



18.6%

—

OF ALL UK RETAIL SALES OCCURRED
ONLINE IN JULY 2019

Source: Office for National Statistics

AUTUMN FAIR, SEPTEMBER 2019

How can you start selling online?

Adam Pearce, Blend Commerce



Who am I?

ADAM PEARCE

**DAD, ENTREPRENEUR AND DIGITAL
MARKETER**

- Co-founded Shopify development, design and marketing agency in 2017.
- Former Marketing Director of two app companies.

adam@blendcommerce.com



Who feels overwhelmed?

LET'S BREAK IT DOWN.



3 key questions. And answers...

1. Which platform is best for me?
2. What do I need to do first?
3. How do I get eyes on my product?

Which platform is best for me?

THREE KEY OPTIONS



Traditional Website



Marketplace



E-Commerce Platform

1. Traditional Website

FOCUS ON TELLING THE STORY

Enables story telling of your product.

PROFESSIONAL PRESENCE CREATED

With coding knowledge or expert advice.

SELLING AS AN 'ADD ON'

'Plug ins' available to enable selling, but focus is on website content.



2. Marketplace

WIDE ACCESS TO CUSTOMERS

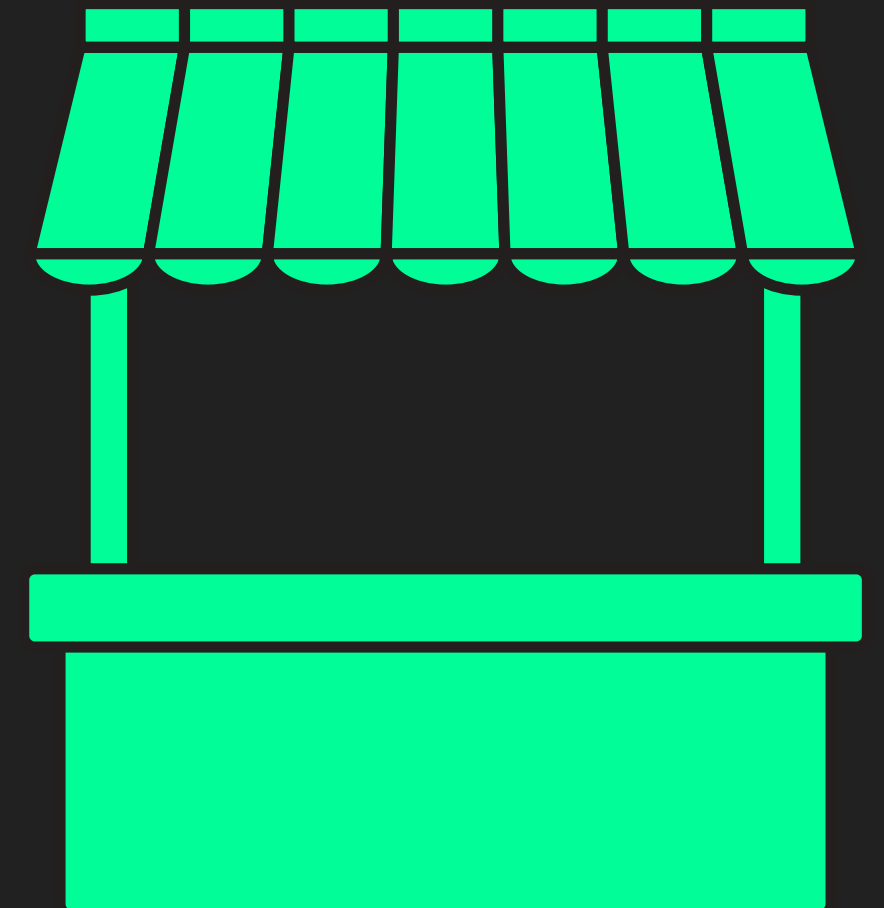
Etsy, Amazon and Ebay all provide significant online traffic.

SIMPLE FEE STRUCTURE

Listing and selling fees are clearly set out.

EASY ACCESS = HIGHER SELLING FEES

Marketplace selling fees are often higher than other options.



3. E-Commerce Platform

ALL IN ONE SOLUTION

Platforms like Shopify, SquareSpace and BigCommerce.

FOCUSED ON SELLING YOUR PRODUCT

Built and designed for selling products.

ADVANCED USE WITH VETTED SUPPORT

E-Commerce platforms have verified experts who can help build an E-Commerce store.



