Ecwid

Sales and Marketing Overview

For MONO

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E-commerce is growing faster than ever
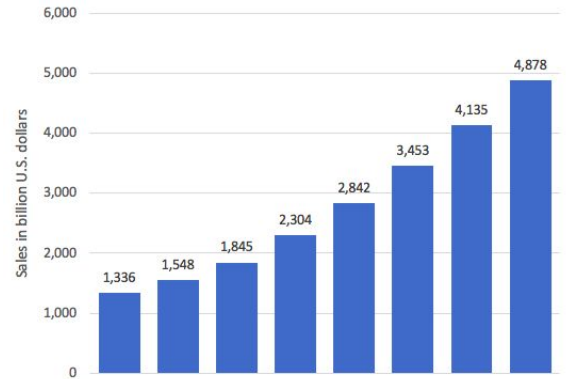
$5 TRILLION
Projected annual global e-commerce sales by 2021
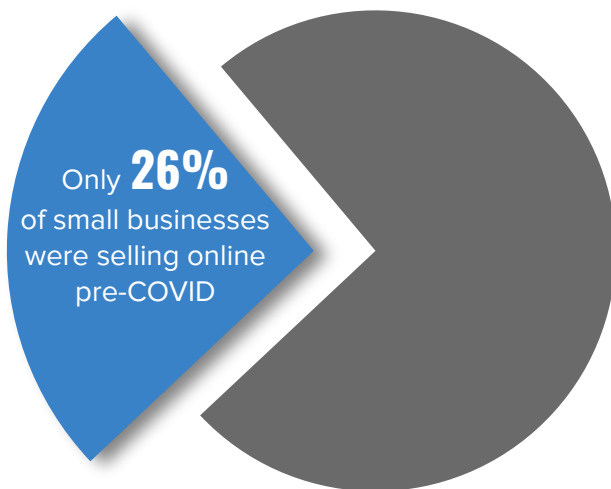
20%
Expected growth of e-commerce in 2020

22%
Projected percentage of global retail sales generated by e-commerce by 2023

Global retail e-commerce sales from 2014 to 2021

Only **26%** of small businesses were selling online pre-COVID

But small businesses aren't keeping up

When it comes to e-commerce, a lot of SMBs:

- Don't know how to start

- Think it is too complex

- Don't have the time or resources to explore and manage new channels

Giving you a huge opportunity

Offer your clients a comprehensive omnichannel solution that it fast and easy to sell online

Boost sales volume by attracting new clients and increasing sales for existing clients

Help your clients get discovered online, where most shoppers are looking for businesses and products

Increase stickiness by helping your clients establish and find success with an omnichannel business
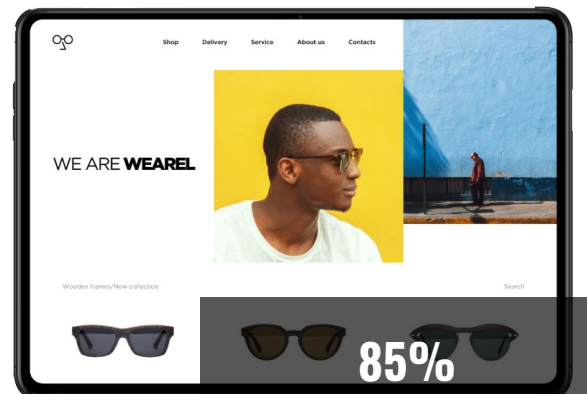
85% of consumers want an integrated experience across online and in-person retail channels

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Everything your clients need to sell online

