On-Demand Series For Artists
Online Store Front

Colorado **SBDC**
LARIMER *Small Business Development Center*

Online Store Front

Presented by Edison Apps, LLC

Introduction

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Digital Marketing & Website Dev SME

Core Mission
"Help Small Businesses connect their analog and
digital worlds to make smarter business decisions"

So Many Platforms To Choose From

20+ popular platforms for e-commerce sites

2 Types
- **Hosted** (Shopify, Wix)
- **Self-Hosted** (Woocommerce)

E-Commerce Platforms

3 Metrics To Measure

Setup

How easy/difficult is it to setup e-commerce store and begin selling

Maintenance

How easy/difficult is it to update, maintain, and make changes to the store

Fulfillment

How easy/difficult is it to fulfill orders placed on your e-commerce store

Deeper Inspection Categories

Features

Does the platform natively have the features you require out of the box?

Scalability / Price

Can you scale this platform to meet your growth expectations, and what does that cost?

Ease of Use

Can you DIY this platform or do you require a developer? Customizations, unique features/functions, your skill level, etc.

Sales Funnels

How will you get traffic, capture leads, nurture leads, and close sales?

Which Platform is Right For You?

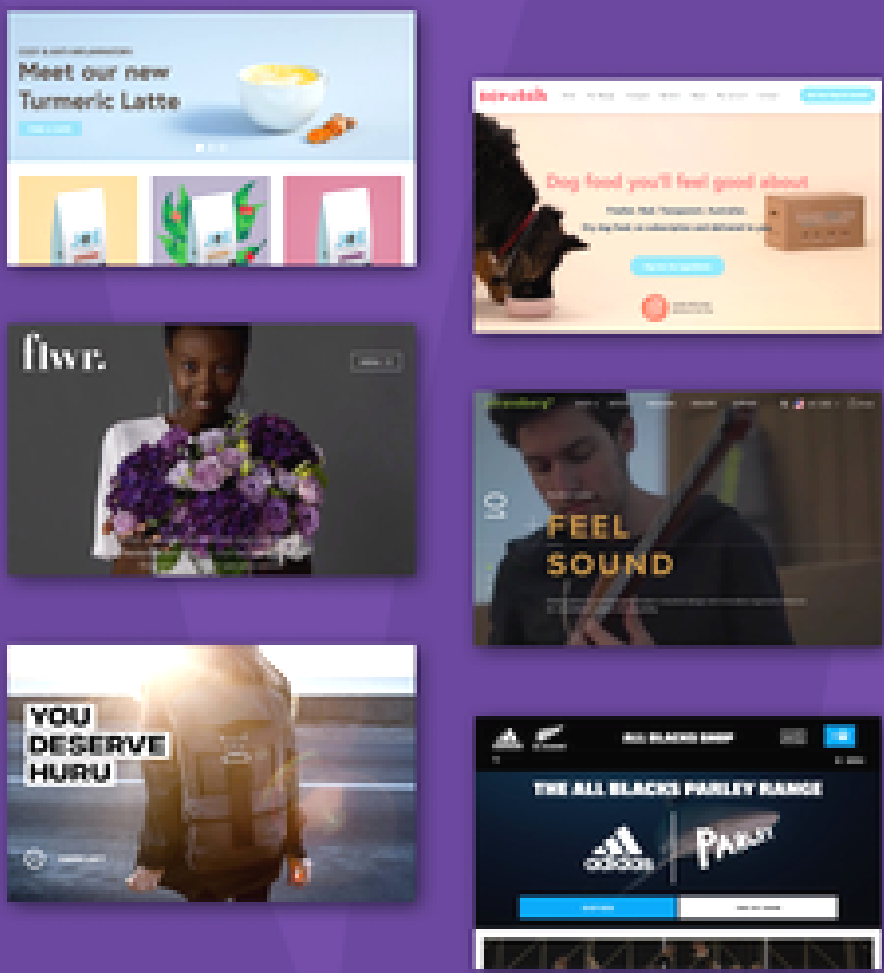**Assess your needs before committing to one!**