Which suits you?



WEBSITE

- Focused on the story
- Sales as a secondary



MARKETPLACE

- Small range for masses
- Short run revenue focus



E-COMMERCE

- Personalised approach
 - Brand buiding
-

How Shopify can help

SUPPORTS ALL PLATFORM CHOICES

Purpose built ecommerce store, but also enables marketplace and in person selling

FREE RESOURCES AND SUPPORT

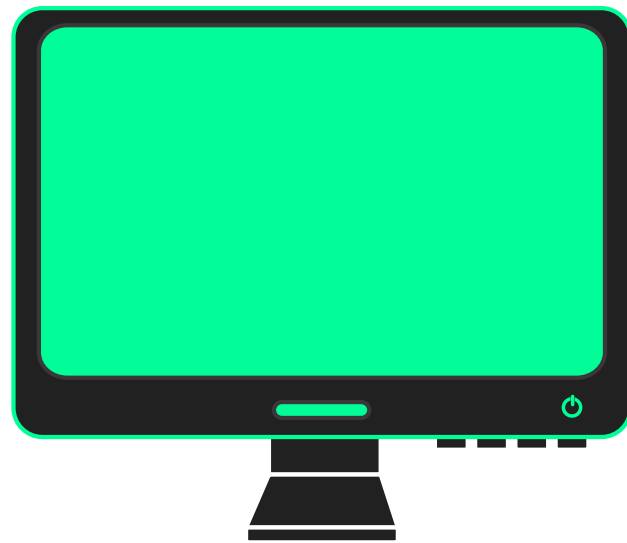
Burst (royalty free images) and support guides

