

# Sitepro

FCR MEDIA

## Is eCommerce Right for My Business?

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## Introduction

Irish Shoppers now make over 50% of their purchases online, and these numbers continue to grow, year on year. Establishing a foothold in your market sector should be a priority. An online shop offers access to new markets and provides new channels for business growth.

**An eCommerce platform offers you more than online ordering and delivery.** Adding product inventory to your online presence allows you to provide more information about your products and services to your customers. A product catalogue is a great place to provide key content to customers including:

- Product images
- In-depth product descriptions
- Related products
- Availability
- Pricing

This information helps a customer make their purchasing decision both in-store or online.

**Extra benefit:** An eCommerce store increases your SEO. You gain more organic traffic from search results. This help customers gain trust and locate your business.

It's now even easier to get your business online. Modern eCommerce platforms like Sitepro from FCR Media allow you to bulk upload products, manage product inventory seamlessly, and fulfil orders and deliveries from one easy-to-use dashboard.

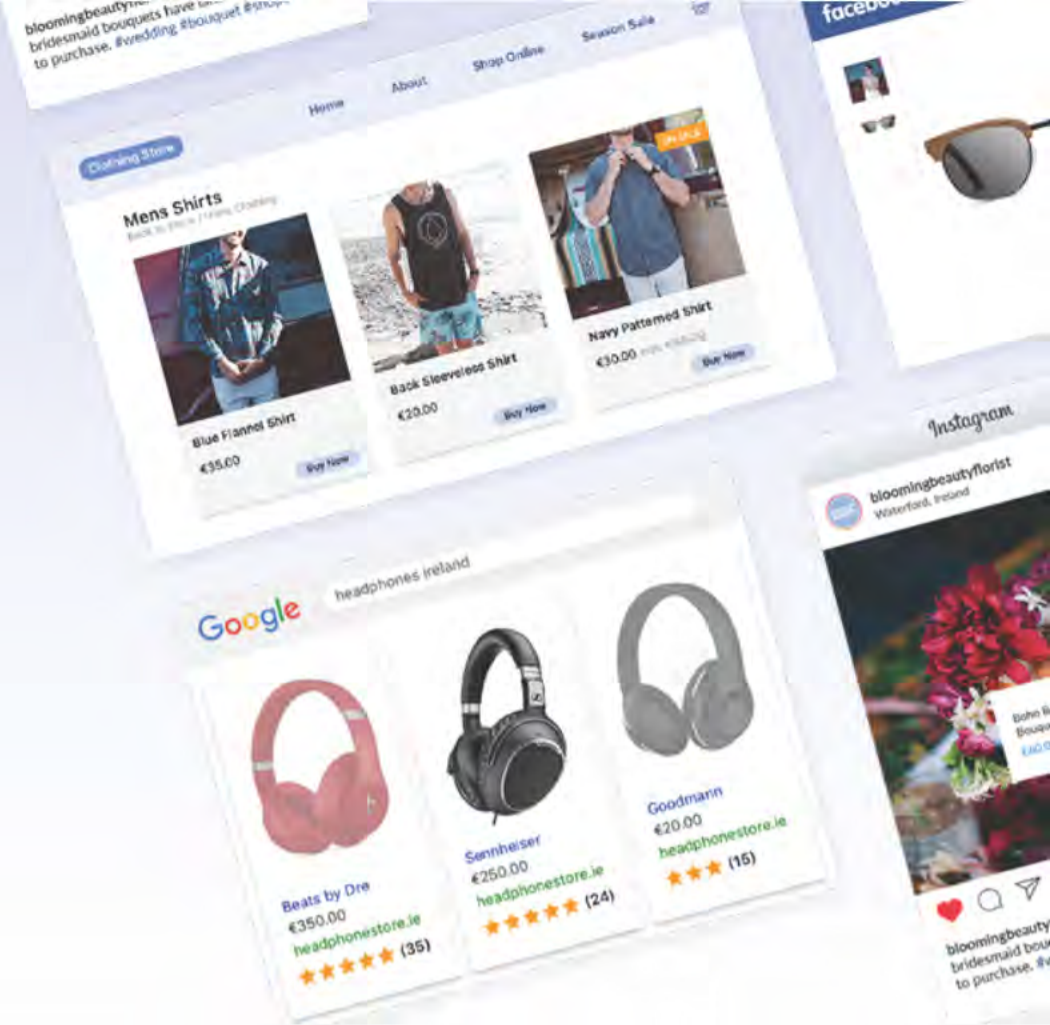
### In This eBook

6 Reasons Why Selling Online Is For Your Business

5 Top Tips To Consider When Setting Up Your Online Store

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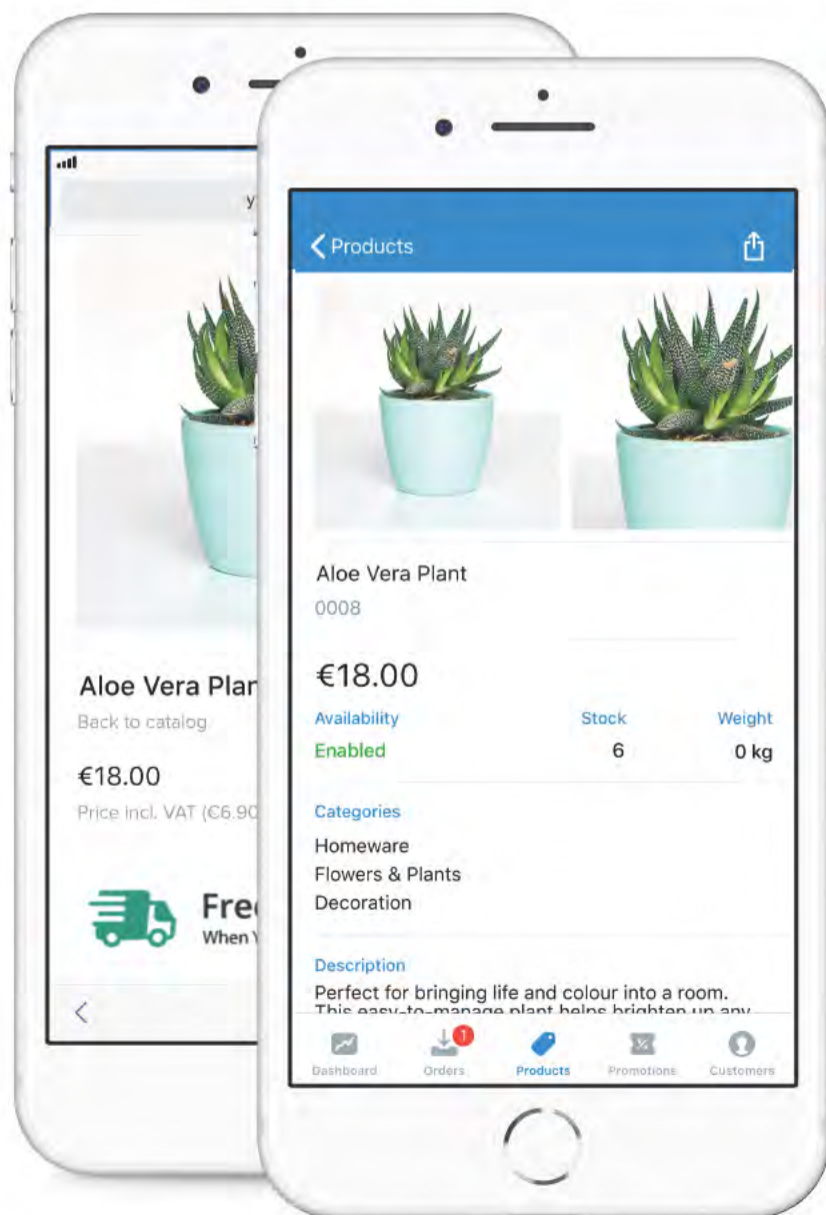
## Sell In-Store & Online

### Do you have a retail store?

If you are currently selling from a store, there are several reasons why you should consider putting your business online.

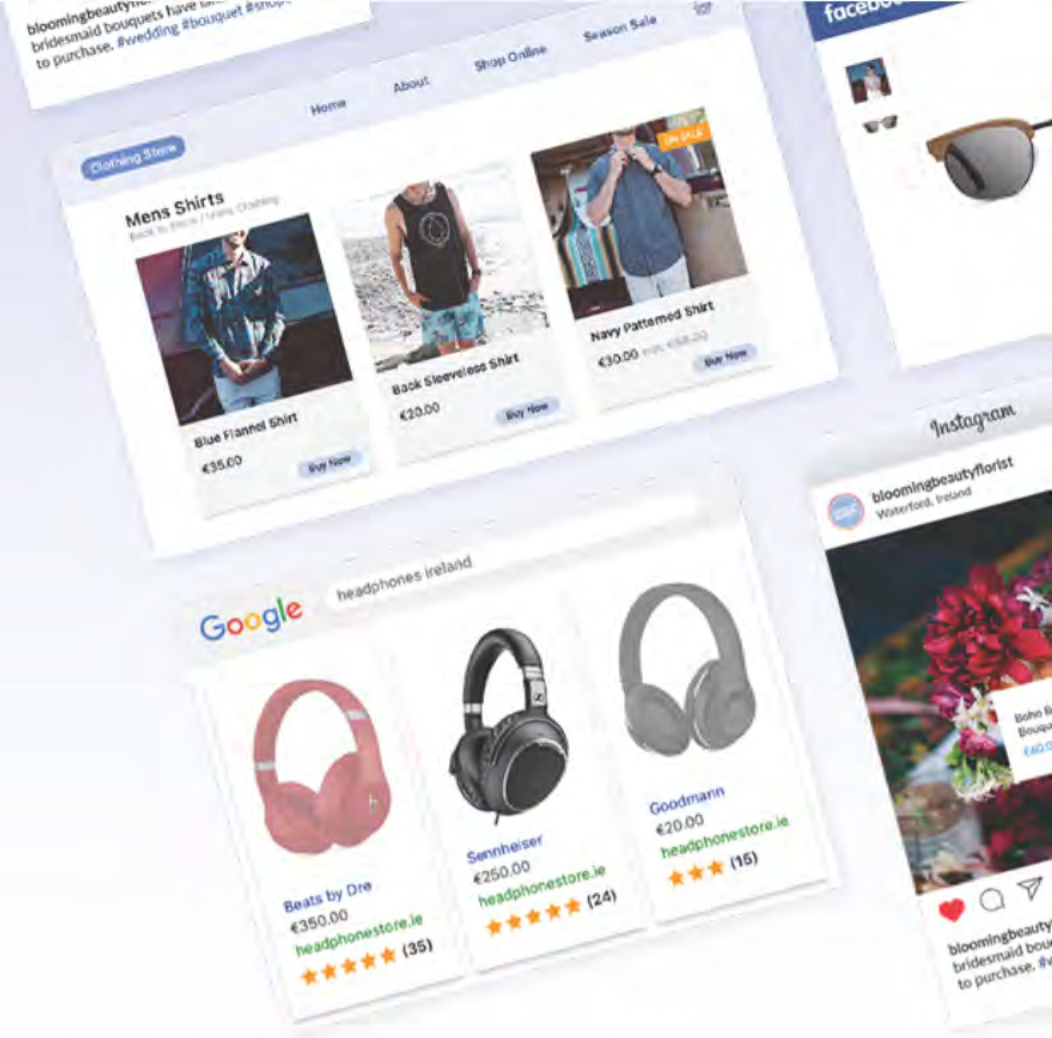
Customer reach for many store owners is limited by their location, eCommerce provides new channels for you to extend your reach to more customers.

Your business may be missing repeat sales from customers who, after buying from you in-store and discovering the value in your products, are now buying online from a competitor. Many loyal customers may find it much easier to repeat a purchase online.



