

Michon, Int.
visible in a global market

Workshop 4

BUSINESS GROW ONLINE

Engaging in E-Business



OVERVIEW OF WORKSHOP THREE

Email can be your work horse..

Social Media for marketing..

Pay Per Click..

Search Engine Optimisation.

Banners and Ads on other sites..

Affiliate marketing / JV's

THE FUTURE!

JUST A REMINDER :-)

Sorry to be repetitive AGAIN !



MOBILE IN AUSTRALIA..

43% Internet phones - 29% regularly using it to search, email, maps & facebook/twitter etc.

Early 2011 about 25% of mobile users shopping online with their phones - Ebay reporting a mobile sale every 15 seconds.

Mobile data traffic on Next G (telstra) DOUBLES every 8 months for the last 2 years..

E-BUSINESS

Getting money from your
website



WHAT WE WILL LOOK AT TONIGHT...

- ✓ Why e-commerce/e-business in 2010?
- ✓ Adding a shopping cart or a paypal button?
- ✓ Online processors - paypal, clickbank (digital info).
- ✓ Your banks payment gateway.
- ✓ Types of payments you can collect online.
- ✓ What to put on your site to make your customers feel secure.
- ✓ Keeping your customer in the loop after they order

WHY

E-COMMERCE / E-BUSINESS

1. The Internet has become one large shopping mall..
2. Its the 1st place most people go to research before they buy a product.
3. Every thing from groceries to cars & houses are being sold online this minute..
4. Even in Launceston/Hobart you can now order your groceries **ONLINE** and have them delivered to your door!
5. 6.7 million Australians **shopped** online in the 08/09 financial year (Roy Morgan)..That's almost 40% of us! & it doesn't count 'online product research'..
6. Gives your customers more options - credit card, bank deposit or debit card etc.



The Internet has become one large shopping mall..

AUSSIE EBAY SHOPPING STATS

** 2010 **

stats from - <http://www.internetretailing.com.au/>

- ▶ A piece of women's clothing is sold every six seconds
- ▶ A piece of home-ware is sold every six seconds
- ▶ A sports item is sold every 12 seconds
- ▶ A toy is sold every 18 seconds
- ▶ A baby item is sold every 24 seconds
- ▶ A piece of men's clothing is sold every 24 seconds
- ▶ An Australian stamp is sold every two minutes and six seconds
- ▶ An antique is sold every two minutes and 42 seconds
- ▶ An MP3 player is sold every four minutes and six seconds
- ▶ A car is sold every five minutes and 42 seconds
- ▶ A laptop is sold every six minutes and 24 seconds
- ▶ A GPS is sold every seven minutes and 18 seconds

FEW MORE AUSSIE STATS..

92% want to use websites to compare prices..

76% want to use websites to access & print coupons..

75% want to use mobile phones to find out where the nearest store is located.

70% want to see what goods are in stock before going into the store..

May 2010 - IBM survey of 2,599 Aussie consumers..



“We are in a shopper’s market today, because consumer access to technology and information gives them all the power.... Retailers cannot afford to sit still as this digital revolution happens....”

Ian Wong, ANZ Retail Industry Leader, IBM Global Business Services
(May 2010)

SHOPPING CART OR **BUY**



NOW BUTTON?

A shopping cart is used when you have more than a few things to sell & people may want to buy more than one thing at one time.


A “buy now” button is generally used when you expect your customer to only buy one item at a time.

People don't want to have to order through the phone or be billed later - most people online are “ebayers” and expect to be able to order now AND pay now... (Do provide other options for people to pay.)