Don't over-estimate your skills

Let's Dive into the Top 3

Self-Hosted E-Commerce Platform (WordPress Plugin)
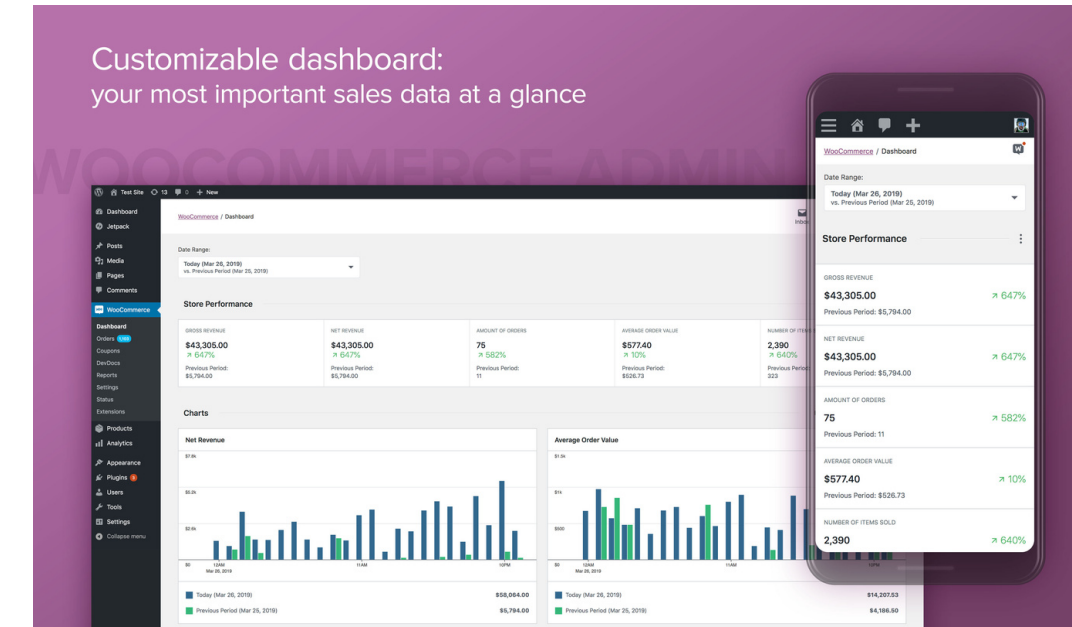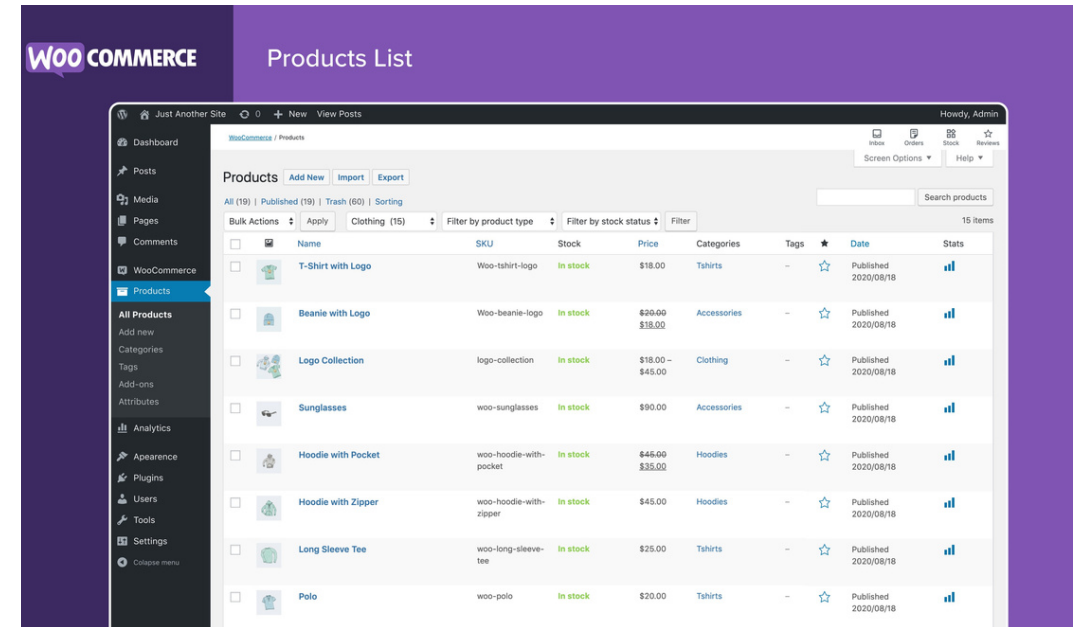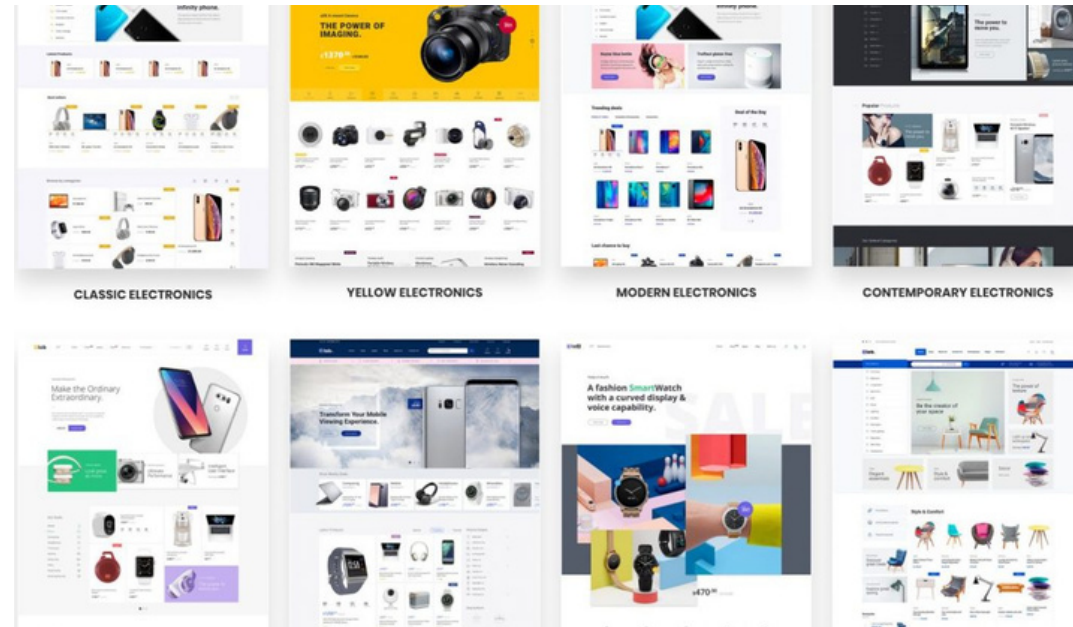
Go To for Customized Stores