SIMPLE SETUP AND MANAGEMENT

Initial setup is plug and play, and simple to manage inventory and marketing



How Shopify works



CHOOSE A THEME

Pre-created, basic
template



CUSTOMISE THEME

Self build with apps or
support from a Shopify
Expert



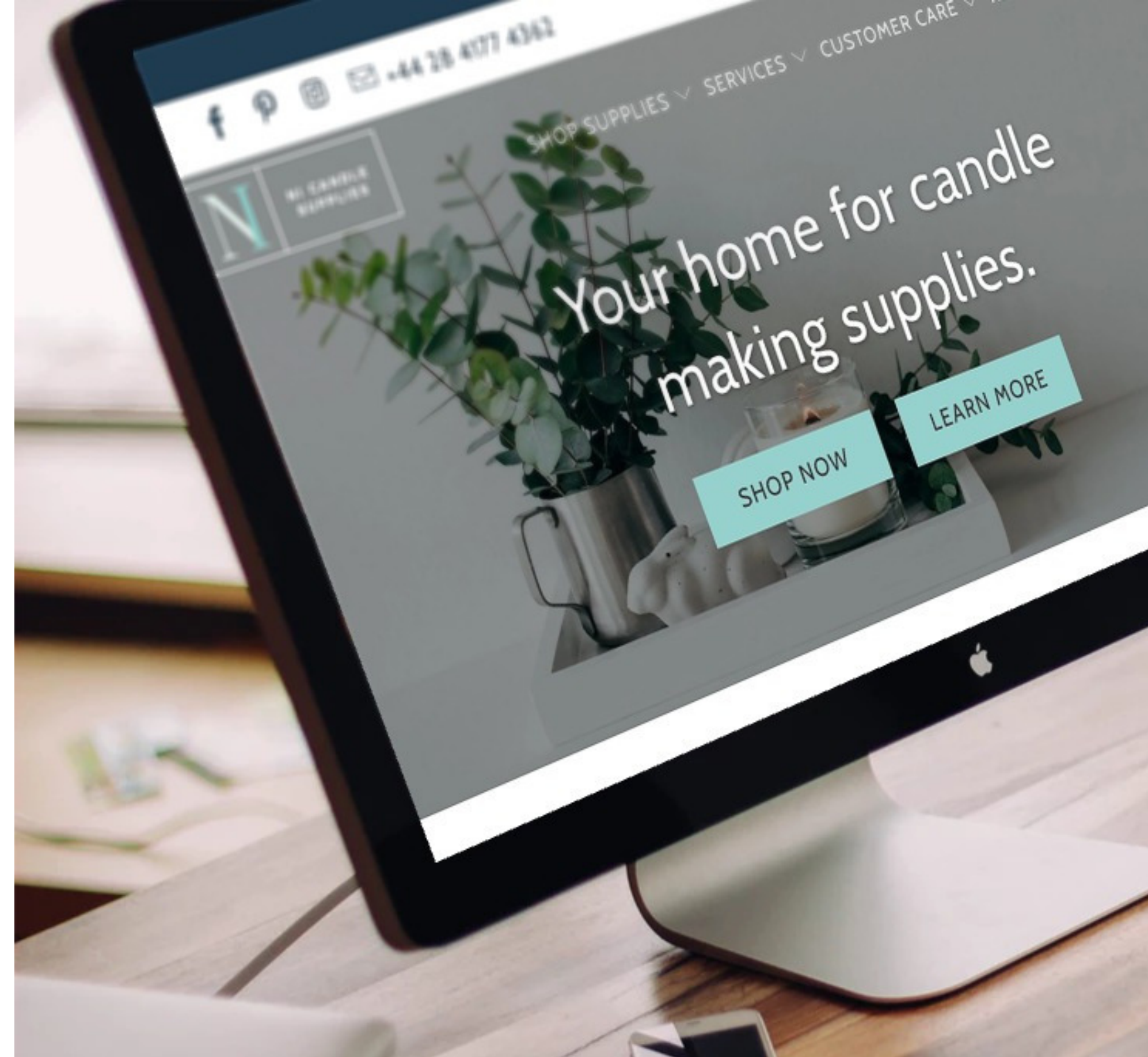
START SELLING

Begin sending traffic and
manage your store

PROFILE OF A SHOPIFY MERCHANT

Sarah Lowther.
Candle making supplies.
On Shopify since 2017.
Selling across the UK,
Europe and USA.

www.nicandlesupplies.co.uk



**"We felt that
Shopify was right
for us then, and
would be in the
future."**

SARAH LOWTHER,
SHOPIFY MERCHANT



Key success factors

USE OF SHOPIFY APPS TO BOOST LOYALTY

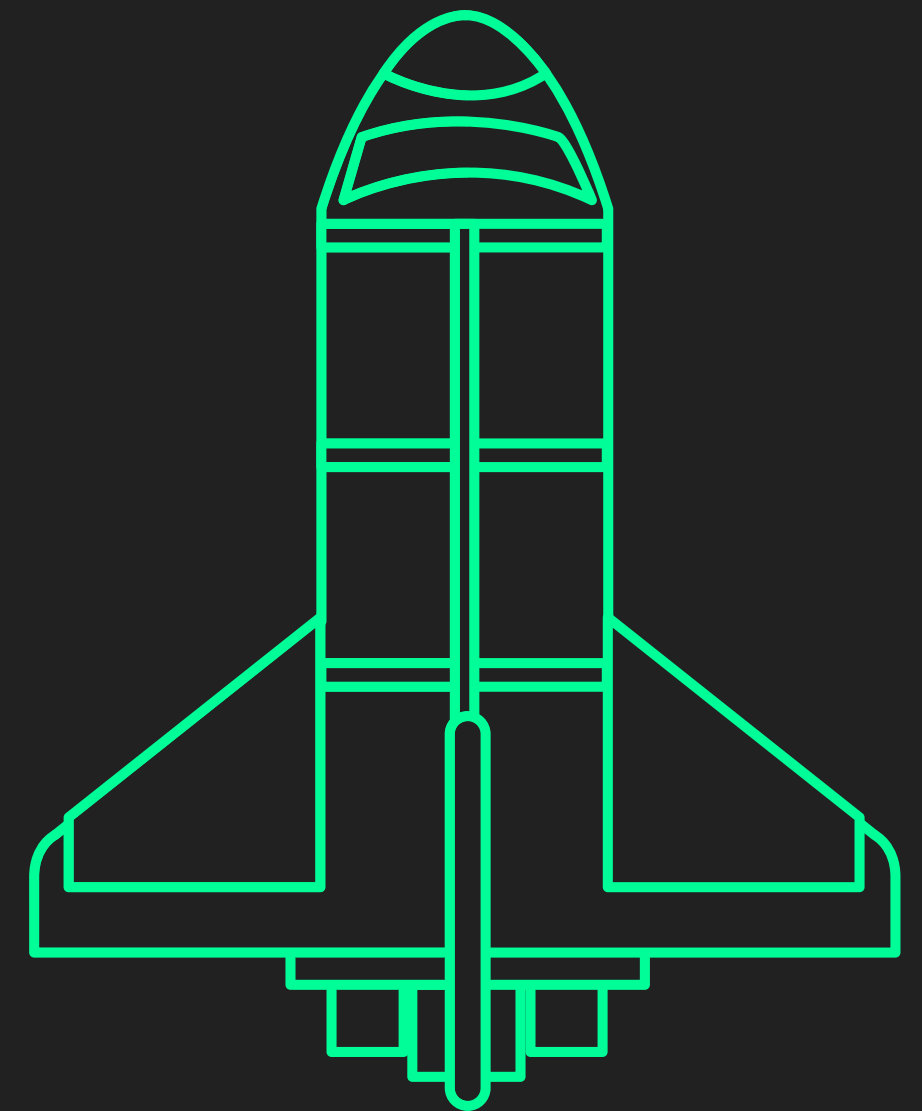
Purpose built ecommerce store, but also enables marketplace and in person selling.

