



RESPOND → PLAN → RETURN STRONGER

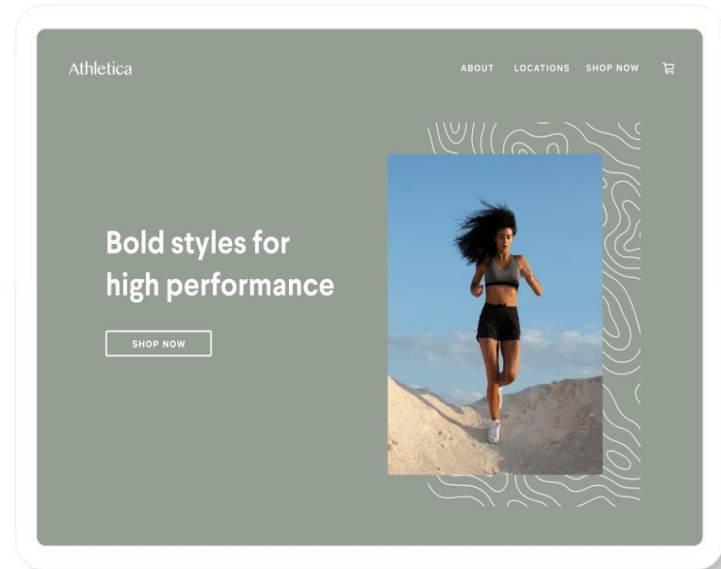
Bringing Your Business and Brand Online

PRESENTED BY
Martin Guerrero



Online Store = Own Your Store

- Creative Control
- Control Price(Increased Margins)
- Own the Relationship



What is my website doing for me?

Purpose

Attract traffic/grow audience.

Showcase your products.

Share what you know.

Advertise your business.

Entertain your readers.

Goal

Selling an eBook to your audience.

Sell top sellers, move inventory.

Book speaking engagements.

Increase consultation registrations.

Build your newsletter subscriber base.



Website Essentials

Purpose

Attract traffic/grow audience.

Showcase your products.

Share what you know.

Advertise your business.

Entertain your readers.

Goal

Sell an eBook to your audience.

Sell more products.

Book speaking engagements.

Increase consultation registrations.

Build your newsletter subscriber base.

Domain Names

Make it easy to spell and memorable.

Keep it short, simple, and predictable.

Avoid numbers and hyphens.

Use keywords / research it.

Act fast to protect and build your brand.



Product Photography



Candygrams: The Colorful Crossword Game

\$19.99

Quantity *

- 1 +

Add to Cart

Available for shipping or pickup

Description

Each box of Candygrams includes 111 letter tiles, two matching dice, and a clearly written set of instructions.

Product Photography



Candygrams: The Colorful Crossword Game

\$19.99

Quantity *

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Each box of Candygrams includes 111 letter tiles, two matching dice, and a clearly written set of instructions.

Product Photography

Take more shots than you think you need.

Use a background that won't distract from the product.

Show more than one angle of each product.

Get close-ups of the details.

Natural lighting vs. studio lighting.

Video — it's how consumers are consuming content.

Video

How-to videos

FAQ videos

Product videos

Testimonial videos

Company (culture) videos

Emotional/Inspirational

Calls to Action (CTA)

Buy Now - Shop Now - Upgrade Today

Give our workout routine a try!

Sign up today. VIP members receive 25% off their next order.

Donate today and see how your kindness can make a difference.

Payments Point of Sale eCommerce More Tools Resources

SQUARE ONLINE STORE

Sell in more ways with a free online store.

Start a free online store

Watch the video

MANO

Great products for good boys

Shop Now

Most Pup-ular

Email Marketing

Receiving too many emails is the #1 reason people unsubscribe.

Email conversion rates are 40x that of Facebook and Twitter.

For every \$1 spent on email marketing, you can expect an average return of \$42.

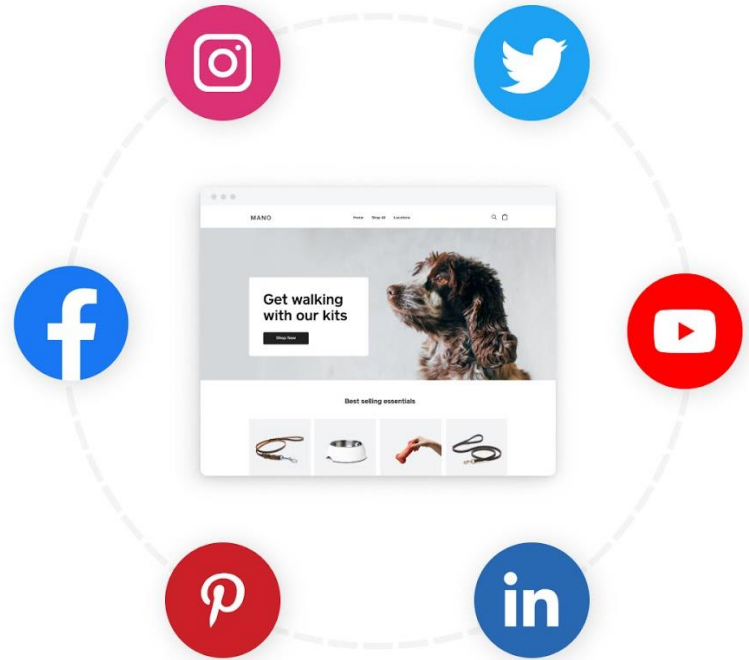
54% of all email is opened on a mobile device. Design for smaller screens.

Average open rate for welcome emails is a whopping 50%. Make them count!

Videos in your email can increase click rates by 300%.

