

Expand your
**six-figure
business**
with
**ecommerce
& in-person
selling.**





Max Henriquez — Phat Birds | PHATBIRDS.COM

Thriving ecommerce businesses have captured the necessity of robust online business operations in the last few years. A changing business and economic climate proved to be highly favorable for ecommerce businesses already able to meet the moment.

Now, the business climate continues to shift, and growth-oriented businesses should be looking ahead to the next opportunity.

Ready to grow beyond your current business model? In this guide, we'll take you through the steps to scale up your business quickly to capture customers wherever they happen to be.

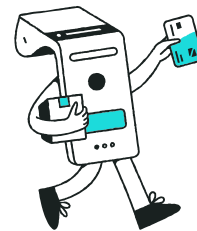


Kat Hernandez — Juanita's Plants | JUANITASPLANTS.COM

Selling in-person is regaining popularity.

Ecommerce continues to dominate the business world, with online sales predicted to cross the **\$1 trillion mark** in the US for the first time ever in 2022, according to an Insider Intelligence forecast. However, as various industries continue to build back to fully normal operations, there is solid consumer demand for in-person shopping.

With in-person shopping experiences becoming increasingly expected, ecommerce businesses have a prime opportunity to scale up their businesses going forward.





Sofia Car — Sofia Car Hair | [SOFIACARHAIR.COM](https://sofiacarhair.com)

It's important to grow your business via a scalable platform.

Whatever type of business you have currently, the key to quickly scaling your business is to start with a platform that can adapt to meet your needs.

Did you start your business online and want to expand in-person selling? Having a versatile point-of-sale system that works alongside your ecommerce platform is important.

Want to offer your in-person products or services online as well as in your brick-and-mortar store? Scaling your website up to handle robust ecommerce functions is key.

Let's break down the options for each to see how to best grow your business quickly.

Do you want to expand your brick-and-mortar business online?



Charles Fortier & Nathalie Laroche —
Ferme Sanglier Des Bois
SANGLIERDESBOIS.CA

After the past several years of upheaval, the lasting impact on in-person retail will be felt for a long while to come. If you have a physical store, now is the perfect time to bring your brick-and-mortar store into the ecommerce realm. Or, if you have an existing ecommerce store that has been neglected, we recommend scaling it up to create a robust omni-channel strategy.

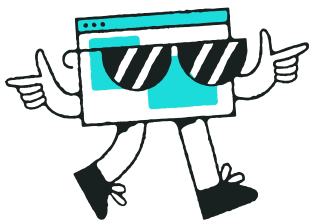
For physical businesses looking to scale up their ecommerce presence, let's take a look at several recommendations to consider.

- 1 **Polish your online presence**
- 2 **Sell where your customers are already**
- 3 **Choose a flexible ecommerce platform**
- 4 **Consider your site design goals**
- 5 **Select your online payment options**
- 6 **Provide multiple shipping options**
- 7 **Promote your online store**

1

Polish up your online presence

It's important to present a unified business brand online. Follow these guidelines to keep your online presence up to par:



- **Create descriptive website/marketplace profiles.** Introduce yourself or your business, clearly state the benefits of your products and offer a clear call to action.

- **Display high-quality photos.** According to research by Justuno, **93% of consumers** consider images essential in purchasing decisions, so quality images are key.

- **Keep your images fresh.** Holiday seasons? End-of-year sale? Make sure to keep your header images fresh and up-to-date.

- **Advertise your in-person opportunities.** If you're going to be setting up a pop-up shop or selling at a special event, don't forget to mention this online.

- **Be upfront about product pricing and payment options.** Make sure that you're paying attention to your competition, and consider offering promotions and multiple payment options.

- **Service-based business? Offer online booking options.** Online booking is convenient for your customers and for your business.

- **Build trust with your customers.** Use your business name consistently. Respond to customer reviews. Be transparent about your policies. Ensure your site has an **SSL certificate**.

