



# 6 Steps to Start a Successful eCommerce Business

Presented by

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SA's eCommerce Expert

Founder of the Insaka eCommerce Academy





# Here's what you'll learn by hanging out today...

1. Finding the right products to sell
2. Deciding on the right CMS platform and building the site
3. Setting up online payments
4. Getting your first sales
5. Delivering your orders
6. How much time does it take?

# How eCommerce has changed my life and my business ...



# A quick recap of my story...





# The Insaka eCommerce Academy...

Our VISION: To help 100,000 entrepreneurs to start and grow their own online businesses

Our WHY: *“Growing eCommerce is crucial to uplifting South Africa because it’s the easiest and least risky stepping stone into entrepreneurship and it’s entrepreneurship that will create new jobs and raise the economy”* - Warrick Kernes



# How we are growing eCommerce...

- ✓ Guest lecturer to MBA class at WITS Business School
- ✓ Committee Member of the eCommerce Forum of Africa
- ✓ Author for the Entrepreneur Magazine
- ✓ Speaker at most eCom events around SA
- ✓ Founded the Insaka eCommerce Community





# I'm now OBSESSED with helping entrepreneurs start online businesses ...

It's why I've been sending out surveys to ask YOU what you want to learn more about

...And one of the BIGGEST challenges is...

## How difficult it is to start an online business?

# SO LET'S JUMP IN...

1. Finding the right products to sell
2. Deciding on the right CMS platform and building the site
3. Setting up online payments & launching your site
4. Getting your first sales (with zero marketing budget)
5. Delivering your orders
6. How much time does it take?





# Step 1: Finding the right products to sell...

## Criteria for WINNING products...

- ✓ Recurring purchases / subscriptions
- ✓ Import duties
- ✓ Local regulations
- ✓ High margins
- ✓ High demand

[Action Item: Google Keyword Planner](#)

# Finding WINNING Products...

--- REAL LIFE STORIES ---






Home About us **Subscription Box** Biltong ▾ Accessories Contact Us

Free Shipping on orders over R500

## Subscription Box

Browse our range of different Subscription boxes

 <p><b>Monthly Subscription Box</b> R 330</p>	 <p><b>Starter Box</b> R 400</p>	 <p><b>Rugby Championship Box</b> <b>Sold Out</b></p>
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Donovan York  
[www.yorksbiltong.co.za](http://www.yorksbiltong.co.za)

# Step 2: Deciding on the right CMS platform and building the site...





# Step 2: Deciding on the right CMS platform and building the site...










# Selecting The Best Website Platform...

--- REAL LIFE STORIES ---



Mim Gerhardt - [www.mirelle.co.za](http://www.mirelle.co.za)

				
<p><b>MIRELLE Office Laptop Bag</b> R 2,399.00</p>	<p><b>MIRELLE Laptop Bag</b> R 2,250.00</p>	<p><b>MIRELLE Genuine Leather Laptop Backpack</b> R 2,390.00</p>	<p><b>MIRELLE Extra Large Tote/Laptop Bag</b> ★★★★★ 4 reviews</p>	<p><b>MIRELLE Backpack</b> R 1,890.00</p>



# Step 3: Setting up online payments...

- 2010 vs 2020
- 24hr turnaround time
- No business, no problem!

[Action Item 1: Opening PayFast account](#)

[Action Item 2: Turn on your site!](#)

# Offering The Right Payment Options...

--- REAL LIFE STORIES ---

VOSK

Wesley Vos - [www.vosk.co.za](http://www.vosk.co.za)







# Step 4: Getting your first sales...

## At Launch

- Sell to friends and family
- Promote to your social reach
- Sell your products in person



# Step 4: Getting your first sales...

Two types of traffic...**Organic and Paid**

**Organic Traffic Tips (SEO)**

- ✓ **Relevance & Authority**
- ✓ **Write guest blogs**
- ✓ **Bizcommunity listing**

**Action Item: Registering on Google Business**



# Step 4: Getting your first sales...

Two types of traffic...**Organic and Paid**

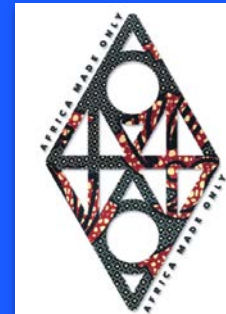
## Paid Ads Tips

- ✓ **Retargeting**
- ✓ **Building your database**
- ✓ **Lookalike audiences**
- ✓ **Adwords!**

[Action Item: Set up your Facebook Pixel](#)

# Building Sales Momentum...

--- REAL LIFE STORIES ---



Ryan Amory - [www.africamadeonly.co.za](http://www.africamadeonly.co.za)



**Hens In The Tropics**

AFRICA MADE ONLY

~~R-599.00~~ R 499.00 Sale



**Revolution Song**

AFRICA MADE ONLY

~~R-599.00~~ R 499.00 Sale



**Ocean Giant**

AFRICA MADE ONLY

~~R-599.00~~ R 499.00 Sale



**Orange You Glad**

AFRICA MADE ONLY

R 599.00



# Step 5: Delivering your orders...

- Which couriers to consider:

The Courier Guy, MDS Collivery, Dawn Wing, FastWay, SendR.

