

Websites and E-commerce

Sarah Saso & Genny Smith

BUSINESS  **BRUCE**

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STAND COACHING

Agenda

- Importance of having a website
- Checklist to consider when creating a site
 - Create a website roadmap
 - Build your site
 - Develop Content
 - Measure and optimize
- Let's Talk E-commerce and Social Commerce



SaySmith – Who We Are



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At SaySmith we work with you to get
YOUR WORD OUT.



We're Sarah Saso and Genny Smith and for more than twenty years, we have each been working in the fields of Business Development, Corporate Branding, Marketing Communications and Social Impact. We are connectors, relationship builders and strategic brand marketers.

We coach start-ups, entrepreneurs, women-owned businesses, nonprofits and small to medium enterprises to help them get their word out to build a successful business.



Questions for You

- Do you have a website?
- Do you keep your website up to date? Weekly ?
- Is the information on your website current?
- Seasonality of businesses in this area impacts your business and how it's viewed online
- E-Myth



Do you have a website?

Do you keep your website up to date? Weekly

Is the information on your website current

Seasonality of businesses in this area impacts your business and how it's viewed online

Genny Recommends a great book- EMYTH

Importance of having a Website?

90% of consumers visit a company's website before interacting with you

More than 57% of business to business buying process is done online

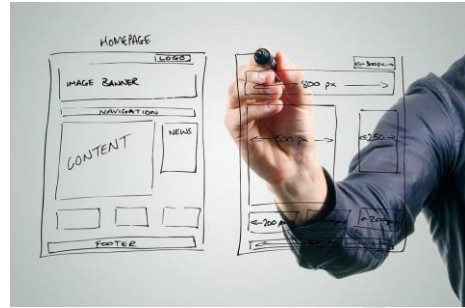


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If its right for you and your business you should have a GREAT website. Anything else don't bother, don't waste your time or money. If facebook is good enough and is working, maybe you don't need a website. A recent BDC study found that 90% of consumers systematically visit a company's website before contacting it for information. The same is true of business clients. More than half (57%) of the business-to-business buying process is done online before a salesperson is contacted.

Checklist to create a website for your business

- Create a website roadmap
- Build your site
- Develop Content
- Measure and optimize



If it's right for you, It's never been more important for businesses to have their own website. A recent BDC study found that 90% of consumers systematically visit a company's website before contacting it for information. The same is true of business clients. More than half (57%) of the business-to-business buying process is done online before a salesperson is contacted.

Create a Website Roadmap

- Determine your site's primary purpose
- Outline how you want to brand yourself online
- Set a budget for website development & maintenance
- Identify technology needed to create and operate the site
- Create a timeline, factor in your time and that of your team members



Purpose of your website?

Primary purpose

- Showcase products?
- Sell online?
- Promote your brand?
- Establish yourself as an authority on something?
- Generate leads?



Primary purpose showcase products? Sell online? Promote your brand?
Establish yourself as an authority on something? Generate leads?
Q to class – what is your primary purpose or are there many?

Outline How You Will Look

Outline how you look

- What are your competitors doing?
- How you will stand out?
- Who is your audience?
- What content will appeal to your customers?



Outline how you look – what are your competitors doing? Define how you'll stand out? Know your target audience? What content will appeal to your customers?

Remember to do the up front work defining your customers and your branding as part of our business plan

Set a budget

- You can pay \$10,000+
- You can \$1000
- Don't forget \$ for maintenance

You Need A Budget.



Set a budget

You can pay \$10,000 for a website+

Or You can \$1000

It depends on what you want and how complicated it is.

That's just for the website somebody has to write the content and figure out the navigation you want

WIX has developers who will bid on your site based on what you ask

Don't forget \$ for maintenance

Put money for maintenance

Identify Technology

Identify technology you might need.

- Shopify?
- Etsy?
- Plug ins required
 - Google G-suite?
 - Hootsuite?
 - Mailchimp

(various plug ins to get your content out to your customer, and sell!!!)



