THE ETAIL SUCCESS
7 MISTAKES....
When building a successful Ecommerce Business
7 MISTAKES WHEN BUILDING AN ECOMMERCE BUSINESS

1. Thinking it’s easy
2. Believing that customers will just “find you”
3. Thinking that you are “different” and “unique”
4. Making yourself “secret” so nobody finds you
5. Believing that it is all about the website and the front end
6. Thinking that you can trade across the world and with any partner
7. Leaving customer service as an afterthought
There is a major misconception that it is very easy to set up an Ecommerce business….that is partly true…it is fairly easy to set up an Ecommerce website To set up an Ecommerce Business is demanding and long term – there are millions of websites out there, that sell product and you are just one in a massive e-ocean An Ecommerce Business is just that – it is a real business and as such it needs planning, strategy, funding and then developing
Many people believe that once you set up a website you will be “found”. Unfortunately this is not the case – a website has no presence until it has been through a proper, and detailed launch process.

Imagine walking down the high street where you see many shops on both sides of the road – they all have big signs across the front and probably a bus stop sign to see from the side, they have plenty of colour and they have a relevant window display.

You wouldn’t open a shop on the high street without these basics in place, so why launch an online shop without Ecommerce business basics. Making your Ecommerce business open to be “found” involves many technical and marketing areas – e.g. making sure the headings are set, making sure the meta data tags are readable and ensuring you have plenty of relevant content, are just the tip of the iceberg.
3. THINKING THAT YOU ARE “DIFFERENT” AND “UNIQUE”

When people have the idea to set up an Ecommerce business they believe they are totally different and unique…unfortunately in most cases they are not.

Due to the large number of Ecommerce businesses, most products are sold by a number of etailers in a number of different ways.

Try it for yourself…….Choose your favourite product and google it. Click on the shopping results and you will see how many people sell that product!

Some Ecommerce businesses are truly unique, i.e. if they have a special product, but in the main, the uniqueness is due to; the brand values, the way the products are sold and the customer service. This will make a unique brand and Ecommerce business, not only the product
4. MAKING YOURSELF SECRET SO NOBODY FINDS YOU

When building a new Ecommerce business, owners often want to keep themselves secret and not let the competition see what they are doing and what they are developing.

This creates a secret website which people will not find.

Ecommerce is open and searchable 24/7 – be proud, honest and open with your Ecommerce business – make sure you are seen in all the forums, social media and shopping sites.

You want your Ecommerce business to been seen by everybody, including your competition. The more people are exposed to your brand the more chances you have to sell products.

Remember the law of 7 – People need to see your brand at least 7 times before the buy from you.
This is a very common mistake – the front end is very important, as this is what the customer see’s, but a good front end is useless without a great backend and people visiting

Having an amazing looking front end is a common target for many Ecommerce businesses, my clients are never targeted on a great front end – they need to ensure brand consistency and ease of use, but we focus the clients on functionality and customer service

The backend must enable a customer to purchase an item seamlessly, adding to the basket, paying for the items and receiving them should all be simple.

The backend needs up to date stock and a customer needs to be able to track their order and easily return or interact with Customer service if needed
A great looking front end is not going to attract traffic and customers, it will convert them and help them re-visit, but it does nothing to bring them there in the first place.

Marketing in all it’s forms (PPC, SEO, Email, Social Media etc) is what makes an Ecommerce business successful, you must drive traffic to the Ecommerce website in order to be able to sell to them.

Driving traffic to the website and delighting the customers builds you long term success – not an amazing looking front end.
6. THINKING THAT YOU CAN TRADE ACROSS THE WORLD AND WITH ANY PARTNER

MANY PEOPLE SETTING OUT ON THE ECOMMERCE JOURNEY BELIEVE THEY CAN SELL TO ANY CUSTOMER ANYWHERE – THIS IS A GREAT AMBITION, BUT A COMPLETE RED HERRING IN THE BEGINNING

AT THE START, YOU MUST HAVE A NICHE AND TARGET IN MIND – MARKETING YOUR ECOMMERCE BUSINESS TO THE WORLD WILL COST MILLIONS AND CAUSE MANY ISSUES

GLOBAL LAWS AND RULES MAKE TRADING GLOBALLY DIFFICULT – MANY DIFFERENT LAWS AND TAXES MAKE THIS A COMPLEX TASK.

LONG TERM IT WILL BUILD A SUCCESSFUL ECOMMERCE BUSINESS, BUT IN THE SHORT TERM IT WILL CAUSE MANY ISSUES
6. THINKING THAT YOU CAN TRADE ACROSS THE ORLD AND WITH ANY PARTNER

Thinking globally means new Ecommerce businesses look to Amazon and Ebay to set up their shops and sell their products – after setting up 5 Ecommerce businesses in the last 4 years, I can promise that this is a very difficult task.

Selling on Ebay is not too difficult, but it takes time, needs planning and has extra costs in the form of fees.

Selling on Amazon for a start-up is more a less a no go – Amazon is trusted and only allows good quality Ecommerce businesses to trade. They also have a complicated process, which means it takes months to start trading.

