

**SmallBiz** *Ladies*   
*Melinda Emerson*  
**UNIVERSITY**

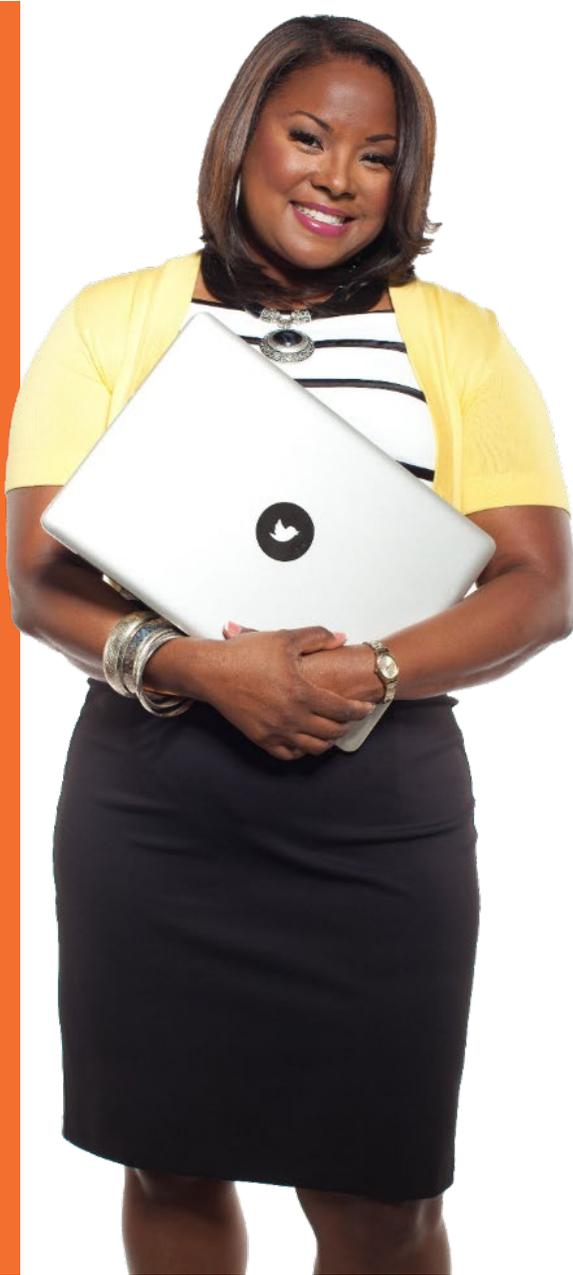
Ready to  
Build an  
Online  
Selling  
Machine?

How To  
Sell and  
Market  
*Online*



Melinda F. Emerson, MBA

# Melinda's Bio



## Melinda F. Emerson, SmallBizLady America's #1 Small Business Expert

- Thriving entrepreneur for the last 25+ years
- International keynote speaker
- Bestselling author, *Become Your Own Boss in 12 Months*
- Online marketing expert
- Brand influencer
- Small businesses advocate
- Founder [SmallBizLadyUniversity.com](http://SmallBizLadyUniversity.com)
- Host of The SmallBizChat Podcast
- Publishes blog [SucceedAsYourOwnBoss.com](http://SucceedAsYourOwnBoss.com)

Her consulting firm Quintessence Group, works with Fortune 1000 brands who target the small business market including Amazon, VISA, Verizon, FedEx, Google, HP, American Express..

# Global Reach & Influence

**1 Million Entrepreneurs Reached Weekly Online** across social media, email, digital platforms, and live events.

**Over 700,000 Social Media Followers** across LinkedIn, Twitter, Instagram, Facebook, TikTok and YouTube.

**Email Community of 100K+ Engaged Small Business Owners** receiving weekly business growth strategies.

**Millions of Entrepreneurs Impacted** through webinars, coaching, trade missions, and SmallBizLady content hubs.

**International Presence** – SmallBizLady has delivered training for entrepreneurs in the **U.S., Europe, Latin America, Africa, and Asia**

[www.SmallBizLadyUniversity.com](http://www.SmallBizLadyUniversity.com)