EXAMPLE SHOPPING CART

https://www.paypal.com - Your Shopping Cart - PayPal - Microsoft Internet Explorer

demo_only@xlecom.com


Payments by 

Your Shopping Cart

[Secure Transaction](#) 

Item	Options	Quantity	Remove	Amount
ABCO 15TTFB Black Flat Panel 15 inch LCD Display Item #A12345	Selected: Desktop Mount Selected: Black	<input type="text" value="1"/>	<input type="checkbox"/>	\$150.00 USD
ABCO 15TTFB Black Flat Panel 15 inch LCD Display Item #A12345	Selected: Wall Mount Selected: Black	<input type="text" value="1"/>	<input type="checkbox"/>	\$250.00 USD
ABCO 15TTFB Black Flat Panel 15 inch LCD Display Item #A12345	Selected: Desktop Mount Selected: Silver	<input type="text" value="1"/>	<input type="checkbox"/>	\$350.00 USD
ABCO 15TTFB Black Flat Panel 15 inch LCD Display Item #A12345	Selected: Wall Mount Selected: Silver	<input type="text" value="1"/>	<input type="checkbox"/>	\$450.00 USD
ABCO 15TTFB Black Flat Panel 15 inch LCD Display Item #A12345	Selected: Desktop Mount Selected: Black	<input type="text" value="1"/>	<input type="checkbox"/>	\$950.00 USD

Subtotal: \$2,150.00 USD
Shipping & Handling: \$65.00 USD

Done  Internet

EXAMPLE BUY NOW BUTTON



ADDING THEM TO YOUR SITE

This can get a little techie or be very easy.

Generally its just a little bit of code that includes a link that sends the customer to the payment processor - away from your site.

Processing payments away from your site is the best option for security. (or you'll need a **https**)

ONLINE PAYMENT PROCESSORS

PayPal - the most well known and trusted

Clickbank - only digital products

2 checkout, eway etc...

and loads more - check them out - google
“online payment processors”.

PAYPAL FEES

Transaction fees

What you pay with PayPal for each transaction



You always know where you stand with PayPal

No set-up fees

At PayPal, we don't believe you should pay anything before you take payment. So you usually won't pay any set-up or account keeping fees*. You only pay a small fee for each commercial payment that you receive. The fee (merchant rate) is tiered according to your monthly sales volume.

* Excluding Website Payments Pro - Hosted Solution where a monthly fee applies.

Transparent fees

As a business customer you have access to special merchant rates. You could pay as little as 1.1% + \$0.30 AUD for each transaction. (Conditions apply, see chart below.)

Enjoy PayPal's low business customer rates

Special merchant rates

The special merchant rates below are available to [approved merchants](#). If you think you might be eligible, please complete and submit this simple [application form](#).

Monthly sales with PayPal	Fees for receiving domestic payments
> A\$150,000	1.1% + A\$0.30
A\$15,000.01 - A\$150,000	1.5% + A\$0.30
< A\$5,000.01 - A\$15,000	2.0% + A\$0.30
A\$0.00 - A\$5,000	2.4% + A\$0.30

Compare PayPal - see how much you could save



WE USE PAYPAL

Buttons from paypal

Custom buttons that go to paypal

To take advantage of this astonishing offer, add the **financial spreadsheet** and the **business plan template** to your order for the **Supreme version** of **"The Quilting Profits Package"** today and only pay **\$77** (\$57 + \$20 = \$77) - a saving of \$47 off the regular price (over 60% savings) just click here:



No Thanks! I would just like to order the Supreme version of **"The Quilting Profits Package"** for **\$57** at this time. Please click on the PayPal button below:



Click Here to be one of the 5 to get a **PREMIUM** website and pay \$1500



PAYMENT PLAN OPTION – \$505 now and again in 2 weeks & then in another 2 weeks.



Premium website & course Payment Plan
3 payments of \$505
a payment every 2 weeks



CLICKBANK

If you ever decide to create and sell any digital information..
Beading example..

Make sales and have the whole delivery process automated -
your customers get sent to the download page as soon as
they pay.

Plus other people/affiliates can sell for you easily..

YOUR **BANKS** ONLINE PAYMENT PROCESSING

You need to check it out with your bank - most offer it.

If you already have eftpos facilities it may be a good option.

Make sure you look at the fees - they can be expensive.

They will generally give you some code to put on your site that sends your customers to the banks site when they pay - they then return them to your site.