This doesn't have to be complicated
Identify technology you might need.

Shopify?

Etsy?

Plug ins required

Google G-suite?

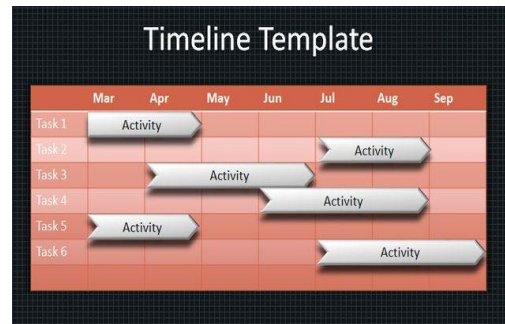
Hootsuite?

Mailchimp

(various plug ins to get your content out to your customer, and sell)

Timeline

- Create a realistic timeline
- Talk to your website developer
- If you're building it think realistically about how long it will take you to do this
- If you're on social talk about your website *"COMING SOON"*



Create a realistic timeline
talk to your website developer
if it's you
realistically think about how long it will take you to do this
If you're on social talk about your website *"COMING SOON"*
Get your audience excited

Brand it, Build it, Budget it, Timeline, What tech do you need?



Check out what you like? What websites appeal to you and your customers. Websites I've built.

LonnyDoherty.com (multi faceted)

In wordpress, so editor has to update it. \$cost around \$10,000

Primary purpose showcase products, not selling online, linking to licensing agents, Promote the brand

Outline how you look – Lonny's retail Customers women aged 45+ Canada and US. Art carried in 150 stores, Pillows carried on wayfair. Award Winning Artist.

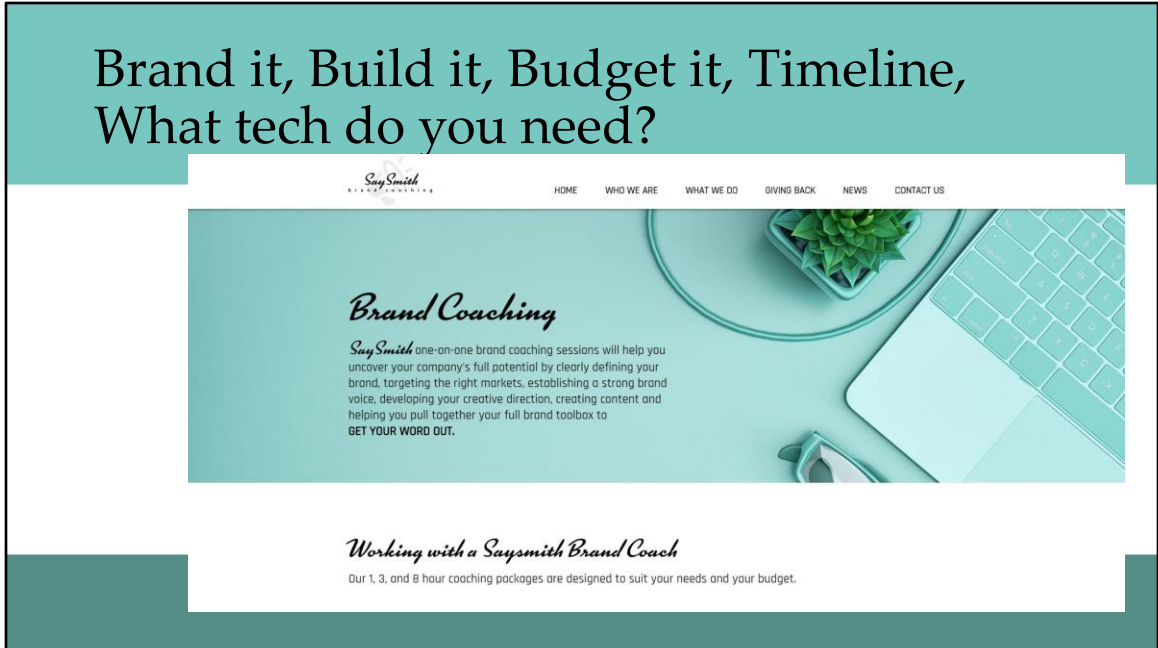
Identify technology you might need. When we started we were direct to consumer so we used Shopify? Mailchimp and Hootsuite (various plug ins to get your content out to your customer, and sell)

