

insynch

Options for Selling Online

Helping Businesses Flourish since 2005

Selling Online

Eddy Webb

CEO

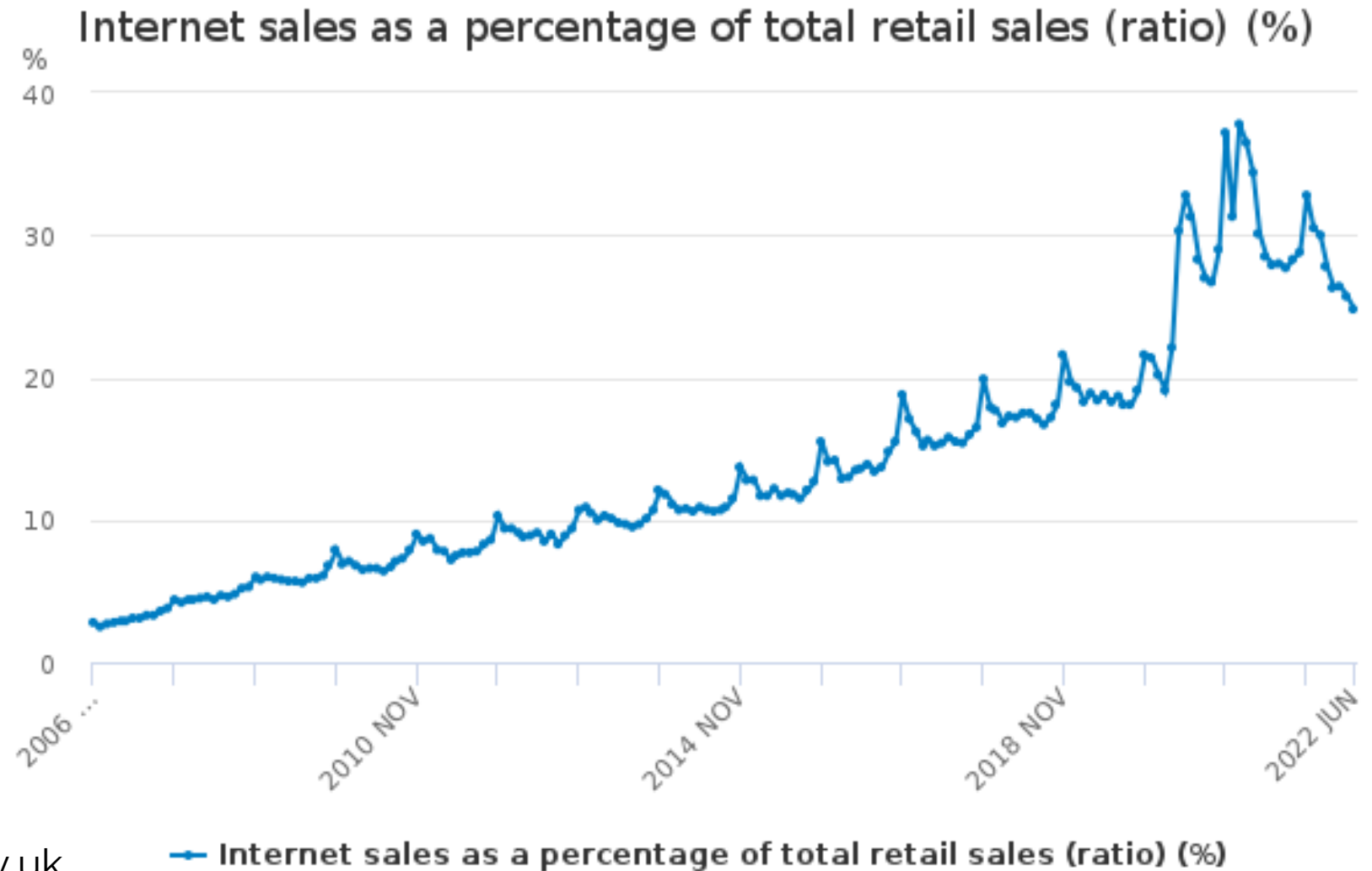
InSynch Business Services Ltd

www.insynch.co.uk

About InSynch

- Formed in Feb 2005 – **Based in Shrewsbury, Bristol, Aberystwyth, Swansea and** but cover all Wales and Midlands
- **Main areas of Business are:**
 - Digital Marketing Agency
 - Digital Strategy Consultants
 - Web Services – Design, Manage, strategy, improve
 - Training – Over 30 courses in house, open or one to one

