How to Sell Online 101

THE **ULTIMATE GUIDE** TO STARTING YOUR FIRST ECOMMERCE BUSINESS

This ebook will give you the tools to making your entrepreneurship goals a reality, becoming your own boss and attaining financial freedom.

The Digital Buzz

DISCOVER THE POWER OF ECOMMERCE

In this eBook, we'll show you how to set up a profitable eCommerce store within one week. We'll cover topics like how to come up with good product ideas, all the logistics of setting up an eCommerce store, the technical side, proper design and even how to launch your first ad campaign. Let's dig in!

Setting up an ecommerce store is one of the simplest, most "tried and true" routes to financial freedom.
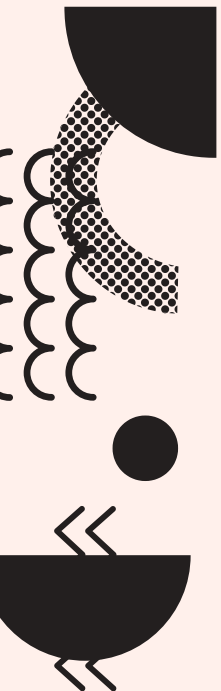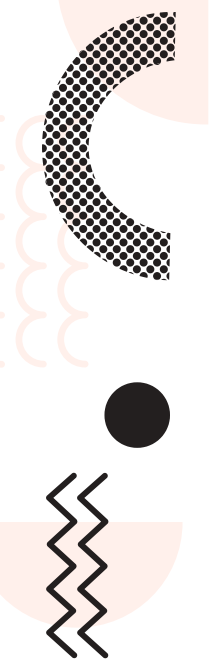
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The Digital Buzz

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GENERATING PRODUCT IDEAS

Picking the best products to sell is the next big challenge after deciding to start your eCommerce venture.

There are millions of products to choose from, and all of them have had success. This is why picking products can be extremely difficult which can lead to products being picked on a whim, with little consideration which ends in poor performance.

In this chapter, our goal is **to provide a roadmap for brainstorming product ideas**, so we can later filter out the ones that aren't worth testing.

1. BRAINSTORM

You never start with a blank page. Your head is already full of good ideas: your hobbies, products you like, trends, exciting products that you have heard of.

Write everything down that comes to mind. It doesn't matter if you think the product will be a bestseller or not. Trust me — write it down.

2. BROWSE OTHER SHOPS

When you browse other stores, look at their offerings, best selling lists, and promoted products. Many stores have a tremendous amount of data and employ entire departments to organize their sales and pick their products. Use that information to your benefit.

Browse a lot. Browse frequently.

Here is a link list that is worth spending time researching:

► **AliExpress Most Popular Products (Weekly)**

► **Amazon Best Sellers**

► **Ebay Daily Deals**

► **Lazada Top Sellers**

► **LightInTheBox Top Sellers List**

3. BROWSE SOCIAL SHOPPING SITES

There are over 100 million products on Polyvore and 30 million on Wanelo. Add in Fancy and Pinterest, and you now have an infinite number of products from around the world that can be sorted by popularity, trends, categories, and more. People often overlook these sites in their research, but they are very valuable.

Set up an account at each one, and subscribe to different categories and lists.

4. ASK FRIENDS

The next time you have coffee with friends, ask their thoughts on trends. Don't limit yourself — talk with friends of all ages and backgrounds to get a wide variety of ideas.

5. LOOK AROUND

Look around your house, your work, your life. Are there any products you can't live without? What products would make your life easier? Is there anything that is hard to find in the supermarket or department store?

Howard Schultz came up with his coffee shop idea on a trip to Italy and later called it Starbucks. The founder of Inkkas brought his idea from Peru, where he saw great shoes he thought that people in the US would like.

- Stay alert and spot opportunities.

- You see hundreds of products and ideas each day.

- Be observant, carry a notebook.

- And remember to write everything down.

WRITE DOWN A LIST OF 50 PRODUCT IDEAS

Use the tricks mentioned above and spend some time browsing the web and writing down your ideas. Add them to an Excel spreadsheet so it's easier to evaluate them later.

REMEMBER: don't get hung up on the details. All ideas will require a test. Your goal is just to come up with as many ideas as possible. In the second chapter you will narrow down your idea list so it contains only the very best ideas.
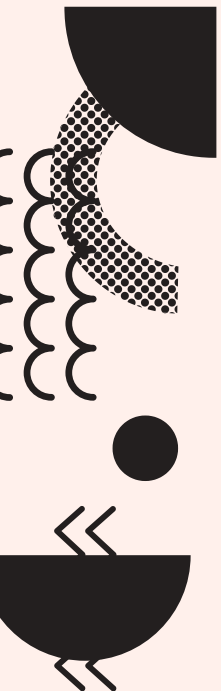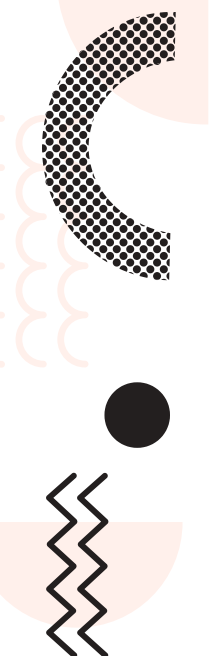
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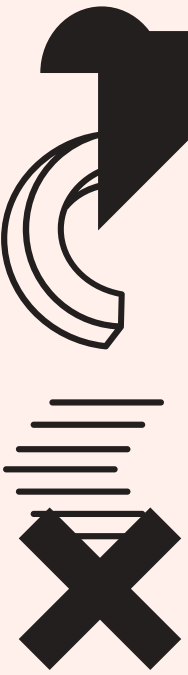
EVALUATING

PRODUCT

IDEAS

As you may have noticed, generating the product ideas is the easy part. What truly matters is knowing which products will sell well, or at least have potential.

In this chapter, we will narrow down our ideas list and decide which products we are going to sell in our eCommerce store. There are eight different filters. Go through each one and cross out the ideas that fail to meet the criteria.

FILTERING IDEAS

1. NICHE FILTER:

With the rise of dropshipping and the relative ease that an eCommerce store can be created, niche shops have become the trend. It quickly turned from an eCommerce novelty to a proven, successful strategy. Don't fight the big stores. Avoid too broad and general categories. The masses are already exposed to thousands of offers daily.

2. STAY AWAY CATEGORIES FILTER:

Some product categories have grown significantly over the last decade, so there are already many strong players and smaller shops out there supplying these products.

Just look at the eCommerce growth rates: book sales are flat and the jewelry market is shrinking. 80% of Americans say they've bought electronics or apparel online in the past three months, which means they already have their choice of trusted store.

Further evaluate the following general categories from your idea list:

- books
- jewelry
- electronics
- clothing

-You will need to be more specific and find a niche.

3. PRICE SWEET SPOT FILTER:

We found that the perfect eCommerce product price is $40 to $60 (at a 200% mark-up).