2

Sell where your customers are already

Building off of promoting your business through social media, it's important to list your products where they'll be seen. One way to do this is through various online marketplaces.

GoDaddy's Online Store allows businesses to seamlessly list and sell their products through Marketplaces. Our Marketplaces service includes free product listings on:

- Amazon

- eBay

- Etsy

- Walmart

- Google Channel

- Facebook and Instagram

Because these companies already have robust marketing strategies in place, it saves you the time and effort typically needed to sell on each marketplace individually, as well as helping you manage your business without scaling up too quickly.

i DID YOU KNOW?

GoDaddy's Marketplaces bring in over one million orders each month.

3

Choose a flexible ecommerce platform

For established businesses looking to break into ecommerce, having a platform that can handle varying types of products, services and venues are factors that you'll need to consider.

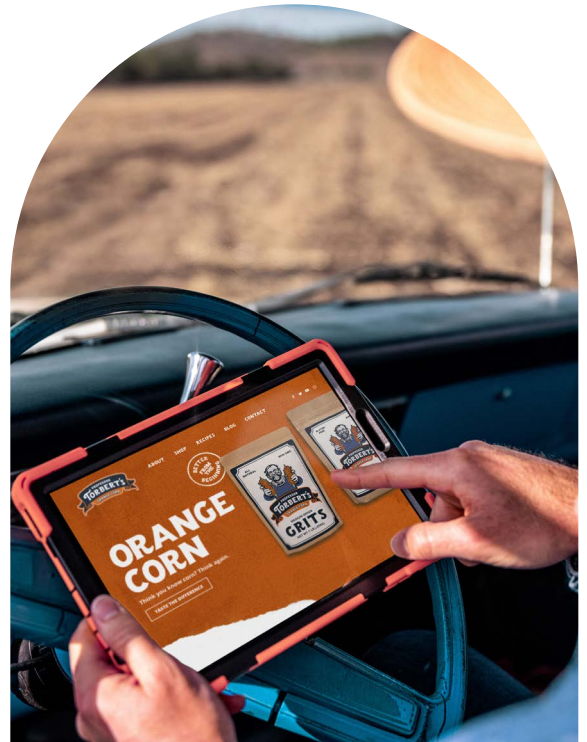
Take some time to research:

- How do your target customers prefer to shop online?

- When are they most likely to shop?

- Which channels are they most likely to use to discover your site?

Knowing these details will help you to choose the right ecommerce platform to build and host your website, and create customer experiences that meet or exceed expectations.



GoDaddy's Managed WooCommerce Stores plans give you the ability to sell any type of product — from physical products to digital downloads, services and subscriptions — wherever you are.



Mats Christéen — Foundry Wood | FOUNDRYWOOD.COM



How to Get Great Photos for
Your Website and Social Media |
The Journey

4

Consider your site design goals

Do you want your online store to match your physical store's design and branding? Or do you want something completely separate? Additionally, what features do you need available on your store? Set your design goals early and work from there.

Once your visual design is sorted, invest heavily in product descriptions and photography to appeal to as many of your visitor's senses as possible.

5

Select your online payment options

How do you want to collect payment? Many small businesses prefer to use a third-party payment provider. That's because it minimizes your security risks by running customer credit card data through an encrypted service via the payment provider and not on your site.

Consider providing your customers with as many payment options online as possible. Shoppers appreciate choices that meet their needs.



GoDaddy Payments allows small businesses to sell both online and in-person via all major credit card and debit card providers, including Visa, Mastercard, American Express and Discover. It comes with advanced online encryption while maintaining the strictest payment card industry (PCI) compliance standards.

GoDaddy Payments offers the lowest transaction fees compared to other leading providers:

- 2.3% + 0¢ per in-person transactions

- 2.3% + 30¢ per online transactions

- 3.3% + 0¢ per keyed-in transactions

6

Provide multiple shipping options

What shipping options best fit your business? Local pickup, same-day delivery and traditional shipping are only some of the options available.