We refined the brand over time, redid the website and now with licensing we don't sell direct to consumer unless somebody wants to buy a painting they contact us directly

Links to facebook and instagram on the site

Added a blog

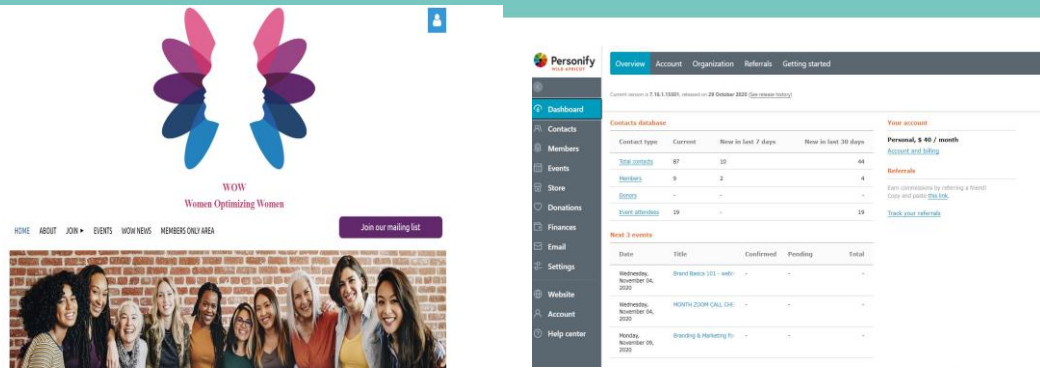
Brand it, Build it, Budget it, Timeline, What tech do you need?



Websites I've built.

SaySmith straightforward – put design out to proposal. built on WIX with their developers - \$cost around \$700 – I wrote all the content and it took 6 weeks start to finish going back and forth with the developer. I had to register the site, develop the logo and create the google plug ins. On WIX This is our brand colours and look at feel, professional but fun. We are knowledgeable in marketing and communications and we like to give back so that is the brand.

Brand it, Build it, Budget it, Timeline, What tech do you need?



Websites I've built.

WOW a bit more complicated – Branding is more colourful, logo designed, women's faces in it. Designed during covid so we couldn't gather and so we had to use stock photos for now. Had to be easy to use and easy to navigate. Built through a database tool called WildApricot for membership organizations – put the design out for proposal, their developers who knows their product how to run the back end. I had to register the site, develop logo and create content, and google plug ins

Content and Build Considerations

- Consider features you want on your site
- Ensure security of your site
- Develop content that will resonate with your audience
- Measure and optimize



Consider features you want on your site

Ensure security of your site

Develop content that will resonate with your audience

Measure and optimize

Specific Features on Your Site

- Online shopping cart?
- Images?
- Videos ?
- Blogs?
- Sign up forms
- Chat functionality,
- Different languages?
- Customer reviews,
- Pop ups – join our mailing list, discounts



Online shopping cart?

Images?

Videos ?

Blogs?

Sign up forms

Chat functionality,

Different languages?