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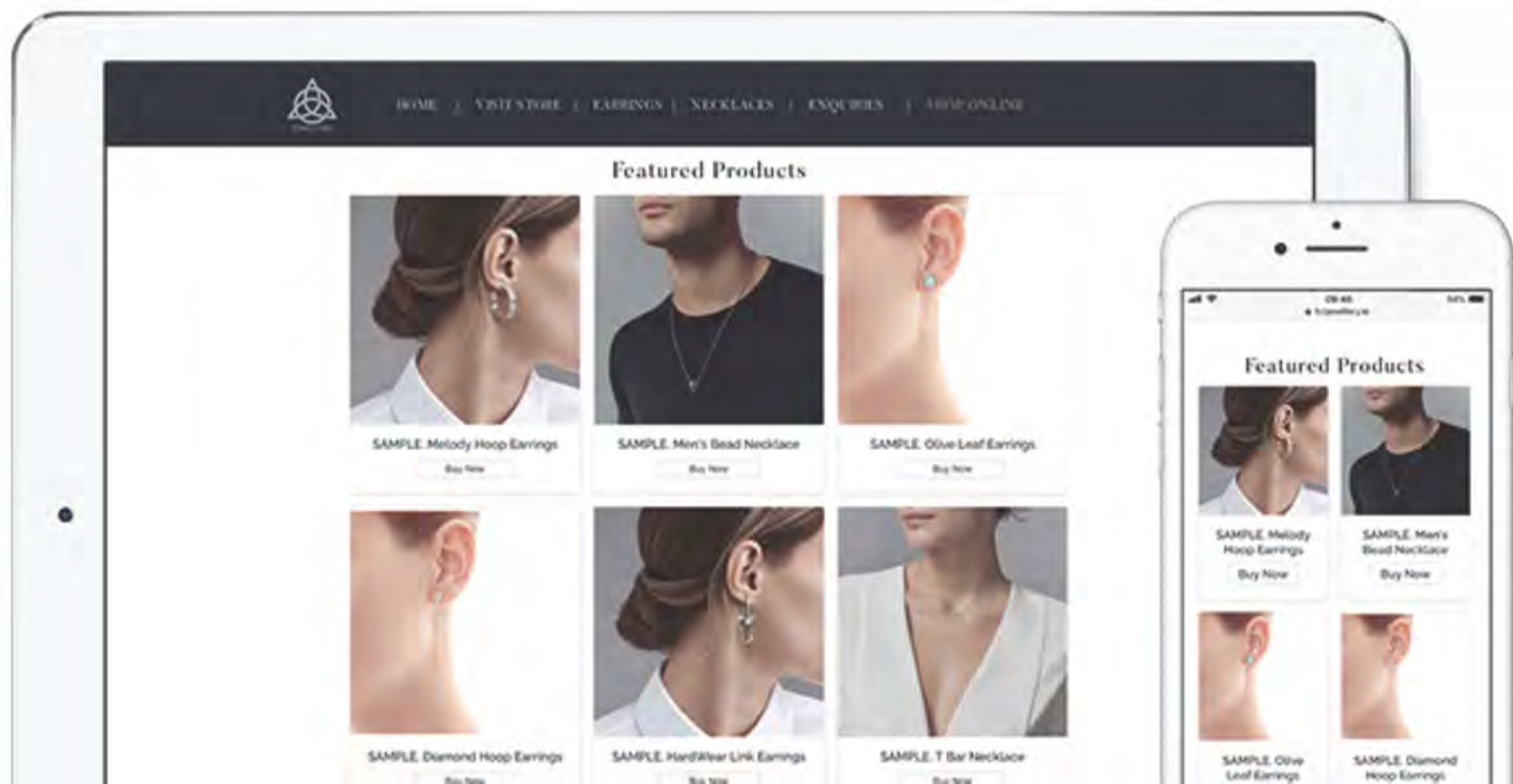


## Upsell Opportunities

**Does your business sell products in addition to its main services or revenue stream?**

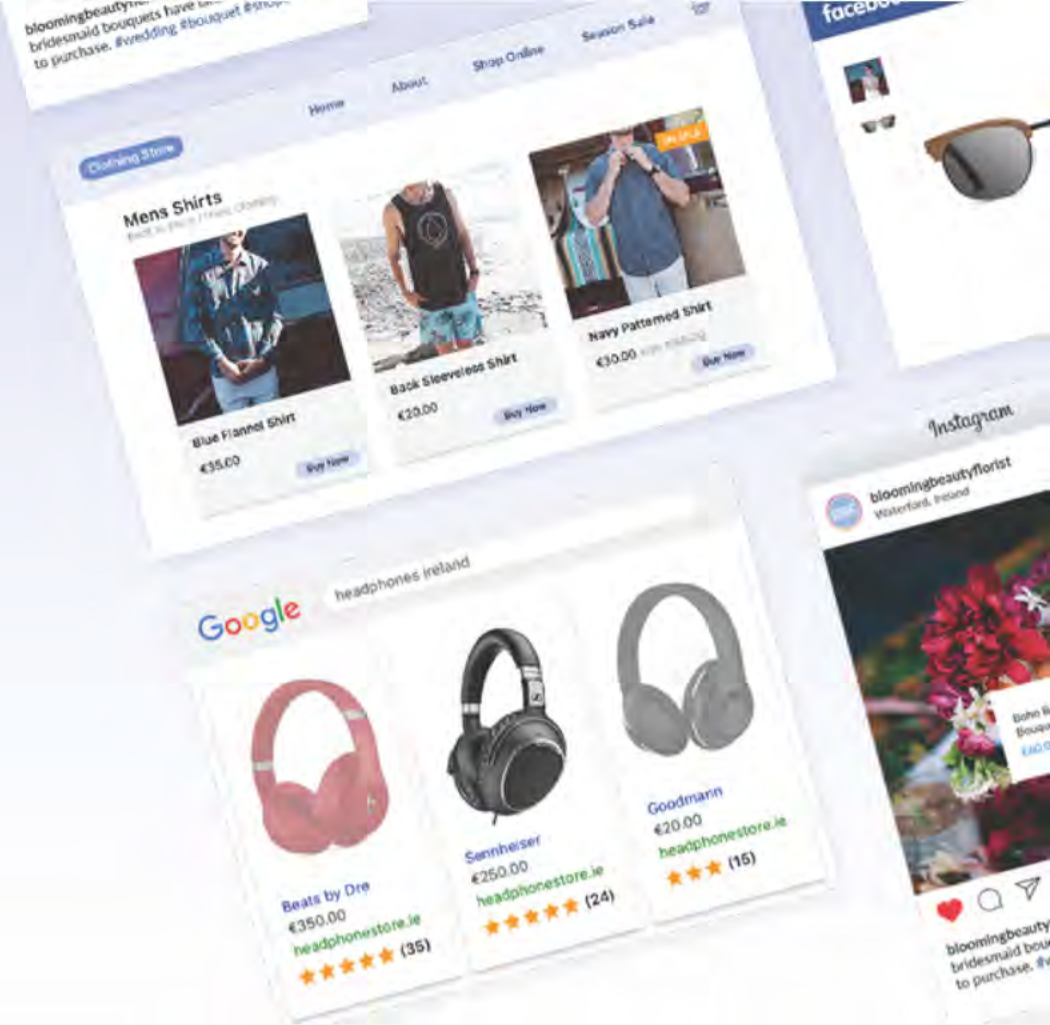
For many service oriented businesses such as salons, gyms and dentists gain extra revenue by up-selling products. Is there a market for these products to also be sold online? You'll be able to extend your customer reach and manage your business remarkably easily.