Online Shopping Trends



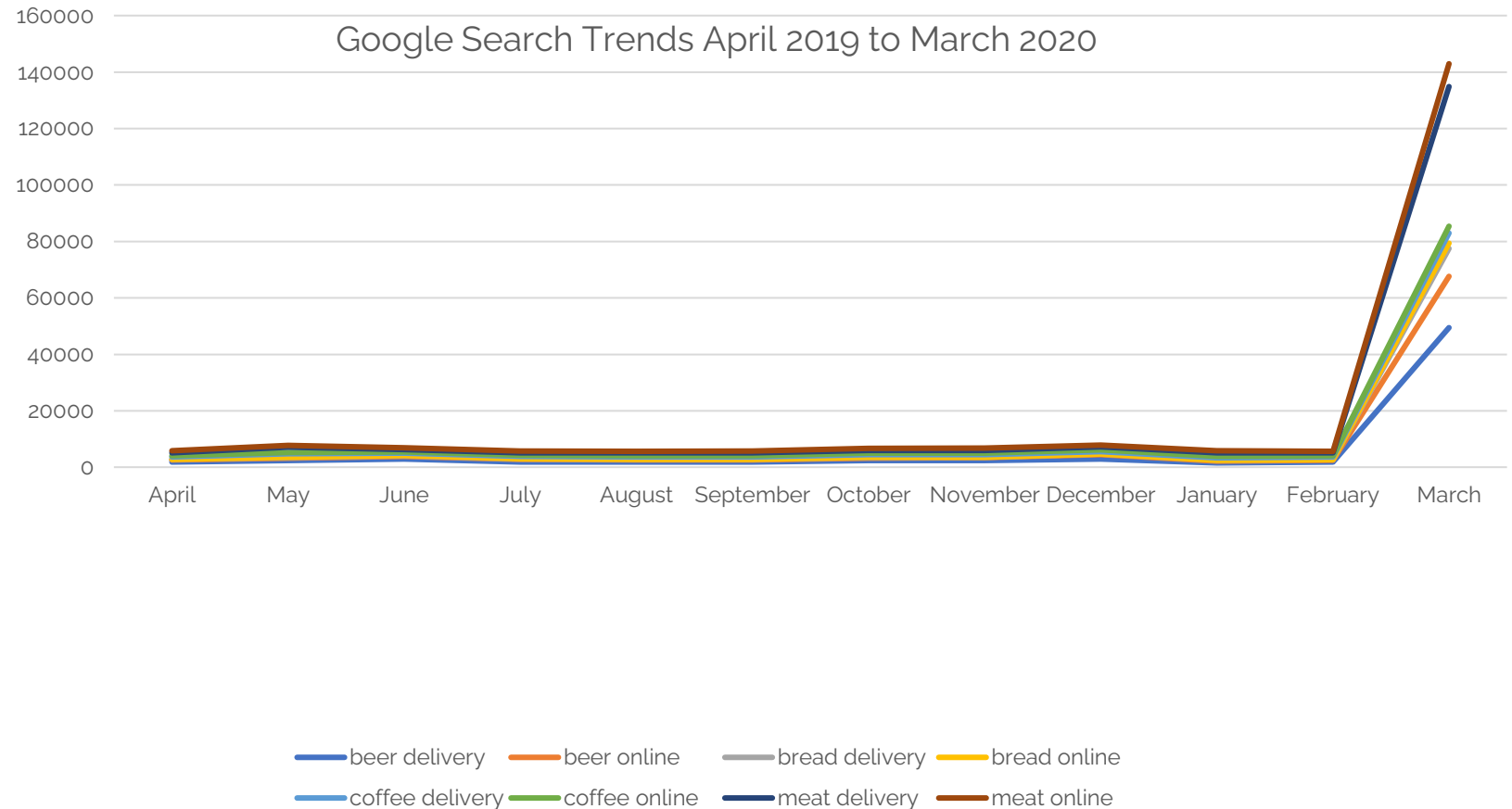
Source: ons.gov.uk

Source:

Online Shopping Trends

- Four years of ecommerce acceleration during the first three months of lockdown (Enders Analysis)
- Searches for “online shopping” and “how to buy online” have doubled worldwide since March 2020 (*Google Trends*)
- Majority of people expect their online shopping habits to increase or stay the same post-pandemic (*McKinsey & Company*)

Online Shopping Trends (Demo)



What sells

- Products that people will readily buy online already
- Products people search for
- Products where shipping is inexpensive or acceptable
- Products that have a niche
- Products that can be customised
- Products that can be shipped direct

What is your USP?

- You need to have a unique selling point, otherwise you are just another company who sells the same thing
- What is your niche
- Are you better, faster, quirkier?
- Do you have a back story that will trigger an emotional response
- Are your products of a higher quality
- Are your products hard to get on the high street?

How are you going to sell online

1. Messaging and requesting cheque/bank transfers
2. PayPal Add to Cart Buttons & Paypal Instant Commerce
3. Marketplaces such as Amazon, Etzy and Ebay
4. Social Media sites like Facebook
5. Third Party Ecommerce Platforms
6. Your own Website

PayPal Add to Cart

1. Needs PayPal Business or Premier Account
2. Go to Tools, All Tools Click open on the PayPal Buttons Tile
3. Open the PayPal button creation page.
4. Open the PayPal button creation page.
5. Add product information, such as size, color, and price options.
6. Customize the button text and appearance.
7. Copy the code and place in your Website
8. Pay 2.9% + 20p per transaction

<https://www.paypal.com/buttons/>

PayPal Smart Buttons

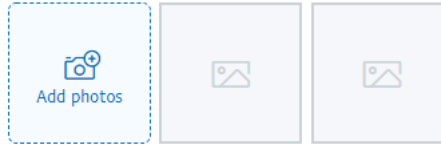
- <https://www.paypal.com/buttons/smart>
- Creates a Button to buy a single product
- Shows link to pay by Debit or Credit card

PayPal Instant Commerce

- <https://www.paypal.com/instantcommerce/dashboard>
- Creates a Web Address to buy a single product
- Provides an easy way to get payment
- Good for social media sales

PayPal Instant Commerce (Demo)

Add your product



Note: Allowed file formats are PNG, JPEG, JPG, GIF, BMP and ICO. File size up to 5 MB

What's your postage rate?

