


How to establish an online business

AUSTRALIAN OLIVE GROWERS

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Webinar Structure

 A quick guide to the lingo we'll be using today.


 What you must know about selling online


 Your different options for selling online...

Website options


Non website options

 Discover what the best option is for your business (INTERACTIVE)

 More on Shopify (inc order fulfilment)

 You've created your channel - what's next?

 SEO - do I need to do worry?

 Questions (INTERACTIVE)

Get the Lingo!

Channel – a path to sell through e.g. your website, social media store, other people’s website

Platform – a place to promote your store e.g. Facebook, Instagram, YouTube, Pinterest. Also refers not the system your website is built on e.g. Wordpress.

Account – YOUR social media account (i.e. your FB business page)

Handle – How your social media account is represented e.g. @shepherdsbake

Natively – Posting or creating something ‘in’ a platform instead of creating it elsewhere and linking to it

eCommerce – “eComm” for short – a website which is enabled to make and process sales.

Database – Your list of customers, suppliers, etc with their contact details

URL – your website address e.g. www.shepherdsonline.com.au

Plugin – an “bolt-on” addition to your website, like an app is to your phone.

SEO – search engine optimization. How much your website is ‘liked by’ and compliant with Google.

What You MUST Know About Selling Online

“If you build it, they will come” is not true.

It IS possible to sell only using social platforms but there are some ‘minuses’.

You can build a simple e-Commerce website in a week

Your initial success will be dependent on the strength and size of your existing database

For success, you need to have an ongoing strategy and budget for driving sales

Online Selling Channels

Facebook

- Channel probably already exists (less set-up)
- Store can be created natively in FB
- Easy to quickly create paid ad campaigns to promote
- Your audience is already there
- Can sell through Marketplace, not requiring website

eCommerce Website

- Shopify is the best, simplest and quickest to set up with amazing reporting, insights and integration.
- If you have an existing store, MOST can be converted to eComm sites fairly quickly, but will lack some functionality of purpose-built eComm store
- Enables efficient sales and payment, easy to share your store digitally through just sharing your URL.