# How to Sell and Market Online

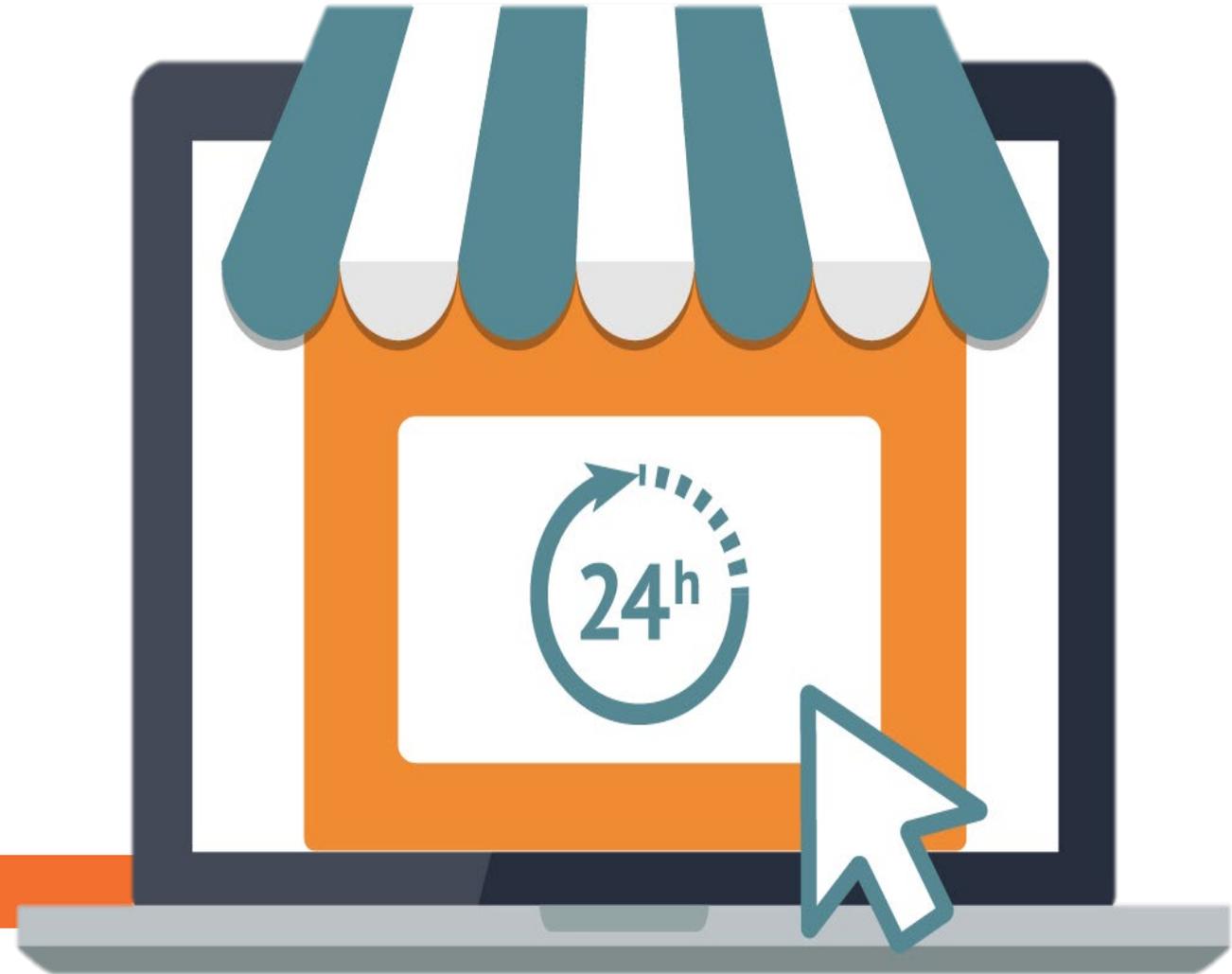
## In This Workshop You'll Learn:

- How to **grow your revenues** with ecommerce
- How to **build a brand** online
- How sell online when you **don't have money to buy ads**

# How to Sell and Market Online

## Online Sales

With online sales, you can reach customers anywhere and anytime in the world, and your overhead is low



# How to Sell and Market Online

**“By 2040, around 95% of all purchases are expected to be via eCommerce”**

# How to Sell and Market Online

## Online Marketing

Online Marketing is the 4-legged stool that supports your business

A potential customer comes to your business website through one of your marketing channels, including your website, content, social media, or email



# How to Sell and Market Online



Many small businesses are **not successful with online selling**, and they think they have a money problem.

# How to Sell and Market Online

## The Real Problem: You Have a Messaging Problem

### You're not communicating:

- Who you help
- What you offer
- Why it matters *right now*

**Fix the Message.**

**Fix the Money.**



# How to Sell and Market Online

## Let's Drill Down

What product or service  
do you want to sell  
online?