Largest e-commerce platform

woocommerce.com

WooCommerce

WooCommerce Examined

Setup

- Moderate - Difficult Setup
- Free & Paid themes
- Full Website, landing pages, blogs easy to create
- Requires some code knowledge
- Big community of users
- Great SEO

Maintenance

- Moderate - Difficult
- Product management options (simple or complex)
- Coding when needing high level of customization
- Hosting requires attention daily/weekly

Fulfillment

- Highly integrated
- Mobile App available
- Abundant 3rd Party Integrations
- Great Analytics Dashboard

WOO COMMERCE

Features

- Highly integrated with WordPress
- Setup to Live Store within Days
- Some coding knowledge required
- Hosting provider and security are your responsibility

Scalability/Price

- 100% scalable
- Pricing varies (widely) based on hosting provider, plugins, ($35-300/month)
- Basic stores need additional plugins to operate well ($15-99/month each)

Ease of Use

- Easy if you have coding knowledge
- Customization requires knowledge of coding or hiring developers
- Store functions run seamless once setup (minimal maintenance)

Sales Funnels

- Unlimited landing pages
- Integrates with social easily (Facebook shop pages, market place, Instagram)
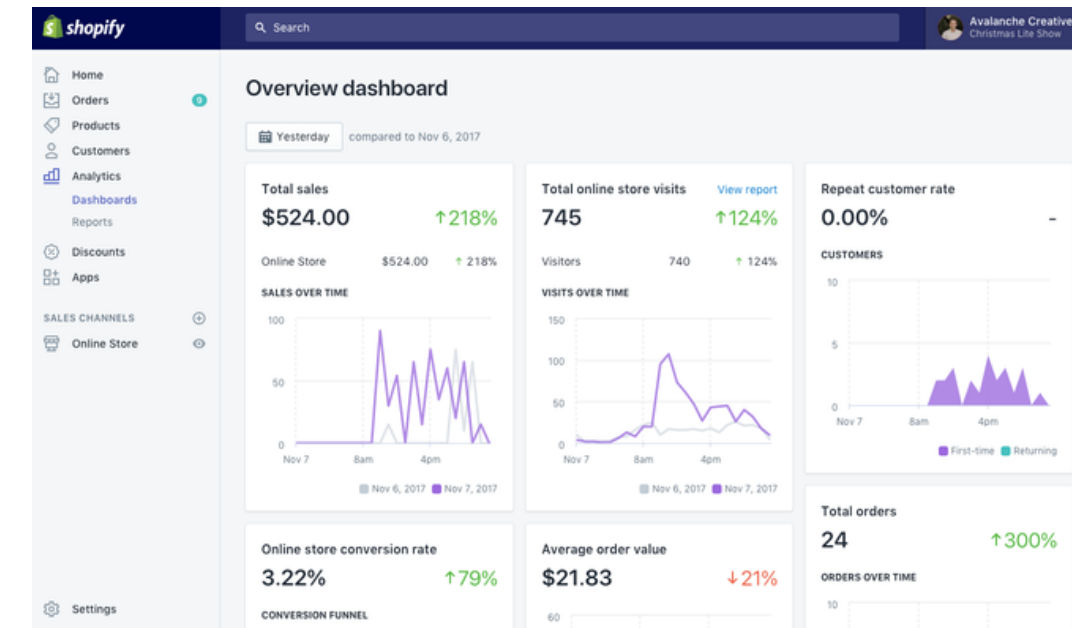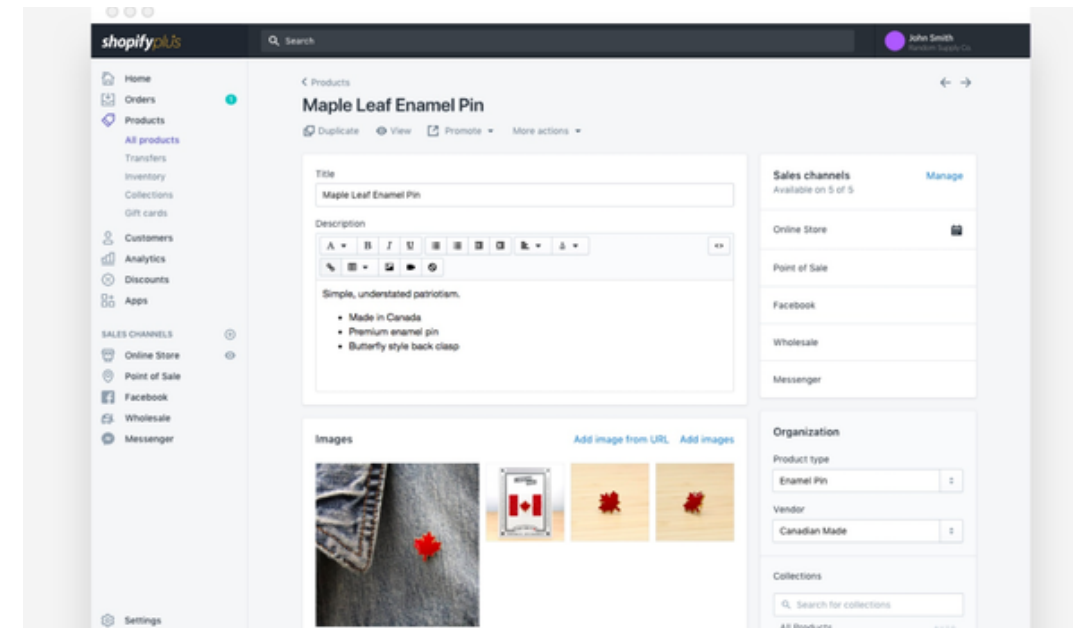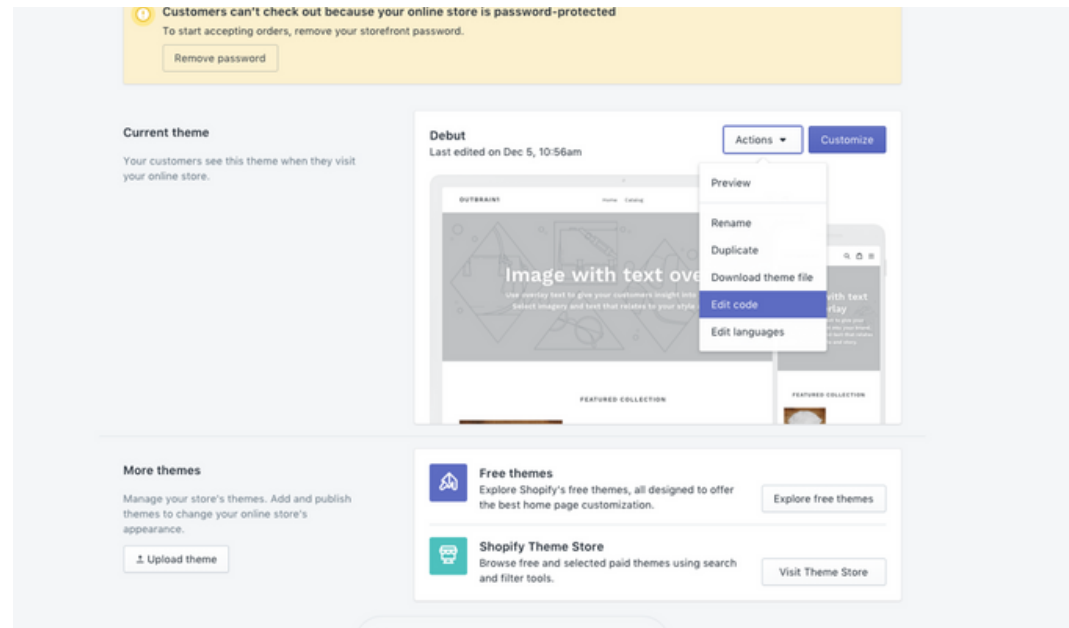- 3rd party integrations make sales funnel very easy to maintain and use

