

E-Commerce: The Platform, Pitfalls and Pros



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Readers.com



Sunglass Warehouse

felix+iris

Core Values

People Matter The Most
Create Customer Happiness

Win Through Teamwork

Act Like An Owner

Open & Effective Communication

Never Settle

Honesty & Integrity In All We Do

Embrace Change

Think Big

Spread Happiness Beyond Our Four Walls

 MISSION

To be the world's
most people-focused
eyewear company



Why do I need an Ecommerce website?

Point of Parity

Easier Reordering - Self Service

Open 24/7

Expanded Customer Base

Remarket to Potential Customers



Questions to Answer Before you Start

Is this a tool for expansion or service?

Who is my target customer?

How much money do I want to invest?

Do I understand legal/tax rules in my state?

Will I store product or dropship?



Points to Consider

How will you manage your inventory?

Shipping - how to and who pays?

Who will create/build the site?

Who will run or oversee the site long term?

Who will maintain the site's content?

Do you have a marketing budget?

Who will manage your customer service?

Will you accept returns?



Choosing a Platform

Hosted

- Pros: easy, secure, all-in-one solution
- Cons: expensive as you grow, less flexible
- Examples: Shopify, Volusion

Self-Hosted

- Pros: flexible
- Cons: tech knowledge required, pay a la carte
- Examples: Magento, WooCommerce



Quick Pointers

Choose an easy-to-remember URL (domain)

Include contact information on your site

Outline clear policies and FAQs

Understand basic SEO principles

Spend time on product entry (descriptions, photos, etc)

Set up Google Analytics



Questions?



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