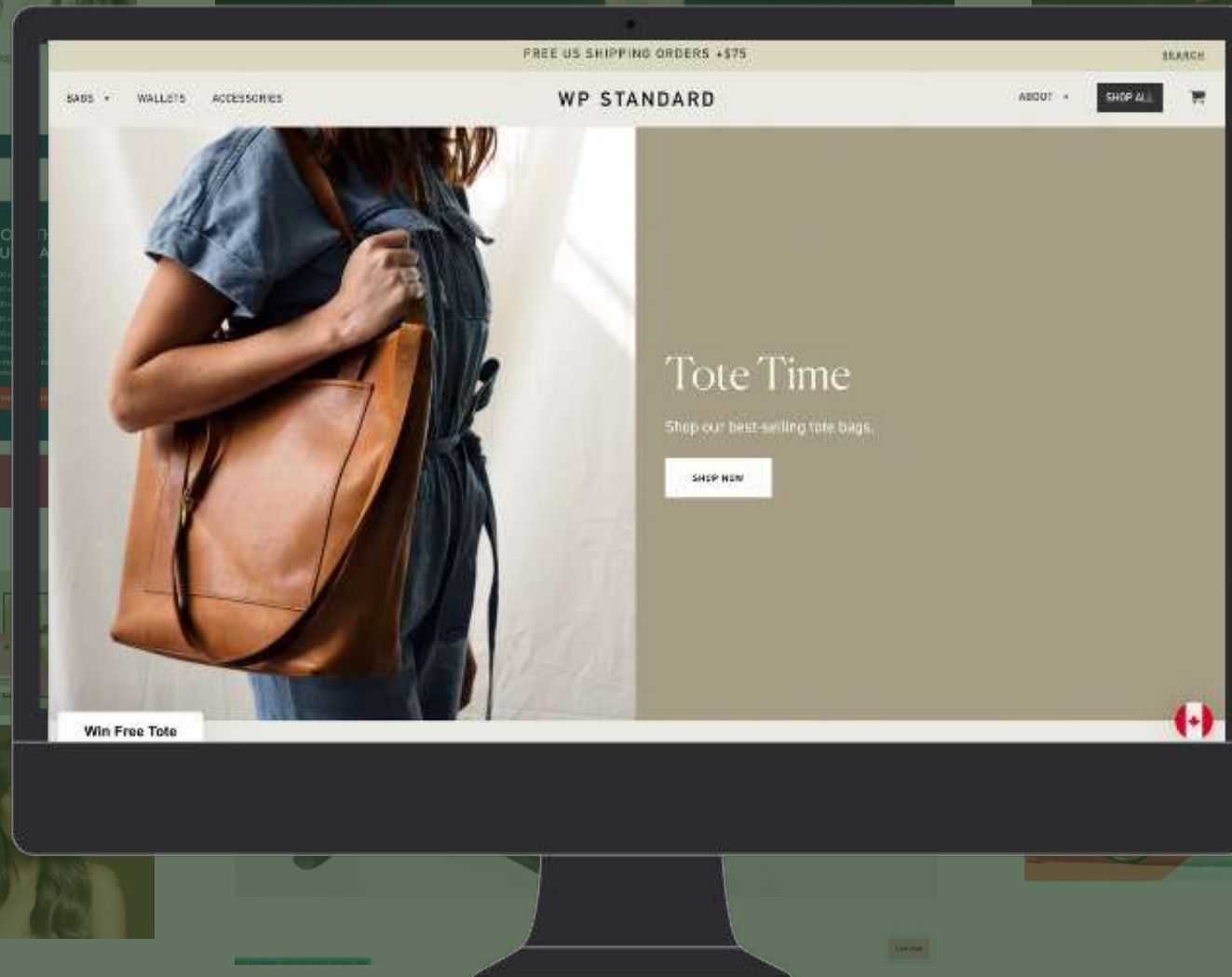
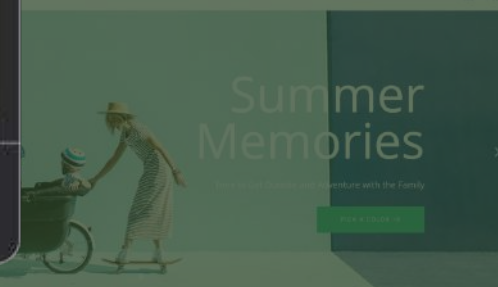
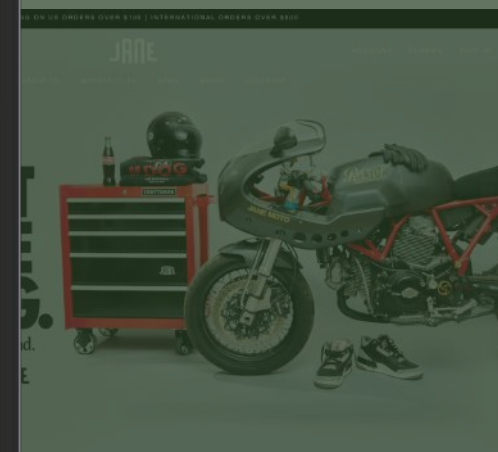
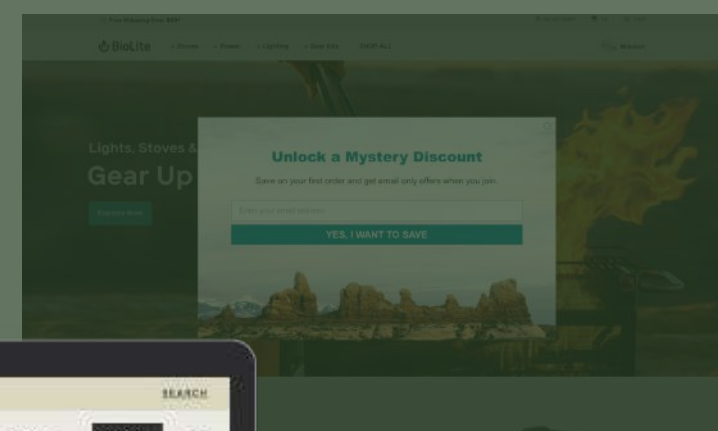
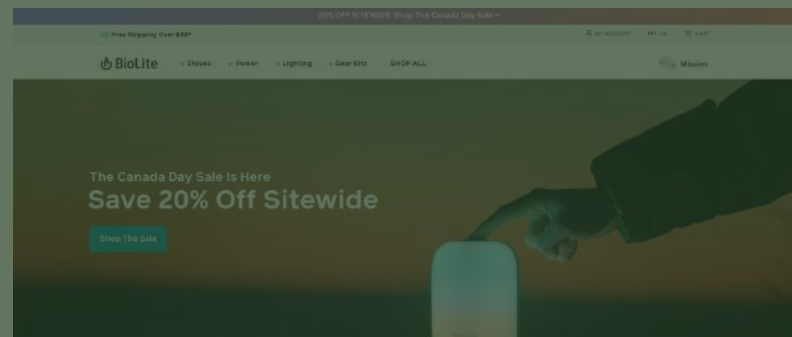
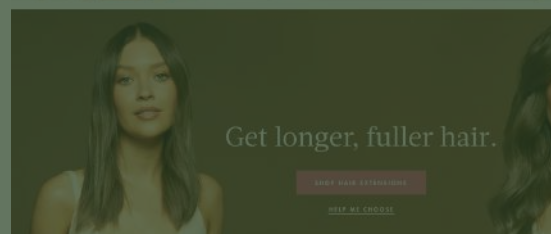
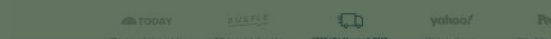
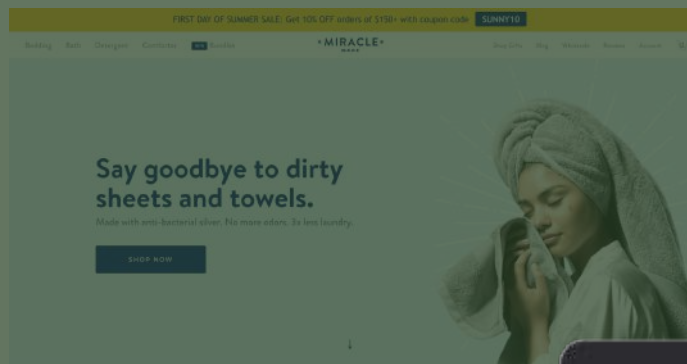




ACORN STUDIO
MARKETING & CO

HOW TO START AN ONLINE STORE





OUR TEAM

Acorn Studio Marketing & Co. is a digital marketing agency specializing in getting business introduced and optimized for their their online community and to best showcase their brand.

[Acornstudio.marketing/about](https://acornstudio.marketing/about)