Customer reviews,

Pop ups – join our mailing list, discounts

Build Content that's Right for YOUR Audience

Develop relevant content

- Photos
- Instructional videos
- How to guides
- Social media posts
- Client testimonials
- Feature a call to action

Map out your Content in a Calendar



Develop content – photos, instructional videos, how to guides, social media posts, client testimonials, blogs, calendar of content, feature a call to action

Measure and Optimize your Website

- Test the user experience on laptop and mobile.
- Implement google analytics or another traffic tool to understand where your visitors come from and what they do on your website.
- Use this data to continually optimize your site.
- Seek regular input from your employees and customers and suppliers and partners on what's working and what isn't

**analyze
that**



Measure and optimize – test the user experience on laptop and mobile.
Implement google analytics or another traffic tool to understand where your visitors come from and what they do on your website.
Use this data to continually optimize your site. That's what I did for Lonny's website and we continually improve it.
Seek regular input from your employees and customers and suppliers and partners on what's working and what isn't

Let's talk E-Commerce – Record \$3.9B in May 2020

How COVID-19 changed how Canadians shop

Here's how much spending has changed, in different types of stores and online, since the pandemic started

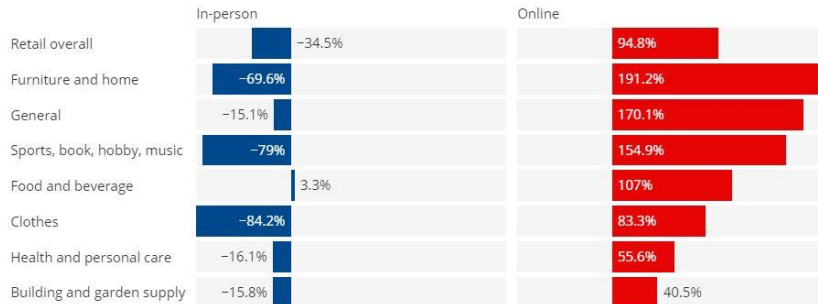


Chart: Pete Evans/CBC • Source: Statistics Canada

CBC NEWS

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[Statistics Canada says e-commerce sales hit a record \\$3.9 billion in May](#), a 2.3 per cent increase over April and 99.3 per cent increase over February.

E-commerce sales more than doubled year over year, with a 110.8 per cent increase compared with May 2019.

The report found that all 11 retail subsectors with e-commerce sales saw those sales increase.

Interesting add on is a COVID surcharge for bricks and mortar stores - "If you look at the cost of PPEs (personal protective equipment), all the sanitizer products [and] the extra staff hours it takes to make sure they're following all the protocols they need to, passing these costs on to customers in many cases is necessary.

Restaurants extra \$2 on your bill because of COVID

Let's talk E-Commerce



This is from BDC - <https://www.bdc.ca>

E-commerce growth since the pandemic started and what people are spending their money on

They are making their homes their safe havens, getting outdoors for sports, buying appliances and home renovations (lumber shortage) I'm a bit surprised by clothing but nevertheless my dad told me he bought winter boots on Amazon and he's 80 so it's happening

The pandemic has forced businesses worldwide to pivot online to survive, and many have turned to Shopify, a Canadian company that has emerged as a thriving alternative to Amazon.

Popular with entrepreneurs, Shopify saw the number of new stores created on its platform jump 71 percent in the [second quarter](#) compared to the previous one.

Let's talk E-Commerce

**What are the implications
for Canadian businesses?**



**New ways
of doing things**



**Planning is key
to a strong
recovery**



**Status quo is not
an option**



What are the implications of COVID -19 on Canadian Business
Q what are you experiencing, how is your business being effected?

Tap into the power of selling online

- Build your online selling strategy
- Create your online store
- Measure it, optimize it, pivot if you need to

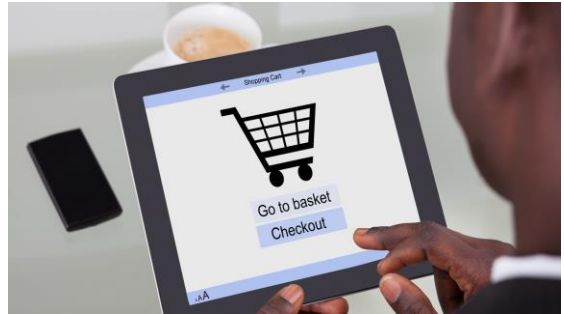


The Internet and mobile devices have changed the way consumers search for products, interact with companies and make purchases. More than 90% of people use the Internet to make buying decisions. The same is true of business clients. Almost 60% of the B2B buying process takes place online, before a salesperson is contacted. Yet only 53.6% of Canadian businesses had a website in 2017, according to Statistics Canada.

