

E-COMMERCE PLATFORMS

THE GOOD, THE BAD & THE UGLY

WHEN LOOKING FOR AN E-COMMERCE PLATFORM YOU'LL WANT TO LOOK FOR...

EASE OF USE (IS IT EASY TO SET-UP? IS CODING REQUIRED?)

PRICING

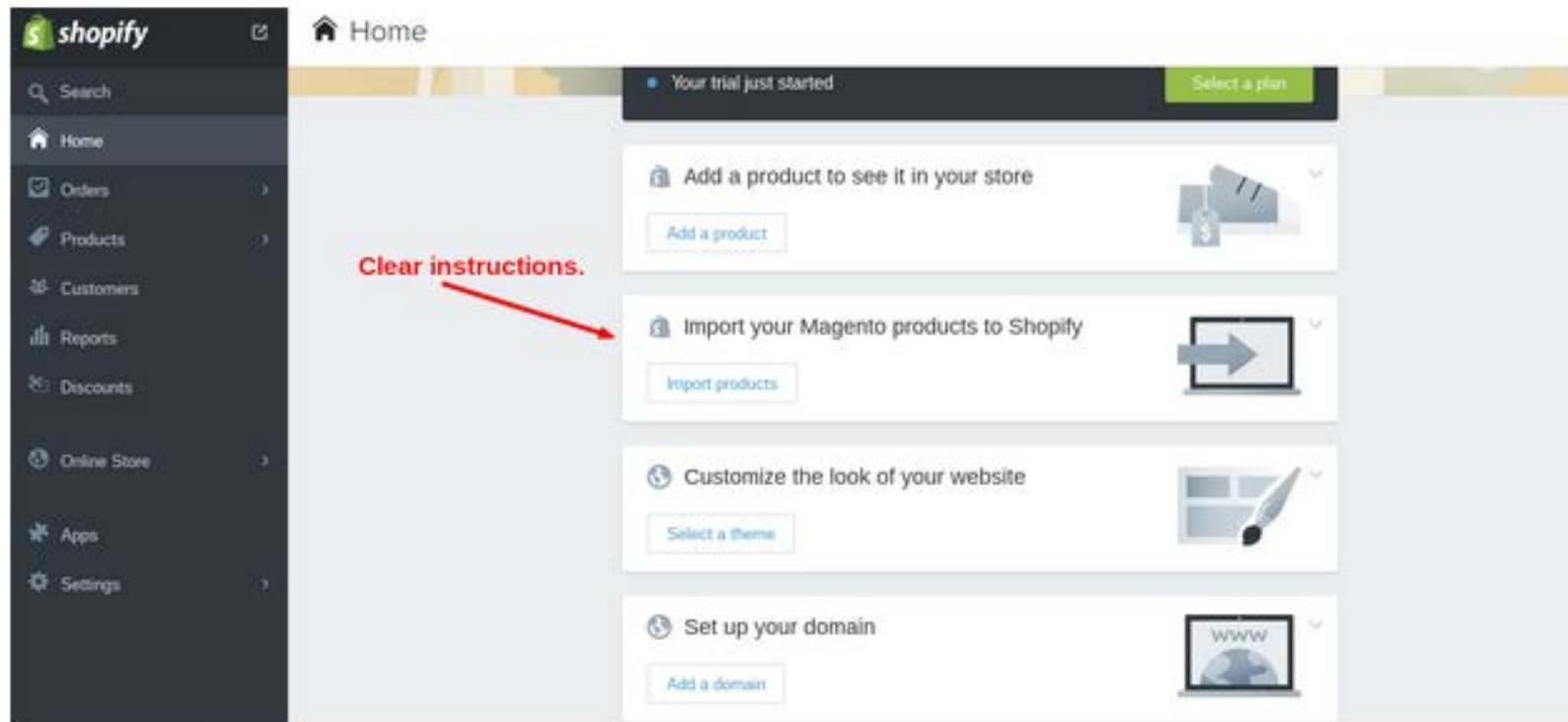
THEMES (WHAT PRE-DESIGNED THEMES ARE AVAILABLE? ARE THEY MODERN OR OUTDATED)

APPS AND ADD-ONS (DIGITAL MARKETING KIT, LOYALTY PROGRAM OFFERS, SEO, ETC.)

