



TOOLS & TIPS

Converting to Online Sales

presented by Downtown Ashland Association
with CreativeMktGroup

Today we will cover:

Key strategies for maximizing your business's web presence

- How to plan
- What to build
- How to get customers' attention

downtown ———
ASHLAND
————— association

Community organization working for
a vibrant future in our historic downtown.

[ashlandvirginia.com](https://www.ashlandvirginia.com/)



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We exist to support small businesses,
non-profits, and associations with
simple marketing solutions.

CreativeMktGroup.com



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ECONOMICS

Online sales as a proportion of retail:

- ▶ Past: 11% of total sales in 2019
- ▶ Current: 50% of general retail sales
- ▶ Future: Permanent consumer changes

E-Commerce Reports: <https://www.census.gov/retail/index.html>

CONSIDERATIONS

- ▶ What are you selling?
 - ▶ Marketing Mix

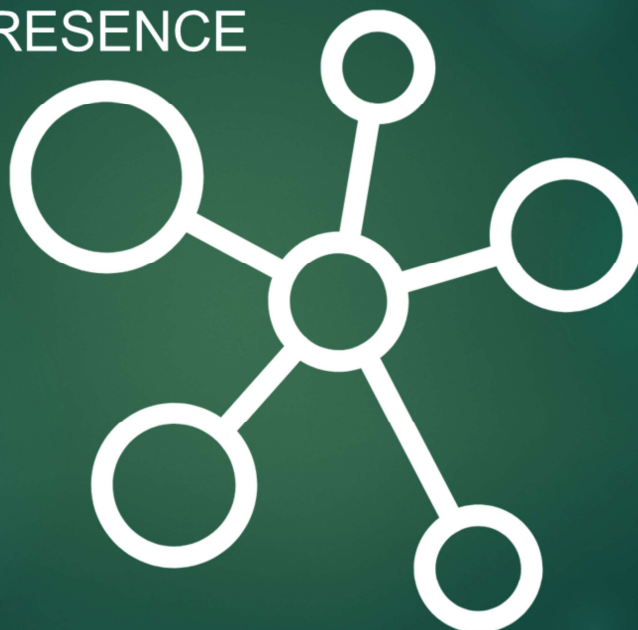
- ▶ Logistics
 - ▶ Inventory
 - ▶ Executing sales
 - ▶ Managing online presence

SCORE, “Product and Service Description Worksheet”:

<https://www.score.org/resource/product-and-service-description-worksheet>

Virginia Community Capital, “Online Sales – How Your Business Can Expand Online” a logistics overview: <https://youtu.be/DFBfyQ-mjrU>

ONLINE PRESENCE



Go Daddy, "Take Your Business Online: A step-by-step guide":

<https://www.godaddy.com/garage/take-your-small-business-online/>

SBDC, "Small Business Web Presence: Digital Identity and Brand Planning on the Web, Mobile & Social Media":

<https://www.youtube.com/watch?v=4ect3Ve4BZY&list=PLwbHNIcsaJ-jFV01aJCqJvRh2IqEDWKLr&index=33>

WEBSITE

- ▶ Brand
- ▶ Content
- ▶ Sales Platform



W3 Consulting, “Transitioning Retail from Offline to Online”:
<https://www.youtube.com/watch?v= waMXxn4mrE>

SOCIAL MEDIA

- ▶ Spread the message
- ▶ Build your brand
- ▶ Link to website



SBDC, “eCommerce Basics for Retail Small Business”:

<https://www.youtube.com/watch?v=ct9-zrgffHk&list=PLwbHNIcsaJ-jFV01aJCqJvRh2IqEDWKLr&index=28&t=0s>

W3 Consulting, “Transitioning Retail from Offline to Online”:

<https://www.youtube.com/watch?v= waMXxn4mrE>

TARGET CUSTOMER

- ▶ Demographics
- ▶ Interests

- ▶ Build your website for that customer

SCORE, “Preparing to Sell: Defining Your Target Market”:

<https://www.score.org/event/preparing-sell-defining-your-target-market-and-aligning-your-sales-and-marketing-message>

SCORE, “Small Business Customer Experience”: <https://www.score.org/blog/small-business-customer-experience-how-get-it-right>

WEBSITE

- ▶ Call to Action
- ▶ Sales platform

- ▶ User Experience
- ▶ Seamless

SBDC, “eCommerce Basics for Retail Small Business”:

<https://www.youtube.com/watch?v=ct9-zrgffHk&list=PLwbHNIcsaJ-jFV01aJCqJvRh2IqEDWKLr&index=28&t=0s>

SCORE, “3 Areas to Improve Customer Experience on Your Ecommerce Website”:

<https://www.score.org/blog/3-areas-improve-customer-experience-your-ecommerce-website>

CONTENT

- ▶ Organic SEO
- ▶ Strategy
- ▶ Content Calendar

SCORE, “Optimizing Your eCommerce Content for Your Customers”:
<https://www.score.org/blog/optimizing-your-ecommerce-content-your-customers>

SOCIAL MEDIA

- ▶ Where is my target customer online?
- ▶ How do I get their attention?
 - ▶ Brand Voice
 - ▶ Content
- ▶ How do I get them to my website?

Accion, “Social Media Basics”: <https://vimeo.com/352760920>

Hootsuite, “Guide to Social Selling”: <https://hootsuite.com/resources/social-selling-toolkit>

QUESTIONS



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