Now with COVID-19 there is a strong push to sell online, to market directly to your customers and to promote shopping locally. To keep the money in your community

Build your online selling strategy

- What do you want to sell?
- What is your market?
- Who do you want to sell to?
- How to build trust in your brand?
- Building repeat business?



Before creating an e-commerce site, you need to stop and think about the things we talked about in branding basics . The why= why they buy - why your customers should choose you over your competitors.? Then consider how to build trust for your brand and the experience of using your online store will either lead to repeat business or it wont. Think about the customer journey online.

What do you want to sell?

What is your market?

Who do you want to sell to?

How to build trust in your brand?

Building repeat business?

Think about the customer journey

- Awareness
- Interest
- Purchase
- Retention
- Reviews
- Repeat



How will potential customers find you?

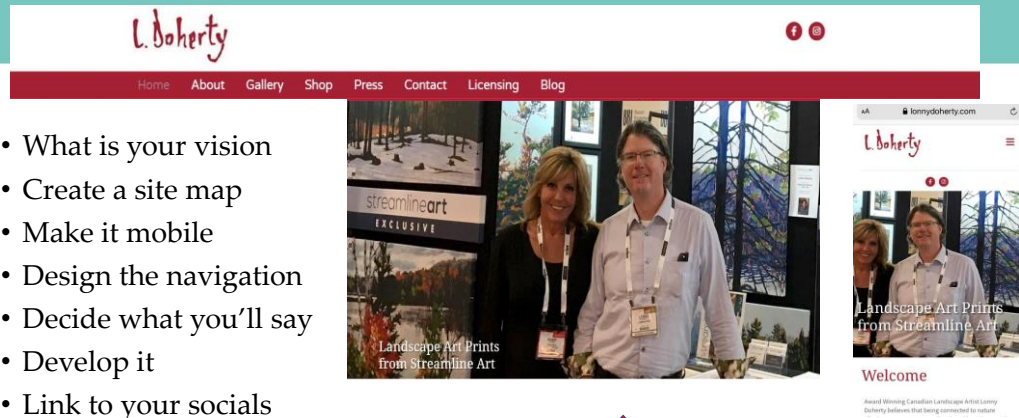
Why should they be interested in you (your USP)

How do we create a desire for them to purchase from you?

How do we get them to take action?

How do we make them a repeat customer

Construct your online store



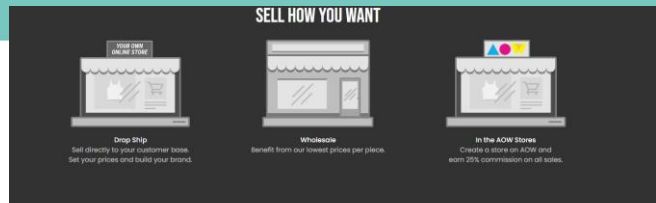
LAPTOP

MOBILE

Website on mobile. You'd be surprised at how many people build a great website but don't set it up to work on mobile.

Integration with fulfillment sites

Streamline your selling and fulfillment with our integrations and spend less time managing and more time making art



EASY TO USE INTEGRATIONS



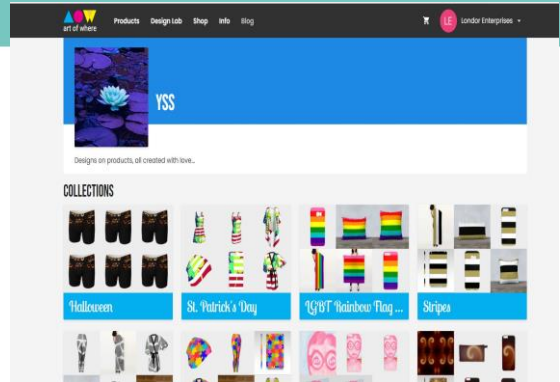
Streamline your selling and fulfillment with our integrations and spend less time managing and more time making art.

