conditions on your site – to include elements of the Distance Selling Regulations (and any changes to your terms for Business customers)
- Avoiding email spam – Electronic Communications Directive
- VAT – when to charge
- Credit card transaction – when to charge back
- Accessibility and Disability Discrimination (DDA)
- International regulations - what can be imported, Customs and Excise duties

## 8) Customer service issues

- Managing your stock levels or use of drop-shipping
- Delivery, carriage and postage (especially international sales)
- Quality of goods and problems with returns (need for a returns policy)
- Ability to answer questions and deal with complaints (via email and the phone)

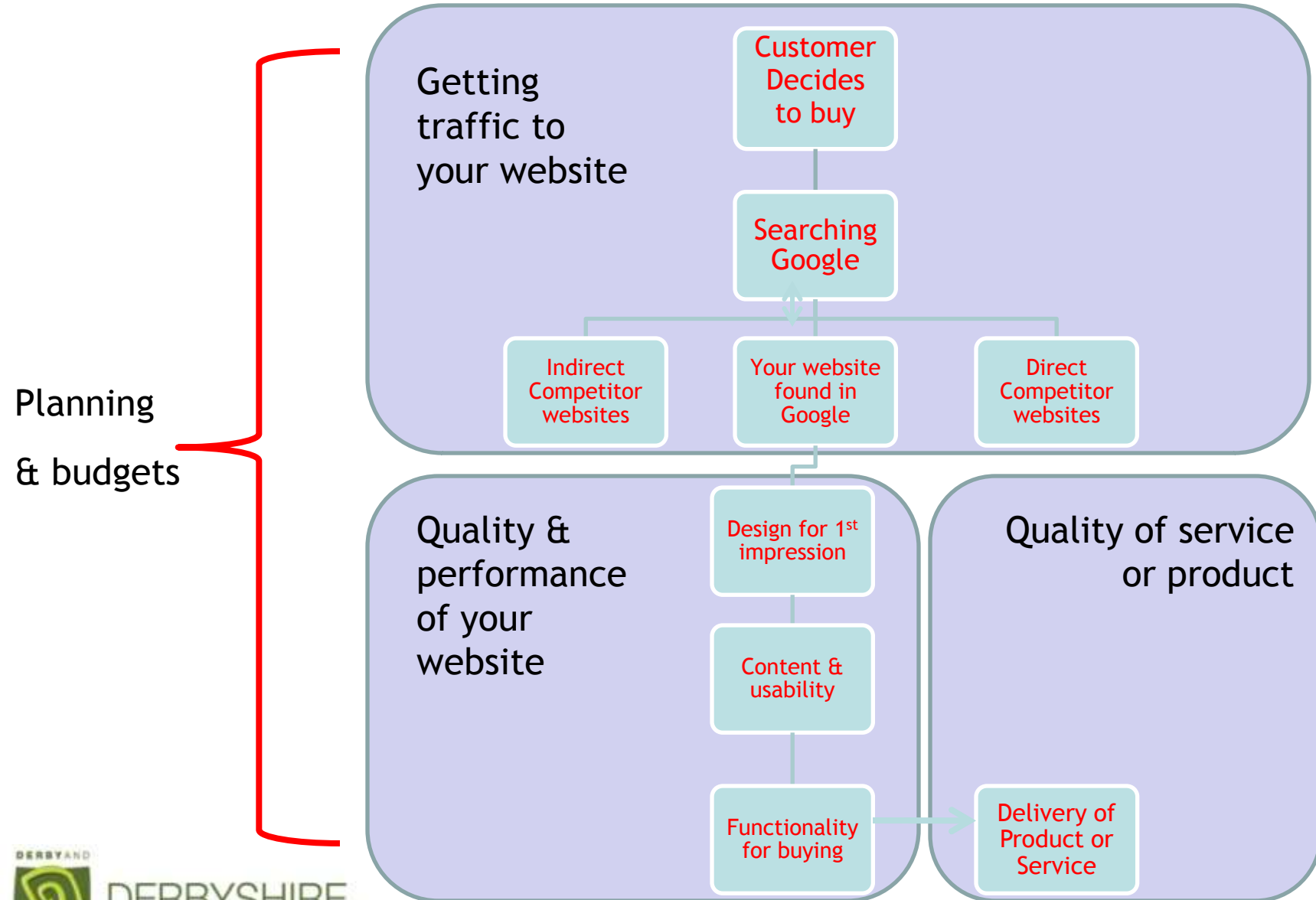
## 9) Getting visitors to your site

- A new website will probably not get much traffic from the “natural” results in the search engines for at least 6 months – so it may be necessary to “purchase” 90% of your traffic in the first year
- Immediate and short term techniques of customer acquisition require money and time:
  - Pay per click – Google AdWords, Yahoo & MSN
  - Pay per conversion - affiliate marketing, Amazon,
  - Feeds to other sites – Google products, shopping comparison sites
- Long term techniques, such as search engine optimisation and social marketing take sustained effort and time, but on a limited budget they may be your only option