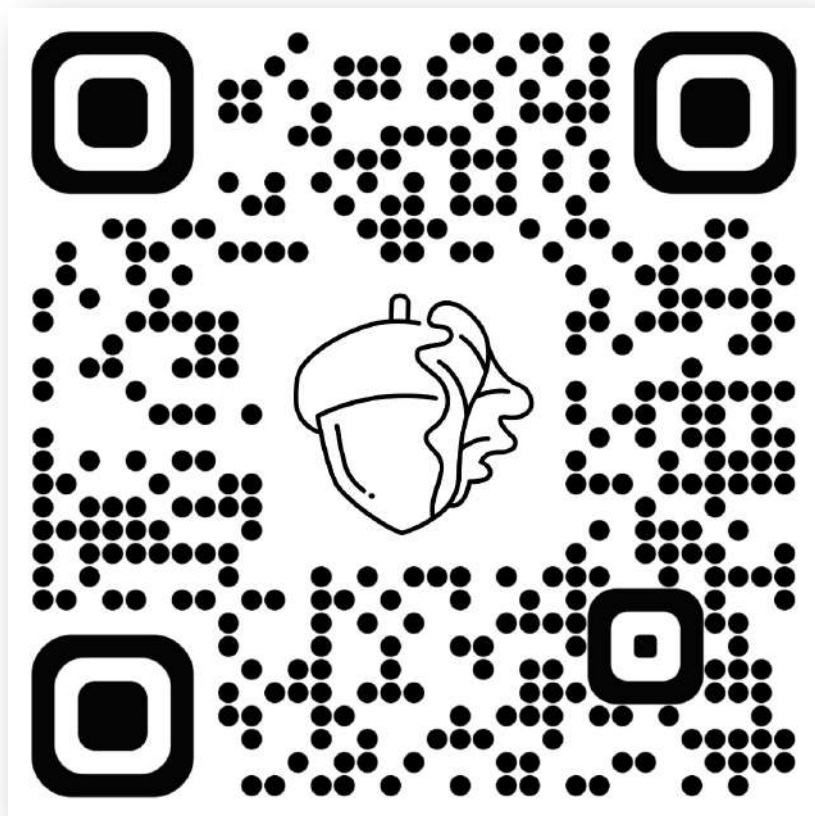
LAURA DUNKLEY

CMO & PRINCIPAL CONSULTANT



EMILY WATSON

CREATIVE DIRECTOR



SIGN UP FOR OUR NEWSLETTER

- ✓ EVENTS
- ✓ NEW DOWNLOADS
- ✓ FEATURED BLOGS
- ✓ + MORE UPDATES



HOW TO START AN ONLINE BUSINESS



AGENDA

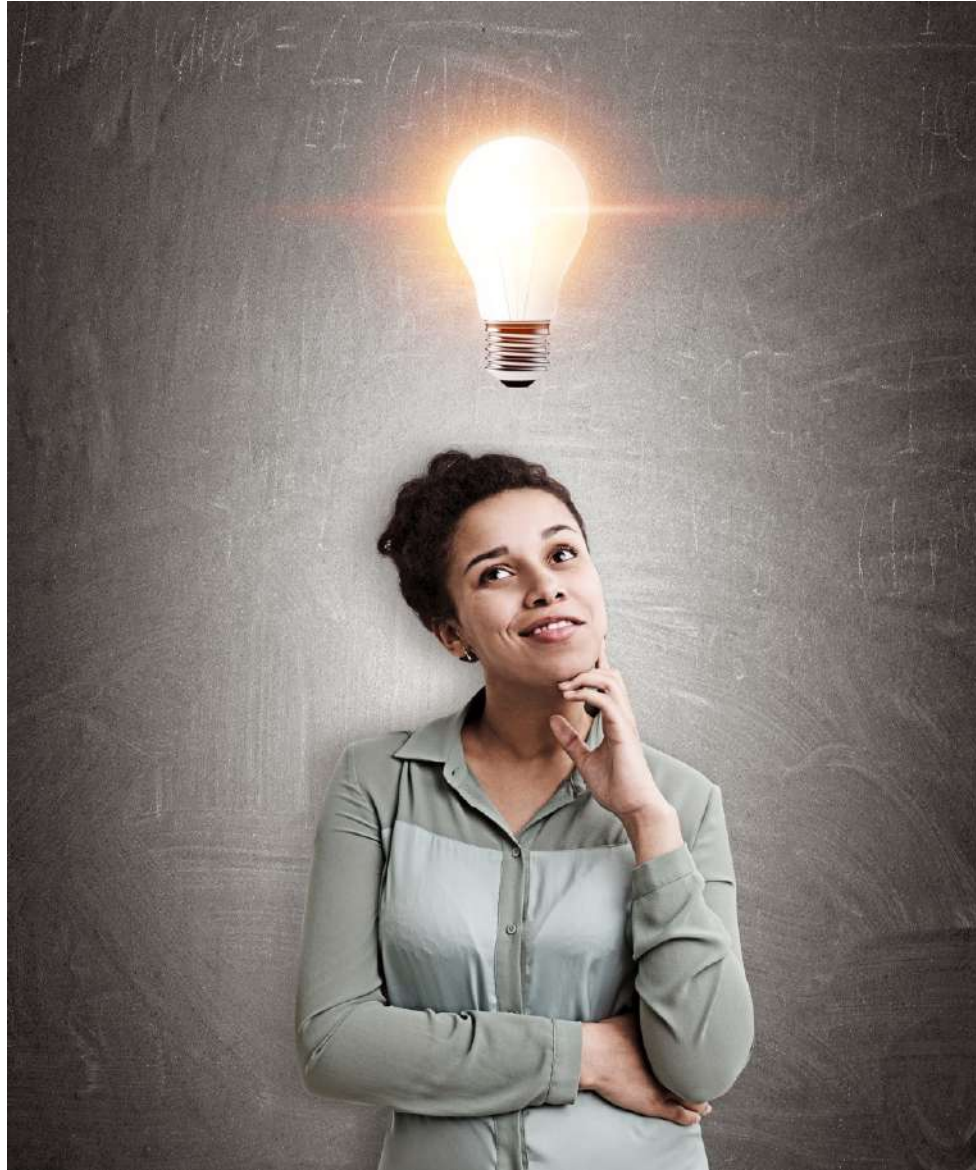
In this webinar, discover the key steps on how to develop a video marketing strategy,

STEPS

1. Find your niche
2. Write a business plan
3. Develop a sales strategy
4. Define your ideal customer
5. Design your store (website)
6. Find ways to attract your customers (marketing plan)
7. Measure success

Q&A + DEMO

HOW TO START AN ONLINE BUSINESS



E-COMMERCE

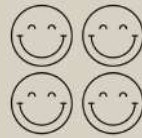
YOUR BUSINESS IDEA



Solve a problem



Follow your passion / hobby



Support a group of enthusiasts

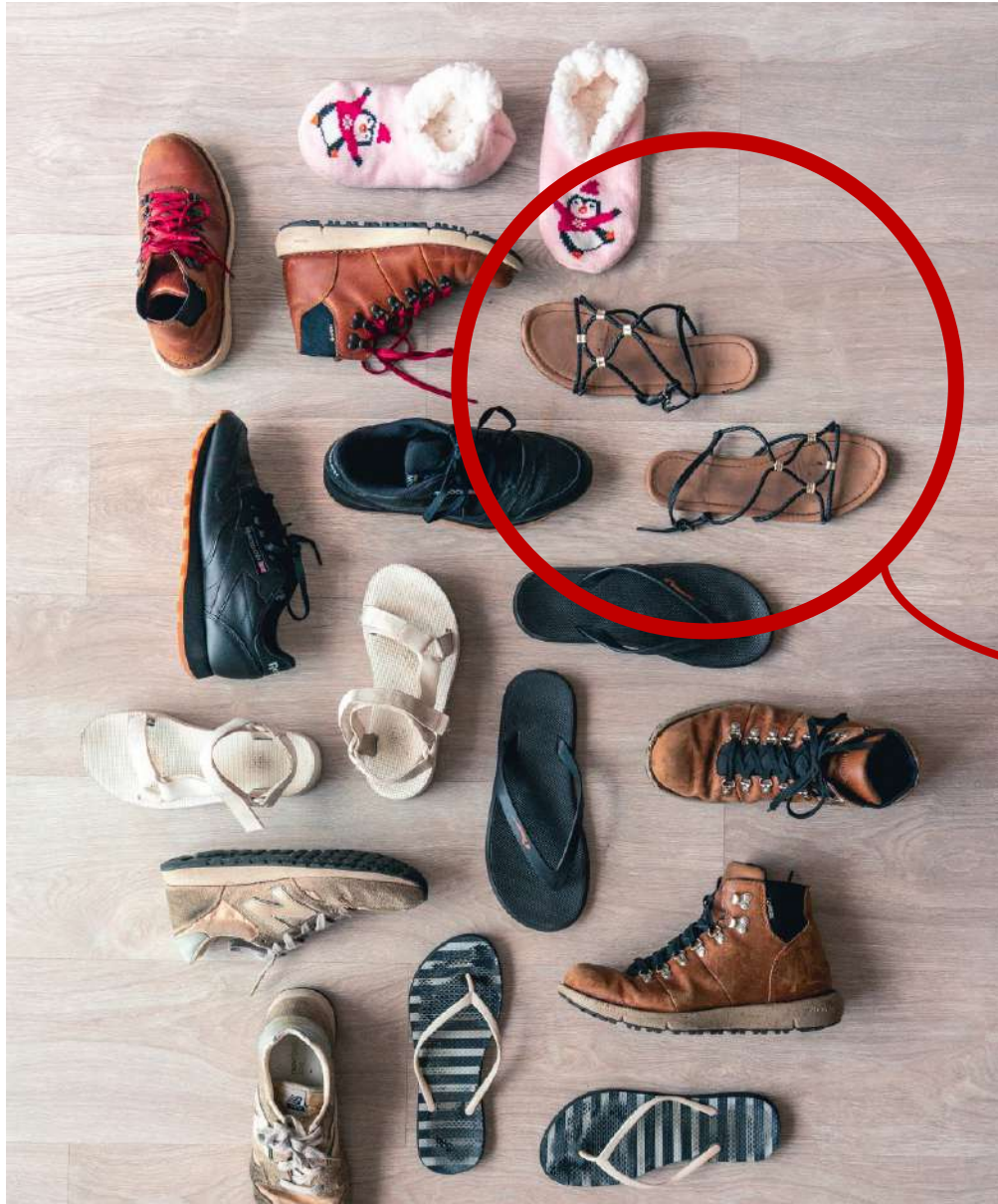


Provide your expertise



Sell a trending product

HOW TO START AN ONLINE BUSINESS



WHAT IS A NICHE?

A niche is a specific product within a broad market.

SHOES – *Broad Market*

WOMEN'S SANDALS - *Niche*

HOW TO START AN ONLINE BUSINESS



E-COMMERCE

POPULAR NICHEs



1. **Pet products**
2. **Subscriptions**
3. **Home office equipment**
4. **ReCommerce**
5. **Eco-friendly products**
6. **Health and Wellness products**
7. **Educational Toys**
8. **Online Course**
9. **Print-on-Demand**
10. **Beauty products for men**

<https://www.simicart.com/blog/ecommerce-niches/>

HOW TO START AN ONLINE BUSINESS



HOW DO YOU KNOW THE IDEA WILL WORK?

- Is there a place in the market for my product/service?
- Do I have the skills and resources to launch this business?
- Can this business make enough money?
- If it works, how big can this get? (Potential - scalability)
- What are the chances this business will work? (Probability)
- Does this support my personal interests, values & vision? (Proximity)

HOW TO START AN ONLINE BUSINESS

E-COMMERCE

WRITE A BUSINESS PLAN



1. **Business Goals**
2. **Vision**
3. **Mission**
4. **Value added Proposition (VAP)**
5. **Competitive Advantage**
6. **Business Model**
7. **Product / Service Mix**
8. **Sales Strategy**
9. **Financials**
10. **Marketing & Promotion**

HOW TO START AN ONLINE BUSINESS



E-COMMERCE

SELLING ONLINE



Business Models

- B2C – Business to Consumer
- B2B – Business to Business
- C2B - Consumer to Business (e.g., Upwork)
- C2C – Consumer to Consumer (e.g., Craigslist)

HOW TO START AN ONLINE BUSINESS



E-COMMERCE

SELLING ONLINE



Business Models

- B2C – Business to Consumer
- B2B – Business to Business
- C2B - Consumer to Business (e.g., Upwork)
- C2C – Consumer to Consumer (e.g., Craigslist)

HOW TO START AN ONLINE BUSINESS



E-COMMERCE

SELLING ONLINE

Delivery Methods

- Dropshipping
- Direct to Consumer Sales (B2C)
- Wholesale
- Print on Demand
- White label / Private label
- Service
- Subscription
- Membership



HOW TO START AN ONLINE BUSINESS



E-COMMERCE

SELLING ONLINE

Sales Channels

- ★ Website
- Social Media
- Google Shopping
- Marketplaces
 - Etsy, Amazon, and e-Bay



Online
Marketplaces

Home

Love Deals

Look No

Snag these savings

Get Them Now

Sign In for

New to eBay? Reg

eBay Deals

amazon ads

Stores

Welcome to your store

No matter how immersive mission and

Get started

What

Amazon St

Etsy

Search for anything

Sign in

Home Favourites

Jewellery & Accessories

Clothing & Shoes

Home & Living

Wedding & Party

Toys & Entertainment

Art & Collectibles

Craft Supplies

Gifts

Discover fresh summer finds from creative sellers!

