


Transitioning Your Business Online






Road Map

- Things to consider when transitioning your business online
- Marketing your online business/website
- How the SBDC can help




Things to Consider When Transitioning Your Business Online




Things to Consider When Transitioning Your Business Online

- Platform
 - If you already have a website for your business, start your search there. Most web hosting services have an eCommerce plugin that you can add to the existing site. If the eCommerce plugin can connect to your point of sale system, it may be even easier to start your online store.




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 - If you do not have a website currently and you are in search of a platform to sell online, there are some things you want to think about
 - What is the total cost? How much does it cost for the eCommerce platform, a website host, and a custom domain name?
 - Functionality
 - Is it easy to use?
 - Can it integrate with my current business systems?
 - Ex: QuickBooks, Square



Things to Consider When Transitioning Your Business Online

- Consider Your Returns Policy & Shipping Procedure
 - What if a customer isn't happy with their order? How will you handle that?
 - How will you ensure your customer receives a fresh product?
 - What shipping method will you use?



Things to Consider When Transitioning Your Business Online

- Understand Your Competition
 - Selling online opens you up to a whole wide world of competitors
 - Much of e-commerce is price-based and you'll want to make sure you can price your items competitively



Marketing Your Online Business/Website



Marketing Your Online Business/Website

- Social Media
 - Facebook, Twitter, etc.
 - Whatever social media platforms you are currently on, this is where you can start letting your customers know that you are now selling products online
 - If you do have a social media page but you haven't updated it in a long time, or you're unsure how to utilize it for your business, contact us!
 - If you do not have a social media presence, you need one! Contact us!
 - [Shop Kansas Farms](#) Facebook Group



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 - [Shop Kansas Farms](#) Facebook Group
- Google My Business
 - One stop shop for customers to find information about your business



kansas small business development center



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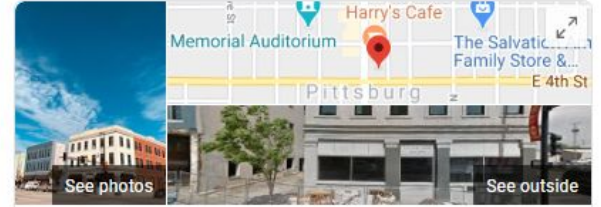
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The Kansas SBDC is the state business advising resource for entrepreneurs and small business owners.

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Kansas Small Business Development Center at Pittsburg State University



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Marketing Your Online Business/Website

- Email Marketing
 - Email marketing, despite seeming old-school, is still the quickest and most direct way to communicate with customers and potential leads
 - MailChimp
 - Email marketing service
 - Free plan for sending 10,000 emails to up to 2,000 contacts per month
 - A good place to start is to send emails 2x per month



Marketing Your Online Business/Website

- Traditional Marketing Tactics
 - Direct Mail
 - Flyers/Brochures
 - Print Ads in local paper
 - Networking/Face-to-face interactions



How the SBDC Can Help



How the SBDC Can Help

- Our marketing team helps clients in several areas
 - We can help you with the following:
 - Boost your social media presence/create a business page
 - Developing flyers/brochures
 - Update/Create your Google Business listing
 - Develop an online marketing strategy
 - Creating a website
 - Template -
https://drive.google.com/file/d/1G_M9R88M7AMPNYAzgSRk_ORSk7dtR9U9/view
 - And more!

What to expect after the webinar:
Copy of SBDC presentation

THANK YOU!

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