



Selling Online Today

Is it Right for My Small Business?



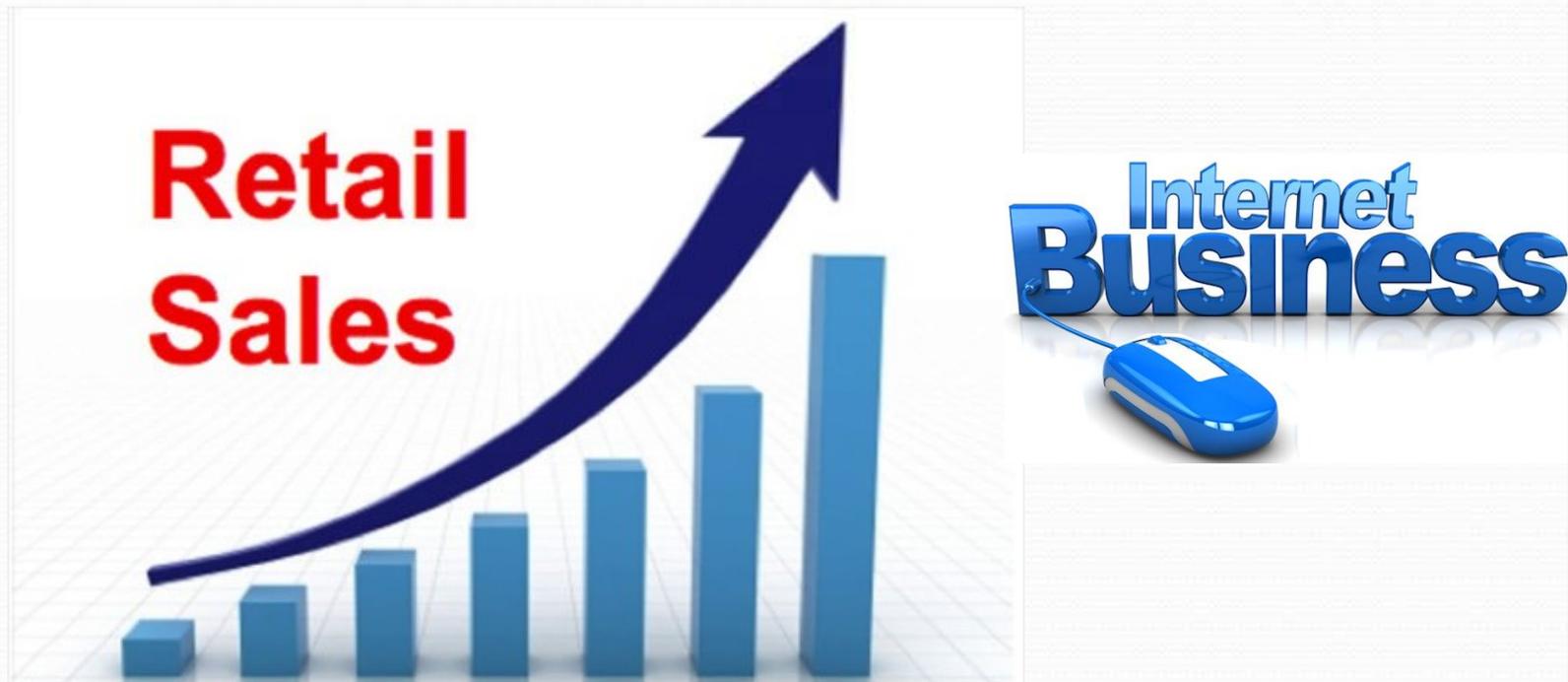
WHY YOU SHOULD SELL ONLINE

Presented By:
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www.12teachyou.com

STATS



There were a total of 259 million internet buyers in the United States in 2018. This figure is projected to increase to over 307 million buyers in 2023, reaching 79% and 91 % of U.S. internet users respectively. **The fastest-growing e-commerce categories are food and beverages with a 12.7% expected growth rate between 2017 and 2023, compared to an average industry growth of 8.7%.**





HOLIDAY CENTRAL

Cyber Monday becomes largest online shopping day in US history

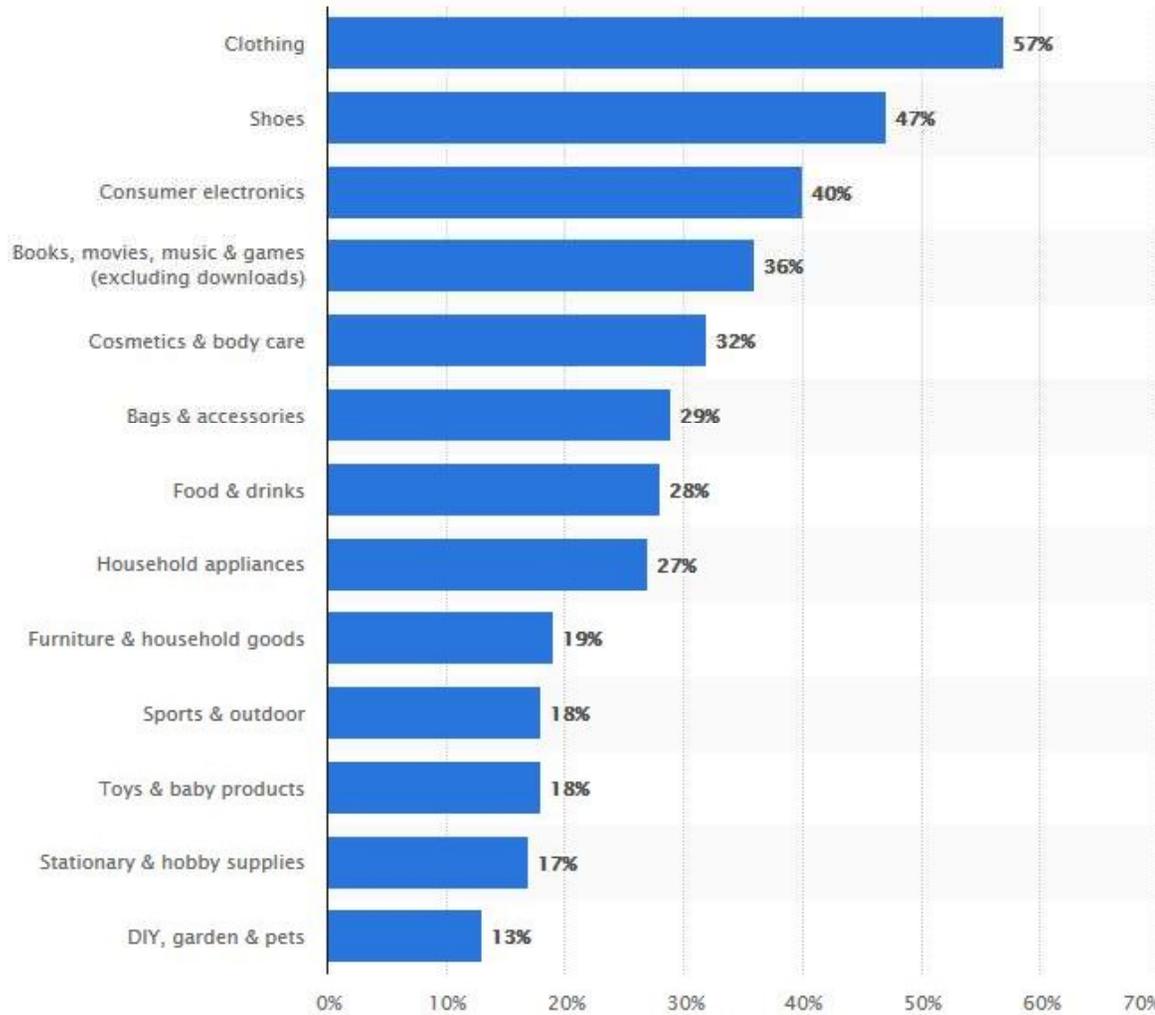
“Cyber Monday sales topped \$10.7 billion according to Adobe Analytics data, making it the single largest shopping day in U.S. history,” said John Copeland, head of Marketing and Customer Insights at Adobe.

how to...
Make Money
from **HOME**
ONLINE



Overall, customers in the United States were satisfied with e-retail as a whole and online retail scored 82 out of 100 points in the 2021 ACSI (American Customer Satisfaction Index). After years of being the highest-scored online retailer, customer satisfaction with Amazon decreased to 82/100 points, keeping in line with the industry average.

In 2021, Amazon accounted for over half of the retail e-commerce market in the United States and second-ranked eBay reached double digits.



As of 2021, 57% of global internet users had purchased fashion-related products through the internet, making apparel the most popular online shopping category worldwide. Footwear was ranked second with a 47% online purchase reach.





Black Friday pulled in \$8.9 billion in online sales, up 23.6% from a year ago and setting a new high, according to Adobe Analytics.

Sales online Thanksgiving Day totaled \$5.1 billion, up 28% from a year ago, making it the fastest-growing day for e-commerce sales in history.

Small Business Saturday was on track to reach a new record of \$3 billion in online sales, based on Adobes data. Already, \$400 million had been spent online by Saturday morning, up a little more than 24% from a year ago.





Online Shopping

Why do you think people shop online?

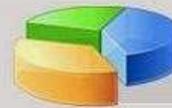
Why?