Personalised Gifts

Wedding Gifts & Decor

Outdoor Decor

Summer Clothing

Unique Jewellery

On Sale

Continue shopping

CA\$4.00

CONTENT CALENDAR

CA\$7.49

PRINTABLE AD TRACKING

CA\$3.28

marketing campaign template

facebook ad report

template for realstate ads

Editors' Picks

Aimee Song Creator Collab

Shop these unique finds

15

ACORN STUDIO MARKETING & CO.

HOW TO START AN ONLINE BUSINESS



E-COMMERCE

CRUNCHING THE NUMBERS

$$\text{NET PROFIT} = \text{GROSS REVENUE} - \text{COSTS}$$

START-UP COSTS

- Domain Name
- Website Hosting (annual cost)
- Inventory
- Payment processing
- Register Business / Incorporation
- Accounting – accountant, software & set-up
- Branding & Marketing
 - Website design, logo & content (writing, photography, video)



HOW TO START AN ONLINE BUSINESS



FIXED COSTS

- Infrastructure costs (e.g., website)
- Administration & Salaries
- Product development
- Marketing

VARIABLE COSTS

- Cost of Goods (COG) Sold
- Inbound costs (logistics)
- Outbound costs (logistics)
- Order processing
- Customer acquisition costs (e.g., paid media)

HOW TO START AN ONLINE BUSINESS



FIXED COSTS

- COG below 15-20% of the sale price
- OUTBOUND logistics costs below 20-25% of order value
- MARKETING (FIXED) 5-10% of projected revenue
- PROCESSING FEES are 2-5% of order value
- VARIABLE COSTS are 50-60% of revenues
- FIXED COSTS are 20-25% of revenue
- 15-25% GROSS MARGIN

imad-elfay.medium.com/the-only-financial-model-you-need-for-your-ecommerce-business-18e0c26b1923

HOW TO START AN ONLINE BUSINESS



What to consider when

SETTING UP YOUR BUSINESS

- **Register**
- **Legal**
- **Accounting** (*books, taxes, etc.*)
- **Terms and Conditions**
- **Banking**
- **Payment System**
- **Your Team**

Resources:

<https://www.ontario.ca/page/e-business-toolkit>

<https://www.canada.ca/en/services/business/start.html>

<https://www.ideamississauga.ca/programs-and-resources/starting-a-business/>



HOW TO START AN ONLINE BUSINESS

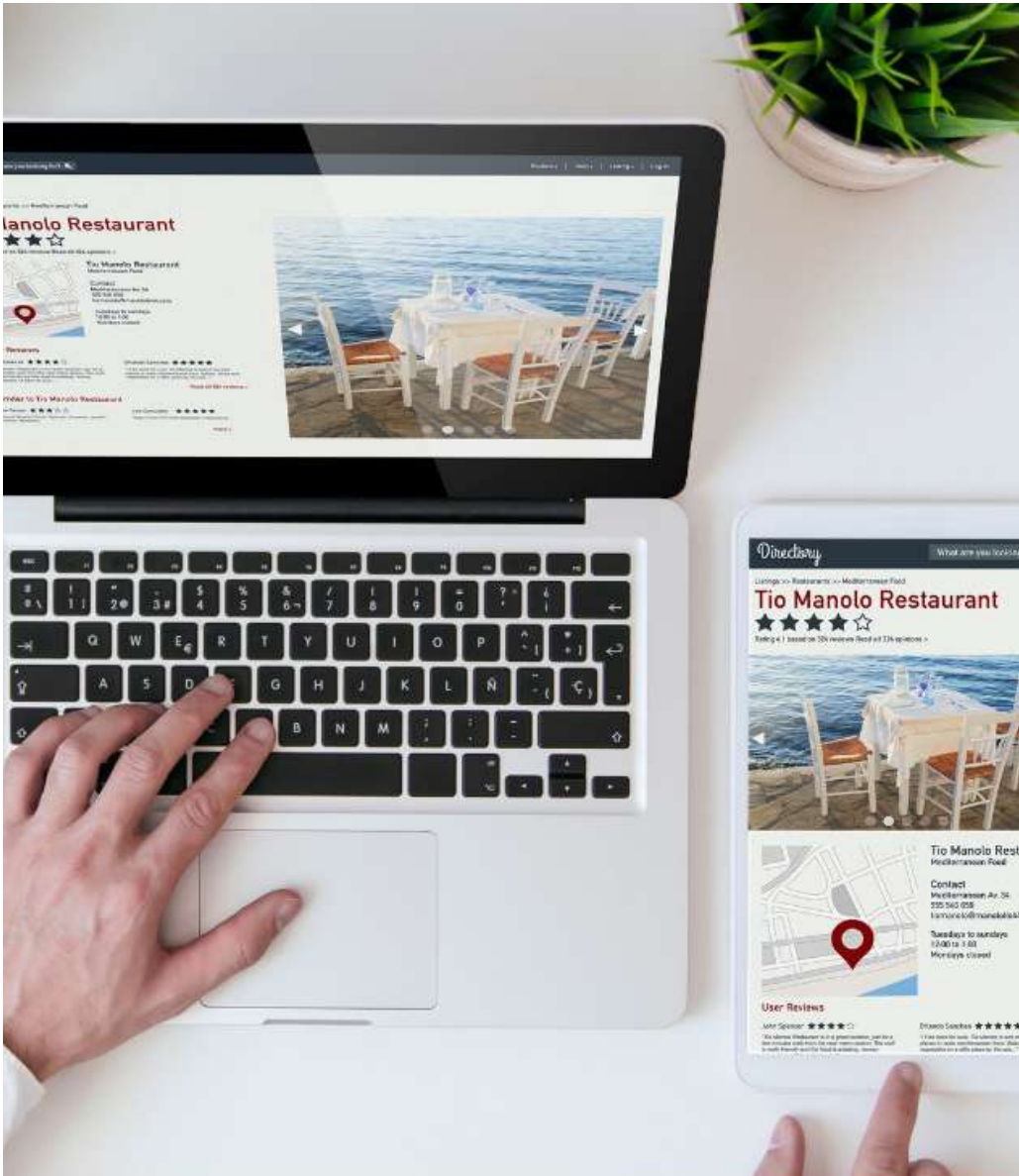
E-COMMERCE

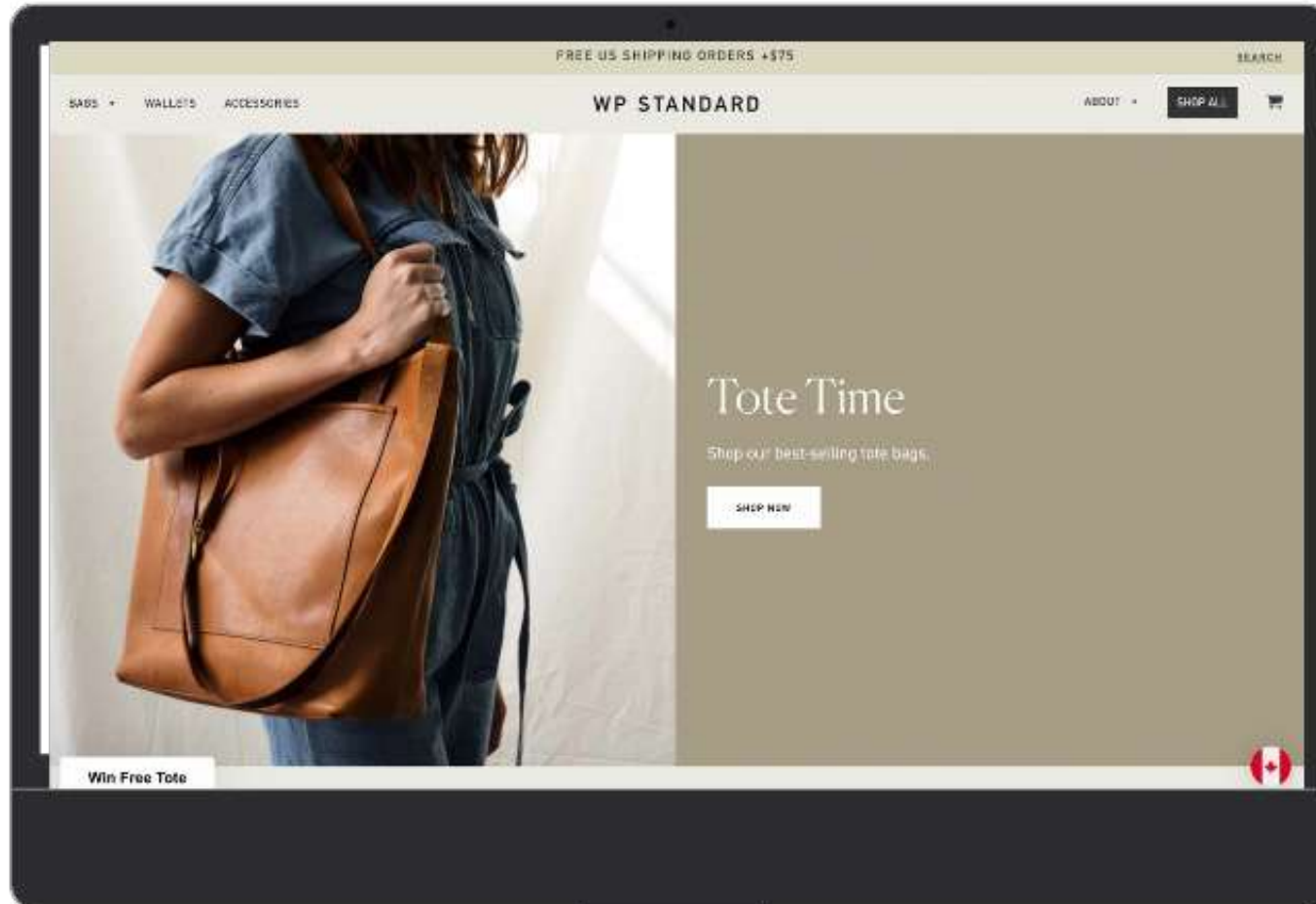
WEBSITE "GETTING STARTED" CHECKLIST



1. Register your domain name
2. Choose your Website Platform
3. Brand
4. Design - Marketing webpages
5. Design - Shop + Product Pages
6. Design - Consider Customer Journey
7. Design - Create Content
8. Set-Up Payment
9. SEO
10. Track Performance
11. TEST

Resource: help.shopify.com/en/manual/intro-to-shopify/initial-setup/new-to-shopify-checklists/general-checklist

