Getting Set up for E-Commerce

Poll #1

Do you currently have a e-commerce website?

Yes/No

Poll #2

Did you know it is possible for a small business to manage a website?

Yes/No

Why Change to e-commerce?

- Global e-commerce sales 3.5 trillion in ecommerce sales in 2019
- Share of online traffic generated via Mobile 51.3%
- Most popular online website – Amazon.com
- PayPal's total payment volume worldwide – 2777.07bn USD
- Average number of Monthly visits to global retail e-commerce websites – 21.96bn

Reference – emarketer.com and statista.com

How has COVID Changed Consumers

- Increase on essential products purchased online (groceries & health)
- Changed consumers desire for convenience. (Example order and pick up groceries online)
- Virtual experience becoming more popular (purchasing, makeup, eyeglasses, clothing using programs to see the results)
- Free shipping offered to encourage online shopping and safe shopping
- Change in consumers habits (subscriptions, weekly ordering etc.)

By 2022

- Potential 3 billion buyers in 2022
- New ecommerce brands popping up and target local audiences.
- Debate on if/when brick and mortar will change in the future.

Reference – oberio.ca

E-Commerce (food, plant and animal)

- Check the Government of Canada website under e-commerce www.inspection.gc.ca/importing-food-plants-animals
- Make sure products that you are importing and shipping in Canada are following the current rules set out by the Government of Canada.

Poll #4

Are you selling your product or service with an e-commerce system and POS system?

Yes/No

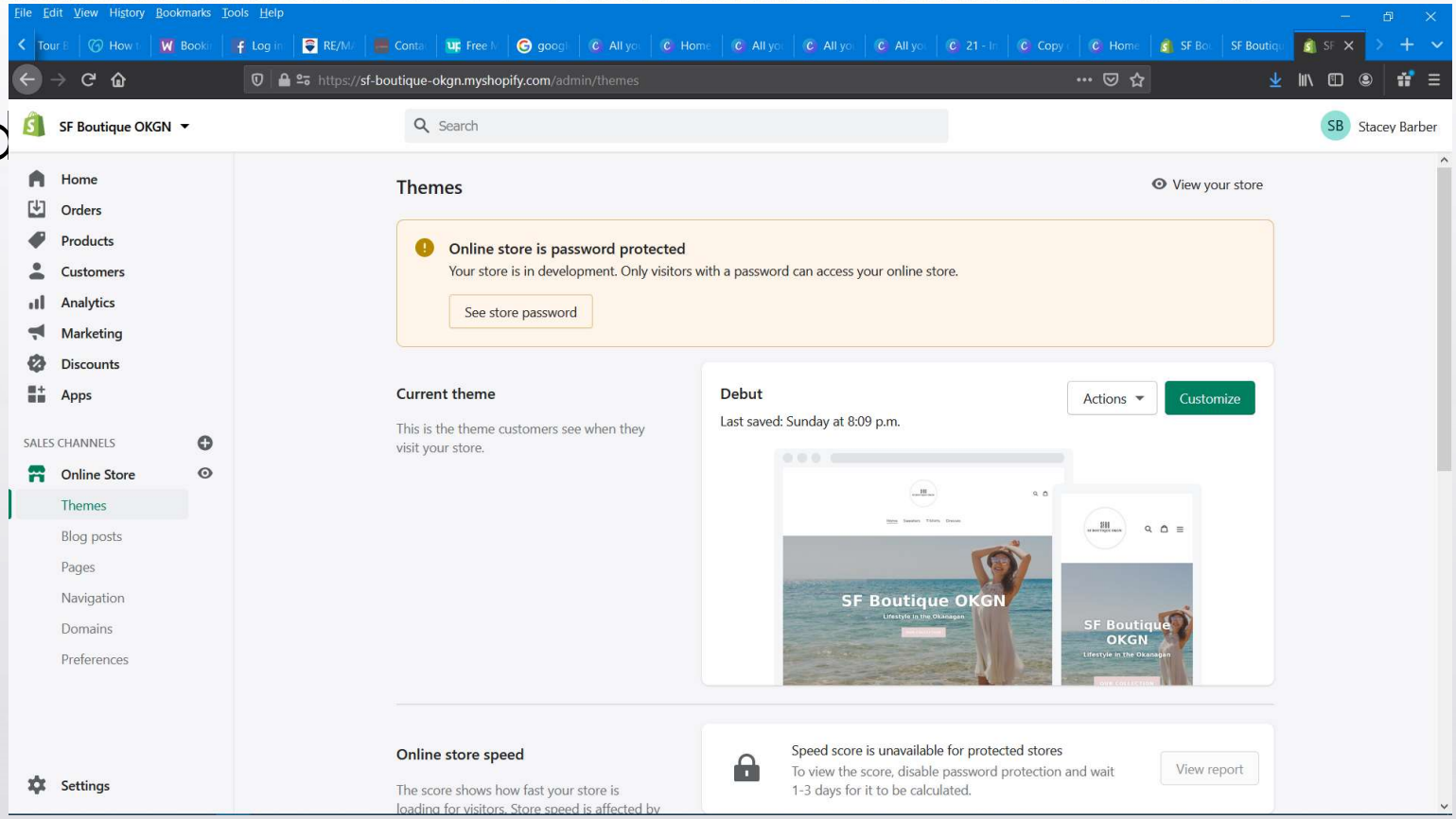
Poll #3

Do you currently have a Shopify or Squarespace website?