Why Consumer prefer Shopping Online



Time Saving

73%



Less Taxes

30%



Easy to Compare Price

59%



No Crowd

58%



More Variety

67%



Spend less on gas

40%



Less Prices

55%



Other

3%



WHY do People prefer to SHOP ONLINE?



- » Convenience
- » Better Prices
- » Variety
- » Send Gifts
- » Fewer Expenses
- » Comparison of Prices
- » Crowds



OPEN 24/7
EVERYDAY

- **Seasonal Items will still sell online while they will slow or stop selling here**
- **Convenience = quicker option for busy shoppers**
- **Shoppers are already online**
- **Less overhead equals more profits**
- **Less overhead also means lower prices for customers**
- **Serve niche markets – hard to find merchandise**
- **Open 24/7**
- **Move old stock**
- **Online sales improve on rainy or snowy days**
- **Free shipping**
- **No sales tax**



amazon

vs

ebay

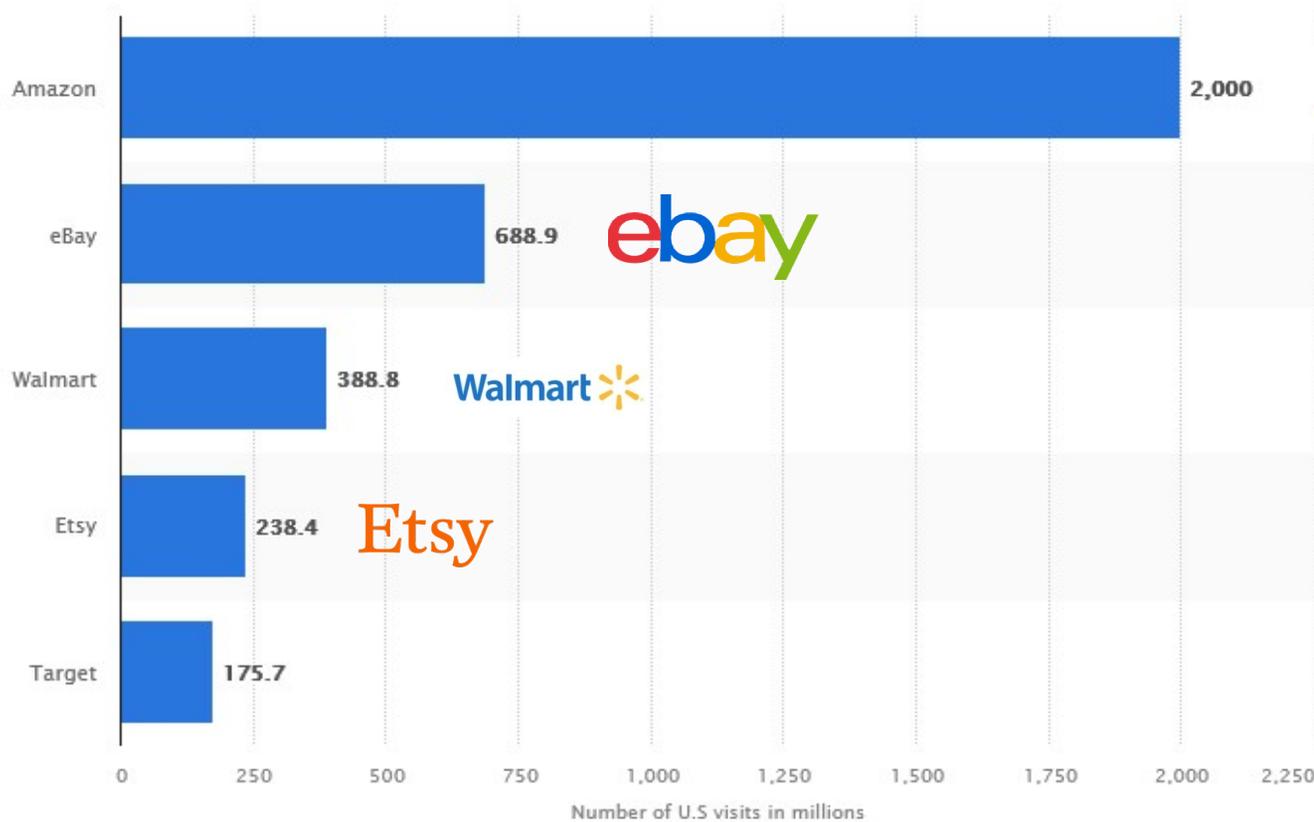
vs

Etsy

what
do you
think?

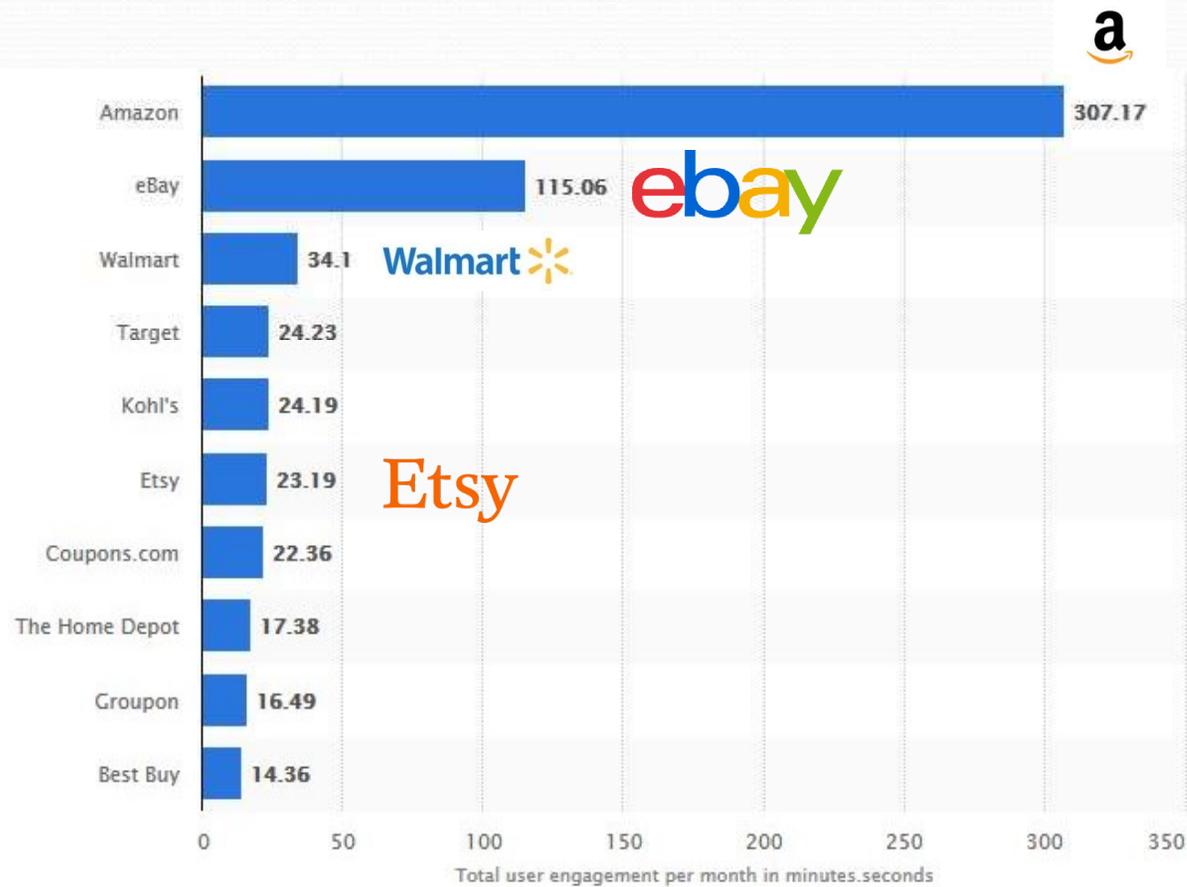
WHICH IS BEST?

STATS



This stat presents the visits to the most popular online marketplaces in the United States as of 2021 per month. **That's 2 Billion visits per month.**