Choose an option to suit your business

Option	Features	Who does it suit?
eVolve SINGLE	<p>A virtual terminal that enables you to process transactions in real time, 24 hours a day.</p> <ul style="list-style-type: none"> • Fast, web-based interface. • On-the-spot authorisation. • Accepts all major card types. • Supports sales by phone, fax, mail, email and over the counter. 	<ul style="list-style-type: none"> • Small businesses and home businesses. • Large call centres with multiple operators taking transactions over the phone. • Mobile teams making sales on the road with a wireless device.
eVolve MULTI	<p>The easy way to process multiple card payments in minutes.</p> <ul style="list-style-type: none"> • Fast, web-based interface. • Upload batch files from your accounting system or simply use the Batch Manager feature. • Accepts all major card types. • Supports sales by phone, fax, mail and email. 	<ul style="list-style-type: none"> • Businesses that sell products by subscription or instalment plan.
eVolve iSHOP	<p>Create an online shop, with a website, product catalogue, shopping cart, payment page, order and stock management tools.</p> <ul style="list-style-type: none"> • Fully integrated and hosted solution. • Easy-to-use design and content wizards. • Customise to your brand. • Accepts all major card types. 	<ul style="list-style-type: none"> • Small or medium-sized businesses who want to build a fully featured online shop.
eVolve Back Office	<p>Included with all eVolve packages, the Back Office portal makes administration and managing payments easy.</p> <ul style="list-style-type: none"> • Download settlement and reconciliation reports. • Manage refunds securely. • Search transactions in real time. • Manage multiple users. • Access online training and support. 	<ul style="list-style-type: none"> • Provided with every business that has an eVolve service.

\$70.00 mth



Using CBA's
iSHOP

Categories

- Event Packages
- Muse Wines
- Praxis Wines
- Moo Brew
- Mixed Dozens
- Cellar club

Product search


→ Advanced search

Categories » Moo Brew

Moo Brew

Moo Brew is the synergistic product of Moorilla, Art and Microbrewing philosophy. Emerging from Moorilla's roots of intellectual and emotional engagement, freedom and pleasure, together with an expression of artistic and iconoclastic drive, Moo Brew's beers are the vector for delivery of choice, diversity and quality back to the consumer. Moo Brew seeks to leave a lasting impression on the mindscape of beer lovers and inspire freedom of thought with an experience previously unavailable in beer. Owen Johnston, Brewer

Display: 10 results per page

Name	Price
 <p>Moo Brew Mixed Carton</p> <p>Six bottles of each beer; Pilsner, Hefeweizen, Pale Ale and Dark Ale make the perfect sample or gift carton. Moorilla produces four unique beers under the distinctive Moo Brew label: an American Pale Ale; an American Dark Ale; a German-style cloudy wheat beer; and a Pilsner. A Czech Pilsner style beer with a crisp, noble hop aroma and light malt and honey flavours. An American style</p>	AU\$95.00 / box(es)