However, once set up, both Ebay and Amazon are great marketing and growth engines for a successful Ecommerce business.
7. LEAVING CUSTOMER SERVICE AS AN AFTERTHOUGHT

CUSTOMER SERVICE IS THE NUMBER ONE PRIORITY IN ALL RETAILERS AND ETAILERS (SEE MY BOOK TO FIND OUT HOW IMPORTANT THE CUSTOMER IS)

WHEN YOU SET UP A SUCCESSFUL ECOMMERCE BUSINESS, YOU MUST THINK ABOUT THE CUSTOMER IN EVERY PART OF THE BUSINESS. FROM DECIDING WHICH PRODUCTS TO SELL, TO THE BRANDING AND THE WAY YOU WILL ATTRACT YOUR CUSTOMERS THEY MUST BE THOUGHT OF.

WHEN BUILDING THE WEBSITE, THOUGHT ON HOW THE CUSTOMER WILL INTERACT IS CRITICAL. THE WEBSITE MUST BE EASY TO USE, CLEAR AND HAVE VERY SIMPLE CUSTOMER SERVICE PROCEDURES, SHOULD THE CUSTOMERS NEED TO CONTACT YOU

CUSTOMERS ARE KEY AND MUST BE THOUGHT ABOUT THROUGH THE WHOLE PROCESS
Survey

- Poor
- Average
- Excellent
THE PROGRAMME

The goal of the Etail Success programme is to enable you to set up a successful Ecommerce business.

Through the programme you will build up your knowledge of YOUR business and YOUR customers, which will enable you to set up an Ecommerce business that meets their wants, needs and desires.

The programme is split into 4 modules:

• Planning Your Ecommerce Business
• Building Your Ecommerce Website and become Multichannel
• Launch, Marketing and Social Media
• Measure, Test and Improve

Each module covers the in depth details of what you need to do, in order to set up a successful Ecommerce business.
Plan your Ecommerce business

The first module is designed to get your idea into a number of different models and strategies, in order to set your goal and plans.

You will learn how to put together a comprehensive PLAN that covers your customers, your products and how you will market your products to your customers.

You will learn how to:
- Target your customers
- Segment your customers
- Identify your niche
- Build a product range
- Define your sourcing strategy
- Develop the best pricing strategy for your business
- Develop your brand
- Plan your marketing
- Plan your promotions

Build your Ecommerce business

In this module we cover what is needed to build an Ecommerce business from start to finish.

You will learn how to BUILD an Ecommerce website for your Ecommerce business. Making sure you cover off all the areas and details needed.

You will learn how to:
- Compete online
- Build a basic website
- Understand why customers shop online
- Build Customer service into your Ecommerce business
- Set up terms and Conditions and Ecommerce policies
- Make sure you choose the best payment gateway
- Understand SSL and PCI compliance
- Use CMS, Stock Management and Reporting
- Ensure website has all the "must have's for a customer"
- Become multichannel
- Build your Ecommerce business using our "Etail Countdown"
Measure, Test and Improve

Building a website and launching it is just the beginning of the journey to a Successful Ecommerce business. This last module takes you through the ongoing requirements to make your Etail business a success.

You will learn to measure your business to ensure that you are achieving your goals. Utilise your website statistics and traffic to learn where your business is winning and where you are losing.

You will learn how to:

- Manage your finances to ensure you can achieve your plans
- Manage your Cash — Cash is King
- Understand your P&L — What it means and why it is important
- Budget and forecasting — critical skills for a retail business that buys stock in advance
- Analyse your website information
- Use Google analytics to learn everything about your customers
- Use the other Google tools on offer to grow your business
- Understand that information is power and will be the difference between success and failure
- Build strong foundations on which to grow your Ecommerce business
NOTE WHEN BUILDING AN ECOMMERCE BUSINESS

It is important for you to understand that we are not talking about building a website and e-shop – technically that is a very easy job. Design and branding takes a while, but most websites can be built quickly and at a reasonable price.

We focus on building a successful Ecommerce business

We have launched 5 Ecommerce Businesses, and they have all been extremely difficult and complicated, but we have developed a process to set up an Ecommerce business during the last 4 years.

The foundations of any business is a plan - All businesses need a plan and for a successful Ecommerce business this goes much further than a website.

With our tried and tested training and support programmes we take you through the whole process and support you every step of the way.
Antony Welfare – Founder and Author
Antony was born into a family of Retailers – in the 1920’s his Great Grandfather (Jack), at the age of 26, set up a very successful provisions shop in Kent.

Antony has been a retail and Ecommerce expert for over 20 years, with experience from international multi-channel retailers; Marks & Spencer, Sainsburys, Dixons Retail and Homebase. The last few years have been working with smaller entrepreneurs, online stores and fashion brands.

• Author – The Retail Handbook
• Writer and Expert for the National UK Digital High Street Skills training
• Retail Management BSc Hons
• 20 Years in Retail
• Large Retailer experience
• Online Retail & Social Media expert
• International experience
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