1. What We Learned About E-Commerce and Online Selling During the Pandemic - YouTube

<https://www.youtube.com/watch?v=96ha5olhitI>

Transcript:

hey everyone it's ben from bench back with another video with the Paycheck protection flexibility Act passing and seems that now you have 24 weeks use the funds you're probably not as focused on the relief programs that are available to you anymore and you're now looking for other opportunities to improve your business as a small business owner you know that there's really no time to stay complacent and you always have to bring in some new elements some new development to stay ahead of the curve I

want to take an opportunity to talk about some of the lessons that we took from the pandemic in particular how to weather a recession and how to prepare for a second wave if that's going to be the case and really try to focus on how businesses consume continue to thrive in this new environment what can they do to improve themselves in particular I really want to focus on this first video on opening up an e-commerce part of your business not only is this a massive convenience to your current customer base it's a way to tap into new customer

bases and beyond that with so many businesses already having an online presence you may actually be feeling a step behind if you're not yet on an e-commerce platform fortunately I have the privilege of having a friend who actually went through the whole process of setting up an e-commerce store and I consulted him heavily on this video so let's take a look at some of the different terms some of the different considerations and things that you might want to consider if you're going to be opening up an e-commerce part of your

business o ecommerce can be simplified as basically selling online having an online presence traffic through business is going to be dependent on so many external factors including whether people have access to your actual physical retail storefront by introducing an e-commerce element to your business you're not just prepared for the second wave but you're also going to give yourself an opportunity to tap into new markets and just have a more easy accessible way to sell your products to your current customer base

online merchants that you can get set up with they also typically have working capital programs which means you'll have access to some cheaper funding alternatives these are loans in which they will take a percentage of your sales from there on out unless of course you have insufficient funds to cover the payments in which case you will have to be paying down the balance but because of the fact that it's based on those receivables you can typically get a cheaper loan if you haven't expanded into e-commerce yet let's talk about how

you can get it set up and some the things that you should be aware of before taking the dive into it now I want to take an opportunity before we get into all of this to review some key terms because I'm going to be referring to these throughout the video and your understanding them is very important to make sure that you're really optimizing your experience the first I want to talk about is the domain the domain is basically your website address what you build your website on is gonna be called the front-end commerce platform that's

where you can develop that storefront for and really customize it to the aesthetic you want and to try and attract the clients in so for example you can register domain through a website like GoDaddy GoDaddy also additionally offers a website development tool however you don't necessarily you need to use it for both purposes you can register the domain in one place and then use a different front-end commerce platform like say Squarespace to build your website on that domain the last important aspect you should know about is the merchant

provider or payment provider I'm going to be using those terms fairly interchangeably that's what you use to take payment through credit cards so how does this all interact well you can register your domain in one place then have a different front-end commerce platform and then have a different payment provider all three of them completely separate however some of them are actually also going to offer like bundle packages so you can register domain develop the front-end platform and have a payment processor all in one

place for today I'm going to focus on payment providers as that's really like that main building block as well as some of these payment providers have that front-end development tool so let's take a dive into three of the most prominent ones that are currently operating this space that's gonna be square stripe and Shopify now Shopify is gonna be a great option if you already have like a bit of a vision of what you want to achieve in a digital storefront the reason being that it is a bit of a one-stop shop it

can be your payment provider your front-end commerce platform and your domain registration the store builder lets you build your website through their platform you can purchase your domain through them and they have like a full array of tools and reports for you to really go into like the micro details of your business understand what products are selling good at what times there's and this can actually inform some of your marketing decisions as well beyond that you also have access to some of the different perks through there like

shipping costs they actually have the ability to print labels and manage shipping through Shopify platform you can get started on a 14-day free trial but the basic plan starts at $29 a month and there's going to be a credit card processing fee the credit card processing fee is typically the same across all platforms which is around 2.

9 percent on the transaction itself with a flat 30 cents per transaction fee on top of that now if you grow beyond what the basic plan is offering there's going to be two more tiers for $79 a month you get into that next tier and then the advanced here is two hundred and ninety nine dollars a month now granted you probably won't need to think about exploring those quite yet unless you are in a further stage of your business and you're big enough that you think you're suitable for one of those bigger

packages but for starters you can probably get started on that 14-day free trial and then on to the beginner platform if it's something that's been fulfilling your needs Shopify will equip you to fulfill your vision for your online storefront and provide you with the metrics to equip you with data to make informed decision-making regarding your sales but beyond that there's one other thing that I want to touch on which is the fact that since it is a one-stop shop since it has the domain registration the

development and the payment processing itself you can get that all set up at once but actually add in different payment processors so you can look at Shopify as being more than just a payment processor it can be your front end first and foremost and then add on those additional payment types so for instance you can actually incorporate Google pay Apple pay and PayPal all those payment providers making it easier for your clients to actually buy your products I know for myself I'm a frequent user of PayPal if I don't have

to go digging for my credit card and I can just type in my password password and it's all taken care of I'm more likely to actually make a purchase but Shopify also isn't the only one that is offering this one-stop shop where you can really take care of all of these details at once Square has also entered this space they were once previously just a credit card processor but for zero dollars and the same fees which is 2.

