

Maximizing Your Online Presence: Lesson Notes

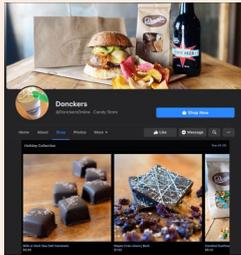
1 Online Presence

Now is a great time to review your operations and determine how to reach more customers remotely.

Whether you have an existing website or not, there are steps you can take to allow people to engage with you and purchase without stepping foot inside your establishment.

2 Simple Ways to Take Your Business Digital

Step 1: Review Your Current Platforms



If you are already using Facebook or Instagram for your business or a point-of-sale system, such as Square, look into their options for promoting and selling your items through their platforms.

Step 2: Keep it Simple



When it comes to highlighting your offerings, you don't have to go overboard.

Start with a few of your best selling products that you will be able to easily ship or offer to-go.

As you layout your page, it's best to make it easy for people to see what you have and have a simple ordering process.

Step 3: Update Your Customers



People will need to know that you offer online ordering:

- If you have a website or social media profiles, be sure to promote your news there.
- If you have an existing customer list, email them a link to your page.

Another resource is to use Google My Business and its options for highlighting specific hours for offerings such as delivery and carryout.

3 Getting Started With Online Selling

Start small and experiment to see what works best for your business and your products.

Be mindful of fees and any M.A.P. agreements you may have in place when beginning your venture in online selling.

If your customer-base is enthusiastic about your products on marketplaces and social media, consider building your own e-Commerce site to sell direct.

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4 Social Media Selling

Social media is the perfect space to connect with customers.

Social media users are often more relaxed and receptive, and brands can build name recognition and trust with their followers.

You can buy ads on social media for your web store, or you can sell directly through social platforms.

Selling on Facebook



If you already have a Facebook business page, go to your "shop" tab and Facebook will take you to its Commerce Manager. There, you'll be guided through the process of setting up your store and adding products.

You can send customers to your website for the checkout process, or have Facebook handle that too.

Some e-Commerce platforms (3dcart, Shopify, and BigCommerce) have built-in features to integrate with Facebook. These integrations allow you to coordinate your inventory, pricing, and record-keeping into one system.

Selling on Instagram



Instagram is a rich visual platform notorious for creating lifestyle envy in its users, making it an excellent fit for lifestyle and fashion brands.

You can set up a customizable storefront on Instagram and use shopping tags to highlight your products in your feed. Customers can check out through the app using Facebook Pay, or you can direct them to another site for checkout.

If you have linked your Facebook business account with your Facebook page, you can also sync products between the two, and allow product tags on images to appear on Facebook as well.

5 Marketplace Sites

Just like a brick-and-mortar store, an online marketplace is a location where customers can find products from many small sellers gathered to offer a wide variety of merchandise.

Some full-time retailers use their website as a hub and also sell through several marketplaces — others use their marketplace locations to earn supplemental income.

Selling on eBay



eBay is well known for its auctions, but the site also offers storefronts where you can list products for retail sales with Buy it Now pricing.

The store-building options are very limited, but the real power of eBay is the marketplace.

Your products will show up in searches on a site that gets millions of hits every day.

Selling on Etsy



If you're a maker who creates unique objects or a seller specializing in vintage items, Etsy is the perfect marketplace for you.

People come to this site specifically to find handmade, one-of-a-kind items, as well as art and craft supplies.

The platform charges high seller fees, so you may want to begin building your client base on Etsy before eventually developing your own site and directing your clients to shop there.

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6 Taking Advertising Online

93% of all online interactions start with a search engine, and with those odds, you can catch the attention of the audience you want through online advertising.

With digital ads, organic performance can benefit from:

1. An increase in brand awareness by displaying your content to individuals within and outside of your networks.
2. A better understanding of your audiences by leveraging the targeting and analytics of the ads platforms.
3. The creation of higher-performing content by understanding what ad content helps you achieve your business goals and what doesn't.

7 Tips For Online Advertising

With all marketing initiatives, first, you will need to define the goal of your ads. Based on your goal, the digital platform you have chosen to use will guide you step-by-step for placing your ad.

General Advertising Checklist

- ✓ **Name the campaign.**
- ✓ **Advertising goal.** Are you wanting to get more traffic to your website, increase sales, increase awareness?
- ✓ **Imagery.** Make sure the image you are using is high-quality and include your logo.
- ✓ **Location.** Include or exclude people based on their physical location and interests.
- ✓ **Budget.** Enter how much to spend per day.
- ✓ **Start and end dates.** Select when you want your ads to start running and when you want the ads to stop running.



SOCIAL MEDIA ADVERTISING HIGHLIGHT:

Social media ad revenues reached \$41.5 billion in 2020, making up nearly 30% of all internet ad revenue.



When it comes to ecommerce, Facebook excels at lead generation.



Products that are visually appealing tend to perform best on Instagram



Google offers the most variety in different campaign types: search, display, video, shopping, app, smart, local, and discovery.



Recommended Initiate Resources

- A Guide to Taking Your Business Online
- Expand Your Customer Base By Selling Online
- Using Facebook Ads
- Using Instagram Ads
- Using Google Ads