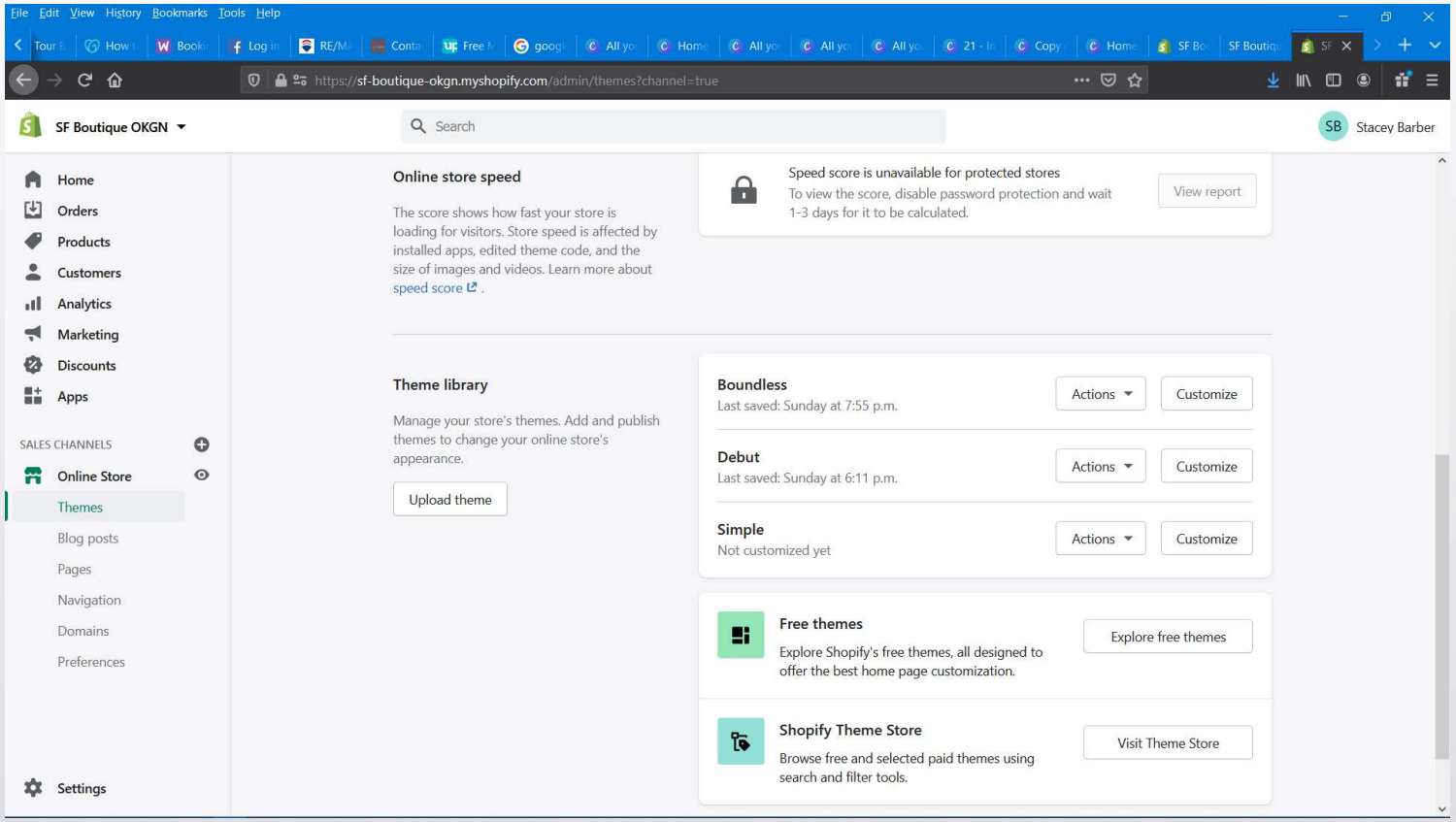
Yes/No

Shopify

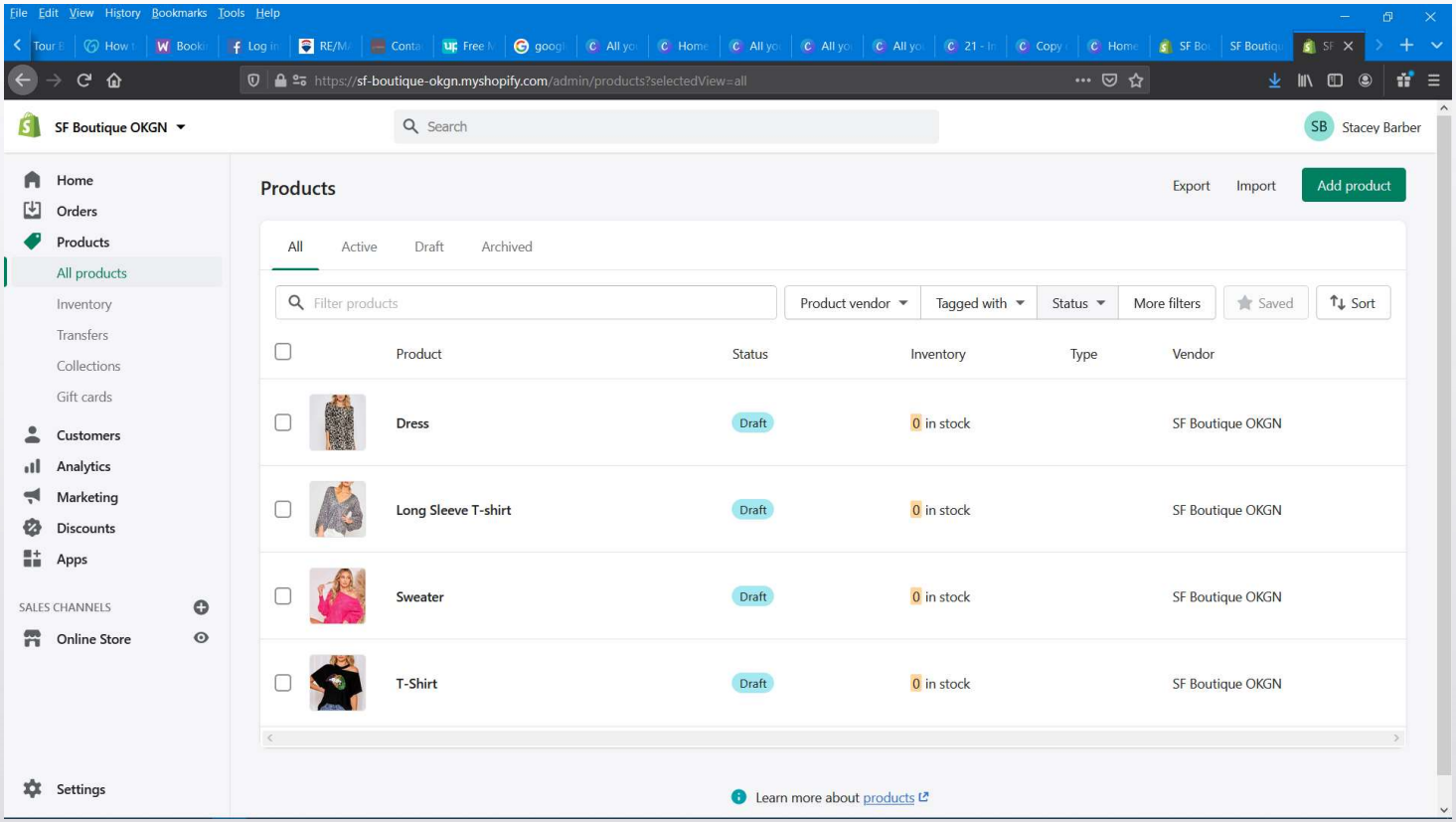
Shopify Back End



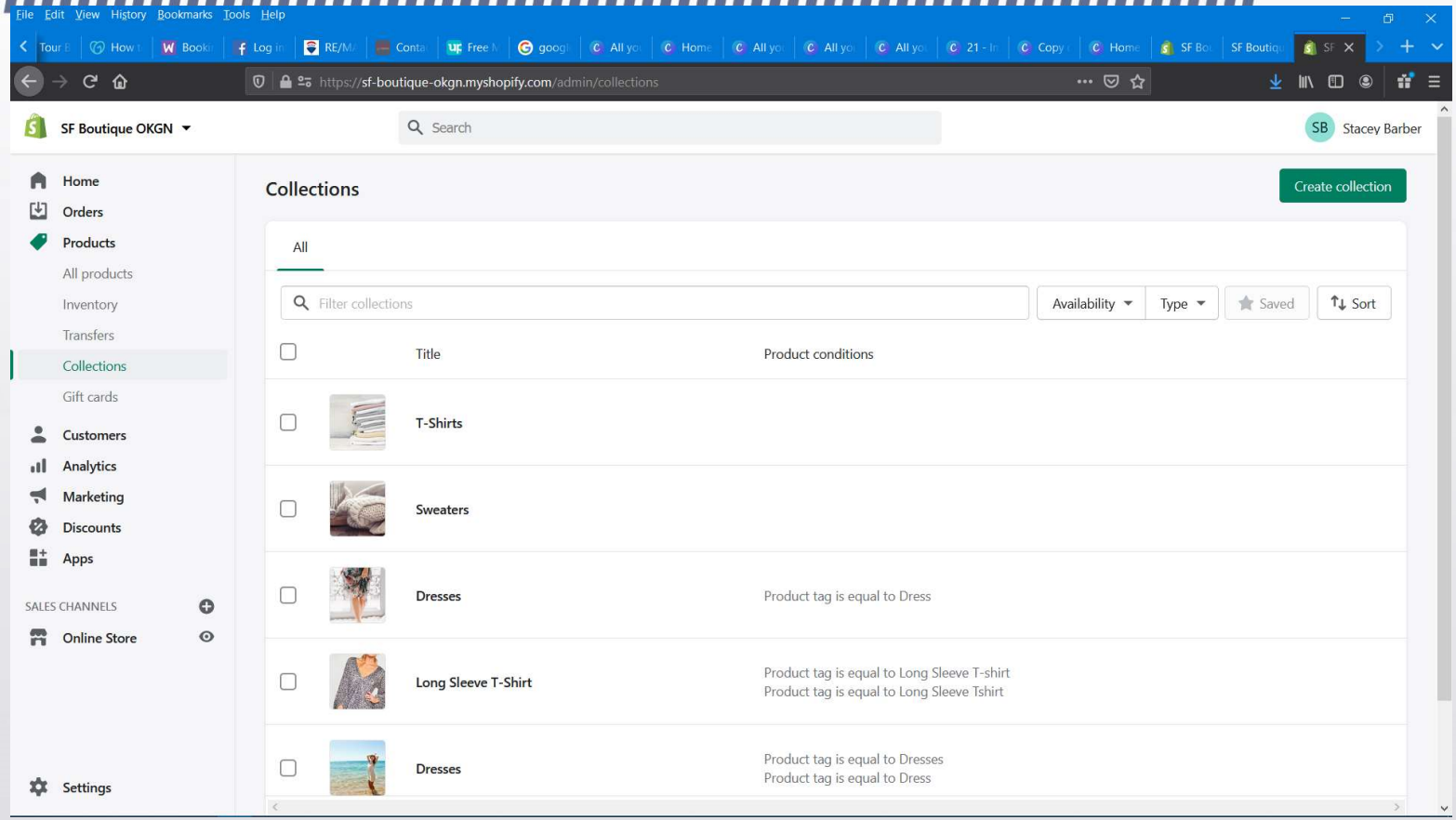
Shopify Theme



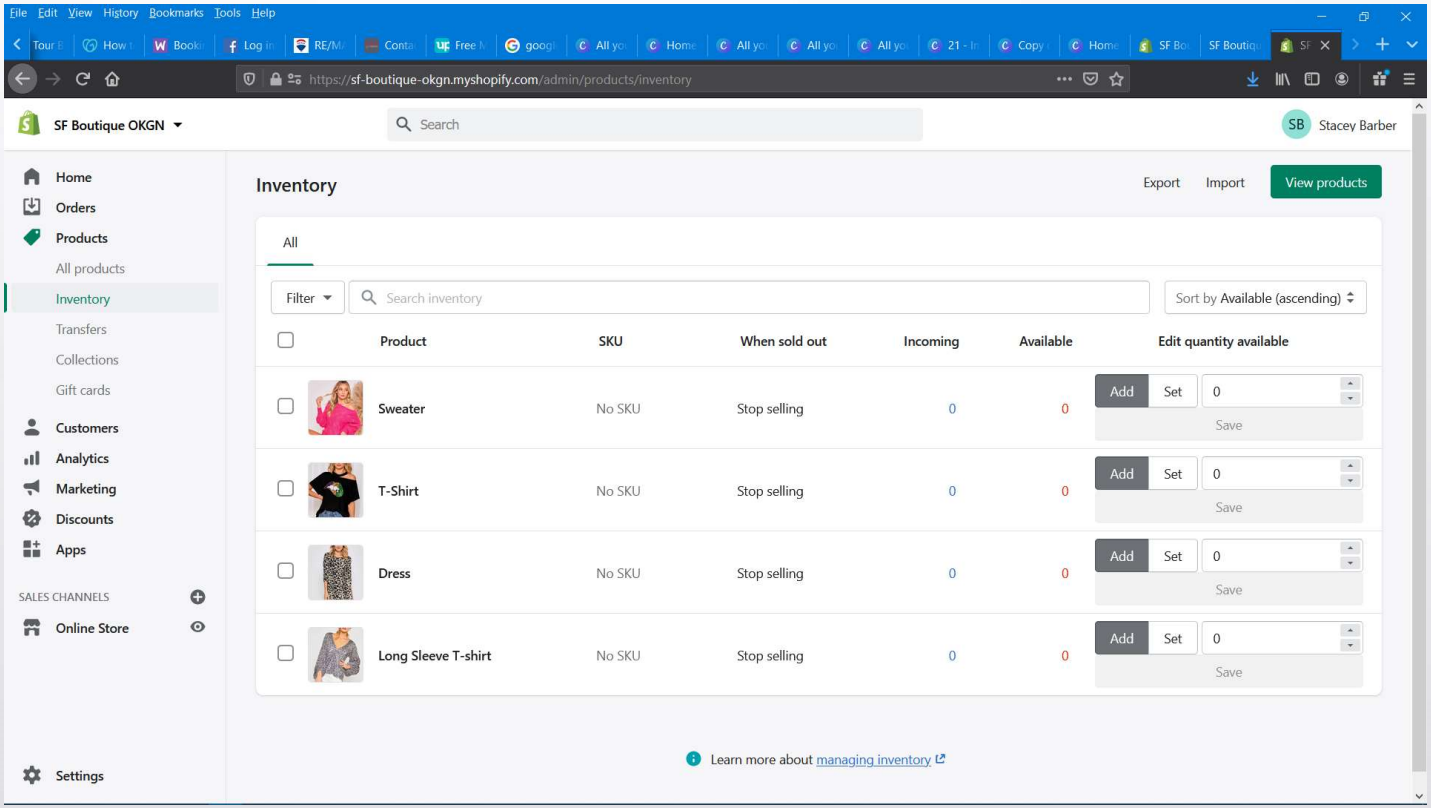
Shopify Products



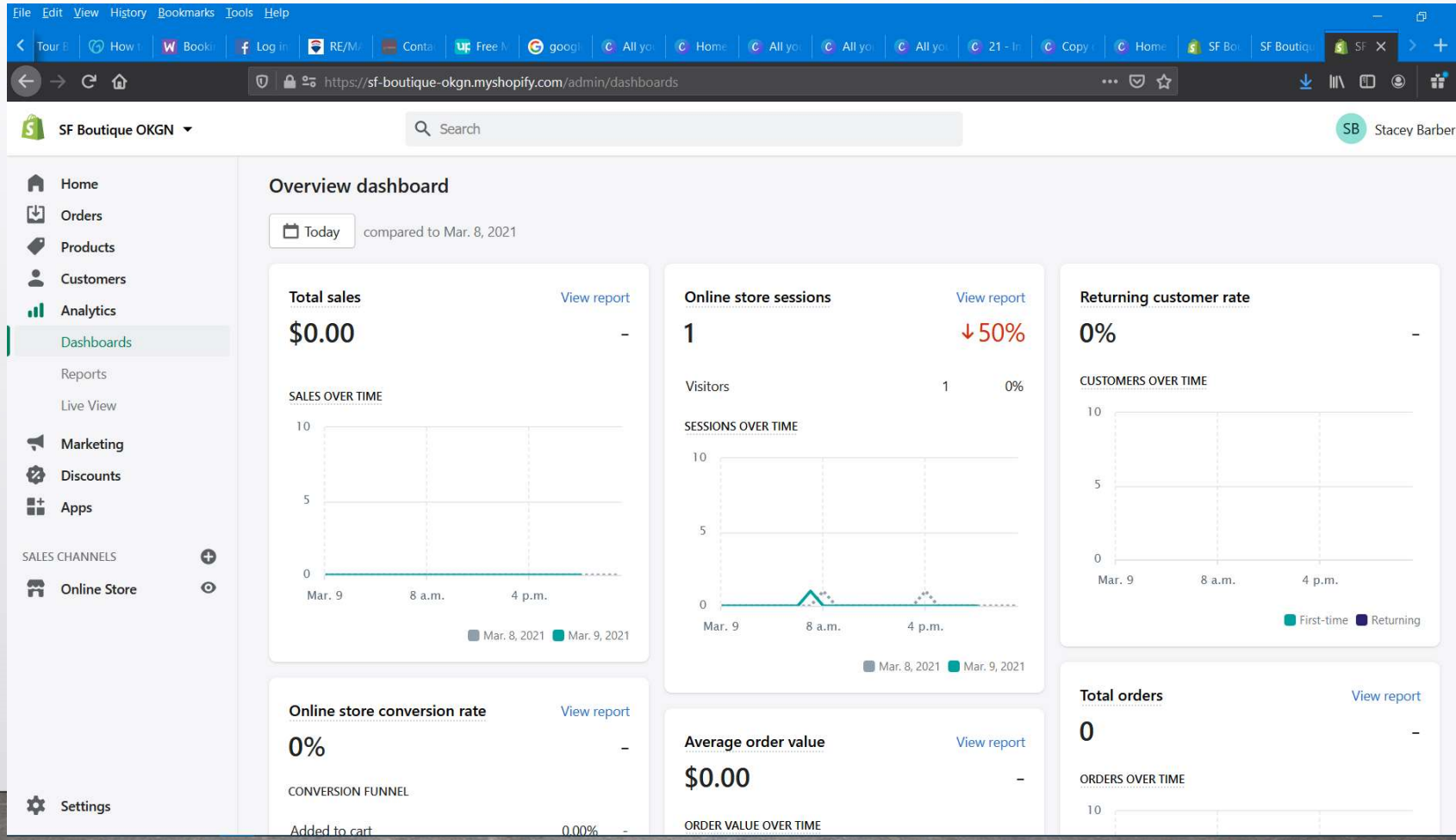
Shopify Collections



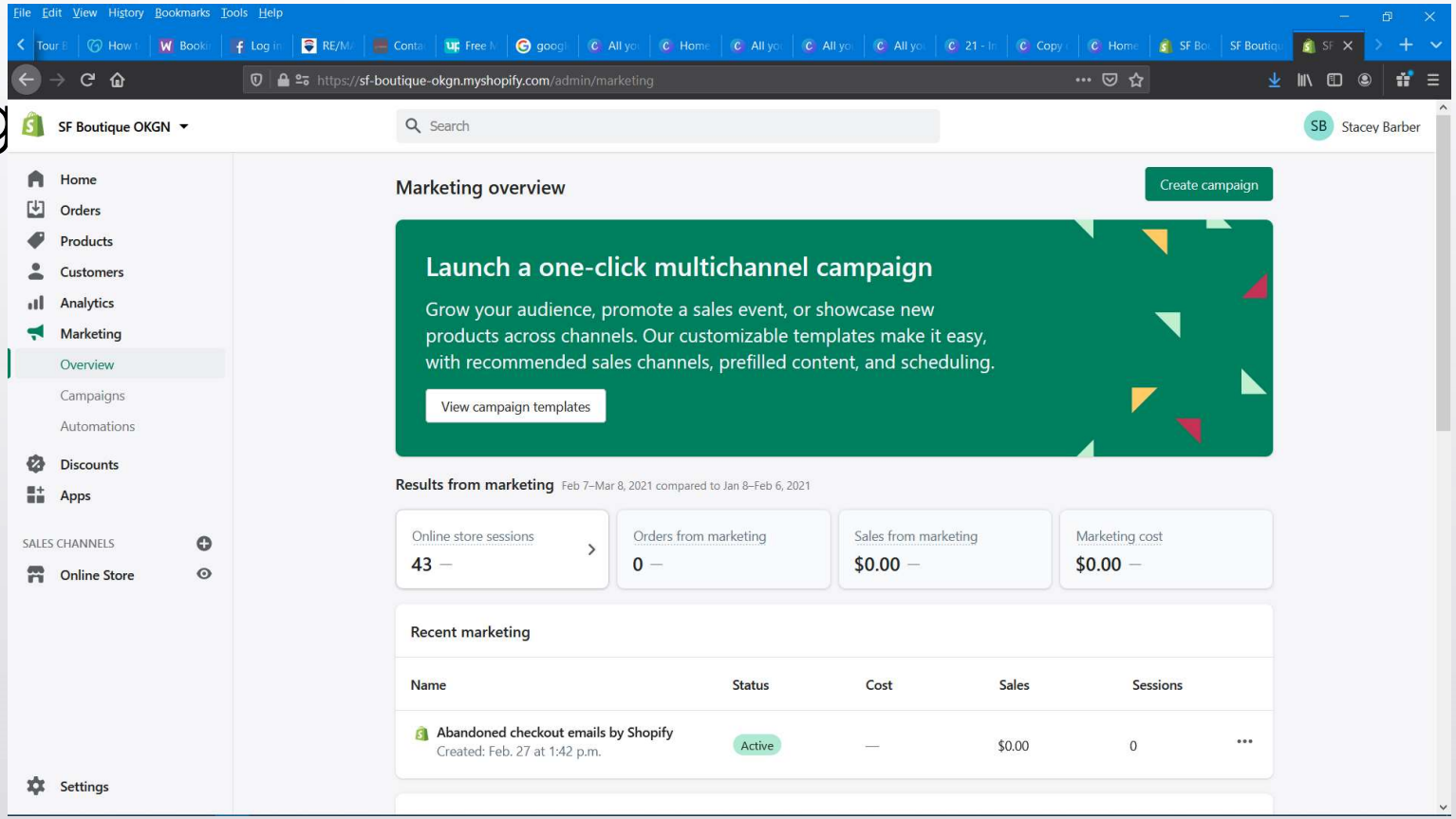
Shopify Inventory



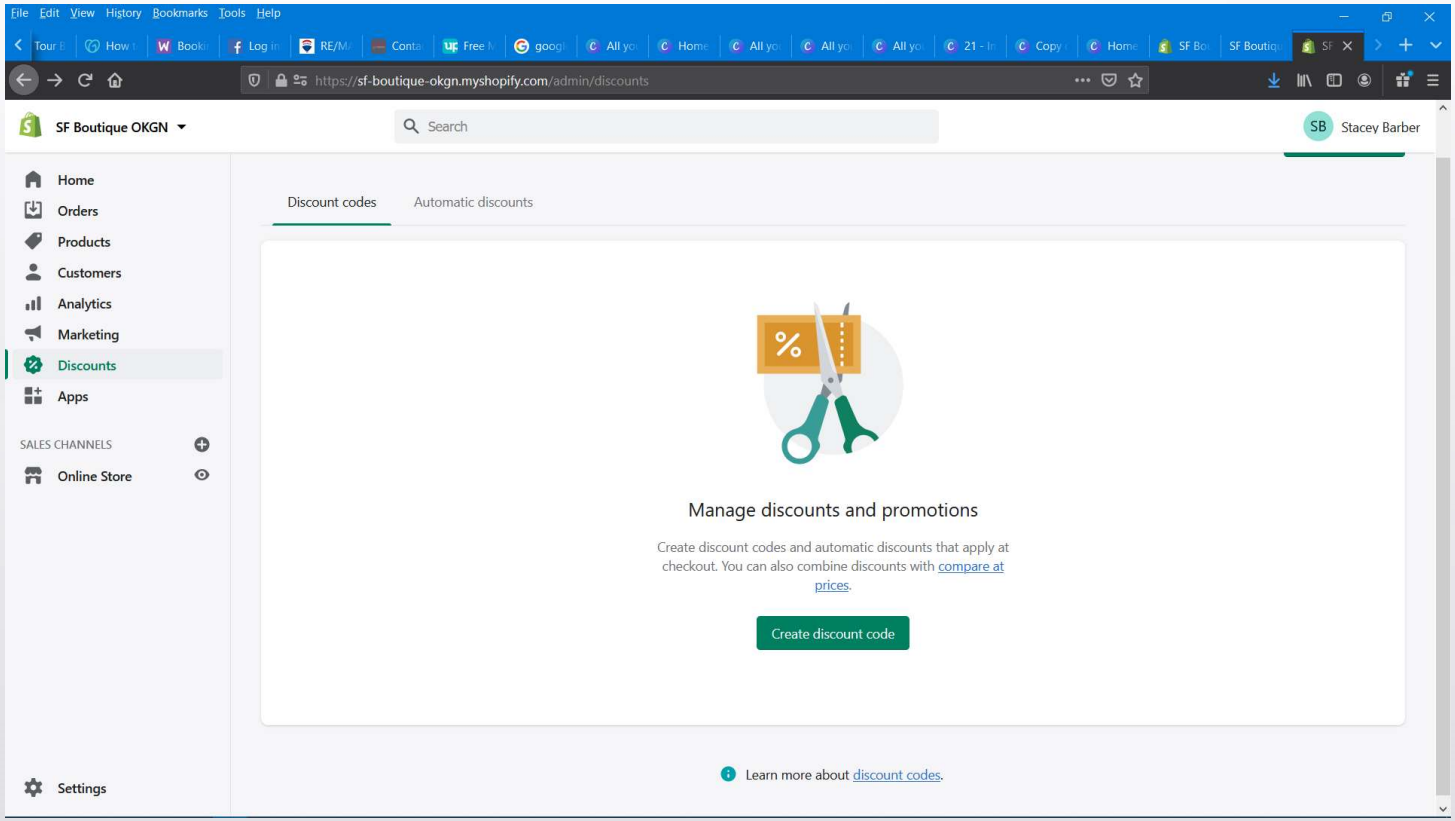
