

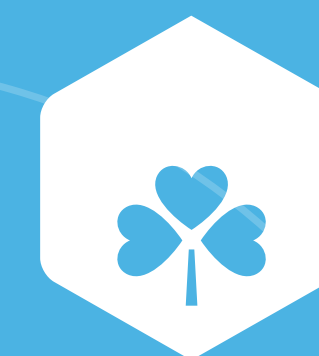
E-commerce for Tourism

Northern
Ireland
Embrace
a Giant
Spirit



TED

Tourism
Enterprise Development
Programme



tourism
northernireland

Purpose of the webinar

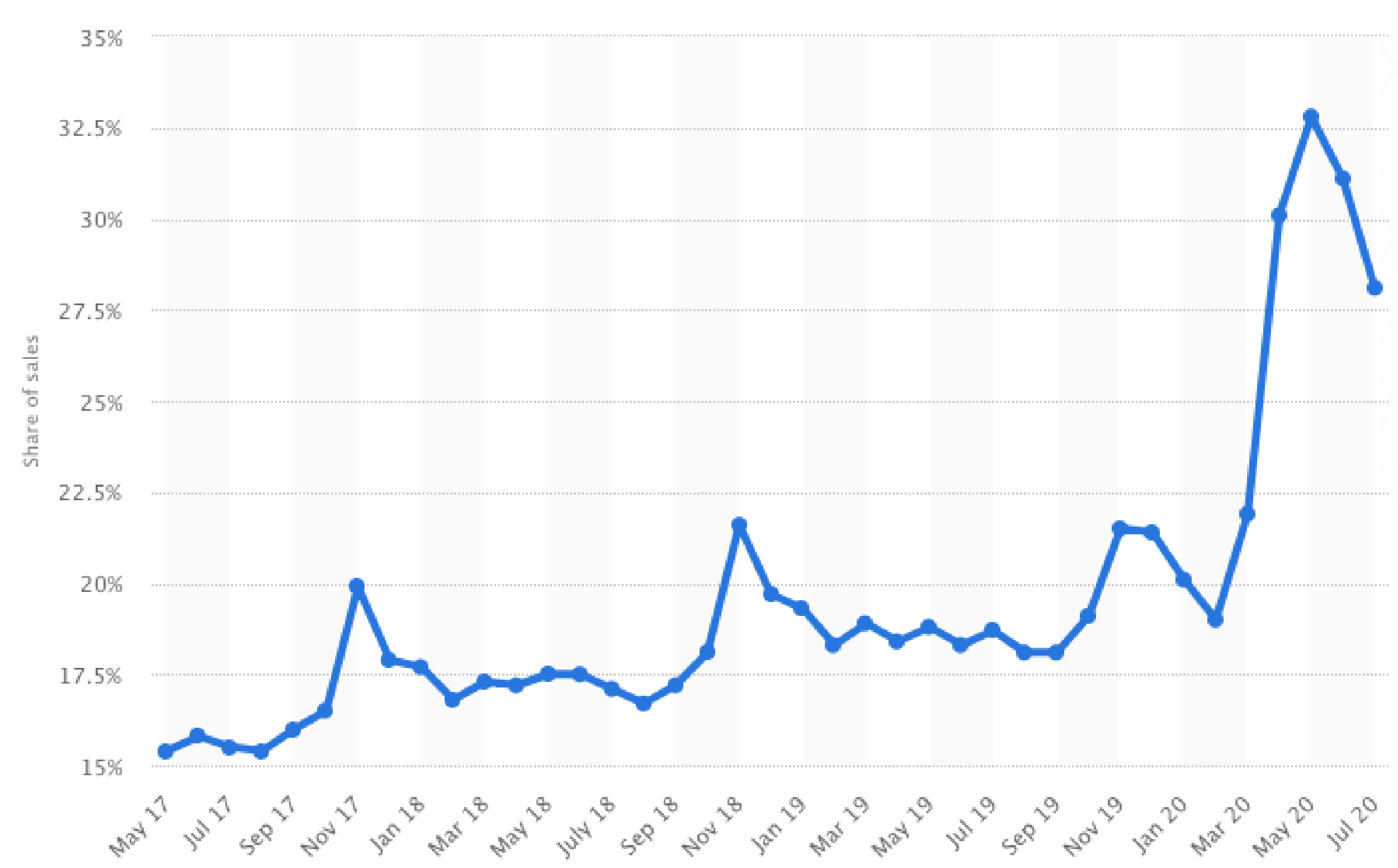
We will explore:

- Different Ways to Sell Online
- E-Commerce Platforms
- The User Journey
- Optimizing for SEO





