HOW TO CREATE AN ONLINE STORE

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§3. Online Store Hacks You Need to Know

Introduction

Online Store makes it easy for anyone to start selling online. You don't need to be an expert or have coding or website experience to make sales through your website. Online Store was designed for the average small business! Use this eBook as a guide to get started in minutes.

Three Reasons Why Online Store is the Right Choice for Your Business

There are many time and money saving advantages to creating your online store. There is no need to hire a programmer and it takes minutes to set up.

Reason 1: Five Minute Setup

Online Store is integrated directly within Online Presence Builder, so you can add your Online Store to your website. A simple set-up guide walks you through the steps, from adding your first product to setting up your tax and shipping options.

Online Store Initial Setup

My Sales   Catalog   Promotions   Settings

0%

Welcome to Sell Online

Let's set up your store!

Last 10 Orders All Orders

| ID	Date, Time	Customer	Amount	Status
SAMPLE-7	Sep 25, 2009 04:15 AM	Michael Darling [Sample]	$24.26	Awaiting Payment
SAMPLE-6	Sep 25, 2009 04:10 AM	Wendy Darling [Sample]	$13.80	Awaiting Payment

Store Summary

2 Categories
10 Products

Reason 2: Great, Simple Features

Shipping options. Automatic shipping options, including USPS, UPS, Fedex, Canada Post, EMS, Russian Post, Brazil Correios and MDS Collivery. You can also create a personalized shipping table, choose flat rate shipping costs or offer local pickup.

Checkout process. Quick and automated with various email notifications that you can customize (HTML editor). Email notifications include order confirmation, order status changed, order shipped, successful registration, password reminder, download e-goods and other admin notifications.
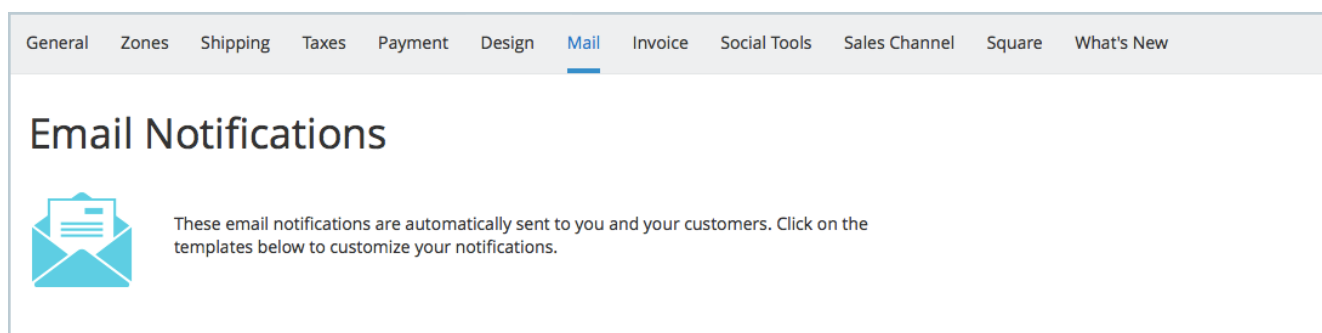
Online Store *emails notification tool.*

**Tax settings.** You can quickly and easily create your own tax settings by local area (State/Province) or Country.
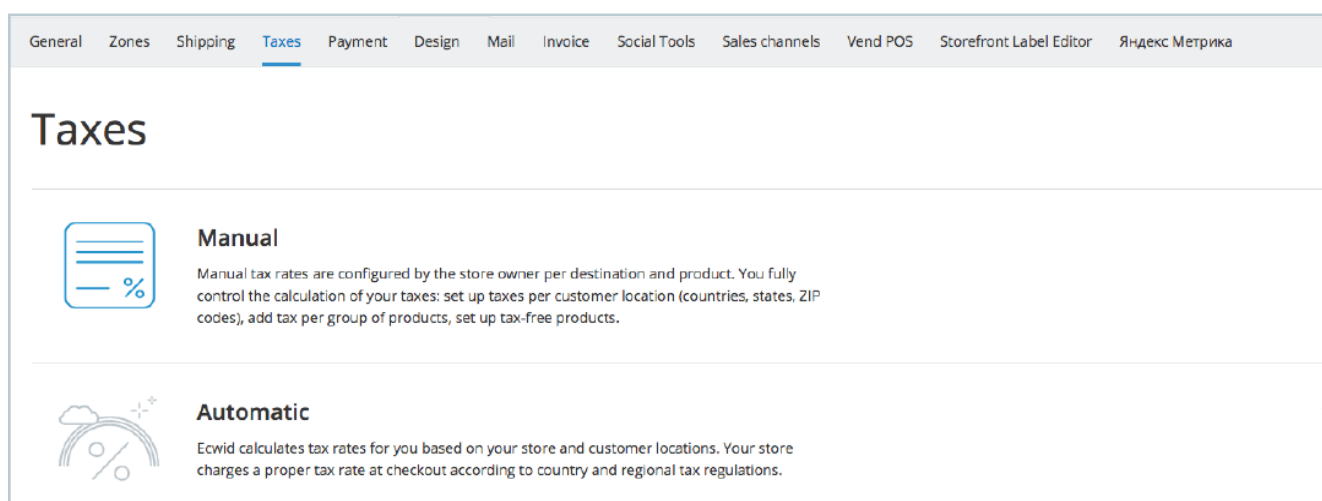
Tax setup in Online Store *Control Panel.*

Currency. Choose from hundreds of different currencies available.
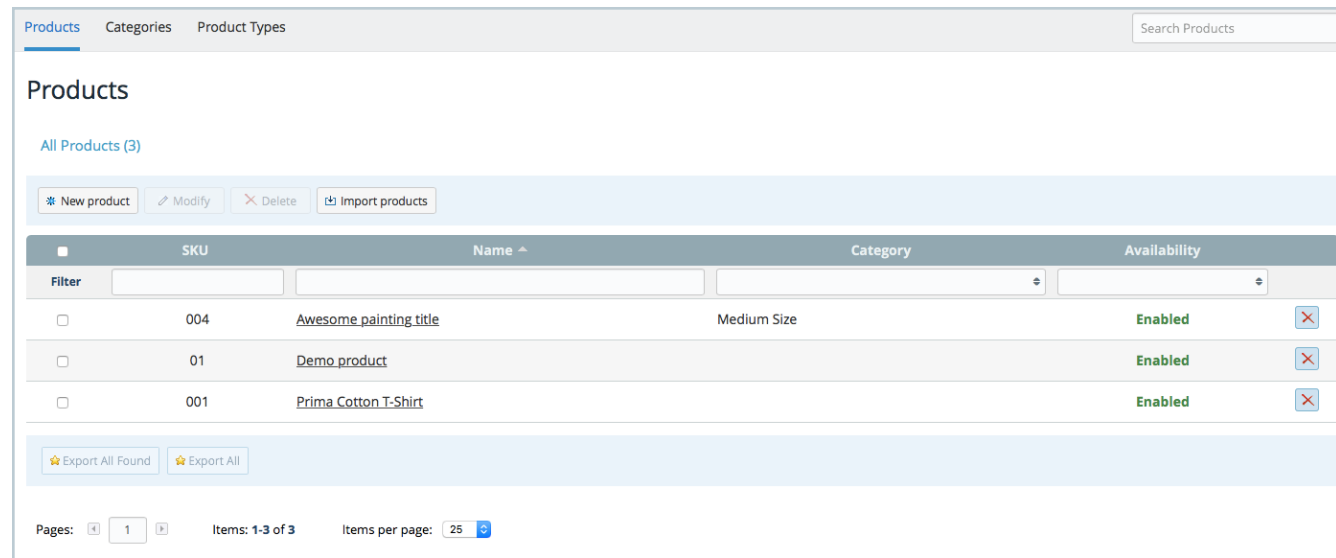