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# How to Sell and Market Online

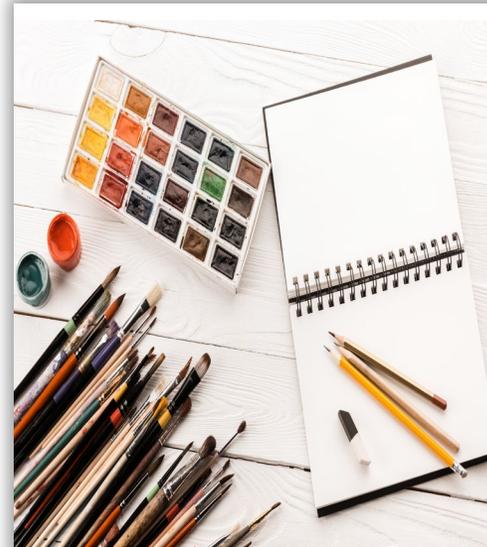
## Business Ideas



**Books**



**Candles**



**Artwork**



**Food Products**

# How to Sell and Market Online

## Your Business Concept (1 of 2)



Who is Your  
Target  
Customer?



What is  
Their  
Challenge?



What is Your  
Solution?

# How to Sell and Market Online

Your Business Concept (2 of 2)



## Marketing Strategy

How will you attract & engage customers?



## Cost

Make products or purchase inventory?



## Pricing

What is your pricing strategy?

# How to Sell and Market Online

**“You make your money when you purchase a product, not when you sell it.”**

**John Lawson,  
Ecommerce Expert**





# How to Sell and Market Online

## Managing an eCommerce Business

Money

Motivation

Consistent Effort

Technical Know-how

Branding

# How to Sell and Market Online

## 9 Things to Know About Running an Online Business

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# How to Sell and Market Online

## 9 Things to Know (1 of 3)

### **The Competition is Fierce**

The competition is relentless. You can be up and selling in hours, and so can your competition

### **Develop a Niche Target Audience**

Don't pursue just any customer. You must be the best solution for a specific niche customer

### **Isolation is Tough**

It's lonely working for yourself, build a network of other business owners, to have a support system



# How to Sell and Market Online



## 9 Things to Know (2 of 3)

### **Product Descriptions**

Your product descriptions have the power to make or break your conversion rate.

### **Content is Critical**

If you want to become the obvious choice, then you must use a content strategy.

### **Online Reviews are Important**

You need recommendations from happy customers to attract more customers.

# How to Sell and Market Online

## 9 Things to Know (3 of 3)

### Watch Industry Trends

Pay attention to industry trends, fashion insights, and consumer behavior

### Learn to Friend-Raise

Relationships are critical in business. You must learn to become fast friends with vendors and customers

### Be Wise

Launching a business without proper planning is a great way to waste money



# How to Sell and Market Online

## Branding

**You brand a name,  
and market a product**

The difference between  
selling a product and  
running a business is  
branding unless you will  
only sell one product



# How to Sell and Market Online

**“Think of branding as living with consistent values, and marketing as taking one good shot at sales.”**

Melinda Emerson  
“SmallBizLady”



# How to Sell and Market Online



Communicating Your Value Proposition

**Messaging is everything!** If you don't know how to communicate your solution, then customers may overlook your products and services

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# How to Sell and Market Online



## Consistent Branding

Your brand must be expressed throughout your business, both in the way you market your product, the appearance of your company materials, and your customer experience

# How to Sell and Market Online



## Customer Engagement

How you engage with your prospects on your website, by phone, and across your social media platforms is also branding

# How to Sell and Market Online



## Under Construction...

Building a brand is a slow process.

It takes time to win your customers' trust and communicate the character of your business

# How to Sell and Market Online

## **Making Sales Online Without Buying Ads (1 of 3)**

Create Effective Landing Pages

Live Product Demonstrations

Show Your Personality to  
Potential Customers

Send Freebies to Influencers



# How to Sell and Market Online

## Making Sales Online Without Buying Ads (2 of 3)

Use Search Engine  
Optimization (SEO)

Launch Crowdfunding  
Campaign

Run a Survey

Affiliate Marketing

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# How to Sell and Market Online

## **Making Sales Online Without Buying Ads (3 of 3)**

**Pull a Media Stunt**

**Get Your Product  
Featured in a Gift Guide**

**Create an Amazing Free Offer**

**Start Publishing Content**

**YOUR  
FIRST FIVE  
CUSTOMERS  
ONLINE**

Melinda Emerson  
SmallBizLady

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Download  
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and enter this code when prompted: GEHC

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# How to Sell and Market Online

## Next Steps:

- Audit your online sales channels
- Refine your signature offer, product descriptions and target customer
- Build a new lead magnet
- Strengthen your follow-up systems

## Remember:

“People don’t buy when they understand you. They buy when they feel understood”



# LET'S DISCUSS YOUR OPTIONS!



Melinda Emerson @SmallBizLady



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**Any Questions???**

**Q&A**