



# Selling Online or In-Person: Best Practices for Website Marketing & Transacting Processing Payments

Liz Pearce

GoDaddy, Vice President of Marketing

April Harper & Tyron Harper  
Harp Vison  
HARP-VISION.COM



# Agenda

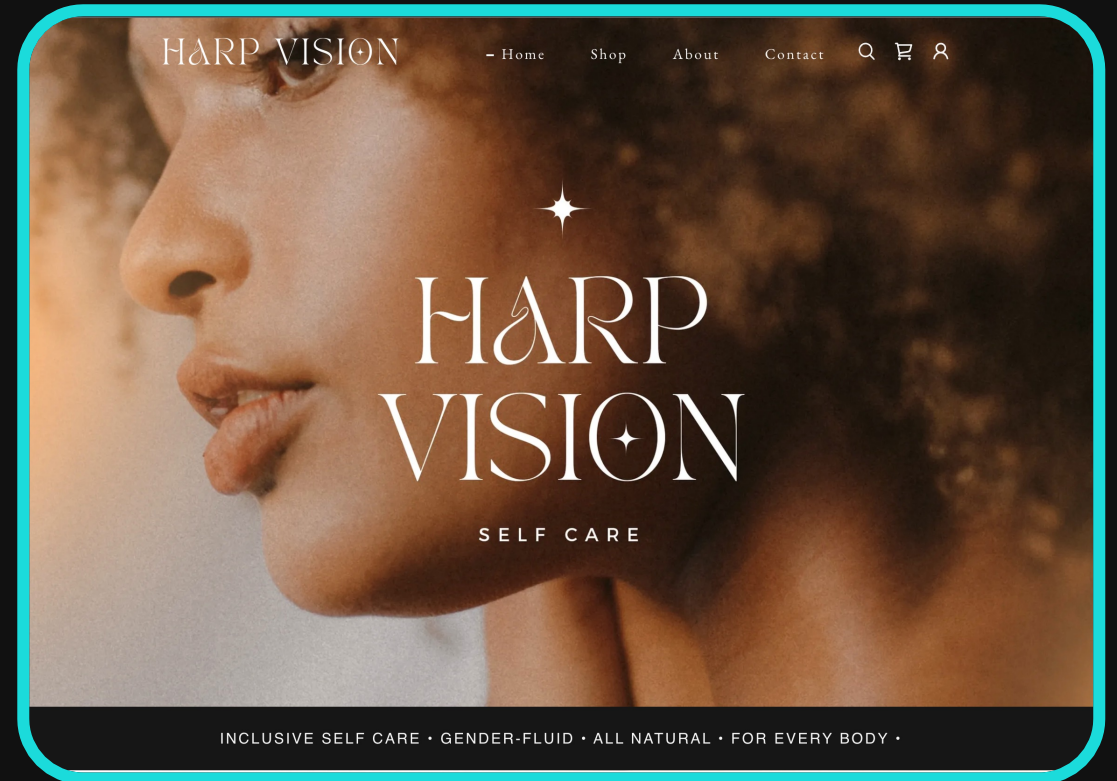
- Getting your site & online store ready
- Selling where your audience is
- Making email work for you



- Getting your site & online store ready
  - Selling where your audience is
  - Making email work for you
-

# Build a strong homepage

- Introduce yourself
- Share the benefits of your products
- Have a clear call to action