E-Commerce accounted for nearly 1/3 of all retail in May 2020

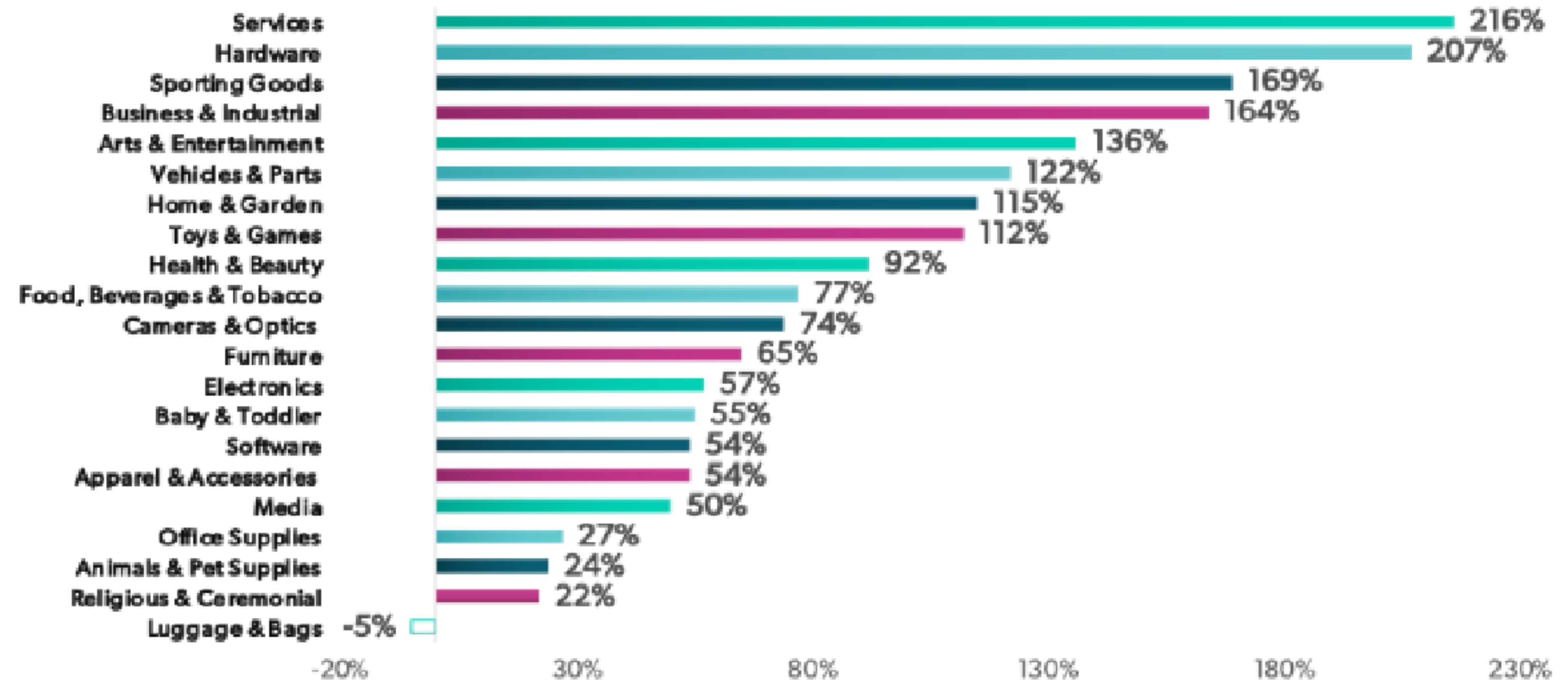


Source: Smartinsights.com



Order count by category, global

Year-over-year percent growth — 2020 v. 2019



Source: Bazaarvoice Network data

bazaarvoice:



Key Considerations



Who are you selling to?

No – one can afford to sell to everyone!

Where are your customers?

How do they book/make decisions/buy/pay?

Decisions



Set up your own E-Commerce platform or use existing platforms?

- Website Builders
- E-Commerce Platforms
- Social Selling Platforms
- Your own website + Plugin
- Third Party Website/OTA's

Website Builders

Wix (180 million)

Squarespace
(1.4 million)

Wix Premium Plans

Wix gives you 100s of templates, unlimited pages & top grade hosting FREE. Upgrade to Premium and get even more.

[Get Started](#)

Website

Business & eCommerce

MOST POPULAR

Business VIP
Get the Full Suite

£ **22** /month

Accept Online Payments

Business Unlimited
Grow Your Business

£ **16** /month

Accept Online Payments

Business Basic
Accept Online Payments

£ **13** /month

Accept Online Payments

Pros and Cons

Pros

- Incredibly easy to use
- Wix has a great range of designs
- All in one platforms – everything is built in

Cons

- Once you select a template – you can only change manually
- Can be harder to use (slower) once over 30 pages
- Not suitable for large or more complex store
- Tend to be product focused

