Ecommerce and the Holidays

With Rhonda Sterrett

Only 43 days until Black Friday

In 2018

Over $1B sold on Black Friday and Cyber Monday

36% of purchases where made via mobile devices

Online sales were 26.4% higher than 2017

36% purchased online prior to Black Friday

Over 50% said they went to multiple sites to find the best deal with a good return policy

Basic Elements Needed for Ecommerce

- Domain
- “Good” hosting
- Website (WordPress in this case) with WooCommerce
- SSL = secure certificate
- Merchant Processor/Gateway – Stripe, Paypal, Authorize.net, etc
  You need to connect the website to the Merchant Account

Normally sales under $3000/month usually Stripe, Paypal are more economical for shop owner.

Other Important Pages Needed

- Privacy and Disclaimer Policy
- Return Policy Page
- Shipping Policy Page

Some Merchants will not release your money to your account without proofing these pages.

These pages help establish credibility especially during the holidays.

At this late stage, MUST have a Game Plan!

Questions that need to be answered:

- Products
  - How many? Keep it at a minimum.
  - Photos
  - Description
  - Pricing – Regular vs Sale
  - Stock Inventory
  - Categories

Offer Bundled Products for Men and less pricey add-on products for women.

Questions that need to be answered cont):

- Shipping – keep it simple – check out the competition
  - #1 reason people abandon cart
  - Need to let customers know if their products will arrive before the holidays.
- Sales Tax
- Merchant Services
- Return Policy

Other Considerations

- How Does Site look on mobile – Don't assume
- Have a SALE – people assume there are sales on Black Friday and Cyber Monday and leading up to the holidays
- Add a Banner to your site advertising your sale and/or shipping
- Add some of your products to Amazon, Etsy, eBay, etc
- Submit your site to the search engines so they know you exist
- Strapped for funds??? Consider Shopify.
  Plugin for WordPress which can be added later.

Reasons for High Cart Abandonment

- Surprises at checkout
- High Shipping charges
- Site doesn't seem reputable – no phone number, no customer service info, return policy not stated, product not arriving by holidays
- Bad website experience – navigation hard, not enough information
- Bad photos of products or not enough info regarding each product
- Too high of price of products – 65% of people compare pricing to other sites like Amazon

Litmus Test of eCommerce

- Customer Service
  Potential customers/customers expect questions to be answered promptly. That means technical questions and product questions.
- Trust– You have to evoke trust with the website. And it takes time and money through other marketing methods.
- Who is the Competition? – may I say “Amazon”.
- Technical Issues

Helpful Hints

- Spend money on initial spend and photos of products
- Think about pricing and options.
- Remember Woocommerce itself is free BUT when determining pricing

Cost of Plugin + Installation/Customization/Setup cost +
Testing Time = My Cost for that Option

- Make sure annual renewal costs are looked at.
- Make sure any plugins used are responsive. They all are NOT.
- Make sure any WooCommerce/plugins work with your theme.
- Finding the right developer to put it all together.

Always Remember

- Once the website is built it is critical to have maintenance and support. Customers EXPECT support for whatever browser or issue they have.
- WordPress and WooCommerce plugin security and maintenance are essential.

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