▼ Domestic (GB)

- Choose your delivery method as per domestic delivery rates.

☐ Free delivery

☐ Flat-rate shipping

> Taxes

<https://py.pl/4CYGcXJL>



Cheese Board

GBP 40.00

Buy Now

▼ Product details

Lovely Cheeseboard

▼ Delivery (GB)

- Free domestic delivery

This product is available for domestic delivery only in GB. Check with seller for other locations.

This product is offered and sold by the seller and is subject to its selling policies and shipping terms. All item descriptions, images and sales information are provided by the seller and not verified or guaranteed by PayPal. As always, purchases of

Marketplaces

1. Ebay – Very Accessible – Fees can be capped on deal days, otherwise its 10.9%. Remember to factor in Paypal Fees
2. Ebay Shop £25 a month for 250 listings
3. Slight stigma attached to eBay - perception
4. Amazon – from £25 + VAT per month or £0.75 per item for fewer than 35 per month – PLUS between 7% and 45% 'referral fee'. 15% most common
5. <https://sellercentral.amazon.co.uk>
6. Amazon – can be competitive and expensive but good for customer acquisition

Amazon Tips

Many ranking factors

- Number of reviews
- Answered questions
- Image quality 1000 x 1000 at least
- Price
- Time people spend on listing
- Completeness of listing – full information
- Title – relevant and under 200 characters
- Do keyword research – Use Google Keyword Planner
- Exit rate from Amazon

Amazon Tips

- If you can turn around orders swiftly or use fulfilled by Amazon, you can become an Amazon Prime seller.
- Prime product listings are favoured across the market place, and appear before standard listings on search pages bumping them up to the top
- Creating an Amazon Brand Store helps your search page position
- Amazon Brand Store gives sellers a place to drive traffic to from socials etc.
- Utilising A+ Content on listings also allows further areas to implement key words and highlight USPs

Marketplaces

Etzy

1. Etzy - £0.16p per listing
2. Plus 6.5% Transaction fee and 4% + 20% payment processing fee
3. Often a first step for a business. Easy to lose business to competitors

Selling on Social Media

1. People don't generally go onto Social Media to buy things
2. Facebook – Simple promoted posts or adverts
3. Use the Shop function on Facebook – send to a Website or message to buy – Has become complex to set up...Business Manager then Catalog Manager
4. Can work with PayPal Instant Commerce
5. Instagram – Links to a Facebook Catalog. Instagram shopping set up via Facebook Business Manager > Commerce Manager
6. Use Marketplace
7. Some sites such as Shopify integrate with Facebook
8. Pinterest – Link to your images on your Website

Third Party Ecommerce Platforms

1. Shopify – from £19 per month – possible demo
2. EKM Powershop – from £32.49 per month
3. BigCommerce – from \$29 per month
4. Wix – from £16 per month
5. Squarespace from £15 per month

Your own eCommerce Website

1. Woocommerce with Wordpress - free but add ons and themes cost extra
2. CS-Cart \$399 – good all round system. Not too many developers offering it
3. Magento 2 – Expensive to develop but the leading platform
4. Various other shopping cart systems such as Xcart 3Dcart etc
5. Use www.builtwith.com to see what other businesses have used. (demo)

Payment processors

1. Worldpay Online - Pay as you go - £25 plus 10 p per transaction, plus a transaction %
2. Shopify – 2% + 25p
3. Paypal – from 1.9% + 20p
4. Stripe – 1.4%+ 20p
5. Opayo (Was Sagepay) - £32 per month
6. SumUp, Izettle – for contactless payments

Distance Selling Regulations

Information a customer must be provided with before ordering

1. Your business name, contact details and address
2. A description of your goods or services
3. The price, including all taxes
4. How a customer can pay
5. Delivery arrangements, costs and how long goods will take to arrive
6. How they can cancel and when they lose the right to cancel