E-commerce Platforms

Shopify – 100% focused on a “store”
Free and premium themes
Stock Inventory

Set up your store, pick a plan later

Try Shopify free for 14 days, no credit card required

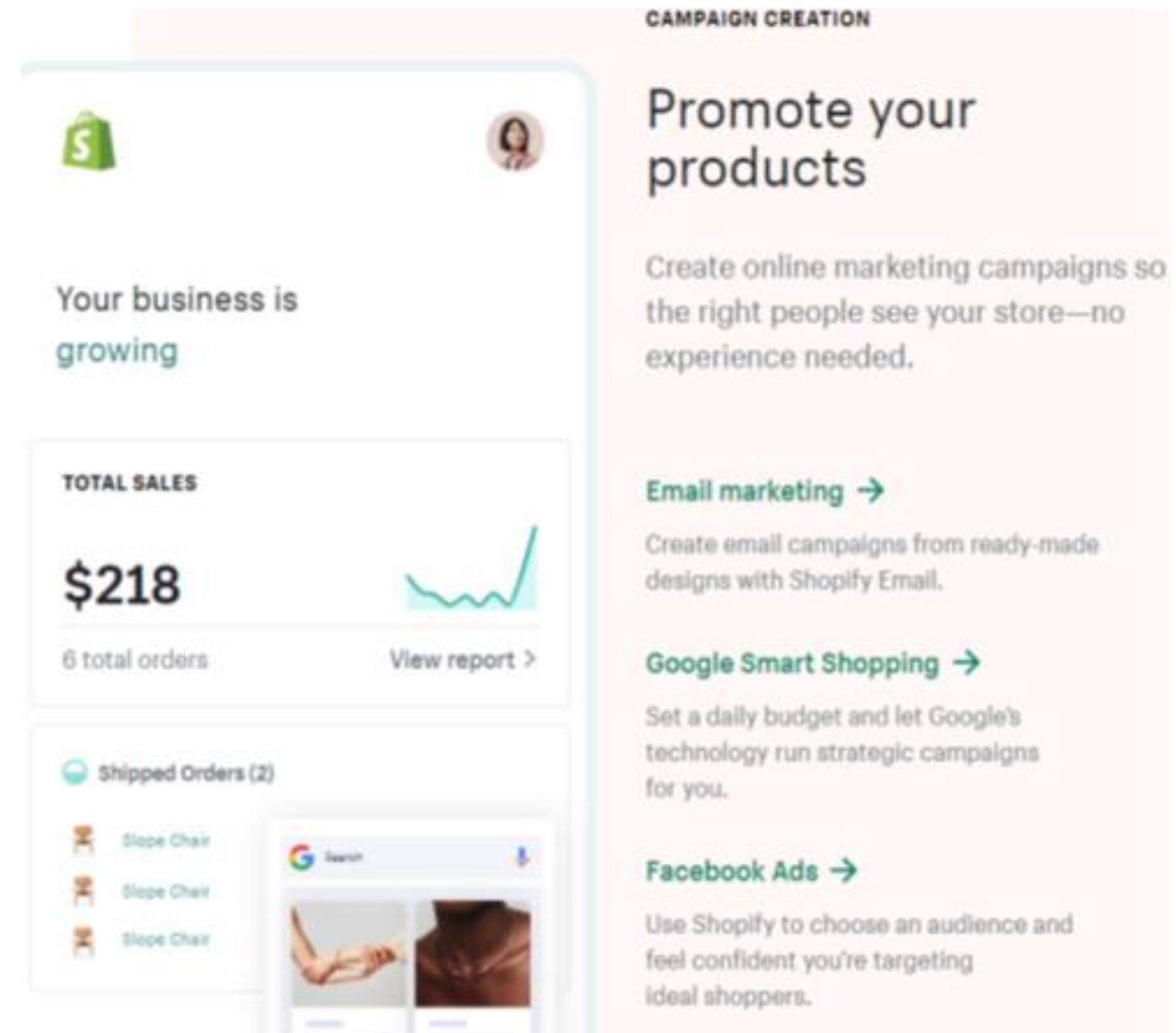


Start your free trial

	Basic Shopify All the basics for starting a new business	Shopify Everything you need for a growing business	Advanced Shopify Advanced features for scaling your business
Monthly price	USD \$ 29 /mo	USD \$ 79 /mo	USD \$ 299 /mo

Marketing

Social Media Integrations
Easy to market and promote



The image shows a screenshot of a Shopify dashboard. On the left, there's a sidebar with a green 'S' logo and a user profile picture. The main content area is divided into several sections:

- Business Status:** "Your business is growing" with a green upward arrow.
- TOTAL SALES:** "\$218" with a small line graph showing an upward trend. Below it, "6 total orders" and a "View report >" link.
- Shipped Orders (2):** A list of three items, each labeled "Slope Chair" with a small product icon.
- Marketing Section:** A light orange background with the heading "CAMPAIGN CREATION" and the sub-heading "Promote your products". It includes three options:
 - Email marketing →**: "Create email campaigns from ready-made designs with Shopify Email."
 - Google Smart Shopping →**: "Set a daily budget and let Google's technology run strategic campaigns for you."
 - Facebook Ads →**: "Use Shopify to choose an audience and feel confident you're targeting ideal shoppers."




