



GOING BEYOND A BASIC WEBSITE

Do you have a wholesale ecommerce website? Are you participating in virtual trade shows, retargeting ads, and text message marketing?

Every single minute, 1.1 million dollars are spent via online shopping. Yet most websites remain informational / brochure style sites only, unable to take online transactions.

Statistics show that it is definitely not too late, as less than 1 percent of all the websites out there are offering products for sale online (ecommerce websites). Online sales overtook in-person or offline sales in B2B sales last year. Sales figures for ecommerce sites and marketplaces, increased by 18.2 percent! ***Total sales for manufacturers, distributors and wholesalers increased faster than retail.***

Now is the time to make a change and start driving your business forward based on this new reality.

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Your Customers Want to Buy From You Online

Today, you have lots of choices when it comes to building an online store. With most website applications, you get the software, but you still have to do the work. "Free" website builders not only leave you hanging, but seldom have the tools you need to really sell products and conduct business online.

At WebStores Ltd. we actually build the store for you using the latest technology from WooCommerce or Shopify. Once your store is functional, we teach you how to run it. We've been in the internet business for over 15 years and know what it takes to create ecommerce sites that not only look professional and work on both laptops and mobile devices, but that perform!

Some things to consider when building an ecommerce website include:

- Wholesale website or retail/wholesale website
- Security issues and SSL certificates
- Payment gateways and PCI compliance
- Ratings & reviews
- Coupons, cross-selling, promotions
- Shipping costs and taxes
- Order management
- Credit terms and purchase orders
- Multiple item order form
- Wholesale login
- Edit an order after it has been placed
- Instant re-orders

But, I already have a website!

Websites are not made to be static, but constantly changing. Your site must evolve over time. Even if your website is working for you and your content is being updated regularly, over 70% of businesses make the mistake of driving traffic to their un-targeted home page. WebStores Ltd. can act as your virtual webmaster for a fraction of the cost of an employee.

Don't Get Left Behind!

While your website is critical, it won't do you much good if you don't let the world know about it. You need to market it.

Traditional marketing such as print ads, broadcast radio, and even tradeshow are simply not very efficient at finding the exact people who can use your products and services. This is called the "spray and pray" approach to advertising. With digital advertising, you can take that same amount of money to reach exactly the people who are specifically interested in your products and services.

Let WebStores Ltd set you up with:

- Landing Pages
- Social Media Ads
- Re-targeting Ads
- Virtual Trade Shows
- Podcast Guesting
- YouTube Videos
- Search Engine Placement
- Email Campaigns
- Text Messaging

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