Currency setup in Online Store *Control Panel.*

Social media. Compatible with Twitter cards and offers the possibility to sell directly through Facebook!
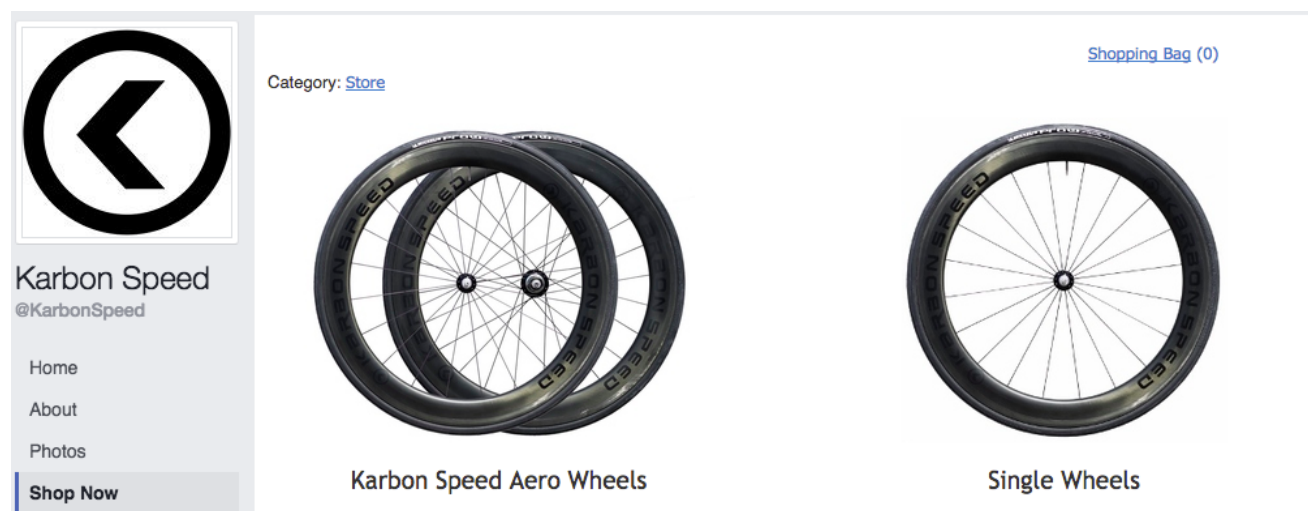
Karbon Speed Facebook store.

Ease of use. Incredible user interface that offers a smooths experience. The platform is well organized

and in flat design making it super quick to learn and very enjoyable to use.

Product setting in Online Store *Control Panel.*

Product variants. Supports various selection options such as custom text fields and dates.

Payment methods. Offers a ton of payment options, including PayPal.

Responsive. 100% responsive on desktop and mobile.

Data analysis. Easy Google Analytics integration.

Reason 3: A Time and Money Saving Business Tool

An incredible sales platform for anyone with little programming knowledge or a small e-commerce budget looking for a professional store that will save you a ton of money.

Save money:

– Integrated with Online Presence Builder so you don't have to pay extra for your website or web hosting

– No licensing fees on sales

Save time:

– 5 minute setup.

– A very intuitive solution which will save you time on learning how it works and eventually teaching it to your staff.

An innovative product:

– Online Store is a SaaS (software as a service) so the product is constantly updated without you having to install or modify anything.

§1 How to Set Up Your Online Store in 5 Minutes

Follow this tutorial to get your Online Store set up in minutes.

How to Sell Your First Physical Product

Log into your website account and access Online Presence Builder by selecting "Create and Manage my Website". Once the website editor is open, select Add-Ons > Online Store.

From here, Online Store will walk you through the first steps.