Features

shopify Start ▾ Sell ▾ Market ▾ Manage ▾ Pricing Learn ▾ Log in

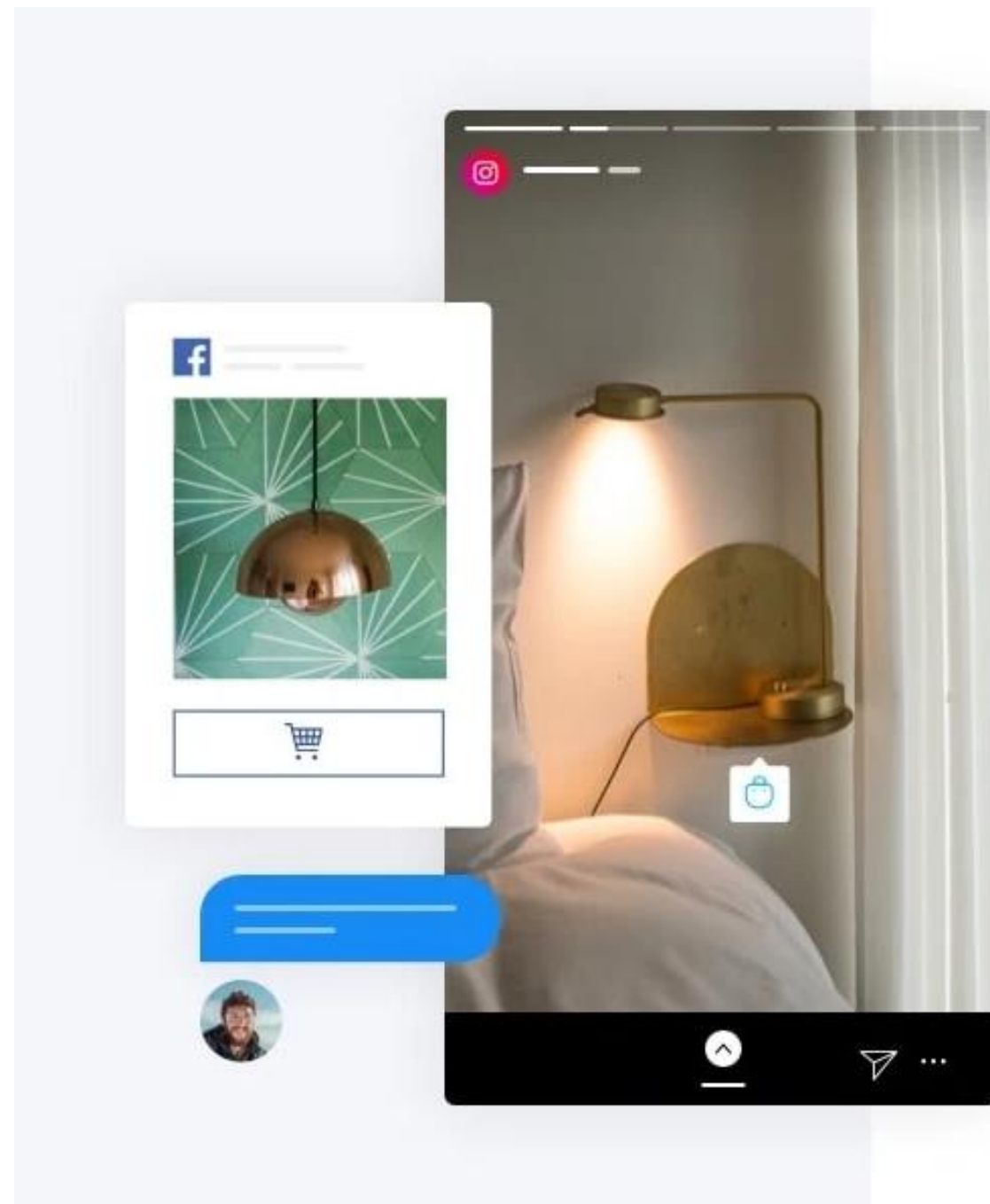
Sell — everywhere

One platform that lets you sell wherever your customers are—online, in-person, and everywhere in-between.

- Online store**
Sell online with an ecommerce website
▾
- Point of sale**
Sell in-person at retail locations, pop-ups, and more
▾
- Buy Button**
Add ecommerce to any website or blog
▾
- Sales channels**
Sell on social media, online marketplaces, and more
▾



Features



SOCIAL MEDIA SELLING

Turn followers into customers

Find new shoppers, grow your brand's audience, and build customer loyalty.

Instagram →

Tag products and let users make purchases directly from Instagram.

Facebook Messenger →

Share products directly and foster stronger customer relationships.



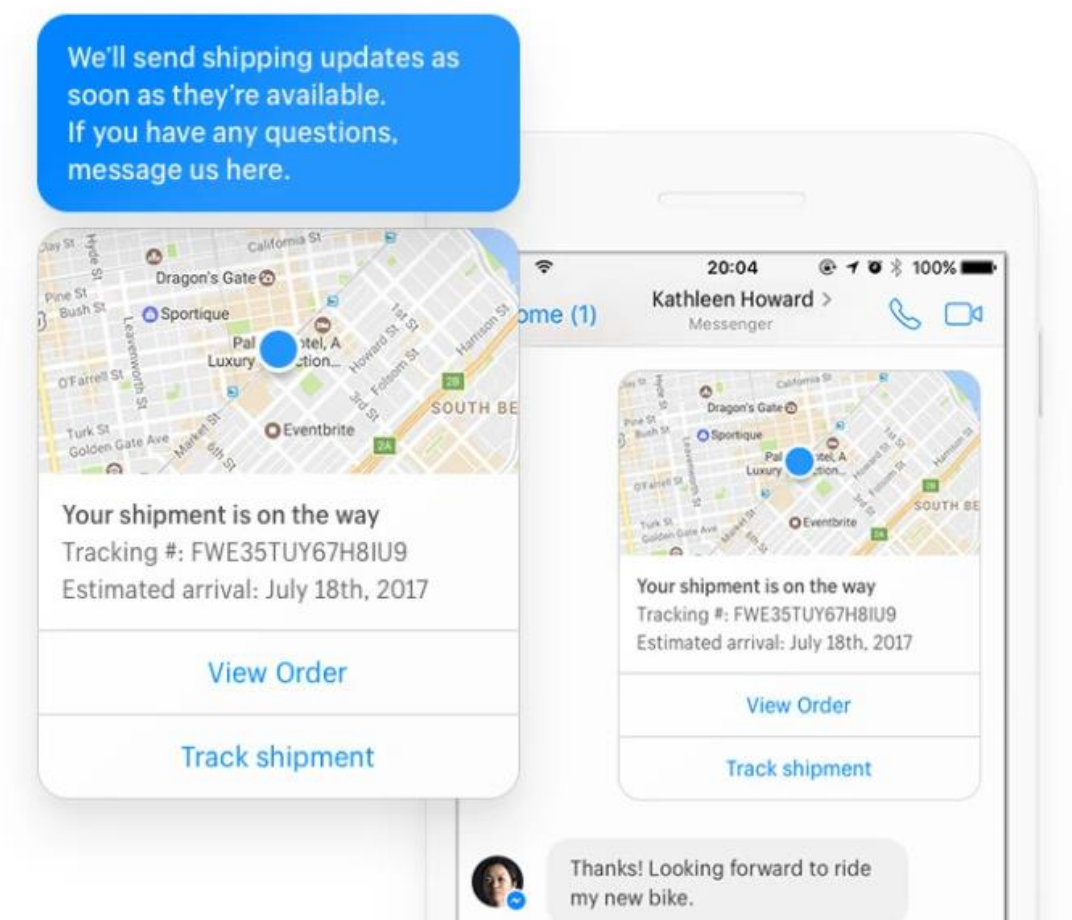
Communication made easy

Communication made easy

When a customer makes a purchase, they can ask you questions in Messenger, and get automatic order tracking and shipping updates.

One place to stay in touch

Create a personal connection with each customer, with all of your communication in one thread.



Features

Theme features



Designed for musicians and publishers

Tailor-made for creators with a single product or event to showcase.



Dates and events section

Add upcoming tour dates and event details to your home page.