This is an example from ART OF WHERE.
They Streamline your selling and fulfillment with our integrations and spend less time managing and more time making art

Build your online catalogue of products

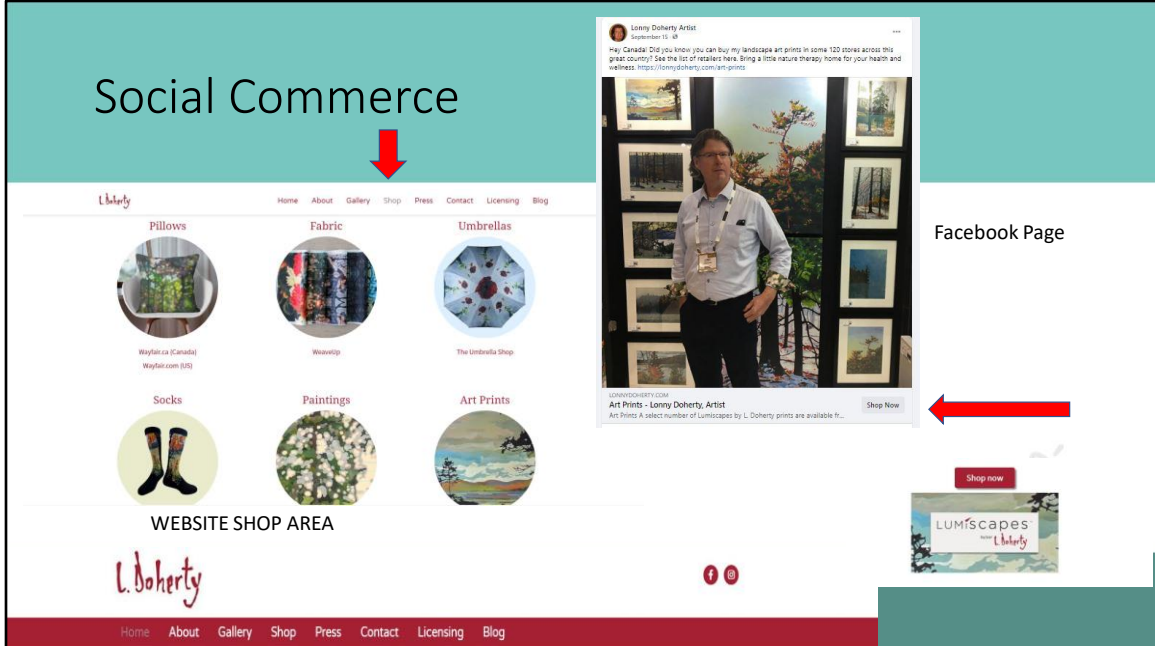
Your product pages should include the following elements

- Product title
- Description
- Images
- Prices
- Variations (colour, sizes, materials, design)
- Shipping and return policy
- Warranty information



If using shopify, etsy etc, Build your online catalogue of products while considering your customer journey. What will they see and how will they buy? How do you stand out ? What communications do you need to send to them, how will you keep track of product inventory and manage refunds.