Shopify Analytics



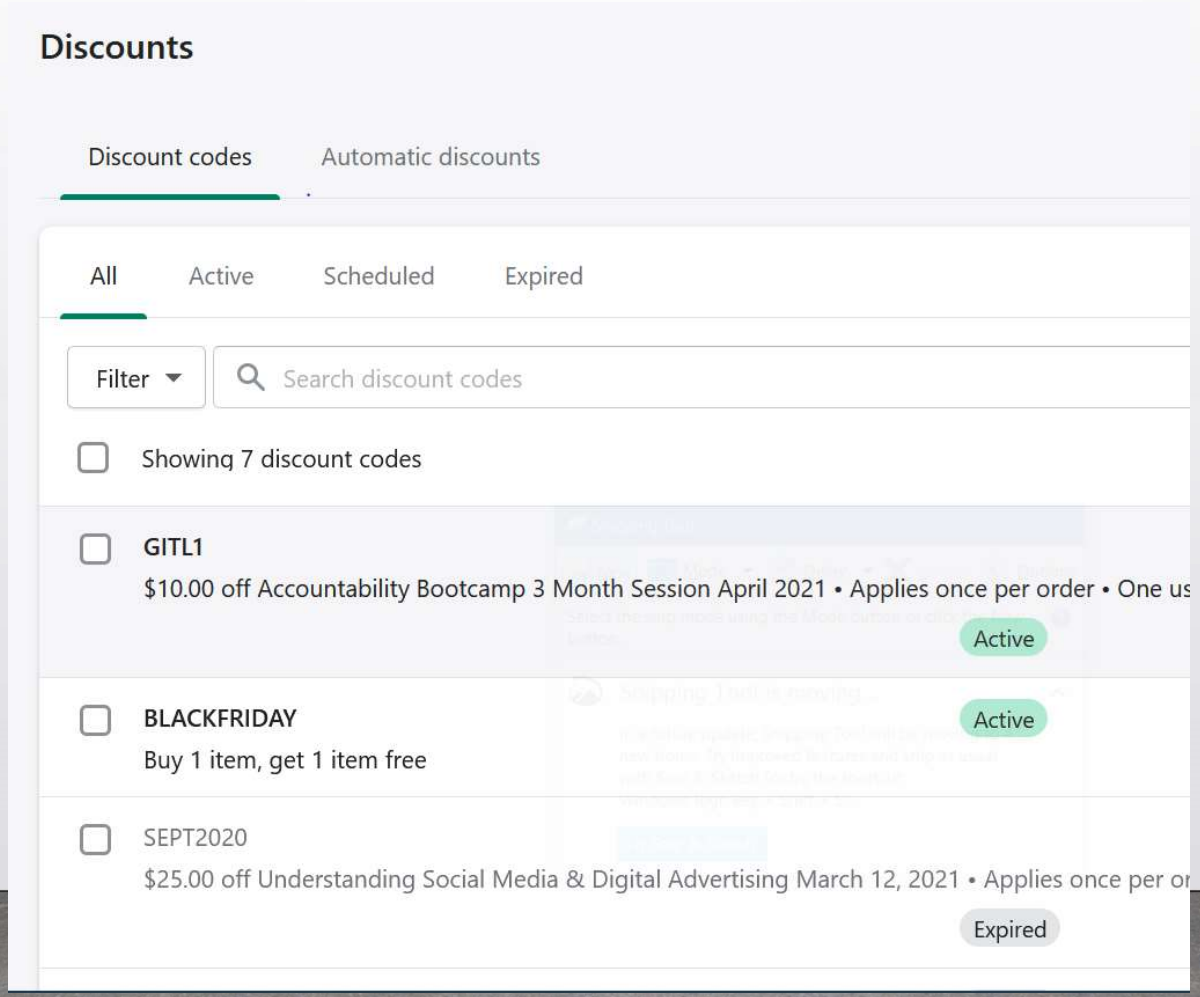
Shopify Marketing



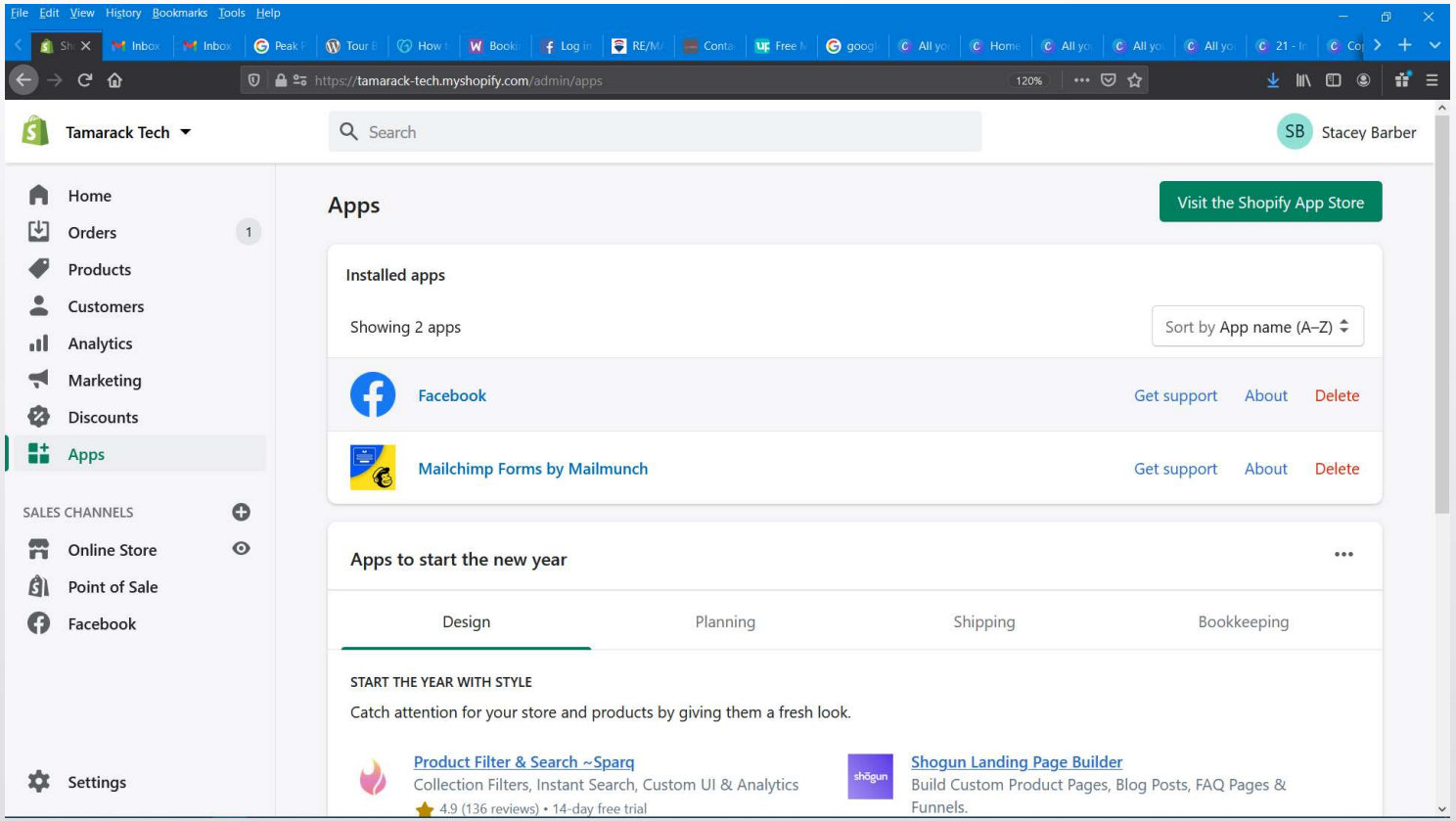
Shopify Discount Codes



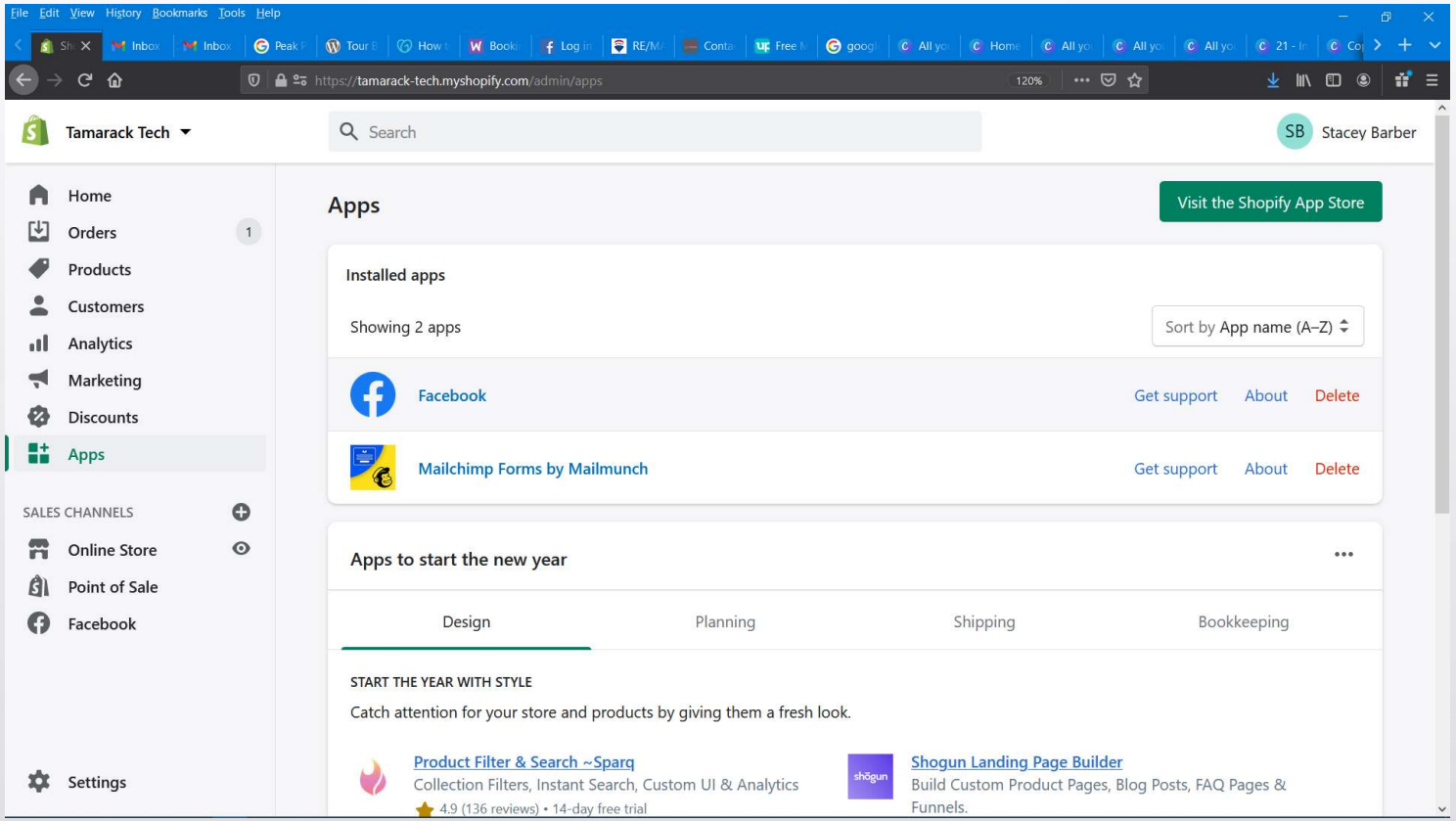
Shopify Discount Codes Examples



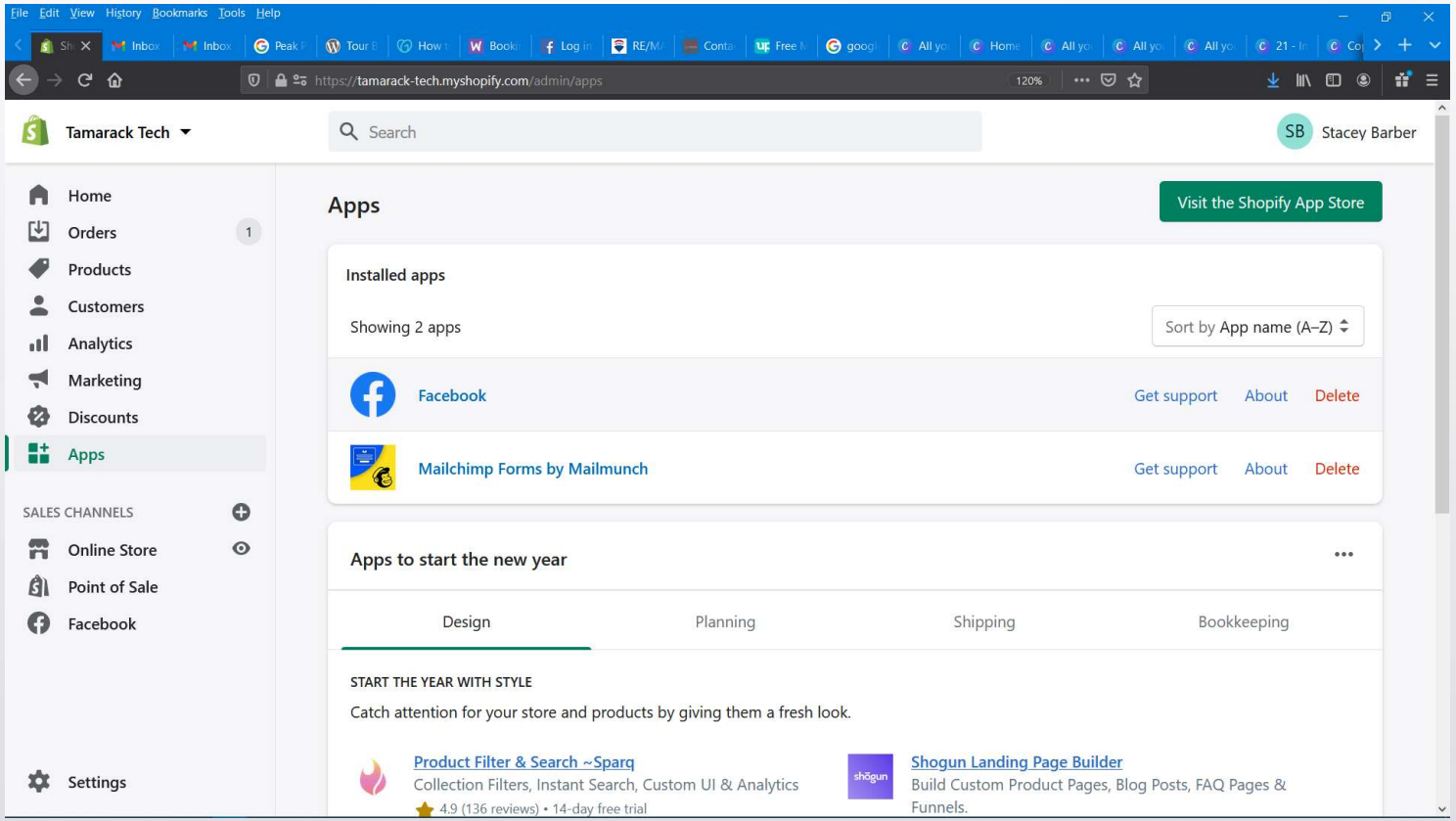
Shopify Apps



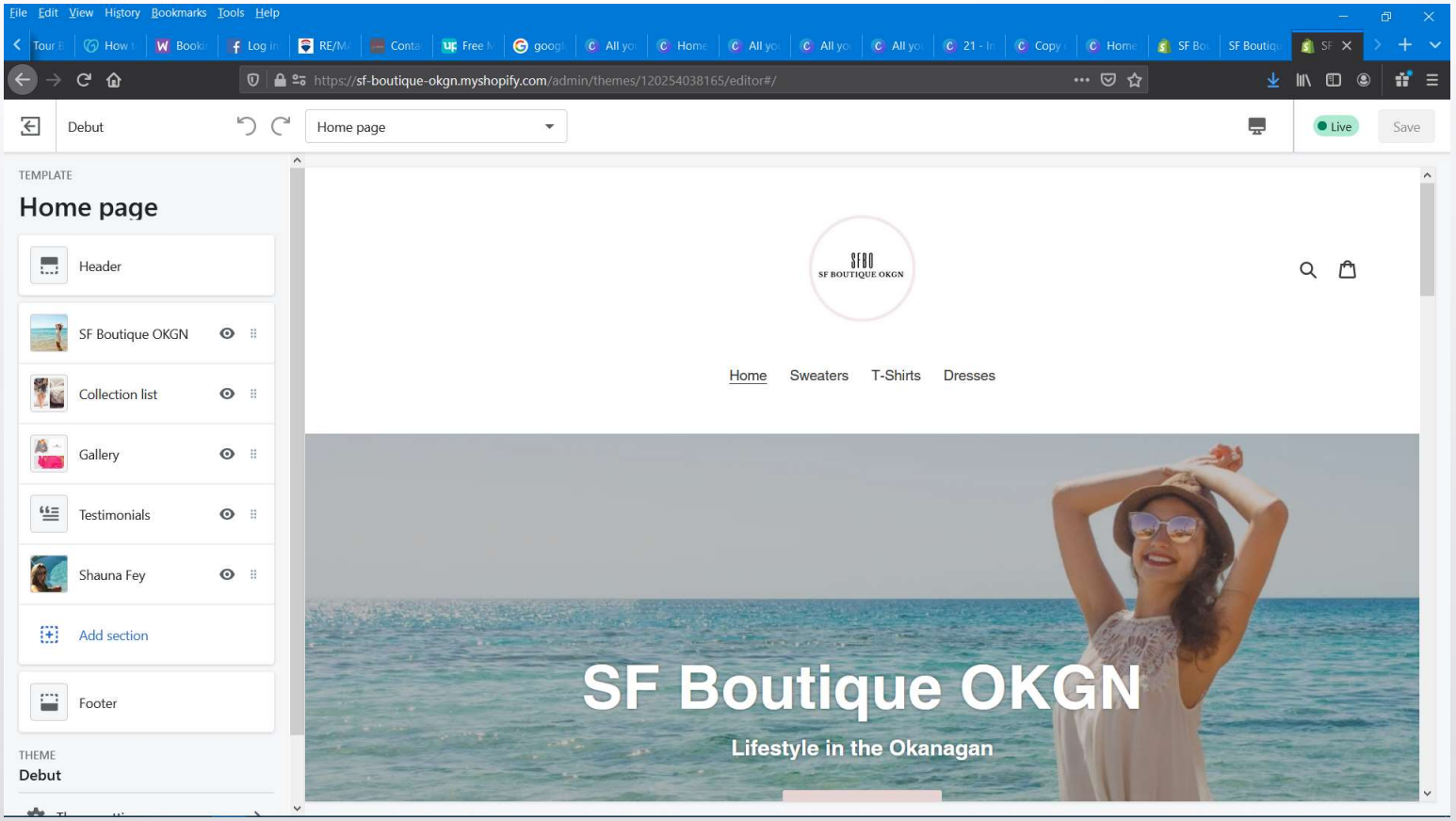
Shopify Apps



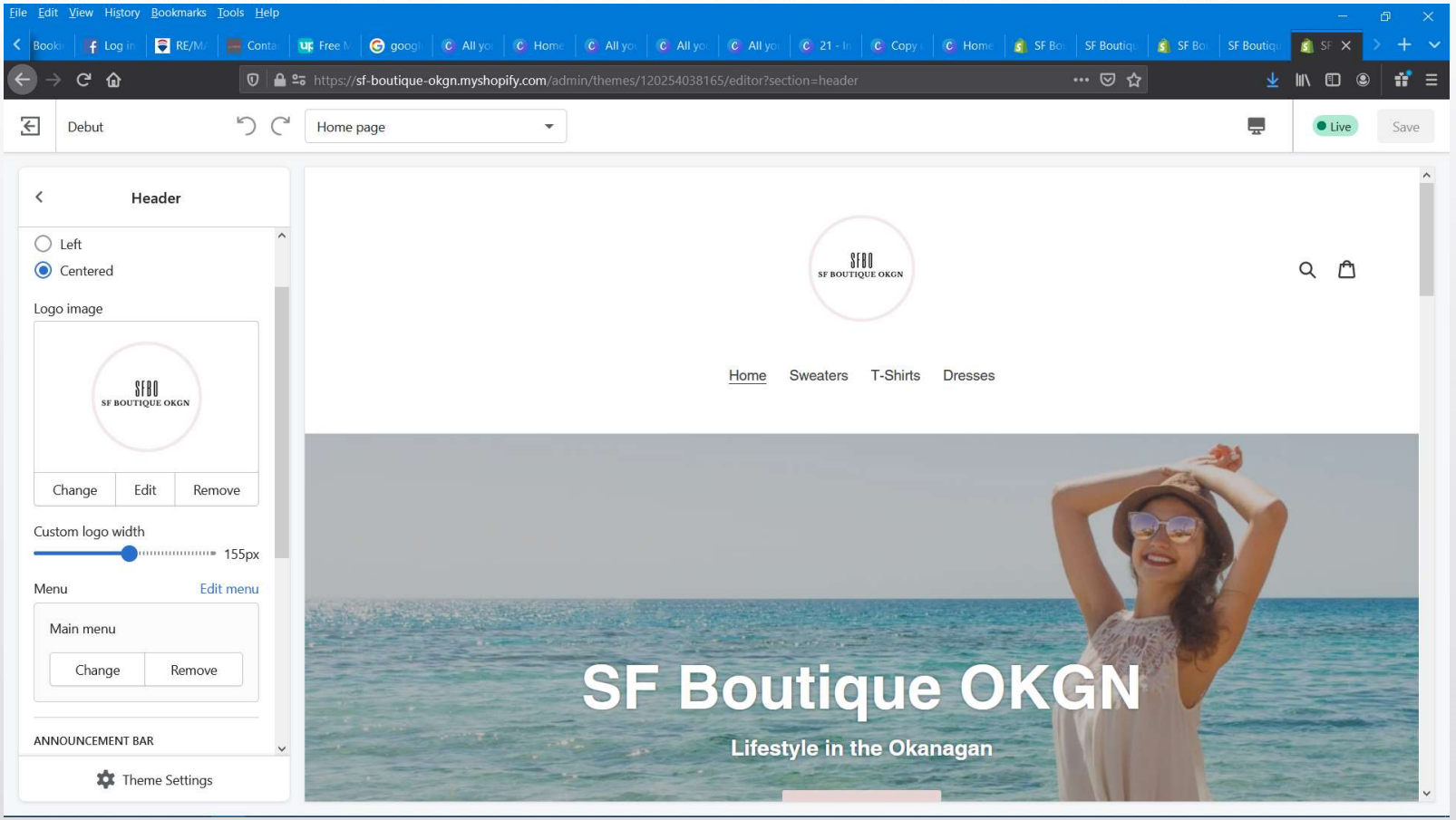