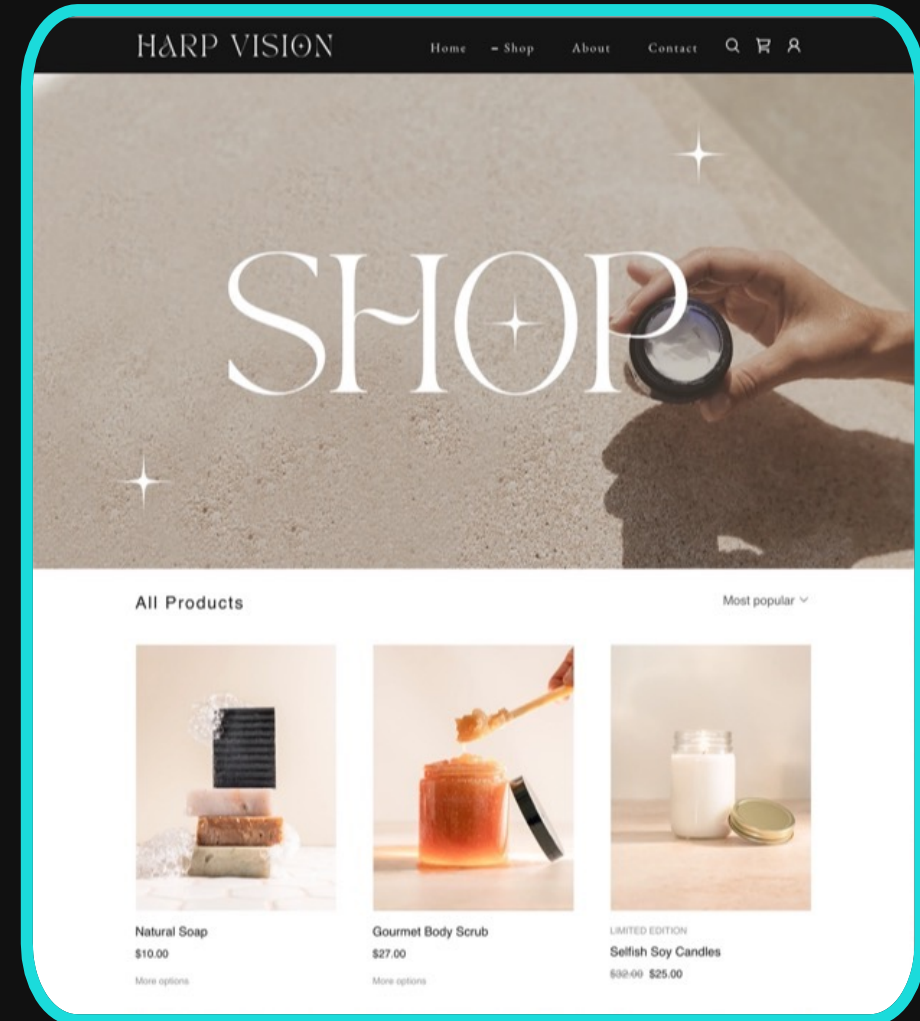
# Create photos that showcase what you offer

- Start with a customized template
- Show the product in use if possible
- Consider lighting, background and staging



# Price your products and services

- Make your prices easy to read
- Highlight discounts prominently
- Consider the impact of shipping fees



# Decide what payment methods you'll accept

- Where will you take payments?
  - Online store
  - Physical store / Pop-up Shops
  - On-the-go / customer's location
  - Over the phone
- What payment methods will you accept?
  - Major credit and debit cards
  - Apple Pay and Google Pay
- Which provider has what you need?
  - Data security
  - Low transaction fees





# Add online appointments for your services

- Get booked
- Collect deposits, cancellation fees & payments
- Automate confirmation emails
- Manage class lists & schedules

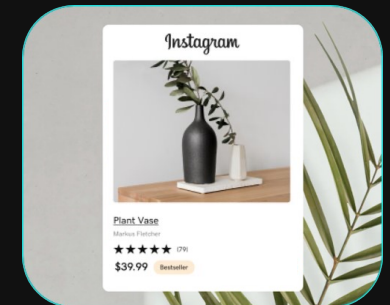
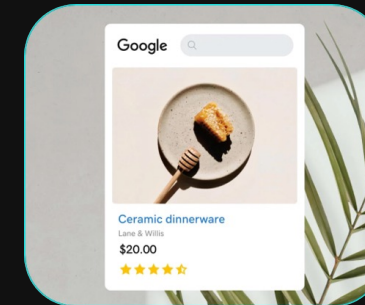
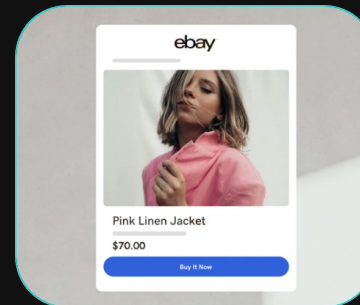
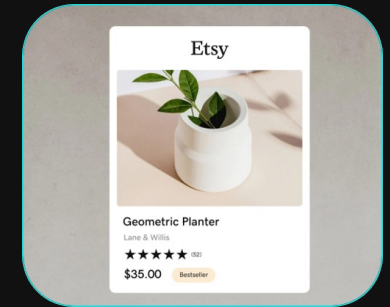
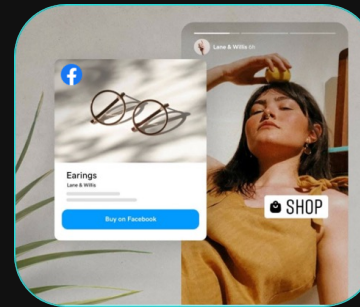




- ✓ Getting your site & online store ready
  - Selling where your audience is
  - Making email work for you
-

# Sell on other marketplaces

- Amazon
- eBay
- Instagram Shopping
- Facebook Marketplace
- Etsy





# Find more customers in person

- Chance to build personal relationships with customers and get feedback
- Demonstrate your product in-person
- Advertise in the neighborhood or through local apps
- Offer a discount or incentive for them to visit your in-person store





- ✓ Getting your site & online store ready
  - ✓ Selling where your audience is
  - Making email work for you
-



# Build your leads

- Add an email sign-up form on your webpage
- Keep your headline simple



A simple email sign-up form with a light beige background and rounded corners, outlined in a thick red border. The form contains the following elements:

- Headline:** The word "Subscribe" in a black serif font, centered at the top.
- Input Field:** A rectangular box with a light beige background and a thin black border. Inside, the text "Email address" is written in a small, dark grey sans-serif font.
- Button:** A rectangular button with a black border, centered below the input field. It contains the text "— Sign Up —" in a black serif font.