Social Commerce



Lonny's website has a shop navigation at the top of the home page

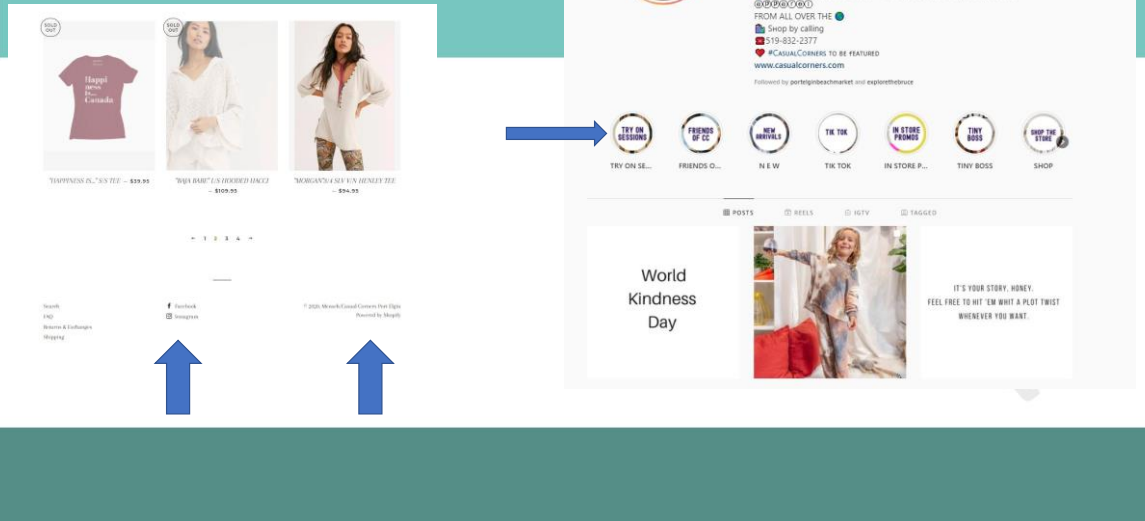
He also has his socials listed up front

On his shop page you can connect on a number of different products to buy them

Then on his socials he has a shop now button that takes you directly to products

Same on instagram

Social Commerce



Casual Corners a Great Local Example of a Company getting social commerce right

Homework go check them out play with all the buttons on their instagram

Check out their videos, their stories

Go see their website powered by Shopify, see how they link their website to their socials.

SEO (Search Engine Optimization)

- Build your online catalogue of product
- Structure every page around a theme
- Chose five key words for each page



This is how you speak to your audience. It brings back whether or not you've understood your customers.

SEO sounds more complicated then it is. I love a youtube page called SEO for DUMMIES. Short videos to explain it.

It's about creating real content that is rich so your customers who are looking for that exact thing can find you

Structure every page of your website around a theme.

Choose five key words for each page. Use google keyword planner to find words people are most likely to use

SEO (Search Engine Optimization)

Create your SEO document tracker

- Key words
- Page title
- Page description
- A header and sub-header
- Tag your images (don't put image 1,)

Implement optimized content to your website



SEO sounds more complicated then it is. I love a youtube page called SEO for DUMMIES. Short videos to explain it.

It's about creating real content that is rich so your customers who are looking for that exact thing can find you

Structure every page of your website around a theme.

Choose five key words for each page. Use google keyword planner to find words people are most likely to use

- Create your SEO document tracker
- Key words
- Page title
- Page description
- A header and subheader
- Tag your images (don't put image 1,)

Now that you've structured how to optimize your content implement it on your website and keep a constant check on it to update your SEO

Questions?

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Next Session

BUSINESS to BRUCE

Social Media - Platforms

November 18, 2020 – 10 am

Your social media profiles need to be connected and succinct. Getting active on the social media platforms where your customers spend their time is key to building an online community to support and to grow your business.



Your social media profiles need to be connected and succinct. Getting active on the social media platforms where your customers spend their time is key to building an online community to support and to grow your business. You can use sites like Facebook, Instagram, Twitter, Pinterest, LinkedIn, TikTok and YouTube to market your products and services, establish yourself as a thought leader in your industry and, most importantly, build lasting relationships with your customers.

In this webinar we will talk about the various social media platforms that exist and how to know which one is right for your business.

Other Sessions

<https://www.eventbrite.ca/o/business-to-bruce-17900946577>

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11/18/2020	Social Media - Platforms
11/23/2020	Social Media - Content Development
11/25/2020	Video Marketing



Other webinars we will be offering throughout November thanks to Business to Bruce – You can find them on Eventbrite

<https://www.eventbrite.ca/o/business-to-bruce-17900946577>