Hosted E-Commerce Platform
Over 1 million merchants
2nd Largest Platform

shopify.com

Shopify

Shopify Examined

Setup

- Easy to Setup
- Free & Paid themes available
- Website pages easy to create with paid templates
- Big community of users - lots of forums for Q&A

Maintenance

- Easy to maintain for most
- Product management options (simple or complex)
- Simple to Very Complex depending on level of customization required

Fulfillment

- Highly integrated
- Mobile App available
- Plugins help make seamless
- Great Analytics Dashboard

Features

- Works out of the box
- Simple Theme = Store Live 24hrs
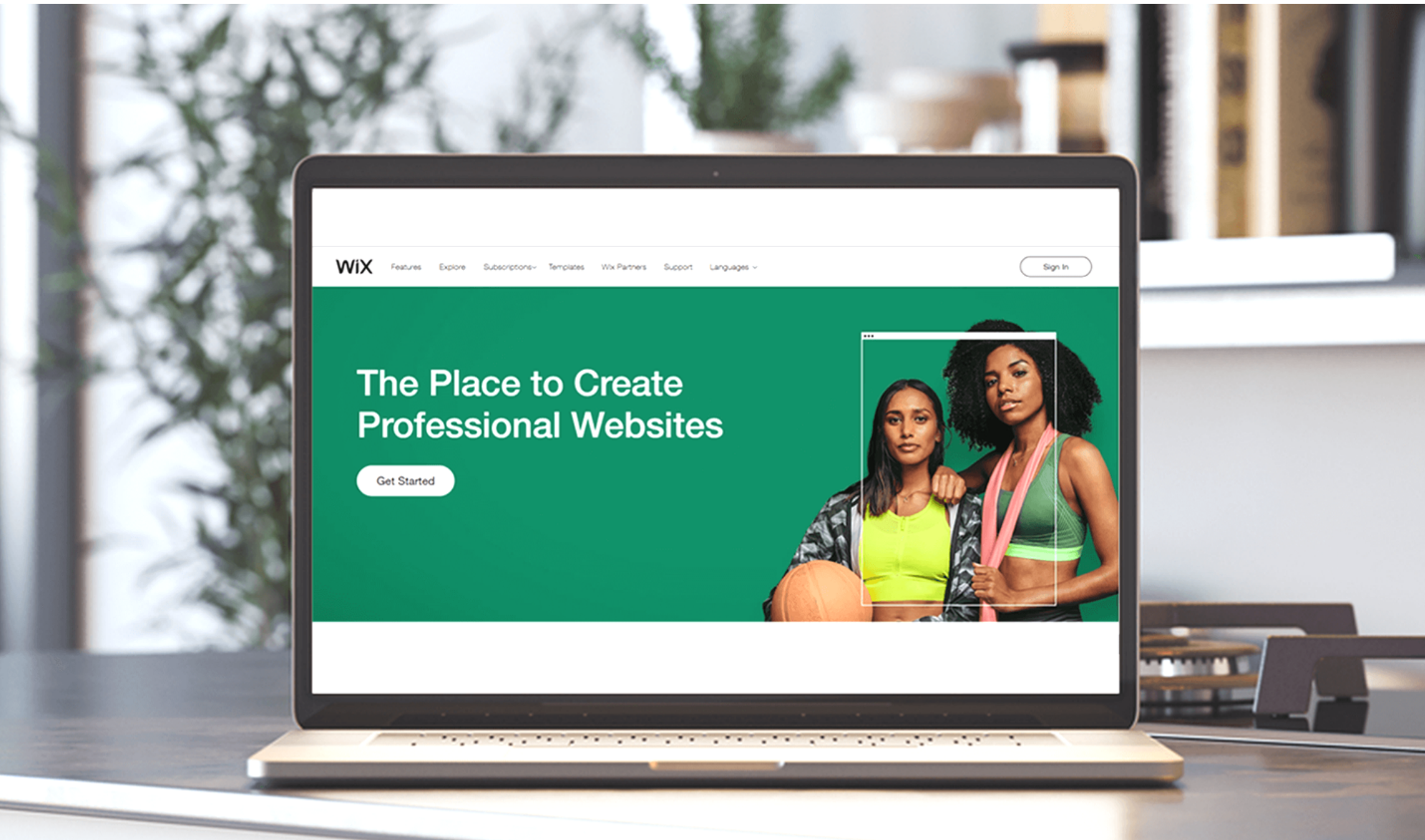- No coding knowledge required