Shopping basket

1	Moo Brew ...	AU\$95.00
	Australia Post Courier Service	AU\$24.00
Total amount		AU\$119.00

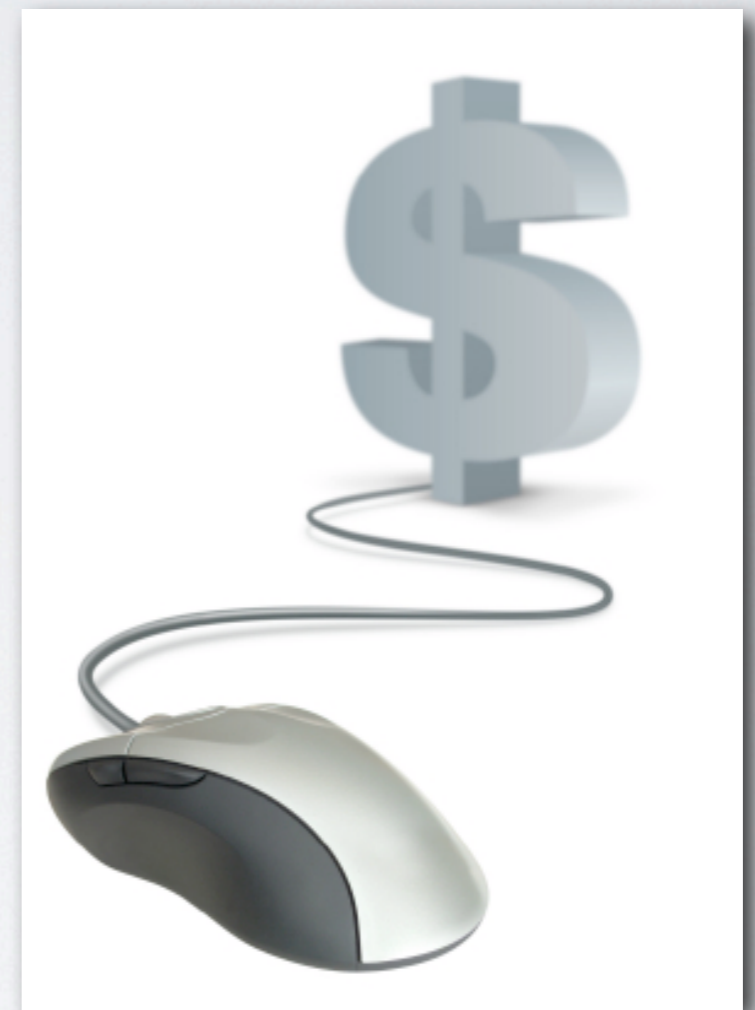
- Display shopping basket
- Check out

TYPES OF PAYMENTS YOU CAN COLLECT ONLINE

One offs

Instalments

Subscriptions



ONE OFFS



- ▶ A one off payment may be just a payment for a particular product or service.
- ▶ Really important to collect customers contact information as you may never 'see' them again..

INSTALMENTS



- ▶ Can be used as a payment option - maybe you are selling a product that costs \$1800 and want to give people the option to pay it off in 3 instalments of \$600 each month.
- ▶ Can make your products more affordable.

SUBSCRIPTION



- ▶ Your customers pay a regular amount each week/month/quarter etc. to receive some thing of value from you.
- ▶ Subscribe to a newsletter, a membership site, a block of the month etc.
- ▶ Great way to stay in touch with your market and get a regular income.

Mystery Block of the Month

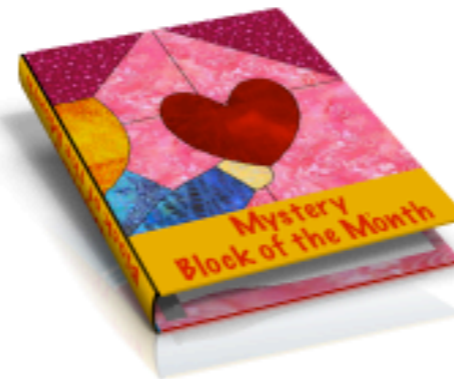
By: Kelly Smith

\$27.00 per block / 12 Months Total = \$324.00

Special Price for limited time only!!

\$14.97 per block / 12 Months Total = \$179.00

*Did you know this pattern has 24 blocks (12 pieced & 12 applique)
& 12 individual projects along with the full sampler quilt?*



[Subscribe](#)



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TIME FOR A JUICE BREAK :)

SECURITY



You need to reassure your customers that their purchase with you is safe

Statistically it is safer to use your credit card online than in a real shop.

WHAT YOU CAN PUT ON YOUR SITE TO MAKE YOUR CUSTOMER FEEL **SECURE**

- ▶ Testimonials - text ok, picture better, audio better, video great. Include address details and surname if you have permission - don't make them up....
- ▶ Guarantee image - makes you look trust worthy & looks official.
- ▶ Guarantee statement - "30 days money back" no questions asked" - for example.
- ▶ Banner from any organisation/association you belong to that is relevant to your product service - show credibility.

A TESTIMONIAL

Hi Michelle,

I have read your book and I really liked it.

I have been quilting for 13 years and I have had many attempted of starting a quilting business, I have been a teacher and have taught quilting classes and well as crochet, after reading your book I have made some quilts and have found some shops that will take my quilts in for sale.