Built for small catalogs

Ideal for stores with a small number of products.



Single featured product

Promote a single product by featuring it front and center on your home page.



Full-width imagery

Feature large, high-resolution images throughout your home page.









Slide-out menu

Feature a slide-out sidebar menu throughout your store.

All themes on the Theme Store also include:

- ✓ Customizable content sections on home page
- ✓ Search engine optimization
- ✓ Drop-down navigation support
- ✓ Free theme updates
- ✓ Mobile-friendly design
- ✓ Social media icons
- ✓ Built-in styles and color palettes
- ✓ Free stock photos by [Burst](#)

Features

 <p>NEW SALE</p>	 <p>NEW</p>	 <p>NEW</p>
<p>\$100.00 \$120.00</p> <p>Cancun JUNGLE TOUR</p> <p>Our planet is something unbelievable. It is so diverse and beautiful...</p> <p> add to cart</p>	<p>\$129.00</p> <p>Chileno Beach</p> <p>It is so diverse and beautiful, so unique and controversial. Earth ...</p> <p> add to cart</p>	<p>\$250.00</p> <p>Coastal South Carolina</p> <p>Earth is worth our admiring. The easiest way to explore all wonders...</p> <p> add to cart</p>



 Bon Voyage Bootstrap Shopify Template by RockThemes



 Travel Agency Bootstrap Shopify Template by RockThemes



 Shopify Tour Booking Theme with Advanc... by ZEMEZ



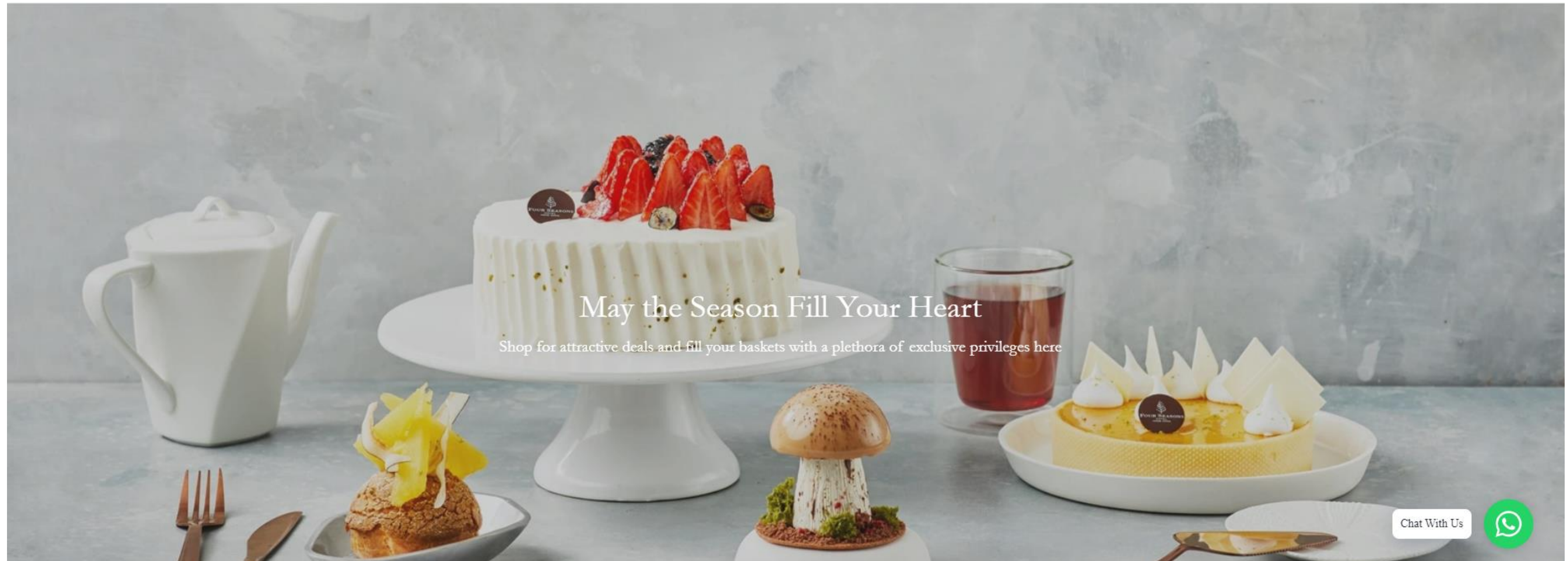
 Travel Bureau Responsive Shopify Theme by RockThemes



Examples



[Festive Season](#) ▾ [Cakes & Pastries](#) [Limited Time Offers](#) [Meals To Go](#) ▾ [Spa](#) [Boutique Gifts](#) [Stay with Us](#) ▾



May the Season Fill Your Heart

Shop for attractive deals and fill your baskets with a plethora of exclusive privileges here

Chat With Us



Things to Consider

- The simplicity does come at a cost – sometimes you will want to change something and you cannot
- You do not have full control of your eCommerce business as Shopify is running every aspect of it
- Fees for 3rd party payment gateways can be more expensive than other platforms as Shopify tries to push all users through its own payments system