When putting together your online product sales plan, ask yourself the following questions:

- Will you feasibly be able to package your products yourself, or will you need to employ someone to help you with it? If so, then budget that cost into your shipping fees.
-
- How are you going to store and track your inventory? You'll need inventory-tracking software — ideally built into your ecommerce hosting and design solution. You can also use your stock room if you already have a physical storefront. Otherwise, you'll need some sort of product storage solution.
-
- How, when, and why are you adding new products to your website? Be strategic about adding the right items and consider seasonal sales items and discounts.





Rahiem Thompson — Roletape | ROLETAPE.COM

7

Promote your online store

Find a new segment of customers by boosting your social media activity and presence. Whether or not you already have a social media presence, it's crucial to start boosting your online social activity and brand profile to drive traffic back to your ecommerce website.



Time Saving Social Media Tips for Your Business | The Journey

Do you want to scale your ecommerce business locally?



Sarah Small — Wicker Goddess | WICKERGODDESS.COM

Ecommerce is still a growing retail segment, but in-person retail is still king. According to the [National Retail Federation](#), 75% of retail sales were generated in physical retail stores in 2021.

However, one common barrier for business owners looking to expand is concern about losing control over how quickly their business is scaling.

Not sure how to get started with in-person sales? Worried about how scaling a business up might work? We're here to help. Let's take a look at several in-person opportunities for ecommerce businesses looking to expand wisely.

- 1 **Test the waters with a pop-up shop**
- 2 **Bring your business to events and conferences**
- 3 **Gather data directly to determine value**

1

Test the waters with a pop-up shop

Pop-up shops provide the perfect avenue to test out in-person selling opportunities without making major investments. Try out potential permanent locations, test new product offerings, and meet your customers face-to-face.

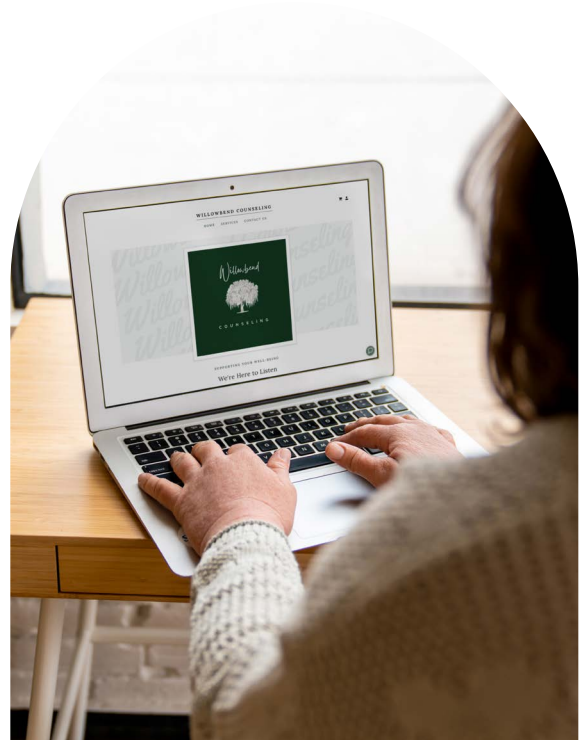
Here are a few tips on hosting a successful pop-up shop:

- Don't sit at your shop and expect customers to come to you. You should be standing and greeting people as they walk by. Speak to people and say hello.

- Use sales and free samples whenever possible. If you have a dedicated customer base, let them know via social media about your pop-up shop specials.

- Get everyone's contact information so you can follow up. The best way to go about this is to offer some kind of giveaway such as a free product, consultation, gift card, etc.

- Pair your pop-up shop with a charitable cause. This is not only a great way to get media attention for your event, but it's also a great way to give back to the community as well.