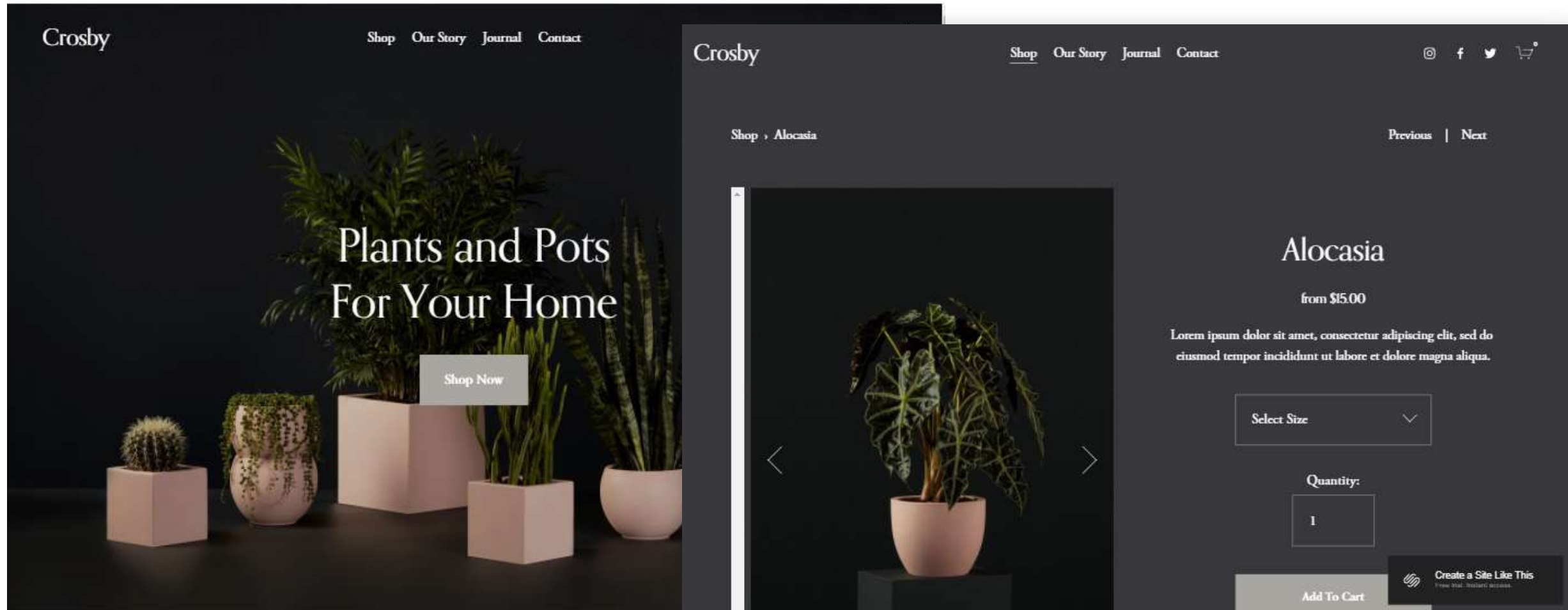




What do you require from your website? *Now & future*

- Your business – products & services
- Budget
- Scalability
- Available features
- Transferrable files
- Design & marketing skills
- Security & maintenance
- Ongoing costs
- Technical support required
- SEO

WEBSITE PLATFORMS | SITEBUILDER



Squarespace.com | templates available i.e. online store

WEBSITE PLATFORMS | WORDPRESS.COM

Jetpack Essential Features	①	✓
Pre-Installed SSL Certificate	①	✓
Free Domain for One Year	①	—
Email & Basic Live Chat Support	①	—
24/7 Priority Live Chat Support	①	—
NEW Personalized Expert Support Sessions	①	—
Storage Space	①	3 GB
Site Customization FREE		
Dozens of Free Themes	①	✓
Custom domain as default web address	①	—
Remove WordPress.com Ads	①	—
Unlimited Premium Themes	①	—
Advanced Design Customization	①	—
Marketing and Monetization Tools FREE		
Payments	①	—
Subscriber Only Content	①	—
Paid Newsletters	①	—
Pay with PayPal	①	—
WordAds	①	—

WordPress.com

New

SEARCH BY

Jeffrey K

Seedlet

We are Balasana, based in Brooklyn

Balasana

Morden Mountain Music

Refurbished Vintage Cameras & Accessories

← Back

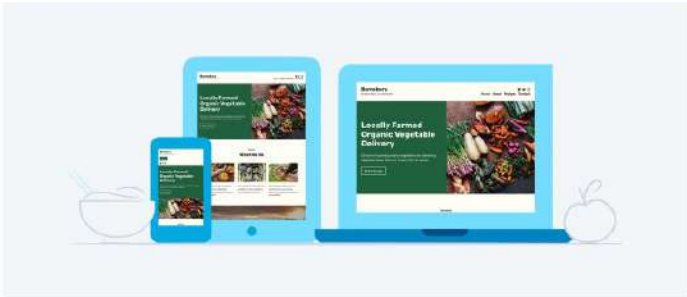
Pick this design FREE

Overview Support Open live demo

Barnsbury is an earthy, friendly theme made with farming and agriculture businesses in mind — but versatile enough for a personal site, too.

This [WordPress theme for restaurants](#) is ideal for eateries with healthier, organic fare and locally-sourced food and drinks. *Barnsbury* is also great for food bloggers or small businesses promoting a healthy lifestyle or natural products. Use *Barnsbury* to showcase food photography and share recipes — or add online ordering and enhance your restaurant website with other eCommerce features when you choose a WordPress.com Business plan.

Cultivate your audience with this eye-catching, free WordPress theme. *Barnsbury* is the perfect starting point for your mobile-friendly WordPress website.






Locally Farmed Organic Vegetable Delivery

20 years of growing organic vegetables and delivering vegetable boxes from our 12-acre farm in Sussex.

Get in touch

Services

What We Do



We produce organic vegetable boxes that are affordable, seasonal, and as fresh and local as possible.

We have different sizes of boxes available for various appetites, from individuals to families.

We are flexible with the items in your boxes. You can change items in your order for something you would like.

WordPress.com (Hosted) or WordPress.org (Self-hosted)

WEBSITE PLATFORMS | WORDPRESS.ORG

Twenty Seventeen



Twenty Seventeen brings your site to life with featured images. With a focus on business sites, it features multiple sections on the front page as well as widgets, navigation and social menus, a logo, and more. Personalize its asymmetrical grid with a custom color scheme and showcase your

A screenshot of the Envato Elements website. The header includes the Envato Elements logo, a search bar, and navigation links for License, Free account, Pricing, and Sign In. The main content area is titled "All Items / WordPress" and features a large banner for "Thousands of WordPress Themes, Wordpress Plugins and Elementor Template Kits". Below the banner, there are filters for "Hide filters", "Refine by", "Exclude Keywords", and "Categories". The categories list includes Themes (1,311), Plugins (608), and Template Kits (367). The main content area displays several featured items, including "NEW! WP Template Kits" and "S.King By ThemeREX".

A screenshot of the WooCommerce plugin page on WordPress.org. The header includes the "Plugins" tab and a search bar. The main content area features the WooCommerce logo and a "Download" button. Below the logo, there is a "Description" section with a detailed overview of the plugin. To the right, there is a "Ratings" section showing a 4.5-star rating. The bottom of the page includes a "Log in to submit a review" link.

Add my review

elements.envato.com

WordPress.com (Hosted) or WordPress.org (Self-hosted)

WEBSITE PLATFORMS | SHOPIFY

Set up your store, pick a theme
Try Shopify free for 90 days, no credit card required

[Start your free trial](#)

	Basic Shopify All the basics for starting a new business
Monthly price	USD \$ 29 /mo
FEATURES	
Online Store Includes ecommerce website and blog.	✓
Unlimited products	✓
Staff accounts Staff members with access to the Shopify admin and Shopify POS.	2
24/7 support	✓
Sales channels	

Storeess By Seller Themes

Language: 🇺🇸 Currency: \$

[Browse Categories](#)

Search Products Here

Select a Category

[Shop Now](#)

Watch Collection
Starts from **\$99.00**

Smart Phone 60% OFF
Save 20%

Free Shipping
For all orders over \$100

30 Days Return
Money back in 30 days

Safe Payment
Protect Online Payment

Online Help Support
Dedicated 24/7 support

[Preview](#) [Download](#)

This is a child theme of [Storely](#).

Version: 1.0.6
Last updated: June 21, 2022
Active Installations: 100+
PHP Version: 5.6 or higher
[Theme Homepage](#)

Ratings [See all](#)

This theme has not been rated yet.