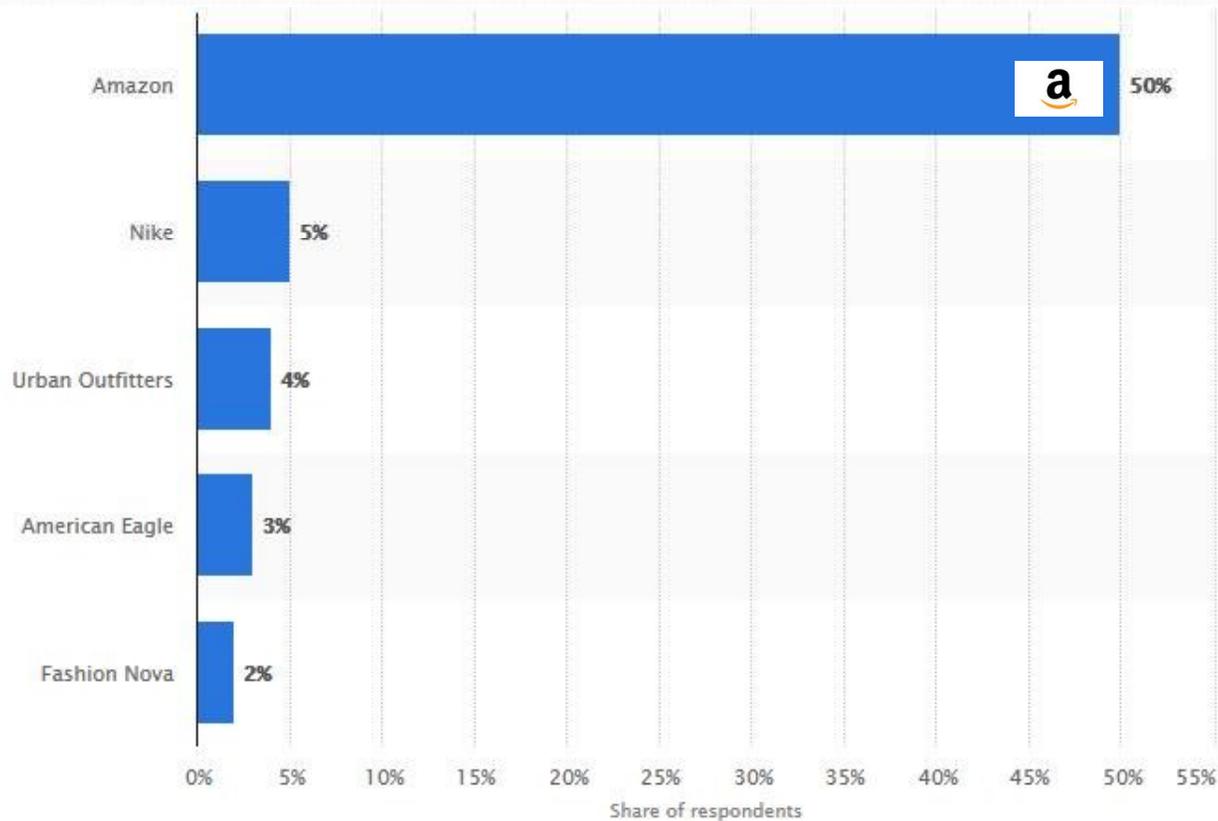
STATS



The most popular e-commerce retail sites in the US as of 2021. The leading e-commerce retailer that had the highest user engagement per month was Amazon, with 5 hours, 7 minutes and 17 seconds per user per month.

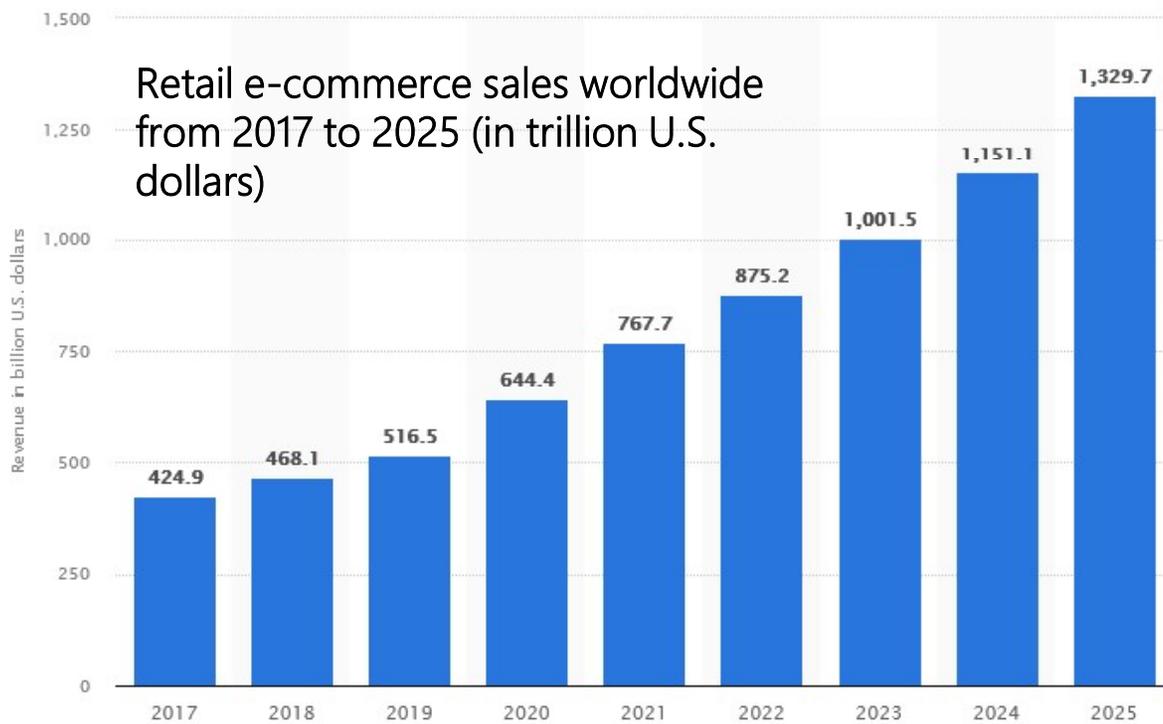
eBay was ranked second with an average monthly user engagement of almost 2 hours per month.

STATS



This stat shows the favorite websites of teenagers in the United States for online shopping as of 2021. According to the survey, **50% of U.S. teenagers reported that Amazon.com was their favorite website to shop.**

STATS



Revenue from retail e-commerce in the United States was estimated at roughly 768 billion U.S. dollars in 2021. The Statista Digital Market Outlook forecasts that by 2025, online shopping revenue in the U.S. will exceed 1.3 trillion dollars .

Lets take a look at Amazon



The logo for amazon.com, featuring the word "amazon" in a bold, black, sans-serif font with a registered trademark symbol (®) to its upper right. Below the text is the Amazon smile logo, a curved orange arrow pointing from the 'a' to the 'z'.

Amazon.com is an international e-commerce company offering online retail, computing services, consumer electronics, digital content as well as other local services such as daily deals and groceries.

According to recent industry figures, Amazon is the leading e-retailer in the United States with close to **470 billion U.S. dollars in 2021 net sales**. The majority of the company's revenues are generated through e-retail sales of electronics and other products, followed by third-party seller revenues, subscription services and AWS activities. Due to Amazon's global scope and reach, it is also considered one of the most valuable brands worldwide.

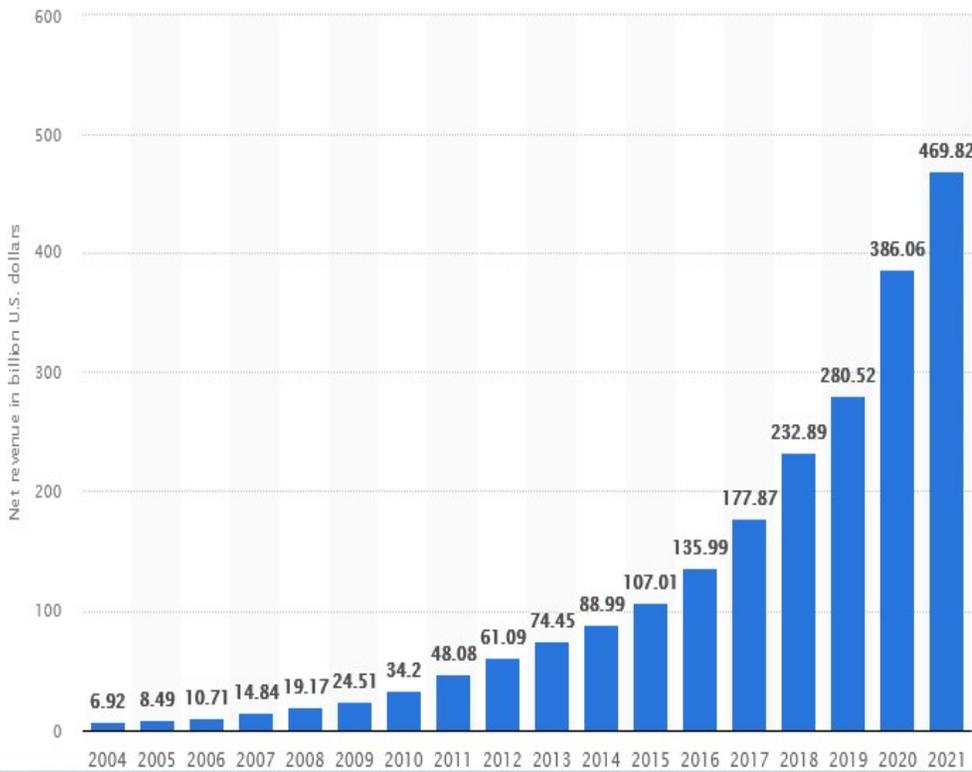
The Amazon logo is displayed on a solid blue rectangular background. The word "amazon" is in its standard black font with the orange smile arrow below it. To the right of the logo is a cartoon illustration of a carrot with a green leafy top, hanging from a thin brown string that extends upwards and to the left.



Amazon.com is No. 1 in the United States and in Internet Retailers 2021 Top 1000, and continues to increase its strong hold of the U.S. retail market. Internet Retailer estimates that the total value of transactions from U.S. consumers on Amazon.com reached \$470 billion in sales last year (including sales of Amazon's own products and of marketplace sellers), a 32.3% jump from 2020.

