

BRICKS TO CLICKS: ECOMMERCE MARKETING FOR PIKE PLACE MARKET VENDORS

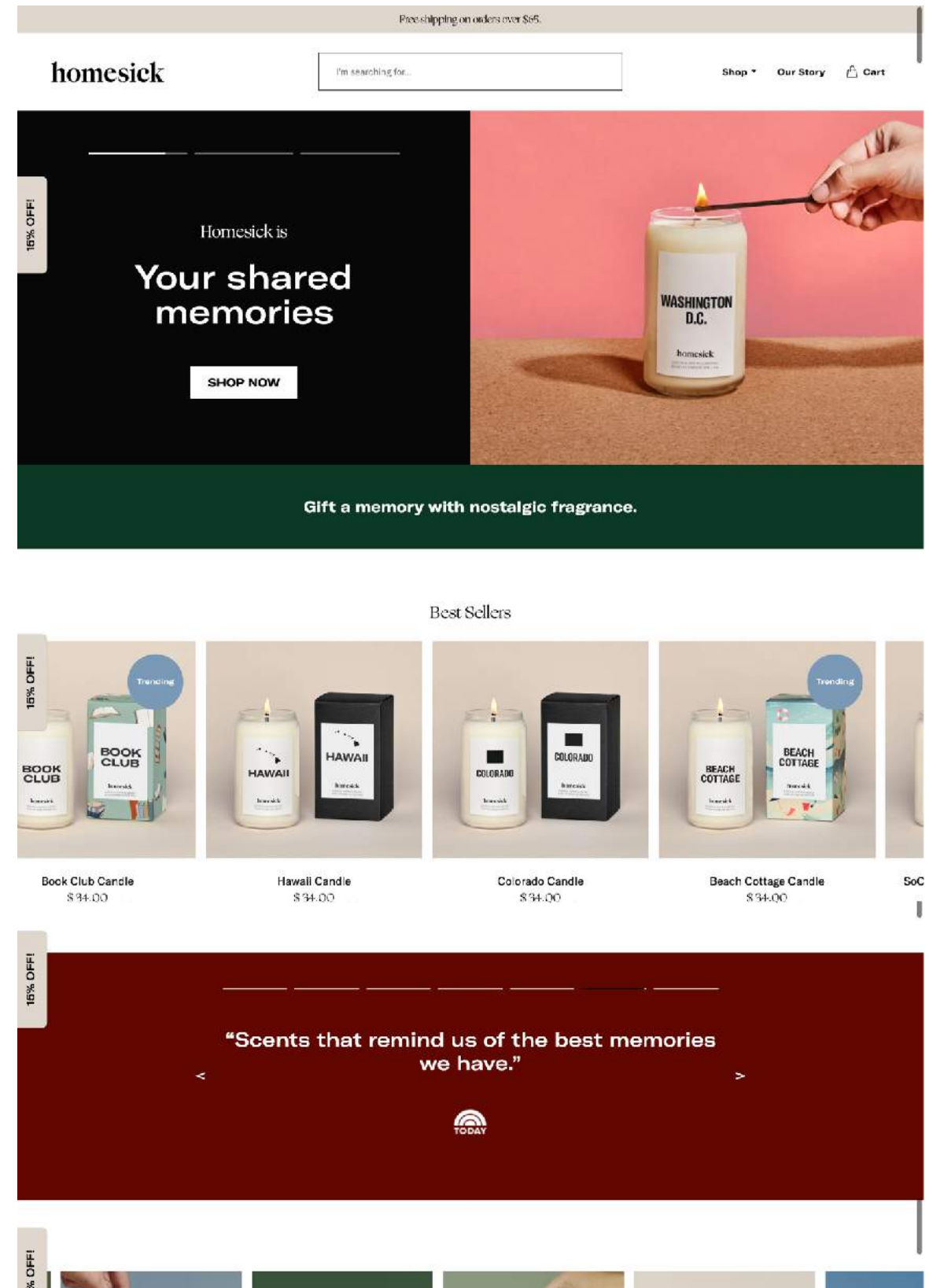


PRESENTED BY ROBBIN BLOCK

YOUR STORE WILL NEED TO DELIVER ON THESE TOO

CONSUMERS LOVE SHOPPING ONLINE

- ▶ Convenient
- ▶ Safe
- ▶ Private
- ▶ Broad selection
- ▶ Easy to find best price
- ▶ Detailed information
- ▶ Personalized via data