With a $40 to $60 price range, the profits are relatively good and you can still cover the marketing costs of up to $20 per sale. The conversion rate is usually higher because the purchase requires less consideration on the part of the buyer. There is also less support.

You increase the odds of the success of your store in the developing markets. With Chinese dropshipping, you can sell everywhere in the world. Although $30 may not be much to people living in the US, but it could be a lot for someone in South America or Eastern/Central Europe.

Look over your list and cross out product ideas that are more than $60.

4. MARKETING CHANNELS FILTER:

You have to think about your marketing strategy before you even launch your store. You may change it, but you must have a plan to begin with.

To put it simply, different marketing channels are great for different products.

Once you pick the product, you have to figure out which marketing channel will be best for it.

Advertising an $800 hoverboard on Facebook might not be the best idea, but you might succeed in advertising it with Google Ads. A hoverboard is not a spontaneous purchase, in most cases people will Google it to learn more about it and find which stores sell it.

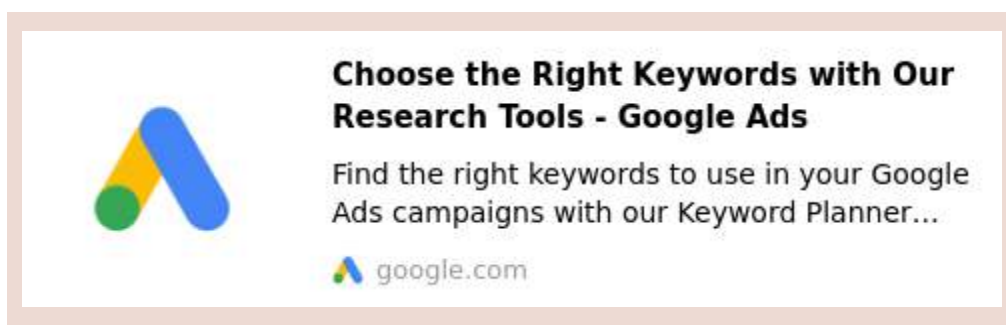**Take a look at the product evaluation / marketing table**

	Cost*	Difficulty	Speed of Results	Scalability	Top Selling Products**
Search Ads	High	Low	Average	Low	Specific Niche, Higher Price
SEO	Low	High	Slow	High	Specific Niche, Higher Price
Facebook Ads	Mid	Mid	Quick	High	Intuitive Purchases
Display Ads	High	Mid	Quick	High	Brand Products
Email Marketing	Low	Mid	Quick	Low	Exclusive Deals

5. GOOGLE TRENDS & KEYWORDS TOOL:

This is a must if you're going to use Google Ads or if you're trying to grow your organic traffic. I recommend using these even if you're going to use another marketing channel. It helps to see what products are trending and also to check the demand of your product ideas.

Keyword Tool

Go through your product ideas and enter each product name and their variations into the Google Keywords Analysis tool. Select Keywords Ideas method and look at how many searches each Low Competition Keyword receives.

Choose the Right Keywords with Our Research Tools - Google Ads

Find the right keywords to use in your Google Ads campaigns with our Keyword Planner...

google.com

https://ads.google.com/home/tools/keyword
-planner/

Google Trends

Go to **trends.google.com** and do the same. Enter each of your product ideas into the search and look what the trend is. Is the trend increasing or decreasing? Are there any patterns? Do you see any spikes?
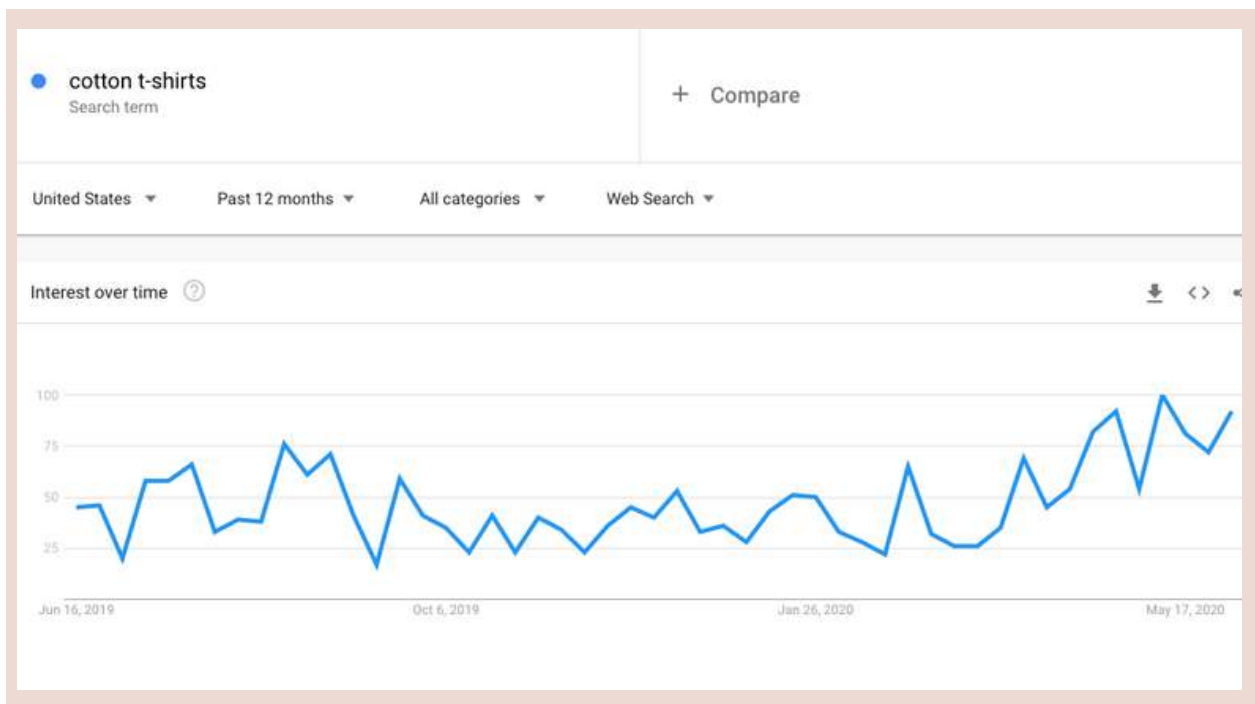
What does it mean?

In general, you should avoid product categories that have little or no search traffic (less than 500 monthly searches) in the region/market you would like to target.

6. SEASONALITY FILTER:

Avoid seasonal products like Christmas decorations, Easter baskets, and even children's toys. You can check product seasonality trends at Google Trends.
By focusing on seasonal items, you are reducing your sales cycle. Most Christmas decoration sales do not take place in the spring or summer, and Easter basket sales are not high in the fall or winter. You want to put products in your store that will be attractive for buyers for the entire year.