EMAIL MARKETING TO BOOST AOV

Average Order Value (AOV) increased by a monthly average of 15%.

CLEAR BRANDING

Branding across the Shopify store is consistent across all marketing content.



Some insider tips...



Feature packed Shopify
themes



Simple to create
subscriptions

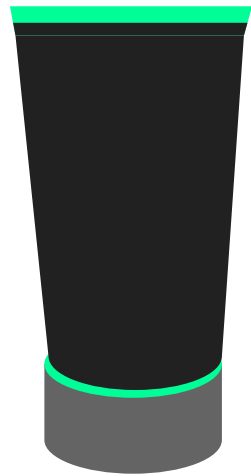


Data driven email
marketing



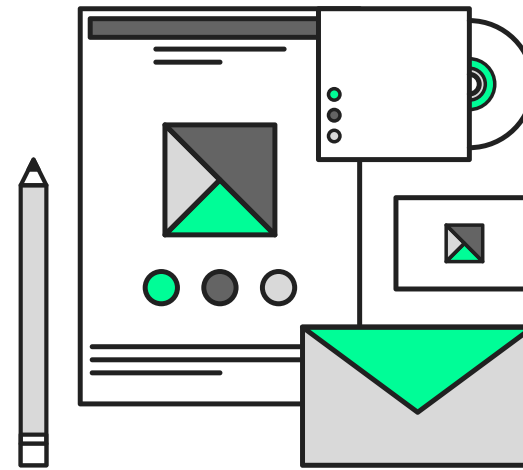
Powerful loyalty
programs

What do I need to do first?



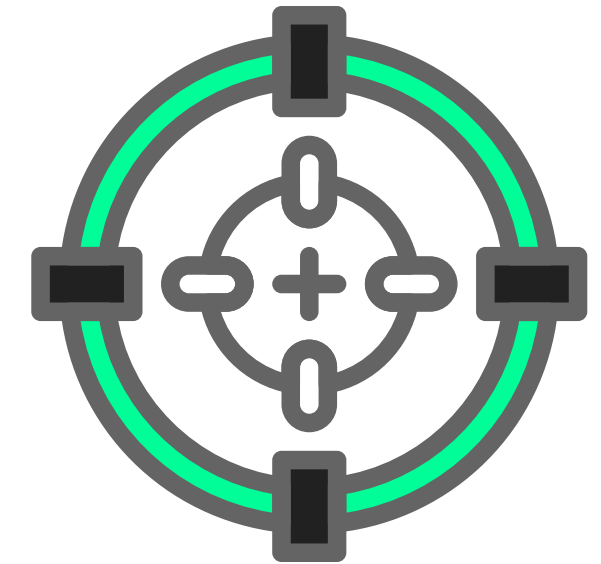
CLARIFY PRODUCTS

Offline vs Online offer



BRAND GUIDELINES

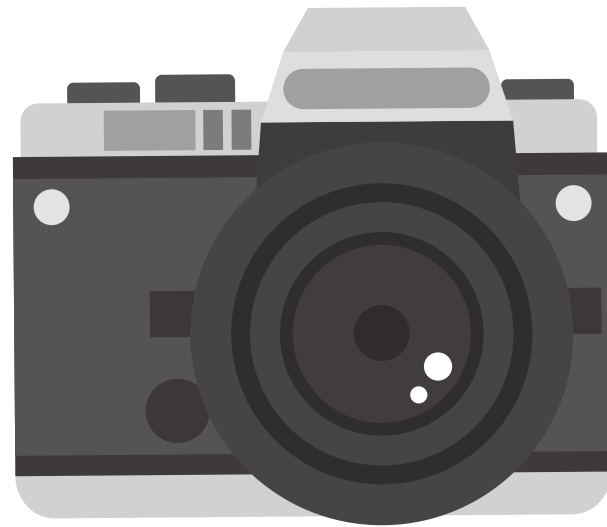
Projecting offline, online



SET OBJECTIVES

Sales target

What do I need to do first?



