

New Mexico Broadband Program

Internet Tools for Small Business Success

Module 8 E-Commerce

Internet Tools for Small Business Success

Class Series

1. Terminology & Planning
2. Communication & Collaboration
3. Accounting & Finance
4. Intro to Online Marketing
5. E-Newsletters
6. Websites & Blogs
7. Search Engine Optimization
8. E-Commerce
9. Intro to Social Media Marketing
10. Facebook & Twitter
11. Social Media Administration
12. LinkedIn

Primary Business Components

- Planning
- Operations
- Accounting & Finance
- Sales & Marketing
- Hiring



How This Class Works

Discussion



Demonstration

Hands-on Exercise



Class Framework

Divided into Core Business Elements

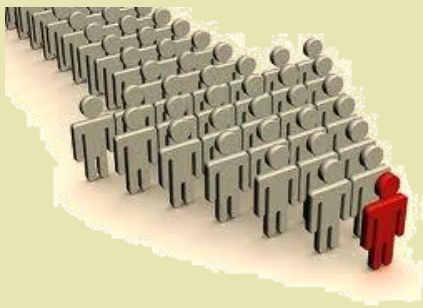
Internet Tools for each Element

Terminology

Realm of tools

Choosing the right tool for your business

Getting Started



Today's Class Goals

- Learn the definition of E-Commerce
- Understand why you should consider selling online
- Find out where you can sell online
- Learn how to start using PayPal to sell and accept payment immediately



Terminology

Sales



The act of selling a product or service in return for money or other compensation



Terminology

Commerce

The exchange of goods and services, usually for money



Terminology

E-Commerce

The buying and/or selling of goods and services over the Internet



Why consider E-Commerce?

According to Forrester Research,
online retail sales are estimated to reach

**\$279 billion in
2015**

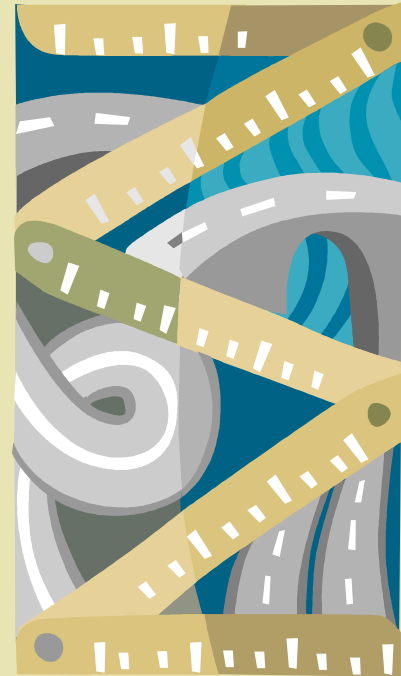
Considerations for E-Commerce



- Requirements
- Accepting Payment
- Shipping & Handling
- Creating or Updating the Sales & Marketing Strategy in your business plan

E-Commerce Requirements

- A product or service
- A place to sell the product or service (website or blog)
- A way to get people to come to your website or blog
- A way to accept orders
- A way to accept payment
- A way to cover shipping & handling costs



E-Commerce Requirements

- A fulfillment facility to ship products to customers
- A way to accept returns
- A way to handle warranty claims, if necessary
- A way to provide customer service (often through email, on-line forms, on-line knowledge bases and FAQs, etc.)

<http://communication.howstuffworks.com/ecommerce2.htm>

E-Commerce Challenges:

Differentiating yourself from the competition



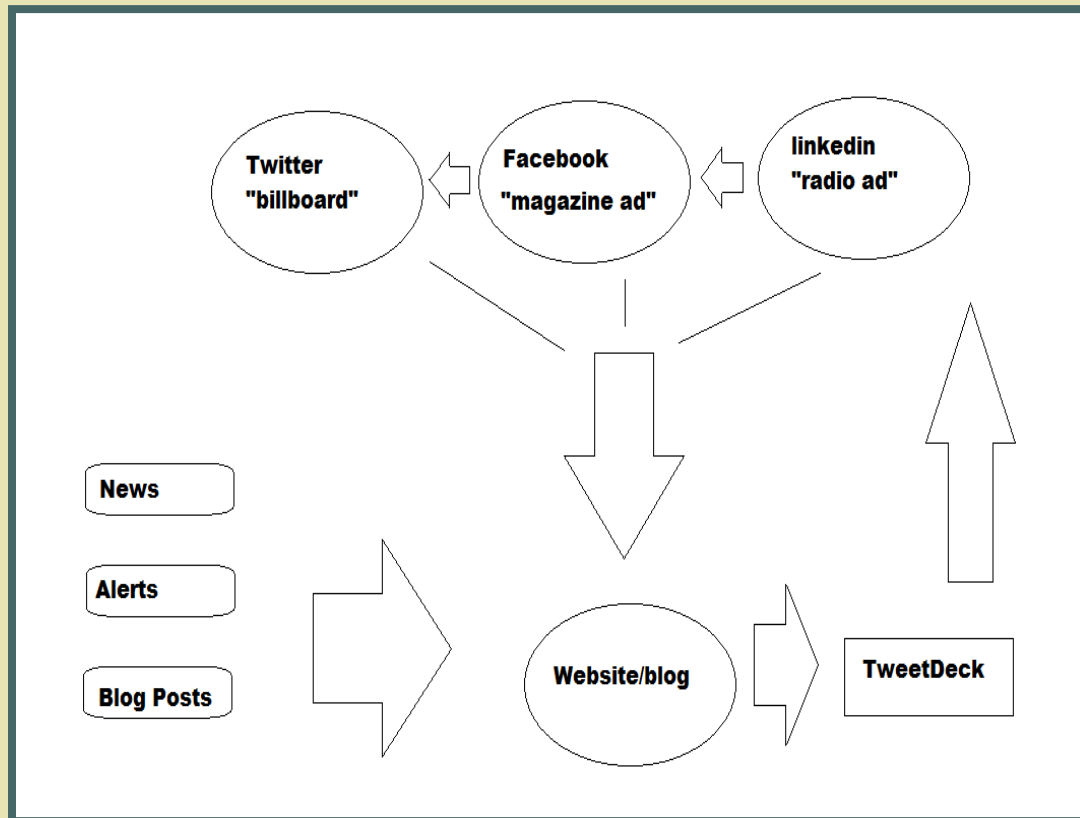
E-Commerce Challenges:

Integrating an E-Commerce website with existing operations



E-Commerce Challenges:

Getting traffic to come to your website or blog



E-Commerce Challenges:

- Getting people to *buy something* from your website
- Establishing trust



E-Commerce Challenges:

Getting traffic to RETURN to your website or blog a second time

- Was the initial experience positive?
- Can they find you?
- Did you establish trust?