Scalability/Price

- 100% scalable
- Multiple price points based on needs ($29 - $300/month)
- Plugins can be expensive as well as customizations - most are monthly subscriptions

Ease of Use

- Very easy for even novices to use
- Customization requires knowledge of coding or hiring developers
- Landing pages require code knowledge or builder app (additional costs)

Sales Funnels

- Product pages easiest
- Landing pages more difficult
- Integrates with social easily (Facebook shop pages, market place, Instagram)
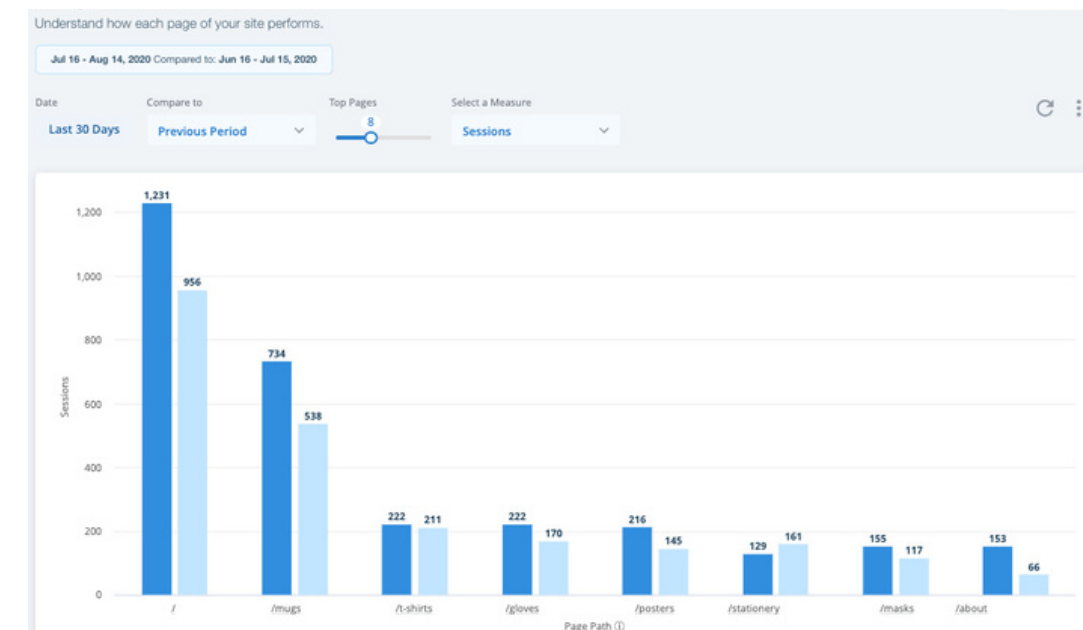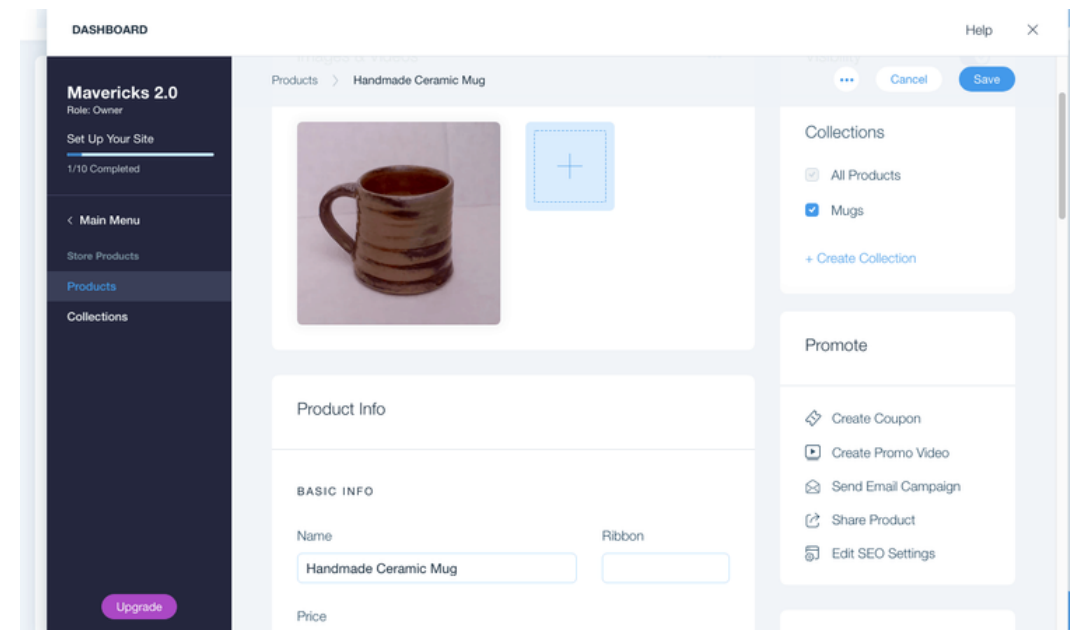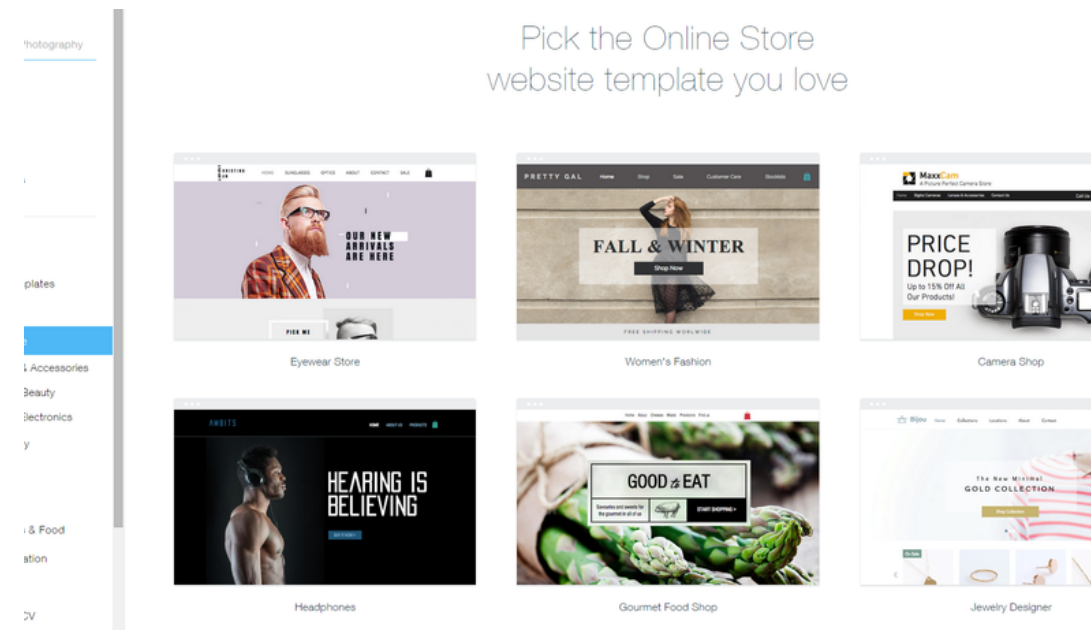
Hosted E-Commerce Platform