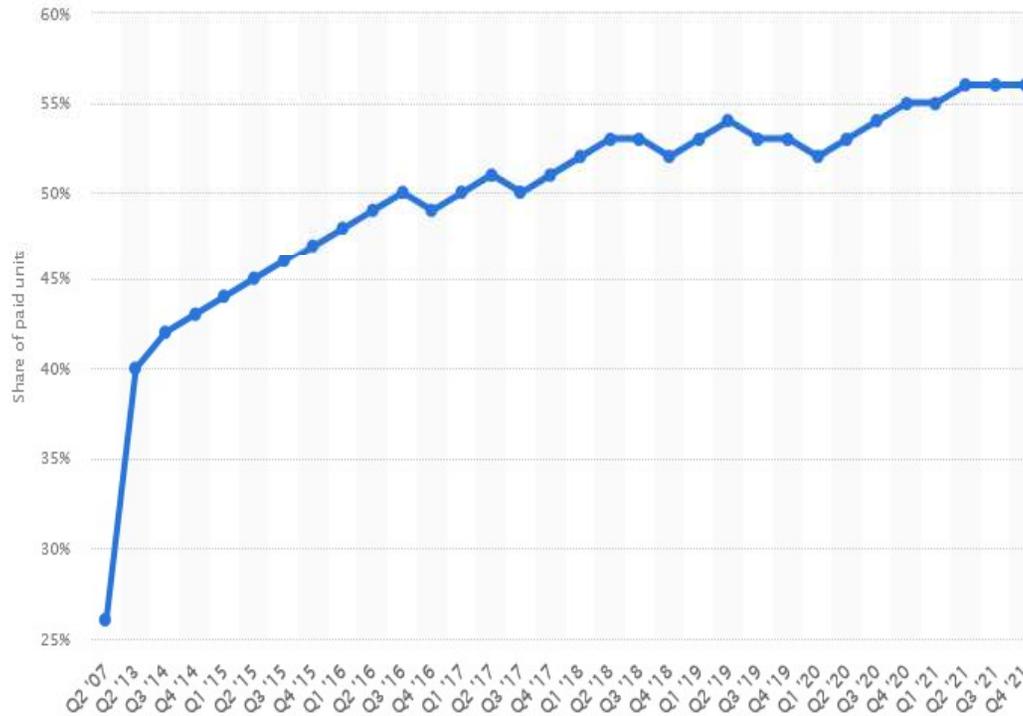
This means Amazon alone accounts for over 50.0% of U.S. online retail, and Amazon accounted for 43.3% of ecommerce gains in the United States last year. Amazon's dominance in ecommerce is in large part thanks to its marketplace, which allows the retailer to sell millions of SKUs. More than one-third—176—of the merchants ranked in Internet Retailer Top 500 sell on Amazon in 2020, up from 104 in 2021.

amazon.com®



amazon.com®

amazon.com®



3rd Party Sellers

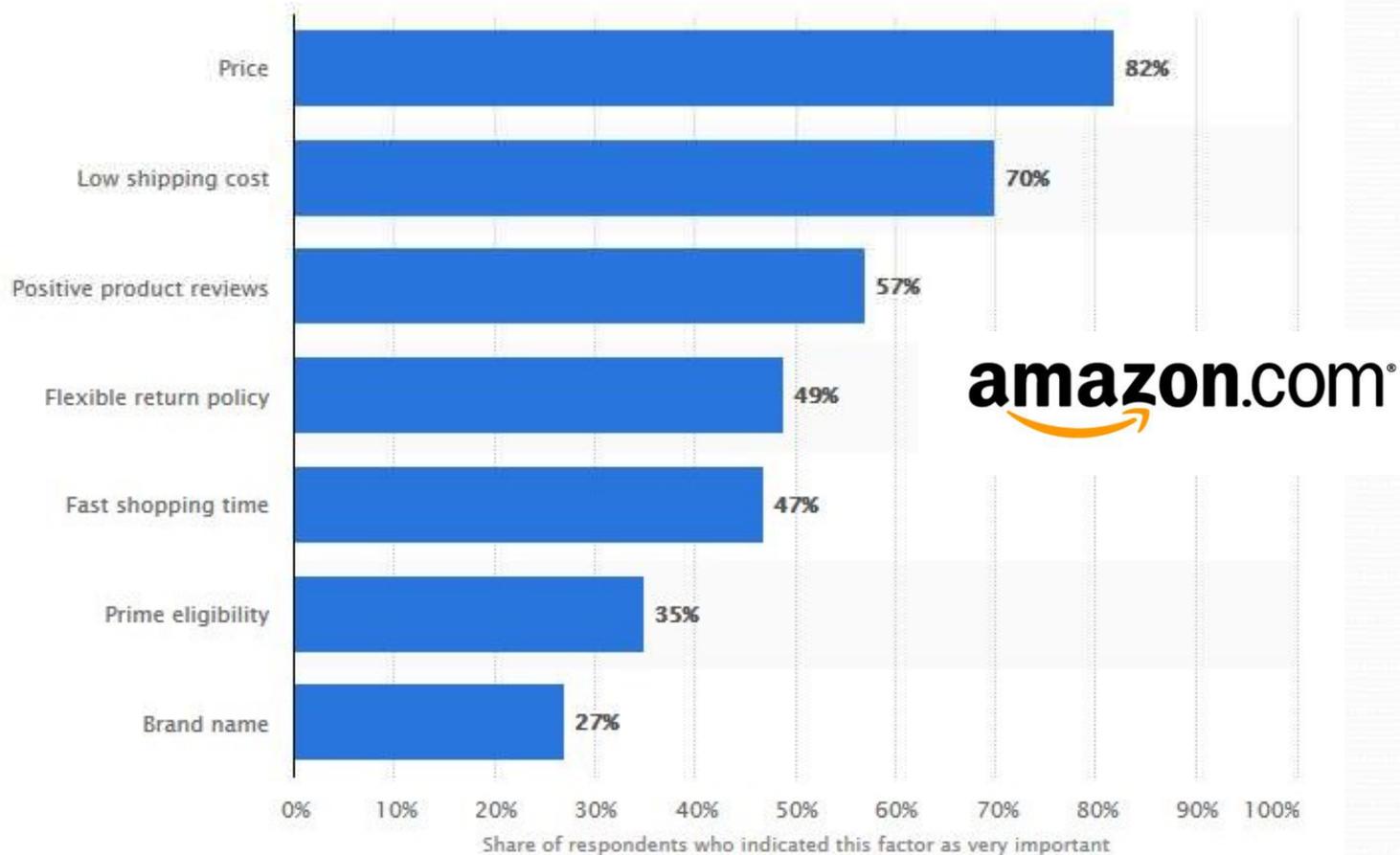
Amazon not only boasts a hugely successful online retail platform but also a thriving digital marketplace which is seamlessly integrated with the main retail shopping experience. In 2021, 56% of items were sold by third-party sellers.

Nearly three-quarters of Amazon seller businesses had between just one and five employees.





Most important factors driving purchasing decisions on Amazon among Amazon buyers as of 2021





<https://youtu.be/UezVRXAVLJs>



Amazon Fees for All Sellers		
	Professional Selling Plan	Individual Selling Plan
Monthly subscription fee	\$39.99	N/A
Per-item fee	N/A	\$0.99
Referral fee	Either the category-specific referral fee or the per-item minimum referral fee, whichever is higher. So, either 15% of sale price or a \$1 or \$2 minimum.	
Variable closing fee	\$1.35 per media item	

Next up is eBay

The eBay logo is displayed in a large, bold, sans-serif font. The letters are colored as follows: 'e' is red, 'b' is blue, 'a' is yellow, and 'y' is green. The logo is centered within a white rectangular area that has a subtle drop shadow against the background.

eBay



Founded in 1995, eBay is a multinational e-commerce company that provides B2C or C2C online sales services. eBay's core business is its auction platform and shopping website through which people and businesses can buy and sell a large variety of products and services worldwide. The company's operations also include Buy It Now shopping services as well as online event ticket trading via StubHub.com. **eBay also consistently ranks as one of the biggest U.S. online companies based on market cap,** which was almost 100 billion U.S. dollars as of Dec 2021.

**HOW TO
MAKE
MONEY
ON EBAY**

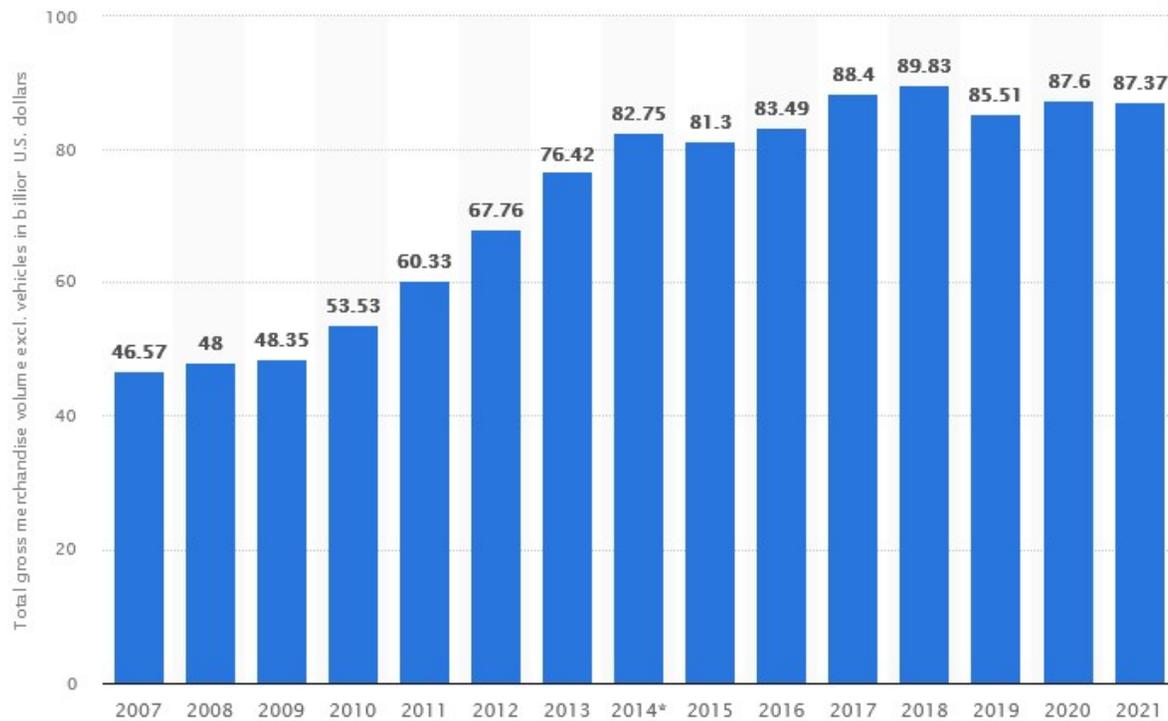


As of the fourth quarter of 2021, eBay lists more than 184 million active buyers across its various properties. eBay is also one of the most-visited shopping platforms in the United States.

eBay's mobile presence also ranks as one of the most popular mobile shopping apps in the United States with a mobile audience reach of 33.2% as of July 2021.