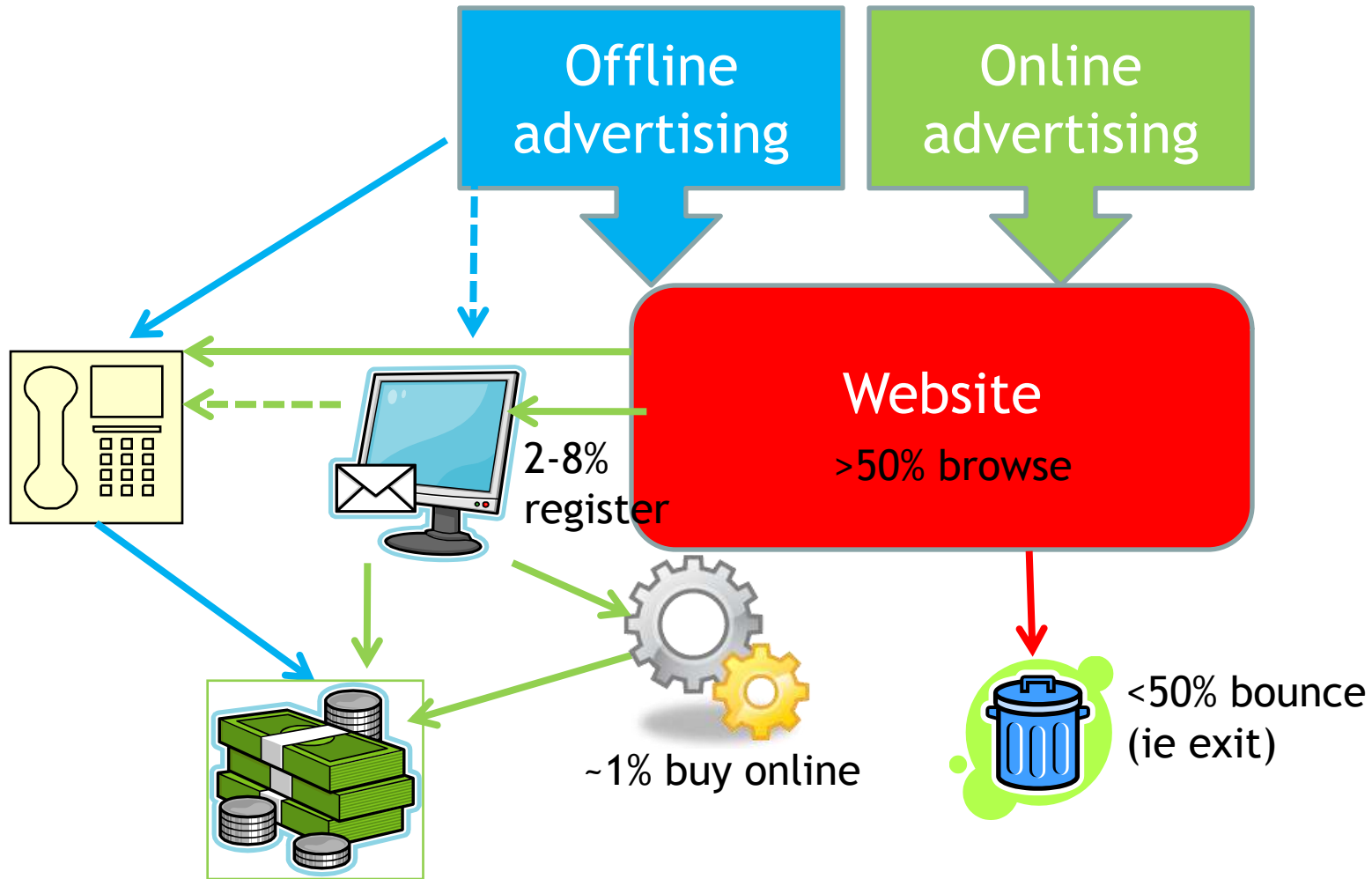
# 10) Maximising sales conversions

- You need to use Google Analytics or another stats package in order to measure everything
- On average 50% of visitors hit the back button (i.e. they “bounce”) – if yours is greater than 50% then your design is not effective (first impressions)
- Sales conversion rates on ecommerce websites may be less than 1% so it is essential to maximise conversion:
  - Target buyers rather than browsers
  - Promote products with high profit margins to cover cost of acquisition
  - Impact of the design, usability and calls for action
  - Use free delivery and other promotions to increase average order value
  - Shopping cart design to minimise abandonment (use goal visualisation in Google Analytics)
- Use of incentives, discounts, promotions and competitions to encourage registration (target >5%) to allow email marketing and ongoing cross-selling
- Customer loyalty schemes and ongoing discounts and promotions