GoDaddy Payments allows you to collect payments from anywhere, enabling your business to thrive in-person and online.

i QUICK TIP

Keep track of customer feedback when testing in-person selling for your business. What was popular? What worked well? Refine and adjust as needed.

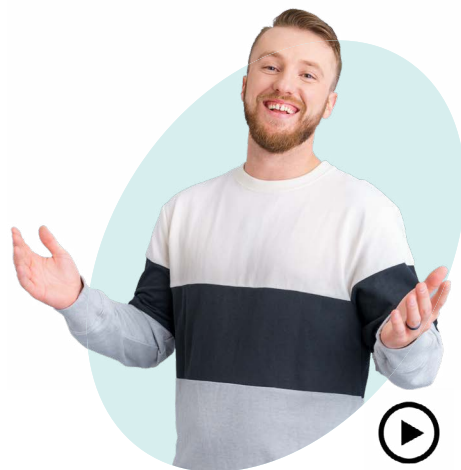


2

Bring your business to events and conferences

If your business offers niche products, setting up a booth at an event (i.e. farmer's market, street parties, concerts) or conference is another great way to try out in-person selling without making a permanent commitment. You'll also increase your business visibility and have opportunities to create local partnerships and networks.

Trade events, for example, are the perfect venue to scope out existing business needs and adjust your business to meet those needs.



How to Get the Most Out of Networking Events | The Journey

3

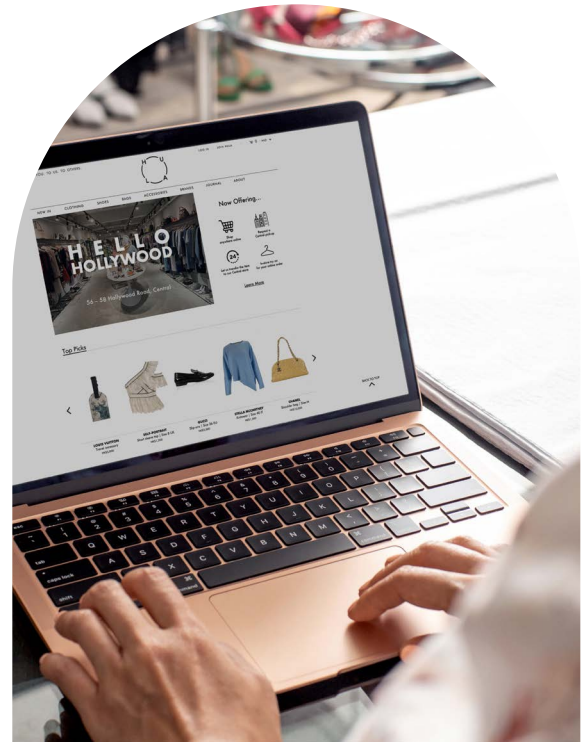
Gather data directly to determine value

Retail technology is rapidly changing and evolving, and it can be tempting to throw everything you can at your retail store. However, without a proper background in customer needs or determining how these investments will create value, retailers sometimes end up wasting efforts on campaigns that are a drain on profits.

Meeting your customers in person allows you to gauge customer needs and avoid wasting money on unnecessary investments. And the data that you collect can help you determine the course that your business should take, while also keeping your business in check.

i QUICK TIP

Offer an email sign-up sheet to gather customer emails for newsletters or follow-up contacts.



GoDaddy's Managed WooCommerce Stores plans offer robust product management tools and dashboards that allow you to closely monitor your business statistics from wherever you happen to be, in-person and online.

Never stop moving.



The strongest business growth comes from testing and learning. When scaling your business, it's important to keep your eye on the data and adjust as needed.

Set strong goals, but don't be afraid to adjust to changing markets. The future is bright for agile businesses.

At GoDaddy, our mission is to empower entrepreneurs everywhere, making opportunities more inclusive for all, and enabling your business to sell and grow.

Ready to get growing? Get going and **get selling**.

