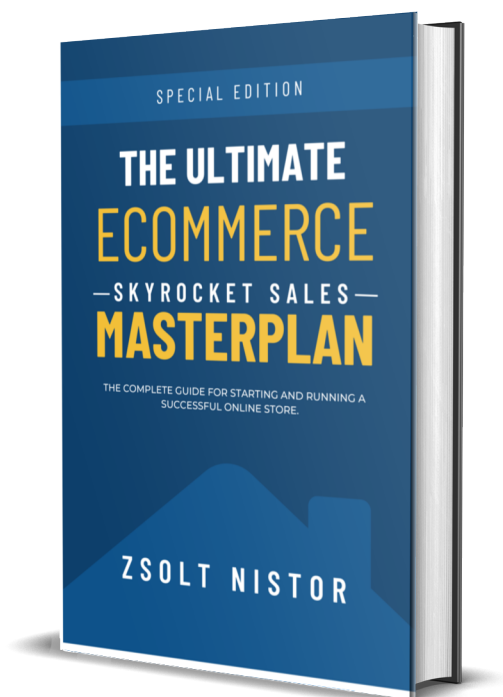


eCommerce

MASTERPLAN to SKYROCKET SALES

**THE COMPLETE GUIDE FOR STARTING AND
RUNNING A SUCCESSFUL ONLINE STORE.**

ZSOLT NISTOR



Dear Entrepreneur,

This book was written to help you get the all the information you need before starting your online eCommerce business. It takes you through all the VITAL STEPS for building a SUCCESSFUL ONLINE BUSINESS that generates revenue.

You want to run an eCommerce Business and you don't know where to start? Or maybe you have an eCommerce Website but sales are not what you expected?

Well you're in luck, because I will help you get started or optimize your existing business and drive up sales. Following the tips in this book you will have everything you need to build up a successful online business.

YOU WILL LEARN THE FOLLOWING

- ✓ HOW TO READ THIS BOOK
- ✓ BUSINESS MODEL EXAMPLES
- ✓ BUSINESS PLAN
- ✓ TESTING THE MARKET
- ✓ FINDING AND EVALUATING THE COMPETITION
- ✓ GDPR IN A NUTSHELL
- ✓ HOW TO CHOOSE THE BEST ECOMMERCE PLATFORM
- ✓ CHOOSING THE DOMAIN AND HOSTING
- ✓ WEB DESIGN
- ✓ CREATING AN EYE-CATCHING LOGO
- ✓ GUIDES TO STOCK & DELIVERY
- ✓ DELIVERY STRATEGY OF YOUR ONLINE STORE
- ✓ PRODUCT PACKAGING AND UNPACKER EXPERIENCE
- ✓ CHOICE OF PAYMENT PROCESSORS & METHODS
- ✓ CUSTOMER SUPPORT
- ✓ 5 ESSENTIAL PAGES FOR A GRADE 10 WEBSITE
- ✓ LAUNCHING AN ONLINE BUSINESS
- ✓ SEARCH ENGINE OPTIMIZATION
- ✓ KEYWORD MINI-AUDIT
- ✓ SOCIAL MEDIA
- ✓ PPC CAMPAIGNS FOR YOUR ONLINE STORE
- ✓ PPC WITH GOOGLE ADS
- ✓ PPC WITH FACEBOOK ADS
- ✓ AFFILIATE MARKETING
- ✓ LEAD GENERATION
- ✓ EMAIL MARKETING - TIPS & TRICKS
- ✓ BLOG & COPYWRITING IDEAS
- ✓ VIDEO MARKETING
- ✓ ONLINE BUSINESS GROWTH
- ✓ RECOVER ABANDONED CARTS
- ✓ POST SALE STRATEGIES
- ✓ AUTOMATION

You can read a few ideas of the book in the following pages

DO YOU WANT TO CONQUER THE WORLD? YOU NEED A PLAN!

Why?

Behind every decision there is a motivation. Everything starts from this "why": a personal change, a relationship, a business.

Before you go through all the steps that the book you are holding in front of you will guide you through, I want to give you some evidence why it is worth selling online in your own store, starting today.