YET

- ▶ People enjoy shopping locally
- ▶ They know people in the store
- ▶ It's immediate
- ▶ Products are tangible
- ▶ It's a real experience
- ▶ It's an opportunity to make a personal connection and create a relationship – to *know* your customers

~6/10 shoppers are driven into stores for special events and real experiences:

Ability to try out products

Exclusive access to sales

Product demos

Tutorials

National Retail Federation *Consumer View*

Click & Mortar

**Part of what makes you unique in the online world
is your physical location**

Integrated experience matches buyer behavior/desires

Physical location gives buyers confidence to purchase online

Customers can go online, but pick up in store

Website visitors outside your area and walk-in traffic grows your base

IMPROVE THE RESULTS OF YOUR MARKETING

- ▶ Promote digitally – can be less expensive than other methods
- ▶ Measure effectiveness of marketing programs
- ▶ Capture email addresses
- ▶ View visitor traffic data for marketing decision making
- ▶ Test product viability
- ▶ Provide customer support
- ▶ Take pre-orders
- ▶ Make announcements
- ▶ Cross-sell, upsell, optimize
- ▶ Drive foot traffic

**PERSONALIZATION
LOCALIZATION
CUSTOMER EXP.**

MEDIA LIST

**HIGH AFFINITY
COMMUNITY**

**HIGH
CONVERTING,
MOBILE WEBSITE**

KEYWORDS

**WELL-TIMED
PROMOTION**

**SELECTIVE
PRODUCT MIX**

SEO

EMAIL LIST

**“MERCHANDISING”
ON-SITE CONTENT**

REPEAT CUSTOMERS

THE REALITY OF MAKING IT IN ECOMMERCE

▶ Build it and they will come – NOT

- ▶ Competition is even deadlier online than off. Everything is a click away.
- ▶ 2.63% conversion rate is average (U.S. 2020)
- ▶ With brick and mortar, people consider proximity/convenience/experience. Online, everything is convenient, especially with PRIME.
- ▶ Not everyone is searching for products like yours.

▶ They will come to your store and buy – MAYBE NOT

- ▶ Owning a niche really matters.
- ▶ Being different can be a real thing or just a feeling. Yes, it's weird.

ECOMMERCE COMPONENTS



Store Platform

CONTENT

Merchandising →

SEO

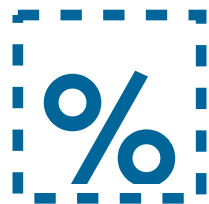
Drive Traffic



Channels/Marketplaces



Customer Love



Sales Promotion



RESOURCE & FINANCIAL CONSIDERATIONS



ALL IN ONE VS. EMBED

TOP ECOMMERCE PLATFORMS



G2 Crowd Grid[®] for E-Commerce Platforms



TECHNICAL CONSIDERATIONS

- ▶ How many products am I selling, and how many can I add to the platform?
- ▶ How difficult is it to load products?
- ▶ Does it come with built-in security, like HTTPS and PCI compliance? Does that cost extra?
- ▶ Can it seamlessly integrate with my existing business systems or third-party software? Shipping, taxes, accounting, POS...



Has a POS system



COMMERCE Has extensions

STORE MODULES

Page Types	Functionality	Add-Ons	Services
Home	Shopping Cart	Integrations	Customer Support
Collections	Easy, Short Checkout	Apps	Marketing Tools
Products	Customer CRM		Reporting
"Static"	Shipping		Security
Policies	Mobile Responsive		