5 stars 0
4 stars 0

DESIGNING YOUR WEBSITE

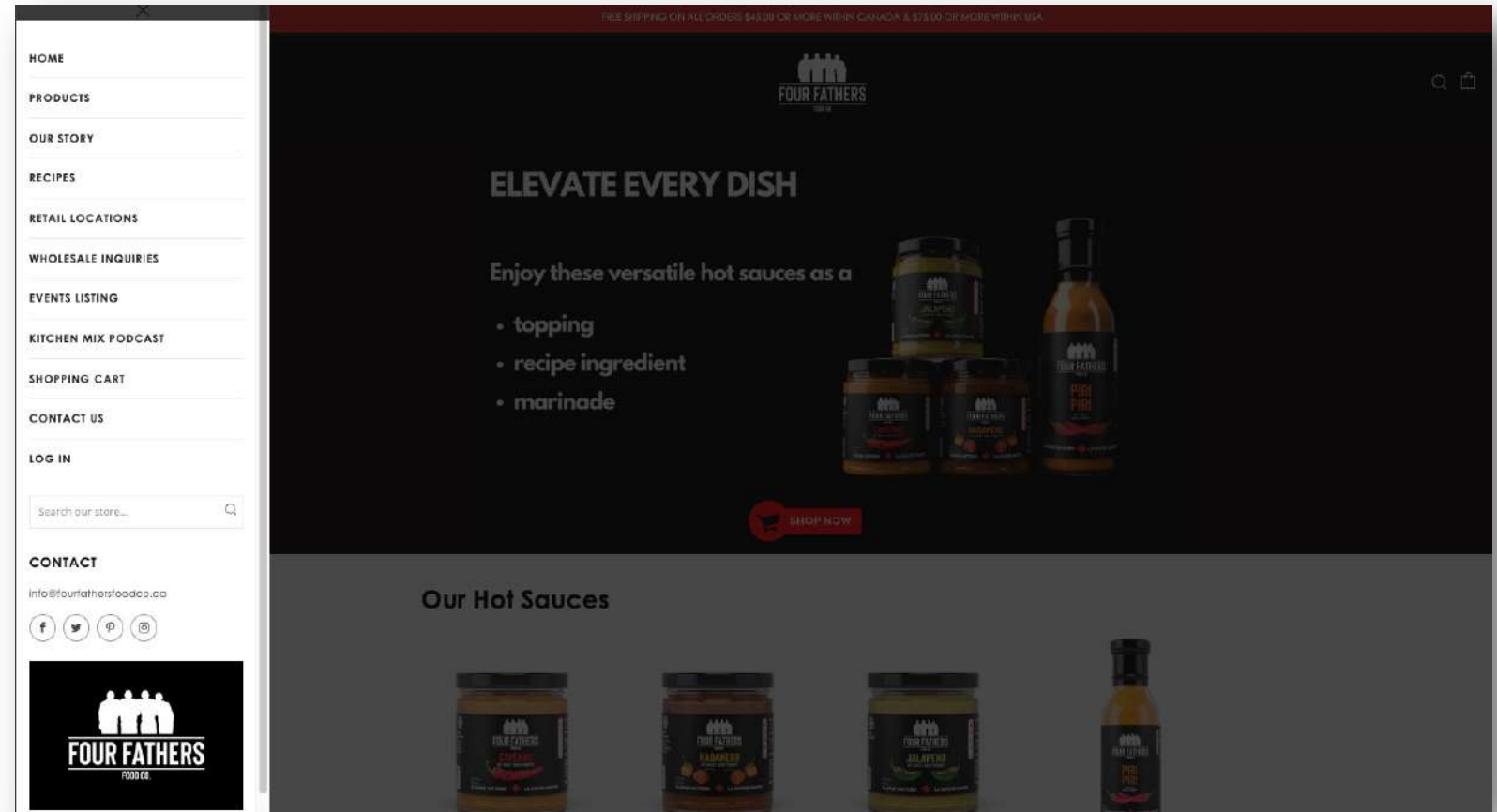


Essential Webpages

- Home
- About
- Contact
- **Product/Service/Portfolio**
- Privacy policy

Optional Webpages

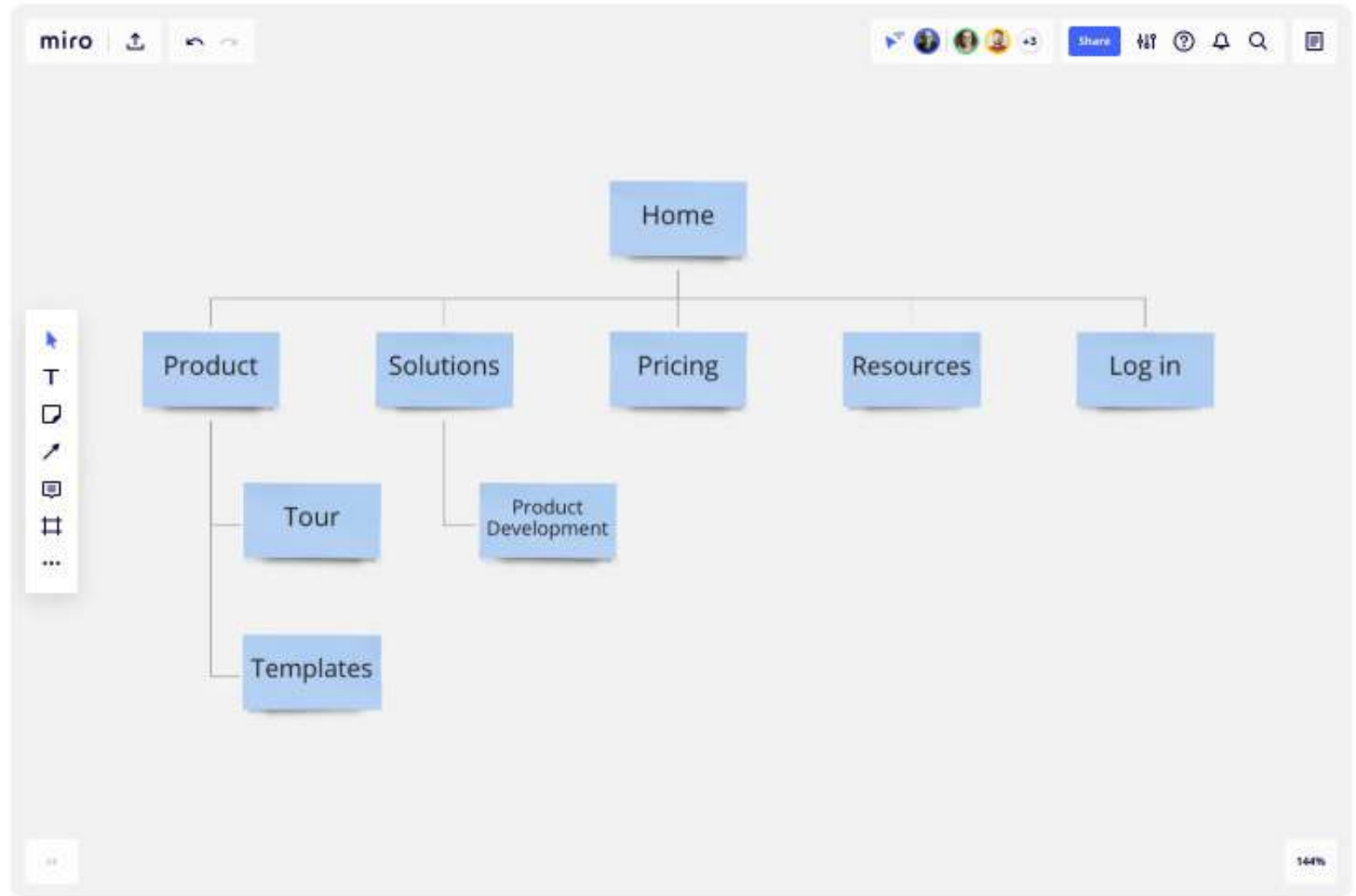
- Blog
- Locations
- Events
- Community
- Newsletter signup
- Form pages



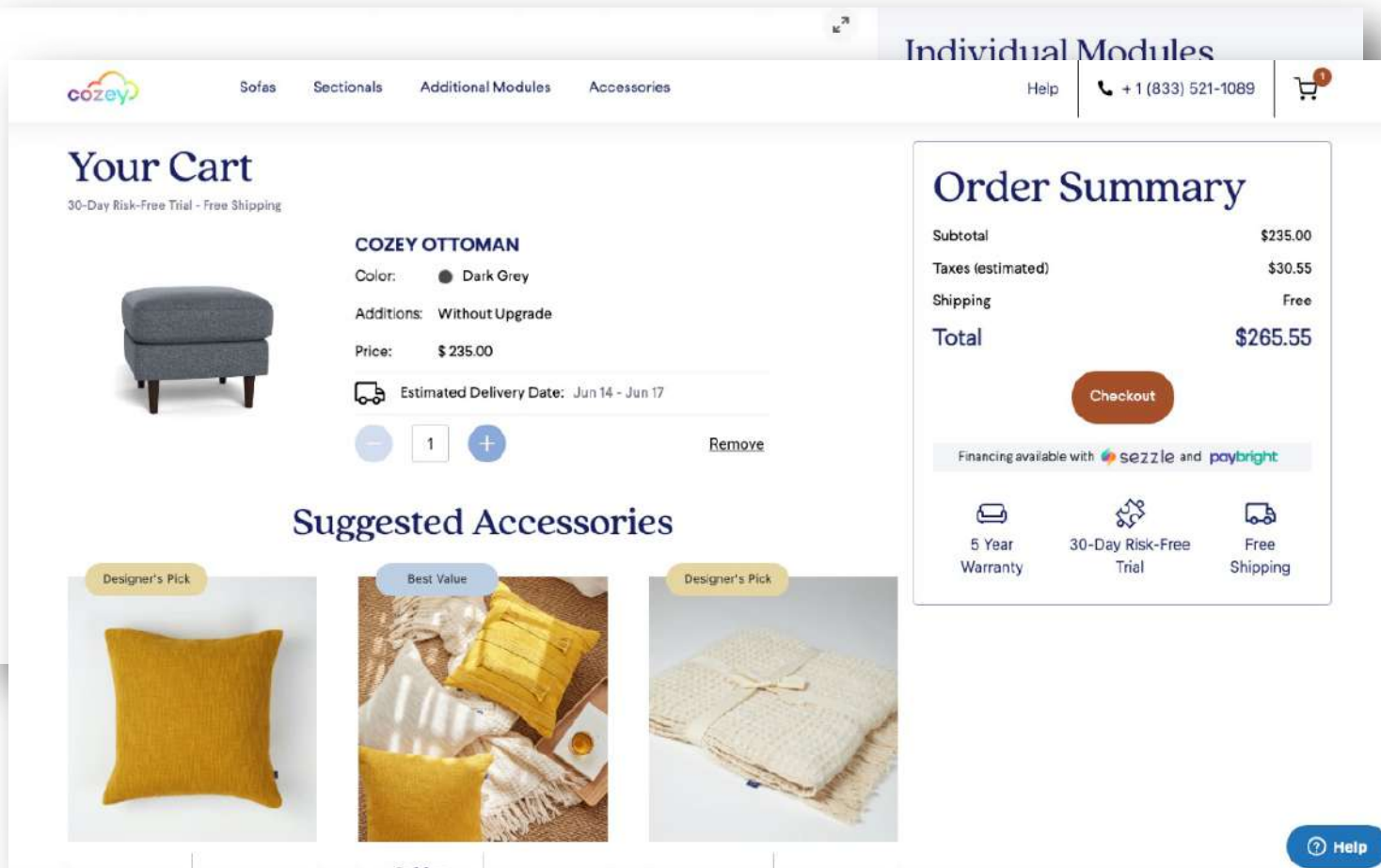
Sitemap Template

Lay out the hierarchical structure of your site in a simple and visual way.

