

# Going Digital Workshop

## E-Commerce Fundamentals

August, 2021



# Agenda

## What we will be going through:

- Why it is important to have an ecommerce plan
- How to prepare your business for ecommerce
- How to choose a platform for online sales
- How to manage payments, shipping, logistics etc.
- How to integrate your ecommerce into social media sites
- What content will you need to start selling online
- How to turn your bricks and mortar store into an experience centre



# About Us

## Who is CMG?

CMG was born out of the desire to see Australian businesses succeed by immersing ourselves into your world as an extension of what you do. We are your partner and your extended marketing team- we're with you each and every step of your journey.

In this ever-changing landscape, CMG encompasses all things digital, integrating data and strategy that drives the right results. We believe in building a future that is creative, innovative and reliable.

CMG- create. measure. grow.

### People

Dedicated team, providing diverse expertise.

### Data

Insights from million+ campaigns driving your outcomes.

### Performance

Industry proven insights and technology to drive the right performance.

### Technology

Gain access to award-winning technology used globally, tailored to your business.



# Why it is important to have an E-commerce plan?

## 1. Gain a deeper understanding of your business

Do you plan to sell physical products, digital products, or services?

Who is your customer?

Will you need an external site, or can you work from home?

## 2. Financial Resources – How much / When / How ?

Self funding vs A business loan

A partner of financial means OR an angel investor

A Kickstarter (or similar) crowdfunding campaign

## 3. Physical Resources

Product photos / Printer / Shipping supplies

## 4. Human Resources

Employees / Subcontractors / Web developer / Digital marketing agency

## 5. Build a road map for the future.

12 months, 2 years and 3 years?

## 6. Evaluate what your competitors are doing

What do they sell? What are their strengths and weaknesses? E-commerce marketplace ?

## 7. Who Needs an E-commerce Business Plan?

You're just starting out OR You're seeking investors

You're ready to scale your business full-time





# How to prepare your business for E-commerce

1. Identify your interests and passions
2. Identify problems you can solve
3. Research your competition
4. Research the e-commerce space, find your niche
5. Tools - [Google Trends](#) / [algopix.com](#) / [Google Keyword Planner](#) / [Thinkwithgoogle](#)
6. Sell on eBay, directly from the Seller Hub Research / SurveyMonkey
7. Determine the profitability of your niche.





# How to choose a platform for online sales

**BigCommerce** - Most popular eCommerce solutions for small-to-medium businesses

**Shopify** - Most well-rounded of the E-Commerce platform

**Magento** - Open source platform offering maximum flexibility

**WooCommerce** - The most popular WordPress-specific eCommerce plugin

## Overview: Shopify vs WooCommerce

- Shopify is an all-in-one eCommerce solution that makes it easy
- WooCommerce is an open-source eCommerce plugin built for WordPress.

## What to look for in your E-Commerce Platform?

- Budget – Shopify \$29/ \$79/ 299 per month / WooCommerce – Free (Hosting \$10)
- Ease of use – Shopify is a fully hosted platform / WooCommerce is not a hosted platform
- Payment Methods – Shopify which costs 2.9% + 30 cents per transaction / WooCommerce – third-party payment gateways 2.0% for all transactions
- Integrations – Shopify comes with an App Store + paid apps subscriptions / 58,000+ free WordPress plugins many more paid plugins.
- Scalability – simply upgrade your Shopify plan to suit performance, security and function.