According to annual industry survey data, eBay has also ranks high in terms of customer satisfaction with an 81 of 100 in the most recent American Customer Satisfaction Index (ACSI) results.

Buy it on
eBay



This stat gives info on eBay's total gross Merchandise volume from 2007 to 2021. In the most recently reported fiscal year, the auction site's gross merchandising volume (GMV) amounted to **87.37 billion U.S. dollars, slightly less than the preceding year.**



How To Start a
Business On Ebay
and Be Successful

https://pages.ebay.com/seller-center/stores/index.html?utm_source=gf&utm_medium=onsite

STANDARD FEES			
Everyday rates without a subscription			
If you list more than 50 items a month, explore an eBay Stores subscription for considerable savings.			
Maximum fee \$750 (exclusions apply) †			
10%			
			
	Starter	Basic	Premium
Pricing			
Yearly subscription	\$4.95	\$21.95	\$59.95
Monthly subscription	\$7.95	\$27.95	\$74.95
Fees			
Free fixed price insertions ⓘ	100 /mo ⓘ	250 /mo	1,000 /mo
Free Auctions in Collectibles and Fashion ⓘ	100 /mo ⓘ	250 /mo	500 /mo
Additional fixed price insertion ⓘ	\$0.30	\$0.25	\$0.10
Additional auction insertion ⓘ	\$0.30	\$0.25	\$0.15
Final value fee cap	\$750.00	\$350.00	\$350.00
Final value fee	3.5 - 12% ⓘ	3.5 - 12% ⓘ	3.5 - 12% ⓘ



Should I

Sell on eBay

or Amazon?

Top 10 eCommerce Retail Sales Share for 2021

1. Amazon



2. eBay



3. Apple



4. Walmart



5. The Home Depot



6. Best Buy



7. Qurate Retail Group**



8. Macy's

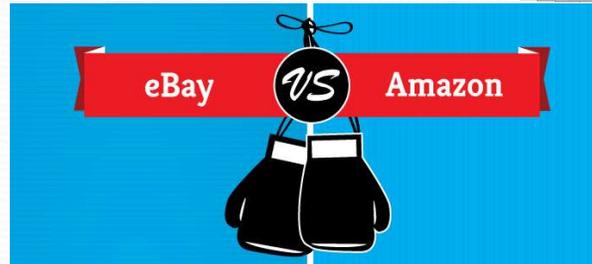


9. Costco



10. Wayfair





- Amazon had 2021 sales of about \$490 billion with about 56% coming from Third Party Sellers.
- But a lot of Amazons sales are their own products.
- eBay on the other hand only had around \$100 billion in sales in the same year with almost all coming from Third Party Sellers.
- eBay doesn't sell it's own products and won't compete with you.

Which one will you choose ?





Etsy

Etsy is an online marketplace that works as an intermediary between customers and artists, crafters of handmade items or collectors of vintage products. Founded in June 2005, the company's website was started in Brooklyn, New York.

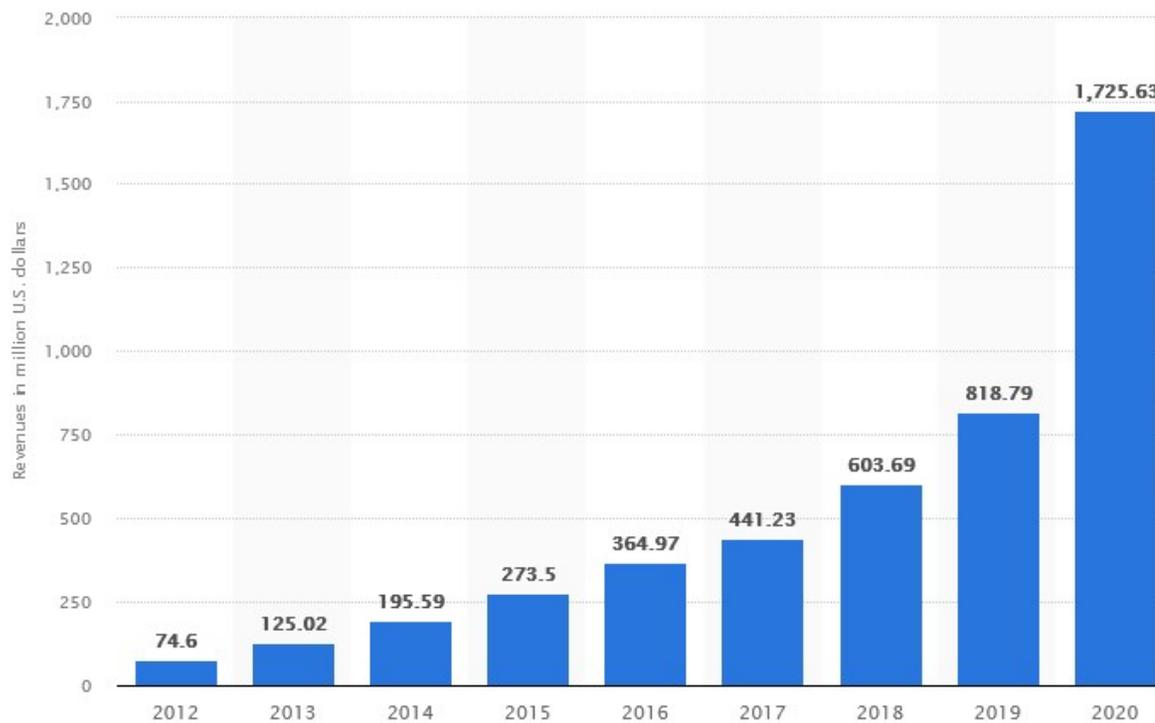
The company engages in customer to customer (C2C) or peer to peer (P2P) e-commerce in which both the seller and the buyer are private individuals or micro-businesses. This is in contrast to other forms of internet commerce such as B2C (business to customer) or B2B (business to business).