Security

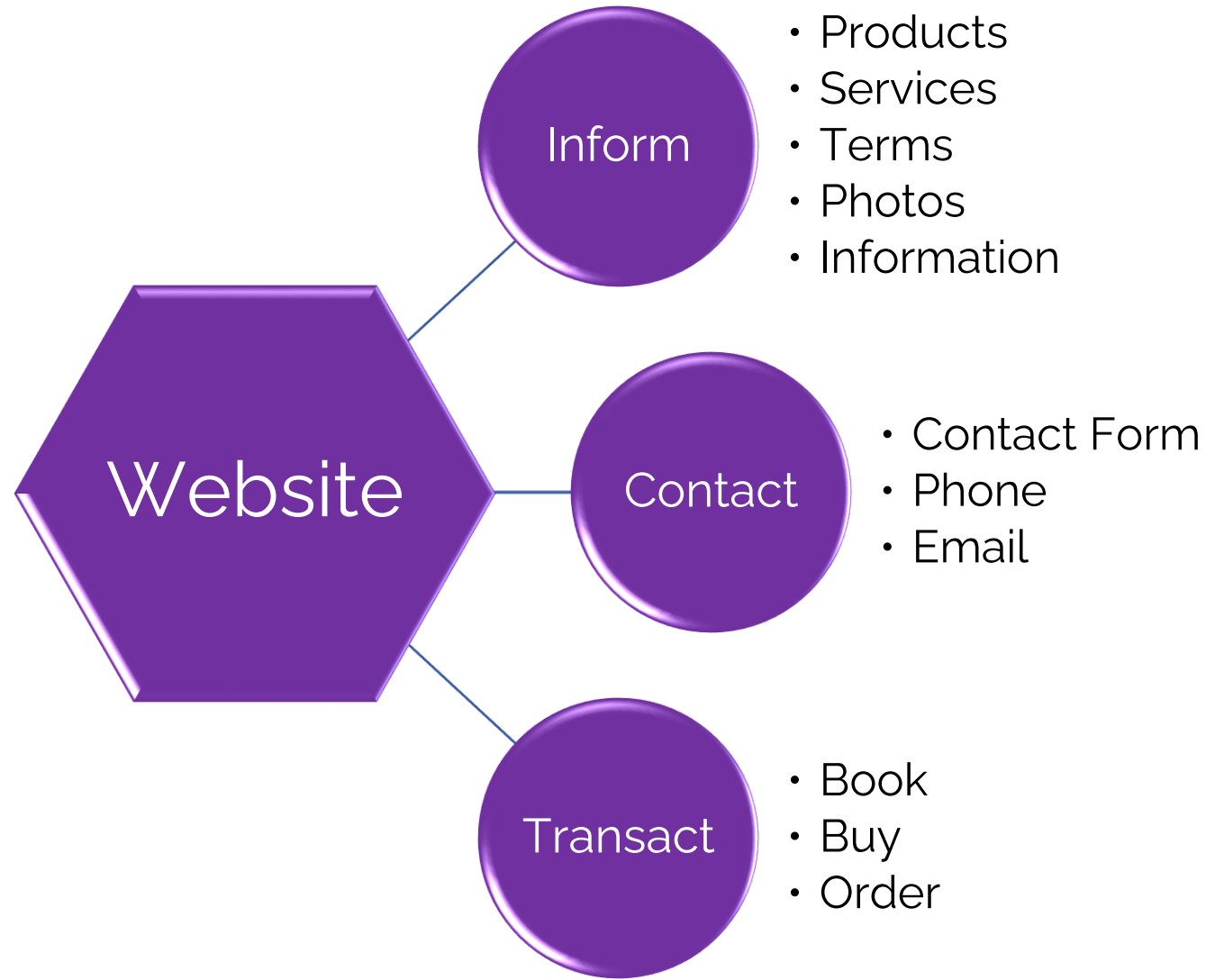
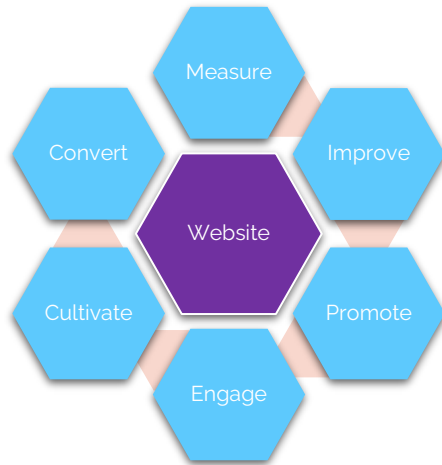
1. HTTPS – SSL – Vital to give trust to potential purchasers
2. Actually low risk if the person goes off to a third party website (Worldpay / Sagepay / PayPal to make the payment)
3. PCI-DSS Compliance - The Payment Card Industry Data Security Standard – Applies to any company that accepts, transmits or stores any cardholder data
4. Passing compliance can involve completing a questionnaire, running scans on your Web server and also on internal computers, depending if you are processing payments manually
5. Some PCI Compliance companies try to get you to pay for unnecessary services