Shopify Apps



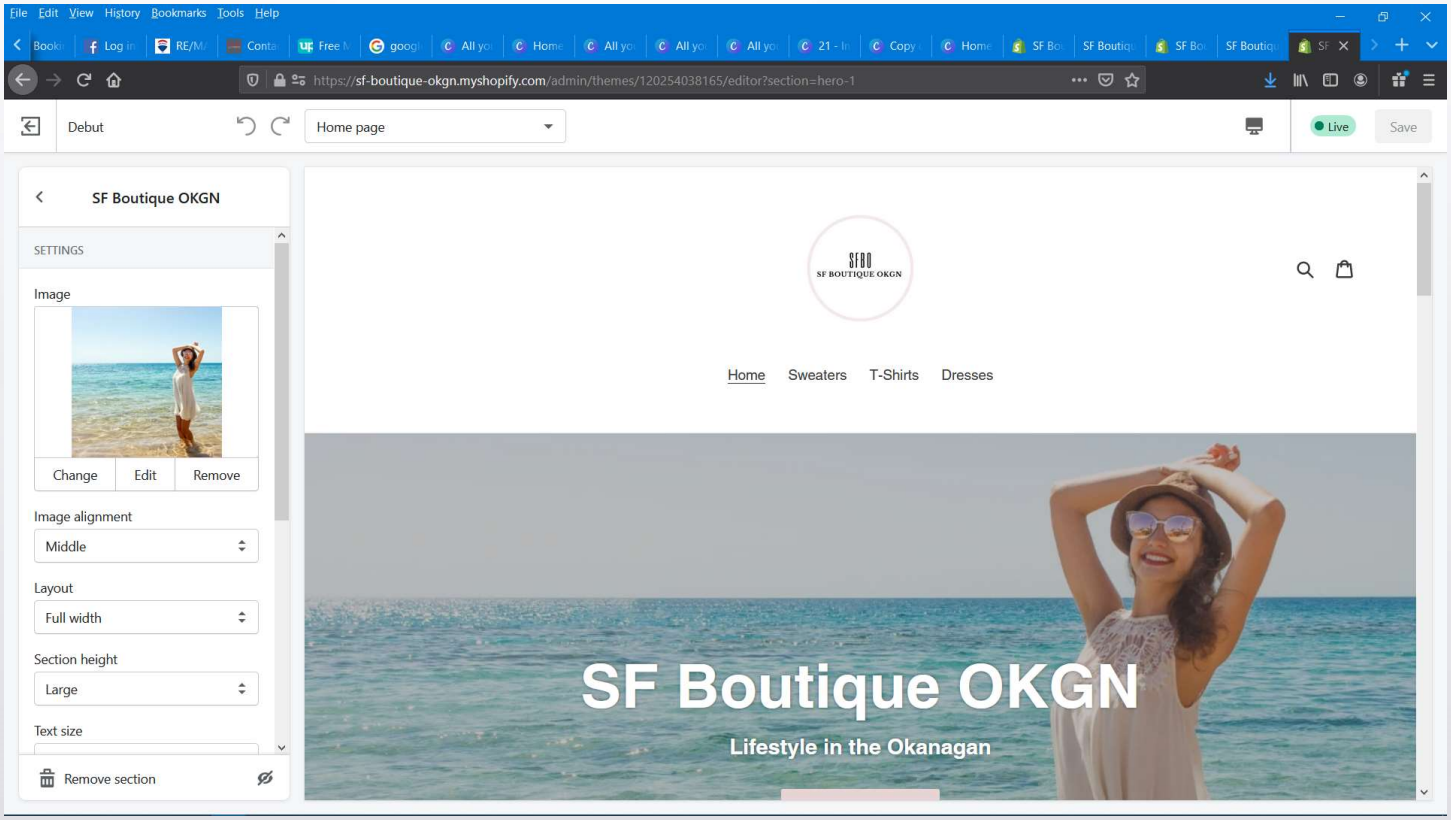
Shopify Front End



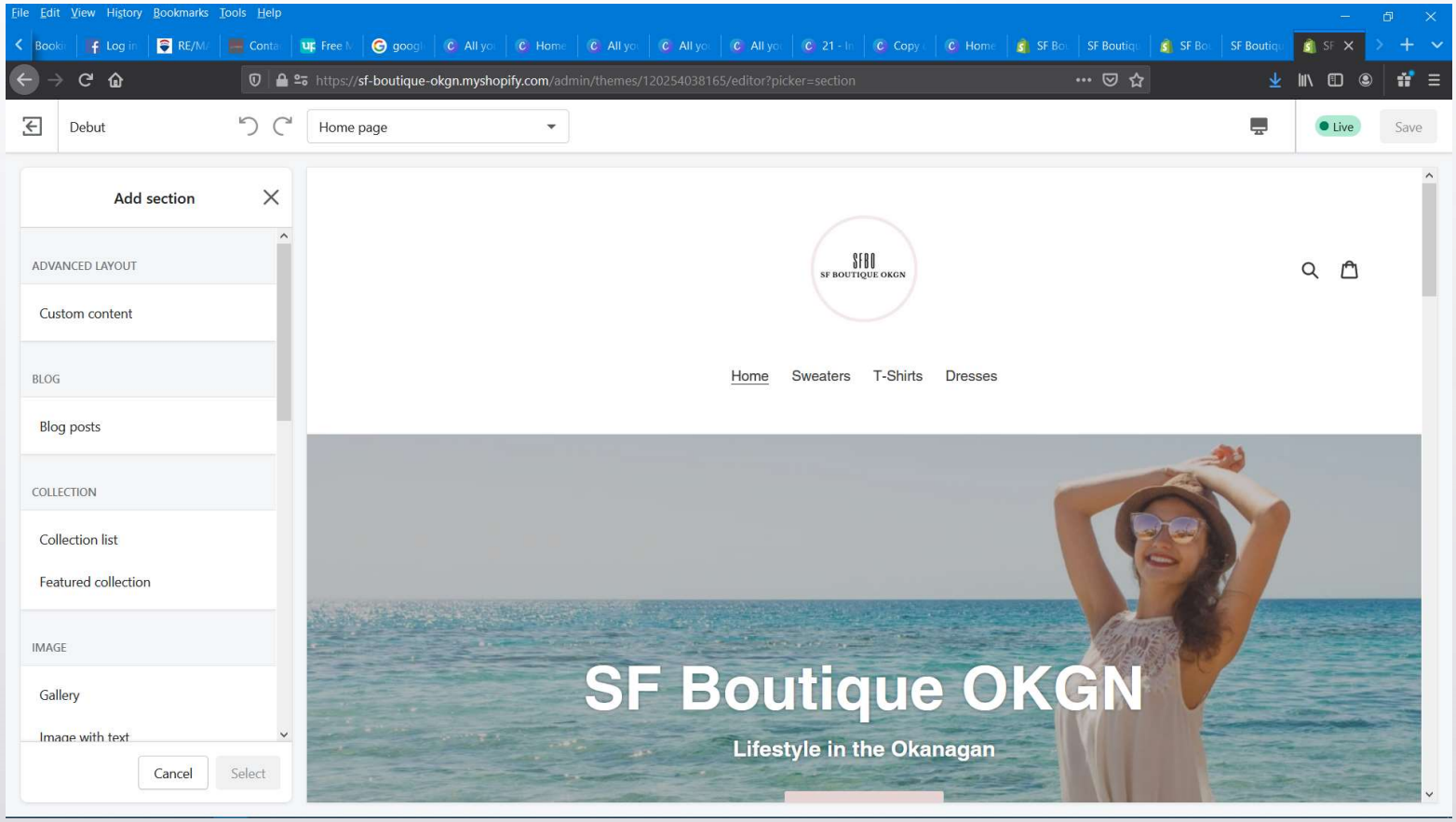
Shopify Header



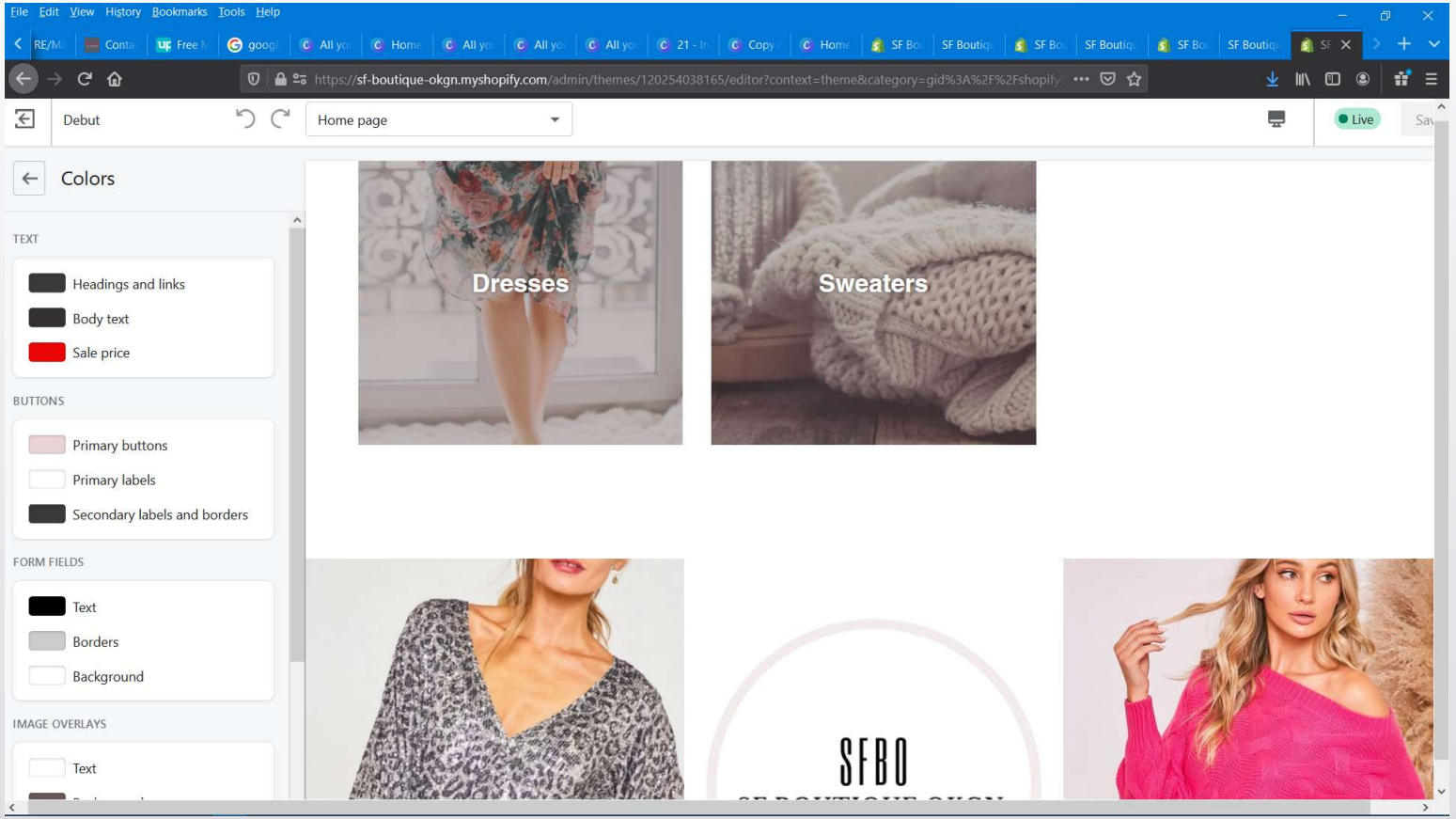
Shopify Block



Shopify Add Section



Shopify Theme Colors Use Your Branding



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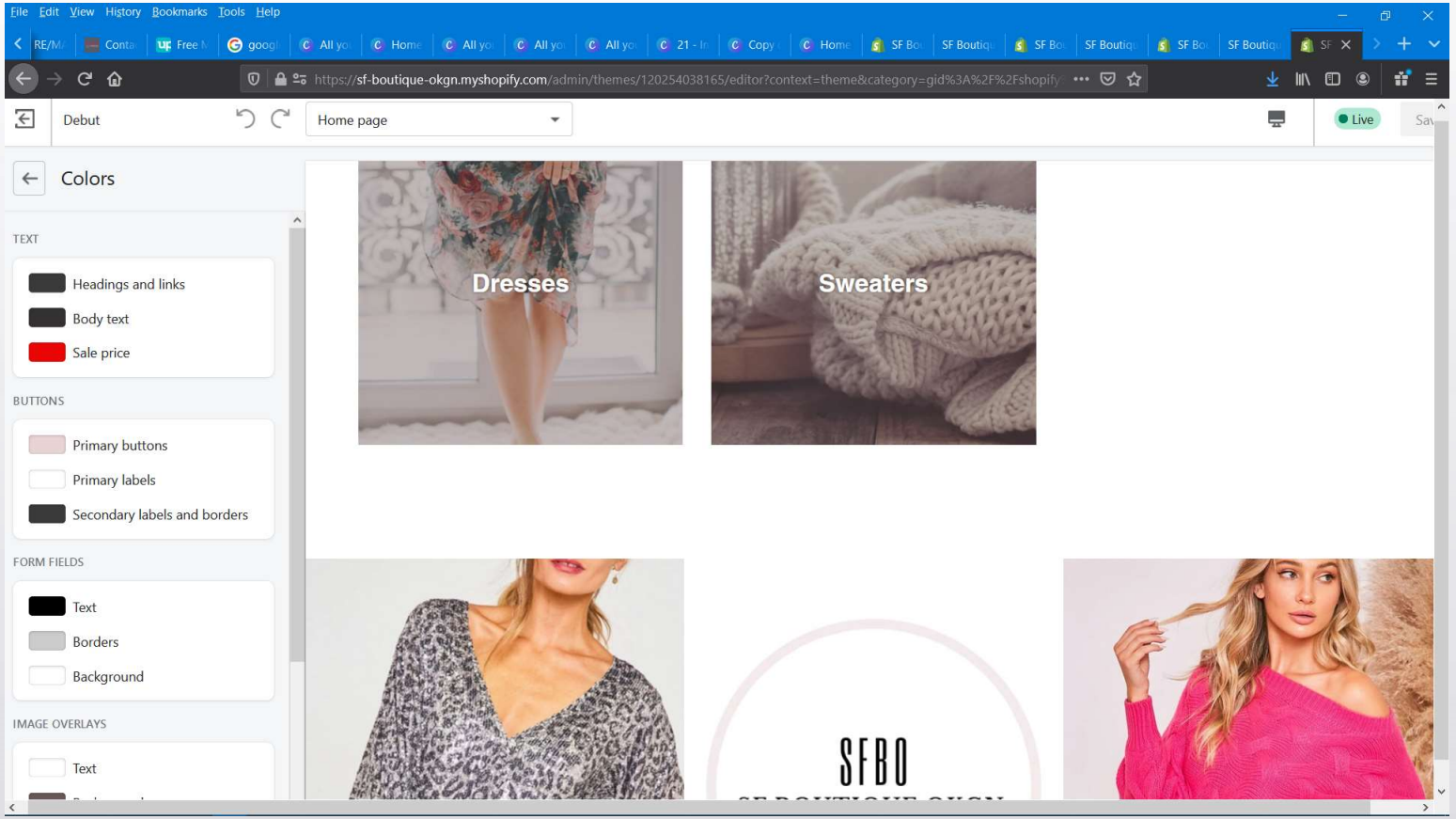
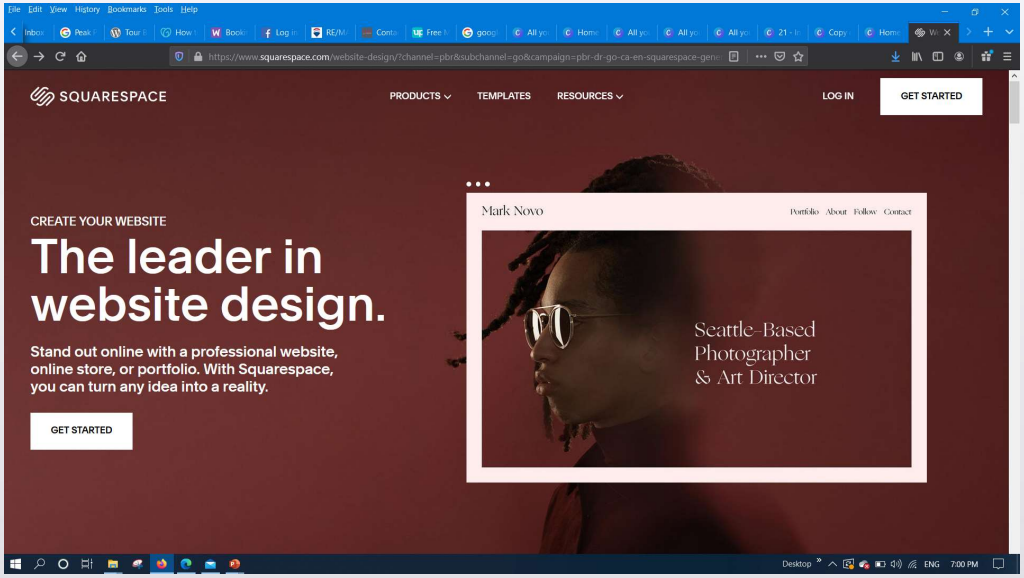