This book gives concise and accurate detailed information on how to market my quilts in such a manner that I could become successful and profitable. It will become an invaluable tool for any quilter wishing to expand her craft into the market place.

Thank you, Michelle Frost for writing such a useful book.

Gloria Farmer

Vail, AZ

Would be better with a photo/audio or video..



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- Hobart Accommodation: Hotels
- Holiday Rentals
- Hobart Flights
- Cheap Hobart Deals
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- Restaurants
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Interested in Hobart?

We'll send you updates with the latest deals, reviews and articles for Hobart each week.

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Hobart Restaurants

Cuisine	Good for	Dining options	Price
<input checked="" type="checkbox"/> All (171) <input type="checkbox"/> American (1) <input type="checkbox"/> Asian (10) <input type="checkbox"/> Bakery (2) <input type="checkbox"/> British (1)	<input checked="" type="checkbox"/> All (171) <input type="checkbox"/> Business (3) <input type="checkbox"/> Child-friendly (4) <input type="checkbox"/> Local cuisine (8) <input type="checkbox"/> Outdoor seating (4)	<input checked="" type="checkbox"/> All (171) <input type="checkbox"/> Breakfast/Brunch (1) <input type="checkbox"/> Reservations (5) <input type="checkbox"/> Takeout (7)	<input checked="" type="checkbox"/> All (171) <input type="checkbox"/> \$ (2) <input type="checkbox"/> \$\$ (26) <input type="checkbox"/> \$\$\$ (4) <input type="checkbox"/> \$\$\$\$ (8)

Reviews you can trust

1-20 of 171

« 1 2 ... 9 »

Sort by [Popularity] [Price]

1 Jackman & McRoss

map | directions

#1 of 171 restaurants in Hobart

based on 24 reviews

Price: 4 AUD - 8 AUD

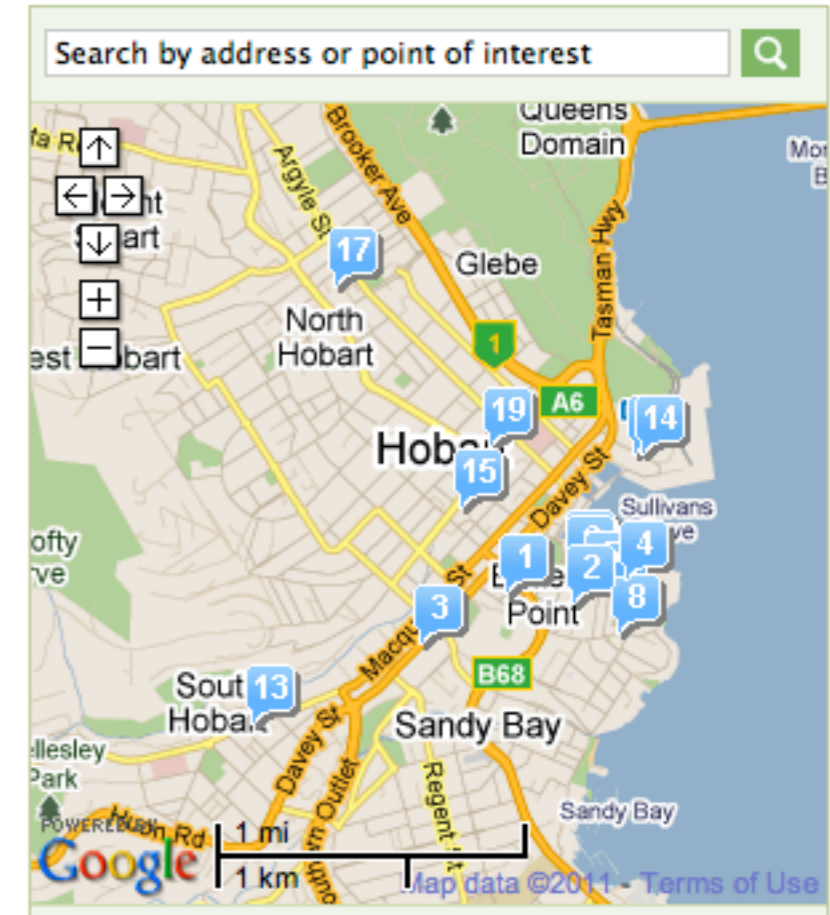
Cuisines: Australian, Bakery

Good for: Child-friendly






Dining options: Breakfast/Brunch

“ Great food and atmosphere ” 23 May 2011

“ Excellent place for breakfast ” 25 Apr 2011





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Barra Farm Bed and Breakfast ▶ Reviews