7. COMPETITION FILTER:

Evaluating your competition may be an endless task, but you need to check whether the product you're about to start advertising is already widespread among other websites.
Google a product and try doing a product image search. Look at how many shops have similar products.
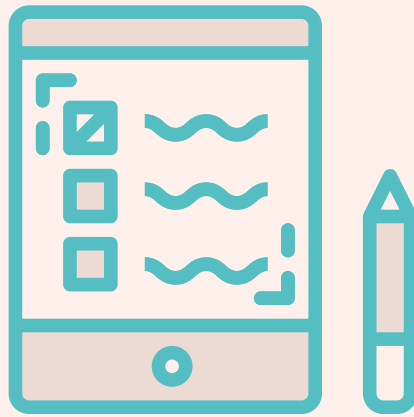
DECIDE YOUR STORE PRODUCT CATEGORY

Filter the product ideas you wrote in the previous chapter using the above filters. Decide on the product ideas that you want to proceed with when creating a store, and then think of related products to fill in the store. **Next, we'll be launching our eCommerce store:** picking a brand name, designing a logo, and setting up the Shopify store.
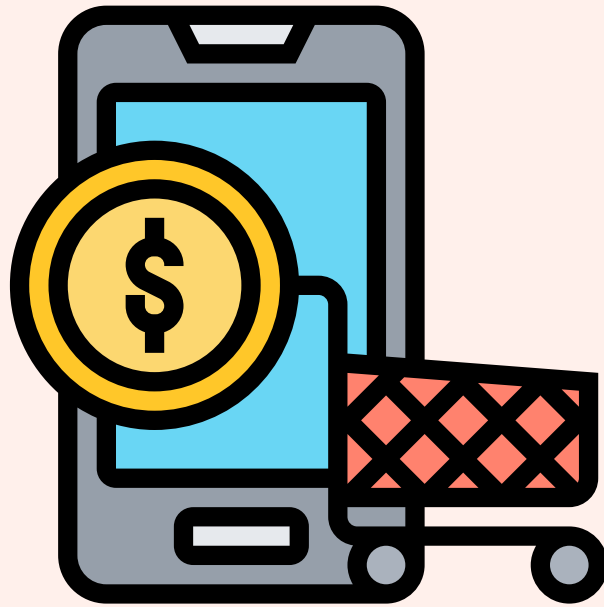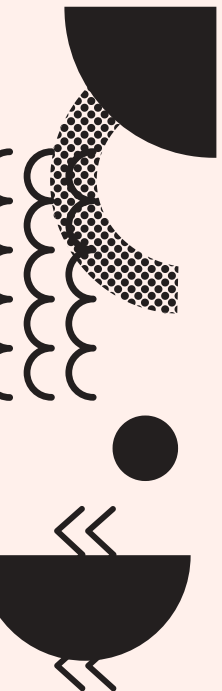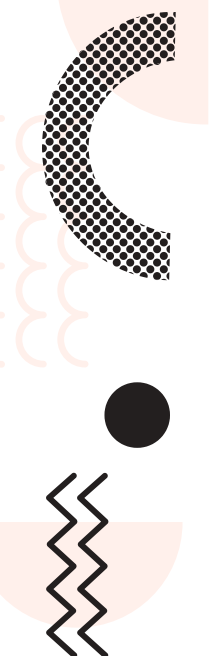
LAUNCHING

THE ECOMMERCE

STORE

People often think that if you are launching an eCommerce business, that you should do it the hard way. They think that you should never launch a poorly developed store, or that you should try to build the second Amazon long before making any actual sales.

But what we have found is that it's much more productive to learn and create along the way. Your first step is to simply create you store. Once your store is up and running, you can explore advanced settings and solutions at a later time.

1. PICK YOUR STORE NAME

Picking a name shouldn't be a huge concern right now. Think of something random and simple. We recommend adding 'store' or 'shop' because you will need to find an available internet address (domain), and it's easier to find an available one when there are several words in the name.

Try out the online business name generator 👇
https://www.businessnamegenerators.com/

2. REGISTER FOR A FREE SHOPIFY ACCOUNT

In the old days, you had to get a server, upload an eCommerce system to it, hire someone to change it according to your needs, and pay to maintain it. It was expensive, time consuming, and the final result was still a slow and ineffective website.

Thankfully, Shopify and other alternatives that have simplified the process. You can create your store in just a few clicks and all of the server setup and maintenance is taken care of for you.

Go to: shopify.com to start your free trial
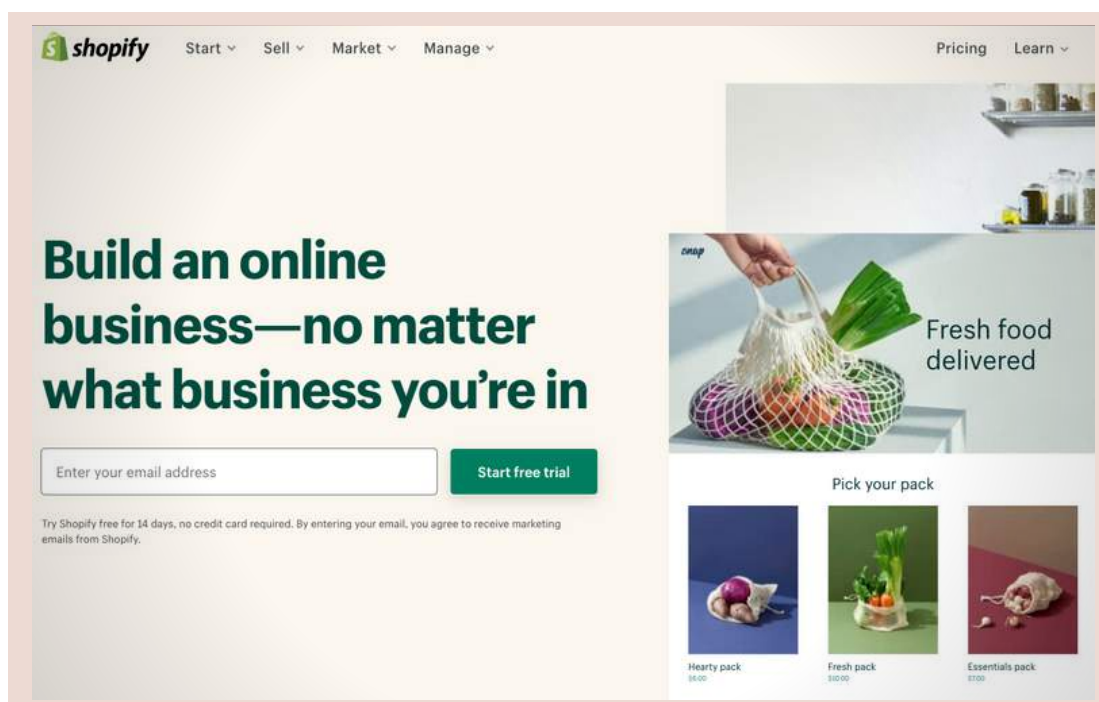
3. CHOOSE YOUR STORE THEME

Go to Shopify Theme Store and choose a theme. There are numerous free themes if your budget is tight. Try choosing the one that requires the least changes to make it look like you want. Editing your theme is a time consuming task and often ends in a website with lots of mistakes. A few popular selections are New Standard, Supply, Simple.