Website Plugins



EVENTS PARKING & TRANSIT MAP RESEARCH DOWNTOWN HISTORY

VISIT LIVE WORK INVEST SHOP 🔍



Dining



Events & Meeting Spaces



Hotels



Parks & Riverfront



Services



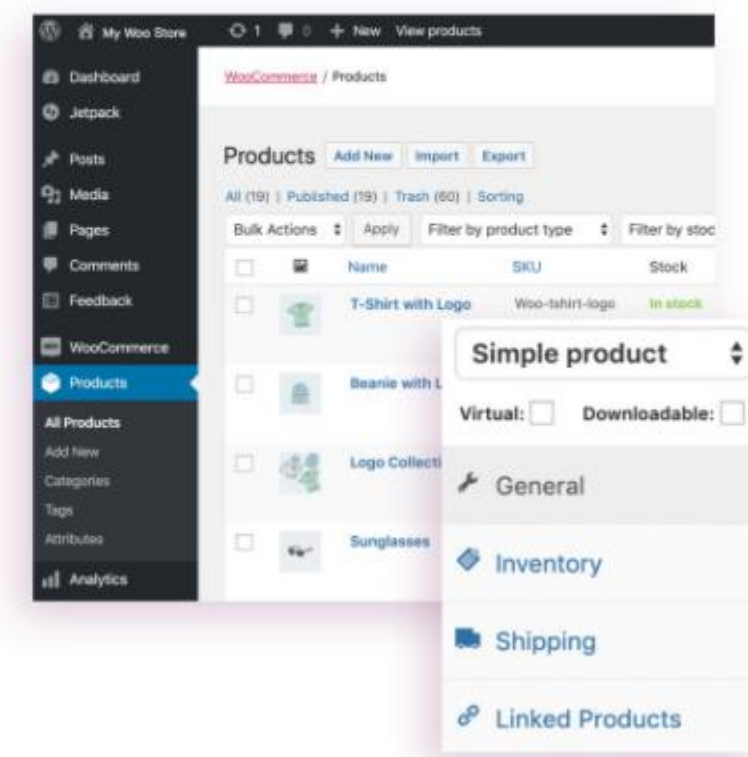
Shopping

Woo Commerce

Start Selling Anything Online

Set Up Your Store

The first decisions you need to make when setting up a store are about homepage design, menus, site structure, and payment and shipping options. If you have a WordPress site, adding WooCommerce takes just minutes! If you're new, be guided by our [New Store Owners Guide](#).



8 extensions found in Social, WooCommerce Extensions

Most Relevant

Category

- All Extensions
- Developed by Woo
- Product Type
- Store Management
- Free
- Marketing
 - Email
 - Multi-channel
 - Promotions
 - Social
 - Reporting
- Payments
- Enhancements
- Shipping
- Subscriptions
- Third Party

Price

- All pricing
- Free - \$49

<p>Refer a Friend</p> <p>Boost your organic sales by adding a customer referral program to your WooCommerce...</p> <p>WOO</p>	<p>Get the Official Facebook for WooCommerce plugin for three powerful ways to help grow your...</p> <p>★ 3.1 68 REVIEWS</p> <p>WOO</p>	<p>Grow your brand and find new customers with the Pinterest for WooCommerce...</p>	<p>Connect your store with Instagram. Upload your product catalog to Instagram, create shoppable posts and stories, define product hashtags...</p>
<p>Share Your Purchase will let you add a set of buttons in the WooCommerce thank you page, so your customers can share their...</p>	<p>Collect and share your customer comments, ratings and reviews with the world and build confidence in your...</p>	<p>Get more followers and keep website content fresh with a live Social Feed to automatically stream new content from your social...</p>	<p>Pinterest plugin for...</p>

Website Plugins

WooCommerce

Pros

WordPress

Free to start with

One of the biggest eCommerce providers in the world

Support

Cons

Some themes are poor

Your responsible for hosting, security, upgrades

Pay for extensions

Social Selling

Facebook/Instagram

- Facebook/Instagram shop
- 'Book Now' button
- Facebook Events

Google Maps

- Bookings
- Events

Third Party Platforms

Fare Harbour

FAREHARBOR

Turn your website into a powerful platform for getting more bookings, guaranteed.

Effortlessly convert website visitors into paying customers with embedded calendars, activity displays, and our securely encrypted Lightframe checkout.

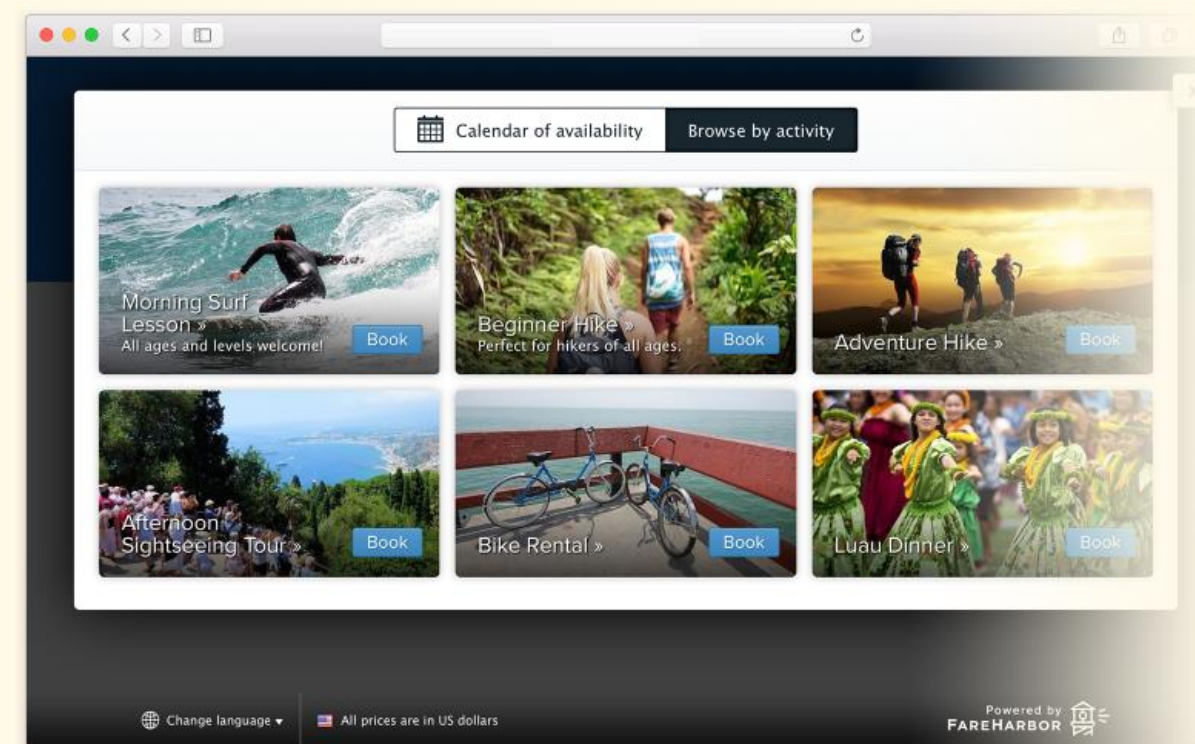
THE LIGHTFRAME

A user-friendly booking process that integrates seamlessly with your website.

