



Positioning Your Business To Sell Online ... Or Sell MORE Online



GRO

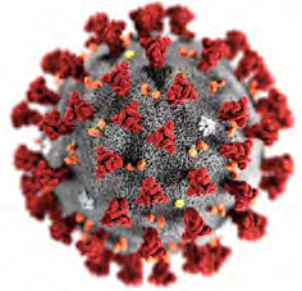
WEBINAR

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President, GRO

Current State - COVID-19

- ALL OF US are spending more time on our devices.
- Computers, phones, tablets, streaming TV
 - The Last Dance / Tiger King
- If this were where everyone lives, then your business needs to be there.



Hesitations of launching an online store

- You don't shop online
 - You don't think it's secure
 - You don't know enough about it
-

**In reality, selling products online
has never been easier or
cheaper!!!**

Stats about online usage

- 75% shop online once per month / 26% week
- \$2.8 trillion in sales in 2018 / \$4.8 trillion by 2021
- 63% of shopping occasions begin online
- Nearly 50% shop more on mobile than in-store



amazon

The Amazon logo consists of the word "amazon" in a bold, lowercase, sans-serif font. Below the word is a curved orange arrow that starts under the letter 'a' and ends under the letter 'n', pointing to the right.

The “JUMP”

- You have ALL made jumps to start your business. Most of them have been scary with large risks
- The “JUMP” of going online isn’t scary at all
- Launch your store for a very minimal cost



THE REALITY

Many of you will produce a **POSITIVE ROI** if you just sell **ONE** of **TWO** items a month online!!!

Shopify

- www.shopify.com
- \$29/month with massive list of features
- Remember, ROI!
- 90-day free trial due to COVID-19 impact.



What do I need for setup?

- Business contact info / EIN
- Bank information (to get paid)
- Products / descriptions / photos










Products

Export Import More actions

Add product

All

Filter Search products

	Product	Inventory	Type	Vendor
<input type="checkbox"/>	 1pc Fitness Women Sleeveless Shirts Jogging Vest Gym Sports Running Clothes Tight Yoga Top with Breathable Quick Dry Spandex	479 in stock for 9 variants	clothing	AlyAthletics
<input type="checkbox"/>	 1PC Women Thick Padded Athletic Vest Fitness Sports Yoga Stretch Bra	119 in stock for 4 variants		AlyAthletics
<input type="checkbox"/>	 2017 New Arrival Pineapple Print tshirts Cotton Women Pocket Blusa Short Sleeve O-Neck Tops Simple Tops Camisetas Femininas	349 in stock for 4 variants		AlyAthletics
<input type="checkbox"/>	 2017 New Summer Print Patchwork Sports Yoga Pants Elastic Tights Running Women Leggings Yoga #EW	5966 in stock for 8 variants		AlyAthletics
<input type="checkbox"/>	 Cami Women Tank Top Fitness Shaper	19941 in stock for 15 variants		AlyAthletics
<input type="checkbox"/>	 EAST KNITTING H918 Hipster Brand Summer T Shirt Women Loose Short Sleeve T-Shirts Tee Letters Print Grunge Tshirts 4XL Plus Size Unavailable on Facebook	15757 in stock for 16 variants		AlyAthletics
<input type="checkbox"/>	 EAST KNITTING H926 New Summer Basic White/Black Women T Shirt Simple O-Neck Top Tees Good Vibes Only Print Harajuku Tshirt	15967 in stock for 16 variants		AlyAthletics

- Home
- Orders 8
- Products
- All products
- Transfers
- Inventory
- Collections
- Gift cards
- Customers
- Analytics
- Marketing
- Discounts
- Apps
- SALES CHANNELS
- Online Store
- Facebook
- Point of Sale

[Products](#)

Add product

Title

Description

A **B** *I* U

Images

[Upload image](#)

Drop files to upload

Product availability

[Manage](#)

Available on 3 of 3 channels and apps

Online Store

Facebook

Point of Sale

Organization

Product type



Vendor



Collections

Add this product to a collection so it's easy to find in your store.