So why (have your own online store)?

Over 5.6 billion euros (according to GPC). Growth of up to 10.87 trillion dollars by 2025. The largest percentage growth of e-commerce, with more than 27% (Ecommerce Europe & Statista).

eCommerce is growing day by day, from click to click.

Why make a store as soon as possible?

Because it's simpler, faster and cheaper. And because it's safer, you have more options and no barriers related to location or time.

Too little said? I thought so.

Let's take them one at a time, but be careful, I wouldn't want you to completely rule out the idea of a physical presence in addition to the online one, sometime later when you grow up or even now, if you already have an offline business and just started thinking of selling online

First of all, an online store is cheaper than the entire investment you would have to make in a physical store, including inventory, location, employees, and so on. Online, you can sell alone (in the beginning), without having any product in stock, and in terms of location... You can sell absolutely anywhere as long as you have the internet. eCommerce is breaking all boundaries. Put yourself in the shoes of your future client or hey, you may have found yourself in this situation often.

If he wants to buy a product at a physical location, first he has to get ready to leave the house (maybe in his pajamas), drive to the store (maybe fill up with gas), find a place to parking lot (and this is when he goes out of his mind), look for the product on the shelf, stand in line to pay for it, and then drive back home.

Online, your customer can stay in their pajamas and find the product more easily, buy it and wait for it to arrive directly at their door. Much simpler, isn't it?

And even if you are the one who makes sure that the whole process remains comfortable for the customer, it is also easier for you.

You are more visible online

Today the eCommerce market provides you with a lot of solutions that help you launch your store quickly, without hassles regarding the technical side or marketing or customer loyalty or anything. So it gives you the time you need to take care of the store and orders.

Because, as you may already know, a business of any type requires two main investments: time and money. Being a startup, many entrepreneurs don't have extravagant funds - but that's not a problem when you go online.

Why? Think about how many people you can reach online compared to the customers of a physical store. Let's see a practical example.

Let's say you want an online store with various birthday gifts. By default, this means that people will search for you on anniversaries - birthdays, name anniversaries, wedding anniversaries, etc.

Good and let's see the second option. Instead of being online, you have a physical store in the Timisoara sector for example. How much audience do you think you have when you're offline? Out of over 300,000 inhabitants of the city; less than 5% will buy from you on an anniversary. Because they don't know about you. And they don't feel like going all the way across town to find you.

WHY HAVE AN ONLINE STORE?

But online, people from all over the country and even from abroad will buy your products, every day - with the right strategy.

This without taking into account that when you sell in a physical location, you depend on the schedule. You have a schedule and no matter how long it is, sooner or later you have to close the house and go to sleep. Instead, online, your site continues to work around the clock, and if people feel like ordering at 12 at night, the orders will be waiting for you in the admin in the morning.

If I haven't convinced you yet, I'll show you a few more that will surely do the job for me. According to Google, over 40% of customers prefer to research products before buying them, and over 40% of customers compare 3 or more sites before making a purchase.

Online is the place where you can turn your idea into reality and not only that: you can sell as much as you want and need, to achieve financial security, a comfortable living and a lifestyle the way you want it. To get there, you need a plan and a lot of work. I'm not going to lie to you, the book you're reading now requires ambition and a lot of determination on your part. My advice is to keep

it close at every step of creating your own business because it will help you enormously - it will be a framework that, once applied, is guaranteed to get you where you want to go.

TYPES OF ONLINE BUSINESSES

In case when you picked up the book in your hand, you surely skimmed through it and noticed that I focus strictly on the process of creating a full-fledged online store. But the store is not the only way to sell online in the long term, nor the only channel you can use once.

Although there are some parallels in the physical world, the beauty of online is the ease with which you have access to the same audience, regardless of the size of your business.

Physically, a small island attached to Iulius Mall în Timișoara has no way of having a higher visibility (implicitly an audience) than a blog that promotes the same type of products online. The same is the case with a physical mall or even the market where grandma goes to sell her greens, as the equivalent of malls and online marketplaces

Going back to the idea before, there are a multitude of methods to sell online and I will introduce you to the most popular ones.