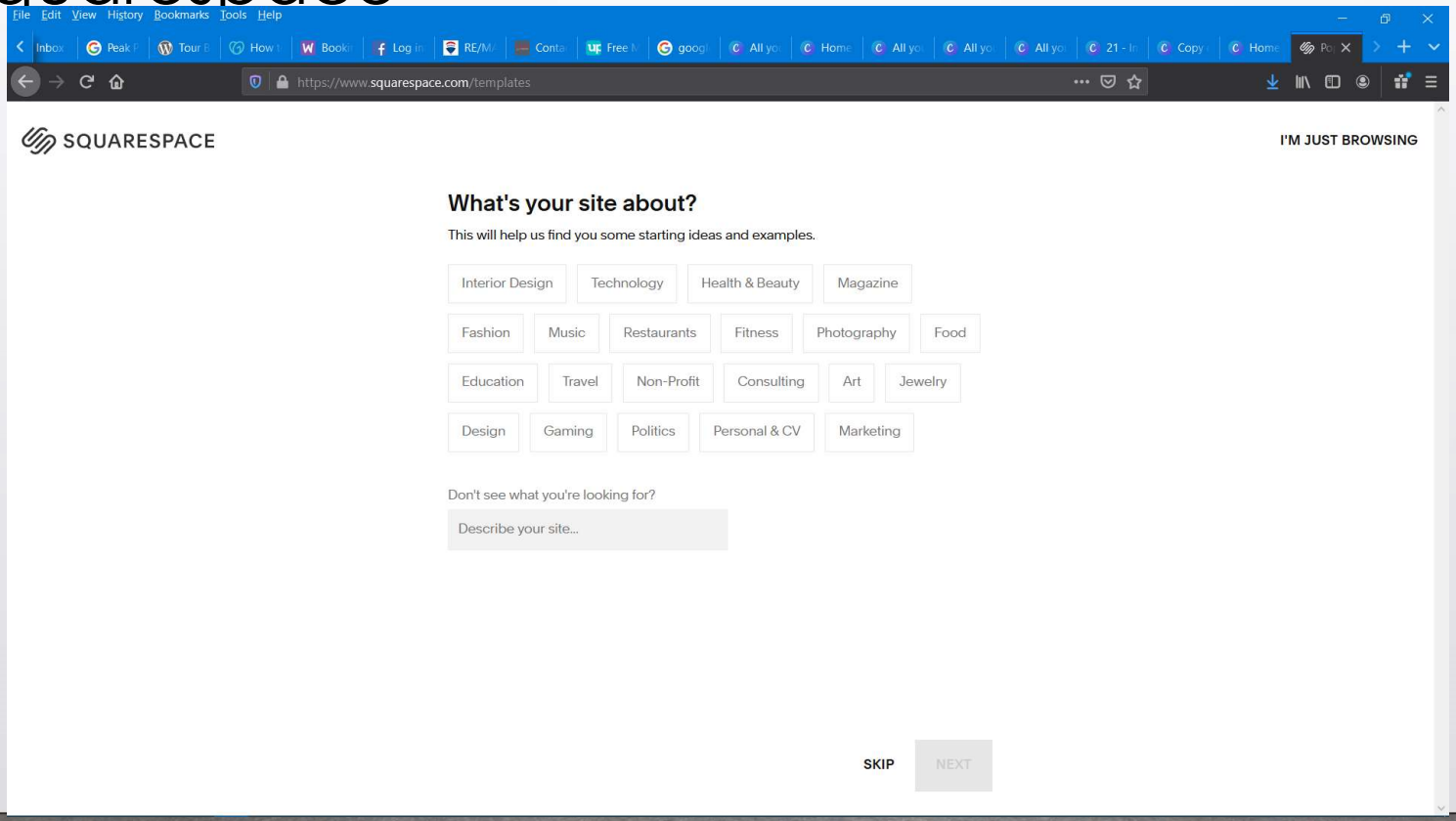
Demo of Shopify
Including Current packages and pricing

