

“SUCCESS IN 60”

E-Commerce for Small Businesses

AGENDA

- Introductions
- E-Commerce
 - Why sell online?
 - What types?
 - How do I get started?
- E-Commerce Demo
 - Setting up WooCommerce
 - Uploading Products
 - Managing Your Online Store



INTRODUCTIONS



Dr. Josh Stephens, DHA
Founder & CEO
Stephens Insight Group LLC
josh@stephensinsightgroup.com
www.linkedin.com/in/thejoshstephens/



Jeremiah Keeler
Director of Leadership Development
Stephens Insight Group LLC
jkeeler@stephensinsightgroup.com
www.linkedin.com/in/Jeremiah-keeler-894313252





E-COMMERCE



WHY

➤ Why is E-commerce so important

- Why sell online
- Reasons to consider E-Commerce
- Revenue trends
- The years ahead

WHY IS E-COMMERCE SO IMPORTANT?

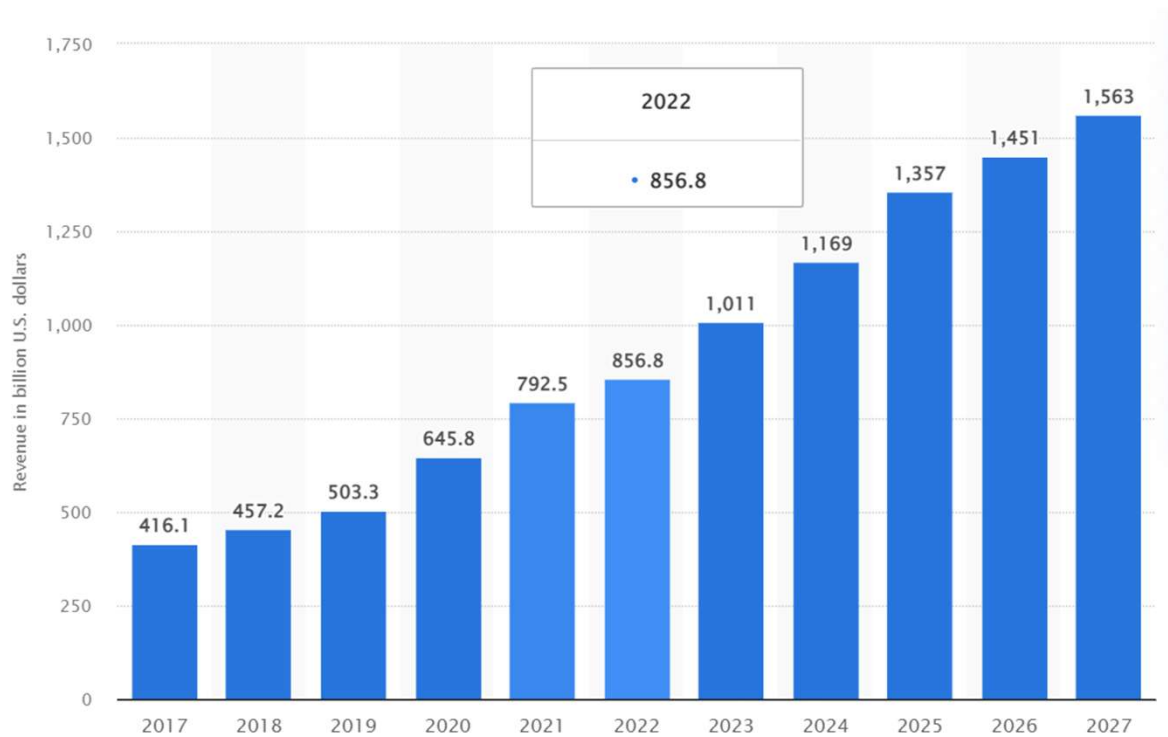


It is where the world is heading, FAST

- 1. Worldwide, ecommerce is expected to grow by as much as 13 to 25 percent.**
- 2. The ability to earn as you sleep.**
- 3. It's easy to get up and running.**
- 4. Eighty percent of the web population has made a purchase online.**
- 5. You can sell more to customers down the line.**