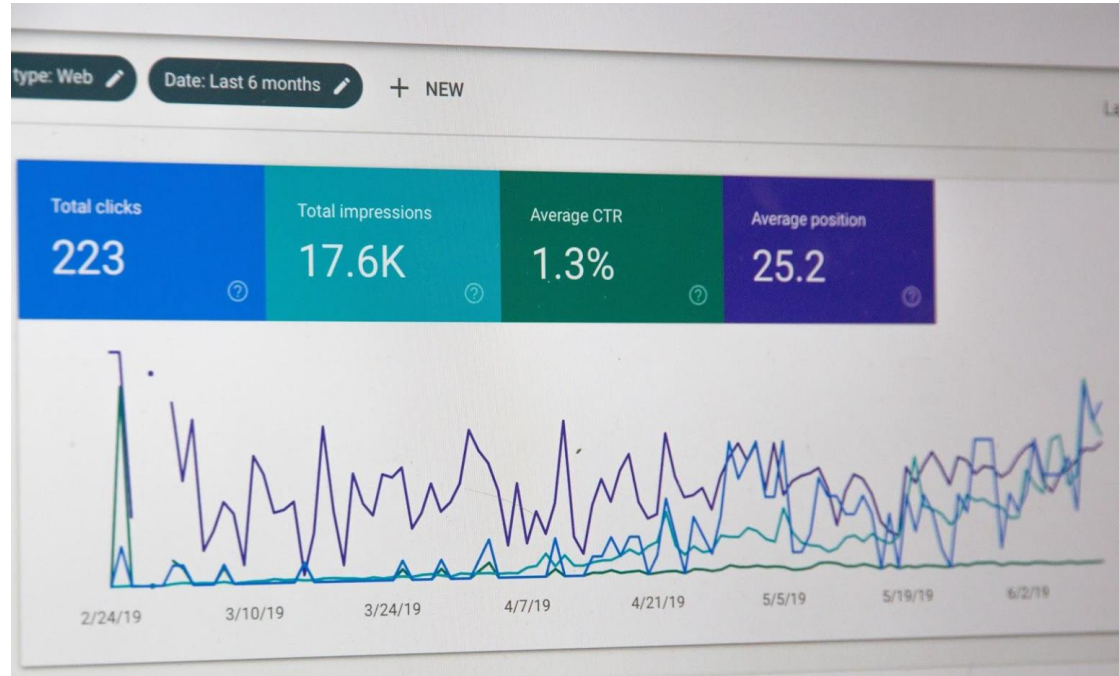
Social Media

- Do your homework.
- Define your strategy.
- Engage with your fans.
- Create shareable content.
- Measure success.



Measure Success

- Followers, fans, views
- Engagement
- Clicks
- Action



Mobile - It's where your buyers are.

Convenience

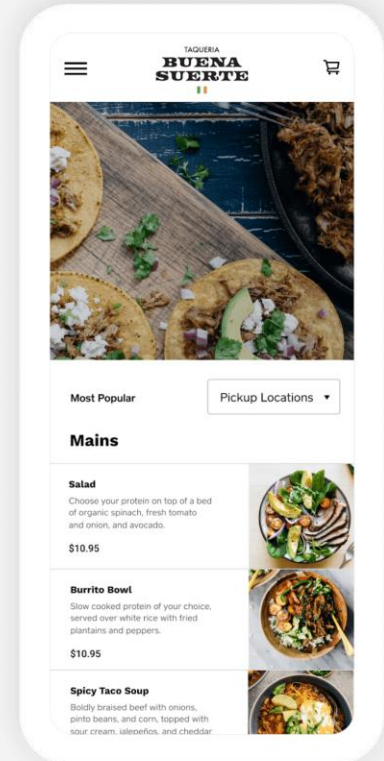
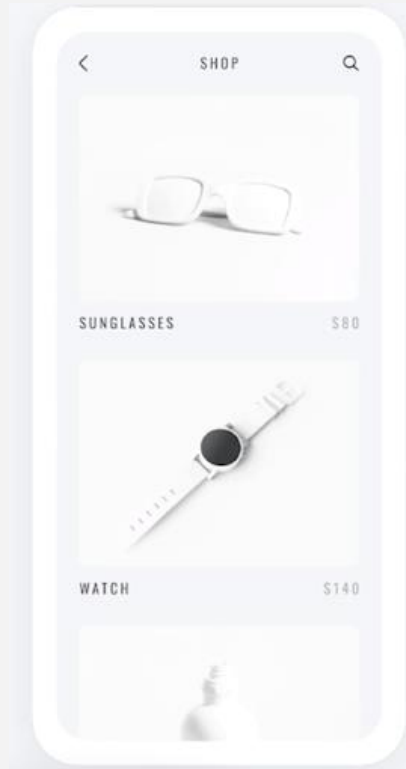
- Discover
- Payment Preferences
- Fulfilment Options

User Experience

- One Column View
- Less Real Estate
- Speed Matters
- Easy to Navigate
- Large Tap Targets

Contextually Aware

- Location
- Directions



Mobile - Including Branding





Your Brand =

- Color
- Fonts
- Logo
- Domain Name

But Also:

- High quality of imagery
- High quality of interactions
- Quality of End to End Shopping Experience

Men's New Releases (602) Filter

	
<p>Just In Nike Air Max 97 Men's Shoe 1 Color \$180</p>	<p>Just In Nike Air Max 97 Men's Shoe 2 Colors \$170</p>
	
<p>Just In Nike DBreak-Type Men's Shoe 1 Color \$90</p>	<p>Coming Soon Zoom Freak 2 Basketball Shoe 1 Color \$130</p>



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Thank You