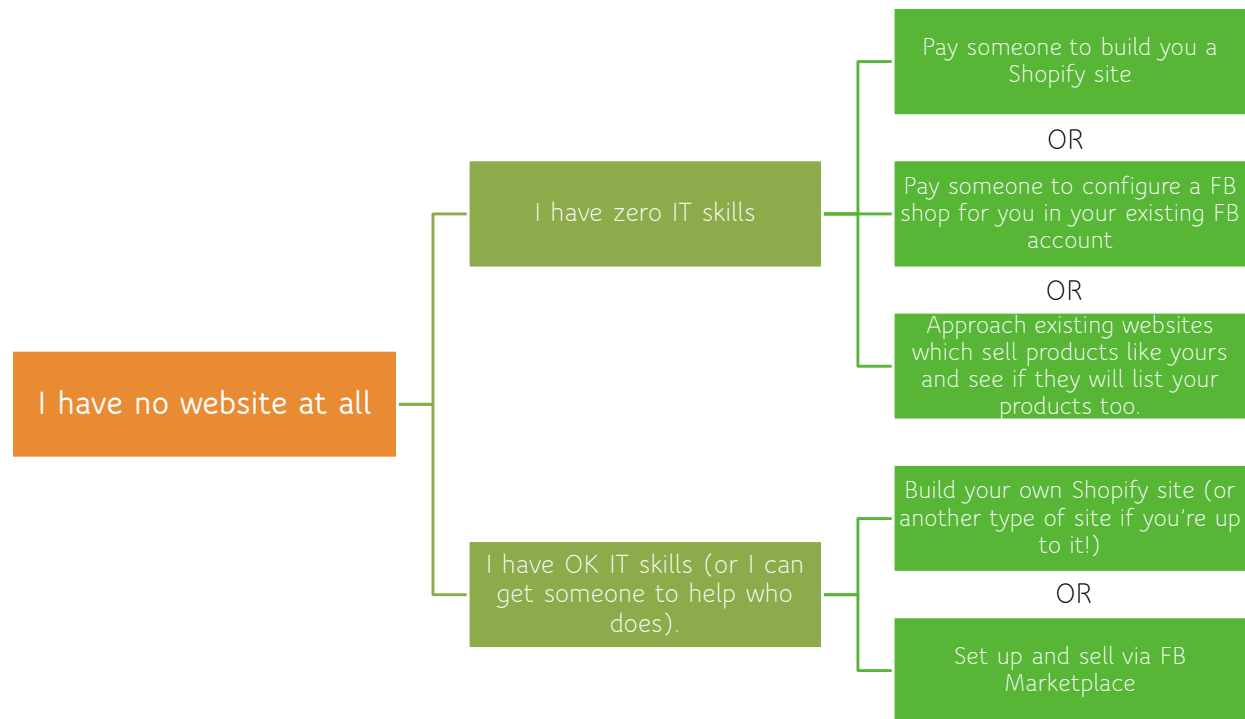
Non eComm Website

- A static, non eCommerce website can still be used to sell through, but will require you to manually process orders
- This can be done via PayPal or credit card over the phone, for e.g.
- This only works if you sell lower volume but higher value items e.g. 2 x \$300 sales per day, not 20 x \$30 sales.

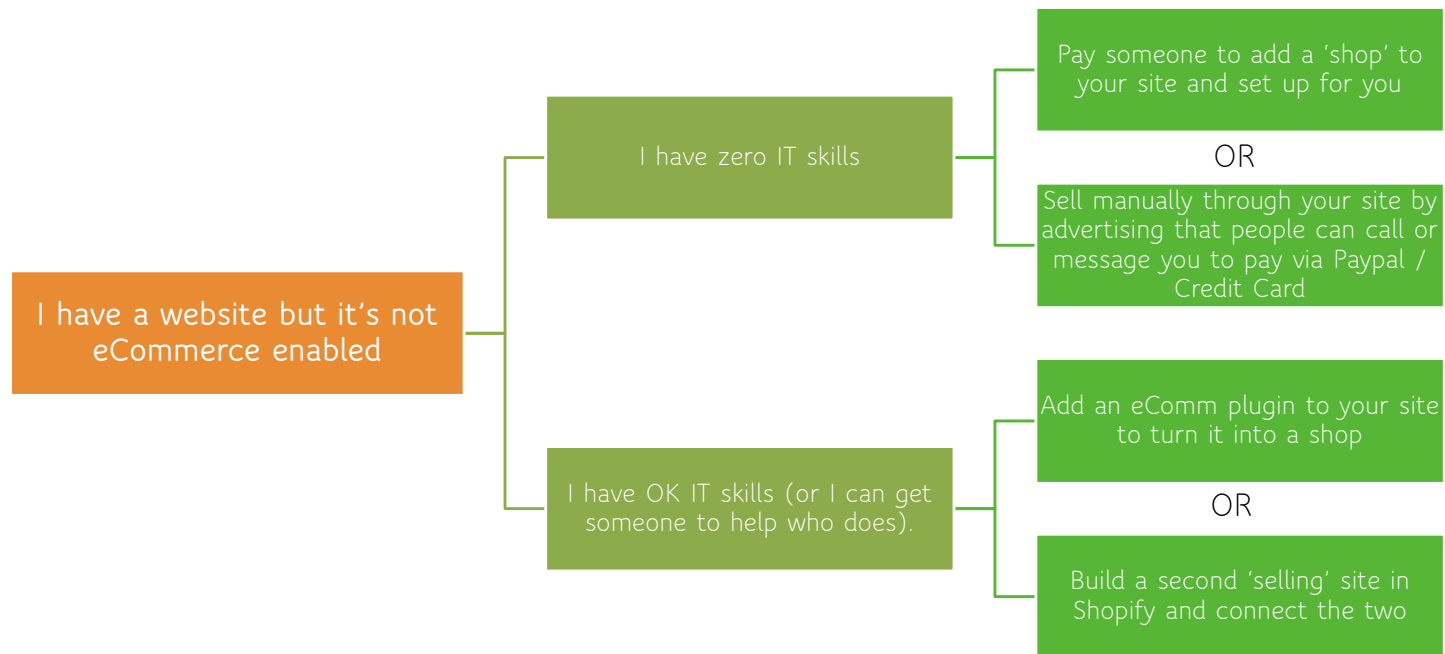
Listing on Stockist Sites

- If you have a stockist / reseller (or several) who can list and sell your products on a pre-existing website, using efficient promotional channels, this can be an easy, low-stress alternative to having your own.
- However, you have less control over how your brand is portrayed, what share of voice you're given etc.