<https://www.entrepreneur.com/starting-a-business/the-top-5-reasons-you-should-start-an-ecommerce-business/>

E-COMMERCE REVENUE GROWTH TREND



[U.S. ecommerce market size 2022-2027 | Statista](#)

THE YEARS AHEAD



- 1. E-Commerce Sales Could Reach 20.8% Of Retail Sales Worldwide**
- 2. Worldwide Online Retail Sales May Surpass \$7 Trillion by 2025**
- 3. 56.6% Of Customers Prefer Online Stores**
- 4. Amazon Is the Top eCommerce App in the US**
- 5. 88% Of Consumers Consider Brand Authenticity Important**

<https://www.hostinger.com/tutorials/ecommerce-statistics>

WHAT

➤ What type of E-Commerce is for me

- E-Commerce markets
- Most common platforms
- Pros and cons

WHAT TYPES OF E-COMMERCE?



[Types Of Ecommerce | 2023 Business Models \(selecthub.com\)](https://selecthub.com)

COMMON PLATFORMS AND REASONS FOR USE



The Best E-Commerce Platforms of 2023



- **Squarespace:** Best Overall E-Commerce Platform
- **Square Online:** Best for Omnichannel Selling
- **Ecwid:** Best for Existing Sites
- **Shift4Shop:** Best Free E-Commerce Platform
- **Shopify:** Best for Drop shipping
- **Wix:** Best Drag-and-Drop Editor
- **Weebly:** Best Value
- **BigCommerce:** Best for Boosting Sales
- **WooCommerce:** Best for Versatility
- **Big Cartel:** Best for Creatives



[Best E-Commerce Platforms \(April 2023\) – Forbes Advisor](#)



PROS AND CONS

Ecommerce
Pros and Cons

Pros	Cons
<ul style="list-style-type: none">👍 24/7 Business Hours👍 International Audience👍 No Rent and Utility Costs👍 Greater Flexibility	<ul style="list-style-type: none">👎 Limited Sales Assistance👎 Customers Can't Physically Check Products👎 Heavy Reliance on Technology👎 Increased Competition

SelectHub

[Types Of Ecommerce | 2023 Business Models \(selecthub.com\)](https://selecthub.com)

HOW

➤ How do I get started

- Initial questions to ask
- First steps
- start

INITIAL QUESTIONS



Key Questions To Ask
While Evaluating Ecommerce Business Models

- ? What's the type of your product?
- ? Who are your customers?
- ? What are your strengths and weaknesses?
- ? What's the best model for your products?
- ? How will you position your business in the market?

SelectHub

An infographic with a dark blue background and rounded corners. It features a title in yellow and white, followed by five questions, each preceded by a yellow question mark icon. The SelectHub logo is in the bottom right corner.

[Types Of Ecommerce | 2023 Business Models \(selecthub.com\)](https://selecthub.com)

FIRST STEPS



1. Define your e-commerce business idea
2. Set up your business
3. Source or develop your products
4. Set up your e-commerce website
5. Figure out order fulfillment
6. Market your e-commerce business

[How to Start an E-Commerce Business: A Step-by-Step Guide - NerdWallet](#)

START: YOU CAN DO IT!



“You don’t have to be great to start, but you do have to start to be great”

-Zig Zigler

E-COMMERCE DEMO



- Setting Up WooCommerce
- Uploading your Products
- Managing the Online Store

CONCLUSION



1. Cash flow is everything to a small business, so make sure you are putting your products on the shelf 24/7/365.
2. E-commerce is easier and cheaper to get started than most people realize. Do some research and get started somewhere today.
3. Ultimately, E-commerce is a great way to get product exposure, more regular revenue, and more brand recognition.

THANK YOU!



STEPHENS
INSIGHT GROUP LLC