Use Template →



<https://miro.com/templates/sitemap/>

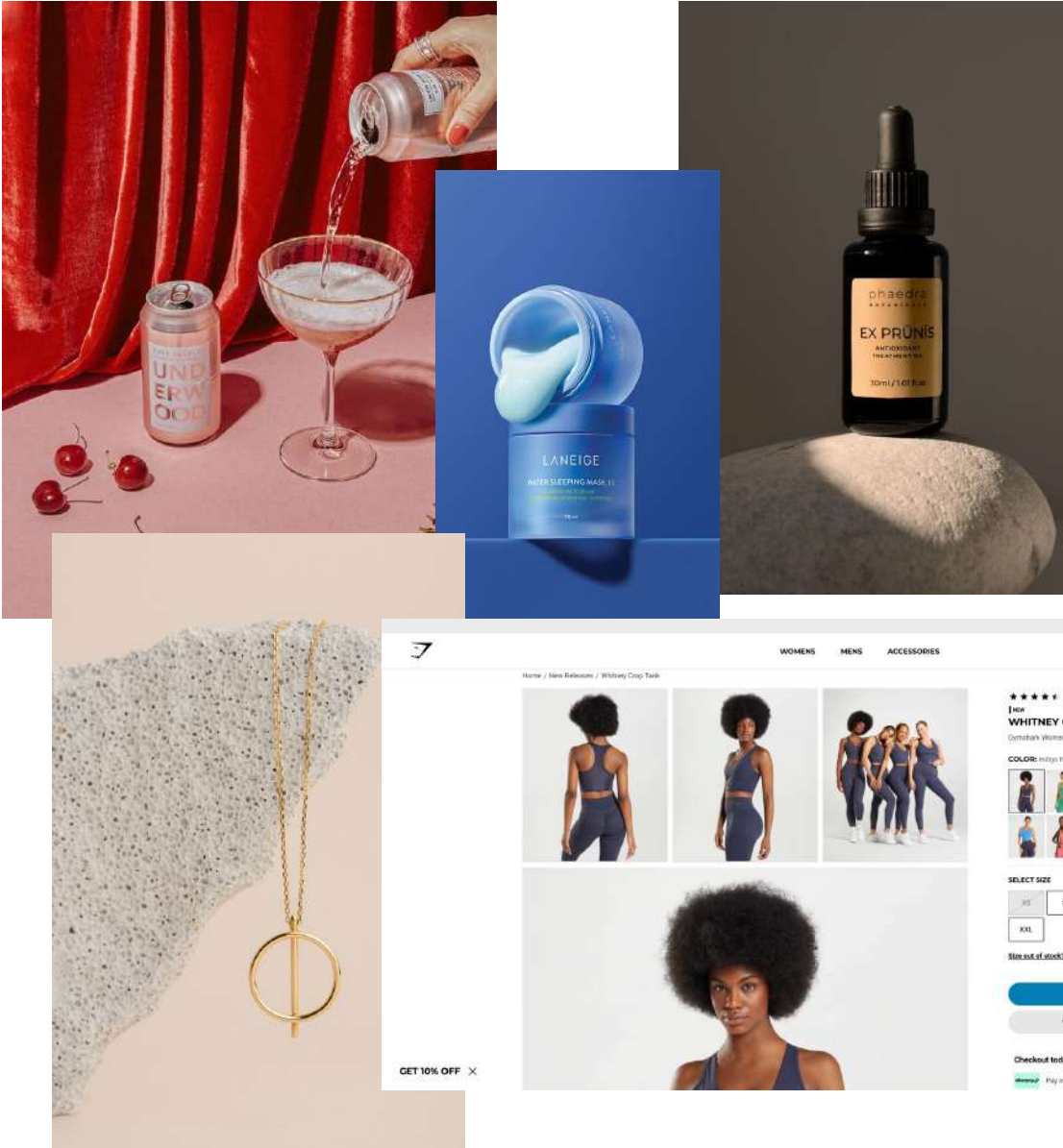


What to include on product page

- Product photos
- Lifestyle photos “in action”
- Visible product variations
- Pricing information
- Product information
- Shipping information
- Sales-focused copy – highlight benefits
- Product reviews and social proof

Don't forget - Backend information (for SEO)

HOW TO START AN ONLINE BUSINESS

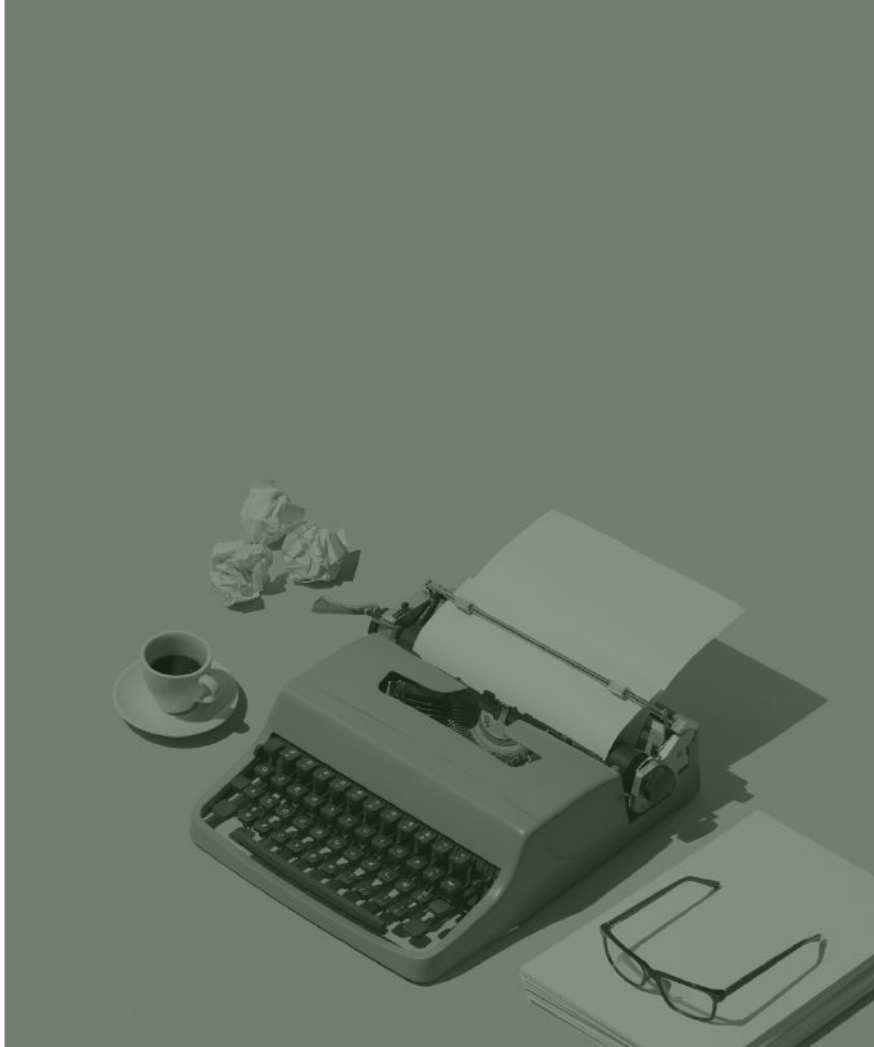


Photography Tips



- Put against a solid background
- Use a quality camera*
- Think about composition
- Take at least one straight on – keep camera parallel to image
- Take multiple photos – different angles
- Use natural light when possible
- Studio lighting – both sides 45 deg. & experiment
- Expand the photo to include extra space around the image
- Keep the camera steady
- Use editing software – *colour, brightness, cropping*
- Stay consistent with your brand

HOW TO START AN ONLINE BUSINESS



Writing Tips

- Know your business & brand story BEFORE writing your content.
- Get organized – folders, webpage outline (with sections), writing notes, resources, images.
- Have a goal for each page.

- Hook your readers with your first line
- Make copy scannable– headers, bullets, paragraphs
- Consider the customer journey
- Write for your audience
- Make it easy to read (level of understanding)
- Focus on the benefits
- Add visuals
- Use keywords (phrases)
- Don't forget the backend! Meta-descriptions, SEO

WEBSITE | WEBSITE CHANNEL STRATEGY



RESOURCES

- Website 101 – Getting Started – [Presentation Slides \(Download – PDF\)](#)
- [Website 101 – Guide, Checklist & TEMPLATE \(Download – PDF\)](#)
- How to Write a Digital Marketing Plan – Webinar recording and handouts

www.thefutureisunlimited.ca/website-101-getting-started-webinar-may27/

Website Channel Strategy

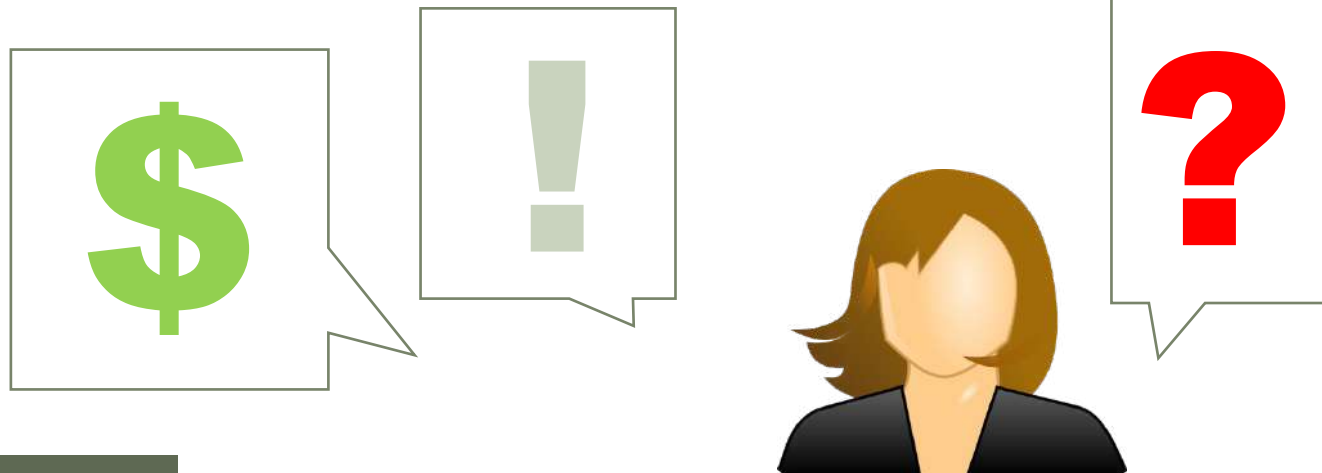
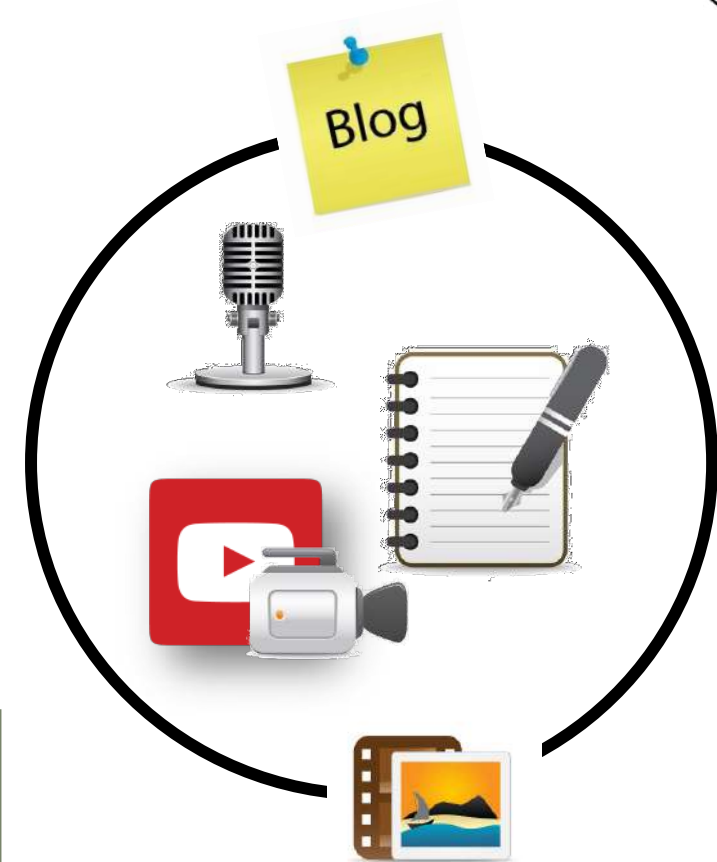
Before getting started designing your website, creating a website channel strategy will aid in helping you get the best return on investment. Whether you are designing the website yourself or getting help, consider the follow information to help guide you through the design process. It will save you time, keep the project on schedule, optimize the design & content for the user-experience, and create an ongoing plan on how to best lev

Planning your Webpages – Goals, KPIs, & Key Content

- Wh
- Wh
- Con
- How
- Wh
- Con

Marketing	Home	Goal & KPIs (Metrics)	Key Content & Links to management tools (if applicable) i.e. content folder
	About		About the company, vision, values, mission
	Team		
	Services		
	Product		
	Membership		
	Events Calendar		
	Contact		
	Blog		
	Working with Us		

WEBSITE IS THE HUB OF ALL YOUR MARKETING



CONTENT MARKETING 101
www.thefutureisunlimited.ca/content-marketing-101-webinar-jul-22/



MESSAGING APPS

- WhatsApp
- WeChat
- Facebook
- Chatbots**



EMAIL

- ENEWS Campaigns
- Daily Emails



LOCATION

- Google Business Listing
- Directories



SOCIAL MEDIA

- YouTube
- SnapChat
- LinkedIn
- Facebook
- Pinterest
- Twitter
- Google
- Instagram
- Tiktok



DIGITAL ADS

- Social Media



SOCIAL MEDIA



GARDEN GROWS

@GARDENGROWS

TOPIC PILLARS

Educational

Promotion

Showcase

Testimonials

Local



Showcase working and finished projects and what it is like to work with your team. Educate your audience with video, how-to's, tips, behind the scenes and more.



