FRIDAY LUNCH SERIES

RECOVERY & RESILIENCE

NAVIGATING ONLINE SALES STRATEGIES

FRIDAY, MAY 8
11:30 AM - 1:00 PM

Colorado SBDC
PREPAREDNESS & CONTINUITY
COVID-19

Welcome!

Reminders for optimal webcast experience!

- Please ensure your video/camera is turned off
- Close out of all applications during the event
- Ask questions by typing them in! We will answer them in the end.
- Dial in if your computer audio is not working, or vice versa

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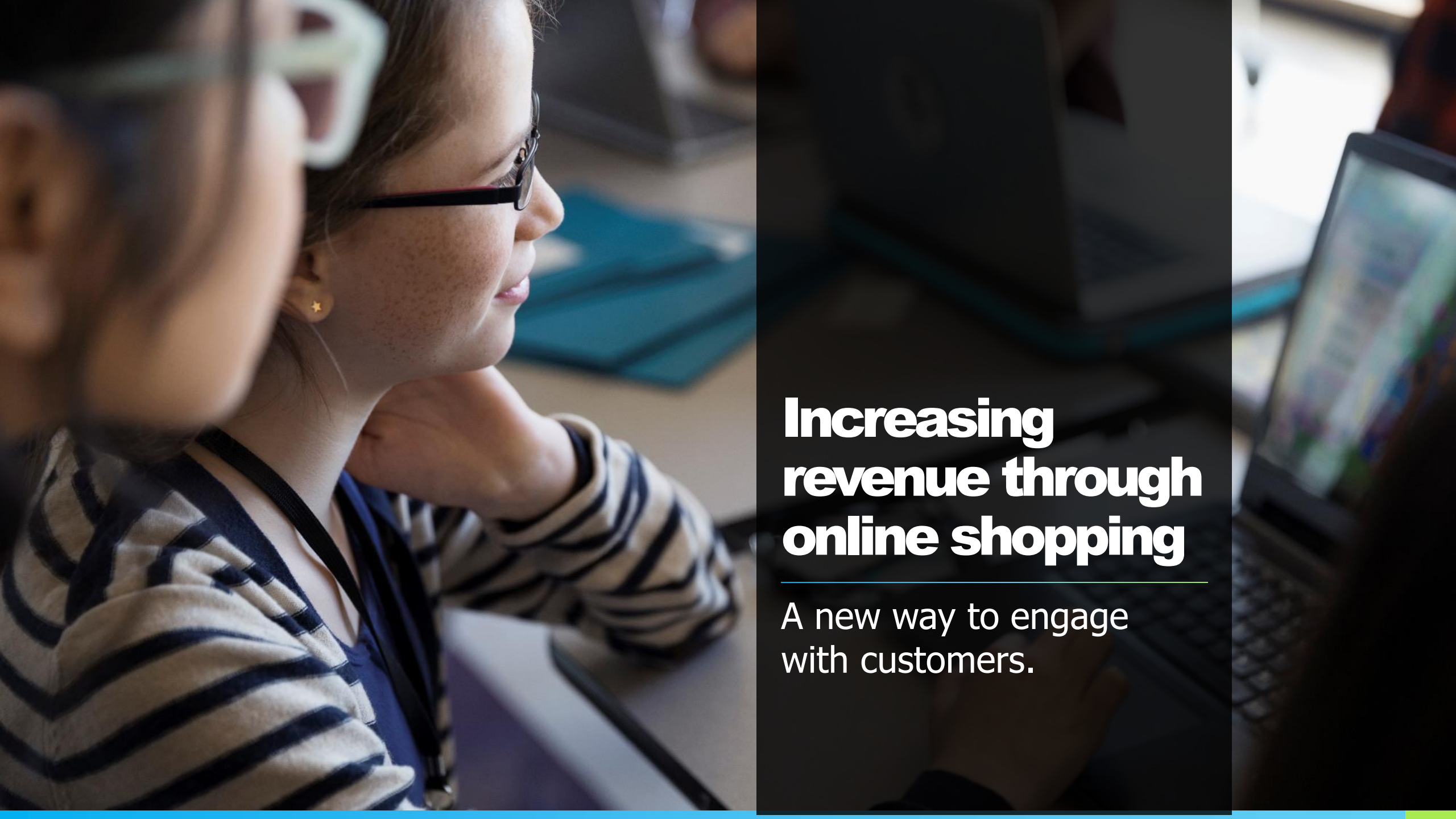
Expertise Includes:
Healthcare Innovation
Southeast Colorado Springs Focus
Bi-Lingual (Spanish & English)
General Business Consulting
Certifications
Minority Business Development
Management Issues
View Cory's Bio