CONTENT FOR THE MAIN PAGES OF YOUR SITE

Home Page

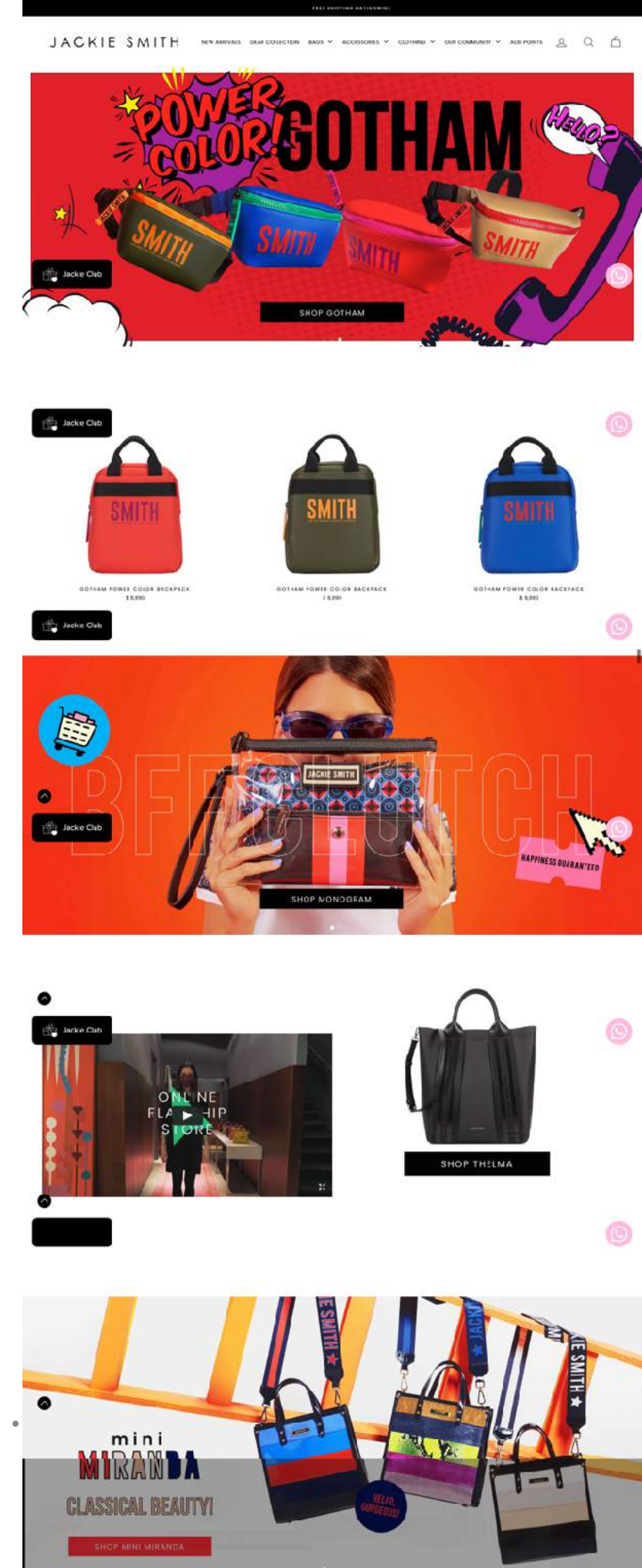
Featured/recommended products

Catalog

Social proof:
reviews, testimonials

Exit pop-up discounts

Design: consistent/emotional



NOT EVERYONE WILL LAND ON HOME PAGE FIRST

Product Page

Product images (video/3D rotation)

Product titles!