Interact with other local businesses and post about events. Grow and engage with your community while promoting your services and offers for local vendors.



Connect with business professionals and local vendors. Promote for marketers of both B2B and B2C products and services

WHO IS YOUR IDEAL CLIENT?

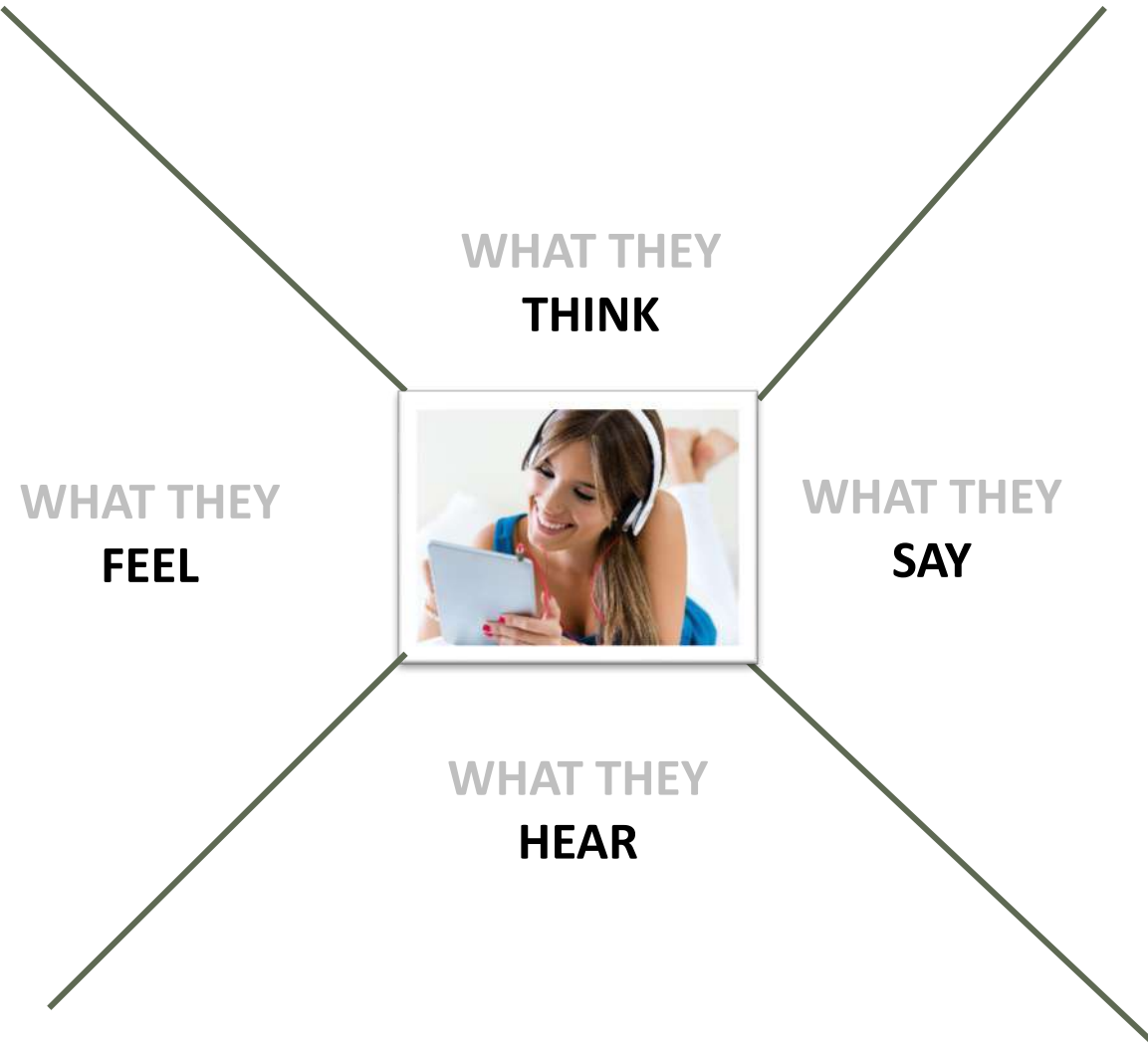
Detail	Audience (Primary)	Audience (Secondary)
Age		
Gender		
Live/Location		
Children		
Entertainment		
Income		
Personality Type		
Attitudes		
Values		
Interests/Hobbies		
Lifestyles		
Behaviours – buying habits, purchase motivators		
Media Consumption		



Resource:

www.lauradunkley.com/site/blog/2019/02/20/know-your-audience-steps-to-create-a-target-audience-persona

WHO IS YOUR IDEAL CLIENT?



WHAT ARE THEIR CHALLENGES?

WHAT ARE THEIR MOTIVATORS?



How to Write a Digital Marketing Plan – Bootcamp, 2020

👤 Economic Development Office - 🕒 February 22, 2021 - 📁 News & Media / Webinars

If you are just getting started with digital marketing, it is recommended to first view our 101 webinar series. It will give the foundation information needed to get the most out of the content provided in this workshop.

Getting Started

- [Digital Marketing 101](#)
- [Email Marketing 101](#)
- [Social Media 101](#)
- [Content Marketing 101](#)
- [Website 101 – Getting Started](#)

Intermediate

- [Social Media Marketing 201](#)
- [Email Marketing 201](#)
- [Website 201 – Beyond the Basics](#)

Industry Specific Webinars

- [Digital Marketing 101 – For Musicians](#)
- [Digital Marketing 101 – For Non-Profits](#)
- [Digital Marketing 101 – For Visual Artists](#)

HAND-OUTS: How to Write a Digital Marketing Plan.

- Day # 1 – Presentation Slides ([Download PDF](#))
- Day #2 – Presentation Slides ([Download PDF](#))
- Digital Marketing Plan [[GUIDE – WORD](#)] –
- Digital Marketing Plan [[TEMPLATE – WORD](#)]
- Handout (Day 2) – [Digital Marketing Plan – Schedule \[Sample\]](#)

<https://www.thefutureisunlimited.ca/how-to-write-digital-marketing-plan-bootcamp-2020/>