Once you have found your preferred store look, click the green button Preview In Your Store, and install it to your store.
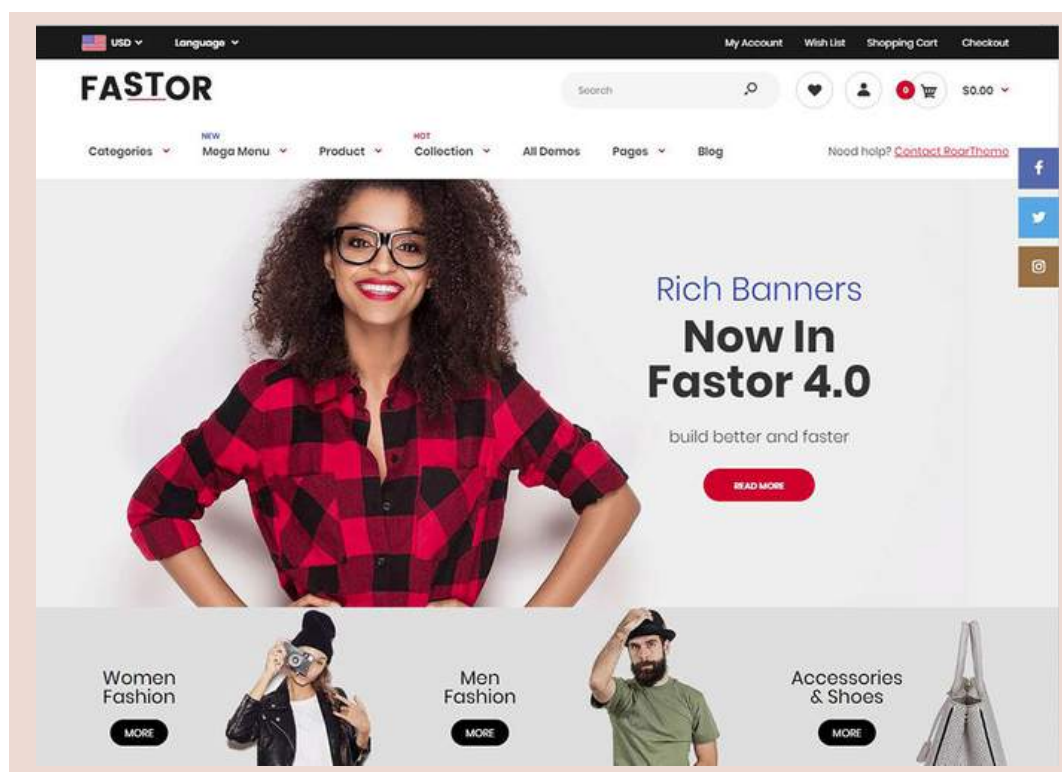
4. ADD YOUR LOGO

Your store logo is likely to be the first element seen by your store visitors, but a logo made by a professional graphic designer can cost you a lot of time and money. That's why Shopify has created an easy to use and absolutely free Logo Maker.

Just go to Shopify Logo Maker, enter your brand name and test out some variations until you get a decent looking logo.
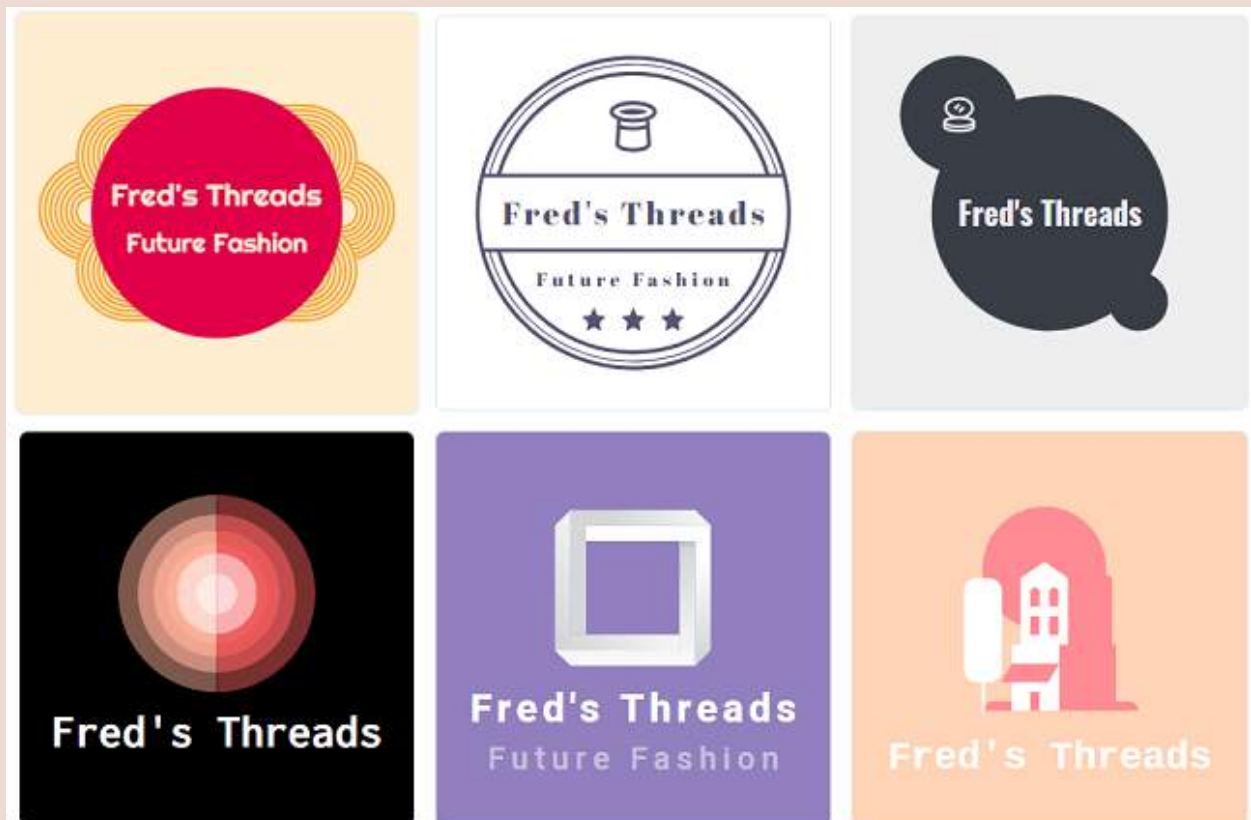
5. ADD YOUR PAYMENT GATEWAY

Add your PayPal email address under the Shopify Settings, Payments Section. Later, you can change, remove, or add additional payment options. If you don't have a PayPal account, registration at PayPal.com will take about 5 minutes.

Why PayPal?:

PayPal allows you to accept both PayPal and credit card payments. Plus, it's the easiest solution for small merchants. Other payment providers like Stripe or BrainTree usually takes weeks to set up.