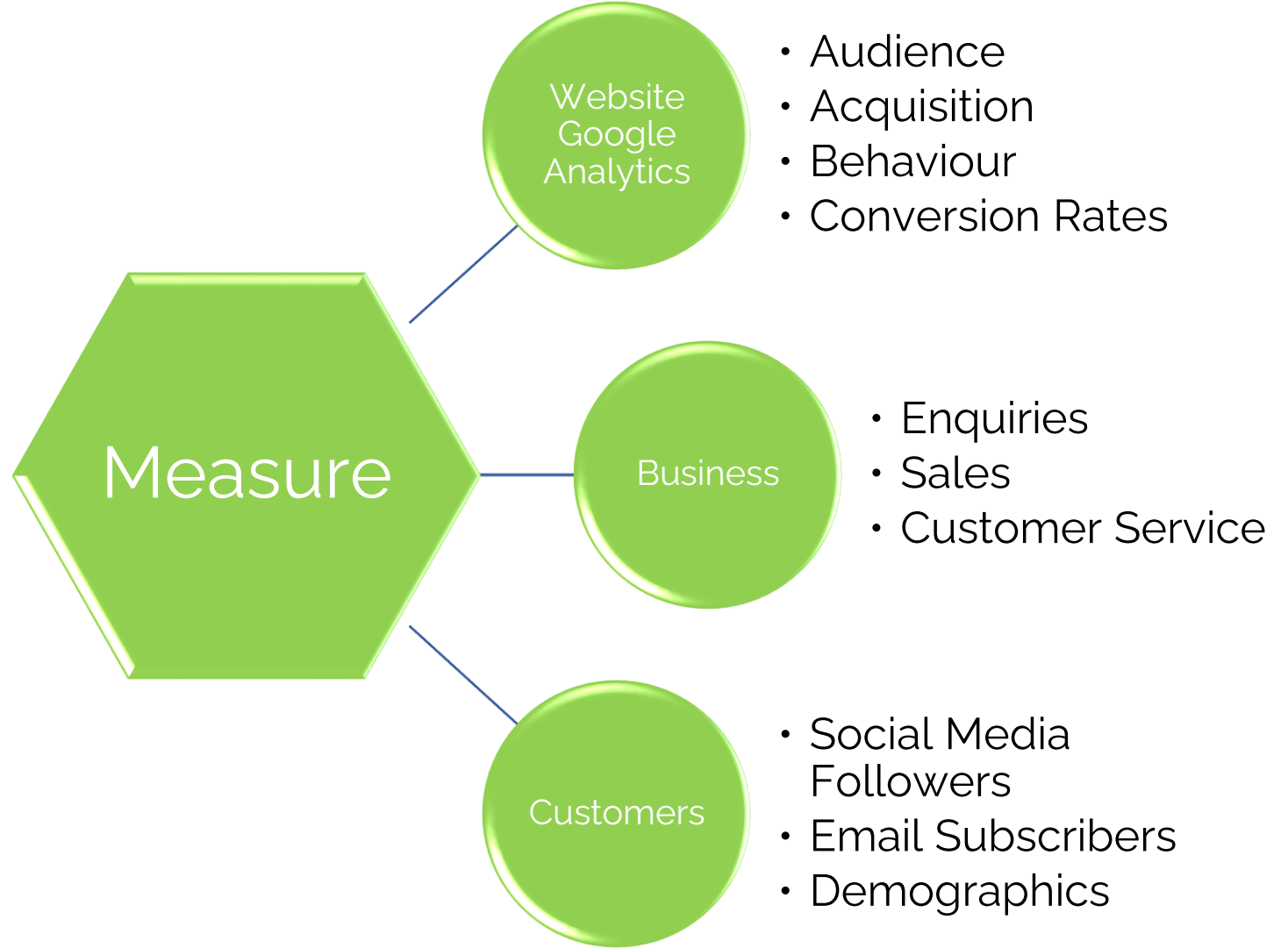
Additional selling tools with online shops

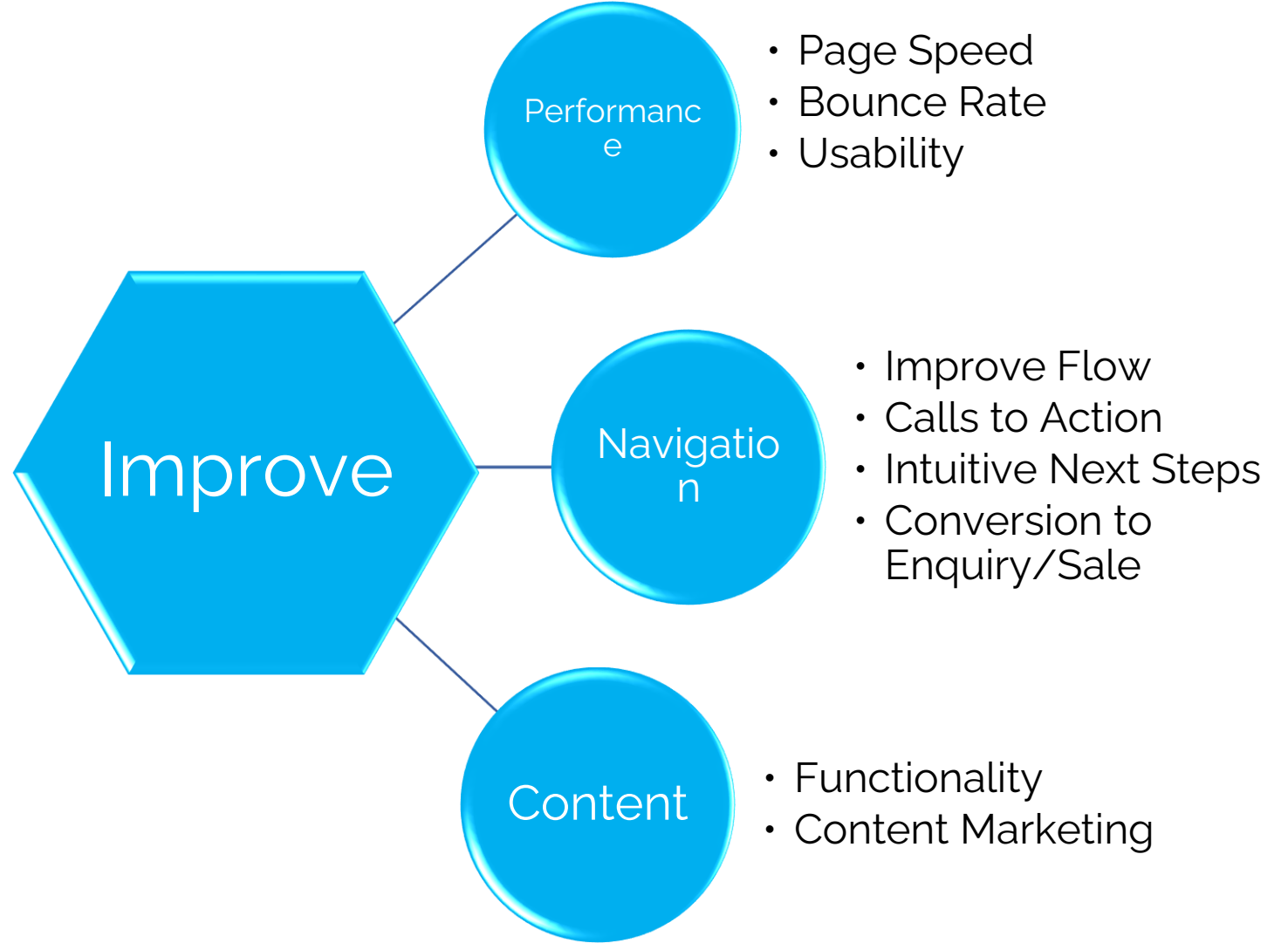
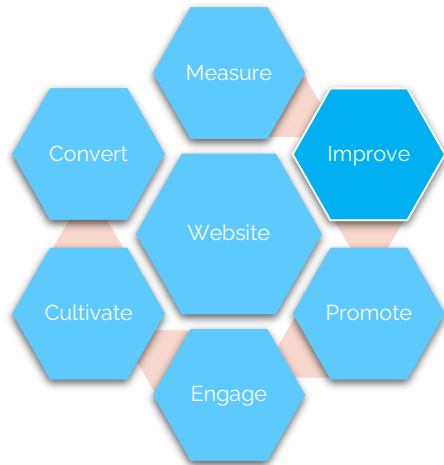
1. Facebook Catalog – great for remarketing for products when they have added them to the basket
2. Google Shopping – Through Google Ads – Can be responsible for most paid advertising online sales in some cases