Selling online

The first and, in my personal opinion, the most serious type of online business is selling through an online store, regardless of whether we are talking about B2B (business to business) or B2C (business to customer). Imagine that the online store is practically your house, from the foundation to the roof, from the upholstered sofa in the living room to the lavender pots you have strung on the balcony. No one will come to kick you out of your house or impose rules on you. You just have to pay your bills (hosting, etc.) and taxes, and the house (website) will work great.

The online store concept is not just milk and honey. There are advantages and disadvantages, the most common of which relates to cost.

You can't build an online store for free. But you can greatly reduce costs depending on the choices you make.

You can work with your own stocks or do dropshipping. You can invest more or less in certain marketing channels. You can choose an eCommerce solution with all the functionalities you need natively, in the platform, or you can use other platforms, open source or not, but at that moment you have to

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think carefully if you want to be a programmer, to deal with the changes yourself in code, third-party integrations and plugins (the most effective being paid ones).

Or you want to be an entrepreneur and sell.

I'll stop here for now because you'll get all the details of what it means to sell in an online store throughout the entire book.

Selling on a marketplace

eMAG, Doraly, Amazon and many others represent the concept of a marketplace, a platform that, in addition to its own products, also offers other sellers the opportunity to display their product catalog - for a fee.

So, another way to sell your products is through a marketplace, a platform that comes with both advantages and disadvantages. Many entrepreneurs choose to test their business idea by starting with selling on the marketplace (for example, selling handmade products on Breslo and then creating a stand-alone online boutique) or treat it as an additional sales channel when the company develops sufficiently. Either approach is correct.

The strong points of a marketplace are the low start-up costs, the presentation on an existing infrastructure, already known to the public and the fact that you benefit directly from the strong marketing done by the team behind it.

I think the weaknesses are obvious: you have fierce competition, few customers are aware that they are ordering from you, not from the marketplace itself, you have no way to assert your brand and you have no access to your customer base. Plus the commissions and rules you're bound to follow.

Selling on a blog

Earning money from blogging is not impossible, but it's not as easy as all the sites you find when you search for "how to make money online" make it out to be. Basically no, you can't just lie back on your sun lounger in the Maldives and wait for the money to flow.

Out of over 95,000 blogs at last count (according to Zelist), only a small percentage of owners can boast that they actually make a living from blogging alone. Even fewer are influencers.

To sell, realistically speaking, with the help of a blog, you first need a period of time and a lot of content to create a community around it, to gather a base of loyal readers and email addresses.

On the blog you can sell physical products through shopping buttons, you can affiliate, write advertisements, offer consulting services, information, etc.

The idea is that regardless of what you want to sell, you need a loyal audience to address and whose attention must be constantly maintained, similar to the case when you have an online store.

Selling on an AD Platform

eBay, OLX, craigslist.com, okazii.ro, publi24.ro, etc. You've surely heard of at least one of the classifieds sites I've mentioned by now. In principle, this type of sale does not fit into the concept of a serious business plus, with repeated sales with a large total profit without declaring it, you have legal problems.

Now, I'm not telling you not to sell on classifieds sites at all. At least in the beginning, it's a good way to test the market, outline a suitable price for your products and identify a typology of customers to address. But as we said before, the legal "business" on classified sites is not really an online business.

A Presentation Website

In presentation sites you can present your services and allow potential customers to ask you for a personalized offer (or not) for their specific needs.

If you don't sell physical products - you don't need a shopping cart - a showcase site is a suitable solution for your kind of online sale. Practically, in such a site you can advertise a lot of types of services: photo-video, event organization, hotel services, art, legal services, dentistry, cosmetic offices, hairstyling services, etc.

Well, even if you don't have an eCommerce platform behind you, you shouldn't underestimate the workload for a "simple" presentation site, and especially for its promotion. And hence the related costs.