Start by adding your first product, following the instructions. You'll also need to delete the demo products and categories. Categories allows you to create and manage Categories for your products.
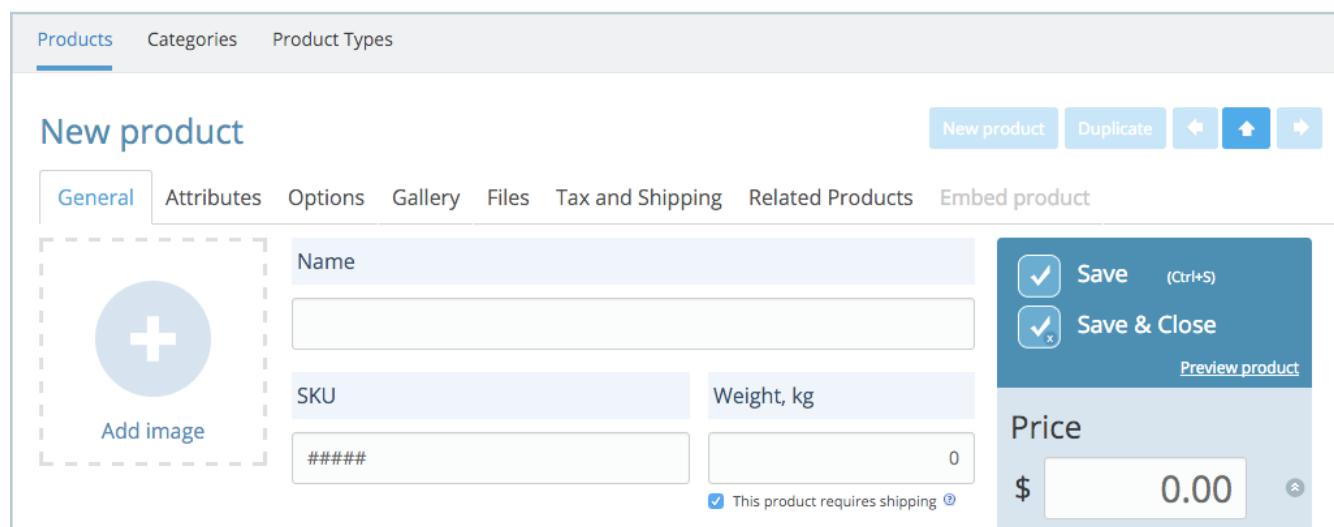
Go to **Categories** and start by deleting the two demo categories. Add a title and photo to your category if necessary.
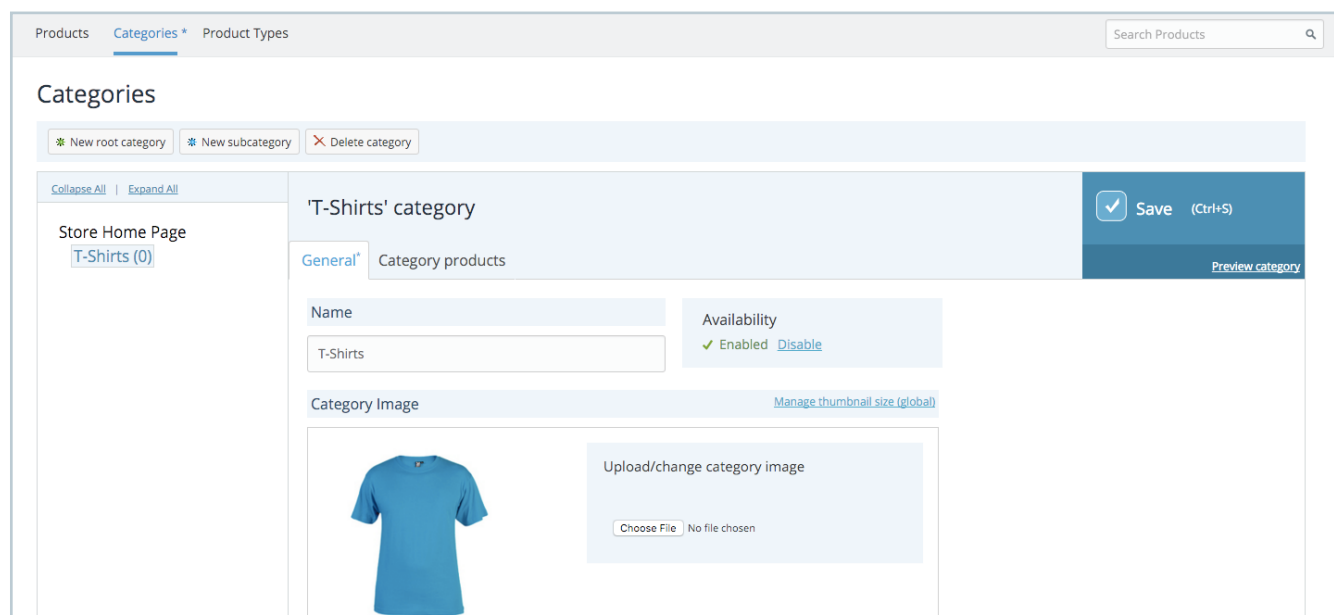
Once you are finished adding your categories, head over to the **Products** tab and delete all demo products by selecting them and then clicking on the delete button.
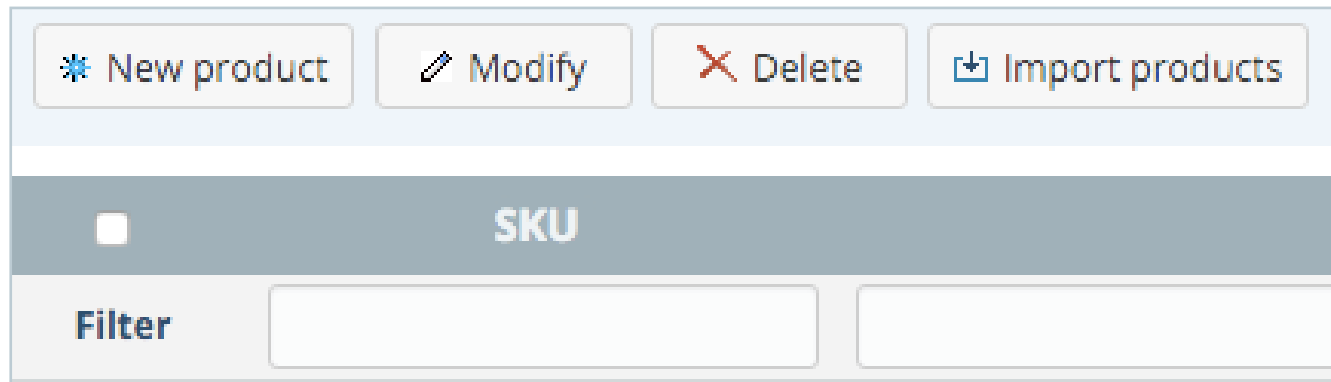
Click on the **New product** button.

Start by adding the **photo** of your first product by clicking on **Add image.** Then add the **title**, a compelling **description.** You can also add a video, a photo or code to the description (by clicking on the <> sign).
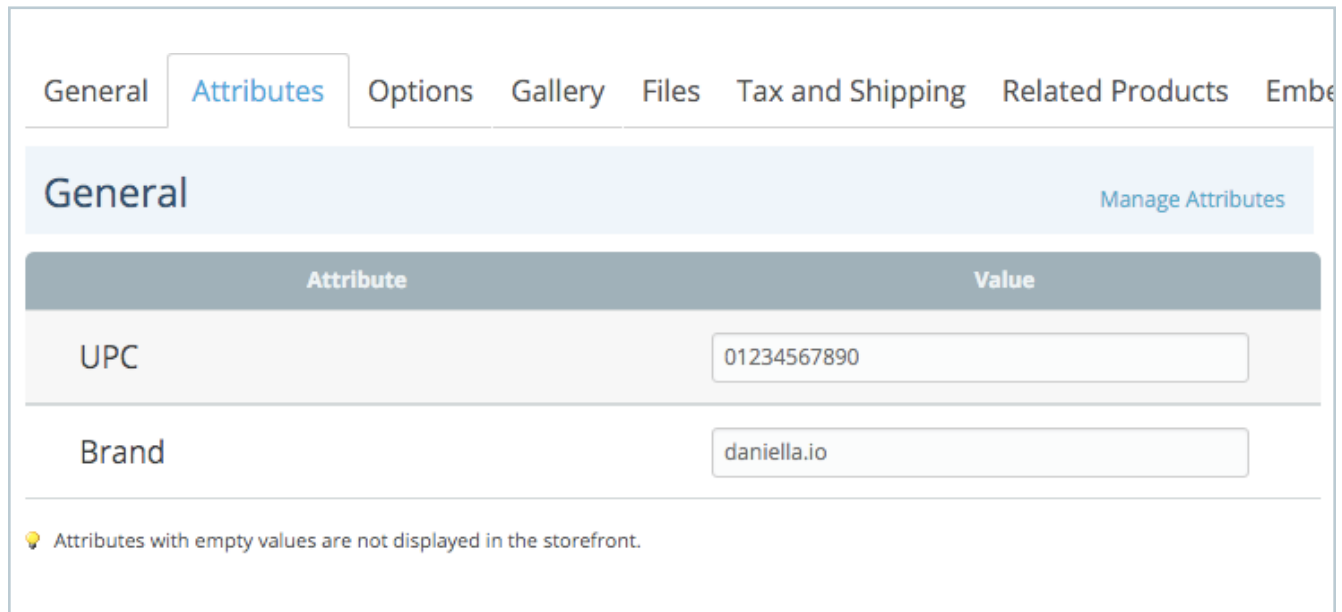
Add the base **price** of your product. The base price is the minimum cost your client will pay for your product. If you add product options, your extra fees will add to or subtract from this base price.

