



Integrated Marketing Solutions

eCommerce for Manufacturers: Selling Online 101

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Why eCommerce?

- Fastest growing sales channel in manufacturing
- Provides 24-hour sales
- Scalability
- Reach broader audience
- Build company credibility

A Quick Word About WordPress

- 74% of websites around the world are WordPress
- Open source
- SEO friendly
- Infinitely scalable
- Other eCommerce Platforms
 - Shopify, Magento, Squarespace

Today's eCommerce Conversation

- Are We Ready for eCommerce?
- Let's Get Started!
- Online Sales vs. Selective RFQ

Are We Ready for eCommerce?

- Know your buyer
- Understand your key integrations
 - ERP
 - Accounting
 - CRM
- Know your capacity for a new sales channel

Let's Get Started!

- Shop Details
- Assumptions
- Product Details
- Accepting Payments
- Shipping
 - FedEx
 - UPS
 - USPS

Shop Details

- Shop Address:** Your physical 'shop' or company address, primary contact email and phone number.
- Customer Accounts:** Will you allow customers to place orders without an account? Y/N
- Shop Notifications:** Choose a shop email to receive new, canceled, and failed order notifications, such as orders@yourcompany.com
- Customer Notifications:** Select any customer notifications you DO NOT want enabled: order on-hold, processing, completed, refunded, custom invoice, customer note, reset password, new account
- Shop Email:** Select an email address for email notifications to your customers.
- Product Stock:** Enable stock management, meaning will you enter the number of in-stock items.
 - If yes, enable low stock and out of stock notifications and to what email?
 - Do you allow backorders? Y/N
- Reviews:** Do you want to enable customer reviews? Y/N
 - If yes, only by verified owners?
 - Enable star ratings (required or optional)? Y/N
- T&C:** Do you have a Terms and Conditions or Terms of Use page? Y/N
 - If NO, we will assist you in developing this document. (See Appendix)
- Privacy:** Do you have a Privacy Policy page? Y/N
 - If NO, we will assist you in developing this document. (See Appendix)

Assumptions

- Selling and shipping to only the Continental United States (international orders can be accommodated with additional configuration).
- Weight unit: pounds
- Dimensions unit: inches
- Prices will be entered exclusive of tax and displayed in the shop/cart/checkout excluding tax
- Taxes will be calculated based on customer shipping address
- Taxes will automate from WooCommerce Tax
- Customers will be able to login to an existing account during checkout
- Customers will be able to create an account during checkout
- New accounts will automatically generate a username from customer email

Product Details

- SKU
- Product name
- Product image*
- Description
- Price
- Product category, if applicable (See Appendix)
- Weight (for shipping)
- Dimensions (for shipping: L x D x H)
- Stock amount, if applicable

*High resolution images, 300x300dpi are best.
We will resize and optimize the images for
maximum load speed.

Product Taxonomy

- Organizing your products based on two main elements:
 - Categories
 - Attributes
- Common products are grouped into Categories
- Attributes are applied to products within each Category

Accepting Payments (choose one)

PayPal

Free download includes PayPal, Pay Later, credit and debit card processing, and local payment methods.

Required: a pre-configured Business Account and supplied credentials to connect the account to your online shop.

Fee Details: PayPal Checkout 3.49% + \$0.49 USD

stripe

Free download includes Stripe, all major debit and credit cards processing, Apple Pay, Google Pay, and other local payment methods, such as Alipay, iDeal or SEPA Direct Debit.

Required a pre-configured Stripe Account and supplied credentials to connect the account to your online shop. (We will need to login to the account to connect Webhook Endpoints.)

WOO COMMERCE

(Using Stripe Express account, fully integrated into WooCommerce)

Free download includes all major debit and credit cards processing, Apple Pay, Google Pay, and other local payment methods, such as Alipay, iDeal or SEPA Direct Debit.

Fee Details:

- Credit or debit card:
 - 2.9% + \$0.30 USD per transaction for U.S. issued card
 - +1% for transactions paid using a card issued outside the US
 - +1% for conversion of currencies other than USD
 - \$15 USD fee per dispute (refunded if you win the dispute)

Shipping

FedEx Shipping Method:

(can use built in FedEx freight for heavier items)

\$79 annually for the WordPress plugin.

