

10 Essentials of Ecommerce



1: Benefits of Ecommerce

- Reach customers locally and globally
- Test and diversify your markets
- Start up with low capital
- Work your business model around your own preference and circumstances
- Flexible means of earning an income
- Sell 24/7 without fixed opening hours
- Grow your business without requiring staff or premises.

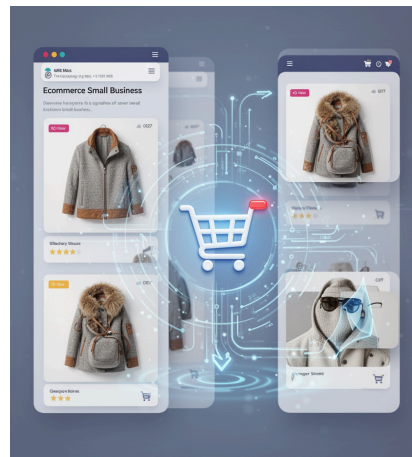


2: Ecommerce - Options

There are two main methods of selling online:

- **An ecommerce website**
 - Your own online store selling directly to customers
 - Often uses an ecommerce platform such as Shopify or Squarespace.
- **Online marketplaces (OMP)**
 - Third-party platforms where multiple sellers operate
 - Examples include Amazon, eBay, Etsy or Faire
 - The platform provides full structure

Many businesses use both approaches together as part of a multi-channel strategy.



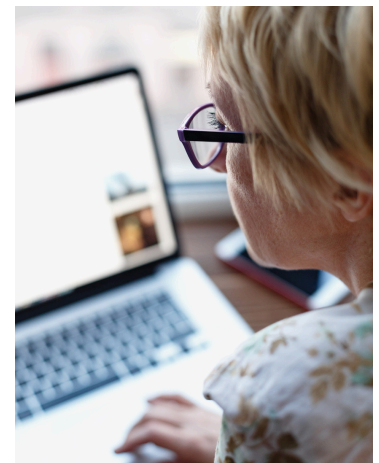
3: Independent Website

Advantages

- Full control over branding, content and pricing
- Direct relationship with your customers
- Access to customer data and insights
- No marketplace commission fees

Challenges

- Requires time, cost and technical setup
- You are responsible for maintenance and security
- Marketing is needed to attract visitors





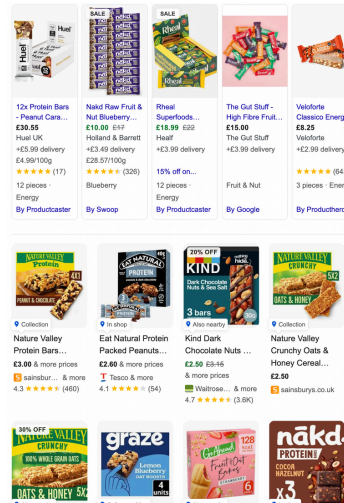
4: Online Marketplaces

Advantages

- Quick and relatively easy to start selling
- Access to large existing customer bases
- Built-in checkout, payments and security
- Platform marketing and promotional tools

Challenges

- Platform fees and commissions
- Limited control over branding and customer relationships
- Strong competition from other sellers
- Must follow platform rules and policies
- Risk of account suspension / termination



5: Ecommerce Content

Ecommerce platforms should advise customers on:

The business

- Who you are, your brand and story
- Contact details and location
- Policies and customer reassurance

The product or service

- Titles, descriptions and key features
- Images, videos or demonstrations
- Specifications or service details

The offer

- Pricing and payment options
- Availability or booking information
- Delivery, returns or cancellation terms

PEAK BITES PRODUCTS



Peak Bites Protein Snack Bar - Cranberry & Almond

€2.99 incl. VAT

Pack size Box of 12 bars
 In Stock – Limited Availability
 Free UK Delivery over €25. Standard delivery 2-3 working days
 30-day return policy. See Returns Page for details.

ADD TO CART

Description Nutrition

High-protein snack bar with tart cranberries and crunchy almonds. Ideal for providing long-lasting energy on hikes, climbs, and other outdoor adventures.



6: Digital Marketing

Digital marketing helps increase the visibility of your products online.

Common ecommerce marketing channels include:

- Search engine optimisation (SEO)
- Paid advertising
- Social media marketing
- Email marketing
- Affiliate or influencer marketing

Most businesses combine several marketing channels depending on their customers and products.



7: Orders & Returns

Common fulfilment options include:

- Self-fulfilment – packing and shipping orders yourself
- Outsourced fulfilment – fulfilment centres, 3PL providers or marketplace services
- Using platform or courier postage label systems

Websites and marketplaces usually provide dashboards to manage orders and returns.

Research delivery costs, return processes, and suitable packaging





8: Customer Service

- Customers may contact you before or after a sale.
- Good customer management includes:
 - Responding promptly to messages
 - Providing clear contact options
 - Keeping communication professional
 - Encouraging reviews and feedback
 - Understanding customers' rights

Note: marketplaces may restrict how sellers communicate with customers.



9: Selling Internationally

Many ecommerce platforms and marketplaces support international selling through:

- International storefronts and global marketplaces
- Automatic currency conversion and translation
- International shipping and fulfilment services
- Guidance on customs, duties and regulations

Opportunities include:

- Access to larger global customer bases
- Selling to markets with higher demand
- Diversifying income across different regions



10: Managing Performance

- Ecommerce platforms and marketplaces provide reporting and analytics tools.
- These may include:
 - Sales and revenue reports
 - Traffic and product views
 - Conversion rates and search terms
 - Marketing and promotion performance
 - Returns and customer feedback
- Monitor your performance and aim for continuous improvement.



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