Etsy



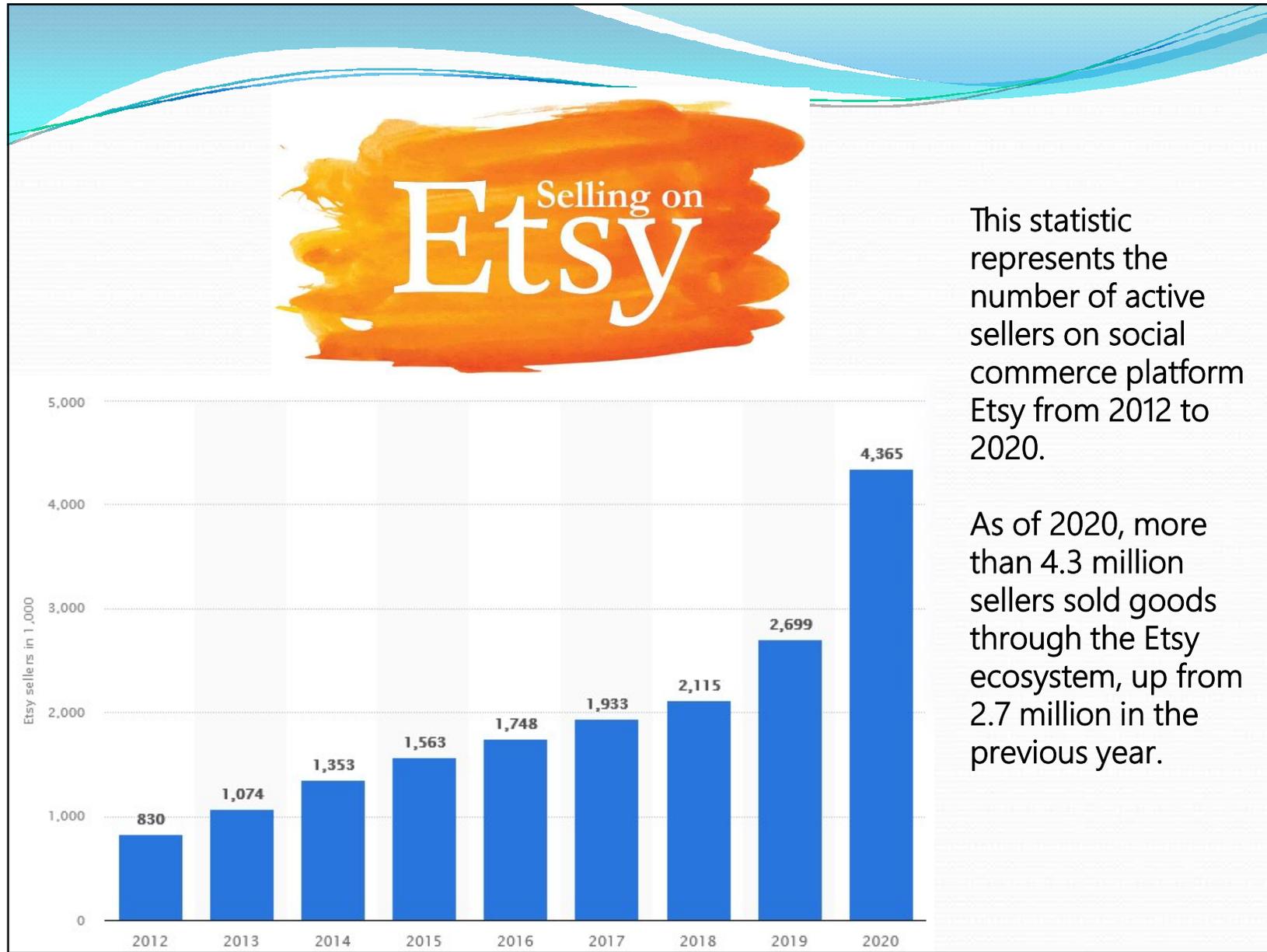
+



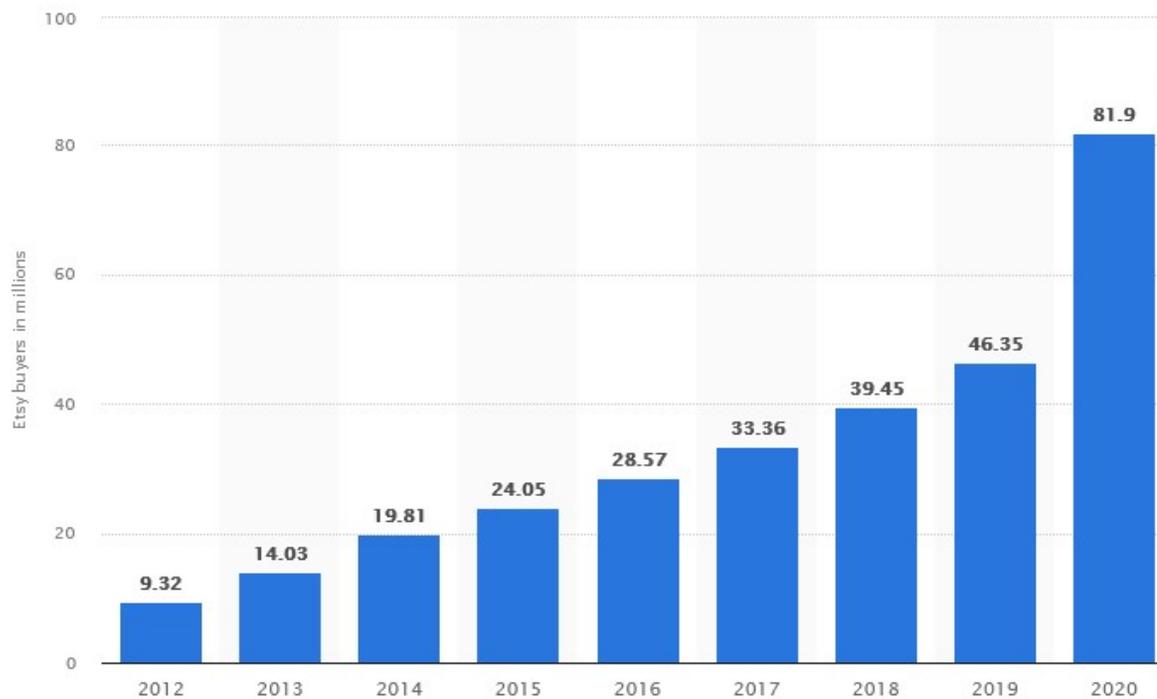
This stat shows Etsy's annual revenue from 2012 to 2020.

Etsy generated revenues worth 1.7 billion U.S. dollars, up from more than 900 million U.S. dollars in the previous year.

2021 revenue was 2.3 billion, for another nice sales increase.



Shop Our Online Store



This stat shows the number of active buyers on Etsy from 2012 to 2020.

As of 2020, close to 82 million buyers had purchased goods through the Etsy ecosystem.

This figure represents an increase of 36 million buyers in the previous year.

Etsy

—Etsy is the biggest and most popular site available for individual craftspeople, and it can be a fast route to exposure. But there are downsides to the site too, and those downsides are big enough to draw many of the more successful crafterpreneurs to sell through their own eCommerce sites instead.

So, which is best for you: Etsy, or your own eCommerce site? Let's take a look at some of the advantages and disadvantages of both approaches, as well as how to do each best, so we can prove your friends and family right and turn you into a full-blown success story.

The Etsy logo is displayed in a large, orange, serif font. It is positioned in the upper right quadrant of the slide, partially overlapping a decorative blue and white wavy graphic that spans the top of the content area.