Required: a pre-configured FedEx Account and supplied credentials to connect the account

We will need a developer key, production key, account number, meter number, web services key, web services password and production key.

FedEx LTL Freight is an option within this plugin for heavier weight options.

Note: You get shipping labels and tracking numbers directly from FedEx.

Options:

DOMESTIC	INTERNATIONAL
• First Overnight	• International Economy
• Priority Overnight	• International First
• Standard Overnight	• International Priority
• FedEx 2 day am	• Europe First International Priority
• FedEx 2 day	• FedEx 1 day freight
• FedEx Express Saver or FedEx Economy	• FedEx 2 day freight
• Ground Home Delivery	• FedEx 3 day freight
• FedEx Ground	• International Economy Freight
• FedEx Tube	• International Priority Freight
• FedEx First Freight	• Fedex Freight
• FedEx Freight Economy	• Fedex National Freight
• FedEx Freight Priority	• International Ground
• FedEx One Rate	
• Smart Post (if enabled on account)	

Shipping



Shipping Method:

(weight limit of 150 lbs)

\$79 annually for the WordPress plugin.

Required: a pre-configured UPS Account and supplied credentials to connect the account.

We will need a user ID, password, access key, account number, and customer classification.

Note: You get shipping labels and tracking numbers directly from UPS.

Options:

• Next Day Air Early
• Next Day Air
• Next Day Air Saver
• 2nd Day Air AM
• 2nd Day Air
• 3 Day Select
• Ground
• Standard
• Simple Rate
• Worldwide Express
• Worldwide Express Plus
• Worldwide Expedited
• Saver

Shipping



UNITED STATES
POSTAL SERVICE

Shipping Method:

\$79 annually for the WordPress plugin.

Required: a pre-configured USPS Account and a USPS User ID.

You can obtain a user ID by registering for a Webtools account on USPS.com.

Options:

DOMESTIC	INTERNATIONAL	FLAT RATE
• First-Class Mail® Postcards	• Priority Mail Express International™	• Priority Mail Flat Rate™ – Envelopes (Legal, Letter, Gift Card, Padded, Small, Window) and Boxes (Small, Medium 1 and 2, Large, APO/DPO/FPO Large, Large Board Game, Prepaid Forever® Packaging)
• First-Class Mail® Stamped Letter	• Priority Mail International®	
• First-Class Package Service – Retail™	• Global Express Guaranteed® (GXG)	• Priority Mail Express Flat Rate™ – Envelopes (Envelope, Legal, Padded) and Boxes (Top-Loading, Side-Loading)
• First-Class™ Postcard Stamped	• Global Express Guaranteed® Document	
• First-Class™ Large Postcards	• Global Express Guaranteed® Non-Document Rectangular	• Priority Mail International Flat Rate® – Envelopes (Legal, Letter, Gift Card, Padded, Small, Window) and Boxes (Small, Medium 1 and 2, Large, APO/DPO/FPO Large, Large Board Game)
• First-Class™ Keys and IDs	• Global Express Guaranteed® Non-Document Non-Rectangular	
• First-Class™ Package Service	• USPS GXG™ Envelope	
• First-Class Mail® Metered Letter	• First-Class Package International Service®	
• First-Class™ Package Service Hold For Pickup	• First Class Mail® International Letters	
• Priority Mail Express™ Hold for Pickup	• First Class Mail® International Large Envelope	
• Priority Mail Express™	• International Postcards	
• Priority Mail Express™ Sunday/Holiday		
• Retail Ground™		
• Media Mail®		
• Library Mail		
• Priority Mail®		
• Priority Mail® Keys and IDs		
• Priority Mail® Hold For Pickup		
• Priority Mail® Regional Rate Box A (when commercial rates are used)		
• Priority Mail® Regional Rate Box B (when commercial rates are used)		
• Parcel Select Ground (when commercial rates are used)		

Online Sales vs. Selective RFQ

- Contact Form
- Selective RFQ
- Online Sales

Last Words

- Win the initial transaction and the ongoing sales
- Lean into B2B eCommerce - even iteratively
- Methodical approach + prioritization = success
- Treat your eCommerce as a full-service destination

THANK YOU!

We appreciate your time today.

For any questions about this presentation, please contact:

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