

BRICK TO CLICK E-COMMERCE ASSISTANCE PACKAGE

May 2020

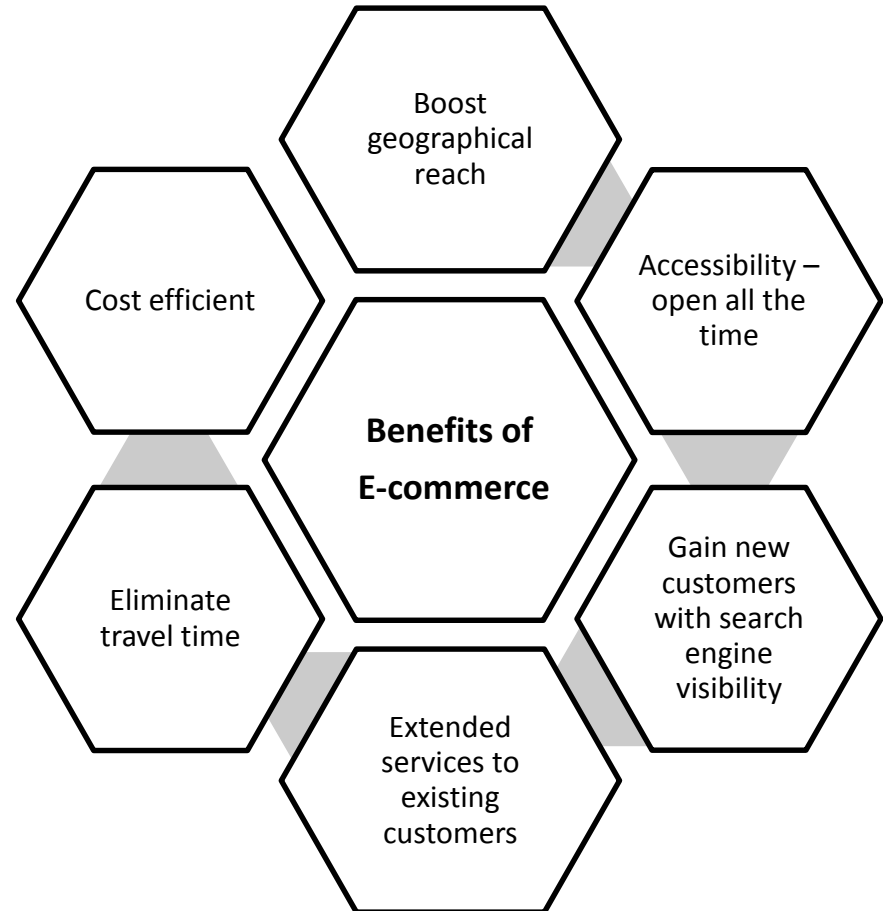
RETAILERS E-COMMERCE

As COVID-19 continues to impact the retail industry including the closure of non-essential retail, the Strathallen Marketing Team remains here to support you. We understand these uncertain times have not been easy and therefore we developed this e-commerce package to directly assist your sales efforts.

While Pre-COVID e-commerce comprised a small percentage of retail sales, the impact of quarantining has catapulted it into hyper drive. Online sales have been growing by triple-digits since social distancing went into effect, as online purchasing has become mandatory for many products.

With the continue emergence of e-commerce technology, businesses have more options than ever to help operations run smoothly and generate revenue.

In this proposal you will find several tools which can assist you to setup your e-commerce platform and immediately generate online sales.



INTRODUCTION

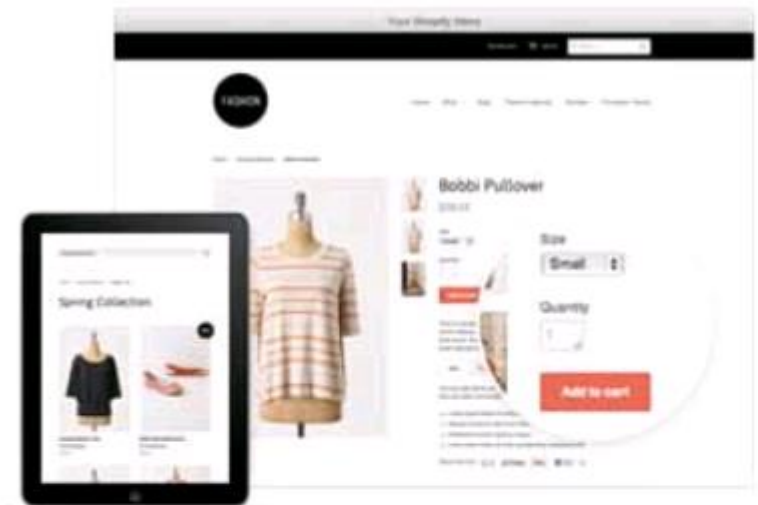


Shopify is an all-inclusive online selling platform. Create and customize an online store. Sell in multiple places, including web, mobile, social media, online marketplaces, brick-and-mortar locations, and pop-up shops. Manage products, inventory, payments, and shipping.

