Re-thinking & Pivoting Your Business Model During COVID-19

a beginner's guide to e-commerce
Dimple is a multiple award-winning, small business entrepreneur, with a career in technology and marketing that spans 12+ years. Having previously won the Power 30 Under 30 Award early in her career, along with a Small Business of the Year Award from the U.S. Chamber of Commerce, Dimple is a seasoned executive that advises savvy start-ups to billionaires on projects that have ultra-complex technical needs.

CEO, TrillionVue Advisors
Thomas Ciccarelli is a developer with over 13 years of experience. He is top ranked and superior in providing full-service solutions that perform, deliver, and compel profit.

Thomas’ portfolio ranges from celebrity personalities to local businesses and Fortune 500 companies.

CEO, Giant Titan
WHAT WE'RE COVERING

• How should brands adapt given the unprecedented challenges by switching to e-commerce?

• Choosing and managing an e-commerce platform for your business

• Marketing your e-commerce business
How Should Your Business Adapt?

1. CHOOSE THE RIGHT PLATFORM(S)
   There's no one perfect place to sell your products online.

2. KNOW WHAT YOU'LL NEED TO LAUNCH
   Products, shipping, payment gateways, analytics, and more.

3. LEARN HOW TO MANAGE AND MAINTAIN
   Managing orders, customer service, workflows

4. HAVE A COMPREHENSIVE MARKETING PLAN
   Email, social media, Google Ads, SEO/SEM
# Choose the Right Platform(s)

<table>
<thead>
<tr>
<th>Platform</th>
<th>Description</th>
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<tbody>
<tr>
<td>AMAZON</td>
<td>Great for name-brand products, books, products with a bar code</td>
</tr>
<tr>
<td>E-BAY</td>
<td>Sell all kinds of random things that are old and new</td>
</tr>
<tr>
<td>ETSY</td>
<td>Perfect for handcrafted, DIY, and art products</td>
</tr>
<tr>
<td>SHOPIFY</td>
<td>Build a customized store with themes and apps</td>
</tr>
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OTHER TYPES OF PLATFORMS
WHERE TO SELL ONLINE

- Crowdfunding
- One-Product Pages
- Self-Hosted Online Stores
AMAZON
Pros vs. Cons

OFFERS FULFILLMENT SERVICES

Fulfillment By Amazon (FBA) is a service provided by Amazon that provides storage, packaging, and shipping assistance to sellers. The program allows sellers to ship their merchandise to an Amazon fulfillment center, where items are stored in warehouses until they are sold.

LIMITED CONTROL

While straightforward, there are limited options to stand out. Data privacy is questionable. Favors its buyers. Policies are arguably strict and unclear.
AMAZON
Pros vs. Cons

FEES
Depending on your set-up, plan to pay for subscription fees, per-item fees, referral fees, closing fees, high-volume listing fees, refund administration fees, and more.
FULLY HOSTED

Server maintenance, updates, and security is handled for you

YES, THERE’S AN APP FOR THAT...

The Shopify app store includes a plethora of (free and paid) tools to cross-post products, integrate social media, manage your database, etc. Also integrates with 100s of payment processors worldwide
**SHOPIFY**

**Pros vs. Cons**

**FEES**

Basic plan only covers minimal features. Prepare to pay fees for advanced features to run your store.

**ADVANCED CUSTOMIZATION**

If a theme (look and feel of the store) needs to be customized or modified, Shopify has their own PHP language called Liquid, which typically requires the assistance of a professional developer.
A LAUNCH CHECKLIST FOR ONLINE MARKETPLACE SELLING...

- Prepare legal business name, tax IDs, business address, and contact information
- Plan your budget, overhead expenses, profit margins
- Research and plan your return and shipping methods and policies
- Create stellar product photos and descriptions
- Product strategy (what will you sell?)
- Pricing strategy
- Perform competitor research
- Understand how to manage online reviews and customer feedback
A LAUNCH CHECKLIST FOR HOSTED STORES...

- Start-up plans, budgets, overhead, expenses, profit margins, legal paperwork, billing information, and capital
- A list of your sales channels (if more than one)
- A name, domain, and branding
- A list of your payment gateway(s)
- Sitemap and a list of site features (reviews, analytics)
- Product strategy (photography, descriptions - production, manufacturers, dropship, or print on-demand)
- Pricing strategy and competitive analysis
- A plan for taxing, shipping, order management, customer support/feedback, return policies, and driving traffic to your store
- Building workflows (optimization, notifications settings)
LEARN HOW TO MANAGE AND MAINTAIN CUSTOMER SERVICE

MULTI-CHANNEL SUPPORT
Phone, email, live chat, social media, SMS, and FAQ

RESPONSE TIMES
Speed is king (or queen), but don't forget about quality over quantity

CONSIDER ENTIRE JOURNEY
Create a remarkable experience, surprise and delight
LEARN HOW TO MANAGE AND MAINTAIN WORKFLOWS AND AUTOMATION

TRACK CUSTOMERS WHO MAKE FREQUENT RETURNS
Get alerted about "serial returners" or "wardrobing"

ADD A NEW CUSTOMER TO AN EMAIL DATABASE
Spend less time on manual data entry

SHARE TO SOCIAL MEDIA
Automatically share new product listings to social media

TRACK AND REWARD
Easily implement loyalty and retention initiatives
HAVE A COMPREHENSIVE MARKETING PLAN

SEO
Search engine optimization allows search engines to rank your brand’s search engine ranking (organically)

GOOGLE ADWORDS
A paid advertising method on Google.com to reach a targeted audience with ads at the top of a search results page

EMAIL MARKETING
Build a list, create effective campaigns, and track your results
SOCIAL MEDIA MARKETING
Get followers, create strategies/content, explore paid advertising opportunities, and track conversions

PR AND TRADITIONAL
Public relations, press releases, guerilla marketing, go offline and go where groups gather

STRATEGIC PARTNERSHIPS
Influencer marketing, co-create products, free samples, run contests and promotions
HAVE A COMPREHENSIVE MARKETING PLAN

SOCIAL MEDIA MARKETING

DID YOU KNOW...you can track sales with social media marketing? It's not just a place to get "likes" and awareness. For example, if you set-up and install the free Facebook pixel on your e-commerce store, you can track conversions (sales) from your Facebook/Instagram advertising campaigns.
IN CONCLUSION

E-commerce is as simple or complex as you want it to be. You may get stuck, but don't worry - it happens to the best of us.

The good news: You can always refer to any platform's robust help documentation, Google it, and/or seek qualified experts to help you.
Q&A SESSION

#ASKDIMPLE
#ASKTOM

WHAT KNOWLEDGE DO YOU WANT TO WALK AWAY WITH TODAY?
STAY IN TOUCH!

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