- Home
- Orders
- Products

8

- All products
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- SALES CHANNELS
- Online Store
- Facebook
- Point of Sale

< Products

Add product

Title

Classic Athletic Yoga Ball

Description

A B I U                              

Home

Orders 8

Products

All products

Transfers

Inventory

Collections

Gift cards

Customers

Analytics

Marketing

Discounts

Apps

SALES CHANNELS

Online Store

Facebook

Point of Sale

Color: purple, silver
Quantity: 1 pc exercise ball

Images

[Upload image](#)

Pricing

Price

\$ 20.00

Compare at price

\$ 30.00

50% margin

Cost per item

\$ 10.00

 Charge taxes on this product

Vendor

Nikola's Electrical Supplies

Collections

Search for collections

Add this product to a collection so it's easy to find in your store.

Tags

[View all tags](#)

Vintage, cotton, summer



**I've launched my online store.
How can I market it?**

Email marketing

- Use your existing customer base to promote your online store and specials
- Constant Contact
- Mail Chimp
- Free plans!



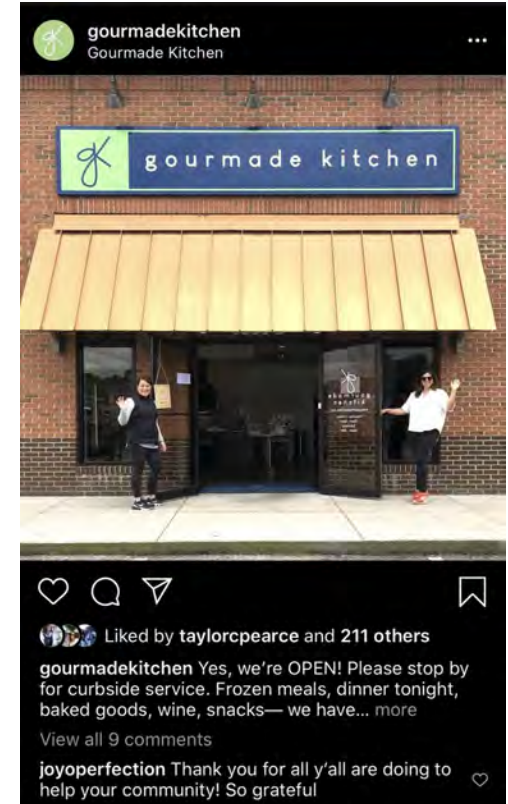
Social Media

- Facebook
- Instagram
- Pinterest
- Snapchat



What types of content do I post?

- Use ALL of the placements FB/IG give you
- Announce your store. Be excited!!!
- Post your products / highlight best sellers
- Be descriptive and don't rush content creation
- VIDEO! VIDEO VIDEO!




 **luccaboutique** ⋮








   

 Liked by **katiehauser5** and **73 others**

luccaboutique Welcome Parents!!! 
 crop top \$32 • wide leg pants \$54 • shoes \$38 • earrings \$16

 **memphisdrumshop** ⋮
 Memphis Drum Shop & myCymbal.com



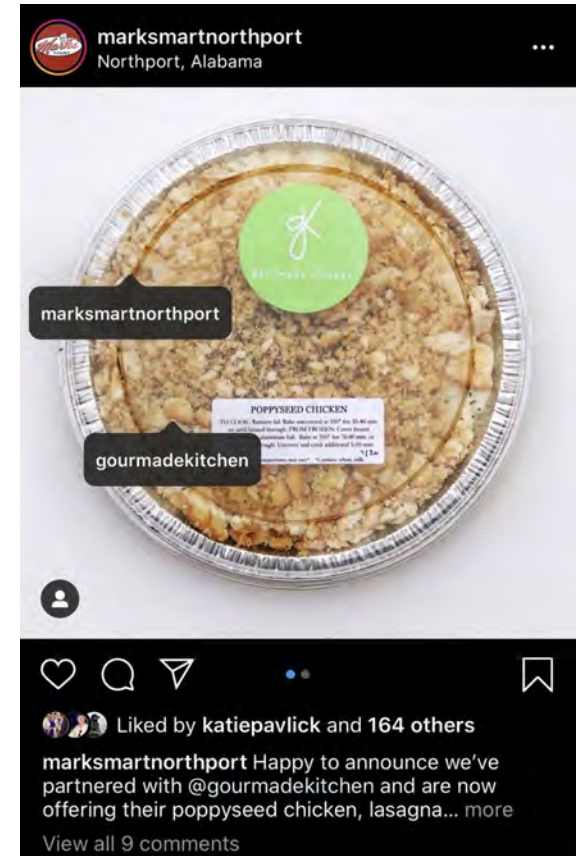
   

1,208 likes

memphisdrumshop Between an 8mm solid maple shell and die-cast hoops, the Tama 14x6 Solid Maple Snare offers an awesome response with a bold, punchy sound at any tuning. Jump on it soon, we only have 2 of the 5 available in the US!

