

Getting started with the course

Understanding e-commerce and why it matters

Terms, tools, and strategies in e-commerce

Getting started in e-commerce

- ▶ **Video:** Market research  
4 min
- 📖 **Reading:** Get started with market research  
20 min
- ✅ **Practice Quiz:** Activity: Perform a competitive analysis  
1 question
- 📖 **Reading:** Activity Exemplar: Perform a competitive analysis  
10 min
- ▶ **Video:** Identify your target audience  
2 min
- 📖 **Reading:** Learn more about identifying your target audience  
20 min
- ▶ **Video:** How to do product research  
7 min
- ▶ **Video:** Product sourcing  
2 min
- 📖 **Reading:** Researching and sourcing products  
20 min
- ▶ **Video:** Branding in e-commerce  
4 min
- ✅ **Practice Quiz:** Activity: Identify brand values  
1 question
- 📖 **Reading:** Activity Exemplar: Identify brand values  
10 min
- 📖 **Reading:** Case study: How Prados Beauty's brand uplifts the indigenous community  
20 min

Review: Introduction to make the sale: build, launch, and manage e-commerce stores

Activity Exemplar: Identify brand values

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

Completed Exemplar

To review the exemplar for this course item, click the link below and select “Use Template.”

Link to exemplar: [Brand values worksheet](#)

OR

If you don't have a Google account, you can download the exemplar directly from the attachment below.

 **Activity Exemplar\_ Brand values worksheet**  
DOCX File

Assessment of Exemplar

Compare the exemplar to your completed Brand Values worksheet. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

**Note:** The exemplar identifies some of the potential ideas for brand values and suggestions on how to demonstrate these values. However, your answers will likely differ in certain ways. What's important is that you were able to identify brand values and provide suggestions for how the brand can put their values into action.

Let's review the brand values worksheet:

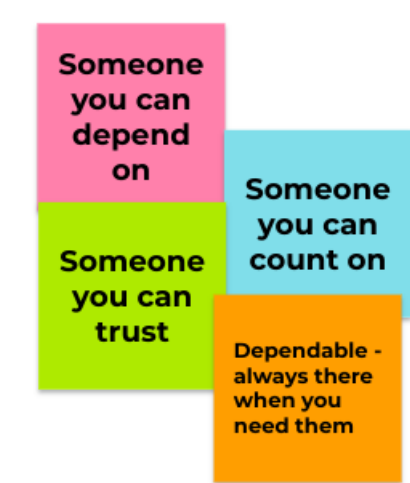
Identify brand values

Arranging the Jamboard sticky notes by theme made it easier to identify brand values. Although the sticky notes could represent more than five brand values, here are the five brand values identified in the exemplar:

**Integrity:** Multiple sticky notes mentioned integrity and doing what you say you'll do. Because of this, integrity was identified as a brand value.



**Dependability:** Multiple sticky notes described the brand as someone you can depend on. Because of this, dependability was identified as a brand value.



**Environmentalism:** Multiple sticky notes mentioned a concern or passion for taking care of the environment. Because of this, environmentalism was identified as a brand value.



**Making a difference:** Multiple sticky notes mentioned the brand as making a difference in the world and in other people's lives. Because of this, making a difference was identified as a brand value.



**Passion for nature:** Multiple sticky notes mentioned a love for the outdoors and nature. Because of this, a passion for nature was identified as a brand value.



Suggest ways to demonstrate brand values

1. Donate a portion of their sales to a nonprofit organization that supports a healthy environment.

Because customers care about the environment, the brand can encourage this by donating a portion of their sales to help the environment. They can help customers feel good about their purchase by letting them know that their purchase will support the environment. The brand can also include this information as part of their story in the "About us" page on their website.

This action demonstrates the brand values of environmentalism and a passion for nature.

2. Be transparent about the eco-friendliness of their products.

Because customers are concerned about buying products that are eco-friendly, the brand can encourage this by being transparent about the materials used to make their products and how the products were manufactured. They could include this information on their FAQ page.

This action demonstrates the brand values of environmentalism, integrity, and dependability.

3. Educate customers about other ways they can help the environment.

Because customers are concerned about the health of the environment, the brand can include information on their website about other ways to help the environment. For example, they might feature tips on conserving water or recycling. They could publish articles about these topics on their blog and post about them on social media.

This action demonstrates the brand values of environmentalism and a passion for nature.

Mark as completed