There may be the opportunity to develop new product ranges that compliment your existing activities to increase your turnover. Unlike traditional retail, your eCommerce store can be up and running fast.



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## Extend Your Reach

**Is there an opportunity to increase sales from your existing customer base?**

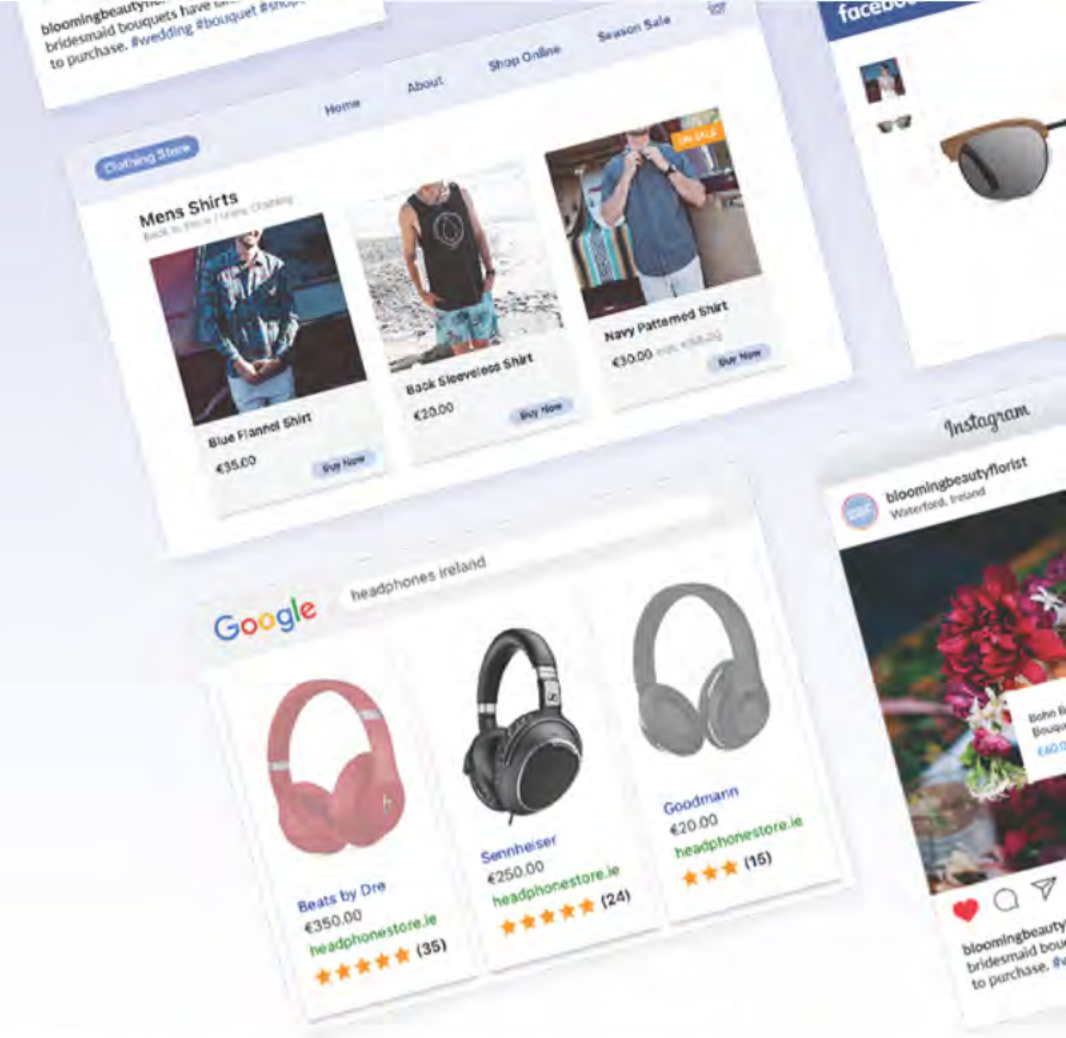
If customers have bought already from your store, you may be missing out on that repeat purchase. Very often, once a customer buys and likes a product, they will choose the simplest method to repeat that order and get it delivered to their door. That may be online from another retailer if they can't buy online from you.

**Are you limited by your location?**

Merchants often find their physical location limits their reach to target customers. This is true for many businesses in both rural and urban Ireland. For example a wool shop selling to a discerning audience, or a tennis shop wanting to serve customers nationwide. If this sounds like a problem for your business, the ease of access to a large online audience makes it possible to finding customers in volume.