SQUARESPACE

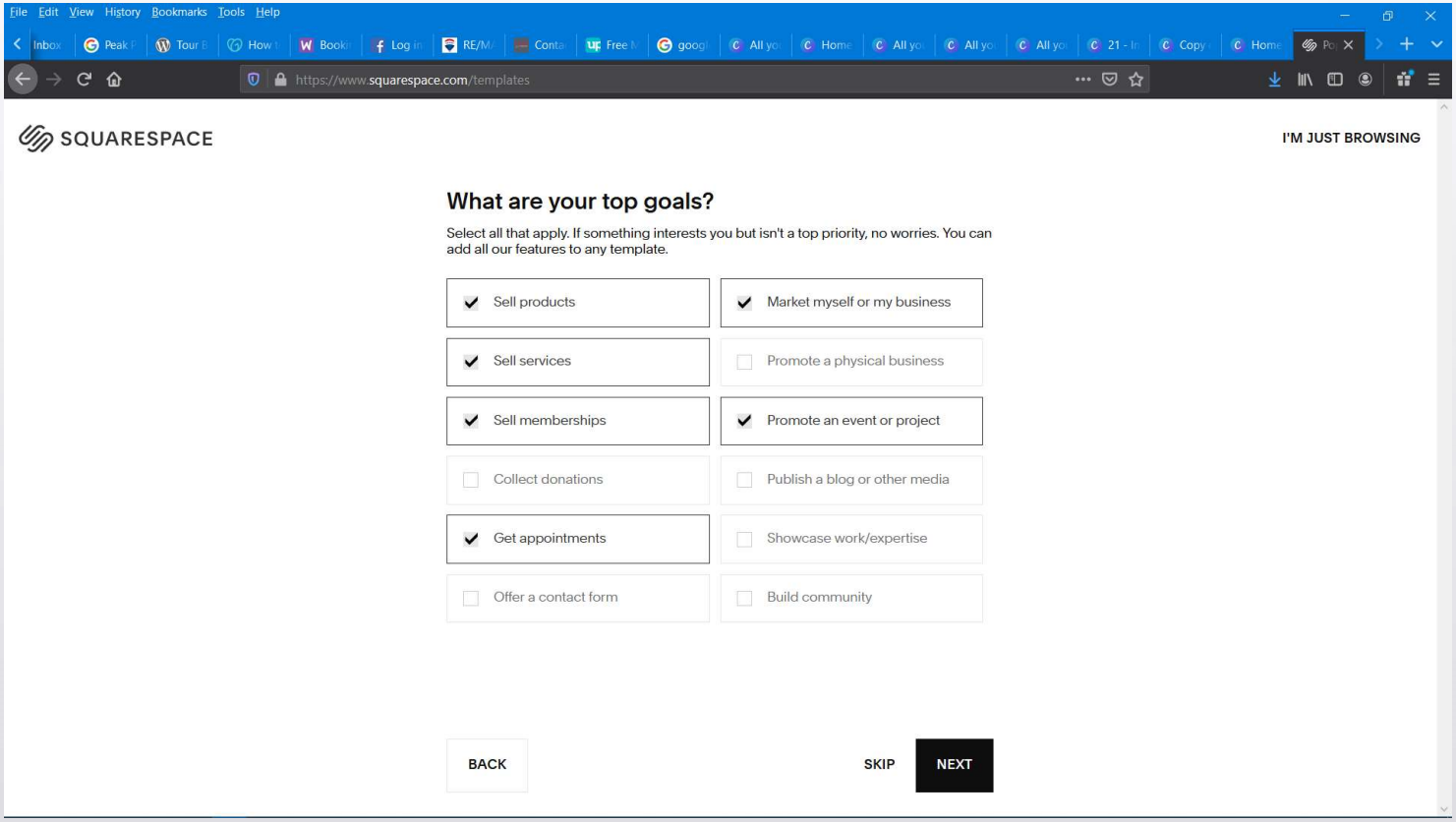
Squarespace



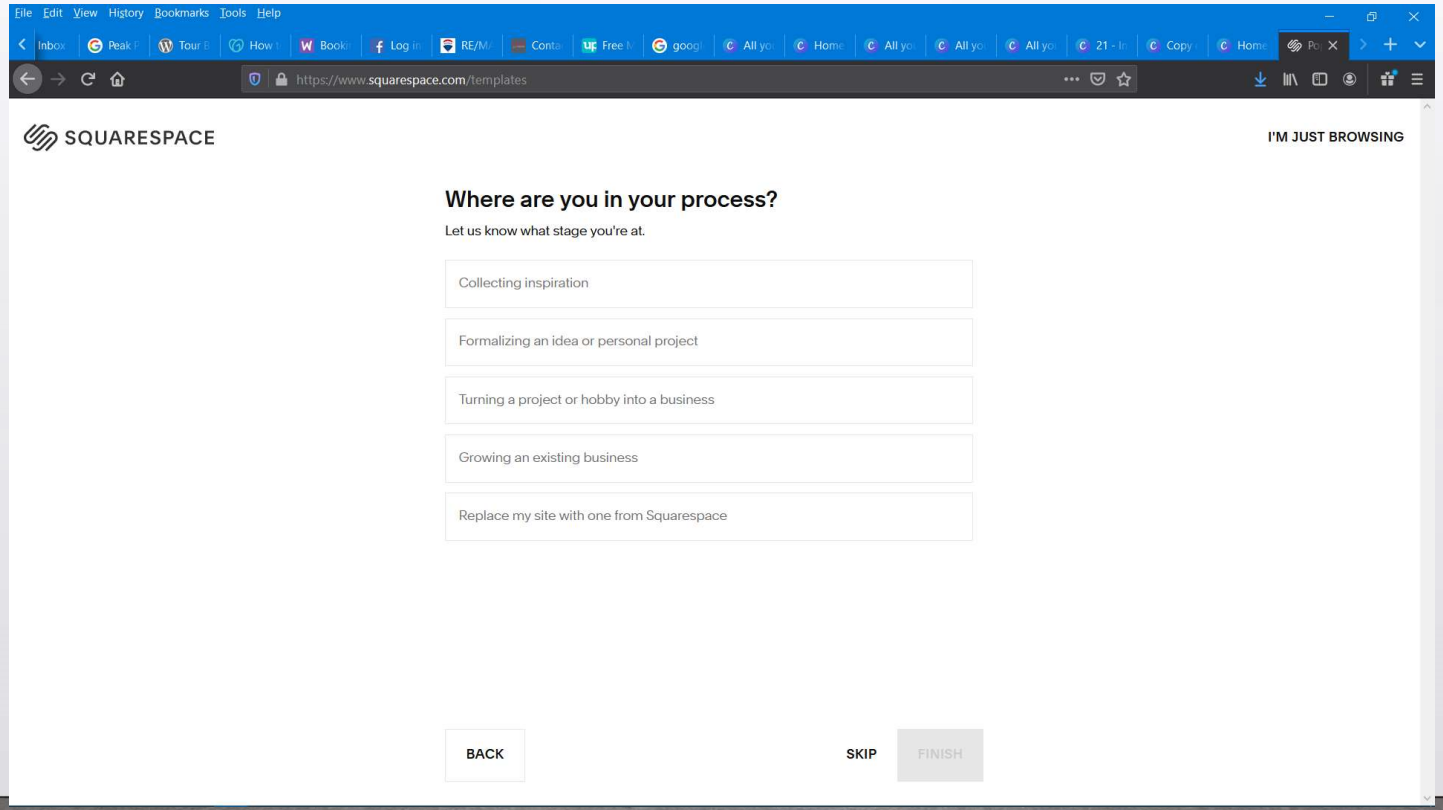
Squarespace

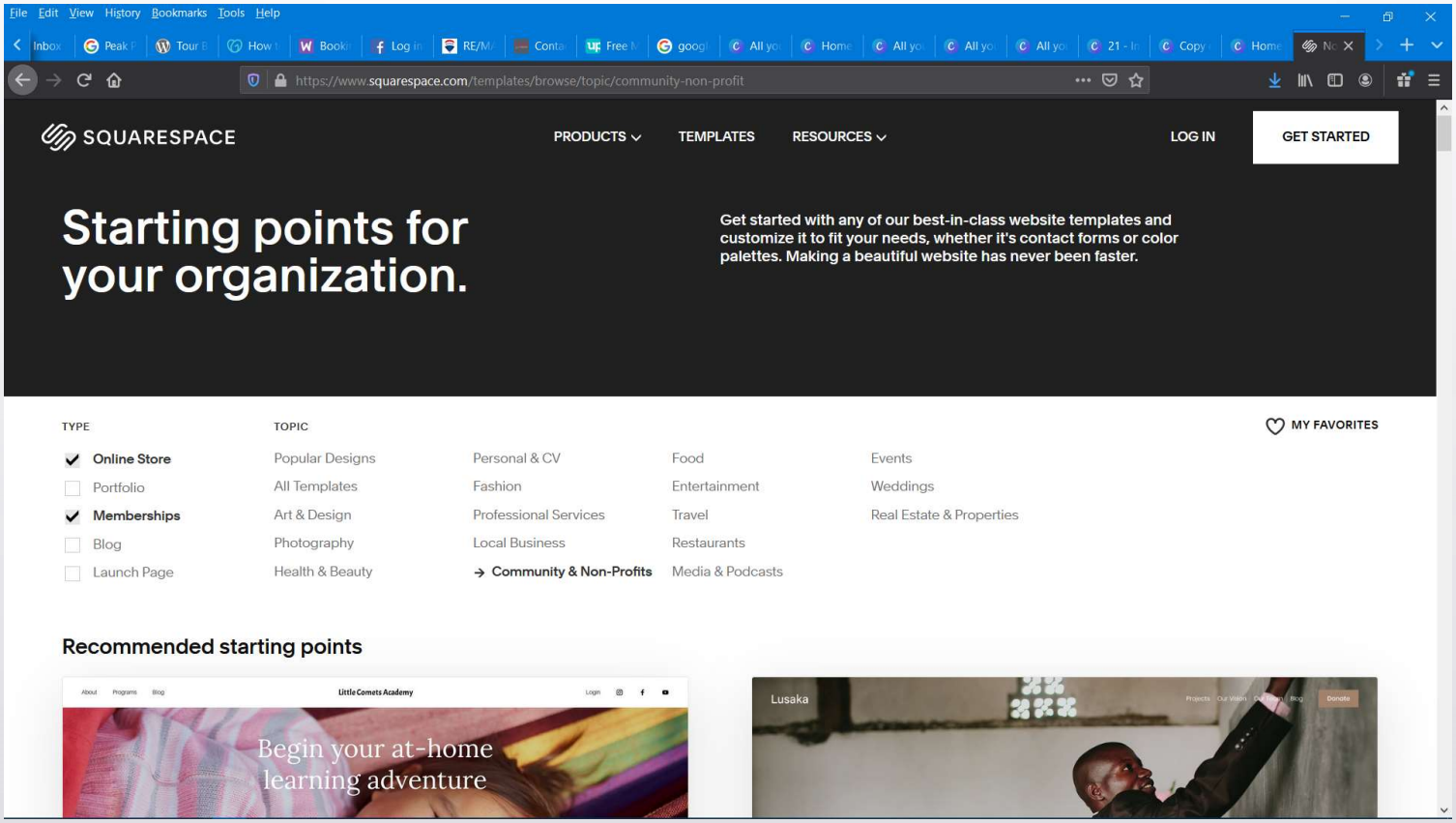


Squarespace

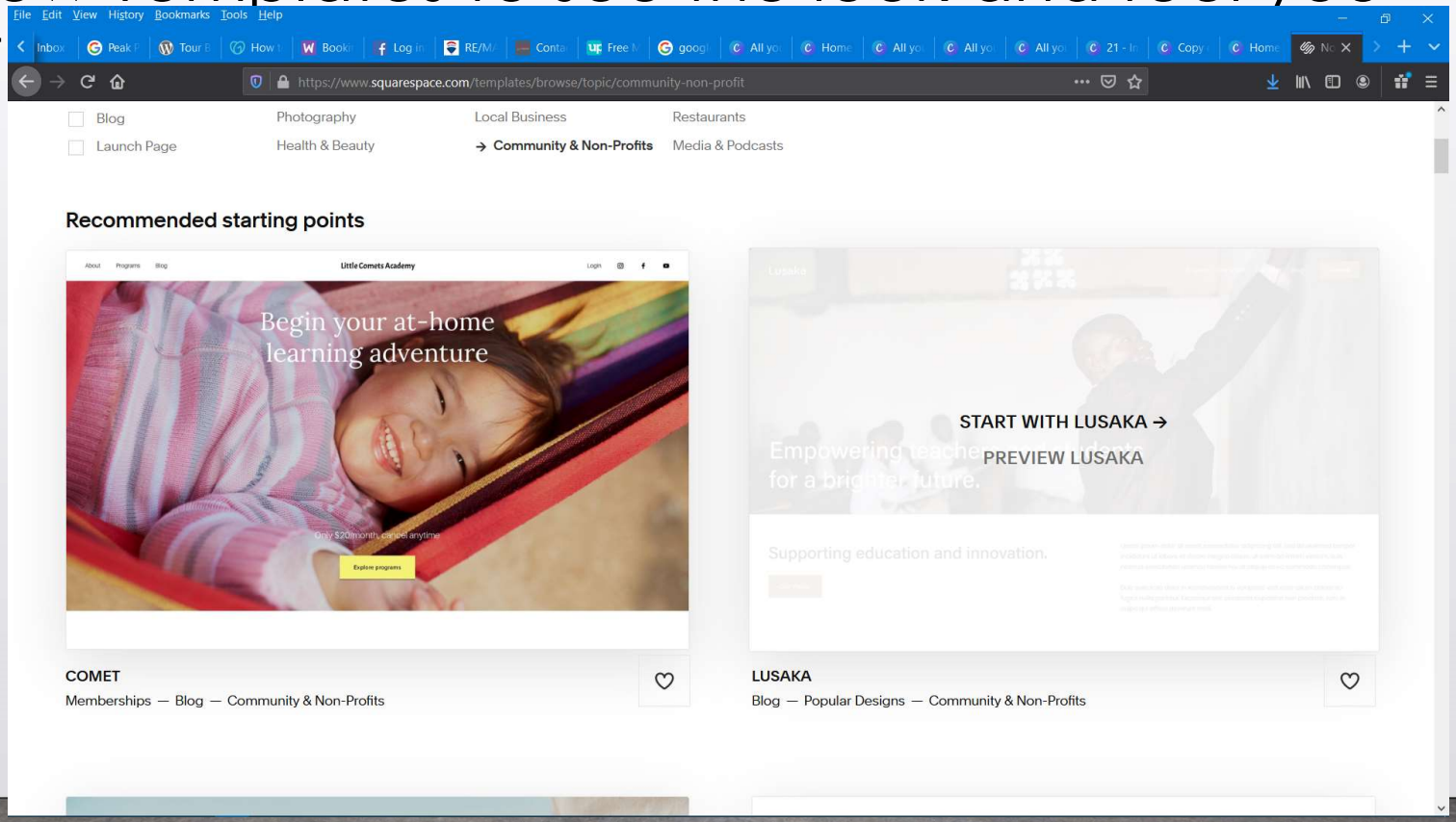


Squarespace

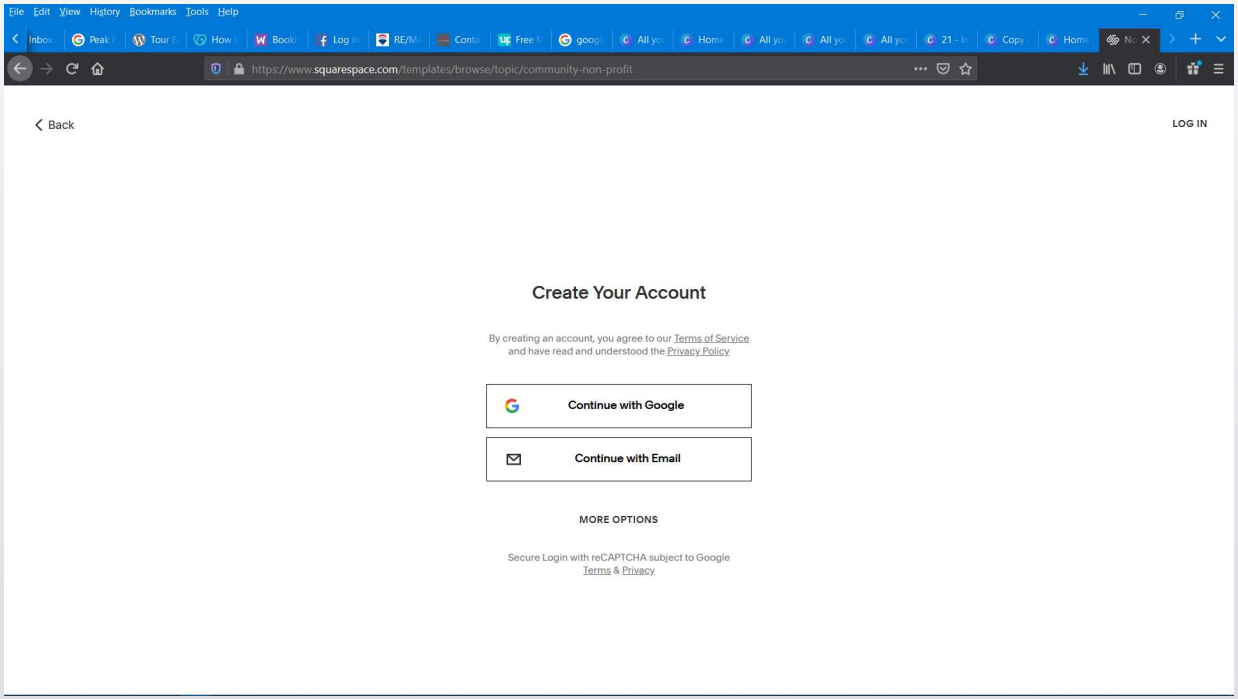



File Edit View History Bookmarks Tools Help
https://www.squarespace.com/templates/browse/topic/community-non-profit
SQUARESPACE
PRODUCTS
TEMPLATES
RESOURCES
LOG IN
GET STARTED
Starting points for your organization.
Get started with any of our best-in-class website templates and customize it to fit your needs, whether it's contact forms or color palettes. Making a beautiful website has never been faster.
TYPE
Online Store
Portfolio
Memberships
Blog
Launch Page
TOPIC
Popular Designs
All Templates
Art & Design
Photography
Health & Beauty
Personal & CV
Fashion
Professional Services
Local Business
Community & Non-Profits
Food
Entertainment
Travel
Restaurants
Media & Podcasts
Events
Weddings
Real Estate & Properties
MY FAVORITES
Recommended starting points
Little Comets Academy
Begin your at-home learning adventure
Lusaka
Donate

Preview Templates to see the look and feel you want

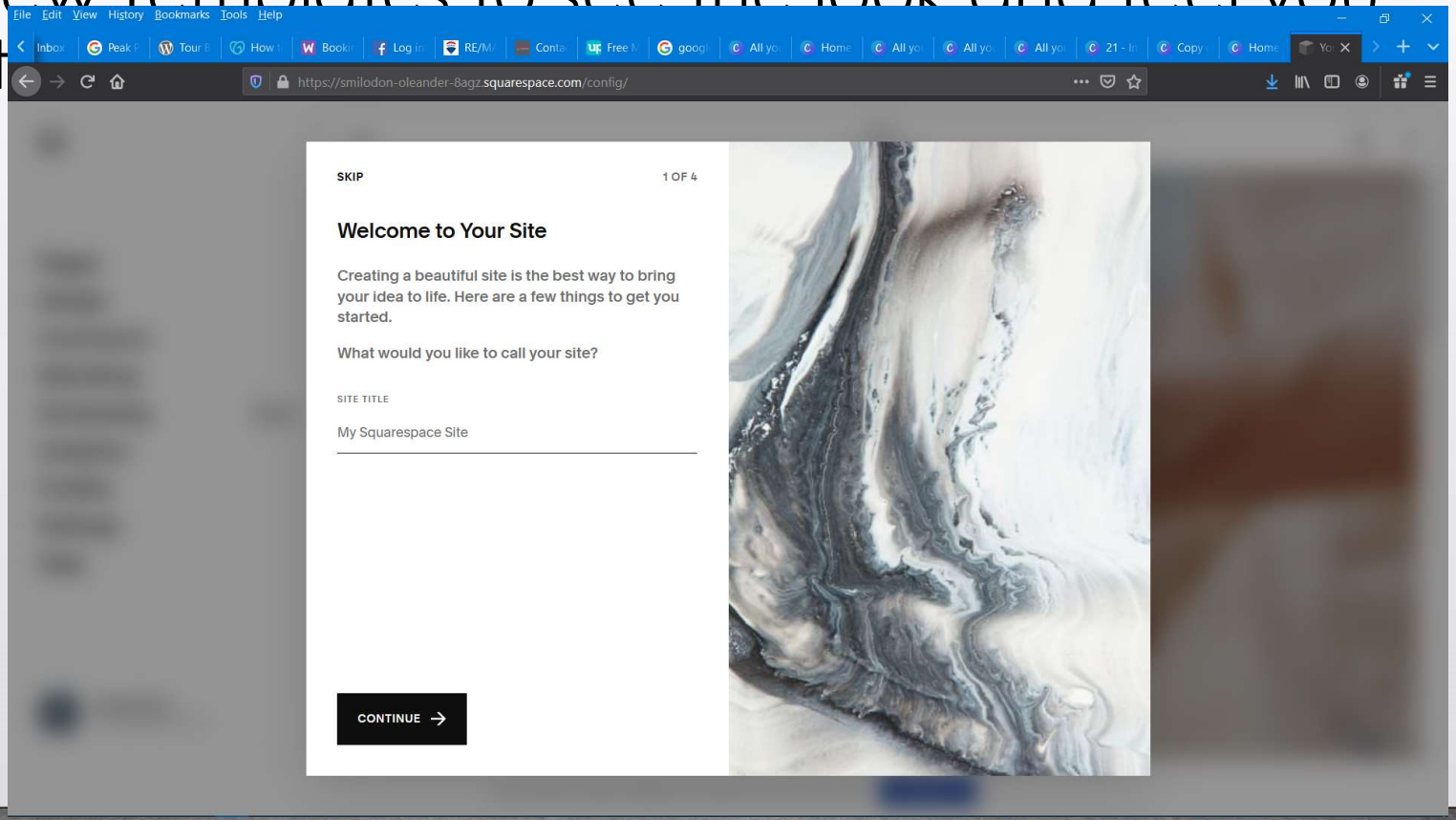


Create Account

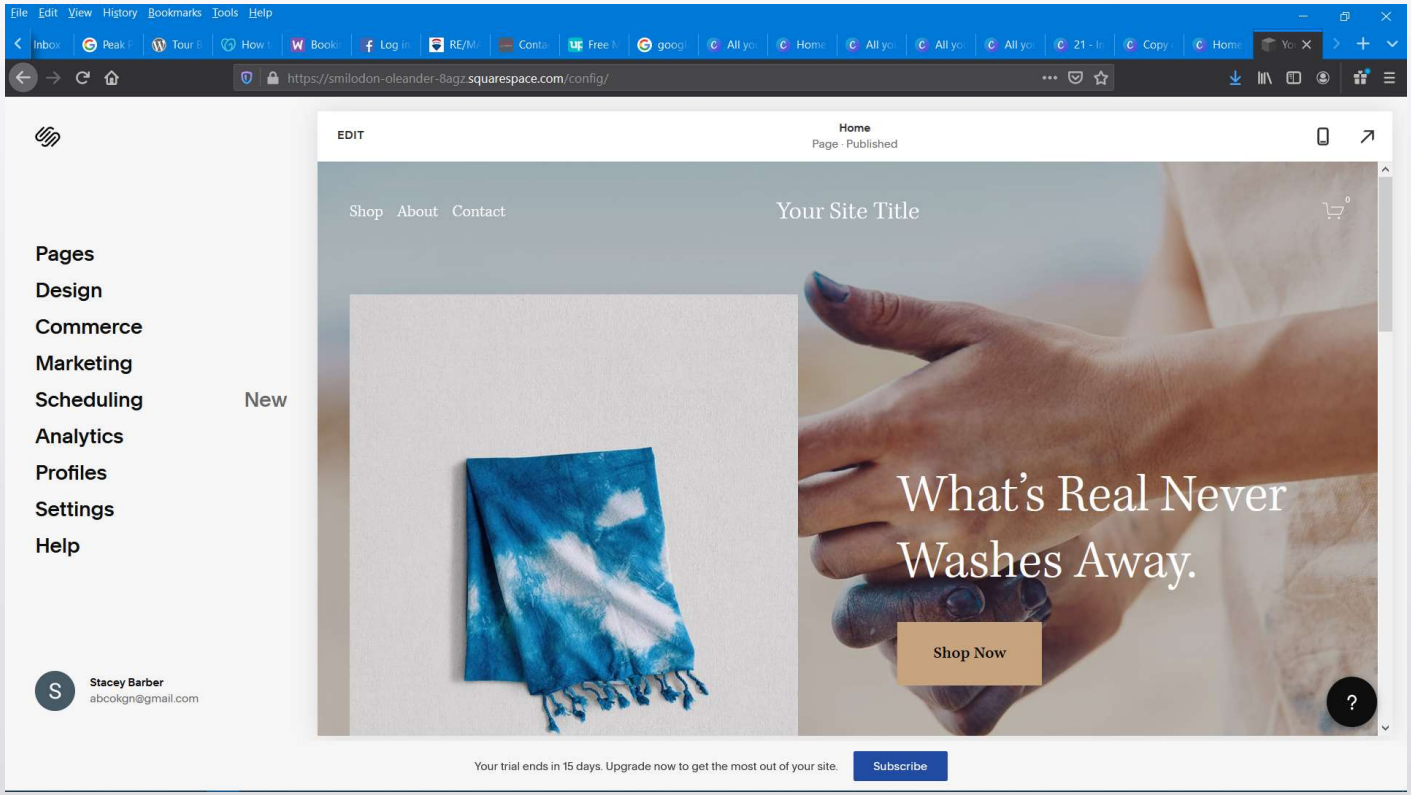


Choose your gmail account or email

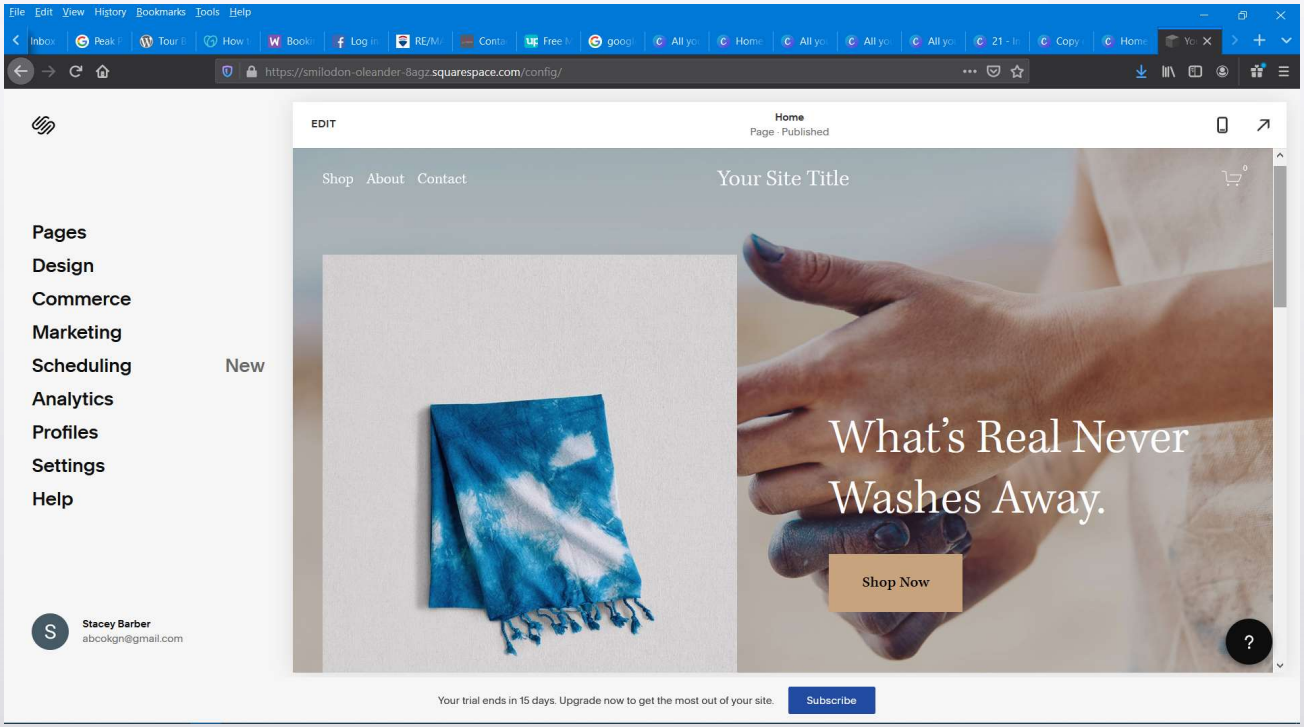
Preview Templates to see the look and feel you want



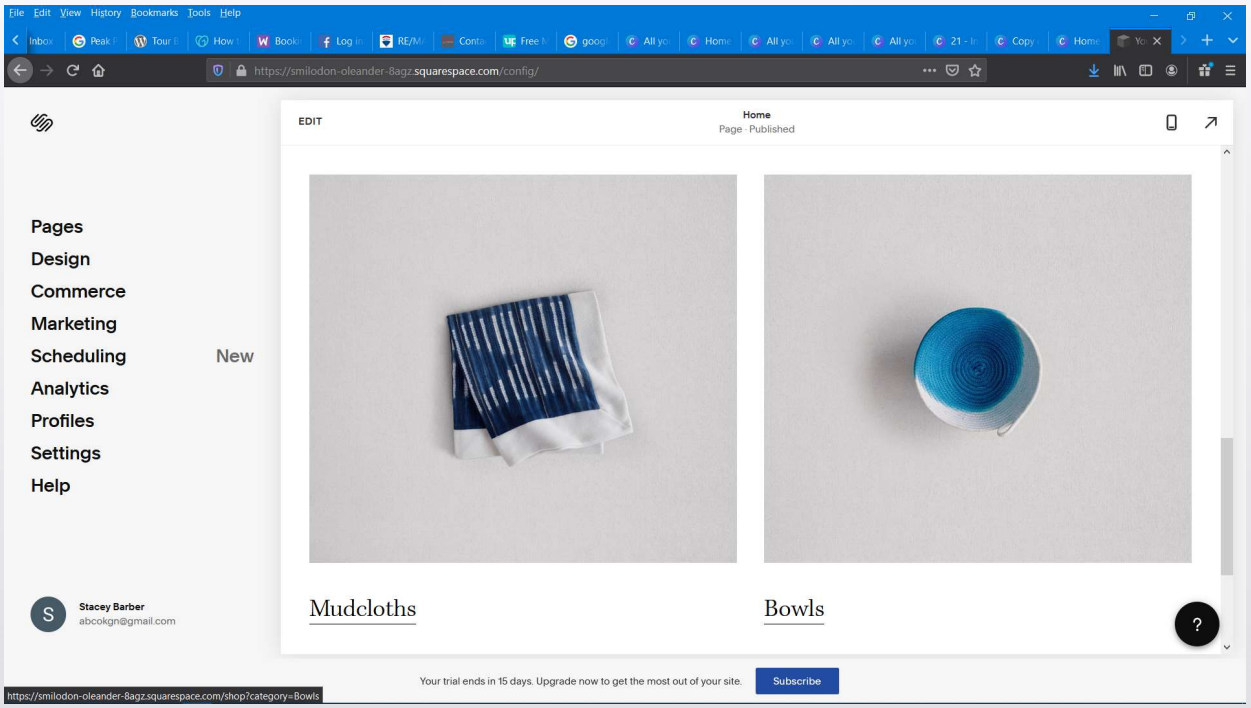
Preview Templates to see the look and feel you want



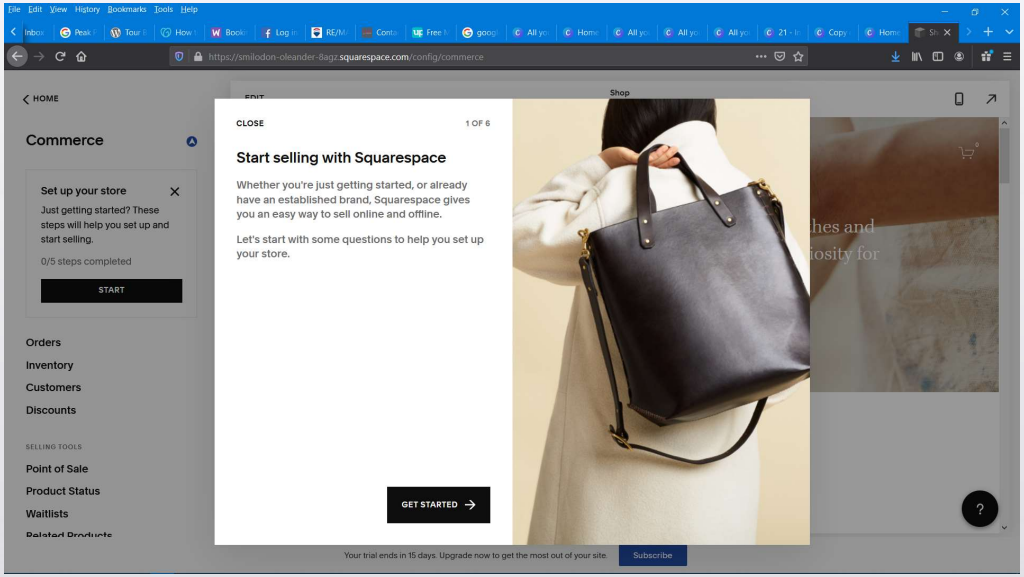
This is the beginning to start to build your site



