

STYLE FACTORY

How to create a successful online store – cheatsheet

Task	Description	Resources to help	Done?
1 Pick the right products to sell	You may have to have a tough time making sales if you are simply selling products that are already widely available on big online stores like Ebay and Amazon. If you can, try to find and serve a more distinct niche.	Printful's guide to finding a niche for your online store	<input type="checkbox"/>
2 Decide how you're going to source your stock	To source your stock you can (1) make your own products; (2) purchase them from a supplier, store and resell them; or you could (3) consider dropshipping , where you don't produce or store what you're selling, but let a third-party handle all aspects of manufacture and fulfilment.	Shopify's dropshipping guide *	<input type="checkbox"/>
3 Choose the right online store building app	Our preferred options are Shopify (best all-rounder), BigCommerce (if multicurrency selling is a key concern) and Squarespace (which is good for building a site that is focussed on content AND online selling).	Free Shopify trial * Free BigCommerce trial Free Squarespace trial	<input type="checkbox"/>
4 Ensure your store appears in search results	SEO is absolutely vital to the success of any e-commerce project, so make sure you follow best SEO practices to ensure maximum visibility of your store in search results.	Style Factory's key SEO tips	<input type="checkbox"/>

<p>5 Drive traffic to your store via blogging</p>	<p>A key way to attract traffic to an online store is to blog regularly about topics related to what you are selling.</p> <p>This type of activity is basically known as 'inbound marketing' and if you don't engage in it, you are potentially missing out on a huge number of sales.</p>	<p>Style Factory's guide to creating a successful blog</p> <p>Style Factory's guide to inbound marketing</p>	<input type="checkbox"/>
<p>6 Promote your store with online ads</p>	<p>Consider using paid-for ads on Google and Facebook to put your products in front of your target audience.</p>	<p>Neil Patel's guide to Google Ads</p>	<input type="checkbox"/>
<p>7 Capture email addresses</p>	<p>Once you've attracted a visitor to your store, you should always attempt to capture their email address — make sure it's always extremely easy for one of your visitors to subscribe to your mailing list. This allows you to easily send potential and existing customers news about new products.</p>	<p>Getresponse (email marketing tool) *</p> <p>Style Factory's guide on how to create a newsletter</p>	<input type="checkbox"/>
<p>8 Encourage social sharing</p>	<p>Actively encourage your site visitors to share your products on Twitter, Facebook and other social networks. This can generate more visits to your store.</p>		<input type="checkbox"/>
<p>9 Connect your store to other sales channels</p>	<p>Most e-commerce platforms let you connect your online store to other sales channels — Instagram, Ebay, Amazon etc. Make sure you do this as it can drastically increase the</p>	<p>Shopify's sales channels information *</p>	<input type="checkbox"/>

	reach of your products and by extension sales.		
10 Consider creating an affiliate program	<p>You could consider creating an affiliate program to incentivise other people to drive your sales. This means allowing other people businesses ('affiliates') to use a special link to promote your products online — every time a sale occurs, your affiliate gets a commission.</p> <p>Apps like SendOwl let you do this.</p>	SendOwl affiliate app*	<input type="checkbox"/>

* Affiliate links — these may result in Style Factory receiving a commission (at no extra cost to you) if you buy a product from the websites involved.

Get more resources for growing your own business at www.stylefactoryproductions.com