Add our Lightframe™; overlay to any page and let customers check out securely, without ever leaving your website.

It's completely customizable, whether you're selling tickets for whale watching tours, bike rentals, or an escape room.

Integrating the Lightframe into your website is simple. Using our tools and plugins, you'll be able to transform any page into an automatic platform for collecting bookings and payment.



Booking.com

Booking.com is the global market leader in online travel

Connectivity Partner

Reserve with Google

Google users can find, book, and pay for your tours and activities directly through Google Search and Google Maps

Connectivity Partner

Expedia Local Expert

Provide live availability to Expedia's extensive customer base

Connectivity Partner

tripadvisor Experiences

Connect your business to thousands of travelers across the world

Connectivity Partner, Platform Partner

GET YOUR GUIDE

Market your tours to GetYourGuide's local and international customer base

Connectivity Partner

VELTRA

Automatic Veltra bookings straight to your Dashboard

Connectivity Partner

musement

Offer your activities on Musement's mobile-friendly platform

Connectivity Partner

tripster

Distribute your activities on destination-specific booking engines

Connectivity Partner

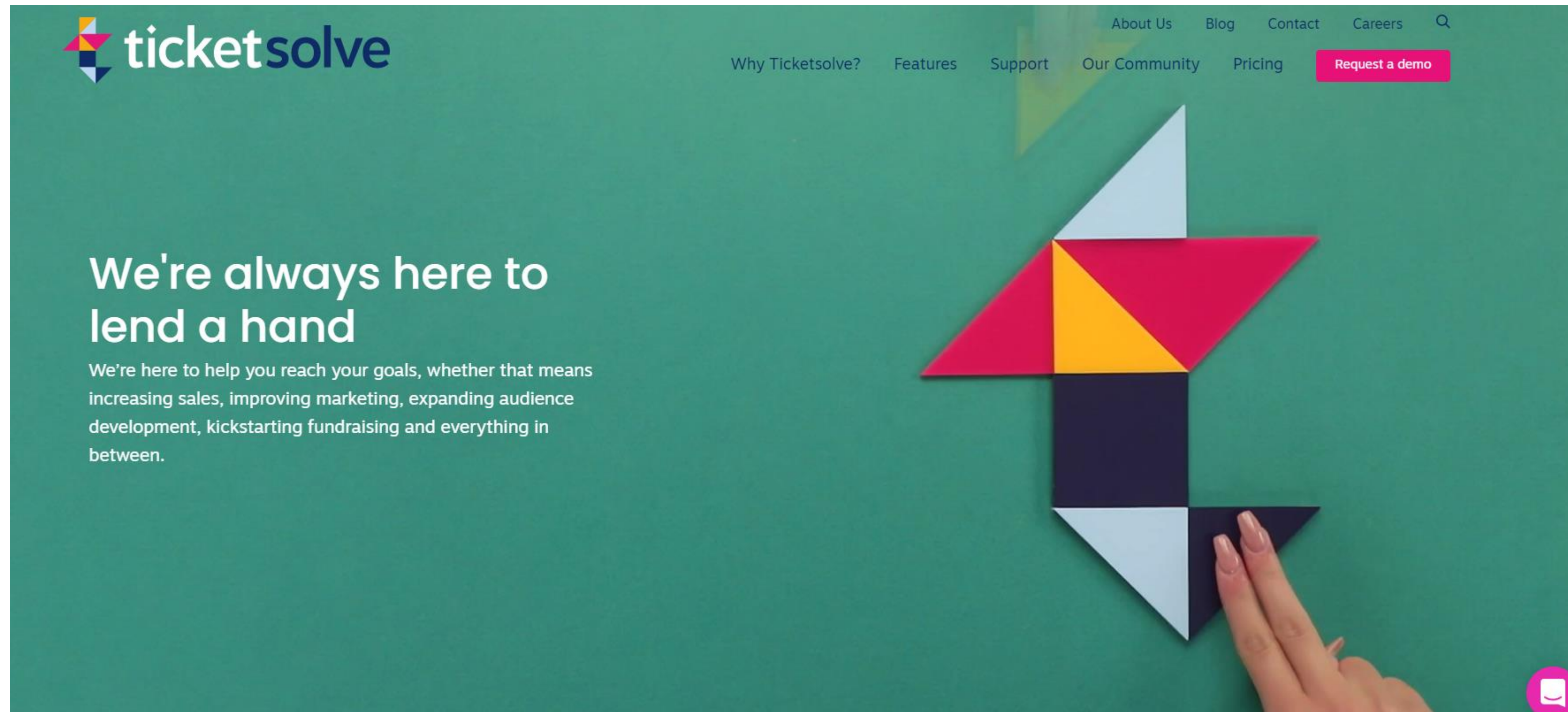
Califun

Unique Experiences across America

Connectivity Partner

Third Party Platforms

Ticket Solve



Considerations

Are you already online? If so where?

Do you already have a website?

