



SMALL BUSINESS E-COMMERCE MOVER

1. Identify Best Selling products

- Product should weight less than 1lb.
- Easy to Ship & Good Shelf Life. (No Batteries, No Glass)
- Profit Margin of at least 33%.
- Select product that is easy to market, where use of product is immediately understandable or is a proprietary product.

2. Build an E-commerce store :

Easiest way to build a commerce store at cheapest cost is by using platforms like Shopify.

Scan this QR Code :



Using Shopify with Debutify Theme, Create a single product store.

Buy a domain name from namecheap.com - Domains ending in .store can be obtained at cheaper prices.

Use Shopify Apps like judge.me for reviews, mail chimp for email marketing , sales pop up for social proof, free shipping bar to create urgency, VITALS to get customers to initiate checkout. Provide clear shipping or delivery times.

3. Advertise your Product online :

This is where it gets tricky, if you are a brick & mortar store with good presence in your area and have products that people are very interested in, You can use following QR Code to go to facebook business manager.



While targeting audience , we recommend that you create a social media page on Facebook and Instagram for your business and add images of products with apt descriptions to build a following, as it will provide a long term value.

Creating a video advertisement of product is important, you can find many freelancers willing to deliver a creative for as little as \$5 for your product.

Once you have a website and a creative, all we need is a budget to start our Facebook ads campaign. We recommend multiple ad sets with at least 3 to 5 creatives. Targeting broad audience with reach between 500k to 5M. Turn on CBO - Campaign Budget Optimization with daily budget amount set as 1/10th of Advertising budget.

After 24 Hours, cut off ad sets with Outbound CTR (Click through Rate) less than 2%.

Cut Off Ad sets with CPM more than \$10 for 1000 Impressions.

We recommend manual placements with only Instagram & Facebook Feed posts for Advertisements.

RESOURCES FOR CREATING STORE :

- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=KIID4MA5SFK](https://www.youtube.com/watch?v=KIID4MA5SFK)
- [HTTPS://DEBUTIFY.COM/](https://debutify.com/)

RESOURCES FOR ONLINE ADVERTISING :

- [HTTPS://NEILPATEL.COM/BLOG/UNBEATABLE-FACEBOOK-AD-CAMPAIGN/](https://neilpatel.com/blog/unbeatable-facebook-ad-campaign/)
- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=84PRX3-JR4C](https://www.youtube.com/watch?v=84PRX3-JR4C)