CUSTOMER SUPPORT



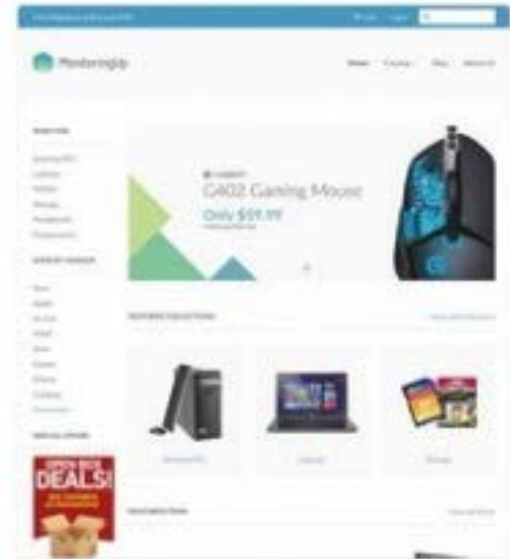
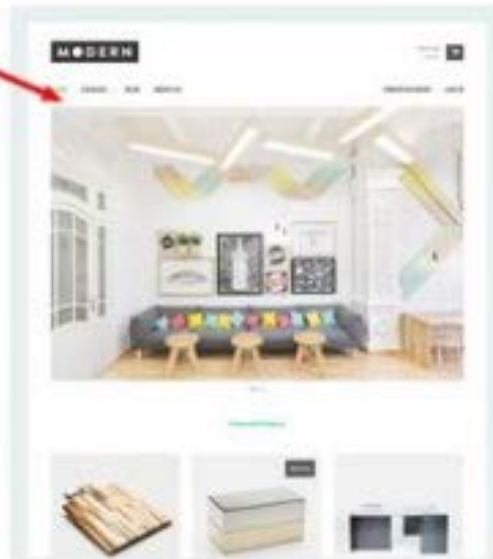
SHOPIFY



SHOPIFY, CONT'D

Select a theme for your Shopify store

Clean and functional.



SHOPIFY PRICE COMPARISON TO OTHER E-COMMERCE PLATFORMS

CHEAP - \$9 PER MONTH (FACEBOOK SALES ONLY)

MIDDLE - \$29 PER MONTH (UP TO TWO ADMIN ACCESS)

MOST EXPENSIVE - \$299 PER MONTH



ADVANTAGES TO E-COMMERCE PLATFORM

EXPANDS DEPTH OF BUSINESS

INTEGRATED SEO GIVES YOU MORE CHANCES FOR EXPOSURE AND AUDIENCE REACH

INCREASED SALES

BETTER MOVEMENT OF INVENTORY IN CONNECTION WITH DIGITAL MEDIA, SOCIAL MEDIA, ETC.

OPERATES COHESIVELY AND SEAMLESSLY WITH YOUR WEBSITE AND/OR BLOG



DISADVANTAGES TO ADOPTING AN E-COMMERCE PLATFORM

DIFFICULT TO KEEP UP WITH ROTATING INVENTORY, TAKING PICS, UPLOADING TO SITE, ETC.

MORE TIME IS NEEDED TO MANAGE THE PLATFORM (MAY CONSIDER HIRING HELP TO KEEP THE BACK-END UP TO DATE)

MORE MARKETING STRATEGIES ARE NEEDED TO KEEP PRODUCTS MOVING

REVISION OF STORE POLICIES AND FOUNDATION TO HANDLE SHIPPING, CUSTOMER SERVICE & RETURNS



OTHER PLATFORMS TO CONSIDER WHEN JOINING THE E-COMMERCE WORLD

SNAP RETAIL

BOUTIQUE WINDOW

