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MEDIA + MARKETING

Using Online Selling Platforms

Tips for pulling all the pieces together



It's easy to get overwhelmed!



- **Etsy**
- **Shopify**
- **Amazon**
- **SquareSpace**
- **Wix**

Etsy Pros & Cons

□ Etsy Pros

- **Traffic**-Etsy is a marketplace. You don't have to worry about advertising or promoting your brand
- **Ease of Use**-Set up the account, add product images and information and you're ready to go!
- **Cost**-Etsy has a free option as well as paid plans

□ Etsy Cons

- **Transaction fees**-You pay a \$0.20 listing fee, plus a 5% transaction fee on items you sell through Etsy.
- **Product restrictions**-Etsy is only for handmade
- **Creative Control**-You are limited by Etsy's interface and you have less options to build your brand

Amazon Pros & Cons

□ Pros

- Free 30 day trial with a Pro account
- Instant access to a global audience
- Ready-made brand reputation
- Setup & start selling immediately
- Reach motivated buyers easily
- Built-in customer service
- Easy refunds & return service
- Sales reports data
- FBA service available

□ Cons

- Fees payable to Amazon for every sale (15%-40%)
- You must adhere to Amazon's rules or risk suspension
- It's highly saturated platform
- No control over you store page
- No design options
- Undercutting tactics by competitors

Shopify Pros & Cons

□ Pros

- **Powerful Ecommerce tools**-Shopify has some of the best tools on the market to help you track, sync & monitor orders & stock levels
- **Extremely Scalable**-the platform is built to stay small or scale with you
- **Sell Unlimited products with no limitations**

□ Cons

- **Exposure**-Shopify is not a marketplace so traffic to your Shopify store is depended on your own marketing efforts
- **Add-ons**-Many of the tools are available in the app store but each has a cost with can add up fast

Why Shopify or Wix?

Why are you marketing?

- Control your product
- Build your authentic brand
- Tell your story
- Build your online community
 - Loyal to you, not Etsy or Amazon
- Use and control data



Plan Twice, Build Once!

- Do your market research & understand your niche
- Know your competitors
- Design your website to connect with your niche
 - Make it clear what you want people to do on your website
 - Simple is better
- Test, adapt, repeat



Goal Setting

- Specific
- Measurable
- Achievable
- Realistic
- Timely
- Ethical
- Reachable

Define Your Market



Go Deeper, Beyond the Surface

- Hobbies/Interests
- Likes/Dislikes
- Kids? How many? Ages?
- Pets? Cats? Dogs?
- Standard demographics
- Which social media channels!!

Steps to Build & Launch a Website

- Choose a website builder
 - Shopify, SquareSpace, or Wix
- Pick a customer domain name
 - Namecheap.com
- Decide on a template layout
- Add relevant pages
 - About us, products, FAQ, contact us etc.
- Connect a payment system
 - Use native system (Wix or Shopify)
 - Stripe, Paypal, Square
- Preview, test, and publish your website
- Market your site
 - If using Shopify, Squarespace or Wix, you'll need to market your website.
 - Talking about this next week

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Join us next week for tips and best practices for marketing your business digitally!