Yes, you can go to the boy next door who knows how to play with a theme on a free platform, but you will have a fixed site for what you paid for it. Remember that your website requires programming, design, usability, optimization, SEO, etc., you can't just jump out of bed one morning and shout "I want a website too! That's it, I'm doing it today!".

Imagine leaving your entire business in the hands of the boy next door who makes your website. Does that sound scary? Then why would you want to make your website with him? If your goal is to have a showcase website and sell your services through it, make sure the way it looks and behaves also

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defines the quality of your work - it needs to load quickly, look great and meet the needs of your potential customers.

Keep all these things in mind and choose your partners very carefully, if necessary to build your website.

BUSINESS MODEL

In the past, business was undeniably much simpler: you produced something and sold it for a profit, quickly building a reputation and a loyal clientele that was passed down from father to son. Before the industrial revolution, most sales were done locally - competition was minimal, demand was usually maximum, and you set the price as you pleased.

Fast forward, today you live and sell in an ocean full of sharks. You're fighting with competing firms globally, and besides the fact that you have to be super creative to reach customers, they're hard to please.

In this context, without a plan and a business model, you have no chance. There is a clear connection between a business plan and a model, the former being actually the advanced version of the business model.

In short, the business model outlines how you will create, deliver and capture value. It explains what consumer pain points you choose to cure, why your solution works better than the competition's, and what balance exists between what the customer wants to pay and the costs you have to bear.

Think of the business model as if it were a car. Different parts work differently - for example, a conventional engine runs differently than a hybrid engine, a standard transmission is different than an automatic transmission - therefore creating different value for drivers.

The way the car was built - the business - indicates certain signals for what the driver can do and determines the maneuvers he uses. One of the most stable and effective templates on which to create your own business model was designed by Alex Osterwalder in 2008. Today there are hundreds of sites and tools that allow you to establish the model in less than 20 minutes, without stocking up on paper and pens.

Who do you want to sell to: client segmentation

In the beginning it was the customer. And in the middle and at the end.

You see, without customers you can't sell, and if you don't satisfy them, your business idea goes down the drain. Customers are the heart of every business - the moment they stop buying, the business dies.

Why do you need to establish several customer segments from the start? Because at this point you have to be aware of which groups you can sell to, how, on which channels, what relationship to establish with each one - including whether you want to serve them or want to ignore them.

Customer groups represent segments if their needs justify a different offer for each of them, if they are approached through different communication channels, if they need a different type of relationship, if they want to pay differently for various extra services, etc.

Basically, you can directly address the mass, a huge group of consumer segments with similar needs and requirements, but to whom you address with different value propositions, communication channels and type of relationship.

Another type of segment is represented by niche consumers - an audience that you can reach more easily and quickly because everything related to your business model becomes specific to the chosen niche.

They, in turn, can be segmented.

Consumers can then be diversified into two or more segments - Amazon is a telling enough example, the categories of products sold dictate the variety of segments to which it sells.

And we also have multiple markets with the example of online newspapers: on the one hand, they address readers directly, inviting them to buy subscriptions, and on the other hand, they attract advertisers to display their desired ads.

What's your value proposition

What do you and only you offer consumers? How do you differentiate yourself from the existing competition on the market? What value do you bring to the lives of your customers?

Establish a unique value proposition and you will know from the start how you want to position yourself on the market. All the materials you will use in creating and promoting your business will start from this.

The value proposition satisfies a need or solves a problem for a consumer. Here you have two possibilities: either you offer something innovative, something new, or you launch with an offer similar to those on the market, but with something extra that no one else has.

So, what do you offer customers: novelty, customization possibilities, a better price, lower risks, consulting, partnerships, a more accessible product / service?

Think carefully about your business idea and find out what you bring new or extra to the market for customers. But be careful, don't fall into the trap

of your own ego: even if you are passionate about your business idea and you know it helps you, personally, research thoroughly if it also helps others. Especially those who have something to pay you with.

Choosing distribution channels

As many as possible, right?

Totally wrong. In the beginning, we all feel the urge to think big, we all want a lot. We want to surround our prey knowing that sooner or later it will fall. But we forget how many resources we lose on the way for a prey that may not even taste good.