Clear, value-based pricing

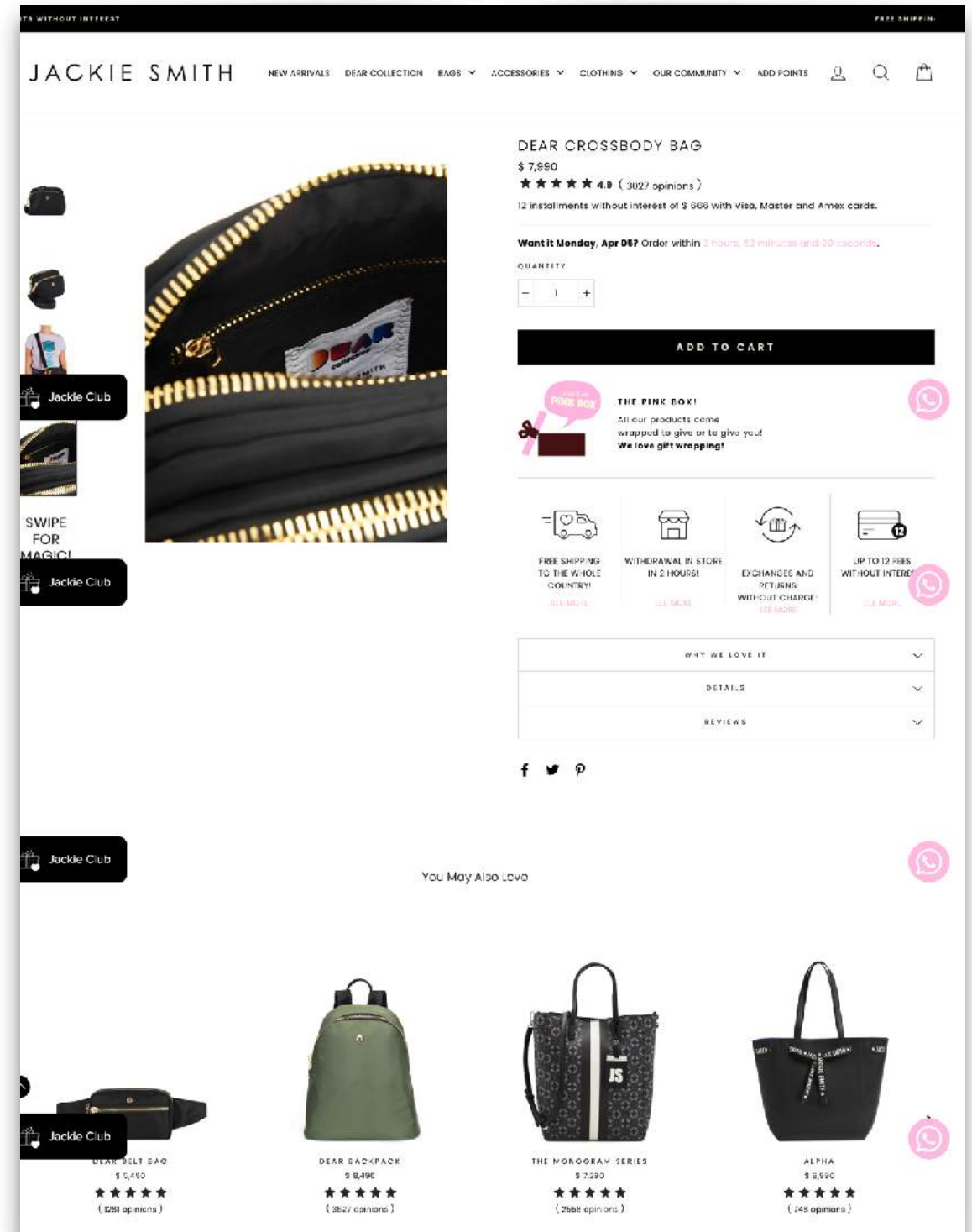
Comprehensive product descriptions, bullets

Visible buy button

Reviews

"You may also like"

