

Sell More Online

Making the most of ecommerce, social
media, and Google My Business



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**More people are shopping
online than ever before.**

**Online retail numbers have been
growing steadily, but now, 63% of
consumers are avoiding stores due to
the pandemic.**

"U.S. consumers are poised to spend \$198.73 billion with online retailers this holiday season. ... That would be a 43.3% year-over-year jump from \$138.65 billion for the same November-December period in 2019."

Digital Commerce 360



What I'm going to (quickly!) cover today

01

**Start selling
products on
your website**

—

02

**Make it easy
to purchase
gift cards**

—

03

**Use social
media**

—

04

**Tell stories to
humanize
your small
business**

—

05

**Start posting
on Google My
Business**

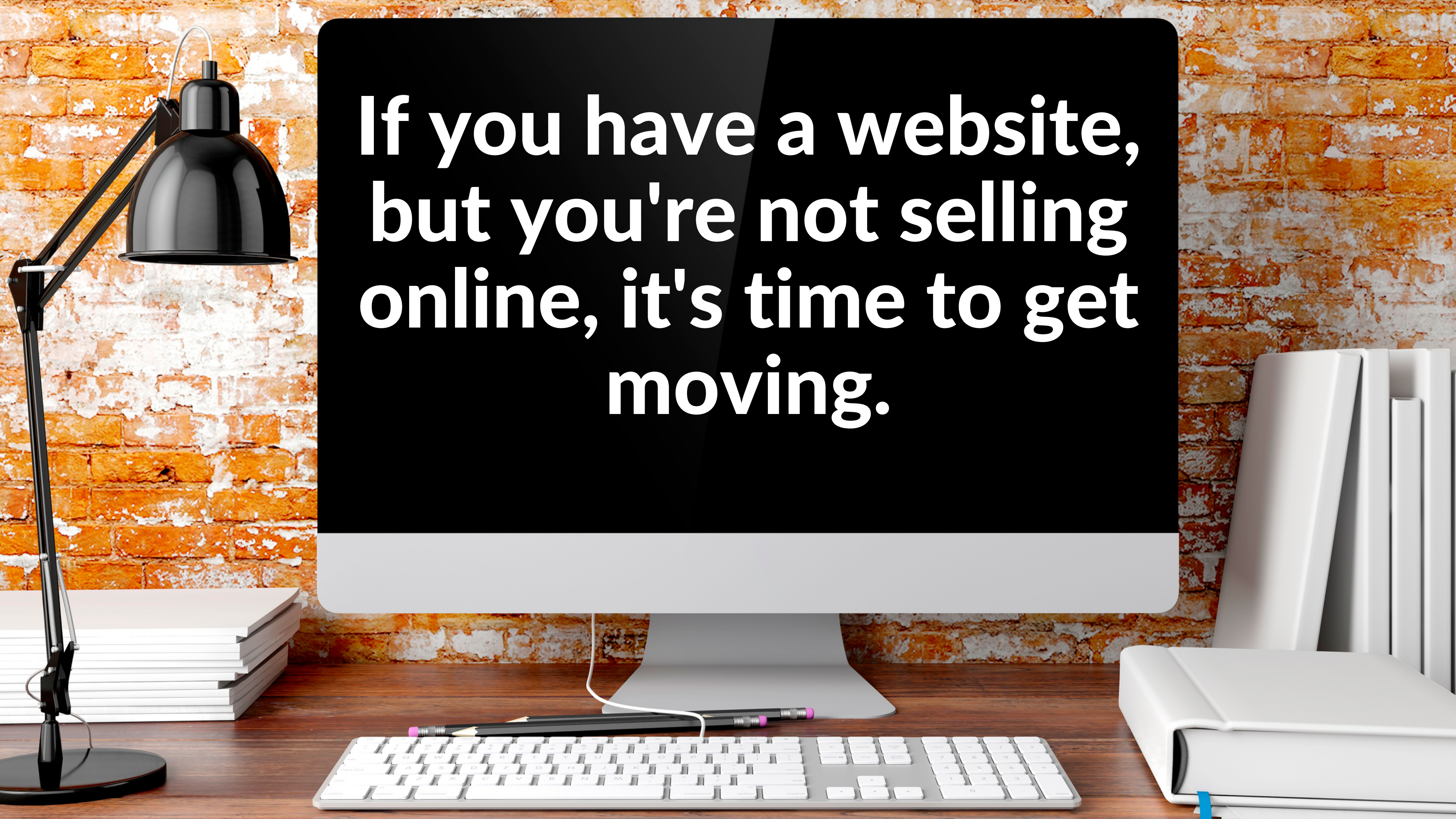
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**If you don't have a website with ecommerce,
people will look for your competitor.**



**If you have a website,
but you're not selling
online, it's time to get
moving.**





**It's easier than ever
to add ecommerce to
your business!**

It's easier than ever to install on existing websites or if you're starting fresh.