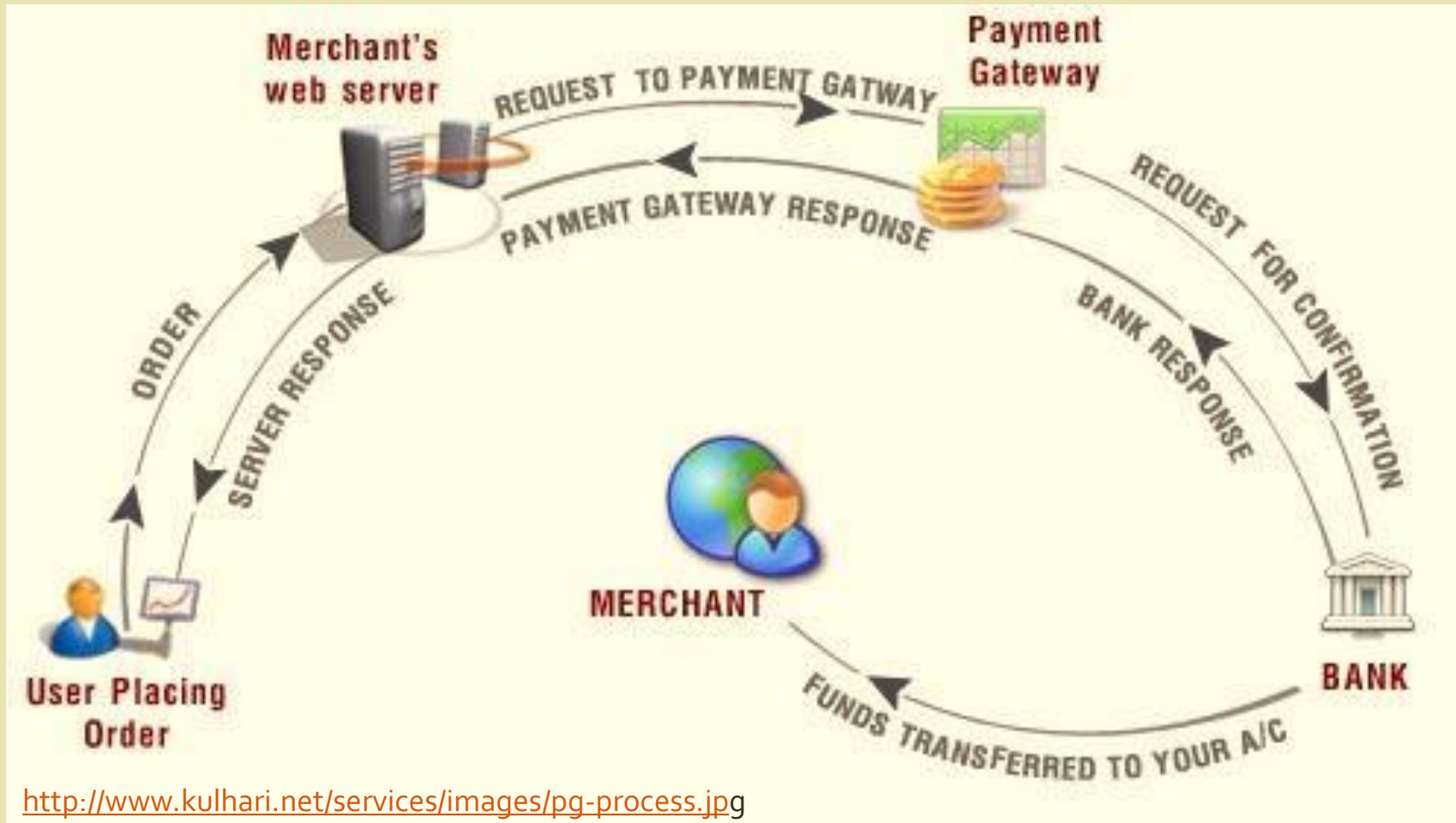


Ways to Sell Online

- Your own Email, website or blog
- A cooperative website
- A specialty site such as Etsy, Ebay, Amazon



Accepting Payment



Accepting Payment

PayPal™

Popular way to accept payment

Easy to set up and use

Secure

Accepts payment in 22 currencies

Buyers trust PayPal



Accepting Payment with



Option 1:

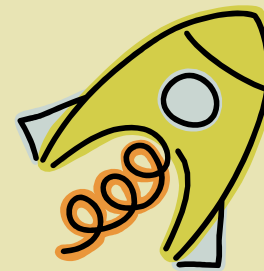
- Email your customer a bill that contains an online payment button



Option 1: Email Invoice



- Tell customer to Email you a request to purchase
- Go to PayPal and generate an invoice
- Email invoice to customer
- Customer receives and clicks “Pay Invoice”
- PayPal site is launched



Option 1: Email Invoice



- Customer chooses payment method and securely enters payment information
- Money transferred into your bank or PayPal account
- Your business is charged small fee for transaction



Email Invoice



Pay with Credit Card or Log In PayPal Secure Payments

[Learn more](#) about PayPal - the safer, easier way to pay.
Enter your billing information.

Country:

Credit Card Number:

Payment Type:

Expiration Date: / CSC: [What's this?](#)

First Name:

Last Name:

Billing Address Line 1:

Billing Address Line 2: (optional)

City:

State:

ZIP code:

Home Telephone:

Email:

PayPal. The safer, easier way to pay.
For more information, read our [User Agreement](#) and [Privacy Policy](#).

Already have a PayPal account?

Please log in

Email:

Password:

[Forgot your email address or password?](#)

Accepting Payment with



Option 2: Website Payments (Standard)

Add a PayPal button to your website

Accept:

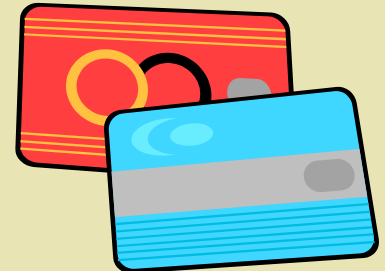
VISA

MASTERCARD

PAYPAL

AMEX

DISCOVER



Accepting Payment with



Option 2: Website Payments (Standard)

Your customers don't need a PayPal account

Easy setup, no programming skills required

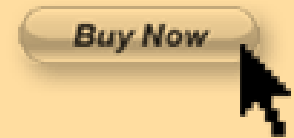
No setup or monthly charges

Fee per transaction*

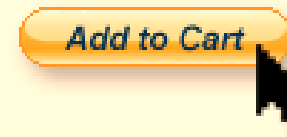
Website Options



Add a “Buy Now” button for a single item



Use free PayPal shopping cart for purchase of multiple items



Sell gift certificates



<https://cms.paypal.com/us/cgi-bin/marketingweb?cmd=render-content&content ID=marketing us/accept cards demo>

Accepting Payment



Option 3: Website Payments Pro (for large volume sales)

Process credit cards directly on your website

- No need to maintain separate relationships with a merchant account bank, a gateway, or credit card companies.
- PayPal handles all your payment processing as well as your reports, statements, billing information, and account support.
- Works with most major shopping carts
- Covers phone, fax, and email orders, too.
- Monthly fee + fee per transaction

Don't Forget!

SHIPPING & HANDLING!

What are your actual shipping costs?

What are the handling costs (time, materials, pick up fee)?

How are you going to charge for these?



Options

SHIPPING & HANDLING!

Charge a set fee

Charge the actual cost given

Charge based on the total amount of the order

Build the cost into the price of your product & offer
“free” shipping & handling



Creating and Updating Sales Strategy

Marketing & Sales Strategy

- Market Research
- Economic Factors
- Product features and benefits
- Identify customer demographics
- Identify competition & do a competitive analysis
- Promotion strategy & budget
- Identify your pricing & location



Review of Class Goals

- Learn the definition of E-Commerce
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**We appreciate the time you spent with us.
We hope to see you at the next training!**

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and the New Mexico State Library, under grants provided by the
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