Your **SKU** is your inventory number. You may use letters or numbers. If you do not have inventory numbers for your products, you may add whatever you wish here (as long as you know what the number corresponds to). Do not forget to add the **weights** of your products. This is very important for automatic shipping calculations (which we will have a look at further on in this chapter).

If you filled out all the fields on this page, then you will have completed the General indications of your product as such:

Next, click on the **Attributes** tab and fill in the fields if necessary.

Your product may have variations. You may add these variations under the **Options** tab. In our t-shirt example, we will add **color** and **size** variations.

You will notice it costs $5 more (see the + sign) to purchase a size M and $8 more to purchase a size L. This cost will add to the base price (and so the order will total $15 for a size M and $18 for a size L). Size S costs $0 more than the base price, so a small shirt will cost $10. Color variations do not cost more or less in our case:

To add the variation photos of your products under the **Gallery** tab and save your changes (a cool feature in Online Store is that every time you exit the main area or close a page it will ask you if you are sure you wish to exit without saving).

Configuring Formats & Units

Go to the **Settings** tab to configure your site. Start under General and Store Profile. Fill in all the fields.

Tip: You should definitely take the time to analyze your traffic and conversion rates of your online store. To do so, you can add your Google Analytics tracking code directly to your **Online Store** store. Google Analytics is a free tool to receive free customer insights.

Change the units and formats for your store if you need to under **Formats & Units.**

Choose the language for your store under **Languages.** Online Store adapts to your client's language depending on their location, however, if it cannot detect your client's language, Online Store will pick the default language you choose in this section to translate your storefront.

Change your cart settings under the **Cart** tab if necessary (this section usually does not really need many configurations).

Go to the **Legal Pages** tab and add your legal info. This is essential for any Online Store. Make sure your online policies comply with your brick and mortar practices if you have a physical store. You can get help writing this section by consulting a lawyer or by doing some online research. Simply make sure your policies are clear to your consumer.
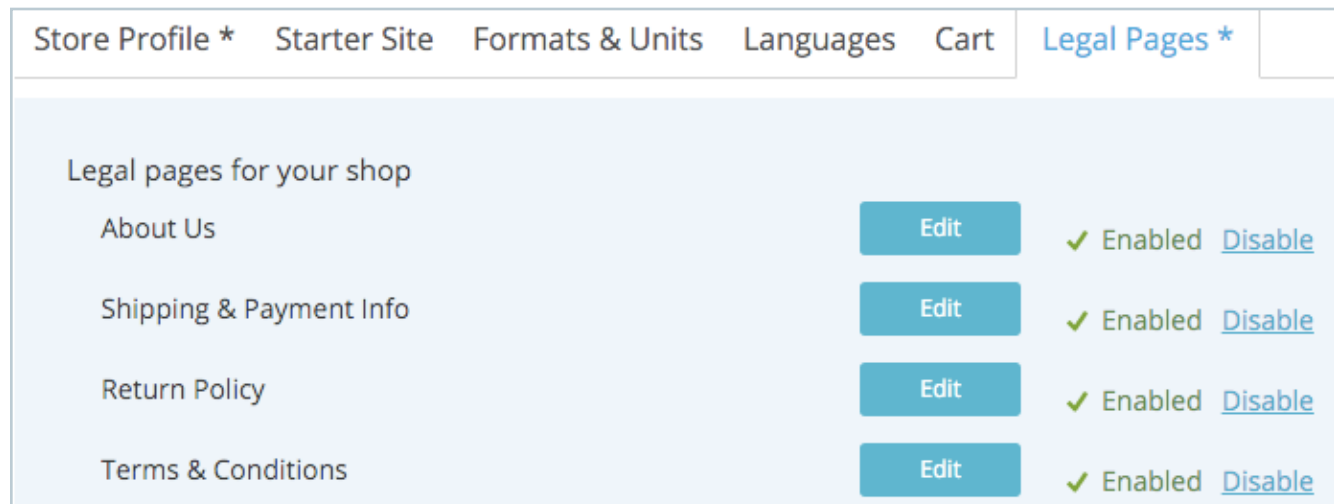
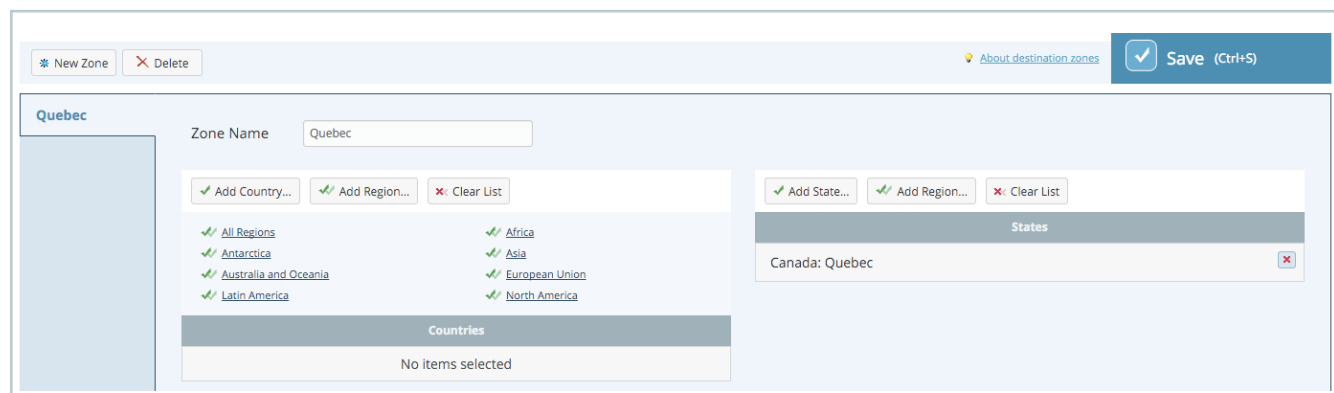While still under **Settings** go to **Zones.** This is here you can choose your shipping zones if needed. Simply add the places you may ship your products to. You can specify pinpointed zones such as States, Provinces, and Territories.

There are tons of **shipping** options in Online Store. Automatic shipping options are available for that they offer automatic shipping calculations for UPS, USPS, Fedex and

Canada Post among others. You may also offer more than one shipping method, or different methods depending on the shipping zone.

This is where the weights you specified for your products is essential. Online Store will calculate the cost of shipping based on the weights you entered on the product page.

Select **Add New Shipping Method** and choose Carrier-calculated if you wish to benefit from an automatic shipping calculation.