Have no website? Here are your options...



Have a website? Here are your options...



Should I JUST sell through Facebook?

Setting up a Facebook Store is fairly easy but it is not efficient to host “e-stores” natively. There are a lot of advantages to hosting a store using an easy drag-and-drop platform like Shopify. The monthly costs are low, it’s easy to DIY and looks more professional, too.

The other major advantages are that:

- You’re not completely at the mercy of Facebook, you have other options to promote your store elsewhere
- You will have a lot more flexibility to expand to other social media platforms. You can link from your website to any social media platform - Pinterest, Instagram, etc.
- You can collect and grow your own following and integrate to all different types of other handy tools.

eComm Website Options Explored...

Shopify

- Cheap (from \$29 per month)
- Easy to set up. Cost from \$800 or DIY
- Integrates (i.e. 'talks to') all sorts of handy other apps and systems, like newsletter managers, social media platforms, MYOB, Sendle etc.
- Gives amazing analytics and info about bestsellers, frequently 'bought together' items, where your store traffic is coming from, how many people are adding to cart but not buying etc.
- Pretty good for SEO

WordPress (with WOO Commerce)

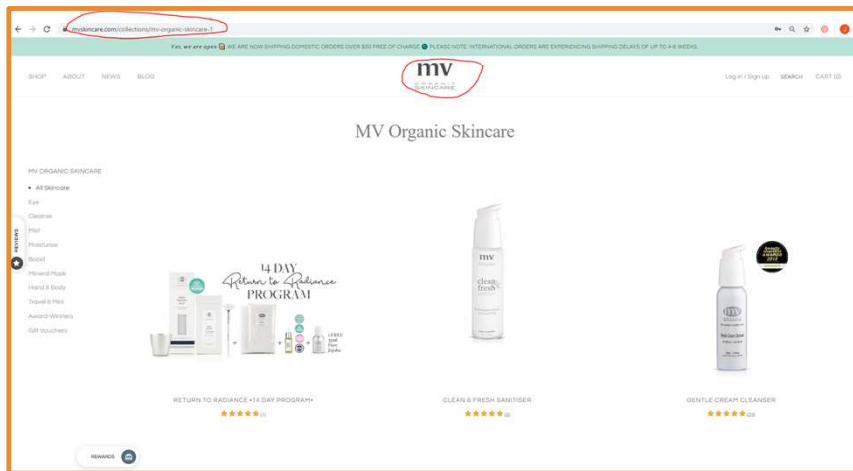
- Most customizable, which is why it's the developers favourite. Have your site EXACTLY how you want it.
- Hard to DIY build - more complex, requires coding.
- Best for SEO.
- Does not 'innately' do eCommerce - you install a plugin called WOO Commerce to make your site a store

Squarespace (with Commerce Enabled)

- Easy to DIY build - simple 'drag and drop' setup
- Limited customization - simple layouts, not as easy to get 'exactly' what you want.
- Cheapish - around \$80 month minimum
- Not great for SEO