WordPress
SquareSpace
Shopify
are all great



<https://squareup.com>

[Home](#)[Shop All](#)[Gift cards](#)

All Items

[IOD Stamps & Transfers](#)[*Holiday*](#)[Candles](#)[Coasters](#)[Spa](#)[Wreaths](#)[Gnomes](#)[Kitchen Towels](#)[Furniture](#)[Garden](#)[Purses](#)

Shop All

Show 60



Popularity



Wine Bottle Stopper

\$34.00

Low stock



Bottle Opener

\$26.00

Low stock



Bottle Opener

\$26.00

Low stock



**Digital gift cards are free through
Square, too.**



Order Pickup & Delivery

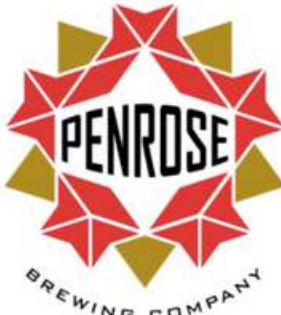
Batavia, IL, USA

→

Use my current location



Hearth & Hammer



Penrose Brewing Company



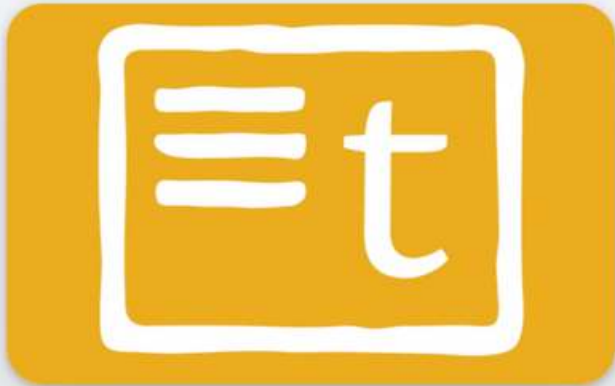
Limestone Coffee & Tea



Kimmer's Ice Cream



Red Hive Market



Tredwell Coffee

<https://giveandgetlocal.com>

A piece of red paper with a torn, deckled edge is shown against a white background. The paper is torn horizontally, revealing the white surface underneath. The text "Everyone has a story." is written in a black, typewriter-style font across the white area. A small, rectangular piece of red paper is attached to the left side of the torn paper, partially overlapping it.

Everyone has a story.

Social Networks



Facebook



Instagram



Twitter



Google+



Pinterest



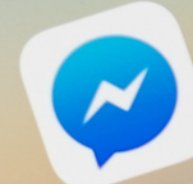
Tumblr



LinkedIn



WhatsApp



Messenger

**Businesses should
have profiles on:**

**Facebook
Instagram**





You need a Facebook Page for your business.

People probably won't visit your store daily, but get this:

74%

of Facebook users log in DAILY.

Pewinternet.org



Social Media Activities Performed by US Social Media Users, by Platform, Feb 2019

% of respondents

	Instagram	Facebook	Snapchat	Pinterest	Twitter
Viewing photos	77%	65%	64%	59%	42%
Watching videos	51%	46%	50%	21%	32%
Sharing content with everyone	45%	57%	46%	21%	32%
Sharing content one-to-one	31%	43%	45%	12%	20%
Networking	23%	33%	21%	10%	24%
News	18%	38%	17%	9%	36%
Finding/shopping for products	11%	15%	5%	47%	7%
Promoting my business	9%	7%	6%	5%	7%

Note: ages 18+

Source: Cowen and Company, "Shoptalk 2019: Key Takeaways for Ecommerce, Visual Search, and Fulfillment," March 11, 2019

This Pinterest number is insane, but in the interest of time, I'm not covering this platform. Feel free to reach out to discuss if you think this might be a good marketing platform for your business!



Don't just make your Facebook page promotional.

Tell stories. Share news you think may interest your followers.
Share other small businesses you admire. Give behind the
scenes insight into your business. Mix It Up!