Selling on Etsy

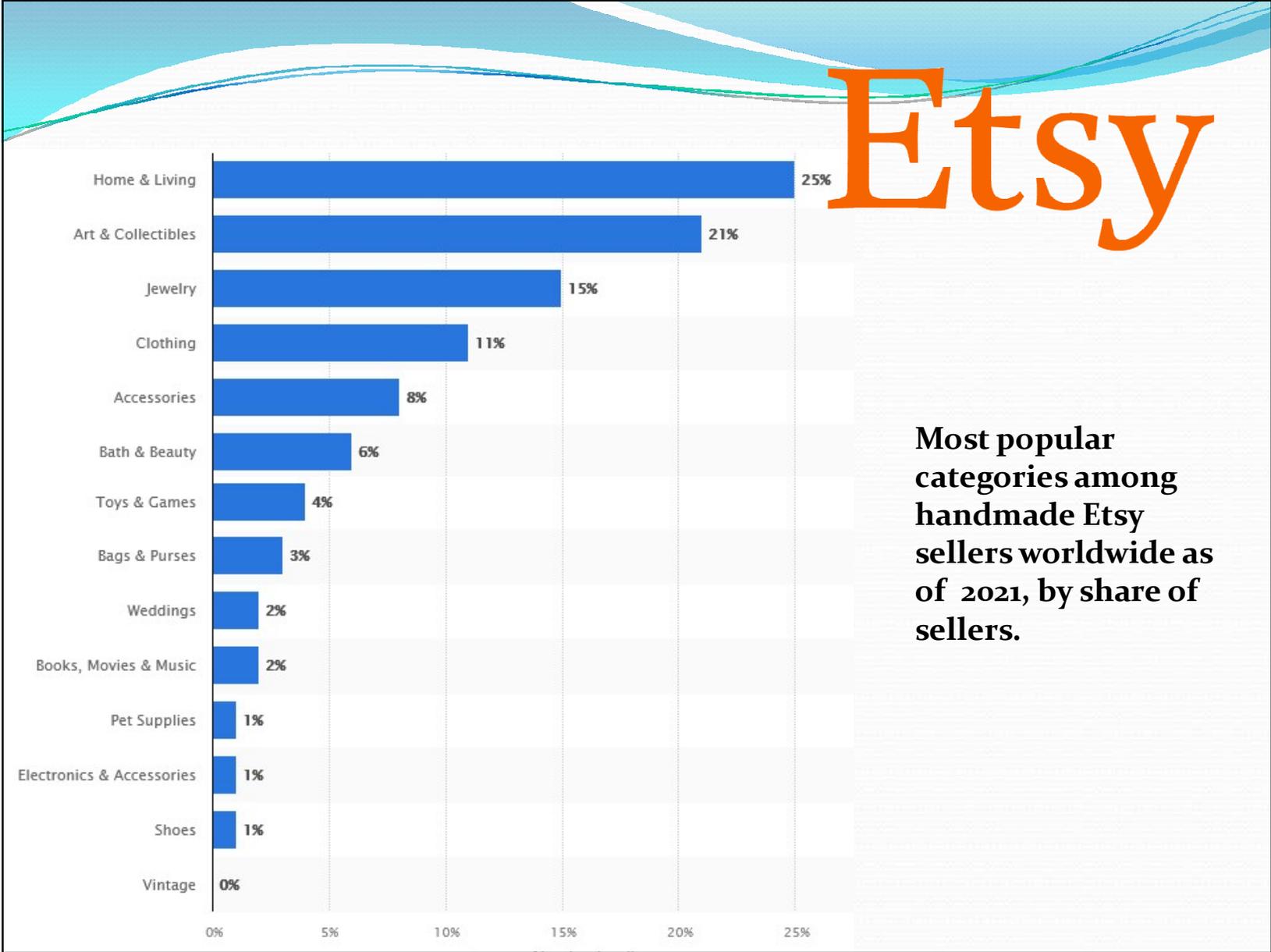
Pros

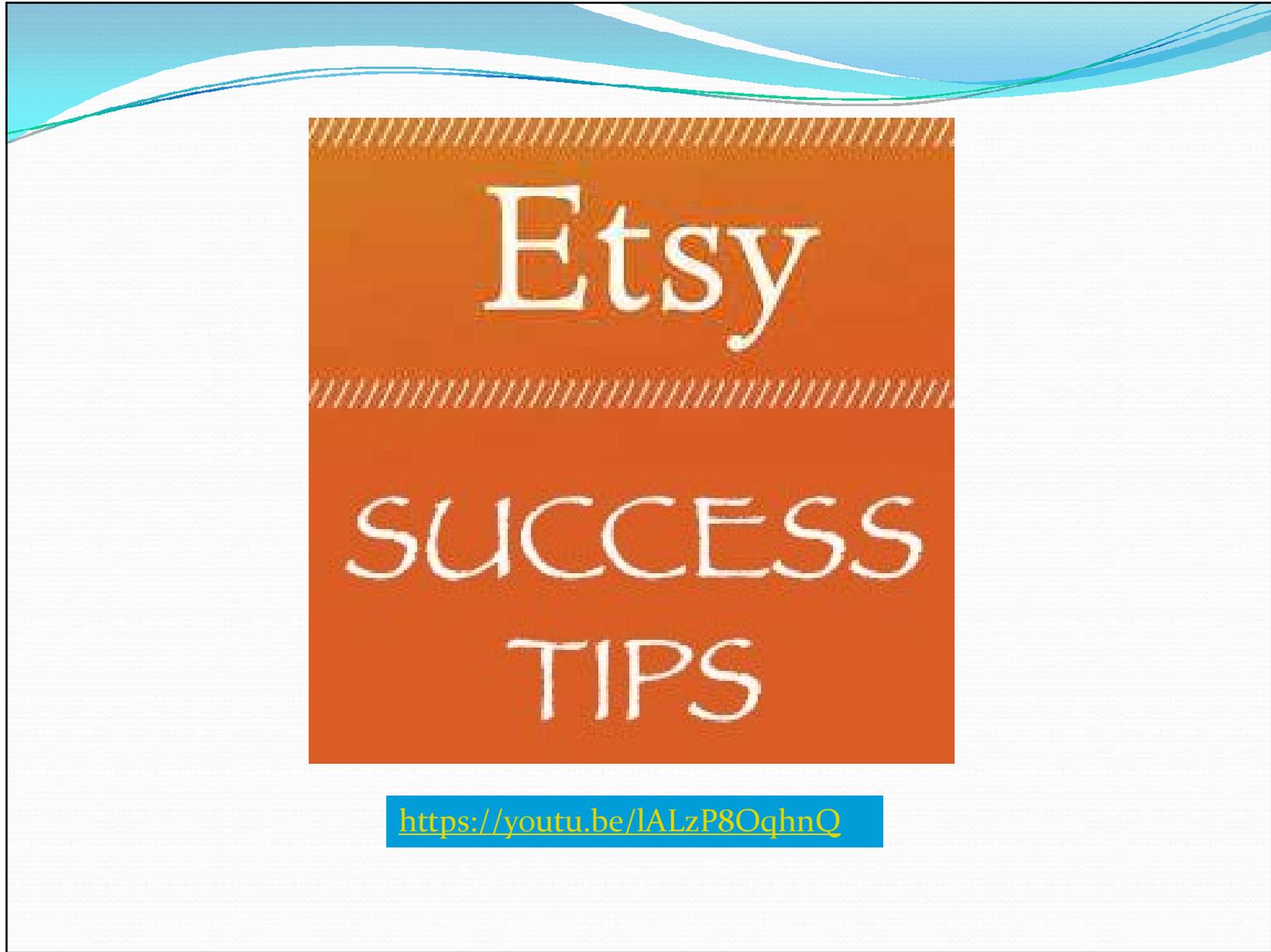
1. **Ready to go.** Sure, you'll have to do some work in getting it set up, but an Etsy store is far closer to being done "out-of-the-box" than any eCommerce site. This is true not just in terms of layout and design—a real relief to those of us who aren't web designers—but also when it comes to freight tracking, stats on web traffic, and that **all-important payment process system**, which can be difficult and cumbersome to design and navigate on your own.
2. **Instant customer trust.** When you link your own brand with Etsy's, you're tapping into all of the branding work and business development the site has done to gain customers' trust and respect. There's a reason, after all, that the site attracts so much traffic. And because motivated niche customers are already visiting in **higher volumes than they do on any other eCommerce site**, getting on Etsy means potentially exposing your products to an audience it would take much longer for you to find on your own. That means instant viewership and marketing, right from the get-go.

Etsy

Cons

1. **Lack of control.** Of course, all of that ready-made convenience comes with a cost. When you're on Etsy, you're subject to any company policy changes or administrative decisions, and it's not unheard of for well-meaning sellers to [have their shops shut down](#) for inadvertent or trumped-up policy violations. Even if the decision is reversed, your store and loyal followers can be lost, and you might have to start over from scratch.
2. **Limited design options.** Likewise, when you use Etsy, you're pretty limited by their template store designs. This might be fine as you're starting out, but it makes it difficult to brand as you grow, which in turn makes distinguishing yourself from other sellers more of a task. It's also hard to optimize for marketing with various calls to action (CTAs), like placing email list signups in multiple places throughout the page. Again, this means you put much more of the marketing in Etsy's hands, rather than in your own.







\$0.20
LISTING FEE

Listings are active for four months or until they sell. When you sell an item, there's a small commission and standard payment processing fees.

5%
TRANSACTION FEE

3% + \$0.25
PAYMENT
PROCESSING



We process payments on our secure, SSL-encrypted platform, and have security specialists and fraud detection systems to protect you and your buyers 24/7.

Selling online has never been easier

Set up your store in minutes and bring your brand to life

Drag-and-drop store builder

Choose from over 70 professional and free store themes. Customize colours, imagery, and fonts with ease. No design skills required.

[View Shopify themes](#)

Get paid quickly and securely

Shopify Payments allows you to accept credit cards instantly and without third-party accounts.

Designed for mobile

All Shopify themes are fully responsive, which means your customers get a consistent experience no matter how they browse your store.





Shopify powers ambitious entrepreneurs all over the world

800,000

BUSINESSES POWERED BY SHOPIFY

1,000,000+

ACTIVE USERS

\$100B+

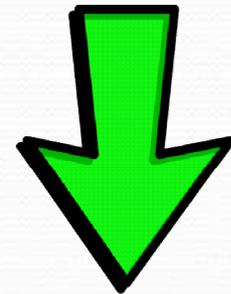
SOLD ON SHOPIFY

Shopify says that more than 60 percent of the merchants on its platform sell in at least two different channels, and as it continues to build on its centralized sales hub strategy that's likely to grow. This is one of Shopify's biggest strengths as a company – rather than focus on its own boutique storefronts exclusively, it's turning its potential competitors into partners with a marketplace of marketplaces model ideal for an era where ecommerce is growing rapidly.



Top Shopify Statistics

- **More than 1.7 million merchants sell using the Shopify platform.**
- **Shopify processed \$5.1 billion+ sales in 2020.**
- **The Shopify App Store contains over 3,200 apps.**
- **Shopify's total revenue in the first quarter of 2021 was \$988.6 million.**



Shopify is one of the leading e-commerce platforms, with almost 20% market share.



Top 4 Shop Industries





Add a product once, sell it anywhere

Selling the same product across multiple sales channels used to be complex and frustrating. Shopify gives you one unified platform to do it all.