The InSynch Strategy for Effective Digital Marketing

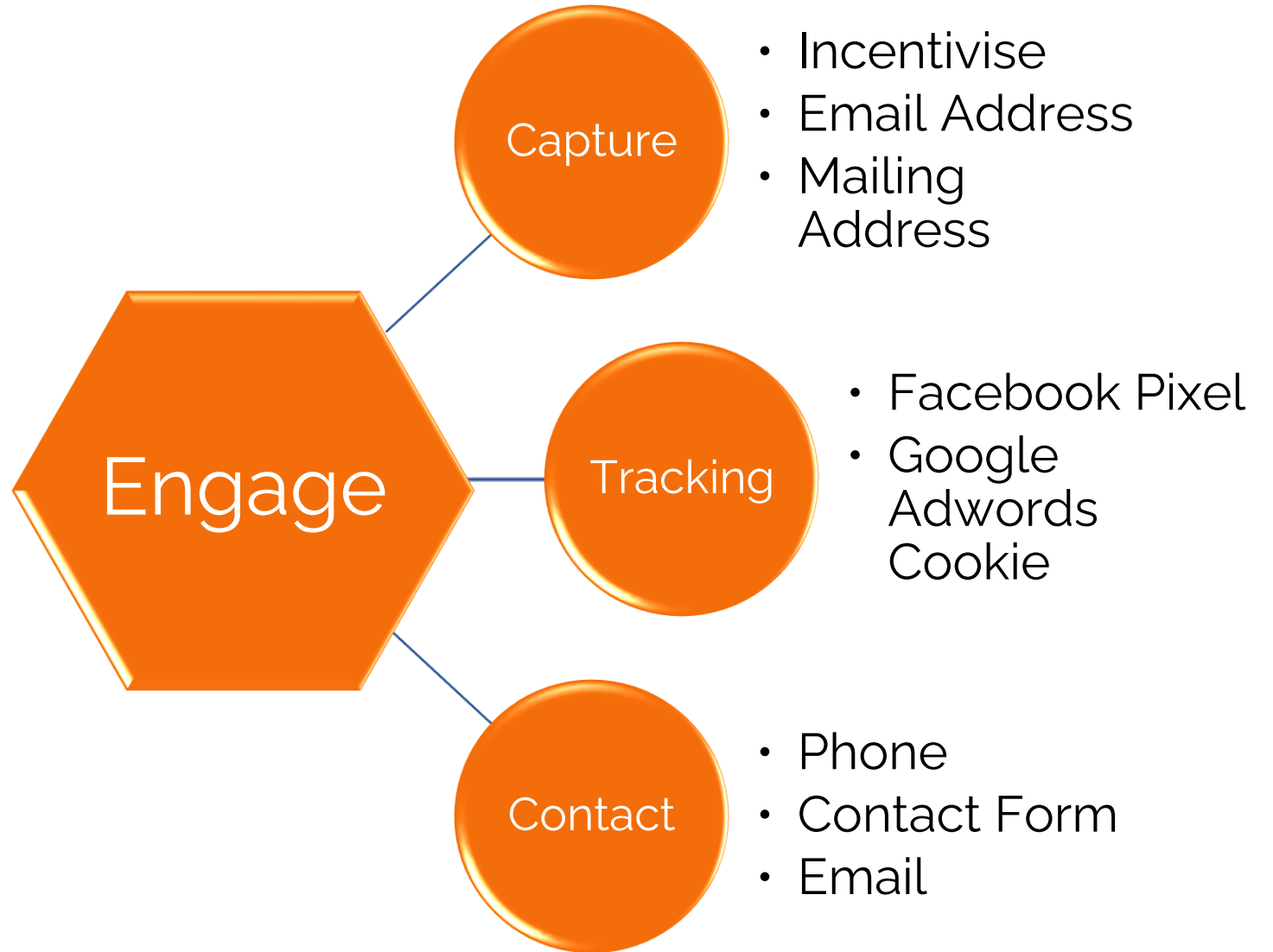
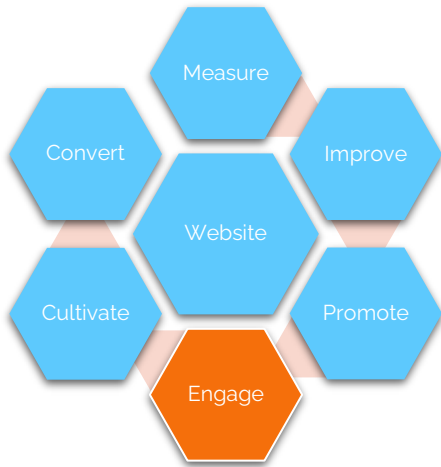