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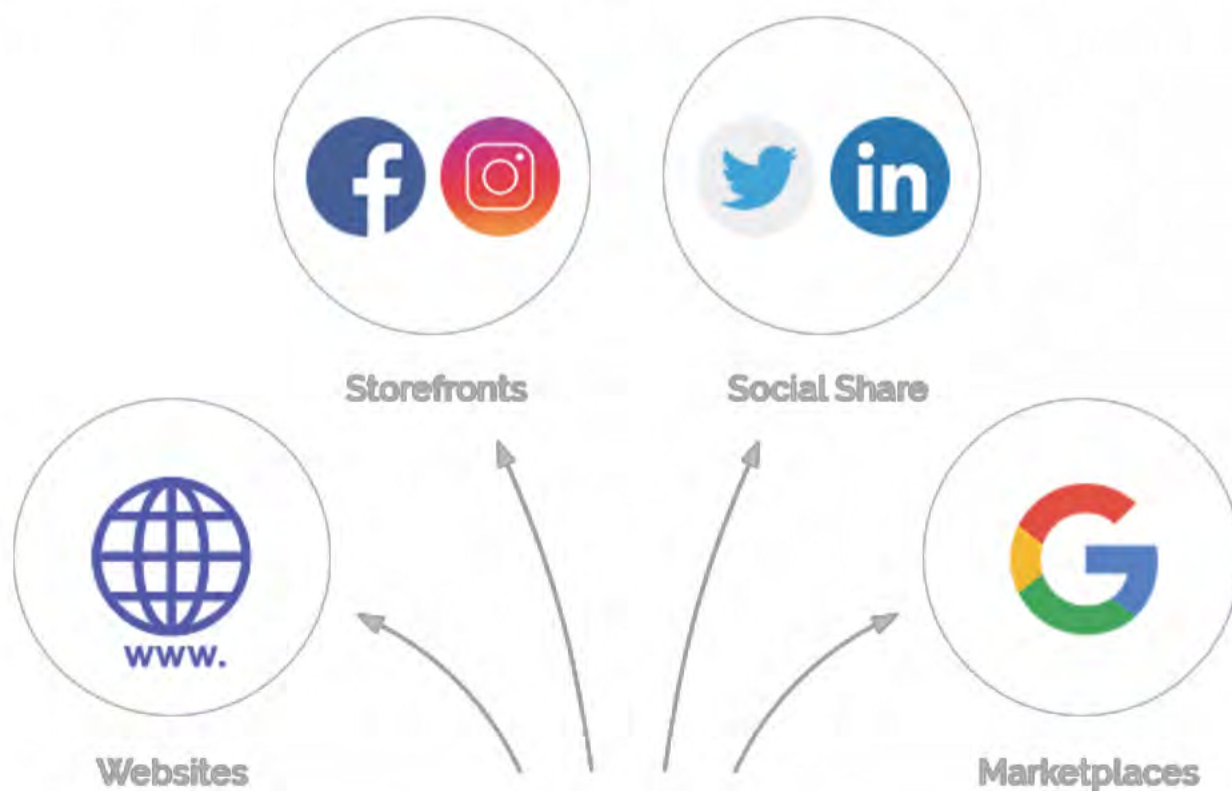


## Sell Your Skills Online

**Is your business based around helping others to succeed?**

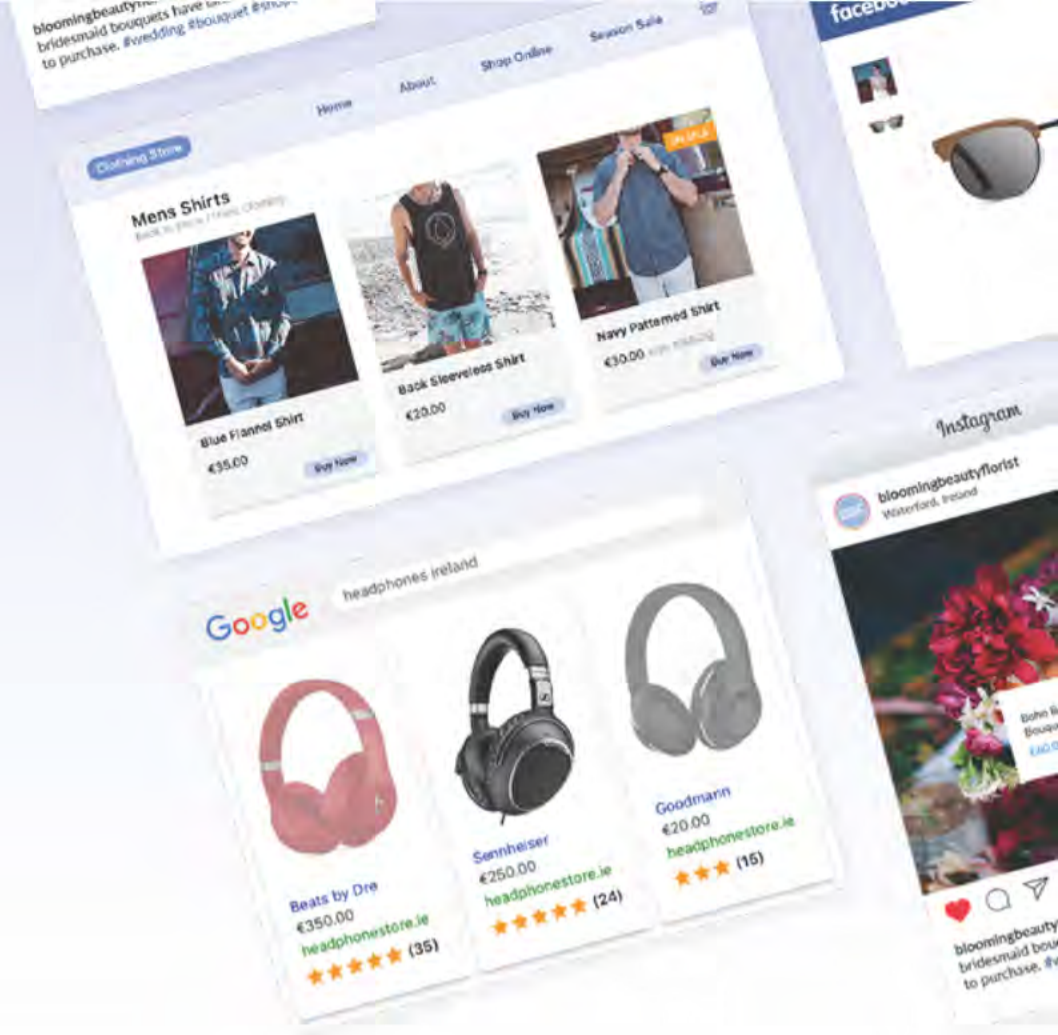
Are you a trainer, nutritionist, or life coach? Many motivational businesses access their customers through online marketing: an eCommerce platform is a great way to monetise those relationships.