WEBSITE | Customer Journey & Key Performance Metrics



Awareness

TRAFFIC

New Users
Demographics e.g., location
Page views

Referral Sources
Top Viewed Pages



Consideration

LEADS

Returning Visitors
Scroll Depth
Timer
Videos viewed

Outbound links
Ave. Session duration
Download



Decision

SALES

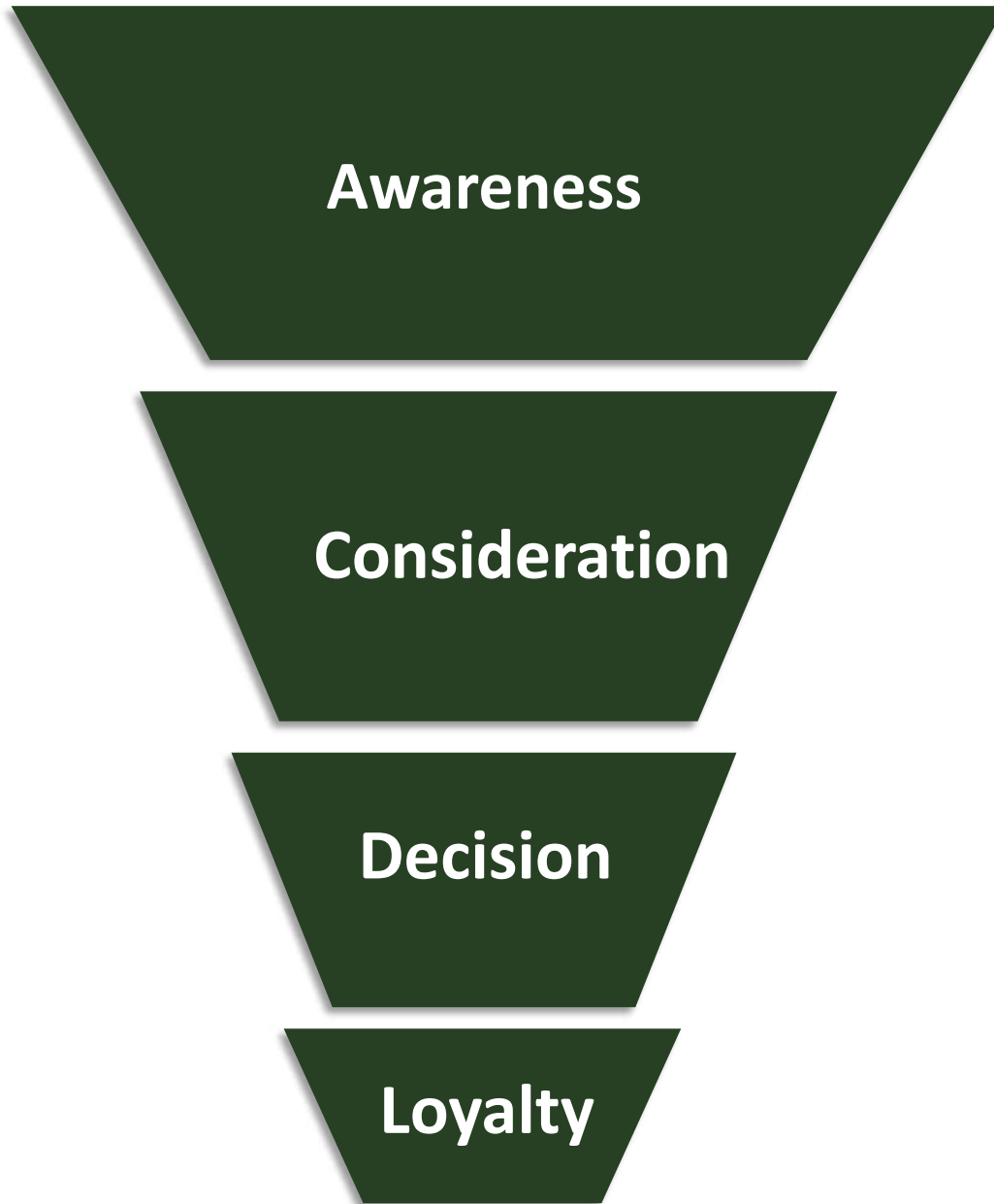
Forms filled out
Goals
E-Commerce



Loyalty

RETAIN

Pages shared
Google Reviews
Loyalty campaign metrics
Membership campaigns

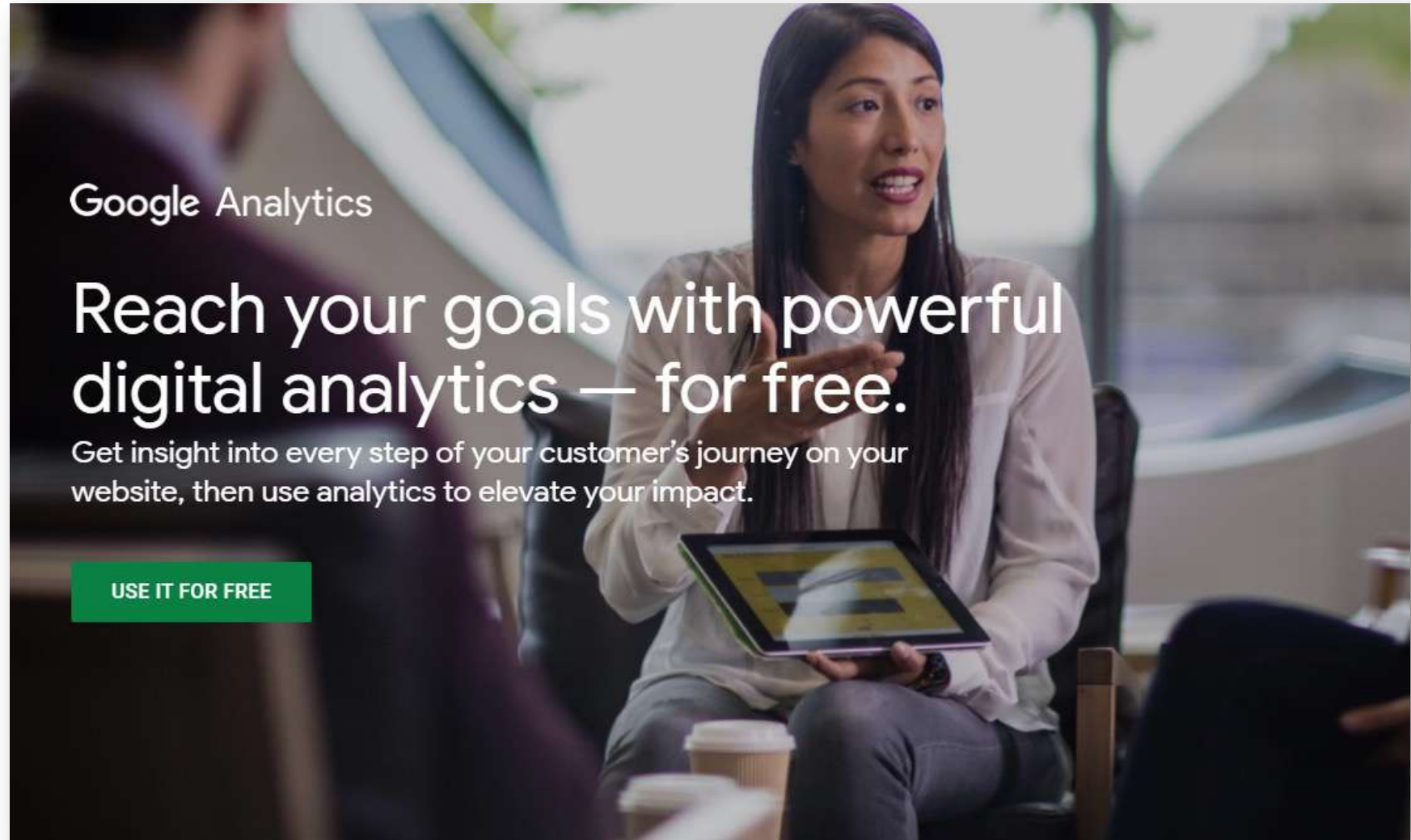


Tracking Performance Metrics (KPI)



- **FOLLOWS**
- **WEBSITE TRAFFIC**
- **POST REACH**
- **EMAIL OPENS + CLICKS**
- **VIDEO VIEWS**
- **POST LIKES**
- **POST RE-SHARES**
- **COMMENTS**
- **AD CONVERSIONS**
- **ONLINE PURCHASES**
- **REVIEWS / ENDORSEMENTS**

SET-UP GOOGLE ANALYTICS



Google Analytics

Reach your goals with powerful digital analytics — for free.

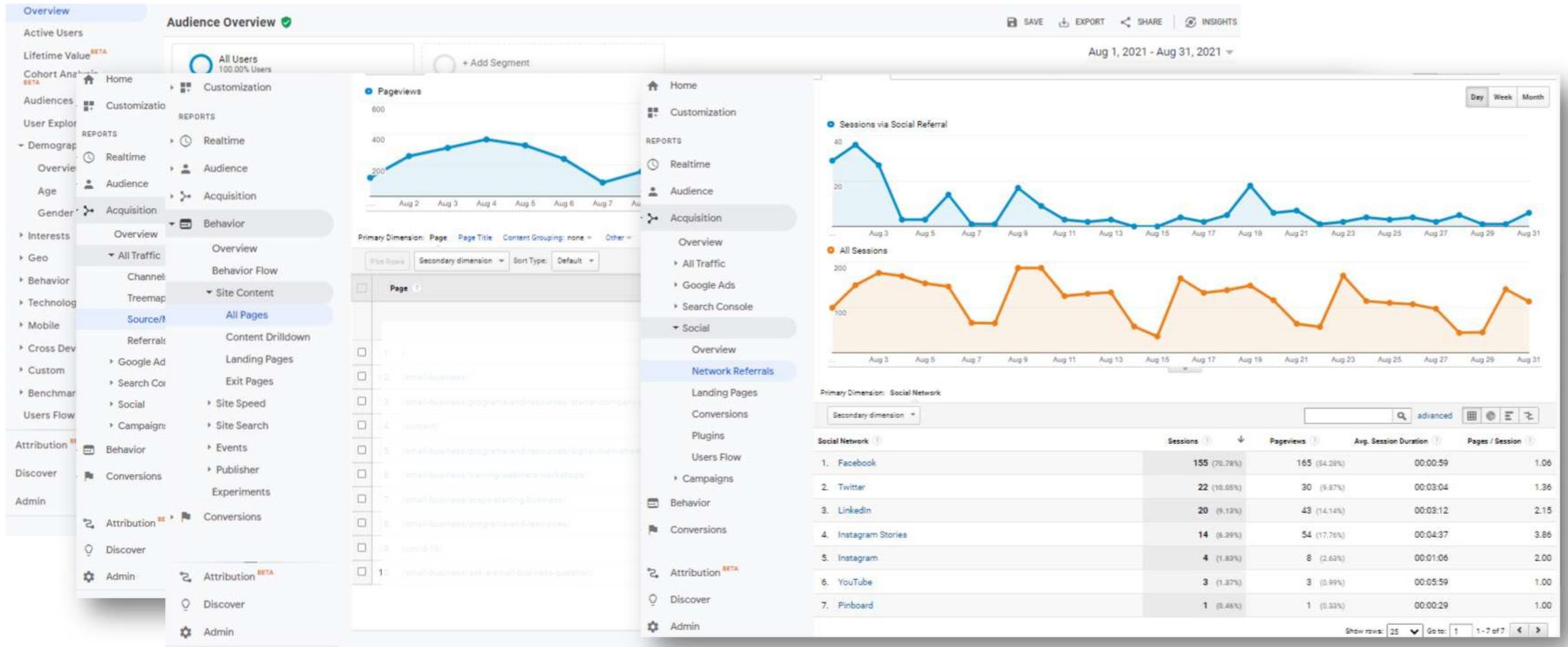
Get insight into every step of your customer's journey on your website, then use analytics to elevate your impact.

USE IT FOR FREE



analytics.google.com/

TRACK PERFORMANCE | GOOGLE ANALYTICS (GA)



https://www.google.com/analytics/analytics/#?modal_active=none



KEY TAKEAWAYS

- Do your research
- Have a plan
- Know your ideal client
- Value + Trust + experience
- Do, Learn & Adapt
- Follow business best practices



Find your niche

- <https://acornstudio.marketing/blog/e-commerce-find-your-niche>
- <https://www.simicart.com/blog/ecommerce-niches/>

Write a business plan

- <https://acornstudio.marketing/blog/e-commerce-write-business-plan>
- 10 Steps to starting a business - <https://www.ideamississauga.ca/programs-and-resources/starting-a-business/>
- Legal - <https://sbs-spe.feddevontario.canada.ca/en/e-business-security-privacy-and-legal-requirements>
- Accounting - <https://quickbooks.intuit.com/ca/resources/payments/what-is-a-secure-payment-system/>

Develop a sales strategy

- Channels – [Etsy](#), [Amazon](#), [eBay](#), [Google shopping](#)
- <https://www.shopify.ca/blog/sales-channel>

Define your ideal customer

- <https://www.lauradunkley.com/site/blog/2019/02/20/know-your-audience-steps-to-create-a-target-audience-persona>

Design your store (website)

- <https://acornstudio.marketing/blog/8-website-design-tips-you-cant-forget>
- <https://www.lauradunkley.com/site/blog/2019/09/30/how-prepare-building-first-website>
- <https://help.shopify.com/en/manual/intro-to-shopify/initial-setup/new-to-shopify-checklists/general-checklist>
- www.thefutureisunlimited.ca/website-101-getting-started-webinar-may27/

Attract customers (Marketing)

- <https://www.thefutureisunlimited.ca/how-to-write-digital-marketing-plan-bootcamp-2020/>
- <https://acornstudio.marketing/blog/10-free-ways-to-drive-traffic-to-your-website>
- <https://www.lauradunkley.com/site/blog/2019/03/17/beginners-guide-search-engine-optimization-seo>

Measure Success

- https://marketingplatform.google.com/about/analytics/#?modal_active=none

Getting Started - Toolkits / Guides

- <https://www.squarespace.com/blog/guide-to-launching-an-online-business>
- <https://www.ontario.ca/page/e-business-toolkit>
- <https://www.canada.ca/en/services/business/start.html>
- <https://www.ideamississauga.ca/programs-and-resources/starting-a-business/>

CONTACT US



@acornstudiomarketing



@acornstudiomarketing



@acornstudiomarketing



@acornstudiomark



Acorn Studio Marketing & Co. Inc.



LAURA DUNKLEY

CMO & PRINCIPAL CONSULTANT

LAURA@ACORNSTUDIO.MARKETING

(289) 324 - 0948

<https://acornstudio.marketing>

LINKEDIN: <https://www.linkedin.com/in/lauraldunkley/>



EMILY WATSON

CREATIVE DIRECTOR

EMILY@ACORNSTUDIO.MARKETING

(289) 821 - 4650

<https://acornstudio.marketing>

LINKEDIN: <https://www.linkedin.com/in/emily-kwatson/>