6. ADJUST SHIPPING SETTINGS

The sourcing tool we will recommend to you will offer most of the products with a free delivery option. So we suggest adding a free shipping rate for all of your orders, as well.

Go to Shopify Settings, Shipping, and delete all shipping zones that are non-international, and edit the international zone rate to Free.

You can later adjust your shipping rates to include more delivery options. But Free Shipping is enough for now.
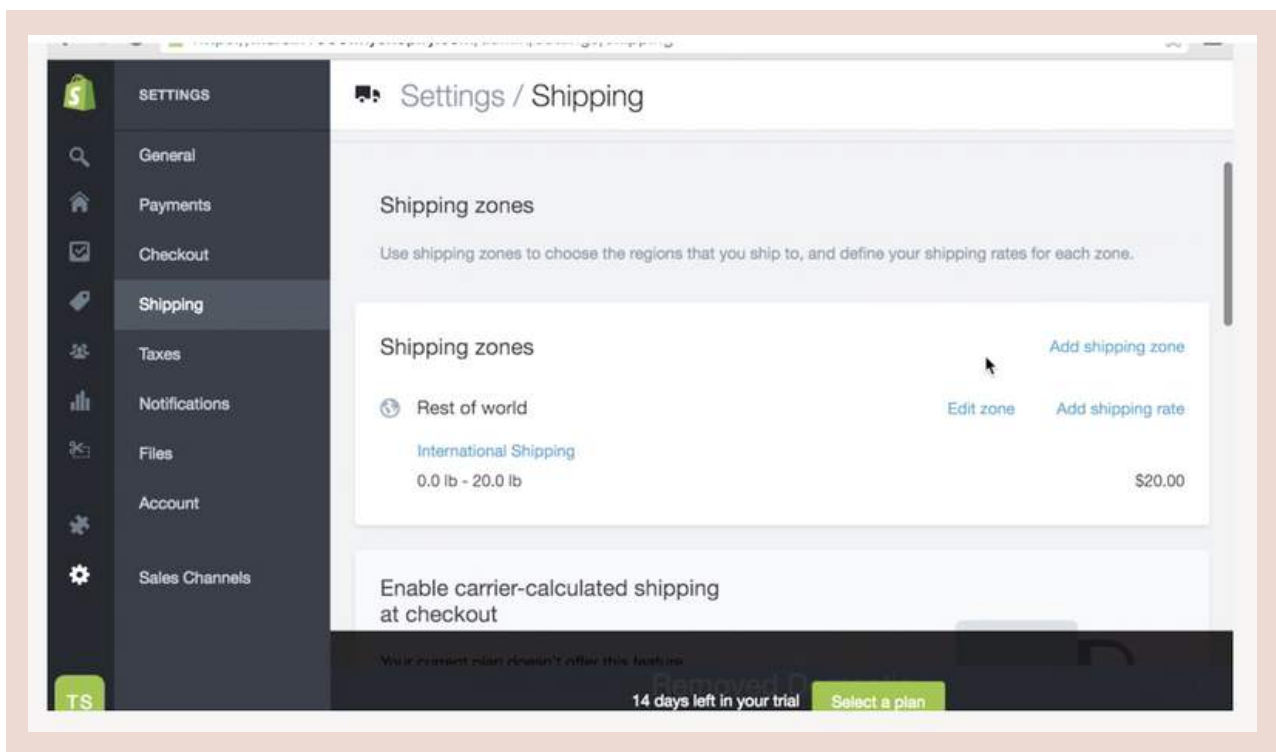
7. SET UP YOUR BILLING INFORMATION

Before launching your store you should enter your Shopify billing information. You won't be charged until your Trial Ends (14 days). Just go to your Shopify Settings, Account and enter your Billing information.

8. ADD CUSTOM DOMAIN (OPTIONAL)

Buying a domain is optional. Currently, your URL looks like this [storename]. myshopify.com. But you might want to change it will look more normal: [storename].com.
You don't have to do this right away, and there will be a cost (about $13 per year).
You can set this up later once you decide if you want to invest further money into your business.

It is important to note, however, that a custom internet address provides social accountability when you start advertising your site, which can increase your sales significantly.

To buy a domain, go to **Shopify Online Store, Domains Section, click Buy New Domain**, and follow the instructions.

P.S. You'll need to confirm the domain before it starts working. The confirmation letter is in your email inbox.
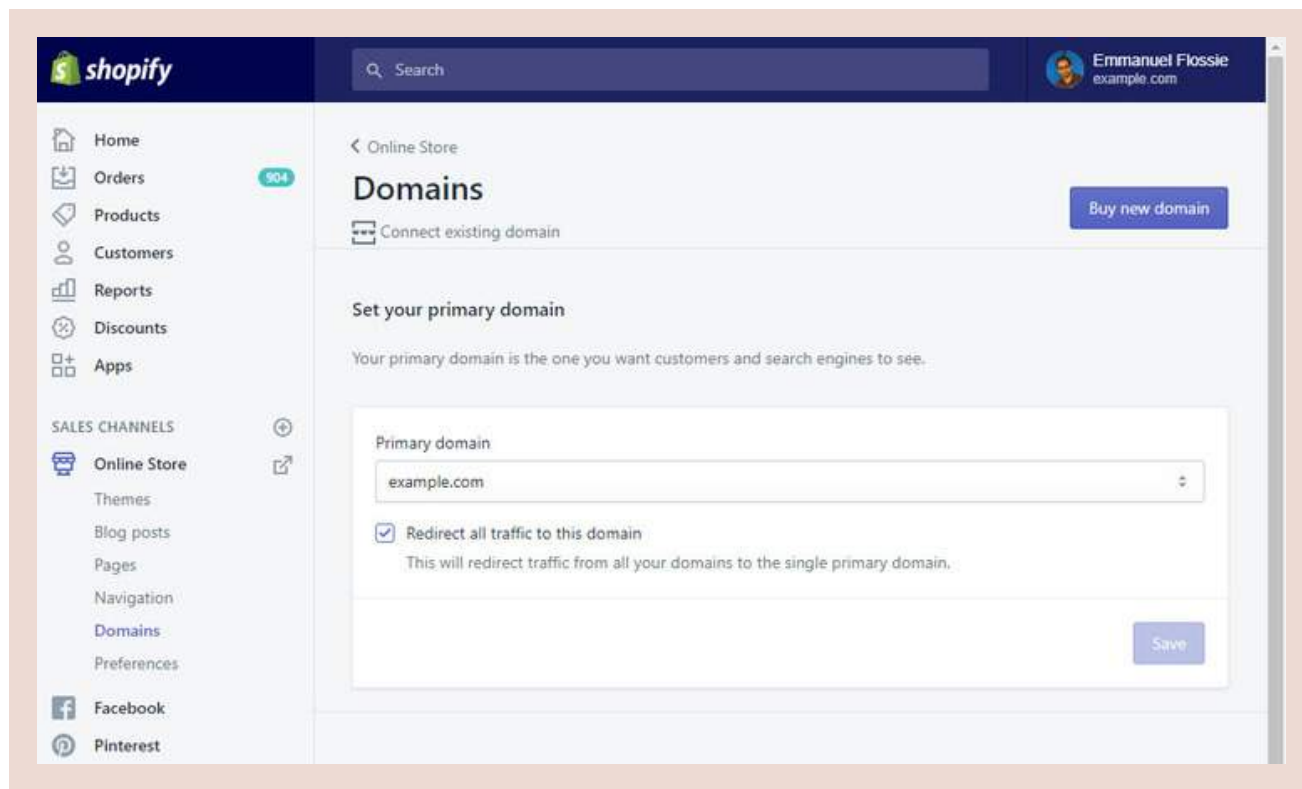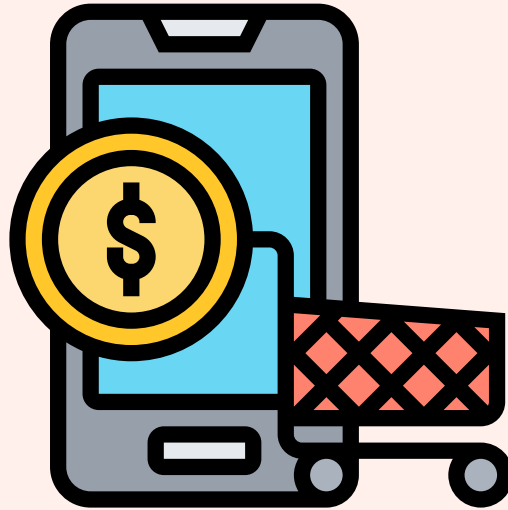
PREPARE YOUR STORE FOR PRODUCT IMPORT