You can share your work and get paid for it on Sitepro. It's easy to sell digital downloads of videos, audio files, ebooks, PDFs, graphics and other files with Sitepro, even if they are as large as 10 GB in size.



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## Launch A Drop Shipped Product Range

### Are you just getting started?

When you're first starting out, eCommerce allows you to avoid many of the large, upfront investments that traditional retail can incur. If you don't have a manufacturer or an existing product set, you may consider drop-shipping from your site using online suppliers.

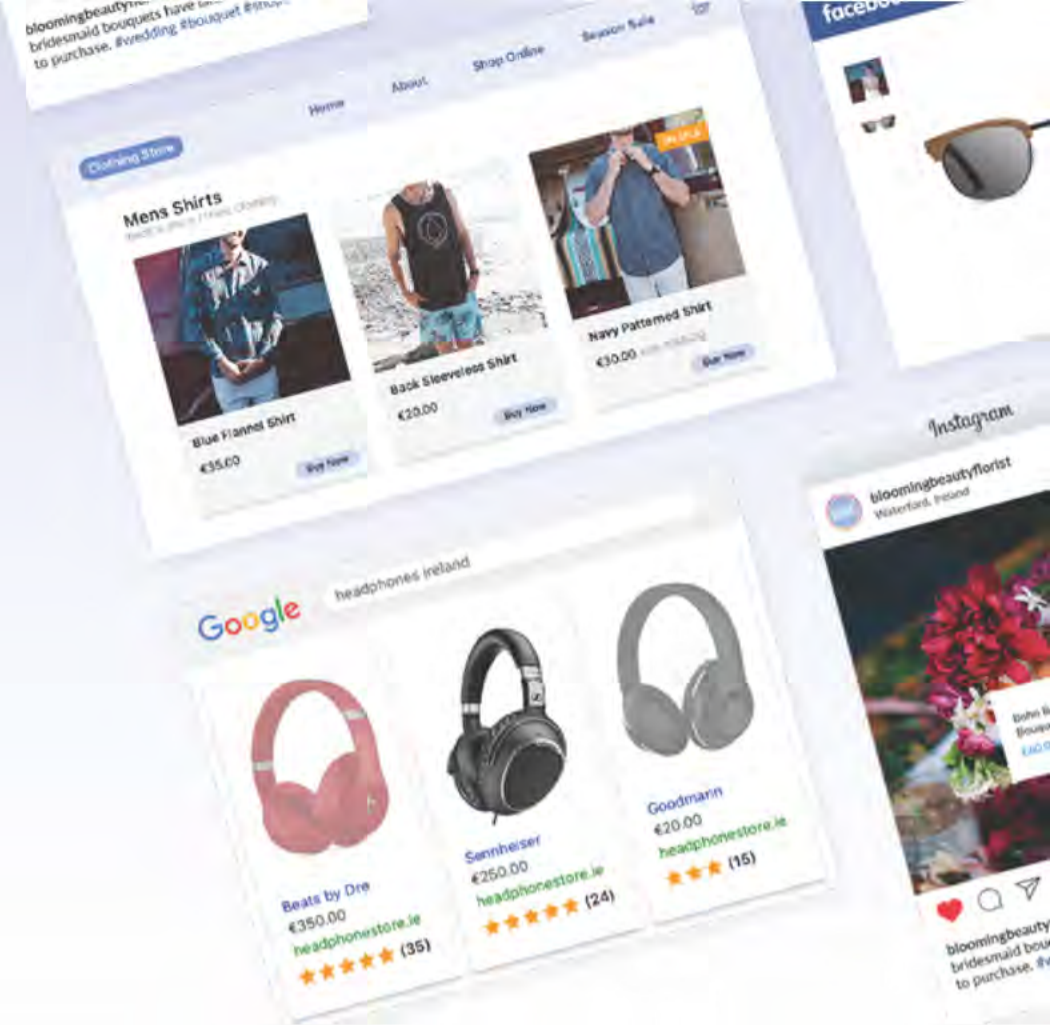
Drop-Shipping involves selling products that you have found through a supplier such as AliExpress, but for a higher price. Once a customer purchases the product from you, you then place the order with the supplier and they deliver direct to the customer.

There are lots of choices available in this segment. A great place to start is to google 'Drop Shipping Suppliers'.

Feel free to reach out & speak to a member of our eCommerce team on 01 618 8000 or email [info@fcrmedia.ie](mailto:info@fcrmedia.ie).

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## 5 Top Tips

### Top Tip #1 - Start Now, Start Small

Don't wait for the perfect moment because it doesn't exist. It's clear that eCommerce is here to stay and growth will continue year on year. For many businesses sectors in Ireland there is a 'land grab' opportunity to establish themselves in the market early that shouldn't be missed. If you are unsure about how to tackle eCommerce for your business starting small is always a good bet. Get your high selling products online first to establish a base and then grow and learn from there.