Choose a carrier:

Select the shipping options you wish to offer. Click on account details to ask Online Store to automatically calculate shipping fees or add your negotiated shipping costs with the carrier in question by using your own shipping account. You may add other shipping methods such as a flat rate or custom table:
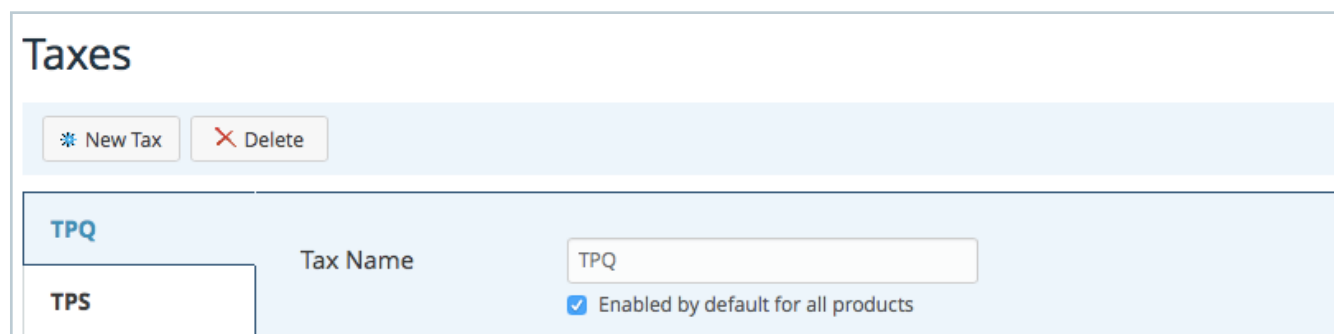
Tip: Offering local pickup? Add a new shipping rate and select "flat rate." Make the pickup amount $0 and name the shipping method "local pickup."

Configure your tax rates in the **Taxes** tab:
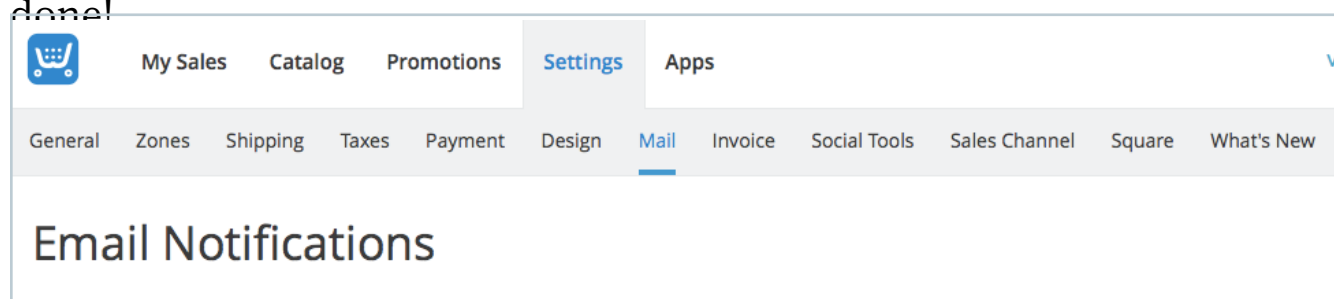
Another important step consists in configuring your **payment methods.** Online Store accepts a wide variety of payment methods. Add the information you need to each payment method you wish to accept. To add your PayPal account, select **account details** and simply add your PayPal email address.

Online Store sends out automatic emails when you make a sale or add a tracking code after shipping a parcel. You can customize such emails or choose which ones you and your clients receive under the **Mail** tab. Add a logo to your **Invoice** under the invoice tab and you are done!

§2 What Else Can You Do With Online Store?

Here are other ways to sell online using Online Store, plus great features to take advantage of.

Access to Unfinished Sales
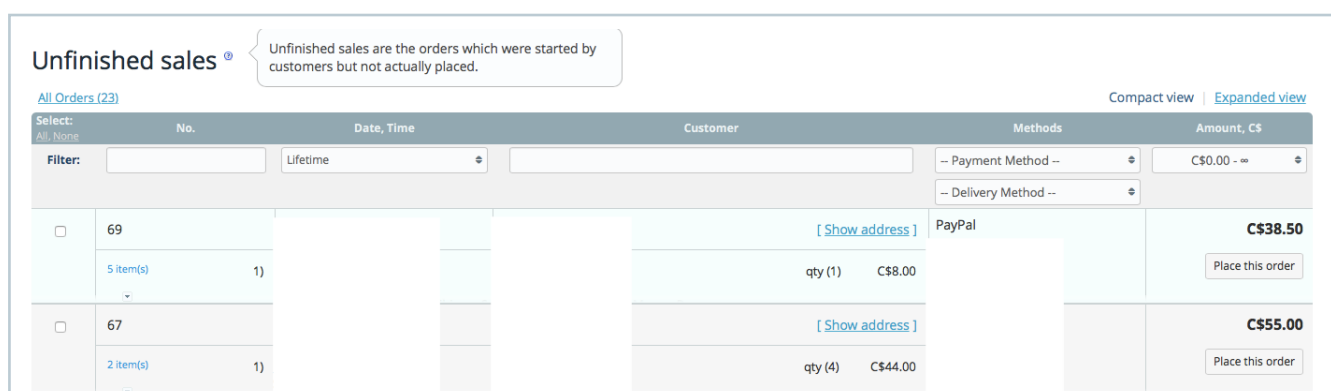
Imagine watching a client enter a brick and mortar store. They walk in, window shop, pick up a few things and drop them into their basket. But then, for some unknown reason, they change their mind once they arrive at the checkout and decide to leave everything right there, at the register, and walk out of the store.

You have the ability to contact your runaway buyers directly with a Venture account. Check out **Unfinished Sales** under **My Sales** tab.
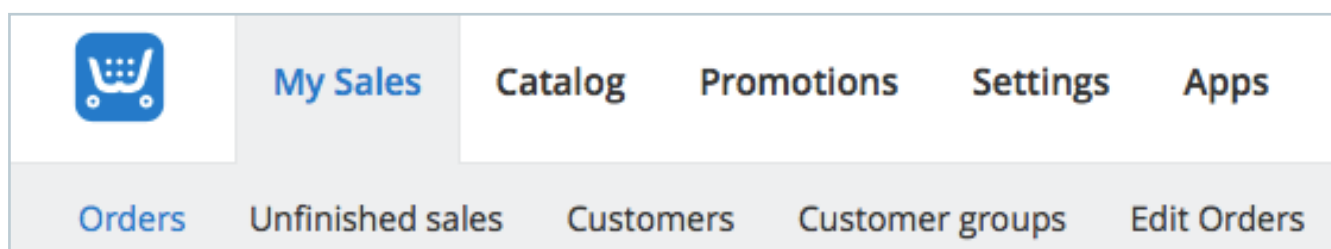
Online Store *control panel.*

In the following example we can see that there are over $325 of unfinished sales just sitting there.

Online Store *control panel.*

These unfinished sales are orders that were started by customers but never actually paid. You could let those $325 go, or be proactive and make some easy sales.