- Integration into the Mono Platform

- Social selling on Facebook and Instagram

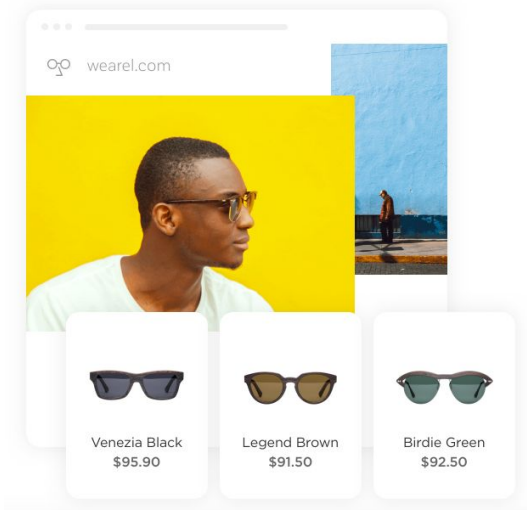- Marketplaces like Amazon and eBay

- In-store pickup and delivery options

- Digital gift cards and discount coupons

- Automatic, real-time sync with POS

Ecwid makes it easy - for you and SMBs

- No coding knowledge or developer required

- Easy-to-follow setup checklist

- Integrated sales channels, payments, and shipping

- Automated remarketing, shipping rates, and taxes

- Mobile store management app
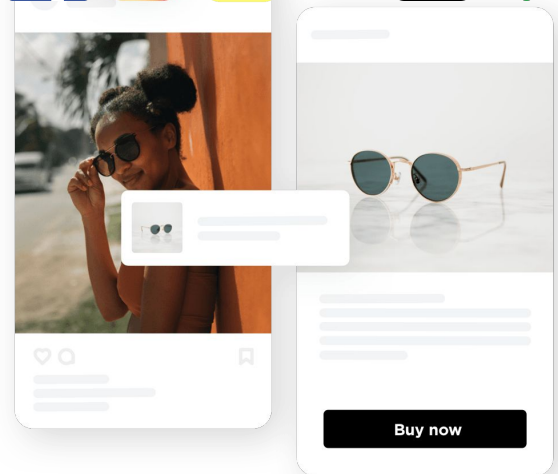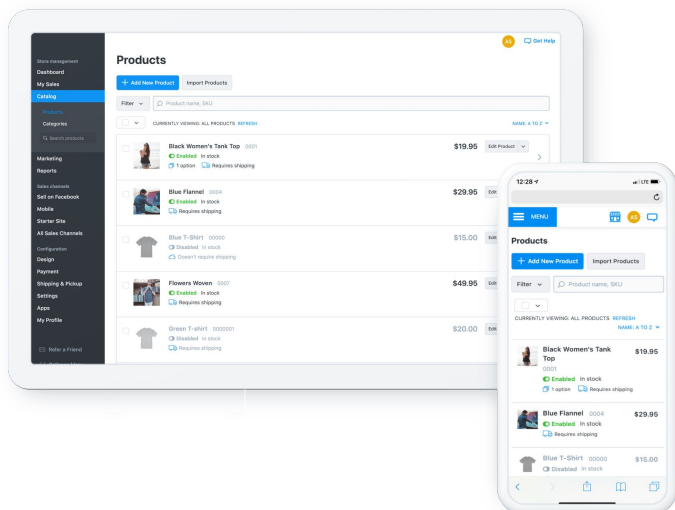
Manage your store everywhere with one centralized dashboard

Automatically sync inventory, prices, and images across sales channels

Create an integrated customer experience

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❏ **Determine your pricing model**
What do you want to charge your clients? Will e-commerce be bundled with your other services?

❏ **Set up client billing**
How will you charge your clients? What system will you use? Will they be billed monthly or annually?

❏ **Add e-commerce details to your website**
Make sure your website has all of the details about your new service and its great features

❏ **Add a registration link or instructions for registering**
Make sure clients know how to sign up for your new e-commerce plans

❏ **Promote on social**
Let your current clients know about your new service and everything they can do with it, and find new clients

❏ **Provide support**
Be ready to answer clients' questions. Our white label knowledge base is always there to help: help.shopsettings.com.

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ESSENTIALS

Professional features to easily create and manage your online store

- Add up to 100 products
- Sell on Facebook and Instagram
- Chat with customers via Facebook Messenger
- Manage your store on-the-go with a mobile store management app

PROFESSIONAL

Scale your online store with more sales channels and marketing tools

- Add up to 2500 products
- Sell on Amazon, eBay, and Etsy
- Send automatic abandoned cart recovery emails
- Improve product listings with filters, variations, and multi-language display
- Create customer groups to offer special discounts like wholesale and B2B

UNLIMITED

Unlock your store's full potential with our most advanced features

- Add unlimited products
- Integrate with point-of-sale to sell offline and online simultaneously