 **shopify**
Point of Sale

Point of Sale
Free

Made by Shopify

★★★★☆ 62 reviews



eBay
Custom

★★★★☆ 133 reviews

 **shopify**
Facebook Shop

Facebook
Free

Made by Shopify

★★★★☆ 276 reviews

 **shopify**
Messenger

Messenger
Free

Made by Shopify

★★★★★ 51 reviews

 **shopify**
Buy Button

Buy Button
Free

Made by Shopify

★★★★☆ 52 reviews

 **shopify**
Sell on Amazon

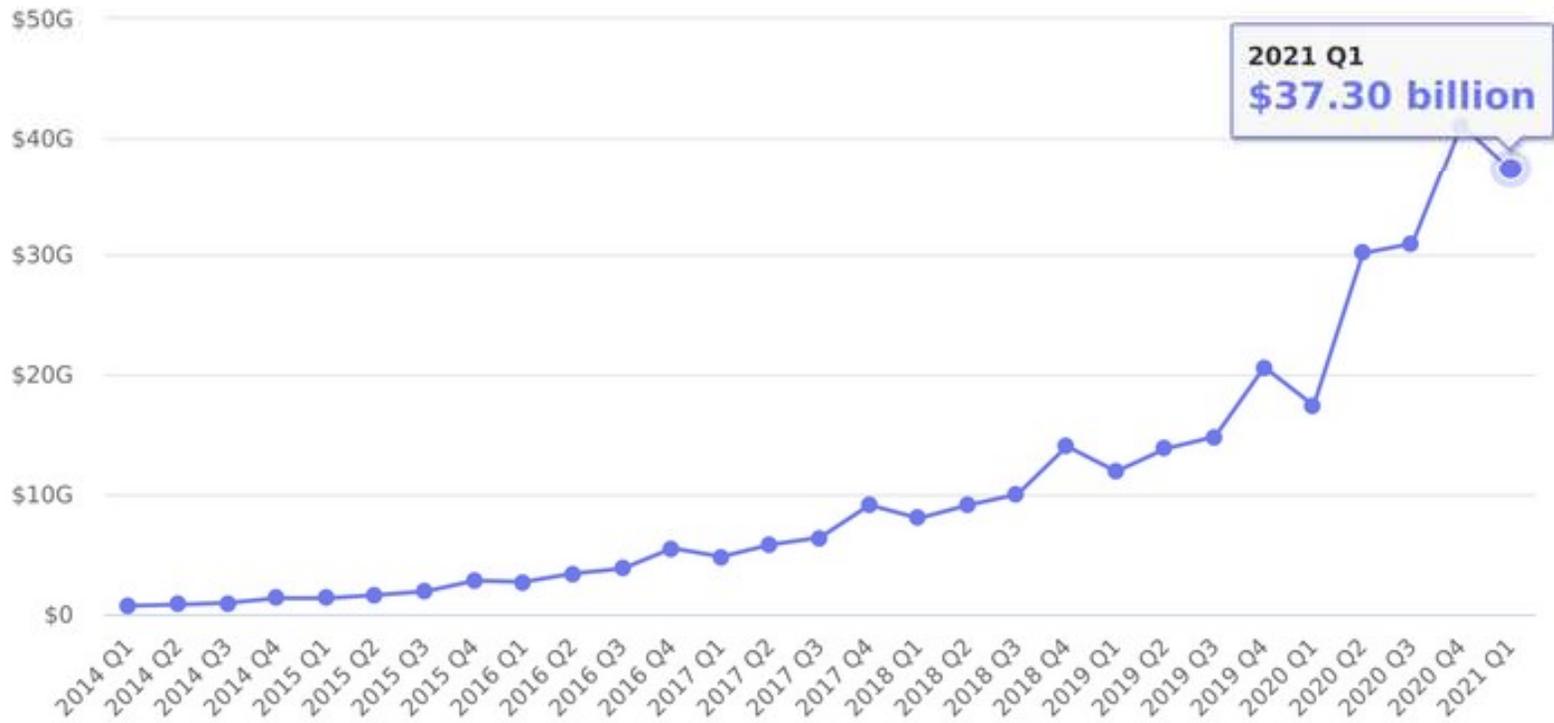
Amazon
Custom

Made by Shopify

★★★☆☆ 97 reviews

In the last reported quarter of 2021, Shopify's Gross Merchandise Volume was \$37.30 billion, up by 114% year-over-year from \$17.40 billion.

Shopify Gross Merchandise Volume (GMV)



What is a good conversion rate on Shopify?

If you want a good conversion rate on your Shopify store, your rate should be above 3.7%.

Anything above 3.7 percent puts you in the top 20% of Shopify stores for conversion rate.

Anything above 5.2 percent can put you in the top 10%.

Around the world, the most sold products on Shopify are t-shirts and tops.



Shopify Success Stories



<https://youtu.be/qeORMWgrork>



2,297 million active websites are using Shopify in 2021.

\$ 9 /month

Choose this plan

Shopify Lite

Start selling your products today with Facebook, Point of Sale, and Buy Button sales channels.

Credit card rates

Online: 2.9% + 30¢ ⓘ

In Person: 2.7% + 0¢ ⓘ

Staff accounts

1 ⓘ

Shipping discount ⓘ

Good

\$ 29 /month

Choose this plan

Basic Shopify

Start selling your products on your secure and beautiful online store with low credit card rates.

Credit card rates

Online: 2.9% + 30¢ ⓘ

In Person: 2.7% + 0¢ ⓘ

Staff accounts

2 ⓘ

Shipping discount ⓘ

Good

\$ 79 /month

Choose this plan

Shopify

Get more sales with features like gift cards, professional reports, and abandoned cart recovery.

Credit card rates

Online: 2.6% + 30¢ ⓘ

In Person: 2.5% + 0¢ ⓘ

Staff accounts

5 ⓘ

Shipping discount ⓘ

Better

\$ 299 /month

Choose this plan

Advanced Shopify

Save time and money with our lowest credit card rates, advanced report builder and third-party calculated shipping.

Credit card rates

Online: 2.4% + 30¢ ⓘ

In Person: 2.4% + 0¢ ⓘ

Staff accounts

15 ⓘ

Shipping discount ⓘ

Best

Start Your Online Store ...



Selling from your own website

Building Your Own eCommerce Site

Pros

1. **More control over design, marketing and SEO.** When you operate from your own eCommerce site, you're in control of just about everything. You decide on the layout, design and branding of your site—and if that changes, all you have to do is change your site. Want to add an extra mailing list signup button so you can further your list building? Do it. Want to change your policies? Do it. On your own site, you won't have to worry about a sudden change in regulations, or having your store shut down and having to start again. In both the back- and the front-end of your site, you'll have far more search engine optimization (SEO) opportunities as well. And if you want to change your site to promote a big marketing push or product launch, you can just—you guessed it—do it.
2. **Fewer on-page customer distractions.** On your own site, you won't have to worry about a competitor advertising their product right next to yours (essentially *in* your store). Your page, your show. End of story.

3. Media and customers take you more seriously. *If your site is well-designed,* the media tends to take you more seriously on your own site than on Etsy. That first part is a key caveat here, and it only really happens if your site shows that you've put time and effort into branding and design—far more than if you just entered information and uploaded a few pictures to Etsy. That won't happen if your eCommerce site looks shoddily-made or outdated, in which case you might as well just do Etsy. For similar reasons, your own eCommerce site can be better for customer referrals, as there's less brand confusion and customers have an easier time of remembering your personal URL than that of your Etsy store.

Cons

1. **You have to know what you're doing.** I'm not saying that you don't know what you're doing now, or that you can't learn. But if you're not familiar with web design, making your own site can be a recipe for disaster. Not only will you want your site to just generally look nice, but it's also crucial to avoid a number of [usability pitfalls](#). For example, you need to have an easy-to-use shopping cart, preferably from a trusted third-party platform that keeps on top of changing financial regulations, and an easy way to add things to your cart. You'll want your site to load quickly and to be secure, and you'll want a robust SEO strategy. As such, unless you're a designer yourself, hiring one may be an important added expense.
2. **Increased marketing tasks.** On your own site, there's no chance you'll be featured in a popular store from the get-go. You'll need a comprehensive marketing plan to get the word out about your store. This might include a social media and blog presence, fliers and printouts, and lots of touring at trade or craft shows. While marketing is also an important activity for Etsy store owners, it's even more important when you're on your own.



3. Web competition. We said before that on your own eCommerce site you won't face competition *directly on your store page*. However, on the wider web, you've got a world of competition, including all of those Etsy wares. Because Etsy is so popular—pretty much the go-to place for handmade crafts for many buyers—attracting customers your way can be a daunting task.

Have you made a decision yet, or are you more confused than ever? Don't worry. Etsy and eCommerce platforms actually aren't mutually exclusive. In fact, many first-time craft entrepreneurs cut their teeth on Etsy before moving on to their own site once they've developed their business and marketing skills and a loyal customer following. Other popular crafters say, "The more the merrier!" and operate on both Etsy *and* their own site, and sometimes even on further platforms beyond that. And hey, why not? As long as you're not spreading your energy too thin or diluting your traffic, the more exposure you can get, the better.

So how can you make the most of either (or both!) of these routes?



SLOW WEBSITES are bad for business



A study by Radware discovered that “a two-second delay in load time during a transaction resulted in abandonment rates of up to 87%. This is significantly higher than the baseline abandonment rate of 67%.” Across U.S. ecommerce sites, they estimated that slow pages cost over \$3 billion in lost sales.

Ask nearly anyone who runs an online business what their biggest struggle is, and chances are they'll say "more traffic."

You need traffic to build an email list.

You need traffic to make sales.

So the big question is, where do you get all that traffic?

Sure, you could buy ads, but if you aren't careful, you might just fill your list with less-than-ideal audience members and that will do nothing for your sales. You could focus your time and energy on search engine optimization but unless you have years to build your business (and who does?) then SEO should not be your top choice.

So which option is best for you?



Comparison Chart

	Amazon	eBay	Etsy	Shopify	Web Site
Customer Base	375 Million	184 Million	80 Million	131 Million?	What Do You Think
Popularity	Largest Ecommerce retail site	2 nd Largest Ecommerce retail site	5 th Largest Ecommerce retail site	Not in the top ten	Who...????
Fees - Monthly	Web Store \$39.99 Can List Free Too*	Basic Store \$21.95 But Can 200 List Free	Free to \$10	\$29.00 and up	Varies \$10-\$500
Fees - Commission	Average of 15-25%	4-10%	5%	None	None
Listing Fees	None	None	20 cents per item	None	None
Listing Limits	Unlimited	1000+ Items Buy It Now & Auction	None	None	None
Payment Fees	Built into the commission	PayPal 2.9% + 30 cents	Etsy Payment 3% + 25 cents	Shopify Payments 2.9% + 30 cents	PayPal or Your Local Bank - varies
Hand Made Category	Yes	Yes	Yes	Possible	Possible

The graphic features a decorative header with blue and white wavy lines. Below this is a dark grey rectangular area containing a 2x2 grid of e-commerce logos. The top-left quadrant shows the eBay logo, the top-right shows the Amazon logo, the bottom-left shows the Shopify logo, and the bottom-right shows the Etsy logo. To the right of the grid, the text "WHICH PLATFORM DO I USE?" is written in a bold, yellow, sans-serif font.

Thanks for Coming!
Contact me on my website
www.12teachyou.com