How Do You Approach This Problem?

– Contact your client a week or so after they did not complete their purchase: contacting them right away is slightly invasive. Plus, they may make the purchase a few days after they add the products to their cart and leave, so allow them some time to think it through.

– Send your client a personal email: Online Store will provide you with your client's email address and full name. Make sure your email is short, sweet, friendly and unintrusive.

– Be genuine and ask for constructive feedback.

Here is a sample follow-up email:

Hi *Client's Name*,

This is *Your Name* (*Your Job Title* if you want), from *Your Company.* I see you were about to pick up some goods in our shop and that you didn't get the chance to finish your order. I just wanted to see if there was anything that I could help you with. We are always looking for feedback from your valued customers.

Thank you for your time,
Your Business Signature

Discount Coupon Codes

Offering coupon codes are great way to reward loyal customers, to encourage action or to encourage offline buyers to purchase online etc.

To create a discount coupon in Online Store, head over to the **Promotions** tab and click on **Discount Coupons.**

Click on **New Coupon** and start adding your offer. Choose the name of your coupon and the code. You can offer a percentage discount or a currency value.

Click on **no limits** for an extensive amount of extra options that will allow you to refine for whom your discount code is available, which products or categories it is applicable on and for how long.

You may choose the number of uses for your offer (unlimited, once per customer or single use). You may also choose to limit the use of your coupon code by product or by category, and this for all customers or repeat customers only.

Sell Downloadable Goods

You may have noticed you can sell downloadable products with any paid plan in Online Store. You may sell eBooks but also icons, logos, templates, code, software, your own photos or music, video files, video games and customizable products. You can pretty much sell anything you can download!

Click on the **Files** tab when creating a product in Online Store and upload your downloadable product.
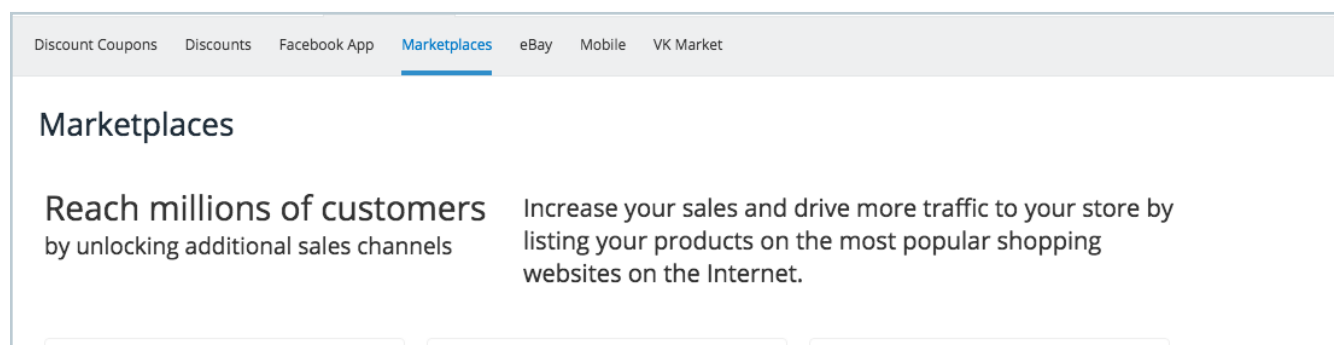
Your client will automatically receive their product once their payment is sent to you.

Sell on Other Marketplaces

Online entrepreneurs are always looking for more traffic and exposure, no matter how big their Facebook fan base or emailing list is. One great way to get your incredible products out there is by using Online Store's Marketplace integration that is available with a Business Plan.

Online Store integrates with seven different marketplaces including eBay, Google Shopping, Price Grabber, Nextag, Shopzilla, Yandex.Market, and eBay Commerce Network.

Note: Please note that the eBay integration is currently available for the US or Russian merchants only.
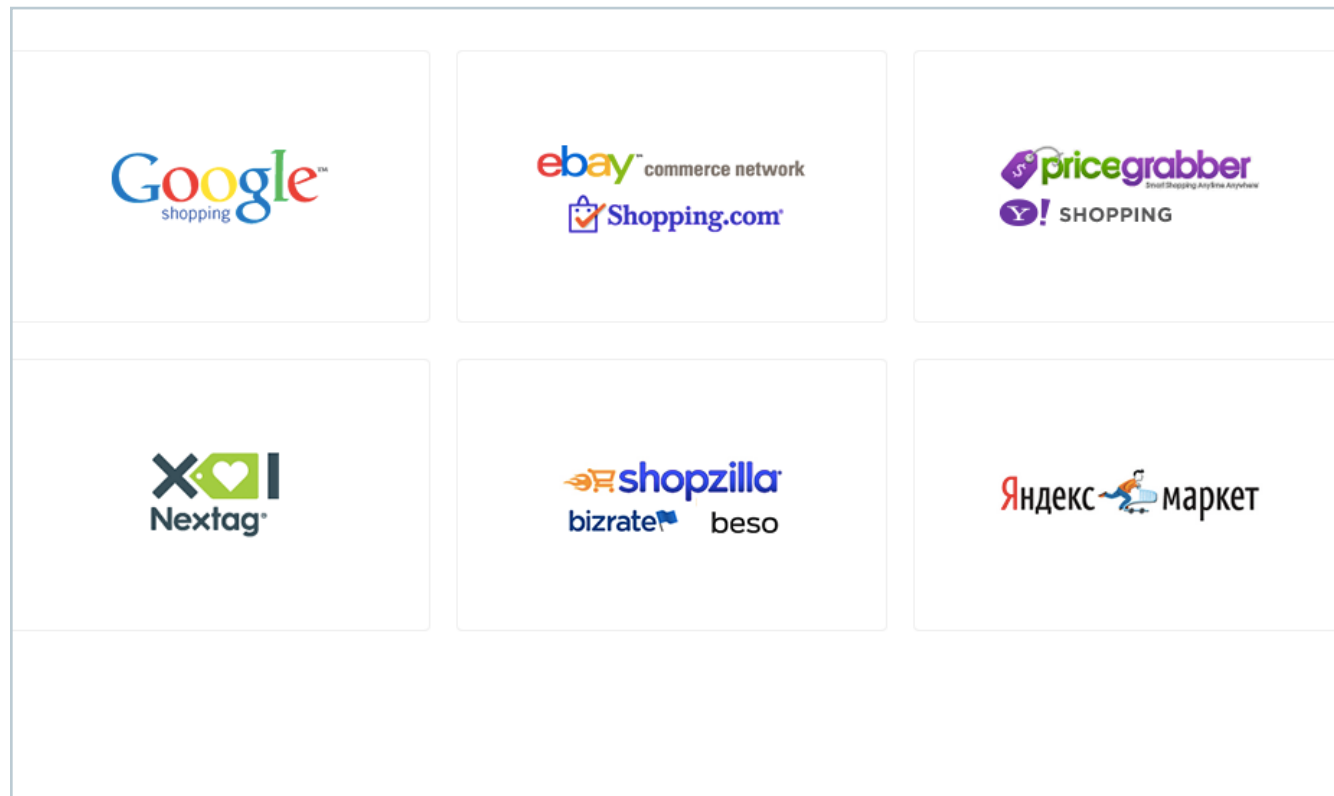
Eatrie, an ethnic and specialty food marketplace using Online Store.

