

2021 COLUMBIA BASIN MIXER

ONLINE MARKETING & SALES 101

Presented by Young Agrarians and
Basin Business Advisors

January 7, 2021

What we'll cover

TOPICS FOR TODAY

- How to choose the right ecommerce platform, marketplace or software for your business
- Ecommerce platforms and Point of Sale
- Tools and strategies for online marketing
- Discussion!

ASK YOURSELF:

With ever-increasing options
to promote and sell your
products online and off, how
do you decide what the right
channels and tools are for you
and your business?

LET'S DIG IN!

Start here...

WHERE, HOW & TO WHOM ARE YOU SELLING?

Do you want to sell your products through your website or online marketplace?

Are you more interested in driving customers to your farm stand or local farmers markets?

Do you sell wholesale to local co-ops, restaurants, or other retail grocers and want to increase customer awareness of those markets? Or market collaboratively?

Do you have a CSA program that you would like to advertise and sell shares for only a few months of the year, or keep weekly subscription sales open for the entire season?

Would you prefer to use an online sales platform such as BC Farmers Markets Local Line, or Ballasters (Nelson BC based virtual marketplace est. 2020)?

How to Choose the "Right" Platform or Sales Channel

1

STAGE OF GROWTH

Where you're at in your business development
This determines how you choose a platform, create content, offer your products and track sales, marketing and inventory etc.

2

INTEGRATIONS & FEATURE CONSIDERATIONS

Options differ across platforms. Not all platforms are created equal!

3

ABILITY & INTEREST

Before starting out, ask yourself how techy savvy you are, how much time you have to spend, platform ease-of-use, available support, and your interest level in developing and maintaining an online presence.

4

BUDGET & COSTS

Don't get caught off guard by unexpected costs! Can you use what you have or are you ready to scale up?

Ecommerce Websites ~ Things to Consider

Page design

Product information input fields

Videos

Testimonials

Theme options (free vs. paid)

Domain (free vs. paid)

Social media & marketing integrations

Customer support

Custom logo

Newsletter sign-ups

Product bundle options (Ballasters)

Search Engine Optimization

Inventory

Shipping

Conversion rates

Mobile vs. desktop (traffic vs. conversion)

Online Sales Design ~ Things to Consider

PREPARATION

Who are you marketing to? What are you selling? What are your prices? When are you selling it? Where can customers pick up your product?

ADAPTATION

If you are not getting an adequate return on investment for your time and money, can you adapt your online presence to serve your schedule?

COMMUNICATION

Communicate clearly, concisely and precisely: what you are selling, your prices, your location, and methods of payment accepted (ie: cash, debit, e-transfer), Covid protocols (farm stand), parking on farm etc. · Keep it fun and creative!

FOOD FOR THOUGHT...

MORE THAN 50%

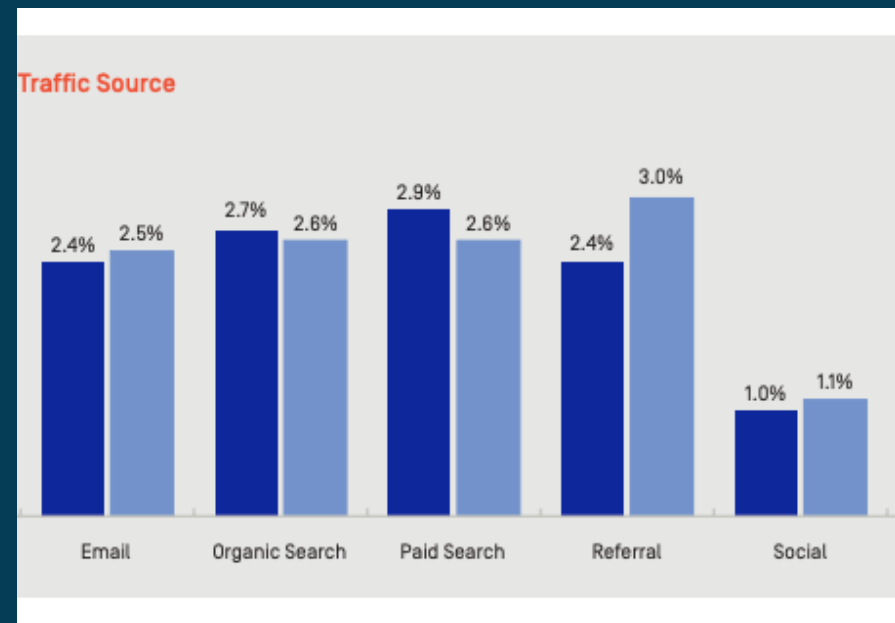
OF INTERNET SHOPPING HAPPENS FROM A MOBILE
DEVICE, THOUGH, GLOBALLY, OVER 1/3 MORE MONEY IS
SPENT BY THOSE SHOPPING ON DESKTOP.