Blocks you can customize for your business



Step 1 Set up your Store



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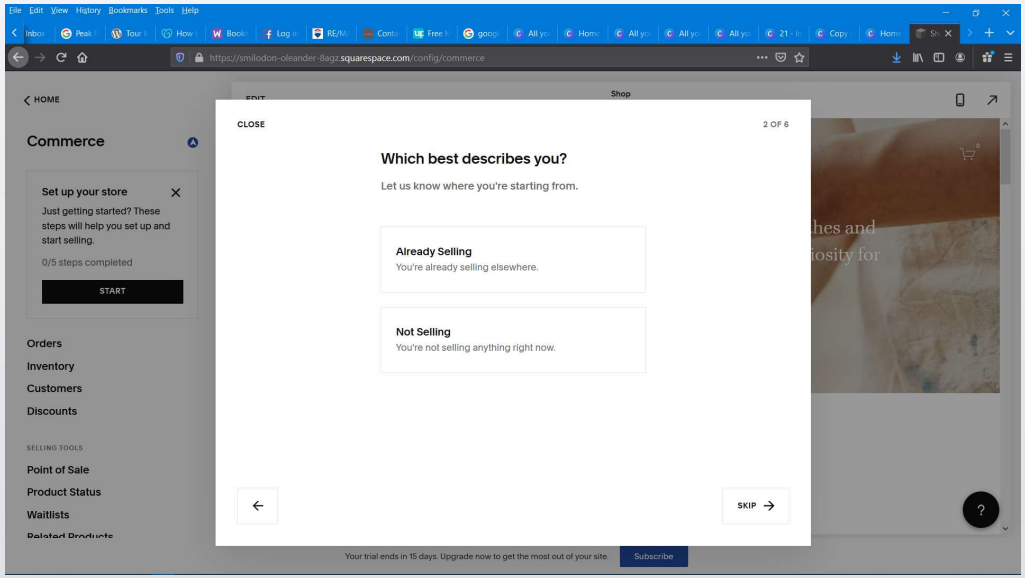

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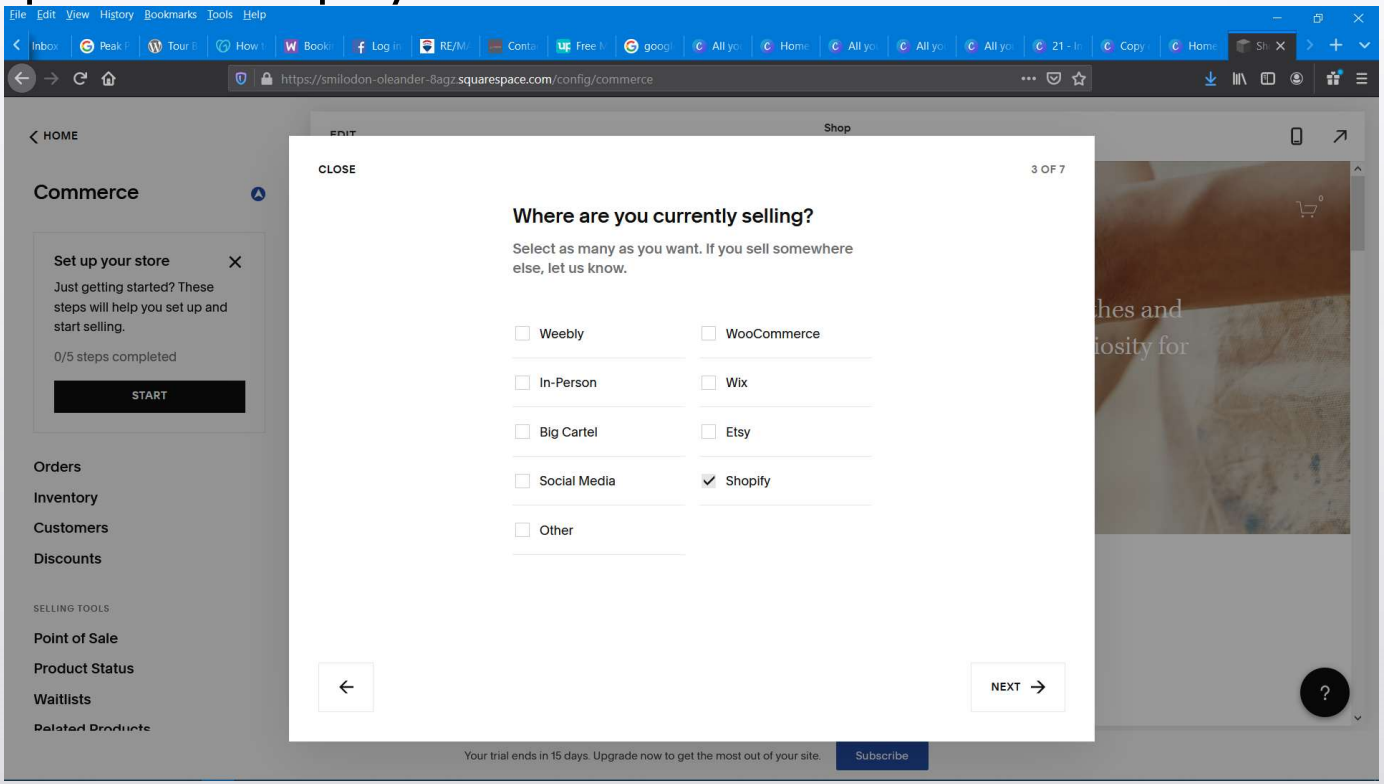

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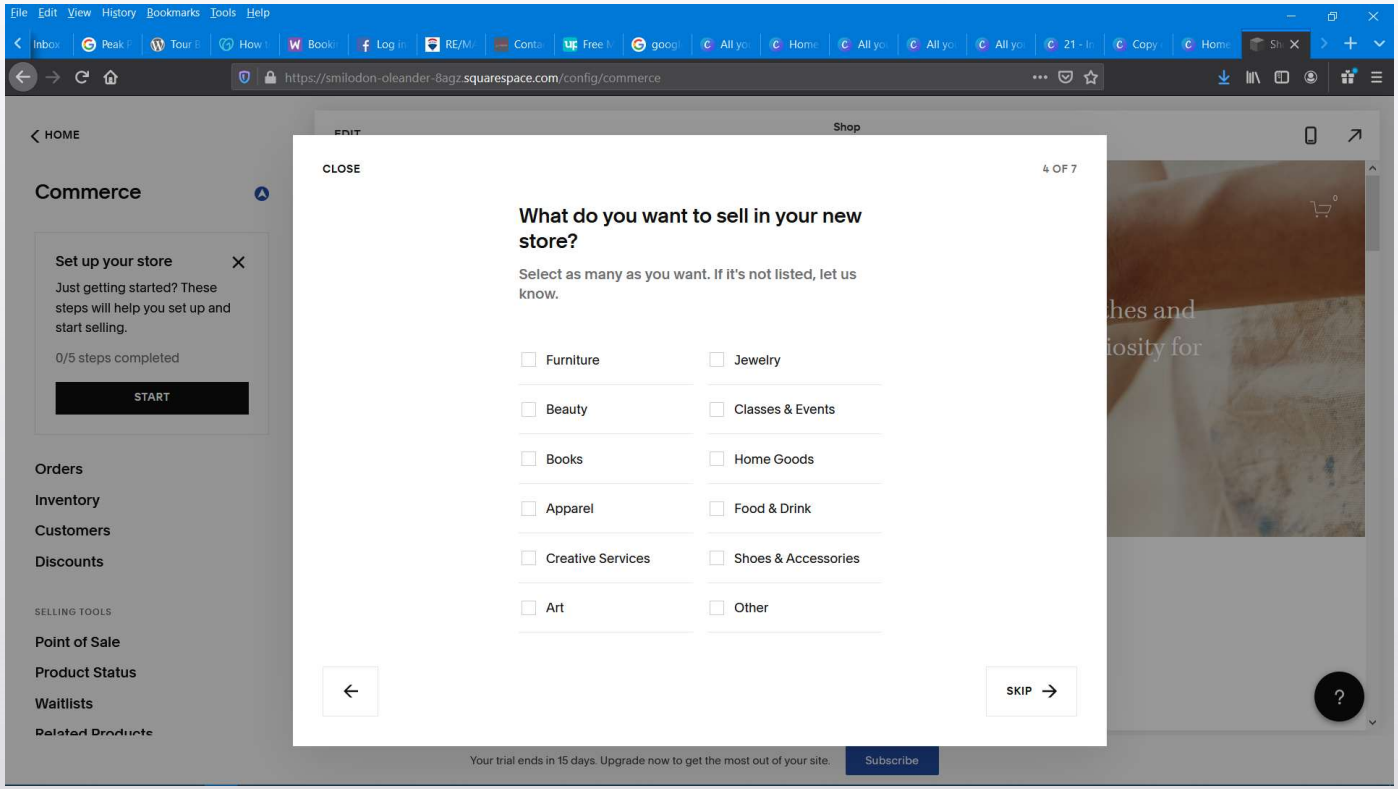

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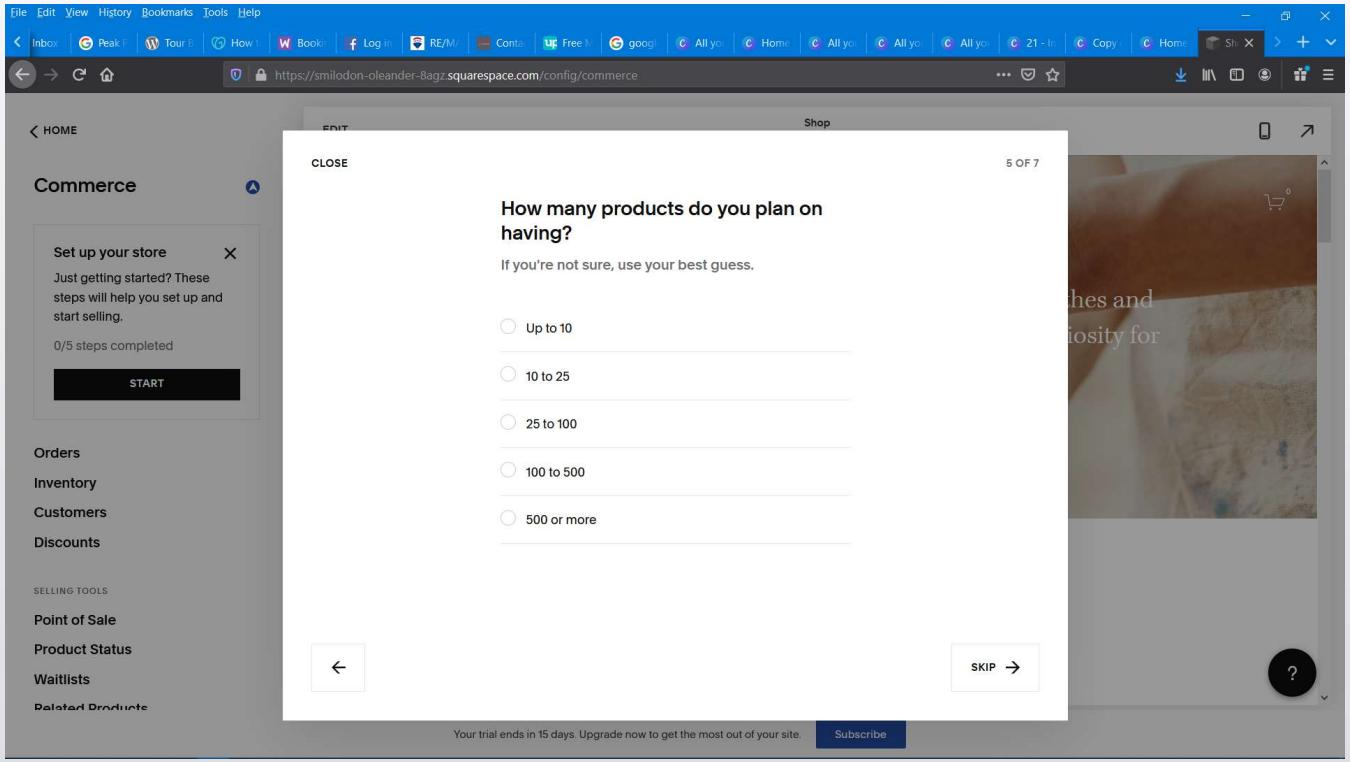

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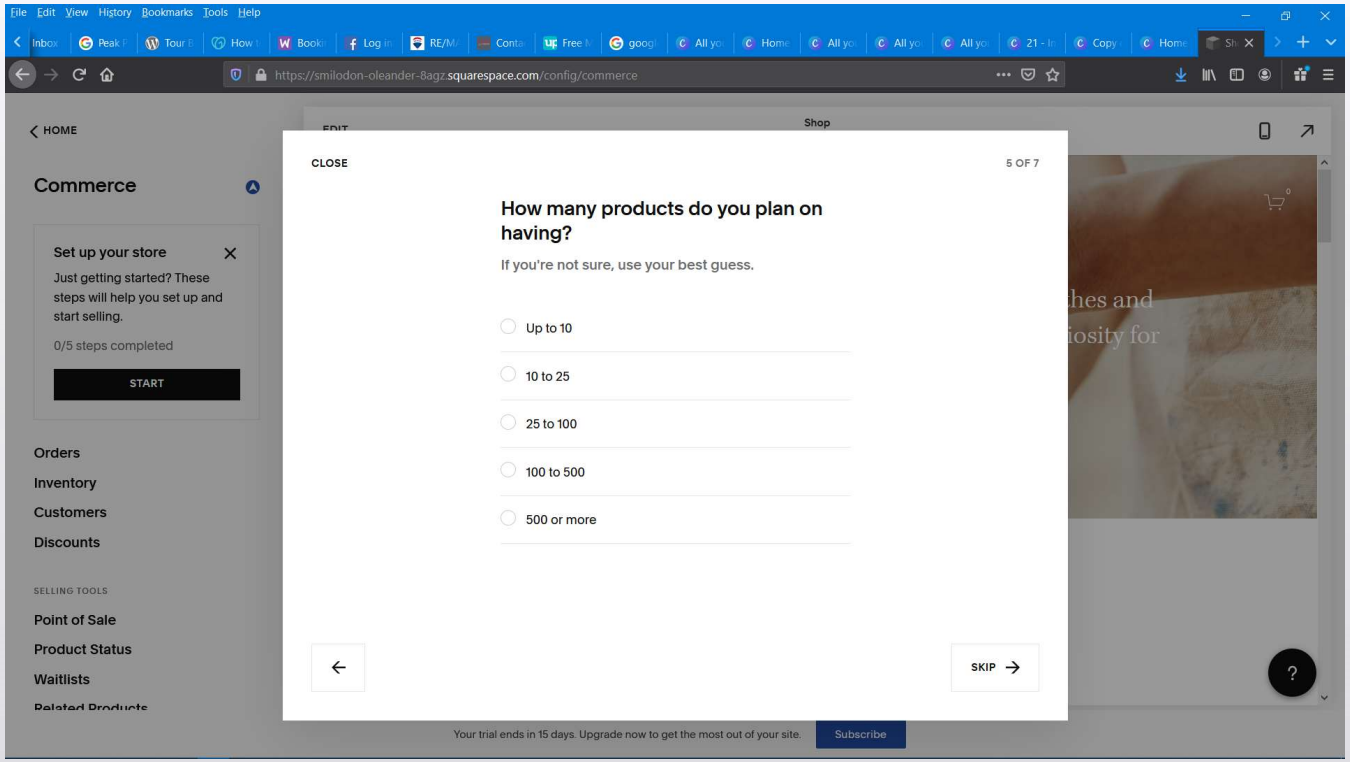

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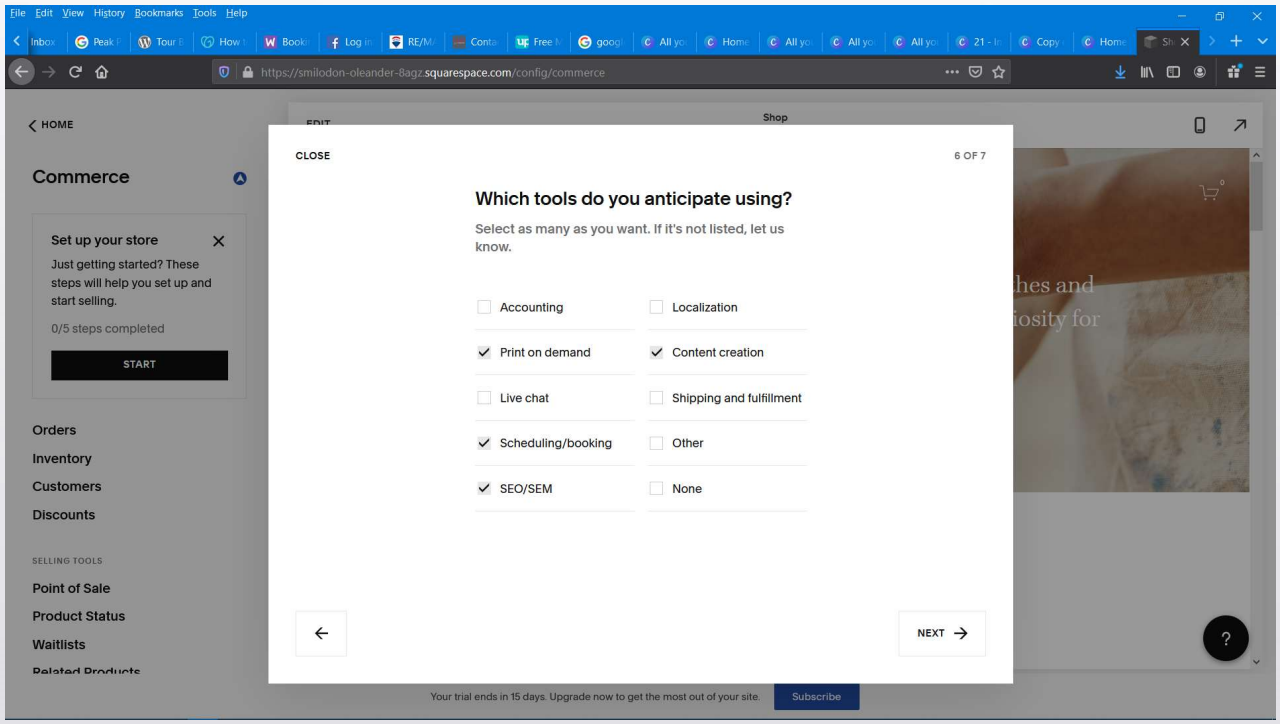