Wholesale Pricing Groups

This offer is great for medium to larger sized companies wishing to enable their customers to benefit from better shipping rates by offering bulk orders. For smaller companies, wholesale pricing can be used to encourage buyers to purchase more. In either case, wholesale pricing is a great way to say "thank you" to your customers.

You can group or categorise your customers. Some customer groups can contain repeat customers or VIPs. You can create discounts based on your customer group, based on your customer group's subtotal (global % or flat rate discount offered to all customers,) or both.
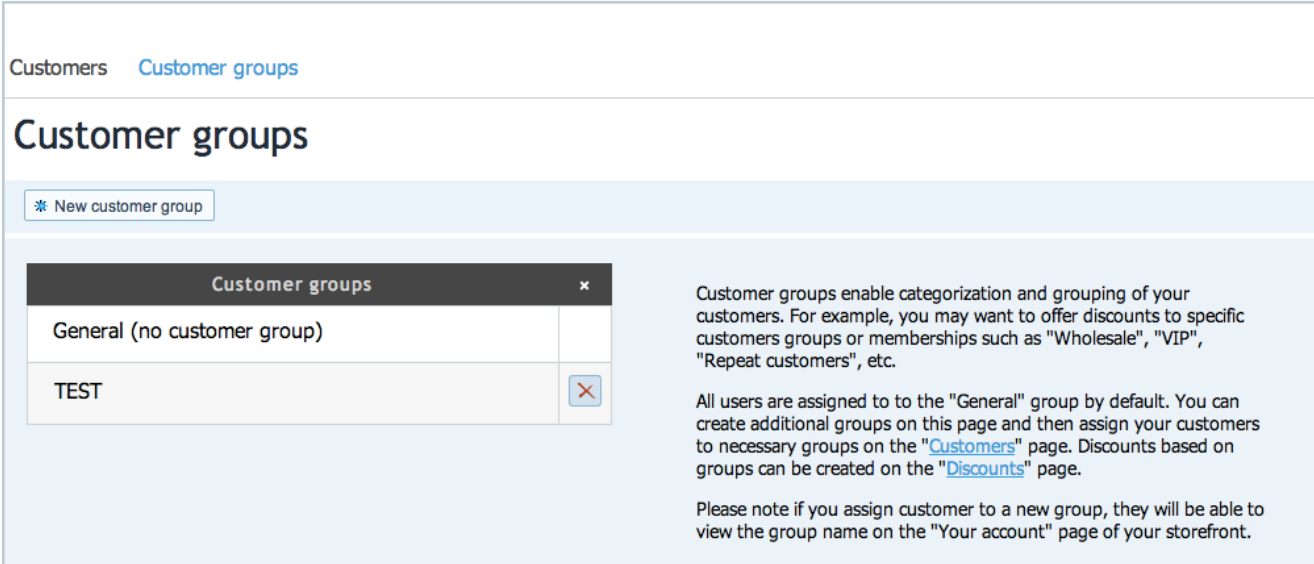
You can create discounts based on your customer group, based on your customer group's subtotal (global % or flat rate discount offered to all customers,) or both.

Edit Orders

The order editor allows users to update existing orders by editing the customer's details (name, email address) and changing SKU numbers for example. You can also delete discounts, change shipping and tax options. You can also add items to your clients.

Product combinations are within a product with more than one option. Options may include weight, size, quantity or SKU. These parameters may influence the price of shipping for example (weight). Product combinations enable you to have more power over your inventory.

Square POS Integration

Square is a POS (Point of Sales) system that enables merchants to accept debit and credit cards on their smartphones and tablets.
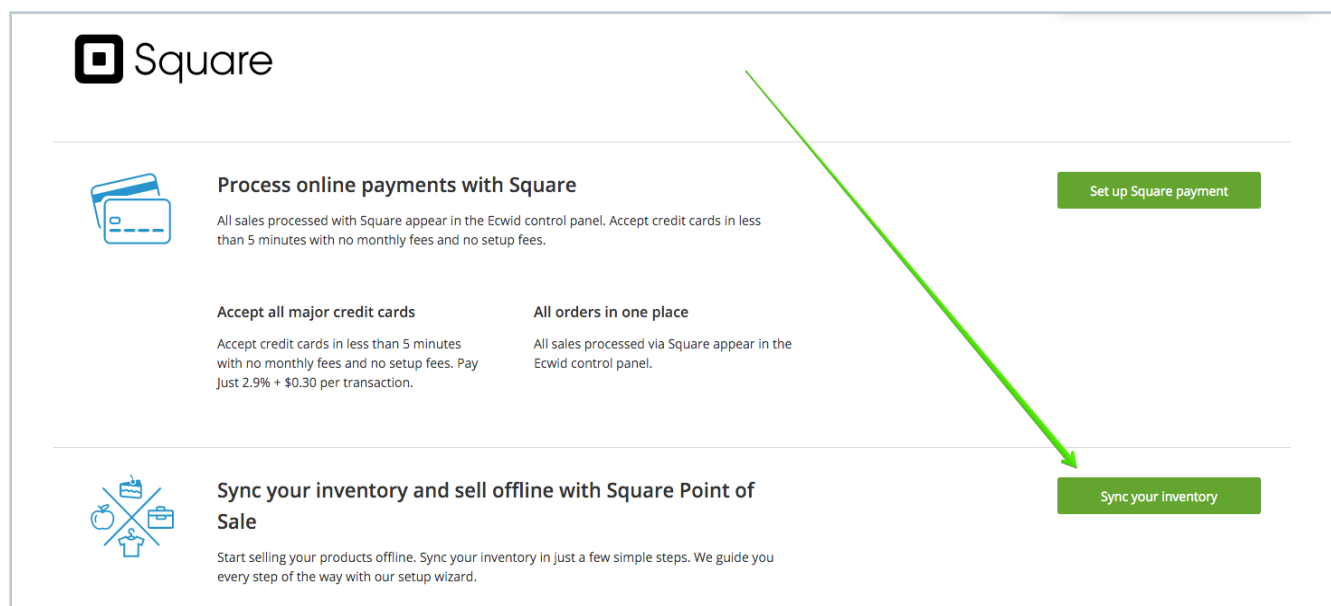
Square control panel.

You can sync all of your Square inventory with Online Store using this integration.

§3 Online Store Hacks you Need to Know

Here are some amazing time and money saving Online Store tricks you can quickly and easily implement in your online store today.

Allow Your Clients to Book Your Services Online

You may have noticed that Online Store offers a **Date picker** input type in their options. This can allow your clients to choose a date to meet you and benefit from your services. But how can they know if you are free?