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Sell Everywhere			
Feature	**Essentials**	**Professional**	**Unlimited**
Synchronized Storefronts With automatic inventory and order synchronization, SMBs can sell simultaneously across multiple websites, marketplaces, and offline retail	✓	✓	✓
Mobile Store Management Manage stores and sales on-the-go with our neutral-branded store management app for iOS and Android	✓	✓	✓
Facebook Shop Synchronize a store to a Facebook business page, where SMBs see an average 15% revenue increase	✓	✓	✓
Instagram Shoppable Posts Add pricing and product details directly to Instagram posts, and reach more of Instagram's 1 billion users	✓	✓	✓
Facebook Messenger Add a chat button to a storefront or product page to stay in touch with customers, communicate more efficiently, and remind shoppers about special offers	✓	✓	✓
Amazon* and eBay Marketplace integrations let SMBs list products and sync orders and inventory to their store		✓	✓
Point of Sale** Seamless synchronization with Square, Clover, and Vend means SMBs can sell online and offline			✓

*Native Amazon integration available in the US only. Available via third-party app in other regions. Access to this feature is only available on Professional and Unlimited.
** POS availability can vary by region and country, and is subject to change from time-to-time

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Store Setup and Management			
Feature	**Essentials**	**Professional**	**Unlimited**
Automatic Updates As a cloud-based service, updates are taken care of automatically without disruption to business	✓	✓	✓
Responsive Design Stores will display seamlessly across desktop, tablet, and mobile so SMBs can reach customers wherever they are shopping	✓	✓	✓
Built-In Storefront Translations Stores can be translated into over 45 different languages, so customers can shop around the world	✓	✓	✓
Single-Page Checkout Enjoy less cart abandonment and more sales with a simple and transparent single-page checkout	✓	✓	✓
Payment Gateways With over 40 different integrated payments including localized options, SMBs can securely accept payments however they choose	✓	✓	✓
Shipping Options Select rates and carriers based on SMB preferences and customer needs. Real-time shipping rates let customers see costs based on location.	✓	✓	✓
Automatic Tax Calculation Fully automated tax rate calculation allows SMBs in the U.S., Canada, UK, EU, Australia, and New Zealand to set up tax rates in just one click		✓	✓
Product Filters Add product options and features so customers can easily navigate stores		✓	✓
Multi-Language Products Perfect for global markets and multilingual countries. Once set up, the store will detect and display the preferred language of customers' browsers.		✓	✓

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Marketing			
Feature	**Essentials**	**Business**	**Unlimited**
Facebook Pixel Install a Facebook tracking pixel, no coding required. Track store visitors and monitor their behaviors.	✓	✓	✓
Google Shopping With fully automated Google Shopping ads, it's easier than ever to get products to the top of Google's search results	✓	✓	✓
Discount Coupons Build customer loyalty and increase sales by offering coupon codes for discounts or free shipping	✓	✓	✓
Pinterest Add a Pinterest analytics tag and start remarketing to visitors and act-alike audiences. Plus, there's no coding required.	✓	✓	✓
Snapchat Add the Snapchat pixel to advertise products, get info about who is clicking and purchasing from ads, and target similar Snapchat users.	✓	✓	✓
Customer Groups Organize customers into groups by different criteria (wholesale clients, B2B, VIP customers, etc.) to give a special storewide discount to the group members.		✓	✓
Abandoned Cart Recovery Set up automatic emails that track and remind customers about items they left in their cart - one of the best ways to convert sales		✓	✓

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FEATURE	ESSENTIALS	PROFESSIONAL	UNLIMITED
Sell On Facebook	✓	✓	✓
Instagram Shopping	✓	✓	✓
Auto Abandoned Cart Recovery		✓	✓
Discount Coupons	✓	✓	✓
E-Goods	✓	✓	✓
Marketplaces (Amazon*, eBay)		✓	✓
Automatic Taxes		✓	✓
Product Filters		✓	✓
Product Variations		✓	✓
SEO Fields	✓	✓	✓
Shipping Per Product	✓	✓	✓
Facebook Messenger	✓	✓	✓
Scheduled Pickup	✓	✓	✓
Point-of-Sale Integration			✓
Customer Groups		✓	✓
Multilingual Storefront		✓	✓
Unlimited Products			✓

Native Amazon integration available in the US only. Available via third-party app in other regions. Access to this feature is only available on Professional and Unlimited.

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Would you like to reach more shoppers?

Do you have a website?

Are you currently selling your products online?

Do you have a Facebook or Instagram Business page?

Did you know most shoppers start their search online, even if they buy in store?

What are your goals for your business?

What challenges do you have reaching consumers?

How could additional revenue from online sales change your business?

How effective are your current marketing activities?

Have you thought about where to reach consumers beyond your website?

Do you want to sell on Facebook or Instagram?

Did you know Google Shopping ads return 4.5x revenue on ad spend?

Do you have an Amazon Seller account?