Increasing revenue through online shopping

A new way to engage with customers.

Navigating Online Sales Platforms

- BigCommerce
- Shopify
- 3dcart
- WooCommerce
- Volusion
- Prestashop
- Weebly
- Squarespace

About Me

Cory O. Arcarese, SBDC Consultant, Owner of CArc Enterprises LLC

The Problem – COVID 19 CLOSURES

Productivity

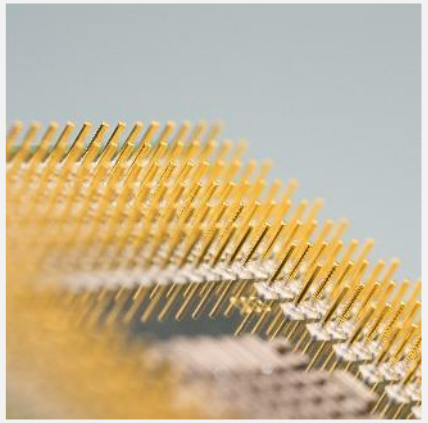
Productivity and revenues are down – there have been many innovative ideas.

Owner Frustration

Business Owners are Frustrated at what to do

Closures

State mandated closures have meant significant revenue losses to many businesses



Revenue Losses

Many Businesses Are Down to 15% of their normal Revenues

Solutions Needed

Selling Online Can Be a Potential Solution but what online solution fits best?

What Solution Works?

We are going to walk through which solution might work best for your business.

Prioritize

The first thing to do is write down what you need for your business.

Ask

Ask others in your industry what they are using - get their opinion. Look up reviews

Monetize

Work out some projection on whether or not the cost is worth the effort. Taking on additional costs right now needs to be a wise decision

Mobile is the KEY

Ecommerce Mobile Performance

- 66% of the time spent on online ecommerce is done through mobile devices
- 82% of smartphone users turn to their devices to help them make a product decision
- Customers want mobile-friendly ecommerce website design, and the market is showing that mobile commerce is growing 300% faster than ecommerce, which means your site also has to have a responsive design.

.

Take a true mobile-first approach with your design and UX loading performance.

In this regard, WooCommerce, Shopify, and Weebly wear the crown. All being at or above the median score of 94%.

ecommerceCEO

Let’s Compare

Summary

The Experts Said ….