# How to choose a platform for online sales

Platforms	Pricing	Trial	Products	SEO Ready	Built-in CMS	Support	Easy-Install
<b>WooCommerce</b>	FREE	✗	Unlimited	✓	✓	Community	✓
<b>shopify</b>	\$29/m	✓	Unlimited	✓	✓	Dedicated	✓
<b>PrestaShop</b>	FREE	✗	Unlimited	✓	✓	Community	✗
<b>Magento</b>	\$2000/m	✗	Unlimited	✓	✓	Dedicated	✗
<b>opencart</b>	FREE	✗	Unlimited	✓	✓	Dedicated	✗
<b>cs.cart</b>	\$385/license	✓	Unlimited	✓	✓	Dedicated	✗
<b>BIGCOMMERCE</b>	\$29/m	✓	Unlimited	✓	✓	Dedicated	✓
<b>zen cart</b>	FREE	✗	Unlimited	✗	✗	Community	✗



# How to manage Payments, Shipping, Logistics etc.

## LOGISTICS & SHIPPING

- Choose your shipping option?
  - Live Carrier Rates - Eg. [Starshipit](#)  
An aggregator that provides the customer a live rate of the shipping cost at that given time based on array of different carriers. Has a monthly subscription cost  
How it works video? <https://www.youtube.com/watch?v=8y1Nv-VPoOA>
  - Fixed Rates - Great option for start-ups, to avoid ongoing & application costs  
Allocate fixed rate based on weight and this is the rate customer will be offered at check out.  
Shopify Setup:[https://www.youtube.com/watch?v=\\_8SxuBjJyfI](https://www.youtube.com/watch?v=_8SxuBjJyfI)
  - Local Pick/Local Delivery - popular during pandemic, encourages a faster fulfillment option at a lower cost.

## PAYMENTS

- Shopify has competitive rates using their own gateway (Shopify Payments) -  
<https://www.shopify.com.au/pricing>
- Alternatively, a popular option is Stripe or PayPal, which acts as a gateway to take card payments securely  
<https://stripe.com/au/pricing>
- Buy Now Pay Later Options - Eg. Afterpay or Zip Pay
  - Benefit - Increase Conversion at cart, provide a better user experience & reduce abandon cart rates

Note: Whichever option you choose, there will generally be a monthly admin fee associated with each purchase made using their gateway.



# How to integrate your E-commerce into Social Media sites

Social shopping drives sales! Facebook, Instagram, Pinterest, Snapchat & more – all have built solutions that make it easier for consumers to buy products through social media. With the right technical integration to your Brands website, you can sell directly to your customers and allow them to checkout through apps like Facebook & Instagram. At the same time, enable your brand to directly tag products in posts & stories, and market **ads** with the exact products your customers viewed, or added to cart.

## HOW DO YOU SET THIS UP?

1. **Create your business account with your chosen social network.** For Facebook and Instagram, **this is called Business Manager.**
  - a. To set up Business Manager, login your facebook at *business.facebook.com* > create your Business Manager. Establish your business email, then add your [page](#), [instagram](#), [pixel](#) etc.
2. **Head to your website and add the social app plugin. \*This will vary for each CMS.**
  - a. On **Shopify**, you will install 'Facebook' as a sales channel, and complete the prompts. This submits your store to Facebook's Commerce manager for approval.
  - b. On **WooCommerce**, you will install the 'Facebook' Plugin and activate this with your profile.
3. Once 'Commerce Manager' has been approved, you will have an Instagram & Facebook Shop, plus the ability to tag products in your social media posts & stories, and the option to run dynamic ad campaigns.



# **What content will you need to start selling online**

**&**

# **How to turn your bricks and mortar store into an Experience Online**

**Case Study: Website Analysis – Banneton Man & Scanlan Theodore**



# Partnering with CMG

## How partnering with CMG will help drive the right outcomes

We will take you through your current position, outline the current market dynamics and our strategy to work with you, to increase brand presence and market communication, in an effective and efficient way.

CMG understands how important it is to you that you partner with suppliers that are committed to innovation and quality. We want to show you, in the next few slides, how we value innovation by becoming your digital partner.

We systematically monitor customer experiences and take important steps to improve it and your bottom line; becoming your finger on the pulse.

# What happens next

Feedback is a gift, it lets us shape our business in ways that can only help those we come in contact with - so please, any thoughts, questions or concerns, let's discuss them now.



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