An all-in-one E-commerce platform

Content management system with functions such as managing inventory, creating discount codes, etc.

Fantastic support system, with great customer service options



No technical or design experience needed to create a beautiful online website

SETTING UP YOUR SHOPIFY






Starting Out

🏠 Creating an Account



<https://youtu.be/83YxMwnX5gY>

Launching an Online Store

-  Step 1: Customize Your Design
-  Step 2: Add Your Products
-  Step 3: Set Up Your Domain Name (Optional)
-  Step 4: Set Up Shipping and Taxes
-  Step 5: Set Up Payments

PLANS & COST



Basic Shopify **\$29 / month**

Credit Card Rate: 2.9% +
\$.30 Transaction fee



Shopify **\$79 / month**

Credit Card Rate: 2.6% +
\$.30 Transaction fee



Advanced Shopify **\$299 / month**

Credit Card Rate: 2.4% +
\$.30 Transaction fee

<https://liquify.design/shopify-plans-compared-ultimate-comparison-shopify-pricing-plans/>



INTRODUCTION

WHAT IS SQUARESPACE ?

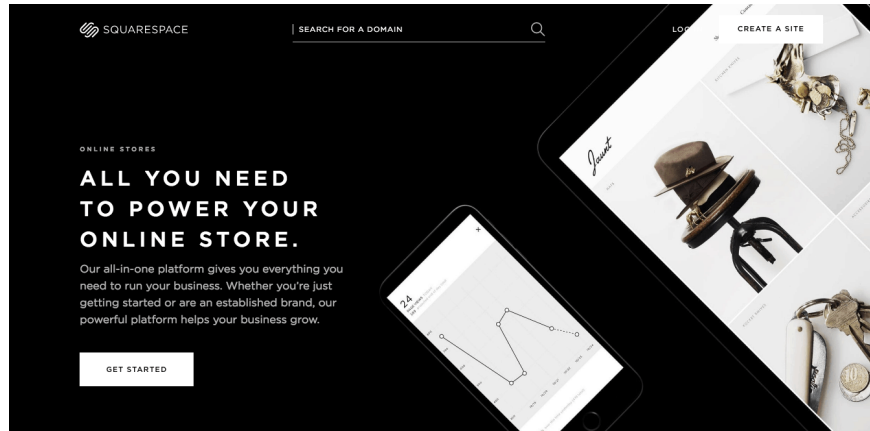
Squarespace offers a fully-integrated ecommerce solution alongside their robust website builder

Offers hundreds of templates that can be highly customized

Excellent support and customer service



SETTING UP YOUR SQUARESPACE



How to start an online store

[GET STARTED →](#)

01. Find an [ecommerce template](#) and start your free trial.
02. Register or transfer your business's domain name.
03. Set up your online store by adding products and connecting a payment processor.
04. Or, if you sell services, you can set up [appointments](#) through Squarespace scheduling.
05. Customize your online store categories and content with the website builder.
06. Grow your online store with [email marketing](#) and SEO.



PLANS & COST



Business
\$26 / month

3% Transaction fee



Basic Commerce
\$30 / month

3% Transaction fee



**Advanced
Commerce**
\$46 / month

3% Transaction fee

<https://www.squarespace.com/pricing>



SHOPIFY VS SQUARESPACE



E-Commerce

Great for small & large stores

Tiered pricing payment plan

Excellent shop / back end functionality

Includes built in Shopify payment processor

Minimal customization
- More template based

Includes hosting and SSL

Email setup through Google Business G Suite

Best for E-Commerce only
First priority is shop
Second priority is design



Informative, gallery based or E-Commerce

Great for smaller stores

Tiered pricing payment plan

Excellent shop / back end functionality

Third party payment processor

Very customizable

Includes hosting and SSL

Email setup through Google Business G Suite

Best for both non E-Commerce & E-Commerce
First priority is design
Second priority is shop