Did you know independent small businesses sold over $2 billion on Prime Day?

I already have an online store
- Is it performing the way you want it to?
- Are there any features you wish you had?
- Are you able to connect it to sell on Facebook, Instagram, and Amazon?
- Does it let you to set up ads on Facebook or Google with a few clicks?

Selling online is too hard
- Ask about their current store - older platforms can be clunky and confusing
- Bring up ease of use: no developer needed, simple setup checklist, mobile store management, central dashboard

Everyone suggests Shopify
- It's a nice product, but it locks you into Shopify's ecosystem
- It's more costly in the end, with 2% transaction fees and more expensive plans
- Language capabilities are limited and reliant on 3rd-party apps

I tried and wasn't successful
- Did you connect to other sales channels like Facebook, Instagram, or Amazon?
- Did you try any advertising?
- Did you like your platform, or was there anything you wish it did?

Add Products Manually

Control Panel > Catalog > Products > + Add New Product

1. Enter the name, description, and other product details
2. Add product image(s) and set stock level if needed
3. Click Save
4. Click Preview Product to see how this product will look in your online store

Add Products Using CSV

Control Panel > Catalog > Products > Import Products

1. Select CSV file from your computer
2. Confirm import settings
   a. Select the delimiter used in your CSV file: comma, semicolon, tabulation
   b. Select the encoding used in your CSV file. If unsure, the most universal is UTF-8.
3. Confirm product attribute columns for import. CSV import supports up to 25.
4. If you'd like to clear the current catalog (for example, the demo products), check the option "Delete all products and categories before import"
5. Import file

Product Variations

If your product has options like size or color, then you can add a variation for each combination of options.

Example Use Cases for Variations:

- Assign different images for every product option (frequently used for apparel and shoes)
- Automatically adjust prices with customer selections
- Track inventory with unique SKUs to prevent overselling
- Adjust the weight to get more precise shipping rates at checkout

Consumers are using social to discover and purchase
- 78% of U.S. consumers have discovered new products on Facebook
- 75% of Instagram users have taken action after seeing a brand's ad
- Stores with a social presence have 32% more sales than stores without

Mobile shopping is taking over
- 73% of all e-commerce sales are expected to come from mobile by 2021
- Mobile accounted for 65% of all 2019 Amazon Prime Day traffic
- Mobile sales were up 21% y/y on Black Friday 2019

Online discoverability is more important than ever
- 66% of shoppers begin their search on Amazon
- Google Shopping ads grew 42% y/y in 2018
- Google Shopping accounted for 63% of all Google search ad clicks in 2018

Live chat is an important customer service tool
- Site visitors who use web chat are 2.8x more likely to convert
- 41% of consumers list live chat as their top brand communication channel
- 20 billion monthly Facebook chats are sent between customers & brands

Recovering abandoned carts is key for online stores
- The global cart abandonment rate is over 75%
- Recovery emails see 45% open, 21% click-through, and 11% purchase rates
- Nearly 30% of all e-commerce revenue comes from recovery emails

User-generated content is changing brand marketing
- 90% of U.S. consumers say UGC influences their purchase decisions
- 75% of consumers think UGC makes advertising more authentic
- Overall receptiveness to a brand rises 28% when UGC is used

facebook

- 90 million small businesses use Facebook
- 37% increase in Facebook ad impressions in 2019, with average ad prices decreasing 4%