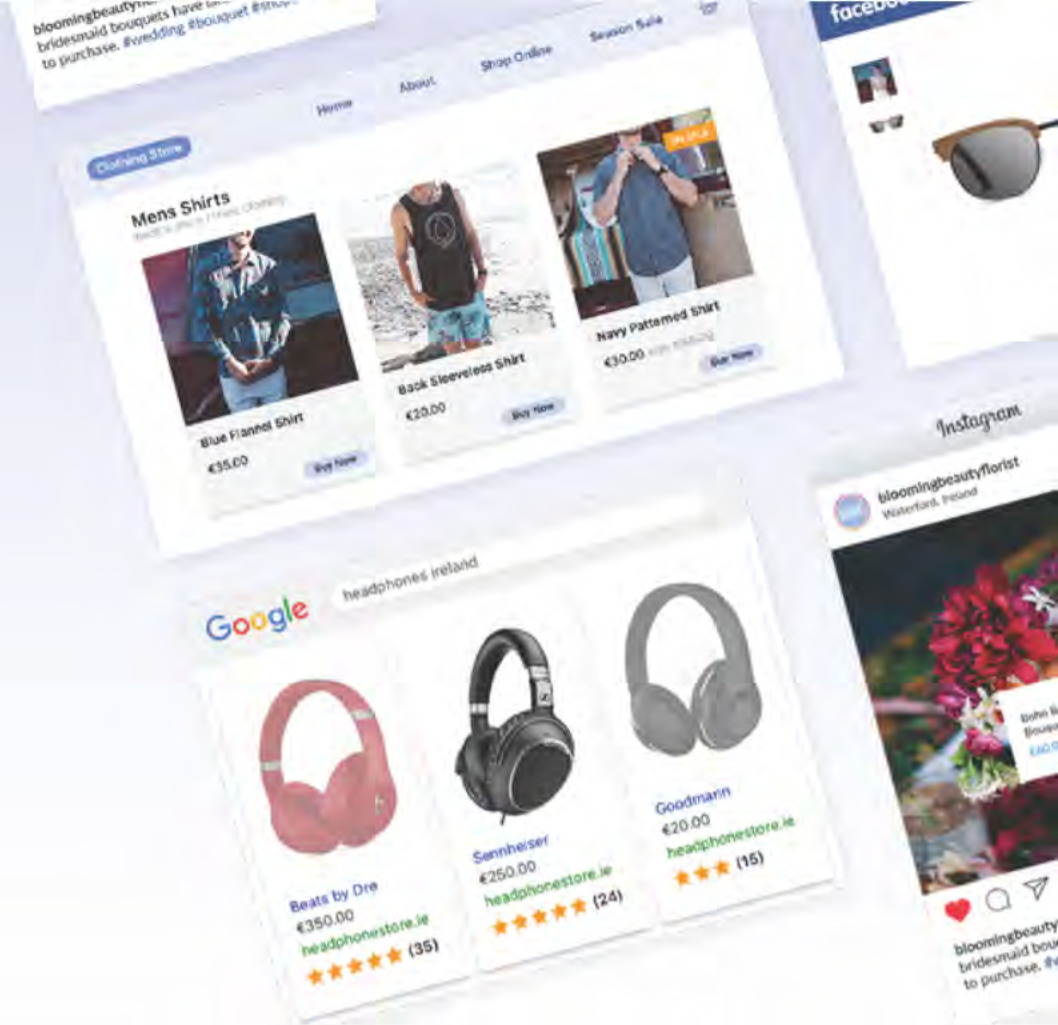
### Top Tip #2 - Make It Easy To Get Paid

If you already have a payment processor for taking card payments in-store you can most likely use this same facility online. If not start with Stripe, or connect with your clover till, make sure you have PayPal and grow from there.



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## 5 Top Tips

### Top Tip #3 - Get A Delivery Process

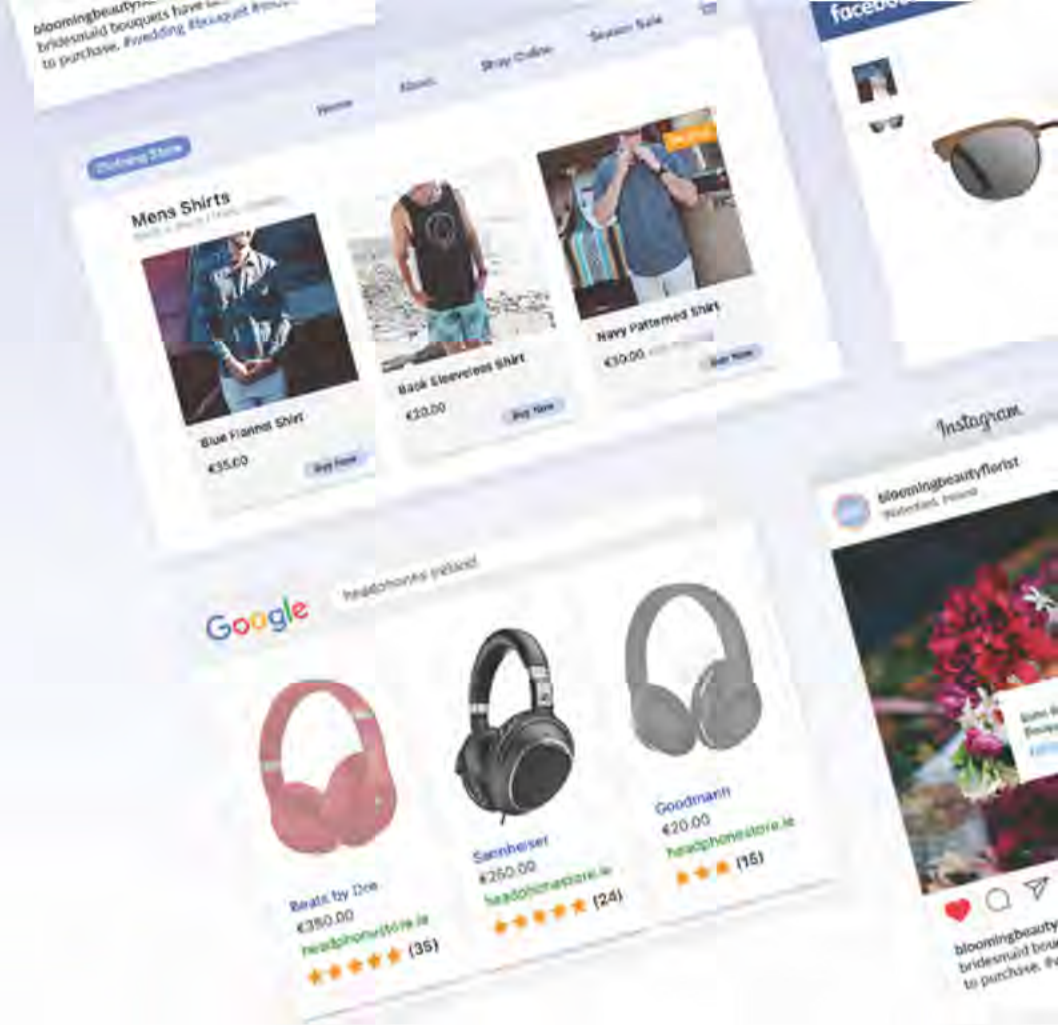
Understanding how to fulfil orders and handle deliveries and returns can be daunting for any business dipping their toes into eCommerce, in truth it doesn't have to be.