Great For Smaller Online Stores

Wix.com

Wix

Wix Examined

Setup

- Easy to setup
- Free themes
- Full Website, landing pages, blogs easy to create
- Drag & Drop
- Great Support
- Great SEO

Maintenance

- Easy To Update
- Simple Product management options
- Very little required
- Limited to what is offered via the platform

Fulfillment

- Highly integrated
- Mobile App available
- Not Many 3rd Party Options
- Limited to what is offered by the platform

Features

- Great Templates
- Setup to Live within 24hrs
- Easy to manage and grow
- Large community of users

Scalability/Price

- Scalable but has limits
- Pricing varies based on level of support/features required ($27-$500/month)
- Basic stores need additional plugins to operate well ($7-99/month)

Ease of Use

- Easiest platform for beginners
- Minimal customization needed
- Easy to manage and maintain

Sales Funnels

- Unlimited landing pages
- Integrates with social easily (Facebook shop pages, market place, Instagram)
- 3rd party plugins available, but limited to platform offerings

Summary

Choose the best option for your business!

Key Take Aways (Shopify)	Key Take Aways (WooCommerce)	Key Take Aways (Wix)
Easy To Use	Highly Customizable	Easiest Platform To Use
Scalable	Scalable	Great Templates
Cost Efficient	Requires Code Knowledge	Quick Launch
Solid Support	More Attention to Maintenance	Cost Efficient
Quick Launch (simple stores)	Moderate Costs	Mobile App
Mobile App	Great SEO	Platform Limitations
Variety of Plugins Available	Mobile App	Slower Loading Speeds
	Requires Hosting & Security	Plugins Available

SQUARE ONLINE

Sell anything with a free online store.

Turn any business into an online business with a free eCommerce website. **Watch the video.**

Get started for free   Contact sales →

Hosted E-Commerce Platform

Great if you use Square for payment processing.

Plans range from $0 - $72/month

Low cost option to test product

Squareup.com

Square Site

Create Collections

- upload artwork
- create un-lockable content, roadmaps for future benefits
- recurring revenue with secondary sales fees
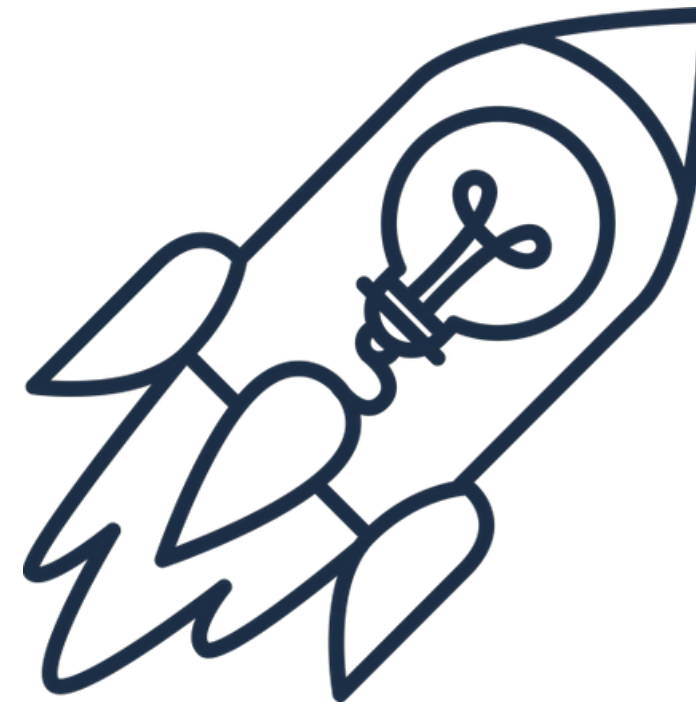- create community and revenue opportunities on a new platform

NFTs

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EDISON **APPS**
SMALL BUSINESS MARKETING AGENCY

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