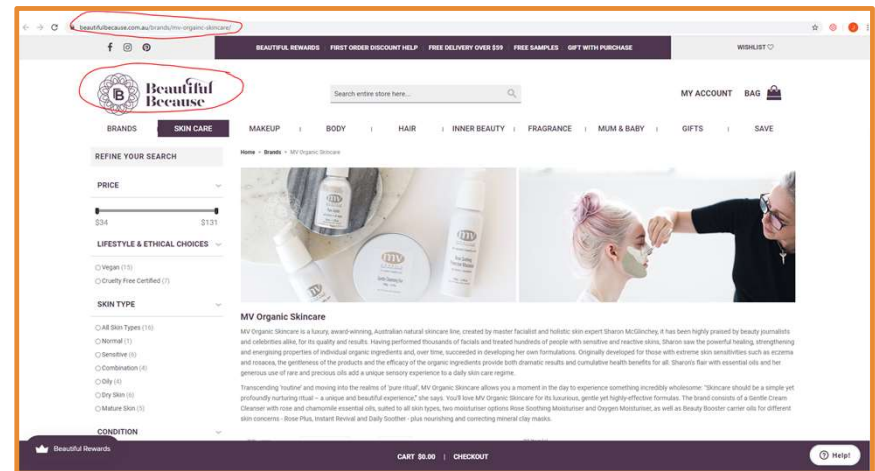
Example – Stockist vs Own Site

Selling On Your Site



www.mvskincare.com

Selling On Stockist Site



<https://www.beautifulbecause.com.au/brands/mv-organic-skincare/>



SO... what
suits you?

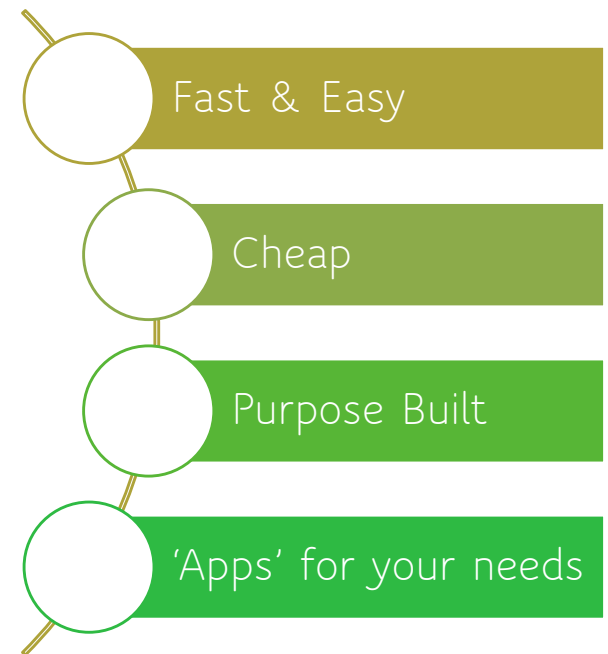
More on Shopify

Your best option, whether you have a website or not at this point, may be to build a quick Shopify store to sell online.

Shopify has all basic functionality built in PLUS it offers different 'plug in' apps, which enable you to add functions particular to your needs.

These include apps which handle;

- Shipping (Postage and Handling)
- Newsletter integration
- Facebook and Instagram shop integration
- 'Pop-Ups' and Banners for promotions



Recommended Shopify Apps

App	Purpose	Cost
Australia Post or Shippit	Postage. Inbuilt calculator to determine rates based on weight and postcodes.	From \$10 per month
Zapiet	Managing shipping when you offer local delivery, shipping via a courier service and pick-up options	\$29 per month
Shopify Email	Handle email marketing if you don't already do this.	Free
Mailchimp 'ShopSync'	Handle email marketing (best if you already use Mailchimp) and sync your database	Free
Promotion Pop-Up by Secomap	Promotional 'pop-ups'	Free
MYOB Account Right	Integrate with your book keeping - there are options for other bookkeeping 'cloud' software too	\$19 per month
Facebook / Instagram	Allow you to sell directly through your FB and IG feed.	Free

SEO – Should I bother?

Websites attract traffic either by **PUSH**, **PULL** or a combination of both.

PUSH means you constantly 'send' traffic to your site. This is usually through social media (free and paid posts) and/or newsletters.

PULL means your site is configured to 'bring' people to it, of its own accord. This is usually through good Google rankings (achieved by doing SEO work) or Google Ads, or piggybacking off a high-traffic site through pop-ups and links etc.

In the short term, it is much **faster to 'push'** audiences than to pull. Hence, businesses in a hurry to sell usually use paid ads, many free social media posts and newsletters.

Businesses who are happy to let things **grow slowly usually use a combination of both**. Once their SEO is working well and there are many ways customers can 'stumble upon' your site, you can do much less 'pushing'.

You've Created Your Channel – What Next?