Charging customers for delivery at checkout and setting up of free and paid delivery options will be completed during your eCommerce build. An Post offer great facilities for handling dispatch and returns and will guide you through any questions you may have to find the right solution for your business. Alternatively one of the many national courier services might be better for you if you have especially expensive, oversized or fragile products to sell.

Call **01-618 8000** to speak to one of our eCommerce experts to learn more.

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## 5 Top Tips

### Top Tip #4 - Check What Financial Support is Available

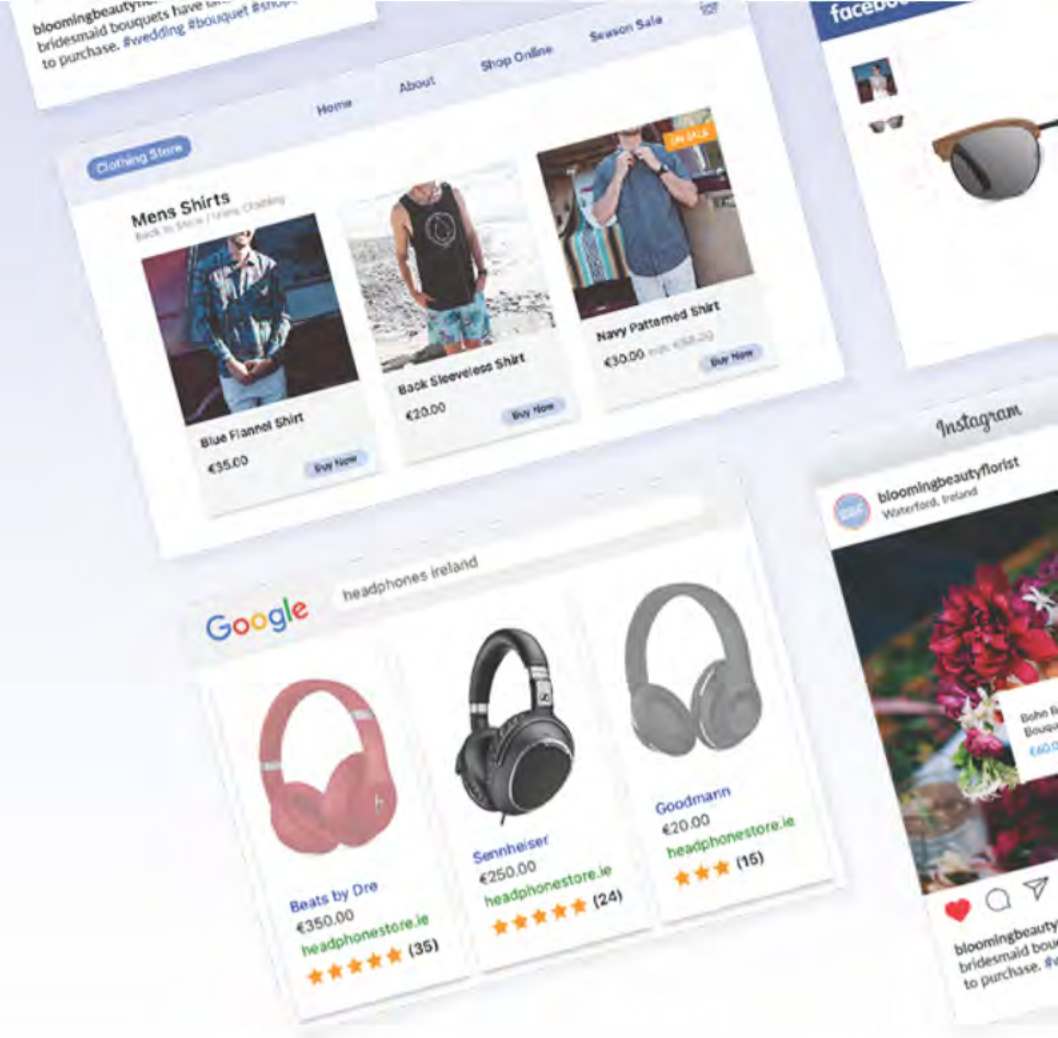
You could get as much as 50% of your investment in eCommerce back through grants available to Irish businesses. Don't hesitate to contact us on 01 618 8000 or email us at [info@fcrmedia.ie](mailto:info@fcrmedia.ie) to arrange a free one-to-one consultation to discuss the finer details.

### Top Tip #5 - Choose FCR Media

Having the right eCommerce partner for the journey is a critical decision that will have lasting impact on your online success. Obviously, we're biased but with good reason: With over 70 people working in our Dublin office, we serve local businesses across Ireland, offering real worth insight and guidance to help them reach more customers and grow. We are Ireland's first Google Premier Partner, an accredited IEDR registrar with over 50 years experience in delivering customers to Irish businesses.

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## What's Great About Sitepro?

### With Sitepro, you can:

- showcase & sell your range of products
- expand customer reach
- get paid instantly and safely
- increase brand awareness
- provide more information to customers
- convert directly from online marketing
- increase your SEO
- stay open for sales 24/7
- easily manage your online store
- utilise omni-channel selling and much more.