Venezia Black Sunglasses
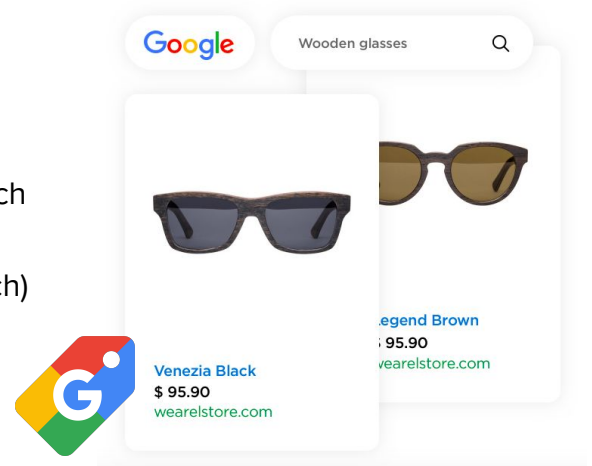$95.90

Wooden Sunglasses
$29.95   Shop Now

Instagram

- 200 million users visit at least one business profile daily
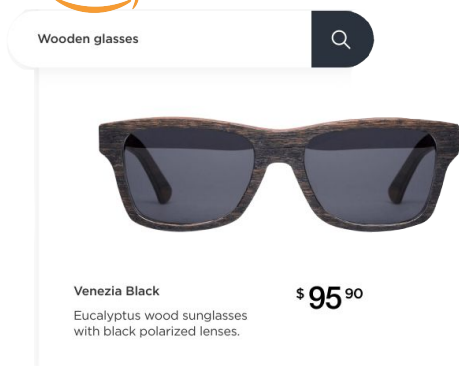- 91% of users use Instagram to research products and services
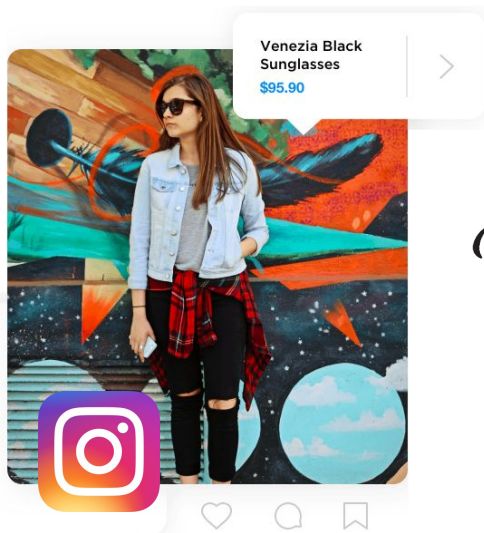
Google

- Google Shopping ads make up 76.4% of US retail search ad spend, winning 85.3% of clicks
- 4.5x ROAS (compared to 2-3x ROAS for standard search)

Google   Wooden glasses

Venezia Black
$ 95.90
wearelstore.com

Legend Brown
$ 95.90
wearelstore.com

amazon

Wooden glasses

Venezia Black $ 95.90
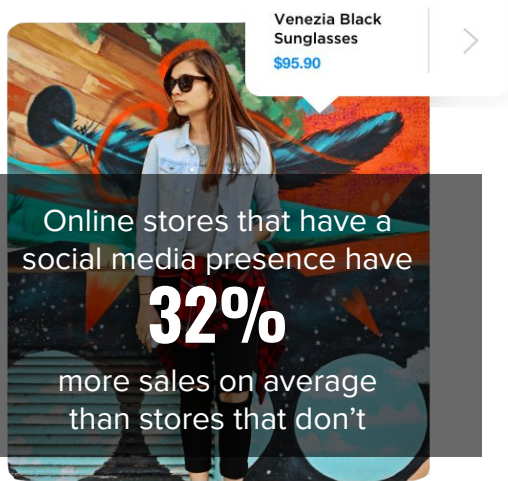Eucalyptus wood sunglasses with black polarized lenses.

amazon

- 206 million monthly visitors
- 40% of shoppers start their search on Amazon
- 50% of Amazon orders come from third party sellers
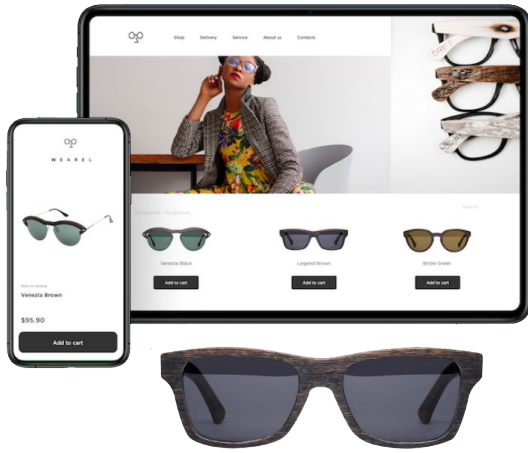
Everything you need to sell online

➔ Easy integration into your website

➔ Social selling on Facebook and Instagram

➔ In-store pickup and delivery options

➔ Digital gift cards and discount coupons

➔ Automatic, real-time sync with point-of-sale

➔ Mobile app for on-the-go store management

➔ Zero transaction fees

Online stores that have a social media presence have **32%** more sales on average than stores that don't

Venezia Black Sunglasses
$95.90

Reach your customers wherever they're shopping

91% higher year-over-year customer retention for businesses with an omnichannel strategy