- Use a courier aggregator service like uAfrica
- Consider outsourcing your warehousing

Action Item: Send a dummy order using uAfrica

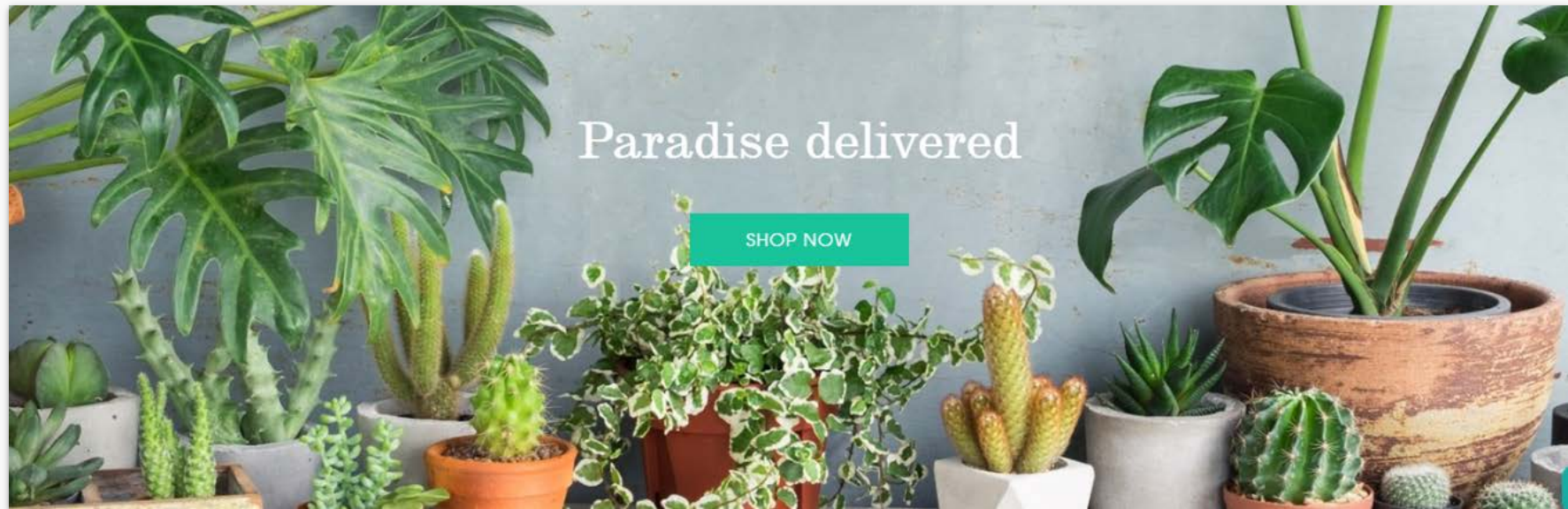


# Smooth Deliveries = Happy Customers

--- REAL LIFE STORIES ---



Carolyn Ashmore - [www.atriumplants.co.za](http://www.atriumplants.co.za)





# Step 6: How much time does it take?

It depends...

- ✓ Focus on the correct actions
- ✓ Focus on quick wins / low hanging fruit
- ✓ Get guidance from the community
- ✓ Make it your priority



Time to Success...

--- REAL LIFE STORIES ---

**KOODOO**

Nalisha Pillay - [www.koodoo.co.za](http://www.koodoo.co.za)

The screenshot shows the 'Games' section of the Koodoo website. At the top is a teal navigation bar with links: Home, About Us, Games (with a dropdown arrow), Accessories (with a dropdown arrow), Lifestyle (with a dropdown arrow), Consoles (with a dropdown arrow), Contact Us, and Comic Con Specials (with a dropdown arrow). Below the navigation bar is a breadcrumb trail: Home > Games. On the left side, there is a 'Shop By' sidebar with a list of categories: PS4, Pre-Orders, New Release, LEGO, Action, Sport, Shooter, Racing, Fighting, and Adventure. The main content area is titled 'Games' and features three product cards. The first card is for 'DAYS GONE' on PS4, showing a character on a motorcycle. The second and third cards are for 'MORTAL KOMBAT 11' on PS4, showing the character Scorpion. The third card includes a green speech bubble icon with the text 'We Are Here!' and a yellow arrow pointing to it.

# Quick recap...

1. Finding the right products to sell
2. Deciding on the right CMS platform and building the site
3. Setting up online payments
4. Getting your first sales
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Join SA's Biggest eCommerce Community

Search  for "Insaka eCommerce Community"

Learn more at

[www.insaka.co.za](http://www.insaka.co.za)