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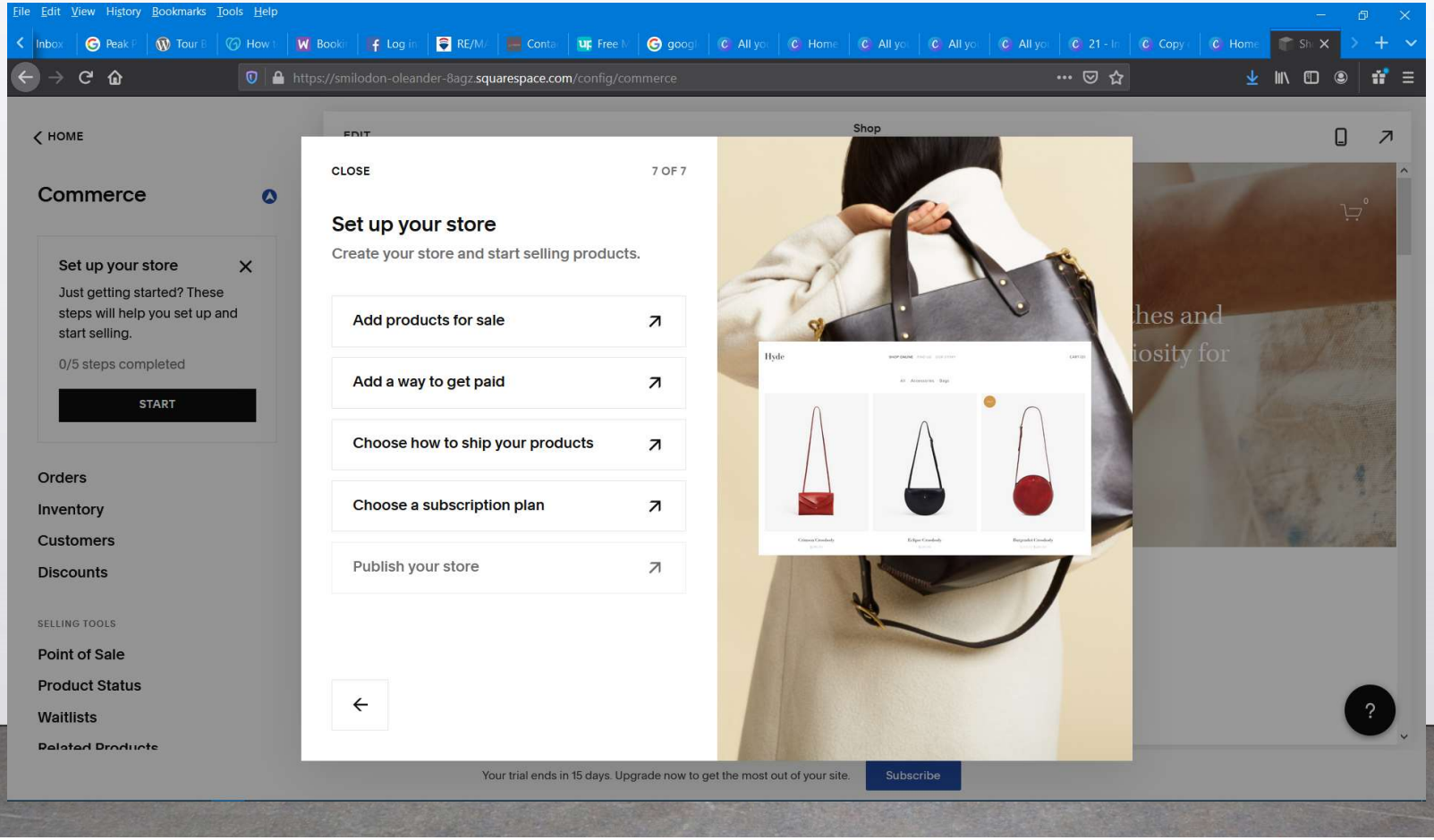
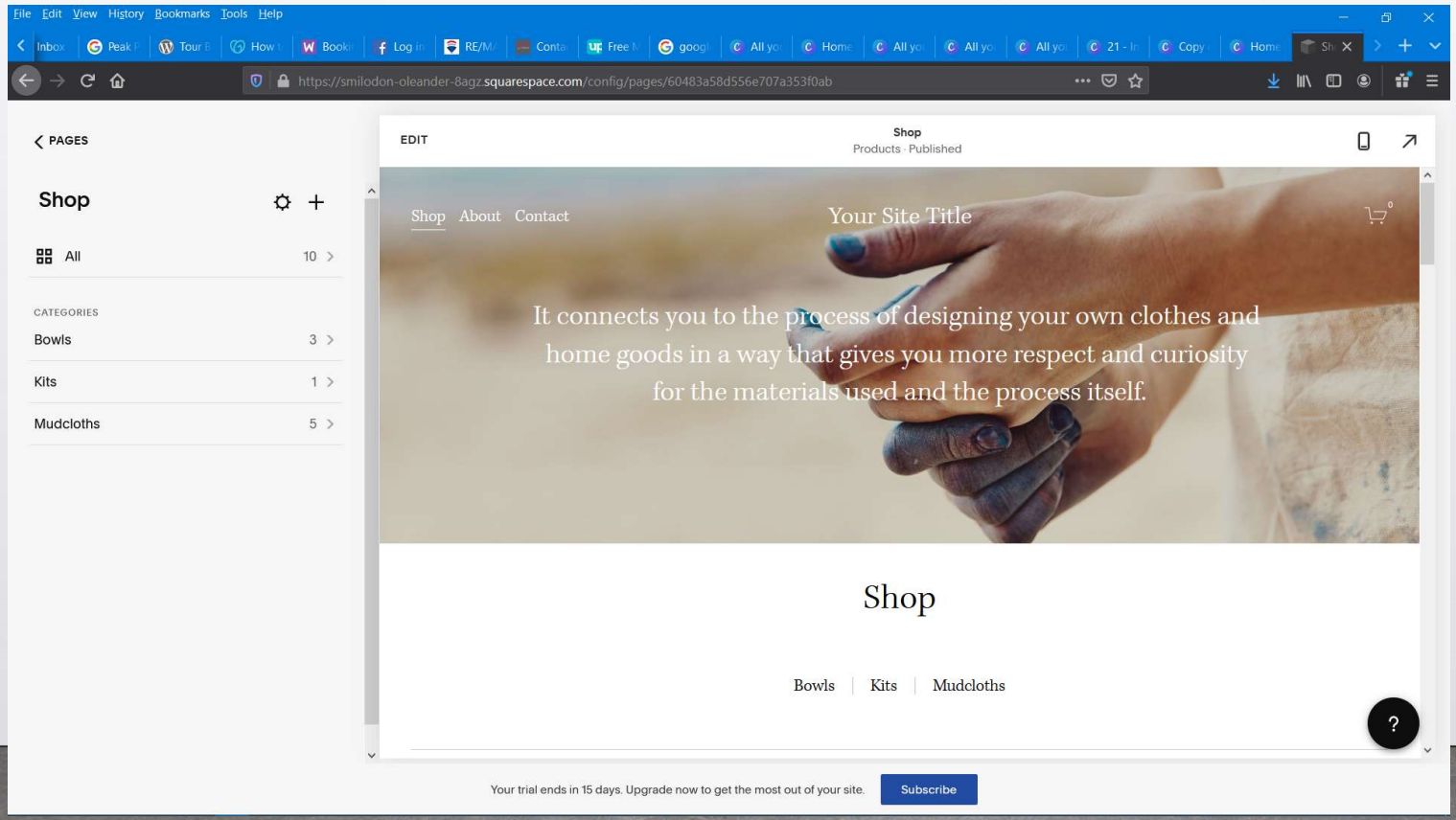
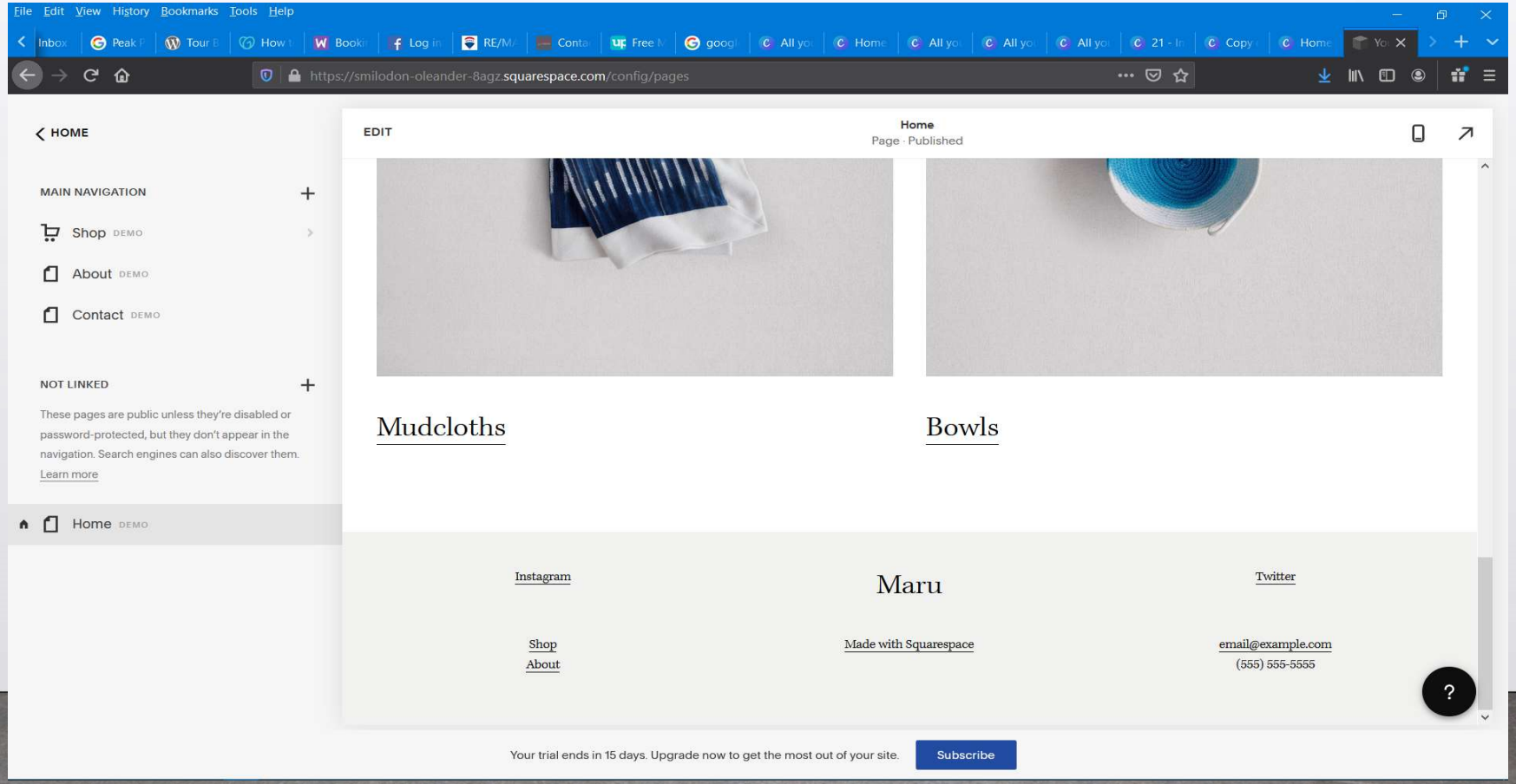


Choose Add Products for Sale (Brings you to Shop)



Pages (Shop, About, Contact)



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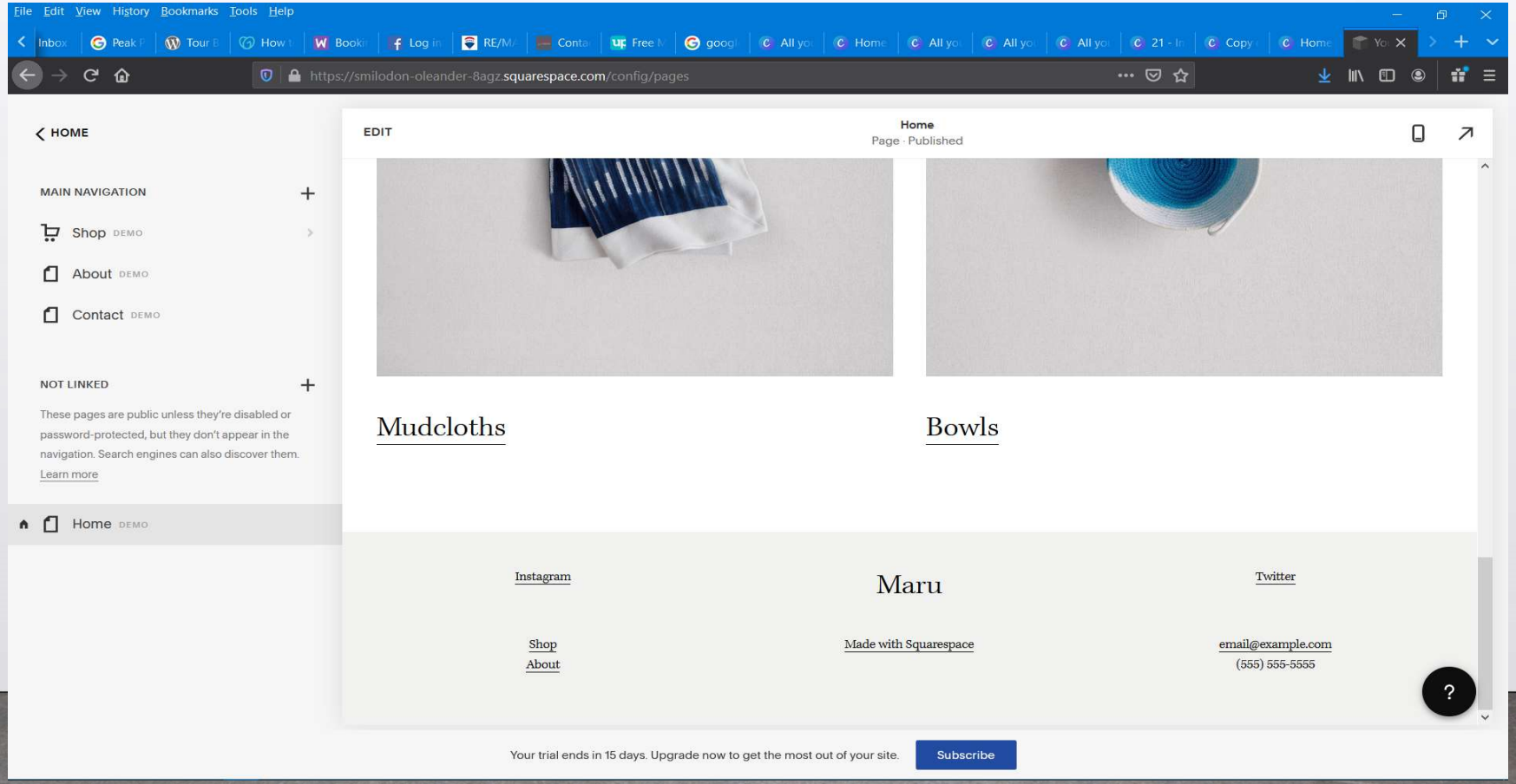

Demo of SQUARESPACE
Including Current packages and pricing

What is an App or Plug-in?

A Plug-in or App are an extension added to your website. This can allow the current platform to add features to your website.

Why an App or Plug-in?

Categories

Scheduler

Video

Reviews

SEO

Boost Sales

Store Design

Marketing

Shipping

Customer Support

Accounting

Productivity

Inventory Management

Finding Products

Places to Sell (Facebook, Instagram)

Use of App's
Shopify stats

"85% of merchants use apps and have paid a total of over $100 million for the privilege.

The app store offers more than 2,400 apps.

12+ millions apps were installed and 33,000 downloaded each month.

Average Shopify app price is $19.14 but the median is only $4

On average merchants use 6 apps"

Reference : http://hostingtribunal.com/blog/shopify-statis.tics

Most Used
Shopify stats

“ 1. Privy – over 6100 reviews

2. SEO Image Optimizer by Booster Apps – over 3200 reviews

3. Free Shipping Bar by Hextom – around 3000 reviews

4. Sales Pop 2600+ reviews

5. Loyalty Rewards Points by Sweet Tooth – 2500 reviews“

Reference : http://hostingtribunal.com/blog/shopify-statis.tics

Shopify
Top App's for 2021

1. Oberlo (Source Suppliers)
2. Offset (Calculates total emissions generated by shipped orders)
3. Shopify Email (Building Email List and Managing Campaigns)
4. ReConver Upsell and Cross Sell (Increase order size)
5. BetterReplay (Record how shoppers interact with your site)
6. Advoz (Create Ads for Facebook/Instagram)
7. Jebbit (Custom Product Quizzes)
8. Friendly Accessibility Tools
9. Fancy FAQ
10. PayWhirl (Sell Subscriptions)
11. Tip Quik (Add Tips in Cart)
12. Promo.com (Create Product Videos)
13. Easyship (Shipping App World Wide)
14. Pre-order Alpha (Pre-order out of stock items)
15. Change Commerce (Donation App)
16. Super Reports (Track Sales)
17. Shopify Local Delivery (When doing local delivery)
18. Easy Digital Products (Sell Digital Products)
19. TikToK (Create Video ads, track and manage orders)
20. Mochi (Texting and Live Chat Support)
21. Stocky (Smart Inventory Management)
22. Printful (Print on Demand)
23. Gameball (Loyalty & Rewards)
24. Secommapp (Affiliate Marketing)
25. PixPix (Image Editor)
26. Smart SEO (Increase SEO)
27. Product Reviews (Add Reviews to your site)

Information taken from Shopify website

SQUARESPACE
Top 8 Apps

1. Instagram Block
2. ChowNow (Restaurants)
3. MailChimp
4. Xero (only US currently)
5. AMP (Connect Blog and will be simplified when viewed on a mobile device)
6. Disqus (For Blogs support image, conversations and comments)
7. Amazon Block (Display a link for an item for sale on Amazon)
8. SoundCloud Block (Put in music, playlist into your Squarespace site)

Information taken from Squarespace website

Q&A