Launch your store by following the checklist above. Don't play too much with the details. What you really need is a simple medium to sell your products. A basic store serves this goal perfectly well. Next, we'll be learning what is AliExpress dropshipping and how to find trustworthy product suppliers and populate your store with products.
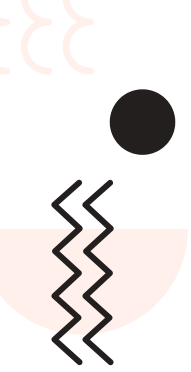
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FIND SUPPLIERS

& ADD PRODUCTS

TO YOUR STORE

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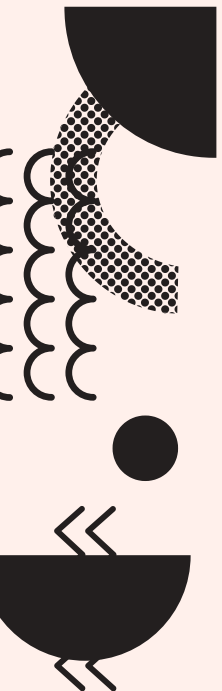
WHY ALIEXPRESS DROPSHIPPING AND HOW DOES IT WORK?

AliExpress dropshipping works similarly to the traditional dropshipping method.

You copy the product from AliExpress to your store, set your own prices/markups, and after you sell a product, you purchase it from AliExpress and have it shipped directly to your customer.

AliExpress dropshipping comes with many advantages, but dropshipping is much more nuanced than just stocking the inventory. AliExpress dropshipping can be total chaos if you do not take control in the beginning.

Why should someone buy from me if you can buy the same product from AliExpress cheaper?

Because you're better. Call it better marketing execution which reached the potential customer first, call it a brand which makes people buy from you, call it trusting your store brand or even your location.

It can also be due to the value you offer by providing extra services or content, or even the technology that allows your customers to shop more easily.

Don't be obsessed with price competition or even worse, uniqueness. In eCommerce, you will never be the cheapest and you will most likely never be unique. Especially with lower priced products (<$100), the price is not the determining factor.

Look at the same product on different websites:

- **DHgate**
- **AliExpress**
- **LightInTheBox**

All these stores are multi-million businesses. Are these companies price competitive? No. Are they out of business? No. Why? Because in some ways they are better.

That being said, the possibility to set your own prices and not worrying about being price competitive should further ease the start of your business. If you have calculated that it costs $15 to get one customer with Facebook marketing, add $22 to the original AliExpress price and try to make the sale. You can increase your price, as long as it makes sense for people to buy the product at that price.

You can reorganize your pricing strategy later, but for the eCommerce first timers, this a tremendous no-sales relief.
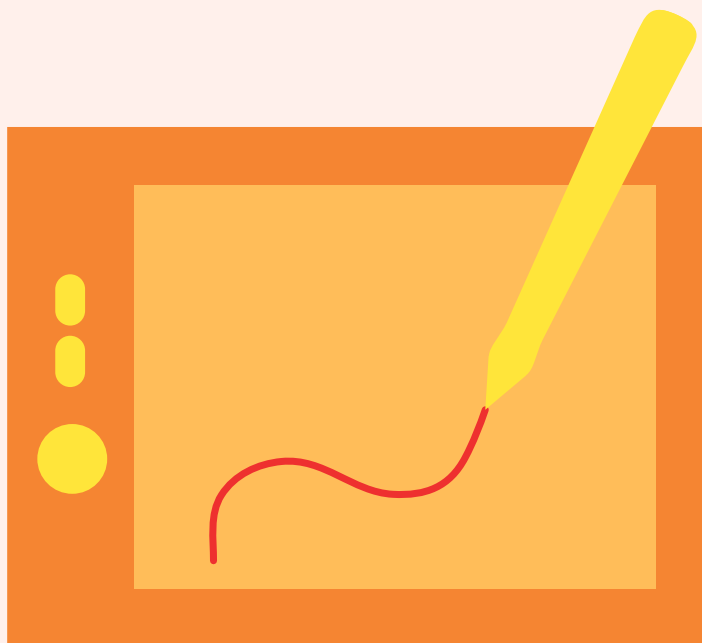
CHAPTER #4 ACTION ITEMS

FILL IN YOUR STORE WITH PRODUCTS

Continue importing products from AliExpress until you have at least 50 products. Congrats, your store is now ready! In the next chapter, we'll be learning how to launch your first Facebook Advertising campaigns and start making sales.
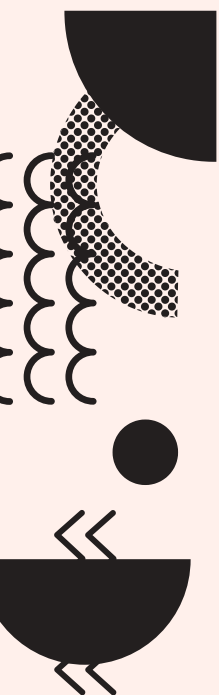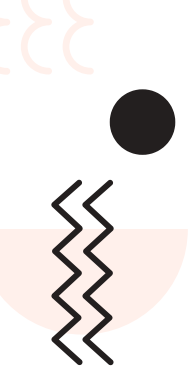
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DESIGN YOU

ECOMMERCE

WEBSITE

eCommerce will continue to post solid gains to the tune of $2.3 trillion. But what makes one eCommerce site triumph over another? Several factors determine the overall success of an eCommerce website including product quality, brand recognition, shipping costs, return policies, trustworthiness, and customer service. However, thoughtful user experience design is also key to providing customers with a satisfying, friction-free experience. It will not only convert potential clicks into actual eCommerce transactions but make customers come back time and again.