 Like

Hotel · Deloraine, Tasmania

Rating: ★★★★★

Write a review of Barra Farm Bed and Breakfast...

Share Review



Marian Dyson

"★★★★★" Nicely appointed with quality products. Jan and Martin went out of their way to make sure we had everything we needed. The breakfasts were huge and delicious and the little extra home made treats yummy. To paraphrase old Arny.. "We will be back!" thanks heaps guys, it was a fantastic stay.

February 8 at 8:14am · Like · Comment

 Barra Farm Bed and Breakfast likes this.

Write a comment...




Ron Payne

"★★★★★" We stayed a couple of nights back in March and it was terrific. Nicely appointed and comfy accommodation, friendly hosts, lovely setting and breaky that was yummy to the extreme. Oh...and very affordable!!

Thanks Jan and Martin...we will return....just a bit longer next time.

August 6, 2010 at 5:51pm · Like · Comment

 Janice Hawley-Denby likes this.

Write a comment...

GUARANTEE



100% RISK-FREE MONEY BACK GUARANTEE

Having unhappy customers makes me look bad. So if you're not happy with what you discover from the "*Quilting Profits Package*" I don't expect ... or want ... to keep your money. Just simply send off an email to me and I'll happily refund your money in full (*in fact, I'd be embarrassed to keep it*).

**But... the information is yours to keep no matter what,
as a "thank you" gift from me!**

Okay? So you really can't lose! The information's yours no matter what (that includes the audios and ebook). You have a full thirty days to read and benefit from the package to decide if it will work for you!

ASSOCIATIONS & MEMBERSHIPS



STAY *IN*-TOUCH

Sending an email acknowledging an order will decrease the amount of customer service you will need to deal with (hint: put an faq on your site).

You can also set up a tracking service through Australia Post so that your customer can see what is happening to their new purchase. Advertise this on the front end - goes to reliability!


Once someone has bought from you, look after them - a customer that has already bought from you AND had a great experience is worth a *lot more* than a new prospect.

ONLINE SALES PROCESS




GOOGLE IS CHANGING...

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This is the home page of the Northern Territory Government Department of **Business and Employment** Internet.
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All results

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Standard view

- [Related searches](#)
- [Wonder wheel](#)
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Standard results

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Timeline

business and employment

Search

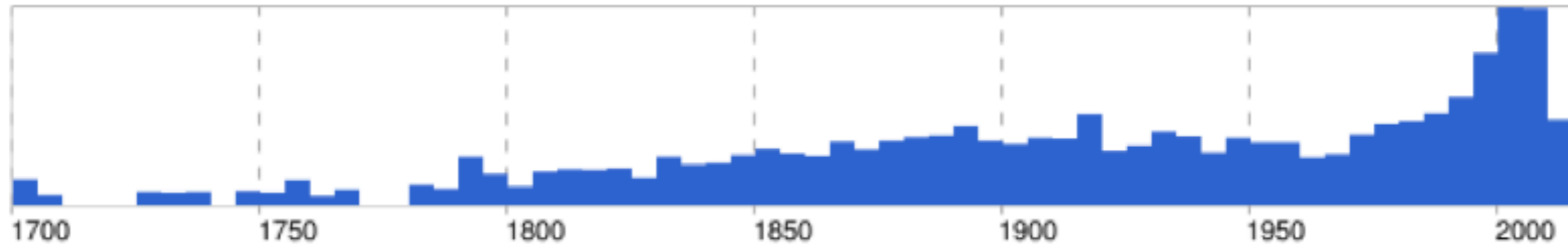
About 271,000 results (0.38 seconds)

Search

[Advanced search](#)

Timeline

1700-2010 [Search other dates](#)



[1703](#) 1703 - In **1703**, being then in the fifty-seventh year of his age, and having attained a good estate and more professional employment than he desired, feeling anxious too for relaxation and ease, he declined public **business and employment**. Thenceforward he lived somewhat retired, though ...