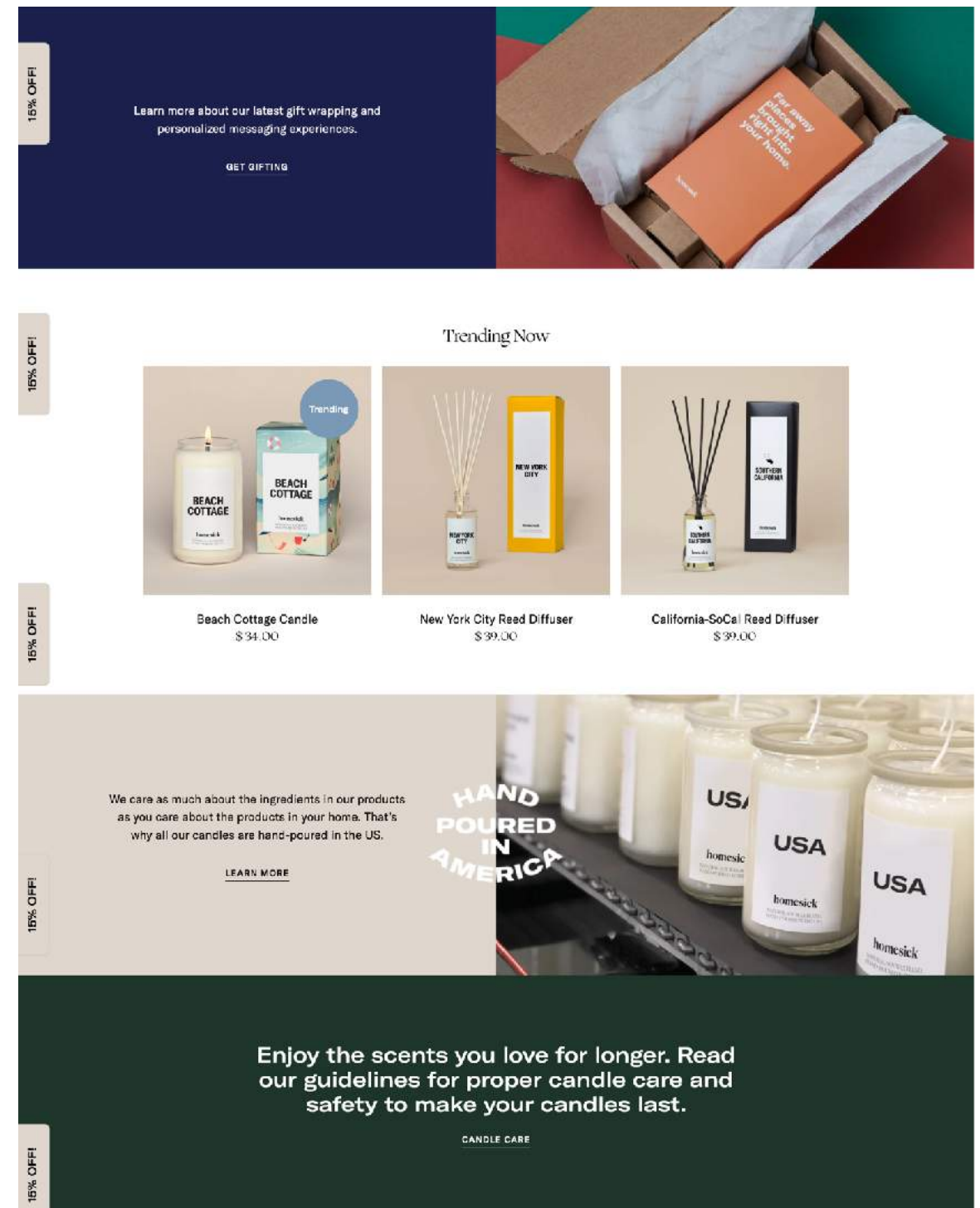
Link back to category



CHOOSING PRODUCTS FOR ECOMMERCE

YOU DON'T NEED TO LOAD EVERY PRODUCT

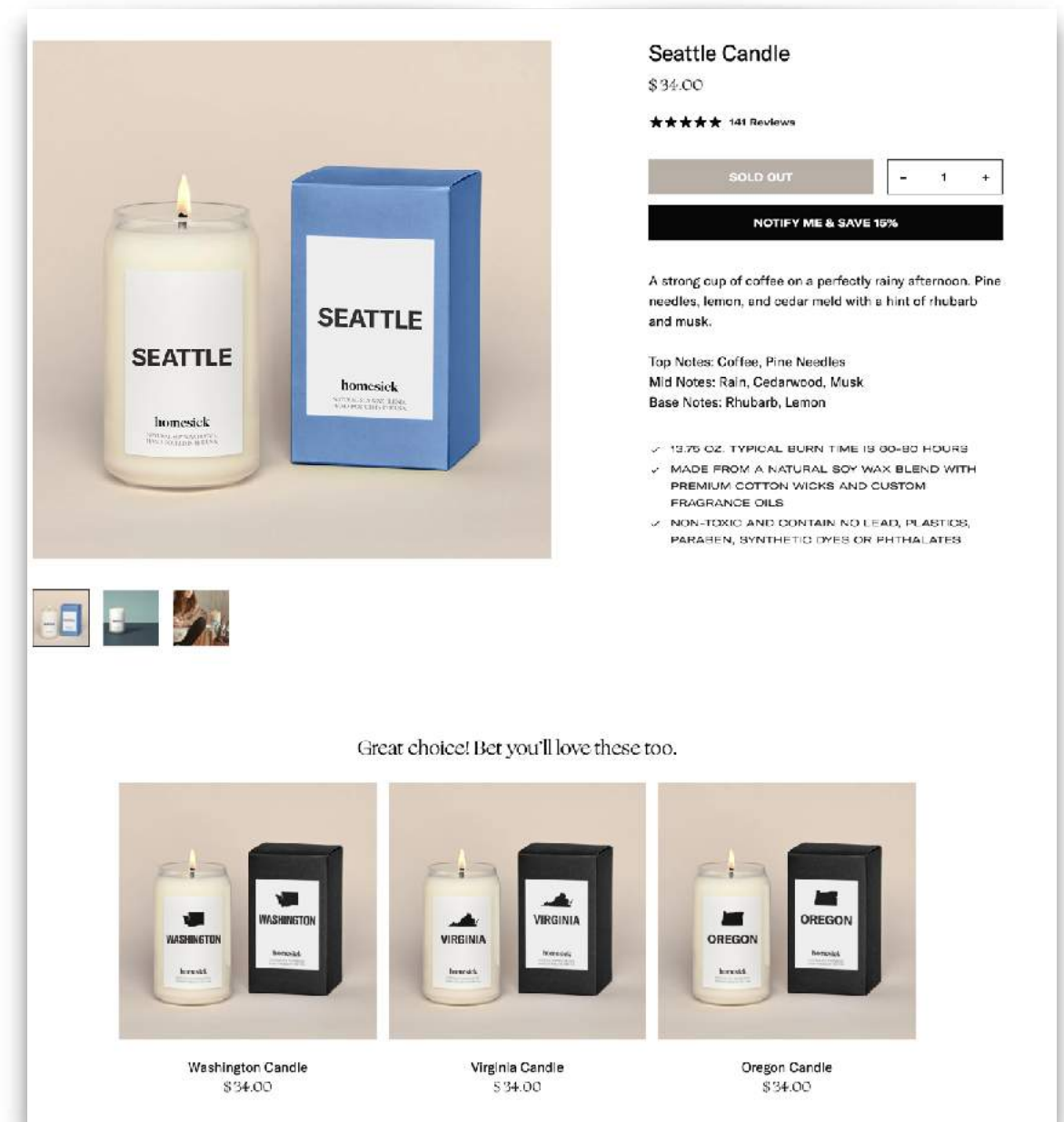
- ▶ “Curated” list of products that differentiate you from competitors’ catalogs (there are many angles to take)
- ▶ Less can be more – a big reason visitors don’t buy is that they have too many choices, as many as 40% leave because they feel overwhelmed*



YOU DON'T NEED TO LOAD EVERY PRODUCT; PRODUCT SELECTION IS A SOURCE OF **DIFFERENTIATION**

WHAT TO SELL ONLINE

- ▶ Can be sold online easily
- ▶ No legal restrictions
- ▶ Non-impulse
(impulse does better in-store)
- ▶ Add products you wouldn't typically sell in-store
- ▶ Easily shipped
- ▶ Stuff that tourists or non-locals want to buy



GO BEYOND THE BASICS TO DRIVE CONVERSION; HELP BUYER CHOOSE

- ▶ About page – add physical address
- ▶ Store locator
- ▶ Guides: How, what, when to wear...
- ▶ Helpful advice, styling options, wishlists...
- ▶ Shopping lists by type of user/gift guides
- ▶ Detailed descriptions, schematics, videos
- ▶ Address visitor concerns and obstacles to purchase
- ▶ Reduce returns! Ex: Sizing charts



**“WHEN PEOPLE SHOP ONLINE, THEY MORE
OFTEN TURN TO AMAZON THAN GOOGLE TO
START THEIR SEARCH”**

GUESS WHO I AM

.....
Photo by Matt Artz on Unsplash; Stat source: [www.nytimes.com/2019/12/19/
technology/amazon-sellers.html](https://www.nytimes.com/2019/12/19/technology/amazon-sellers.html)

BLOCKbETA
■■■■ marketing

BOUTIQUE AND/OR BIG BOX



Browser:

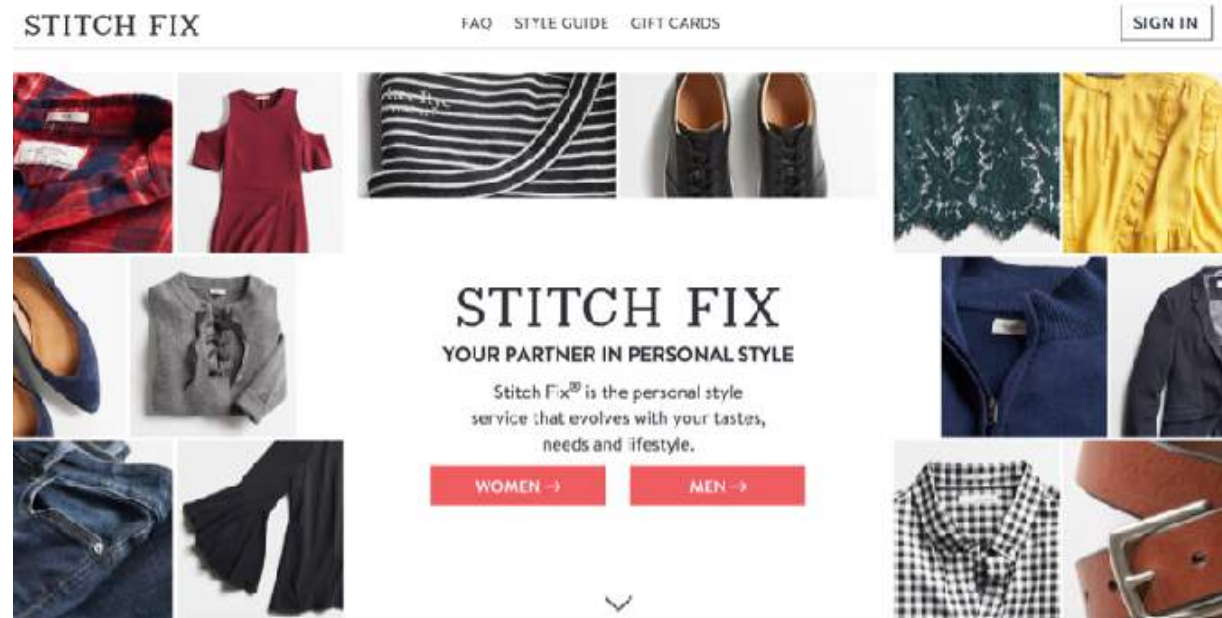
*I'm not sure what I want/need.
Didn't know before. I like being
part of this; I can relate.*

Buyer:

*I pretty much know what I want; I
need something specific. NOW.*



HOW TO COMPETE WITH THE BIG GUYS



Steam
Punk

Do what others:
Can't do, can't do well, or won't do

Online, *live* customer support

Own a particular type of
customer (or persona) rather
than product category

High affinity niche; develop
your own community
(not a guarantee)