78% Facebook users who have discovered new products

91% Instagram users who use the platform to research products and services

4.5x ROAS for merchants on Google Shopping ads (vs 2 - 3x ROAS for standard search ads)
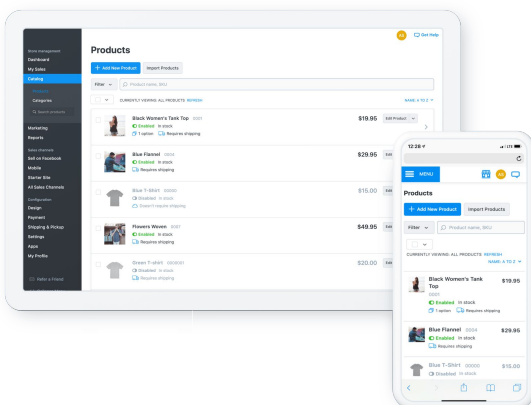
Get started ASAP with the easy-to-follow setup wizard

➔ Add your store to your website

➔ Add products

➔ Add company information

➔ Select shipping options

➔ Set up payment methods

Global Selling
Shopify's language capabilities are limited, reliant on 3rd-party apps and manual translations. With 50+ language translations and multi-language capability, Ecwid lets SMBs sell anywhere.

Site Builder Compatibility
Shopify only works on its own platform, so SMBs are limited to their site builder. Ecwid plugs into any CMS or website builder, including WordPress and Wix.

Ease of Use
While Shopify is relatively straightforward, it can require more advanced skills to set up - particularly when it comes to design. Ecwid is designed to get SMBs set up and selling in minutes, no developer or technical knowledge required.

Core Features
While many features are available on Shopify, a large number are through app integrations at an additional cost. Ecwid has all of its main features built into the core platform. Apps are available as enhancements, but are not necessary.

Zero Transaction Fees
Shopify requires SMBs to use their payments system, or pay a 2% transaction fee - which can really add up. Ecwid doesn't charge any transaction fees, and allows SMBs to select from over 45 international payment gateways.

Cloud-Based Solution

It is difficult for SMBs to back up their stores on WooCommerce, often requiring an outside vendor to manage. As a hosted cloud solution, Ecwid backs up all store data so it's safe if a site goes down - plus, we give SMBs a backup storefront so they can keep selling.

Omnichannel Selling

WooCommerce requires additional 3rd party plugins (typically at a cost) for many of their features and sales channels. Ecwid has built-in capability to sell on social sites and marketplaces like Facebook and Instagram.

Data Security

WooCommerce stores are not secure by default, making SMBs reliant on their host and additional security features. Ecwid is a PCI DSS Level 1 Certified Service Provider, ensuring all payment and transaction data is secure.

Site Builder Compatibility

WooCommerce only works with WordPress, locking SMBs into their platform. Ecwid integrates seamlessly with WordPress - but also with any other CMS or site builder.

Ease of Use

WooCommerce is difficult for beginners, and most SMBs require a developer to set up, maintain, and update their store, as well as provide extra support. Ecwid is designed to let any SMB easily set up their store - no developer or technical knowledge required.

Automatic Updates

WooCommerce forces SMBs to manually update their stores and additional plugins. Ecwid's automatic updates mean no disruption to stores, and no worrying about manual downloads or security patches.

Server Load

WooCommerce requires stores to upgrade to more expensive hosting if they need to increase their loading speed. Ecwid handles the server load, so stores load quickly every time regardless of the number of products.

Benefits of Ecwid vs. BigCommerce

Store Management App
BigCommerce offers a basic mobile app with limited store management, not complete functionality. SMBs can manage their store and sales completely on-the-go with Ecwid's easy-to-use store management app for iOS and Android.

Site Builder Compatibility
SMBs with an existing website are forced to restart the process when getting started with BigCommerce's platform. SMBs using Ecwid can seamlessly integrate their existing site in order to retain their SEO and investment.

Ease of Use
Building a site and store with BigCommerce can be a long process, and customizations often require a developer. Ecwid is designed to help anyone easily set up their store - no developer or technical knowledge required.

Built-In Integrations
BigCommerce is limited in its sales channel integrations, and other 3rd party integrations tend to be clunky. Ecwid has built-in integrations with sales channels, advertising tools, payment gateways, point-of-sale, and more.

Marketing Automation
BigCommerce offers marketing tools like abandoned cart recovery emails on their top tier plans - at nearly $80/month. Nearly 30% of e-commerce revenue comes from abandoned cart recovery emails - a feature available on Ecwid plans that start at just $35/month.