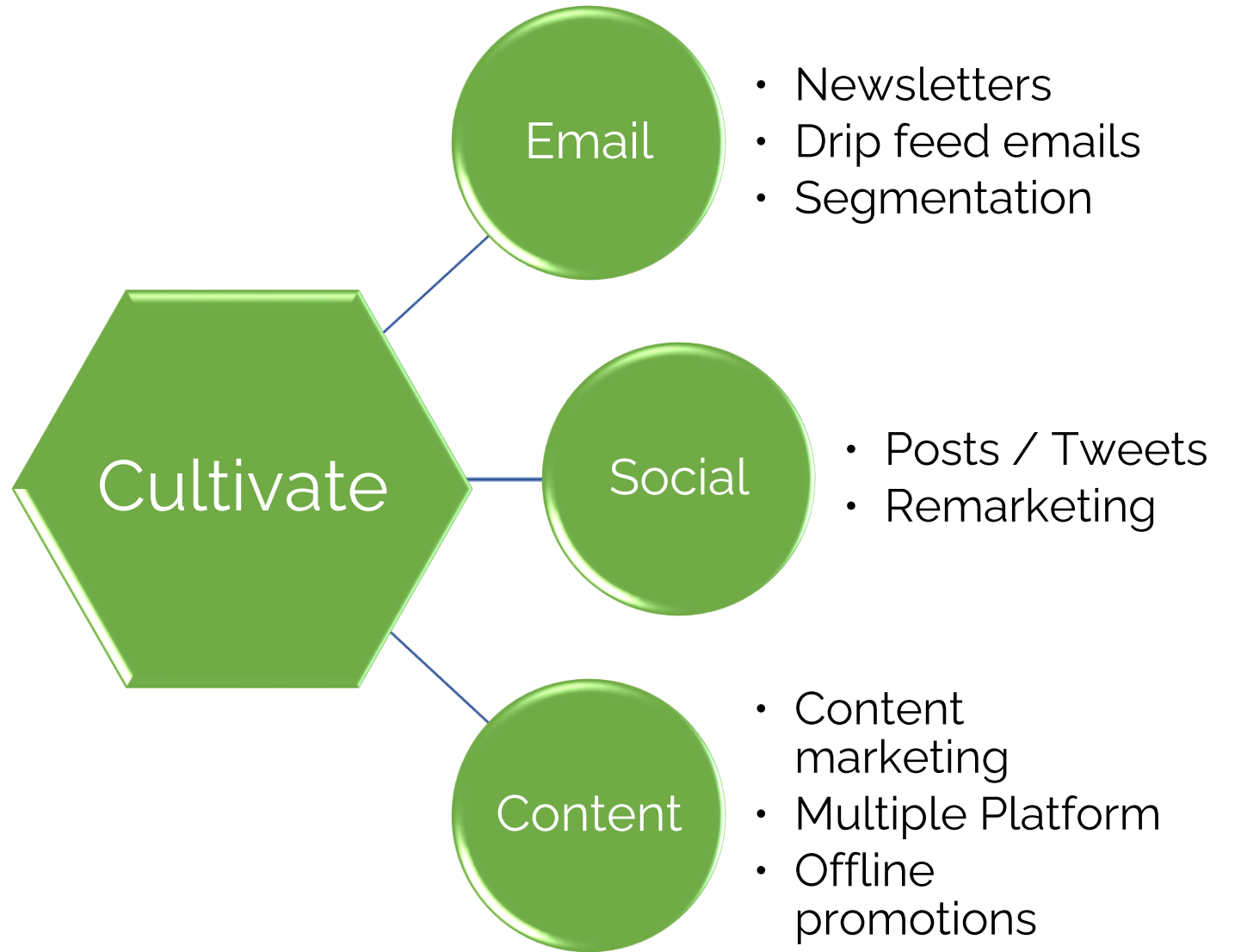
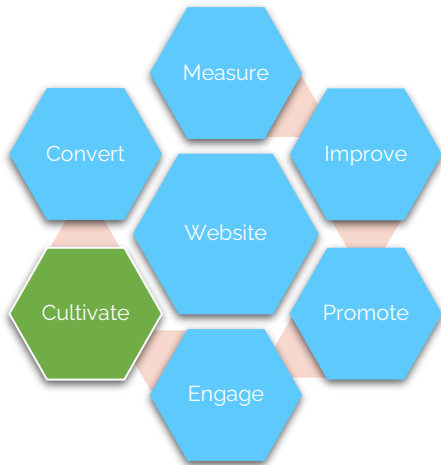