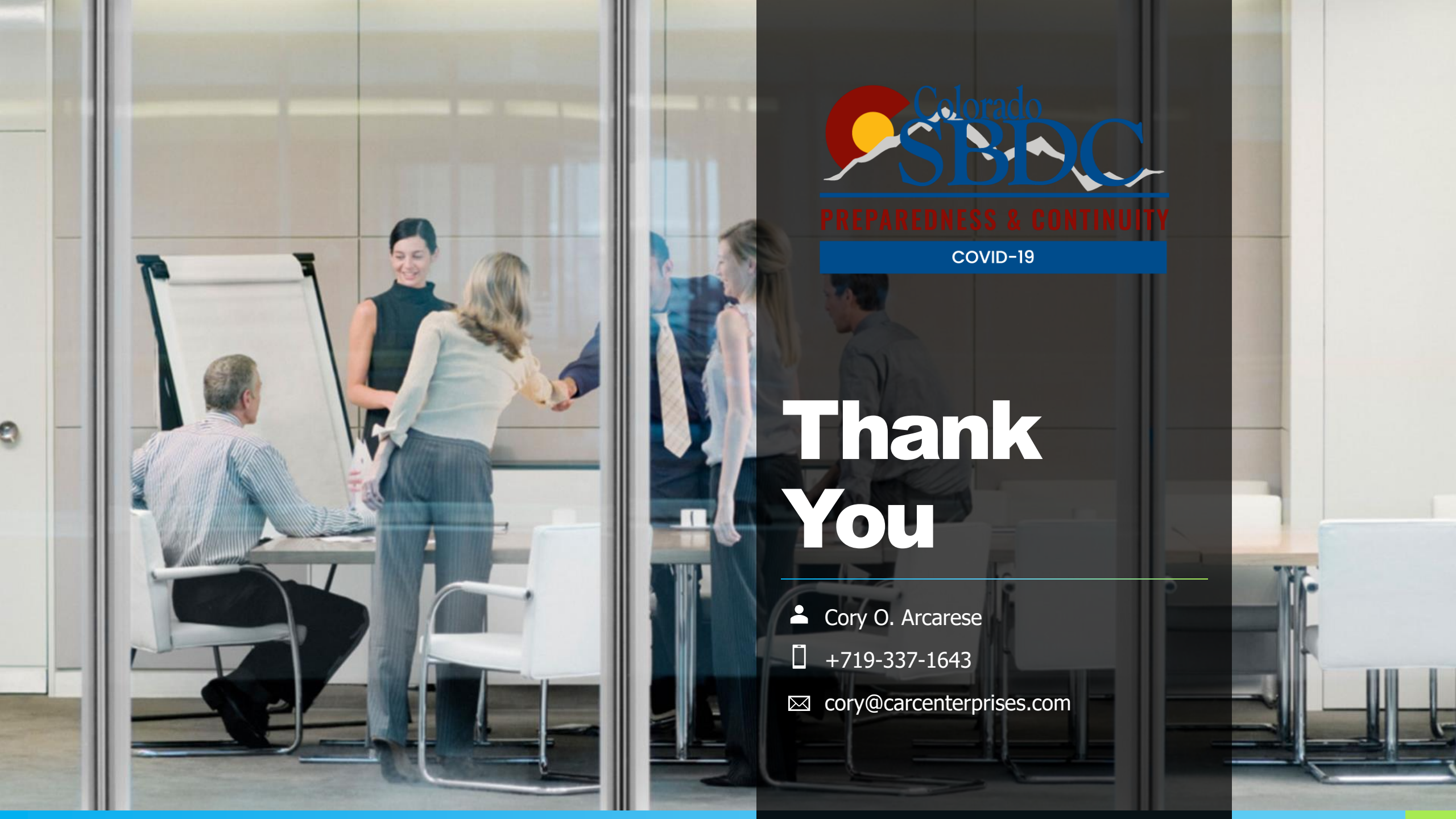
- Shopify consistently came out on top
- WooCommerce works best with WordPress and works well for SEO – has Yoast

Testimonials

“Because Shopify is so extensible and flexible, it’s a fantastic choice for any kind of business. B2B merchants around the world use Shopify for it’s easy-to-use wholesale ecommerce tools and wide selection of apps. Shopify also makes it very easy to sell digital products, downloads, and services to other brands..”

“Like WordPress, WooCommerce is completely open-source. This means that it’s an excellent choice for any business owner that wants to add specialist features and tools to their sales strategies. WooCommerce also comes with access to a huge community of developers and specialists that can help you to implement the extensions and plugins that you need most.”

“Although there are plenty of tools out there that recommend themselves as the perfect *ecommerce platform for small businesses*, from Ecwid, to Wix, we think that the best choice has to be Squarespace. Squarespace is one of the most user-friendly tools on the market for beginners, and it comes with all of the features that you need to get started online, including free themes and access to a bunch of different payment processors.”



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Thank You

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www.pikespeaksbdc.org/prepare

Helping businesses statewide respond to the current health crisis

COVID-19 Small Business Response Resources