20% CUSTOM

Product

RuffGrip



Custom-Length Leashes

Avoid being a commodity

80% STANDARD

Service

WATSONS
WOODEN WORDS



Standard Signs with Variations

Offer custom to compete – standardize for efficiency

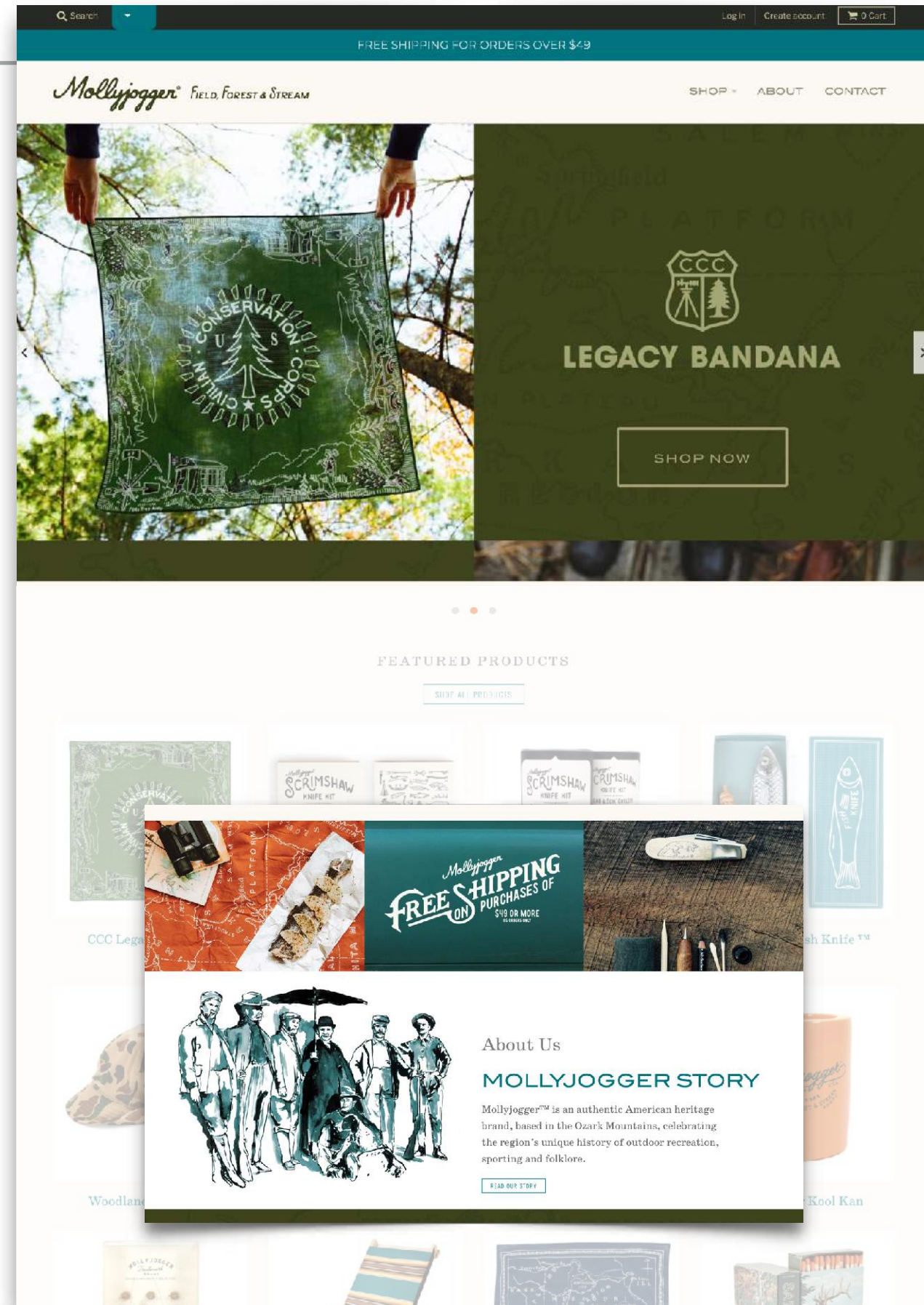
LEVERAGE BRICK & MORTAR

- ▶ Ecomm personalization is about data
- ▶ This is personalization in the flesh
- ▶ Localization:
Take into account local culture; recognize unique needs/habits
- ▶ Build in-store 3D brand equity to carry over to ecomm



ONLINE CREATIVE

- ▶ Don't just sell products, tell your *story*
- ▶ More show than tell
- ▶ Help people *imagine* how their lives will change or how they'll feel
- ▶ Put your brand personality online: imagery, graphics, fonts, language
- ▶ Curated product selection



1. Plan

- ▶ Think about your goals for ecommerce
- ▶ How will you operate with a physical and digital store?

2. Choose your ecomm platform

- ▶ Consider design and technology requirements

3. Consider competition

- ▶ Research to find differentiation
- ▶ Determine your ecomm strategy
- ▶ Online product selection

4. Build your store

- ▶ Theme/creative
- ▶ Setup architecture and pages
- ▶ Merchandise

NEXT WEEK IN PART 2: TARGETING
CUSTOMERS, SEO, MEASURING RESULTS

GETTING TRAFFIC TO YOUR ONLINE STORE

Q&A



A Big Picture Approach to Small Business™

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