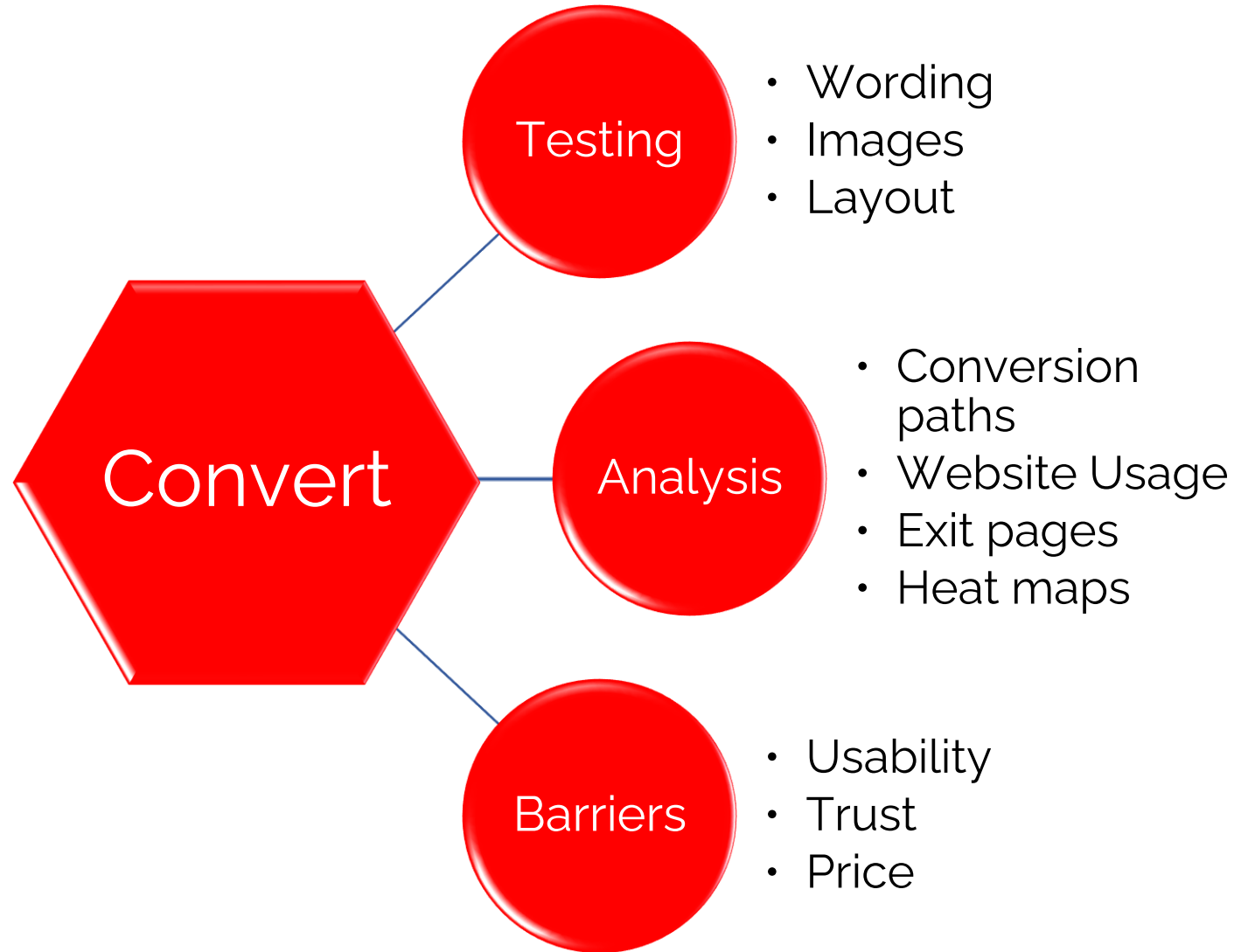
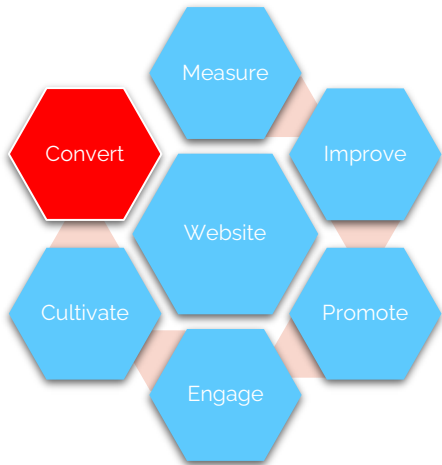












Contact Details

InSynch Business Services Ltd.

Tel: 01743 455989 / 01970 630077

eMail: enquiries@insynch.co.uk

eddy@insynch.co.uk

Web site: www.insynch.co.uk