From [The Roll of the Royal College of Physicians of London - Related web pages](#)
[books.google.com/books?id=LeMRAAAAYAAJ&pg=PA5 ...](#)

[1757](#) Dec 6, 1757 - **Dec. 6, 1757**, by town vote the selectmen of Hartford were directed to build a small house for the accommodation of these people, as no suitable habitation could be hired ; and also to find **business and employment** for them if possible.

From [Full text of "The memorial history of Hartford County, Connecticut, 1633- ... - Related web pages](#)

Wonder wheel



business and employment

Search

About 44,900,000 results (0.26 seconds)

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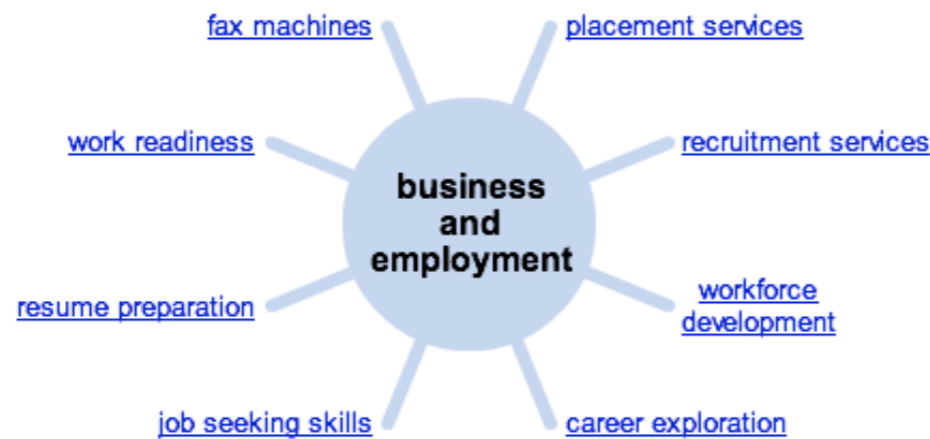
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Wonder wheel

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Wonder wheel

workforce development

Search

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Wonder wheel



[Workforce Development](#)

Sponsored link

www.ICWFD.org International Commission On Workforce Development. Learn More!

[Iowa Workforce Development - Iowa's Employment Security Agency](#)

The home page for Iowa **Workforce Development**, the state's employment security agency. This web site includes job listings, labor market information, ...

www.iowaworkforce.org/ - Cached - Similar

[Jobs And Careers - Iowa Workforce Development](#)

Jobs and Career Resources at Iowa **Workforce Development**.