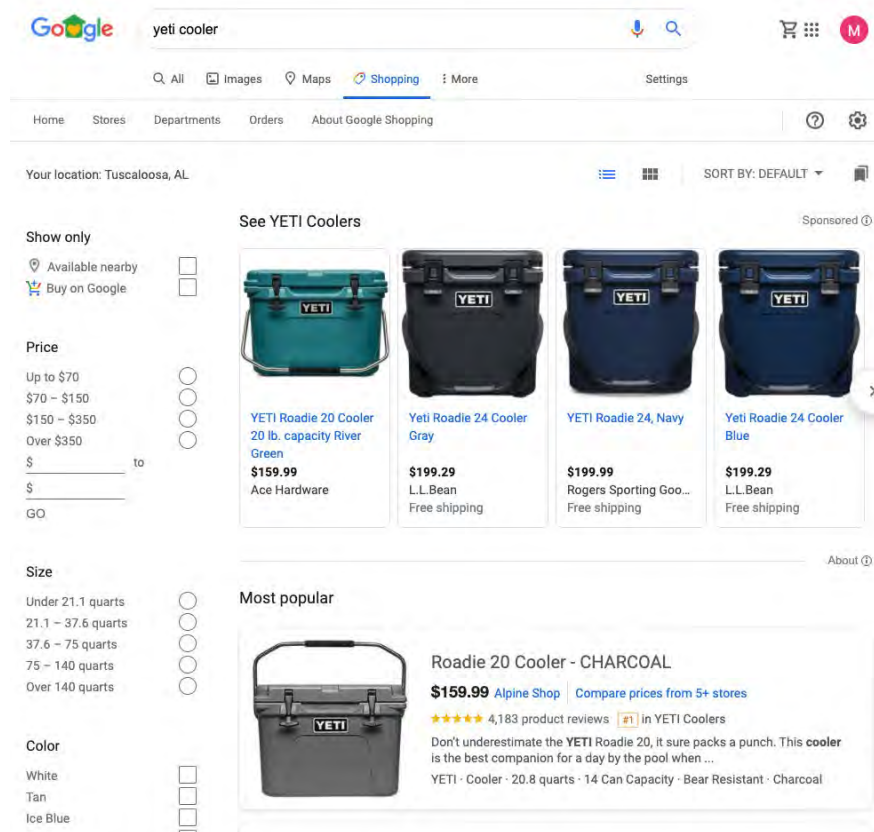
Use social to drive more sales.

- Take orders through social media
- Cross promotion
- Facebook and Instagram advertising
 - The 'Boost' has been upgraded
 - Reach your target audience!



Google Shopping

- Advertise your products on Google searches
- Free (for now) / Low cpcs
- Shopify integration



The screenshot shows a Google Shopping search for 'yeti cooler'. The search bar at the top contains 'yeti cooler' and the Google logo. Below the search bar are navigation links for 'All', 'Images', 'Maps', 'Shopping', and 'More'. The location is set to 'Tuscaloosa, AL'. The results are sorted by 'DEFAULT'. There are two main sections of results: 'See YETI Coolers' and 'Most popular'.

See YETI Coolers (Sponsored)

Product Name	Price	Shipping
YETI Roadie 20 Cooler 20 lb. capacity River Green	\$159.99	Ace Hardware
Yeti Roadie 24 Cooler Gray	\$199.29	L.L.Bean Free shipping
YETI Roadie 24, Navy	\$199.99	Rogers Sporting Goods Free shipping
Yeti Roadie 24 Cooler Blue	\$199.29	L.L.Bean Free shipping

Most popular

Roadie 20 Cooler - CHARCOAL
\$159.99 [Alpine Shop](#) [Compare prices from 5+ stores](#)
 ★★★★★ 4,183 product reviews #1 in YETI Coolers
 Don't underestimate the YETI Roadie 20, it sure packs a punch. This cooler is the best companion for a day by the pool when ...
 YETI · Cooler · 20.8 quarts · 14 Can Capacity · Bear Resistant · Charcoal



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Thank you!