Mobile leads traffic, desktop delivers sales

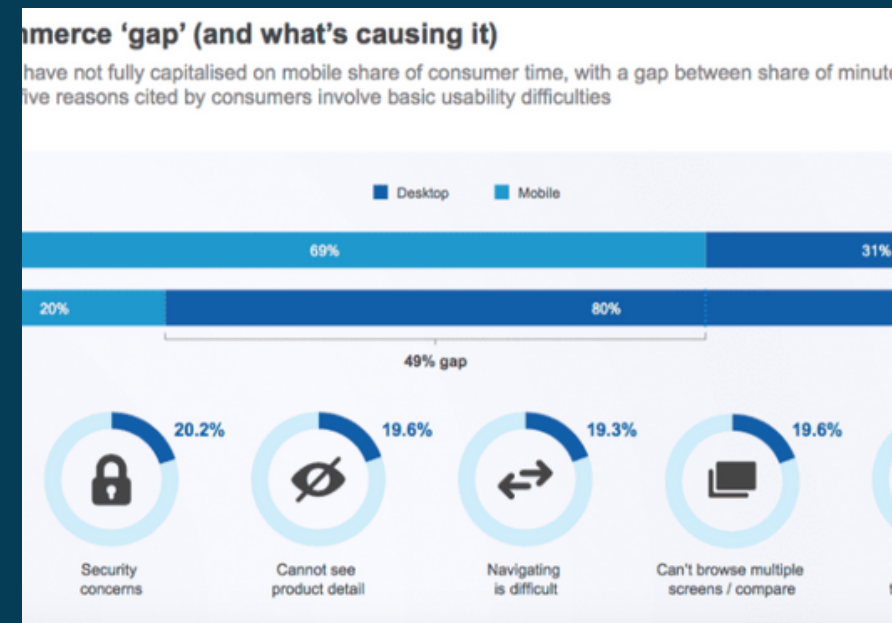
Consumers predominantly choose desktop as their device to make ecommerce orders, even though mobile devices account for the majority of traffic.

MAKING \$ ONLINE 101: DIRECT, CONVERT & UPSELL



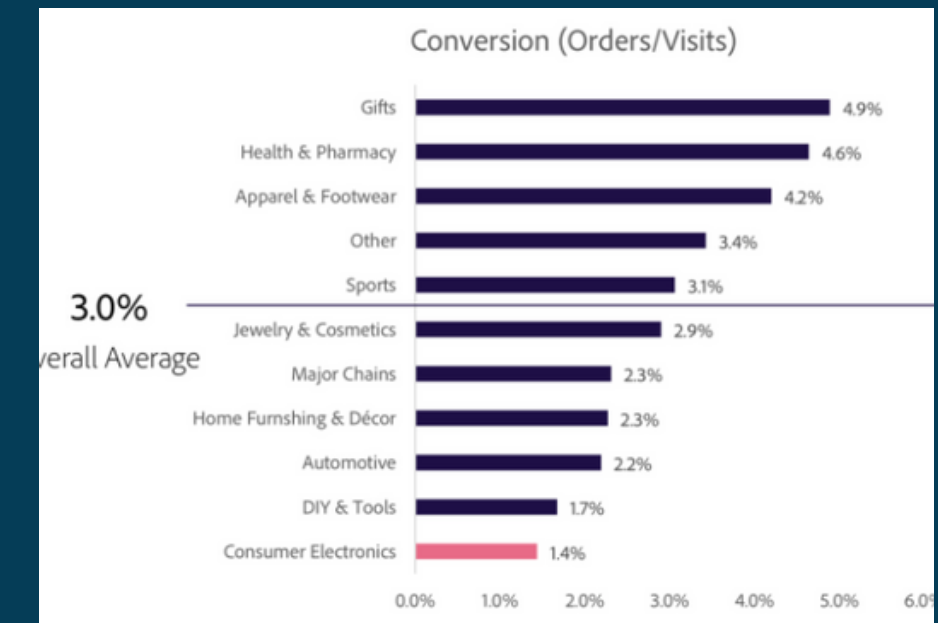
DIRECT TRAFFIC TO YOUR WEBSITE

Assuming you've already done your market research and have a product to sell, directing people to your website is step number one! Referral traffic has seen the most growth, while direct and social media traffic are also on the rise.