www.iowaworkforce.org/newjobs.htm - Cached - Similar

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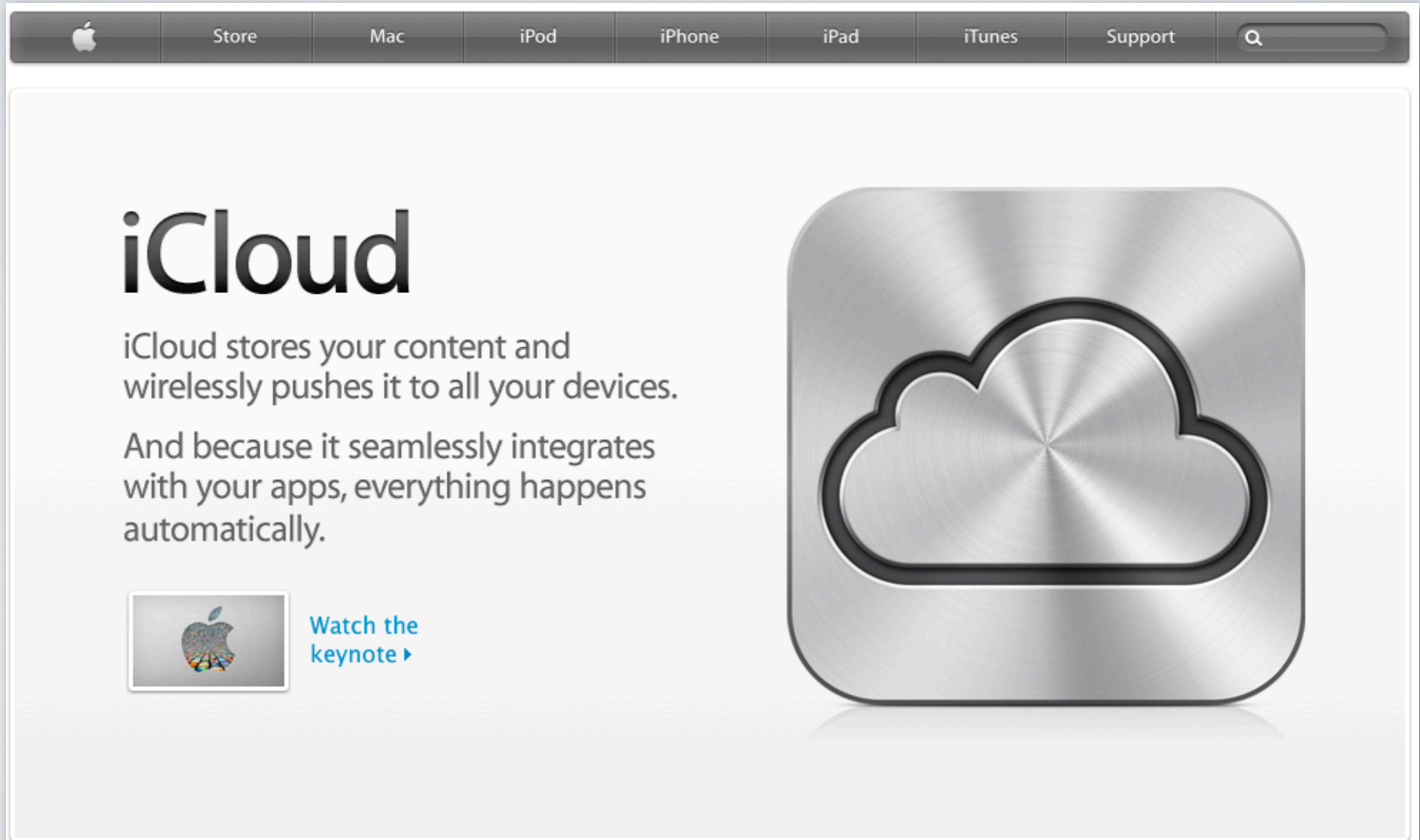
[Indiana Department Of Workforce Development](#)

Includes workforce statistics, employment opportunities



BREAKING NEWS

7TH JUNE..





The screenshot shows the top navigation bar of the Apple website with links for Store, Mac, iPod, iPhone, iPad, iTunes, and Support. The main content area features the 'iCloud' heading, a descriptive paragraph, and a large metallic cloud icon.

iCloud

iCloud stores your content and wirelessly pushes it to all your devices.

And because it seamlessly integrates with your apps, everything happens automatically.

 [Watch the keynote ▶](#)



OVERVIEW

- ☑ People are spending **money** online..
- ☑ Shopping carts and buy now buttons..
- ☑ Online payment processors..
- ☑ Your bank as a payment processor..
- ☑ Different types of online payments..
- ☑ Making your customer feel safe & secure buying from you online..
- ☑ Staying in-touch with your customers via email.



Biz Grow Online Work Presentation PDF



Thank you for attending the Business Grow Online Workshops. We hope you got a lot out of it - please let us know what you liked and what you didn't like?

If you would like a copy of the presentation in PDF format, please provide your details below. You will then be sent to a download page, so you can download the PDF - each slide has a full page so they are easy to read ;-)

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Thank you for being such an awesome audience we have had a **blast** sharing all our Internet hints and tips with you!

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