



# E-Commerce

## A Survival Guide

### Tower Marketing

# E-Commerce Facts

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- U.S. online retail sales rose 11% last year to \$156 billion despite the slower economy
- 70% of all home buyers start their search for a product or service online
- Analysts project online sales will continue to increase primarily at the expense of bricks and mortar stores

# Who is Tower Marketing?

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 We're a marketing agency that specializes in...

 Interactive :: Websites, SEO, Online Marketing, E-commerce

 Traditional :: Corporate Identities & Collateral, Ad Campaigns

 Why are we here?

 What to look for in choosing a system, new or redesign

 Your role in the development and e-commerce essentials

 Advanced topics: PCI, cart abandonment, and marketing








 Remember us?

 Pampers and Dry Max bad press fueled by social media

# Getting Started :: New/Redesign

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 A robust e-commerce application and store should offer...




-  Secure, Independent, 24/7 Control
-  Inventory Integration
-  Accounting Integration
-  Real-Time Tax Calculations
-  Real-Time Shipping Calculations
-  Access Control
-  Comprehensive Reporting


# Shopkeeper

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## What is it?

-  Tower's proprietary e-commerce engine/application that controls inventory, orders, customers, and operations
-  In common terms, it's your back room control center that self-manages your day-to-day e-commerce activities
-  You'll be in here daily adding new products, checking new orders, and creating new content for customers


 Each client who uses Shopkeeper has it custom built specifically for their business

 A core version has all the basics to get started

# Tower Marketplace

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 Our store is completely controlled by Shopkeeper (kind of like Lily's)

 It demonstrates many (but not all) capabilities

 The products we'll show highlight its versatility:

1. Physical product
2. Service
3. Downloadable item

 OK...everyone knows how to shop, but

 We're going to follow an order through to Shopkeeper

 And, show some advanced store features along the way



# Demonstration


# Shopkeeper :: Dashboard


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 Overall glimpse at your store's performance

 View extensive statistics...

 A graphical chart that displays sales amounts and generated revenue by day, week, month, and year

 An interactive map to show where all the orders are coming from

 A pie chart breaks down all your sales by category

 Top five products










 Top five customers

# Shopkeeper :: Inventory

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## Real-time inventory management










-  Create titles, callouts, and descriptions
-  Categories and subcategories
-  Specifications :: Full featured text editor
-  Pricing :: Specify list prices and sale prices
-  Photos :: zoom features allow customers to explore
-  Upload entire inventory quickly and easily via spreadsheet
-  Produce unlimited number of product pages
-  Tweet new products instantly
-  Make changes instantly available to customers

# Shopkeeper :: Orders

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## Real-time order management










-  Track order details, dates, and order numbers
-  Orders tie to customers accounts, wish lists, and carts
-  Automatic credit card processing
-  Create discounts that are store-wide or by category
-  Create coupons (promo codes) for targeted promotions
-  Manage shipping methods, rates, and fees
-  Edit tax calculations manually as tax laws change
-  Export orders into accounting programs (if manual)
-  View new orders as they come in

# Shopkeeper :: Customers

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## Real-time customer information

-  Edit customer usernames and passwords manually
-  Edit customer shipping information
-  Edit customer billing information
-  View customer wish lists to improve restocking efforts
-  View order history
-  View discounts
-  View coupons
-  View gift certificates
-  Export customers into spreadsheets or CMS systems

# E-Commerce Essentials

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 Domain Name \$10/year

 Merchant Account: \$10/month

 Average Third-Party Fees

 Gateway Fee: \$100 set up + \$20/month

 Gateway Transaction Fee: \$0.10/per transaction

 Merchant Account Transaction Fee: \$0.25/per transaction

 VISA/MasterCard Transaction Fee: 2.19%/per transaction

 Secure Certificate \$180/year

# Your Role In Development

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 OK...you have the system. Now what?

 Product / Service Data

- Gather all photos, descriptions, prices, sizes, PDFs, etc.

 E-mail, Correspondence, & Customer Service

- Who will handle all product inquiries, returns, and orders?

 Tax Calculations

- Need to charge in the place(s) you have physical location


 Shipping Options







- Automate or flat?

# Marketing Your Store

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 Marketing should be started long before the store's launch with:






-  Timed Newsletters with Corresponding Landing Pages
-  "Free Shipping" Offers and Targeted Promo Codes
-  Social Media Campaign :: Twitter, Facebook, YouTube, etc.
-  Blog / Multiple Blogs
-  Search Engine Optimization / Pay-Per-Click
-  pURLS and Quick Response (QR) Codes

# PCI Compliance

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## What is it and why is it important?

-  It's a security standard that prevents credit card fraud through controlled protection around customer data
-  All of your customer's sensitive data in the web order is securely sent from the website for processing.
-  Once authorized, the data is stored in a secure, off-site customer information manager
-  All the order details go into Shopkeeper for fulfillment
-  With data protected, the chance of fraud is eliminated

# Shopping Cart Abandonment

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 In a recent study, 59.8% of shopping carts were found to be abandoned.

 The number one reason why: shipping costs

 Followed by security concerns and comparison shopping

 How can I convert more of these into sales?

 Require customers to log in or at least get an e-mail

 Follow-up with a targeted newsletter with the items from their personal cart


 Newscaster ties in to Shopkeeper automatically

# E-Commerce Integration

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## Briefcase

-  Visitors collect "fact sheets" on store items to create their own custom brochure inside a single PDF.

## Pagecreator

-  Create printed flyers & catalogs from web content.  
No more duplication of efforts, no more inconsistencies

## Newscaster

-  A newsletter tool integrated with your customers' profiles
-  Reduce shopping cart abandonment with targeted offers

# The Future

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## Advanced Social Media

 Share your thoughts, experiences, and reviews via chat

## Virtual Salespeople

 Live video feeds of knowledgeable staff

## 3-Dimensional Product Photos

 Seems far fetched, but development is happening!

## Virtual Lemonade Stands

 WAY OFF, if at all....but how cool would that be??



# E-Commerce

## Questions & Answers

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