

Why you should be selling online



All Doing Digital is a programme run by Allerdale to encourage businesses to make more of online opportunities.

1



If you're not already selling your product or services online, you're missing out on the **opportunity to increase your sales.**

2



Giving customers the opportunity to buy online without having to go to a physical shop is more convenient for many shoppers. In 2021, **internet sales represented 29.2% of all retail sales in the UK.**

3



But, if keeping your entire stock list updated online seems daunting, you could **make a start by adding a handful of your most popular items to your online shop.**

4



By selling online, you're no longer confined to selling during your opening hours. **Your customers will be able to shop when it suits them at any hour of the day.**

5



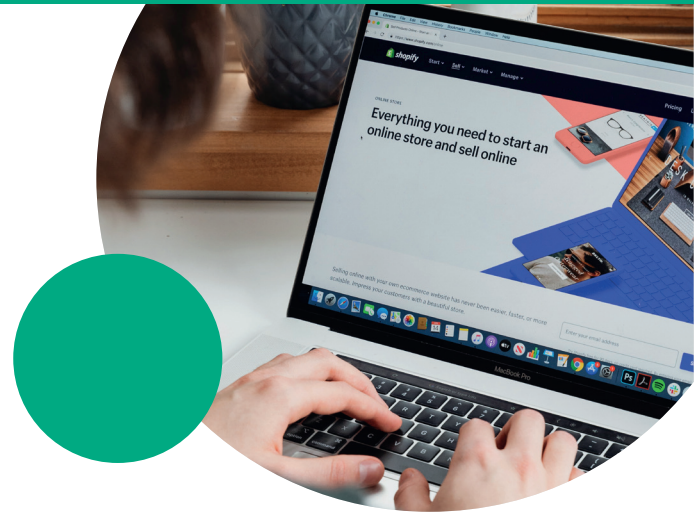
Your business will be more competitive if you're selling online as you'll be able to show your customers why they should be buying from you. You'll also **prevent your competitors from reaching your potential customers.**

6



Michael Webster of Friars Fine Chocolate, Keswick: **"In 2010 we launched our online business. It started off with one person until it got to a decent size where it could stand on its own two feet."**

Easy ways to start selling online



All Doing Digital is a programme run by Allerdale to encourage businesses to make more of online opportunities.

1



Now that you know why you should be selling your products online, **it's time to start doing it.** There are 2 ways to do this: on your own website or through an online marketplace.

2



The main pros of selling through your own website are that your customers can buy 24/7 without any extra input from you and a third party won't take a cut of your profits. However, **you may have to pay a monthly fee to keep your site online.**

3



Examples of websites you can use to **build your own online shop** include Wix, Shopify, and Squarespace.

4



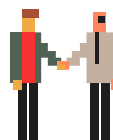
The main pros of using online marketplaces include **millions of customers already browsing** the site and you don't have to take care of the website. But, some marketplaces may take fees from you.

5



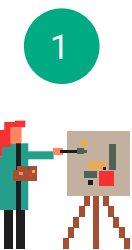
Examples of **online marketplaces** are Amazon, eBay, Etsy, and Facebook Shop.

6



If you would like to set-up your online shop, please contact **Cumbria Chamber of Trade** who offer a range of support and advice for businesses wishing to embrace online selling.

The best way to take bookings online



1

Giving your customers the option to book appointments, classes, takeaways, or getaways online will **benefit your business in a number of ways.**



2

Research conducted by GetApp found that **67% of respondents preferred to make bookings online** as opposed to in-person or over the phone.



3

By using an online booking system, **you could promote additional services** that a customer may not have been interested in had they booked over the phone or in person.



4

Examples of **booking software you could use** include You Can Book Me, Bookeo, and SimplyBook.me.



5

Janice Evans of The Barista Cafe, Wigton: **"A lot of customers are on Facebook and we can actually take bookings through Facebook which is quite handy."**



6

If you would like further digital support, **Digital Tech Cumbria** offers free support to help small businesses adopt digital technology.