PRODUCT PHOTOGRAPHY

Demonstrate features



LIFESTYLE PHOTOGRAPHY

'In use' shots



CUSTOMER JOURNEY

Purchase 1 to Purchase 2

The Online vs Offline offer

IMPORTANT TO CONSIDER

- SHIPPING WEIGHT
Are all products cost effective to ship?
- PRODUCT COMPETITION
Does your USP apply locally and online?
- UPSELL POTENTIAL
Does your product range enable you to upsell?

How do I get eyes on my product?

USE OFFLINE DATA

Demographics, email
list, sales data

BUDGET BASED ON TARGETS

Marketing spend
driven by stats

ALWAYS TELL YOUR STORY

Story telling in all
marketing

BUILD A COMMUNITY

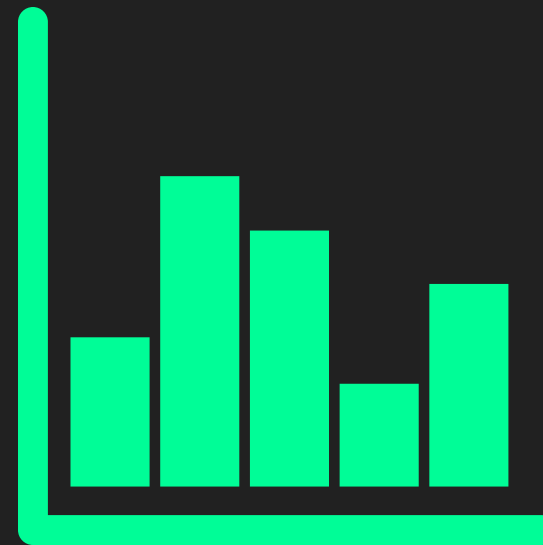
Facebook groups can
be powerful

Offline data for marketing



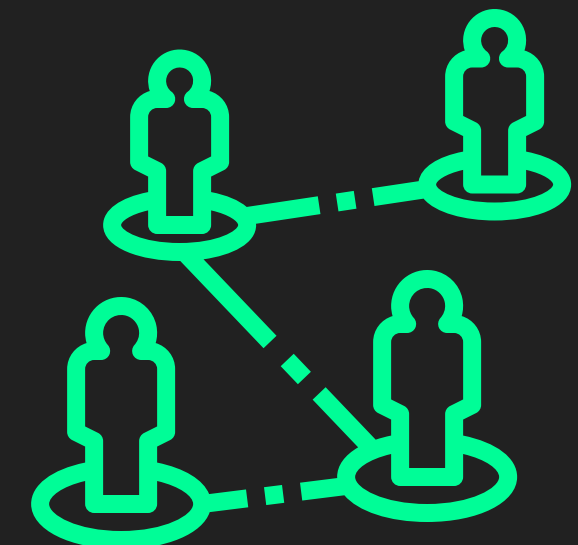
EMAIL LIST

Facebook Ads, Email marketing



SALES DATA

Online offer and upsells



DEMOGRAPHICS

Content strategy and blog writing

Community based marketing

Creation of a Niche FB group



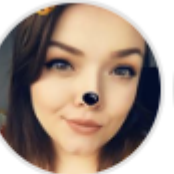




Focus on advice

Market Research

Reviews


Members · 1,991

Admins and Moderators




Sarah and NI Candle Supplies Ltd are admins. Zania, Diane and 3 other members are moderators.

Activity

6 


New posts today

98 in the last 30 days

1,991 

Members

+46 in the last 30 days

Created about 2 years ago by NI Candle Supplies Ltd 

Key takeaways

1. Choose the platform that matches your goals
2. Keep focus on the product at all times
3. Use offline data to drive initial online marketing



Q&A

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