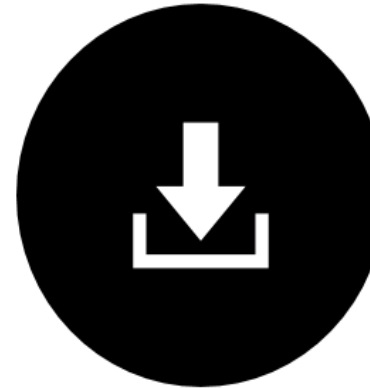


for Social Media

Shopify and Squarespace can be imported into your existing social media accounts Facebook and Instagram. This is a simple process that can help you expand your reach and bring awareness to your new offering.



Both applications can be imported on to Business Facebook pages & sales transactions can be run through the platform



This eliminates the need to upload every file individually



If you have a business page you can sell on Facebook

E-commerce websites are not required to sell your products on Facebook. You are only required to have a business page on Facebook. A business page can be easily added with no associated fees and allows you to customize how you communicate and finish complete your sales transactions to meet your business requirements.



It is not required to upload a product catalog anywhere else first, and there's no limit on how many products you can add.



Customize your product inventory:

You can organize your products into different collections so your customers can browse your shop by category.



Communicate with customers:

Your customers can message the shop on your Page with questions.



Get insights:

You can see views, clicks and purchases for each of your products.

PAYMENTS & FINAL TRANSACTIONS



You can either choose to send customers to checkout on your website, submit their order in a Facebook message, or complete their purchase directly through your Facebook Store page.



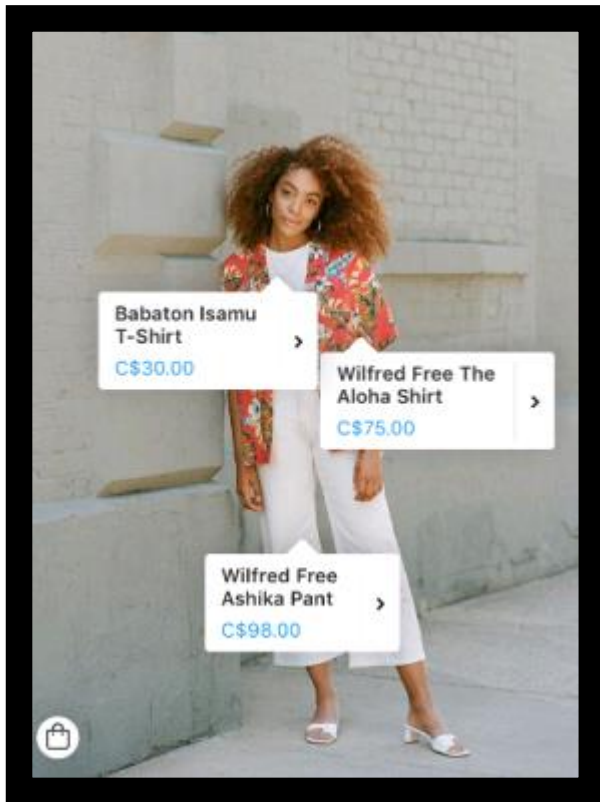
Set up your shipping options.



Arrange curbside pickup

PROMOTE SALES ON INSTAGRAM

Instagram is a great tool for reaching your customers and showcasing your merchandise. Instagram does not offer a sales platform, however you may direct customers to your website or Facebook. An Instagram page can be easily added to your social media offerings with no associated fees.



Instagram is a great tool to showcase your items



Direct sales back to Facebook or website



Arrange shipment or curbside pickup



OMNICHANNEL

Omnichannel is a consumer-driven strategy providing consistent yet unique and contextual brand experiences across multiple customer-aware touchpoints, including brick and mortar locations, digital marketplaces, web, mobile and social media. Omni- consumer sales and consumer experience with your brand. This content marketing strategy allows sales conversion to seamlessly take place at any channel.



STRATHALLEN IS HERE TO ASSIST YOU



We're here to help you set up your e-commerce and support you through which ever platform you may choose

Help promote your new initiative on our website and social media channels

Provide analytics on traffic to website and social media

We will plan a virtual event and grand opening of your new e-store



SUMMARY

E-commerce provides the ability to generate revenue while retail store remains closed

E-commerce is easy to set-up; set-up cost is relatively low

Provides extensive information on your products or services.

E-commerce remains open 24 hours / 7 days; customers can purchase at their convenience



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