9% on a transaction 30 cents per transaction you can actually get set up on a storefront right away no monthly fees now of course this is going to come with some restrictions you're gonna actually have a fair amount of square branding on the website the domain is not going to be customizable those limitations they may not be that important for you if you're just trying to break into space beyond that you're also not going to have the ability to incorporate other payment processors such as the Google pay is the

Apple pays and the PayPal now there are tears to the plans while you start at zero dollars a month you can upgrade to $15 a month to afford yourself some more customization and the removal of the square branding for $30 a month that's when you start getting discounts on shipping labels and you get some enhanced customer interaction you can start posting customer reviews as well as we're covering lost sales by having an automated email anytime someone has left with items in their cart and then for premium package which is $85 a month

you actually reduce your fees to 2.6 percent on a transaction 30 cents per transaction and it provides a real-time shipping rate calculator so once you're getting to that really high volume or that point three percent difference in the fees is going to matter there's actually probably going to be enough of a benefit and the cost there for you to start considering that Square is definitely the most suitable when you're just looking for a place to sell and you want to be able to sell as quickly as

possible without Kim any of the complications it's simplified it's straightforward but you should think of it as like a leased space and the fact that you can't really make renovations to it you can occupy it and you can use it but you can't necessarily customize it to the exact experience that you want it is a little bit of a limitation but its simplicity is a huge draw if I want to make a foray into the digital market I can get set up on square no monthly cost I'm only gonna be paying based on

the volume of sales that I make based on those fees and it gives me an opportunity to experiment with my business with really a low commitment now as I mentioned at the top of the video I wanted to talk about square stripe and Shopify and the reason being is that they're three of the biggest names on the market but they can also offer you very different services depending on you are on your progress of being a business if you don't have a business yet but you notice an inefficiency in the market or something that you could

tap into you might be easier to actually start up a business right now get into e-commerce and start selling things online right away but there's a long way to go from having this idea of what you can sell online and actually selling it if you've got a good business idea stripe can actually help you with the set up from the very start and inception of that idea to their stripe Atlas program for a $500 fee they're actually going to walk you through the incorporation of the business and just through ten minutes of filling out their

forms you're going to be able to get started on your business within a couple of days they also offer a couple of different payment options if you want to have continued maintenance of your business such as tax filing so it's restrike Atlas you can get started on a business right away their base services are chief just as Square is where it's zero dollars a month two point nine percent fees plus 30 cents per transaction but you will have to do the domain registration and have a front-end commerce platform separately that may be

of a little bit of a detriment but it also gives you Liberty to explore those other options and again build up like a really good customized website that suits all of your needs stripe also offers an incredible payment platform due to its ability to send payments as well through something called stripe connect there's a sophisticated pay out engine which will let you build out payout options that suits your business's needs so for instance let's say you're a third party retailer and you're working with artisans in the area

and every time you sell one of their products online they take a cut and you take a cut you can actually set up a payment option such that you take in the revenue and it immediately gets dispersed to that individual so there's so much that goes beyond just the payment processing that allow you manage the finances of your business beyond just the revenue aspect of it so to conclude depending on where you are as a business there's three different payment providers that can offer you very different things based on your needs if

you don't have a business yet start looking into stripe and in particular the stripe Atlas program if you need a payment provider that can manage your payment's again stripe is the standout because it gives you that option of collecting revenue and immediately transferring it out to other people if you want the easiest and cheapest way to start selling online squares so optimize to get you set up so if you are a small business and you just want to break in that space for no monthly fee you can actually just

experiment and try it out for a bit but if you have more of a vision of what you want to achieve you want a more robust set of tools you want something that can be well beyond just a payment processor and website Shopify is gonna bundle that all in one and can help you fulfill that vision so one thing is for sure it's easier than ever to sell online as I mentioned there's a 14-day free trial for Shopify no monthly fees for squares stripe you can get set up super easily but this isn't just a convenience

anymore it's now almost a point of necessity it's a baseline for most of you the retailers out there and in particular your competition these providers want you to succeed and you can get set up on all of them for no cost and this will help you in a case of a second wave but beyond that say that we don't have to worry about a second wave with the closure of retail locations it's a prudent step to take to modernize your business you want to be able to sell a platform that's as widely accessible as possible and this is gonna

help you achieve that help you expand and really help you inflate that sales revenue number anyways we're gonna continue making these videos so long as we're identifying these different subjects that we think small businesses should be educated on based on our experiences of the last couple of months if you want to stay up to date on all of the news that's out there and have it disseminated a really simple way follow our blog but also follow our Twitter account which is just at bench we managed to actually get that one we're

also here on YouTube hit us with to subscribe we'll have more of this content coming out and more news related content anytime that news does break or there's some sort of reform anything that happens we'll be there to break it happy to have you along with the journey and hope you join us next time