CONVERT TRAFFIC INTO CUSTOMERS

Security concerns, lack of product details, difficult navigation, inability to browse multiple screens for comparison, and difficulty inputting information: usability is key for conversion!



KEEP AND SELL MORE TO YOUR CUSTOMERS

Gifts and health products are the highest converting online product areas. Gift cards are a great way to add more value to your orders and increase sales of your healthy, local food!

Ecommerce Platforms

BIGCOMMERCE	LOCAL LINE	SHOPIFY	WEEBLY
Trial:1 month Basic plan: \$38 CAD / month Support: 24/7 POS via Apps Facebook shop integration Domain for purchase Email: third party Mobile friendly Gift Certificates Mailchimp & Klaviyo Quickbooks	Trial: 7 days Basic plan: \$50 CAD per catalog / month Support: Email, phone & chat Domain: third party Mobile friendly Gift Cards or Credit Mailchimp Quickbooks Platform used by BCAFM	Trial:28 days Basic plan: \$37 CAD / month Support: 24/7 Contact form: Imbedded POS with free card reader Facebook, Instagram, Google Domain: \$20-25 / year Email: Hover, GSuite Mobile friendly Mailchimp, Klaviyo, SmrtMail Gift card Pickup & delivery options Canada Post, Quickbooks, Xero	Trial: unlimited free plan Basic plan: \$9 CAD / month Support with login POS with Square Facebook, Instagram, Google Domain: third party Email: GSuite Mobile friendly Weebly Promote Gift card with apps Pickup & delivery apps

Ecommerce Platforms

SQUARESPACE

Trial:14 days
Basic plan: \$40 CAD / month
Support: Email 24/7
Form block functionality
POS in USA only
FB, Twitter, LinkedIn,
Pinterest, tumblr,
Domain: free w/ annual plan
Email: GSuite
Mobile friendly
Gift Cards
Mailchimp
Xero

WIX

Trial:14 days
Basic plan: \$27 CAD / month
Support: Mon-Fri
POS with Square
Add forms
FB, Google
Domain: add on premium
Email: GSuite
Mobile friendly
Wix Email Marketing

WORDPRESS / WOOCOMMERCE

Trial:free to start
Basic plan: \$120 CAD / year
+ other costs
Support: Email, chat
POS with Square
Facebook
Domain: \$20 / year
Email: Wordpress
Mobile friendly
Gift Cards on premium
Mailchimp
Quickbooks

MAILCHIMP

Trial:free to start
Basic plan: \$19 CAD / month
Support: Email, chat
POS with Square via app
Facebook Ads
Domain: thid party
Mobile friendly
Automated email campaigns
and simple landing pages



MARKETING AND PROMOTION

How are you reaching your current and potential customers?

Social media considerations

Paid advertising (Facebook Ads)

Unpaid advertising (Facebook groups!)

Word-of-mouth/customer-customer advertising

Search Engine Optimization

Keywords

Hashtags

Original content

Cross-promoting

Marketplaces (SupportlocalBC / MarketplaceBC)

Software tools like Cropolis

ONLINE MARKETING

FACEBOOK
INSTAGRAM
MAILCHIMP
MARKETPLACES
PINTEREST



What's working for you?

Resources

MARKET, DIRECT, COVERT & UPSELL

ECOMMERCE TIPS, TRICKS AND TOOLS FOR
FARMERS AND FOOD PRODUCERS

<https://youngagrarians.org/ecommerce-farmers/>

SOFTWARE TOOLS FOR SMALL FARMS

<https://youngagrarians.org/software-tools-for-small-farms/>



Resources

MARKET, DIRECT, COVERT & UPSELL

CONVERSION RATE INSIGHTS

<https://www.smartinsights.com/ecommerce/ecommerce-analytics/ecommerce-conversion-rates/>

ECOMMERCE PLATFORM ANALYSES

<https://ecommerce-platforms.com/compare/best-ecommerce-platform-seo>

<https://www.webfx.com/blog/marketing/best-ecommerce-platform-for-seo/>

<https://www.ecommerceceo.com/ecommerce-platforms/> (JAN 7, 2021)



Resources

MARKET, DIRECT, COVERT & UPSELL

HOW TO CONDUCT MARKET RESEARCH

https://www2.gov.bc.ca/assets/gov/farming-natural-resources-and-industry/agriculture-and-seafood/farm-management/market-development/domestic-marketing/how_to_conduct_and_use_market_research.pdf



GET IN TOUCH!



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Thank you for
joining us!

Questions &
Discussion