How to Choose your technology

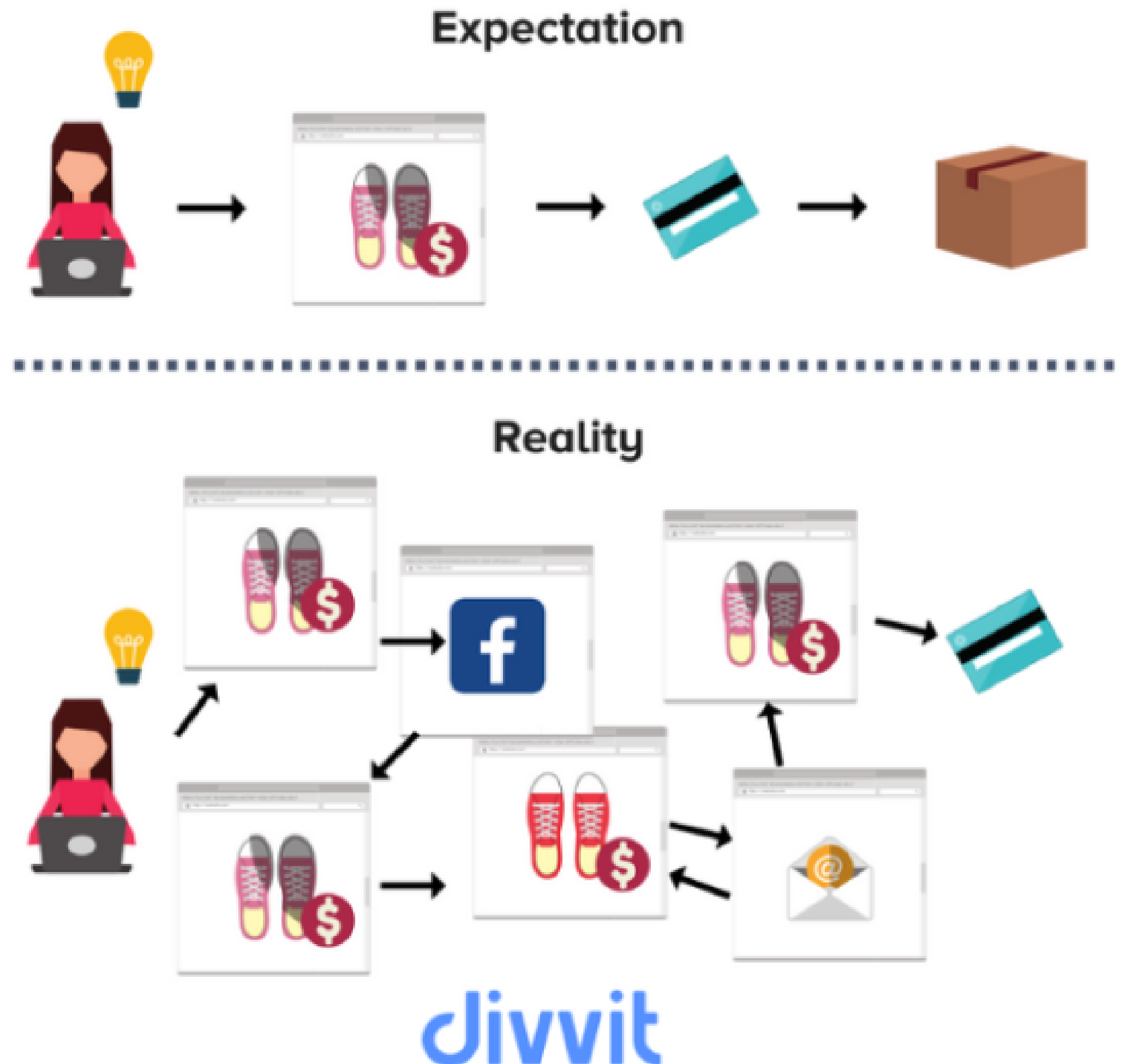
- Ask for recommendations
- Forums/Facebook Groups
- Ask your website company/developer
- Genuine review websites (Capterra/G2)
- Cost – Set-up and ongoing maintenance
- Features you need
- Ease of Use
- How easy it is to leave/change? Can you export your data etc?

*Everyone will have their own preference

User Journey

Awareness
Consideration
Purchase
Retention
Advocacy

MAPPING THE CUSTOMER JOURNEY



Source: <https://www.divvit.com/>

User/Customer Journey



Source: <https://www.metrilo.com>

Conversion Rate Optimisation

Average Ecommerce Conversion Rate – 1-2%

How to improve this?

- Google Analytics – pages visited, where from, where exit the website
- Ecommerce Analytics – where did sales drop off?
- Check your product/service page – high quality images, video and key bullet points?
- What's your guarantee? Free shipping v Cancellation Policy

Tips to improve conversions (CRO)

- Competitive Pricing
- Discount code – ie sign up for newsletter get 10% off first purchase
- Test your system – how many clicks to buy?
- Use cart abandonment software – collects emails and follows up (60-80%)
- Highlight security
- Easy to find your products/services & easy to buy

Tips to improve conversions (CRO)

- Using a recognized payment option? (Stripe/PayPal)
- Do you have guest purchase, or do I need to sign up?
- Product/Service reviews on your website / Social Proof
- Mobile first – (Hospitality can be 70-75% mobile traffic)
- Contact details easy to see – in case of questions, but also to reassure
- Each page 1 purpose – focus on the call to action
- Re-enforce key selling points
- Capture emails to add to your marketing opportunities

E-Commerce SEO

- Keywords - Branded Terms Vs Generic Terms
- Product/Service Titles
- Categories – Product/Service Structure
- Product Descriptions - 1000+ Words
- Reviews
- Media –Images/Video



Questions