# Understanding the customer buying process



# The performance of your website - targets

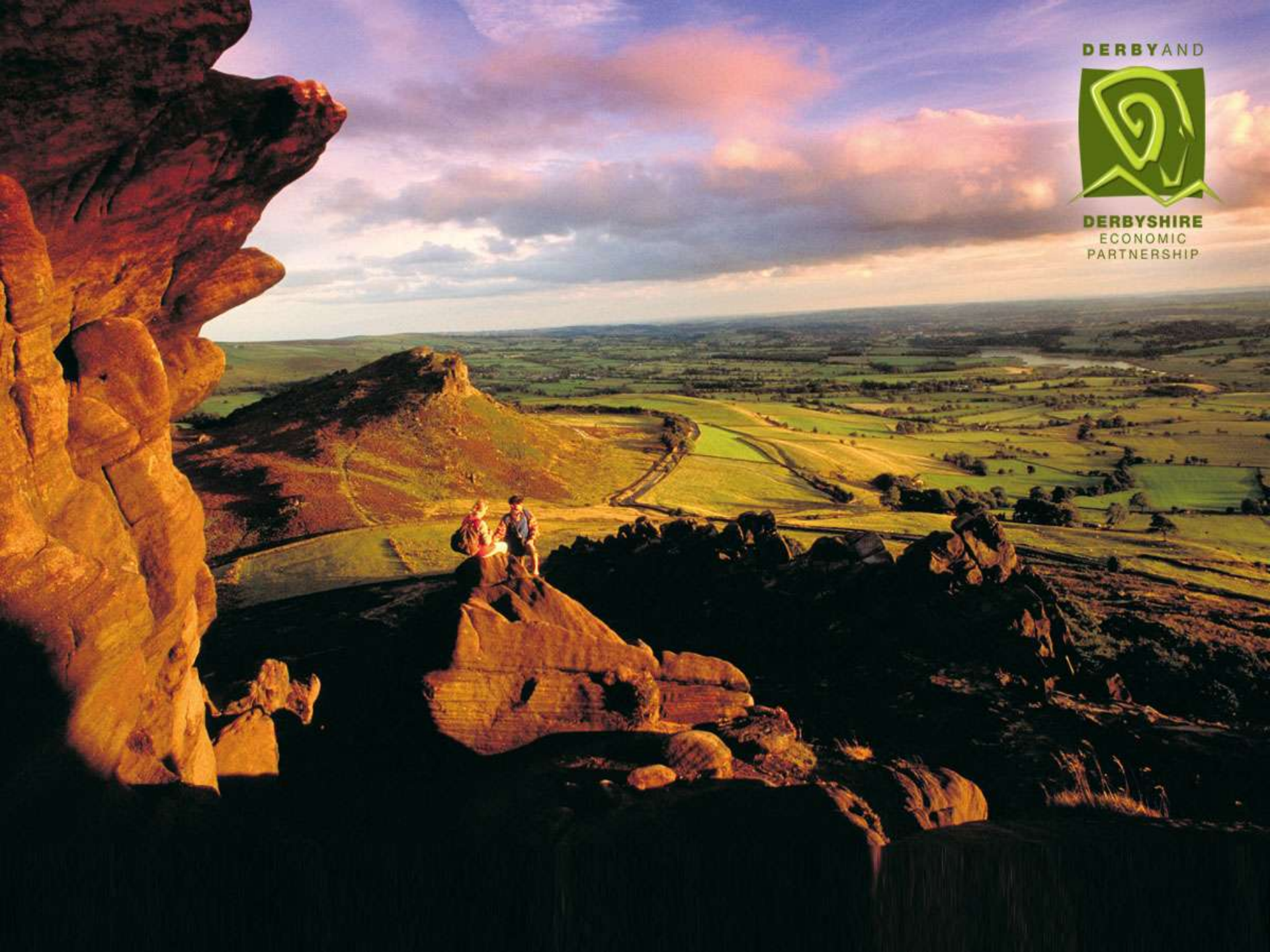


# Knowledge is power!

- Web academy
- Selling on the internet
- Successful websites
- Pay per click (introduction & advanced)
- Search engine optimisation – SEO (introduction & advanced)
- Email marketing
- Blogging
- Others!

[www.ebusinessclub.biz](http://www.ebusinessclub.biz)

**Thank You**



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