Here is a comprehensive eCommerce UX design guide to creating great eCommerce websites, complete with examples.

DESIGN FOR
TRUST & SECURITY

First and foremost, it is important to design a website that shoppers feel they can trust. Most shoppers are concerned about privacy and whether the site will protect their personal data by providing a secure transaction. If the website does not feel trustworthy, they will simply choose to shop elsewhere
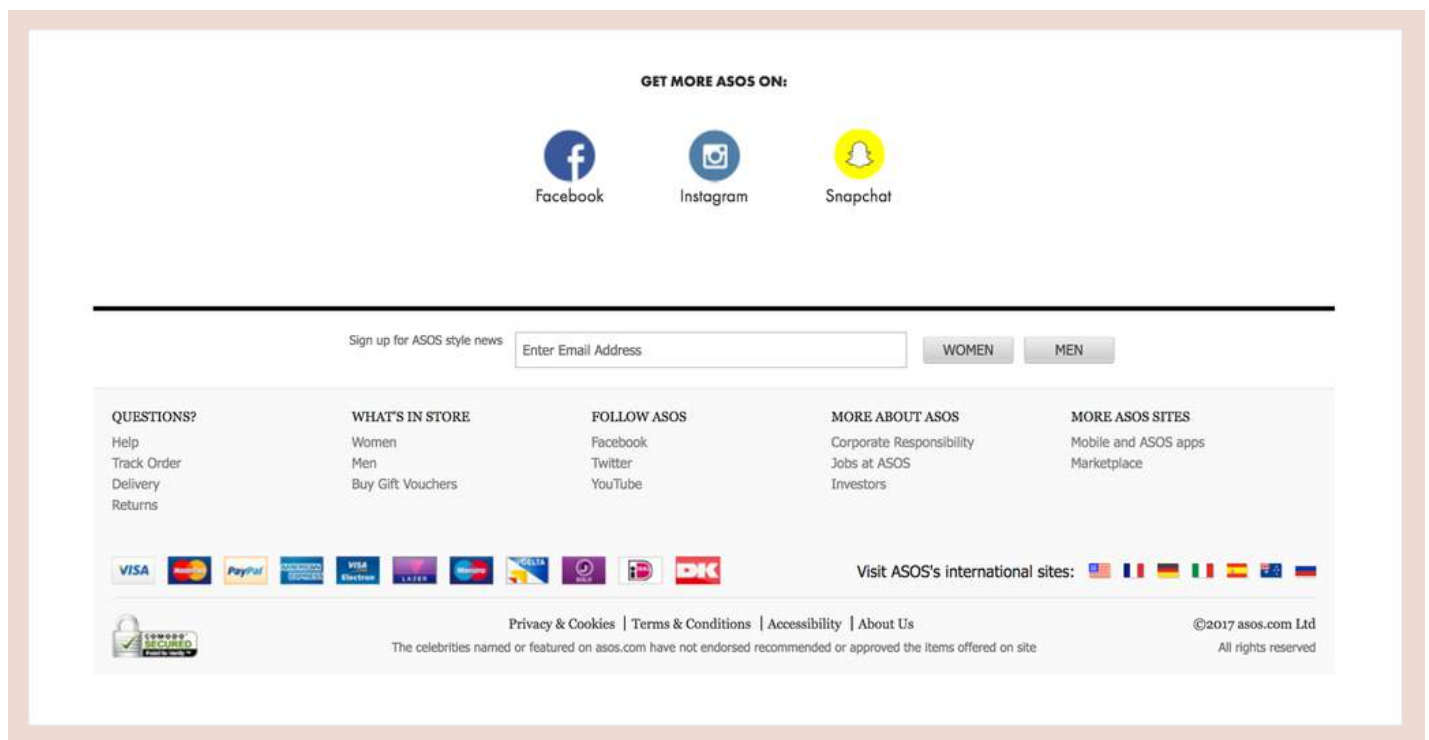
ASOS provides great eCommerce UX by sharing pertinent information about the business and secure payments available in the footer.

Here are some methods that will communicate trustworthiness:

- Include an overview of the business.
- Provide general information.
- Photographs of people behind the business.
- Contact information.
- Links to Social Media.
- A Frequently Asked Questions (FAQ) page.
- Publish store policies and make sure they are not too difficult to find.
- Shipping and return policies.
- Outline the return process and what products can be returned.
- Provide easy access to a privacy policy that covers shoppers' personal and financial information (this is crucial).
- Write in plain language and avoid legal or internal policy jargon.

SHARE PRODUCT REVIEWS

Provide product reviews to help shoppers understand more about the product; this will help alleviate any concerns they may have and provide great eCommerce UX. Take it a step further by offering product reviews along with additional information about the reviewers, or by summarizing the reviews. This step can help make it easier for shoppers to get the full benefit of others' opinions.

USE A SECURE SERVER

Shoppers expect that their personal information will stay secure while they purchase online. SSL (secure sockets layer) certificates authenticate the identity of a website and encrypt information that needs to remain safe. It is an essential sign that indicates checkouts are secure. Assure shoppers that their data is protected by implementing SSL and displaying SSL certificate badges.

ADD RECOGNIZED TRUST SEALS

A trust seal verifies the legitimacy and security of a website. Some trust companies even add an extra layer of protection by offering some insurance if the transaction turns out to be fraudulent. Using recognized trust seals assures potential shoppers of a secure transaction process, which leads to increased sales and provides better eCommerce UX.

SHOW ATTENTION TO DETAIL

Make the website look legitimate and professional by avoiding typos, missing images, broken links, 404 errors (page not found), or other eCommerce UX–killing mistakes.

ECOMMERCE DESIGN CONSIDERATIONS

The look and feel of a website is the main driver of first impressions. Research concludes that people will determine whether they like a website or not in just 50 milliseconds. Here are some essential user interface design tips:

FOLLOW THE BRAND IDENTITY

The branding should be apparent throughout the website. Choose colors that reflect the brand, and set the style in order to make clear what type of products are sold. Ensure brand experience is consistent across all channels—whether online, in-store, or on a mobile device. This will help build a strong brand-customer relationship.

ADOPT VISUAL HIERARCHY

The most critical content should be displayed above the fold. In some cases, using less white space to bring items closer together is better than pushing critical content below the fold.

