

# SIT AT HOME & MAKE MONEY FROM YOUR LAPTOP

## THE ESSENTIAL E-COMMERCE BLUEPRINT

Starting an e-commerce business can be one of the most rewarding things you can do if you're looking to make passive income from your laptop. Though there's no scarcity of tips and tricks on strengthening e-commerce sales, most of them will turn out to be completely pointless if you're not following the right strategies.

The following tips will guide you in getting started with E-commerce.

### 1 - CHOOSING YOUR HOST/PLATFORM

There are many E-commerce hosting platforms that you can use to create your store and sell products through a built in secured payment gateway.

A great hosted E-commerce solution for beginners as well as experts is Shopify as it allows you to set up a mobile friendly store easily and quickly. Shopify is one of the biggest and most successful E-commerce platforms in the world.

There are many advantages to using Shopify as your platform. You don't need any technical expertise to launch a store; all software and hosting is provided by Shopify. It is secure and reliable with 24/7 customer support and it's mobile ready and customizable. It also has a treasure trove of functionality and includes built in SEO features.

### 2 - WEB DESIGN

A Drag & Drop interface is highly recommended for an E-commerce promotion website.

It is now easier than ever to create great websites with easy navigation and smooth calls to action that are easily identifiable by your target consumer.

Make sure that your menu is clear, simple & well-structured.

Good navigation should be easy to find and comprehend – making for quick and easy travel throughout the entire website.

People like consistency, especially online. If every one of your pages looks different, uses different fonts, and is laid out differently, many users will move on to the next option.

Any website that’s even mildly successful uses the same set of format, style, and typeface guidelines that serve as the backbone for all pages. This ensures a sense of consistency as users navigate through your website, and makes the entire experience more coherent and streamlined.

### 3 - CHOOSING A NICHE/PRODUCT

One of your very first steps to becoming a successful Internet entrepreneur with a profitable online business is to pick a niche. Essentially, a niche is the industry you will be in and the types of products you will sell; it’s what you specialize in.

Choosing the right product and niche is one of the most important factors in E-commerce. There are many different products that you can sell on your online store, but how do you determine which products are guaranteed to sell?

There are many different strategies that you can use to determine the plausibility of products. An effective method is to go to the top sellers category on sites such as Amazon, Ebay, Wish, Ali Baba, Gear Best, and take note of the niche for each top selling product. The niche in which the top selling products pertain to are a good sign that there is a steady and growing demand for these specific products.

The key is to focus on one specific market that you can serve, over and over again, rather than spreading yourself too thin by trying to operate in multiple niche markets.

## 4 - INVENTORY

Inventory management is the set of activities involved in ensuring that items needed for the business to run are always available in optimal quantities. This means that there should neither be too much purchased nor too little, but just the amount required with adequate backup.

You can now set up stores with your chosen products in your preferred niche with ZERO inventory. It's called drop-shipping.

The main concept is that you're selling products you don't actually own. It means that you can set up an online store, include a mark-up price, and sell products to clients. You can then forward the order to your supplier. They in return, ship the product to your customer on behalf of your company.

The advantages to drop shipping is that you have no overhead, no inventory, and you get to keep the additional profit!

## 5 - SOCIAL MEDIA

Social networks are now a substantial part of every marketing strategy, and the benefits of using social media are so great that anyone not implementing this cost-effective resource is missing out on a phenomenal marketing opportunity.

Imagine spending as little as 6 hours a week in order to increase your business's recognition, traffic, and sales with little to no cost. 90% of marketers claimed that social media generated immense exposure for their company, and that's only one of its many advantages.

To get started, create social media profiles for your e-commerce business and begin interacting with others. Get friends to "like" and "share" your page. Simply having people interact with your content will increase brand awareness and begin building your reputation as a business. Each post that is shared will be introduced to a new network of individuals, which can lead them to becoming potential customers, and the more people who know about your business, the better.

## 6 - DIGITAL MARKETING

The world of marketing is shifting from traditional marketing like TV ads, billboards, and mail-outs to digital marketing. This shift has put an emphasis on things like email communications, web tracking, PPC, and SEO.

With digital marketing, you are provided with solid, reliable reports that show you the exact results of how many people opened your email or clicked a specific link. Digital marketing is quickly growing in popularity due to its effectiveness at engaging clients and leads through accessible means.

One of the top digital marketing platforms right now is Facebook Ads. Learning and becoming proficient in Facebook Ads can drastically improve the exposure for your e-commerce business. Plugging in your ideal consumer is easier than ever with Facebook's detailed ad targeting.

## 7 - TESTING

Think about this. When you are making a large purchase do you ever sign on the dotted line before testing the product? Would you buy a luxury car before taking it for a drive? Would you buy a house before walking through and checking for cracks or plumbing defects?

So why when you run a business would you invest time and money into an advertising campaign and roll it out without testing it? As a smart business person you wouldn't and if you knew the value of testing then it's an easy decision. While you may have ideas as to what is a good headline or catch phrase, your customers may view it differently. What you thought would generate a great response may not, and you won't know this until you test it.

Testing is an essential part of any marketing efforts. Taking the time to test your campaigns on a small scale will ensure that you are connecting with your target market, getting the required response rate, and attracting customers to your e-commerce business.

## WHAT'S NEXT?

These are 7 key factors to consider when getting started in e-commerce.

We hope that this guide will equip you with the information needed to take control of your future. Once you start to master and apply these tips, everything changes.

If you'd like to speak with us about a customized strategy and action plan to take your business and your life to the next level, we'd love to talk to you. We help aspiring entrepreneurs as well as experienced business owners start and run their own e-commerce businesses. Click this link to book your free strategy call. There is never any pressure on our strategy calls. Our goal is to figure out where you need help, and point you in the right direction.

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