## Reward sign-ups

- Offer a discount or other promotional incentive on the first purchase
- Create codes to make redeeming it simple and fast

Thanks so much for signing up!

Use this coupon for 10% off your first purchase

welcome060



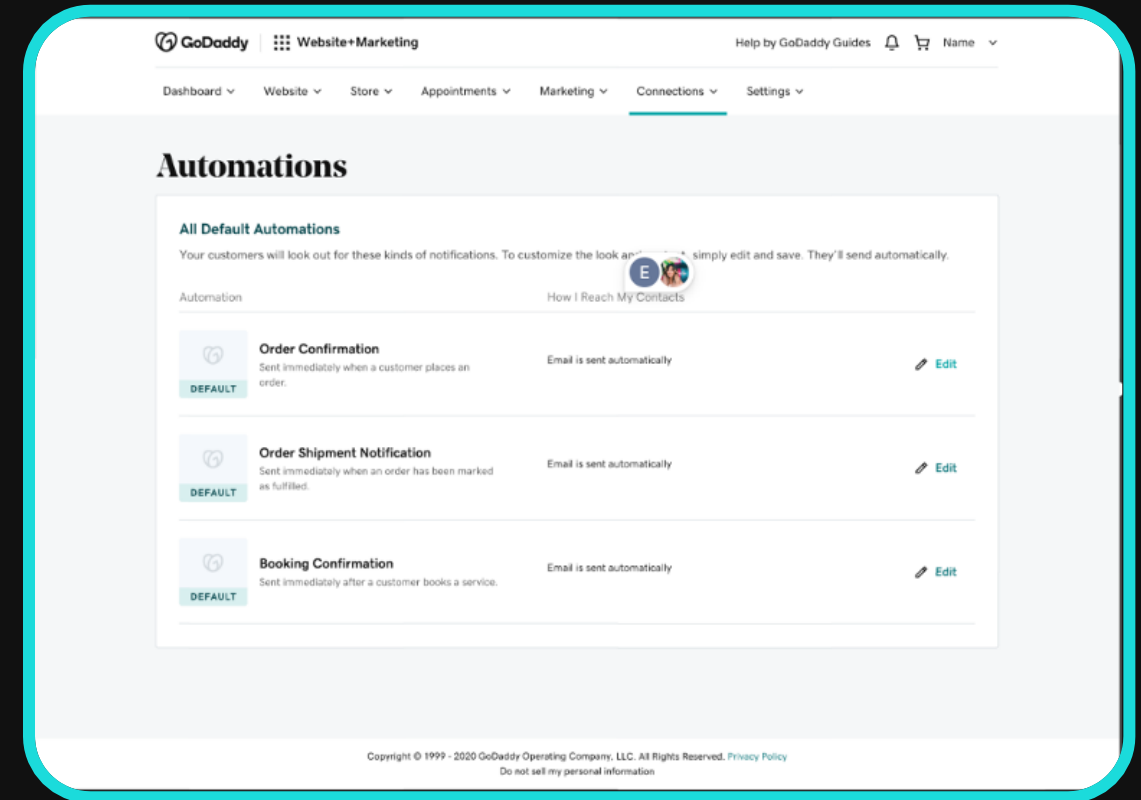
# Create campaigns

- Stay top-of-mind with email marketing
- Keep content relevant to your customer and what they may be interested in



# Automate Emails

- Engage with customers during key moments – automatically
  - Welcome emails
  - Order confirmation
  - Shipping confirmation
  - Booking confirmation
- Send reminders to customers who have unpurchased product in their cart





- ✓ Getting your site & online store ready
  - ✓ Selling where your audience is
  - ✓ Making email work for you
-





**Exciting things  
are happening in  
Baltimore.**



**Scan this code to  
join the Baltimore  
Community Group.**

- Learn and connect while you grow your businesses.
- Jump in and share your latest success or challenge.
- Meet others in the Baltimore business community.

Tag @GoDaddy with all your favorite moments.

 **GoDaddy** OPEN

 **Baltimore**



# Q&A



# Thank You.