You probably want the booking process to be as automated as possible to save time and to avoid unnecessary emails and phone calls. The answer to this issue is easy — all you have to do is integrate your synced electronic calendar to your product page.

Using Online Store to accept bookings is ideal for

Small businesses or individuals who take appointments such as:

– caterers

– babysitters

– hairdressers

– house cleaners

– gardening services

– handyman services

– interior decorators

– rental services

Freelancers offering services such as:

- consultations

- personal assistance

- proofreading, editing, translations

Teachers or businesses offering classes such as (in person or on Skype):

- advanced computer courses

- gourmet cooking classes

Tip: The bonus here is that you get paid before your client arrives. Your policy can state that you do not reimburse those who do not inform you of cancellations 24h in advance, this saving time and money.

How to: Start by adding your service to Online Store then head over to options and add a **date picker** input type and name the option **Date.**

Add a second option named **Time** that consists of a simple text field. This is where your client can let you know the time at which they wish to meet with you. Make sure both of these options are required.

The next thing you need to do is add your electronic calendar to the description. If you have a Google Calendar for example, get the code for your calendar and paste it into your product description (make sure you click on <> on the far right to add code).

Add a small explanation in the description for your clients on how to make a reservation (let them know they have to check your calendar before they book with you to make sure you are free). And there you have it!

If you do some basic research online you may notice that solutions enabling the ability to accept online bookings can range between $45 and $300 per month. Most small business or freelancers do not have that kind of money. You now know you can do this for free on Online Store.

Tip: If you only have a certain amount of spaces available (for a class for example) you can make the stock level correspond to a number of places you have to offer. The product will state you have no spaces left once the stock reaches zero.

Tip: If you own a small business, collect your client's emails in person and tell them they can make online reservations to save time. You could also offer a discount coupon to encourage first time online reservations!
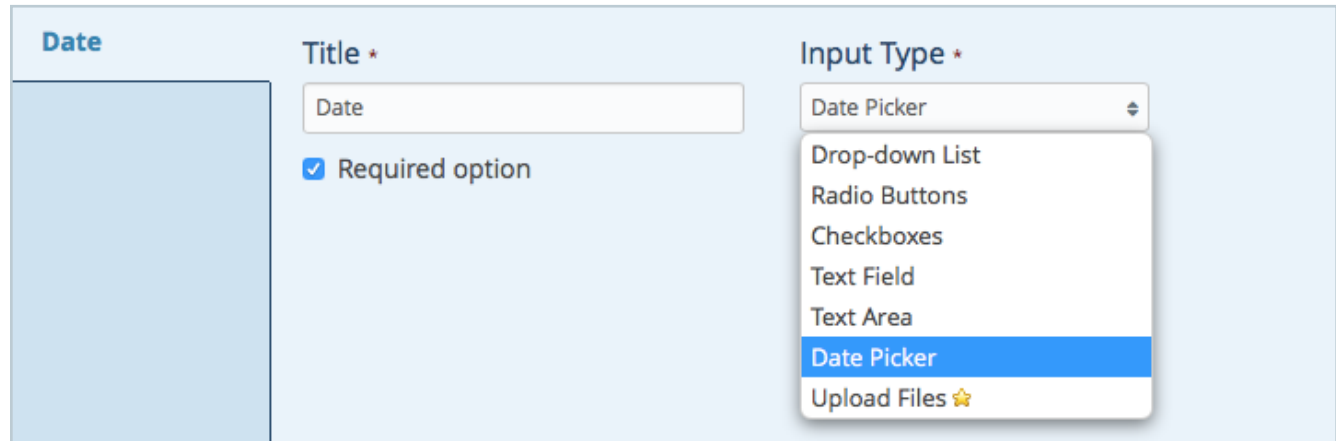
Accept Online Room Reservations

Got extra space in your house that you do not use? Why not rent out that spare room through a Facebook page? Combined with targeted ads, you can growth hack your way to getting your empty space to make you money. All you need to know is that each of the rooms you have to rent out has its own calendar.

Using Online Store to rent space is ideal for:

Bed and breakfasts, motels, companies and anyone who wants to rent out spare space (that can mean a bedroom but also a garage for bands looking for a place to jam, your back yard for people wanting to chill in a cool environment, your kitchen for those in need or even a bathroom for people who just can't find one in the new city they are visiting!) Simply make sure you do this in accordance with local regulations.

How to: Sign into Online Store and create a product with the name of the room. Add a **Date** field in the options and a text field called **Time.**

Create a Google calendar for each room or space you rent out and add the code from the calendar to your product description and you are done.

Tip: You can add other options with or without extra costs such as cleaning fees, rentals items or meals.

Think Outside the Box When Selling Intangible Goods

You may have noticed you can sell downloadable goods with the paid version of Online Store. Why not use this awesome feature to sell more than just eBooks!

This solution is ideal if:

– you sell downloadable products such as (eBooks but also):

– generic logos, icons

– templates, Code, Software

– your own music, photos

– video files, video games
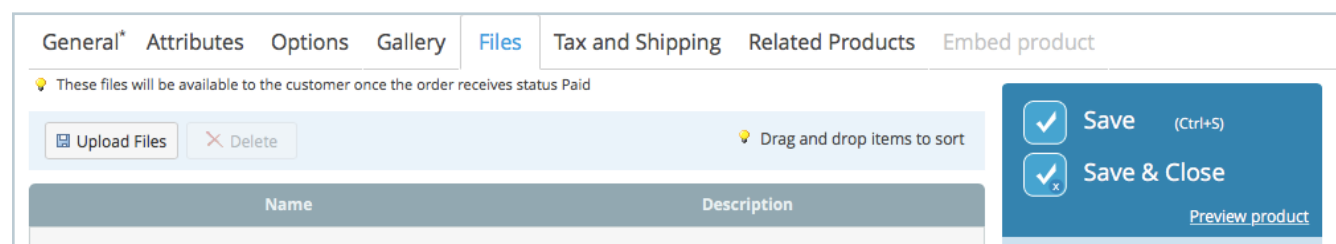
Your client will automatically receive their product once their payment is sent to you.

Sell Customizable Goods

So you have a product that can be customized and you want to streamline the choice process for your client. Did you know Online Store can do this?

Using Online Store to allow clients to personalise products ideal for:

Those who have a product that can be customized.

−　Those wishing to combine a survey and a payment method.

How to: Simply create as many option fields you need to receive all the information you require from your client. For example, if you sell customizable tea packages, you can add an option called "Tea Base" with the choice of green, white, black or oolong tea. The second option can be an added flavour such as cinnamon, hibiscus, lime, lavender, rose... The third option may be a text area where your client can add a personalised slogan to their product label. The last option could be the amount they wish to receive (50g at the base price, or 100g for a certain amount more than the base price for example).

Once the order is placed, you will receive your usual automatic email from Online Store containing all the customized product information.

Conclusion

Online Store is a super flexible, very easy to learn shopping cart solution. All you need is a little imagination to take it above and beyond the already incredible platform it is!