You can sell items directly through Facebook. Set up a shop on your page, then when you post about items you sell, you can tag them in your posts and people can make purchases without ever leaving Facebook.



Explore Product Tagging

Make shopping easier and grow your business by tagging products from your catalog in this post.



People can learn more about your products, and buy directly from your post.

[Add Product Tags](#)



Engage your customers and keep them informed.



Marketing on Facebook



Find inspiring ways to tell your business story.



Marketing on Instagram



Put conversation front and center.



Marketing on Messenger

Facebook Business Hub

<https://www.facebook.com/business>



Manage your business and connect with people on the go.



WhatsApp



Work together, wherever you are.



Workplace



Share your message across the web.



Audience Network

You need an Instagram Business Account.

With a Business Account you'll be able to share additional Information about your business, such as business hours, location, and phone number.

You'll also get access to statistics that let you know things like what day of the week and at what time your posts typically get the most traction.

From the moment of discovery to making a purchase, every part of the mobile shopping experience should feel seamless. Instagram makes it easy for online shoppers to fall in love with your products and quickly make them their own.



of shopping enthusiasts turn to Instagram for product discovery¹.

Borrowed from Instagram



Repurpose
your
content



Social Media Schedulers
will be your best friend.



You can use a social media scheduler to schedule content months in advance.

Some of my favorites:

- Buffer
- Later.com
- Planoly
- SocialBee



Consistency is
the key!

The #1 platform most business owners aren't using to its full advantage is...



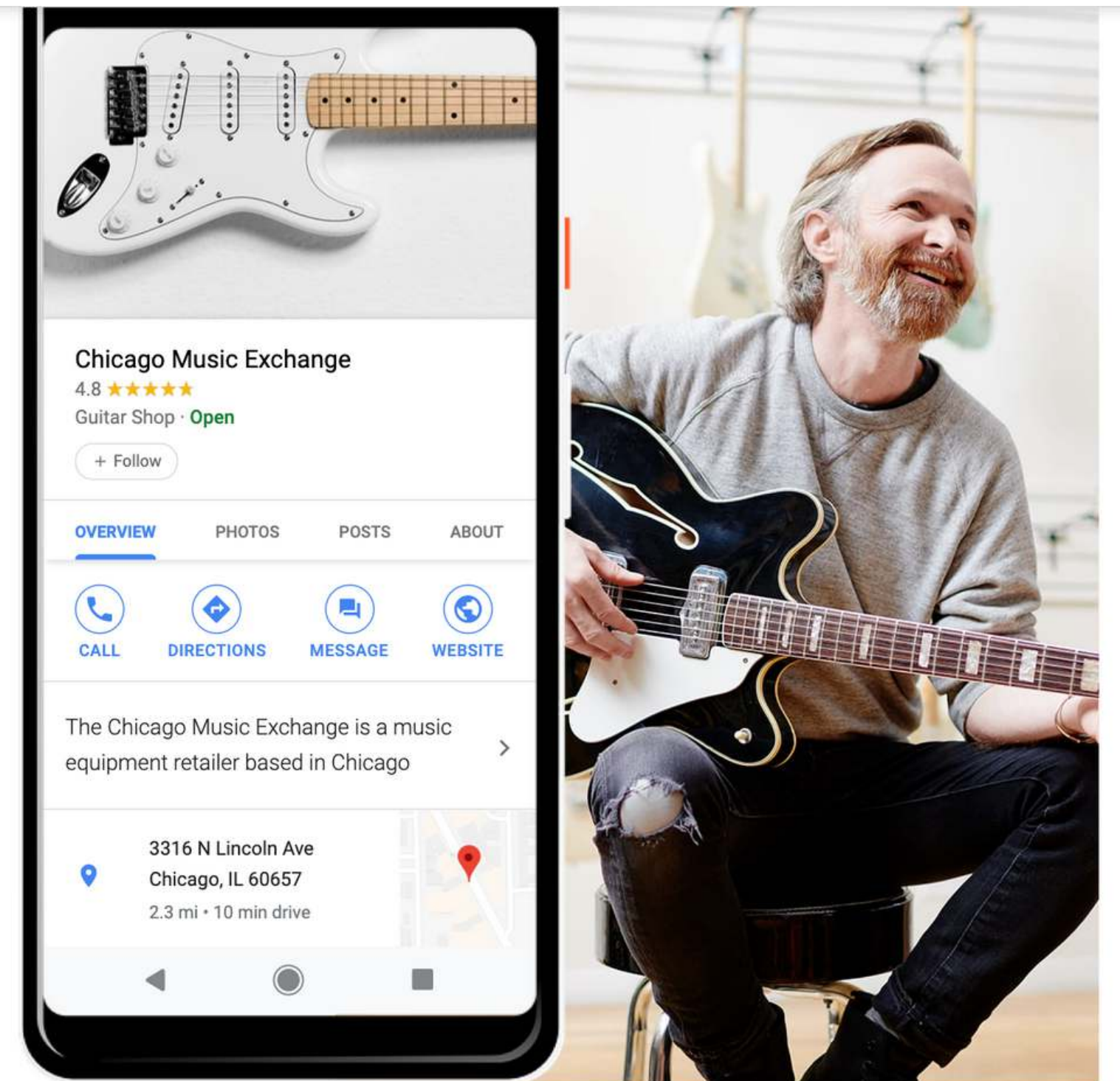
Engage with customers on Google for free

