

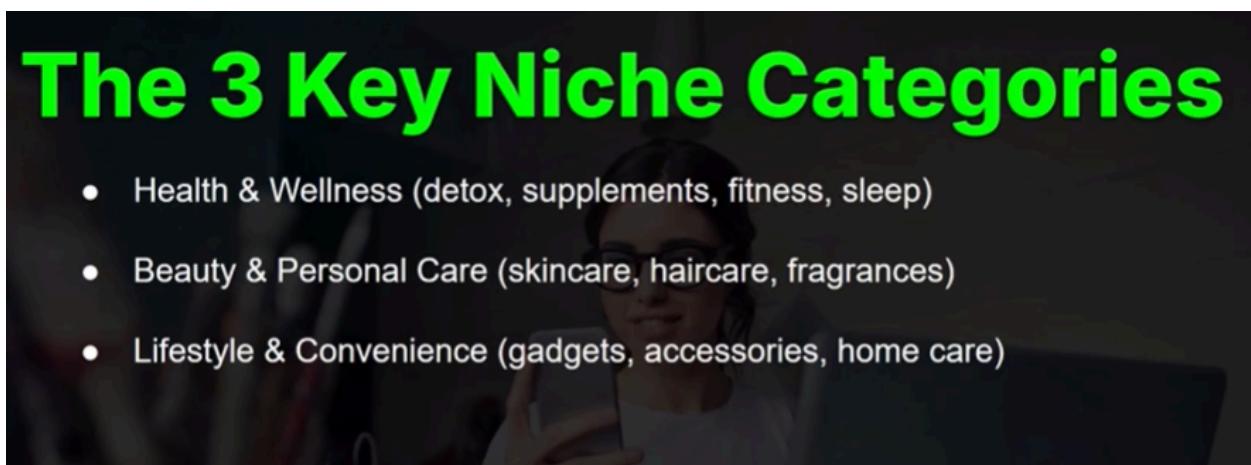
# E-commerce for Beginners

EEBR01 | E-commerce for Beginners: Build and Launch a Profitable Brand from Scratch

## Course link

Branded Selling vs Generic Selling:

- Strong Visual Identity
- Niche
- Clear message
- Loyal customers



- “Evergreen” products
1. Does this product solves a real problem?  
→ Sells **faster** and **longer**
  2. Repeat Purchase potential?
  3. *Can it be branded?*

## Validating product demand

- Saves you from wasting time and money

- Gives you clues to good market strategies

<https://www.facebook.com/ads/library>

Look for the keywords of your product and niche

- Running for more than 30 days?
  - Multiple versions of the same Ad
- \*\* Product is most likely on scaling phase
- Product presents branded packaging

→ Now to gaps and opportunities!

## Finding a Supplier and/or Manufacturer

Finding a manufacturer is the best strategy because they're actively looking for people to sell their product to, and they are the ones who have the better prices.

Try to contact them. You can search in Marketplaces or go looking for them in actual stores.

## Pricing for Profit

### 1. Things you need to know:

#### **Cost of the goods sold (True Cost):**

- Product cost . : value paid to Manufacturer/Supplier
- Services
- Packaging and Labeling
- Delivery (Logistics)
- *Ad Cost per order (CPA)*

Profit = Selling Price - Cost

→ To define your selling price, research your competitors

### 2. Create a Bundle Offer:

Objective: increase the AOV (Average Order Value)

→ This way you gain more money from each costumer, because some expenses are fixed. !

## Building a Strong Brand Identity

Your brand it's not the packaging. It has to do with the emotion and trust that it evokes. It is what allows you to charge more for your product.

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