I say this with the idea that you can approach the potential customer on all available channels, investing time, money, employees - a ton of resources - only to have them return the product, be dissatisfied and complain all over the place, destroying the image of the brand or other bad result.

When choosing the channels for your business model, you have several standards at your disposal. You can sell in your own store or outlet, you can use partner channels (for example, distributors) or you can do a combination of the two - that's how dropshipping works.

Obviously, you can use a mix of channels to present your products, but don't forget for a moment that they involve the customer passing through different phases, starting with his familiarization with your brand, evaluation, the moment of purchase and up to delivery and after-sales strategy.

The way to maintain the relationship with customers

Has it ever happened to you to enter a store and be approached before you cross the threshold with the formula "Can I help you with something?" Oh, almost all the time?

Ok, it's time to get rid of the theory of the helpless, blind and idiot customer.

Your goal is to maintain a mutually beneficial relationship with each individual client for the long term - as cliché as that sounds. The sale is not reduced to the product added to the cart and delivered, done, goodbye.

On the other hand, there are different ways in which the client relationship proceeds. It can be personal assistance - based on human interaction, even personal assistance dedicated to each customer in a more special way, self-service, automated services, community or co-creation (for example, Facebook).

Income stream

The revenue stream is the cash your business generates from each customer segment. The question is what value are consumers really willing to pay for? What and how do I currently pay? Or how would they prefer to pay?

The answers to the previous questions will help you identify including payment methods for your future online project so document yourself well.

Basically, there are 7 major types of income: sale of assets (direct sale of products and services), subscription fee, commission (real estate agencies), rental (see Uber, Airbnb), sale of license (film production, copyright), payment for the right of use (hotels, guesthouses, telephone services) and advertising.

Moreover, depending on the type of income stream, you can establish different price mechanisms, fixed or dynamic, starting from list price, price dependent on functionality, price per volume or customer segment, up to negotiation or auction.

So, answer the following questions:

How does your product or service generate revenue?

Who pays you? The consumer, another business, a licensee, etc.?

How do you set prices? Price per unit, transaction fee, etc.?

When do you get paid? How do you get the money? Immediately, after a certain period of time, etc.?

What is your pricing model?

What is the lifetime value of each customer? Annual revenue multiplied by the number of years the customer will continue to pay you.

Is the revenue stream model scalable? Can you respond to a sudden increase in sales without exhausting your resources?

Key resources

Resources are products, people, and collaborators, elements that your company uses to create the value proposition, serve the consumer segment, and deliver the products or services to customers.

In this block of the business model you need to identify the key resources you need to keep the promise of the value proposition, but also for distribution channels, customer relationship and revenue streams.

And here applies the saying to have with whom, but also to have with what. In other words, your key resources are both human - your employee or team, including you - and financial, physical and/or intellectual. See if you can afford to work alone or if you want to hire internal people, outsource to a freelancer or an agency.

Key activities

Like key resources, activities must create and deliver a unique value proposition, maintain customer relationships, reach consumer segments, and earn revenue. Now is the time to ask yourself what activities you have to do for all the other blocks we discussed earlier.

For example, the typical activities for an online store can be documentation, production, marketing, logistics, packaging and sales, with all the secondary activities that derive from this.

Who are your key partners and how do you choose them

Tell me who you're friends with, so I can tell you who you are. A correctly chosen partner can take you to the heights and help you maintain the relationship with the customer segments.

When creating the business model, think about who your partners are or could be. In this case, partners start from product, hosting and platform providers and continue to courier companies, payment processors, influencers, etc.

Now, before you choose a partner, think about the following: create a clear contract / understandable for both parties, define expectations from each party, assess the impact this partnership could have on your customers, and follow the rule of thumb reciprocal.

The types of partnerships you can enter into are strategic alliances with a non-competing firm, strategic alliances with competition, affiliation with a company to create new businesses, and buyer-supplier relationships.

Why enter into partnerships? Simple, because that's how you have the opportunity to make economies of scale or you can greatly reduce certain risks or you can offer something extra to customers, which differentiates you and motivates them to buy.