With a Google My Business account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.

[Manage now](#)

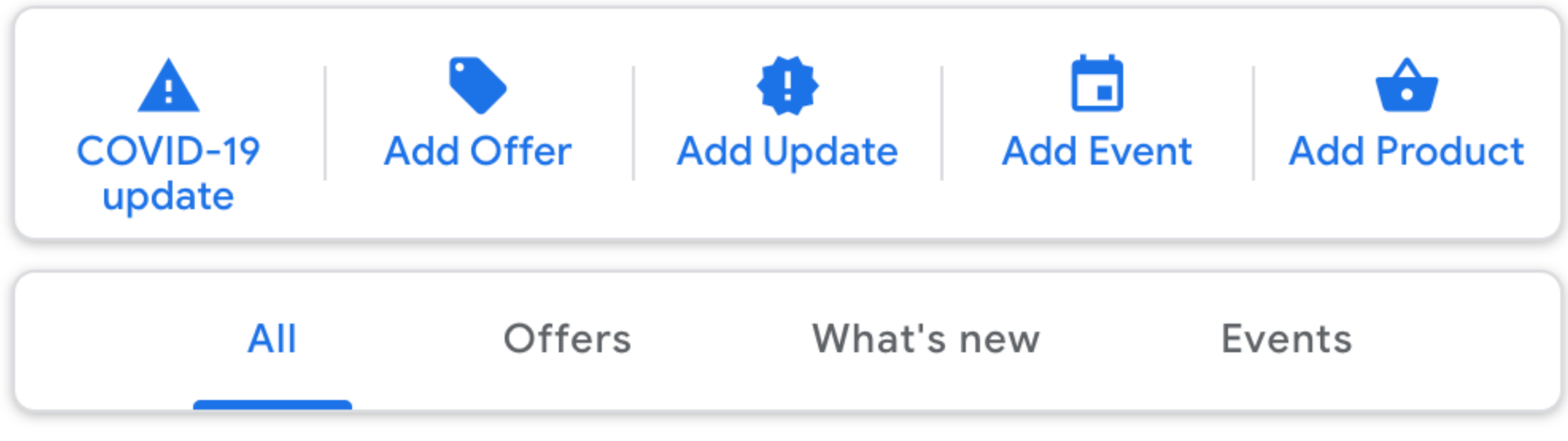
Google Is the #1 search engine. It can do wonders sending new customers and clients to your website.

Google My Business can also do wonders for sending new people to your business.





**Google rewards you for
using their products.**



While most businesses have set up their Google My Business listings, they're not regularly updating their profiles. You can share updates, coupons, and yes, you can even upload your product catalog!

The more you do on Google, the more Google will reward you.

**Google My Business isn't a
social media network, but you
can update it like it is.**

The reason GMB Is a MUST-USE
for small business is because it's
one of the most effective
"networks" for LOCAL business.



**People turn to Google
when they're looking for
local businesses.**

**Frequent updates to
GMB will show Google
you're invested in their
platform and they'll
reward you by ranking
your business higher
than competitors.**



Ready for some good news?

**Some social media schedulers
publish to Google My Business!
Booyah!**



Start using

 **Google My Business** 

Add ecommerce to your website

Make Facebook & Instagram your BFFs

Don't just promote: All of these can be selling platforms, but as much as you want to sell, remember to share your personality, share your story, and draw people in.

<https://shesoarsdigital/batavia>
for links mentioned & a couple of special offers

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