DON'T OVER DESIGN

Limit font formats such as font face, sizes, and colors. When the text looks too much like graphics, it will be mistaken for an ad. Use high-contrast text and background colors to make the content as clear as possible.
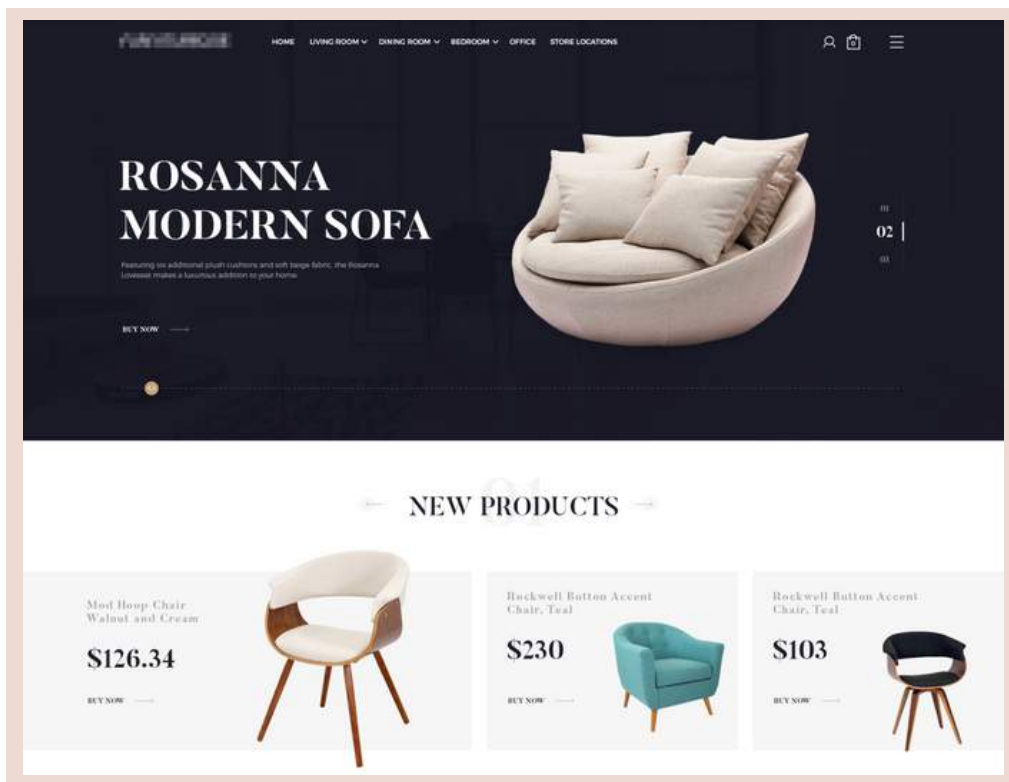
STICK TO KNOWN SYMBOLS

Use icons or symbols that are easy to identify. Unfamiliar icons will only confuse the shoppers. A good way to avoid any possible confusion is to provide labels for icons.

AVOID POPUP WINDOWS

Popup windows are a distraction. Even if they contain valuable information, shoppers are more than likely to dismiss them immediately—once gone, even if they want to, it's hard for shoppers to find the information again.

THE IMPORTANCE OF FRICTIONLESS SITE NAVIGATION

Friction-free is the way to be. Navigation is about how easy it is for people to move around the website, find what they're looking for and finally take action. The eCommerce shopping experience should be seamless so shoppers don't drop off halfway through the process.

Some key aspects of eCommerce website design for easy navigation include:

WELL DEFINED PRODUCT CATEGORIES

The top level of navigation should show the set of categories that the site offers.

Group products into categories and subcategories that make sense. Category labels work best as single words that describe the range of products, so shoppers can scan through them and instantly understand what they represent. It's best to user-test site navigation as much as possible for great ecommerce UX as it's a key make-or-break feature of the site.

PRODUCT SEARCH

Simply put, if shoppers cannot find the product, they cannot buy the product—build a search function that helps them easily find what they are looking for:

Make search omnipresent: Put the search box on every page and in familiar locations. The box should be visible, quickly recognizable, and easy to use. Standard positions to implement the search box are the top right or top center of the pages, or on the main menu.

Support all kinds of queries: Searches need to support all types of queries such as product names, categories, and product attributes, as well as customer service related information.

Have a search auto-complete functionality: Auto-complete functionality makes it easier for shoppers to find what they are looking for and increases sales potential by suggesting things within the area they are already searching.

Allow sorting and filtering of results: Let shoppers sort search results based on various criteria (best sellers, highest or lowest price, newest item, etc.) as well as eliminate items that do not fit within a certain category.
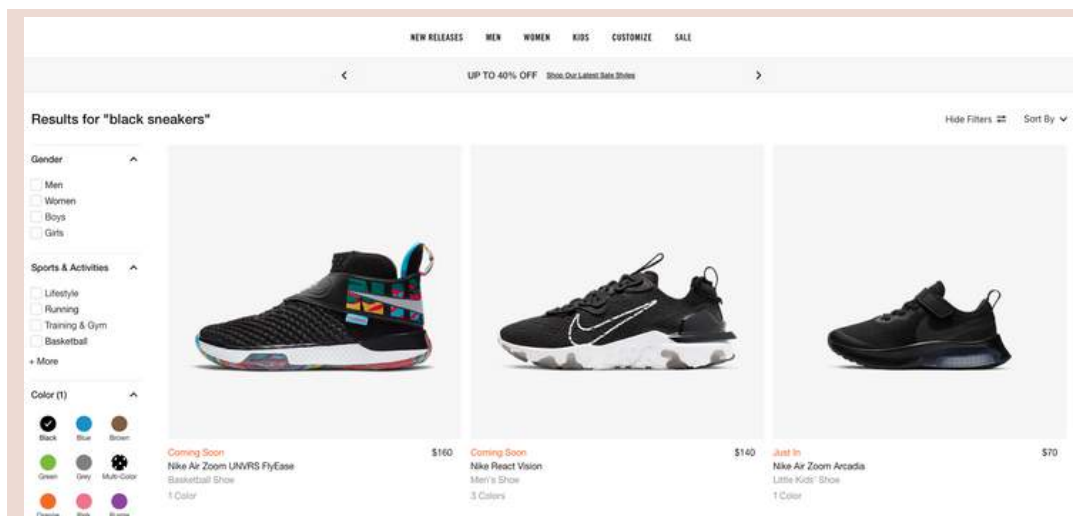
Special Offers: Shoppers always look for special offers, discounts, or best deals. Make exclusive offers visible so shoppers know about them. Even if the price differences aren't that great, the psychological sense of saving some money creates an illusion of having an upper hand.

PRODUCT PAGE DESIGN

For outstanding eCommerce UX when shoppers successfully find the product they want, let them find out about the product. Design a product page that creates an experience that is as similar to an in-person shopping experience as much possible, by including lots of images, detailed descriptions and any other useful and related information about the product. Let's take an in-depth look at what this means.

PROVIDE GREAT PRODUCT IMAGES

With eCommerce, shoppers cannot touch, feel, or try out the product. Instead, everything depends on what they see online. This is why providing product images that clearly exhibit all aspects of the product is critical. Here is a checklist for perfect product images:

Use a white background: The background for product images should not distract or conflict with the product itself. A white background works best because it allows the product to stand out, and works with almost any style or color scheme.
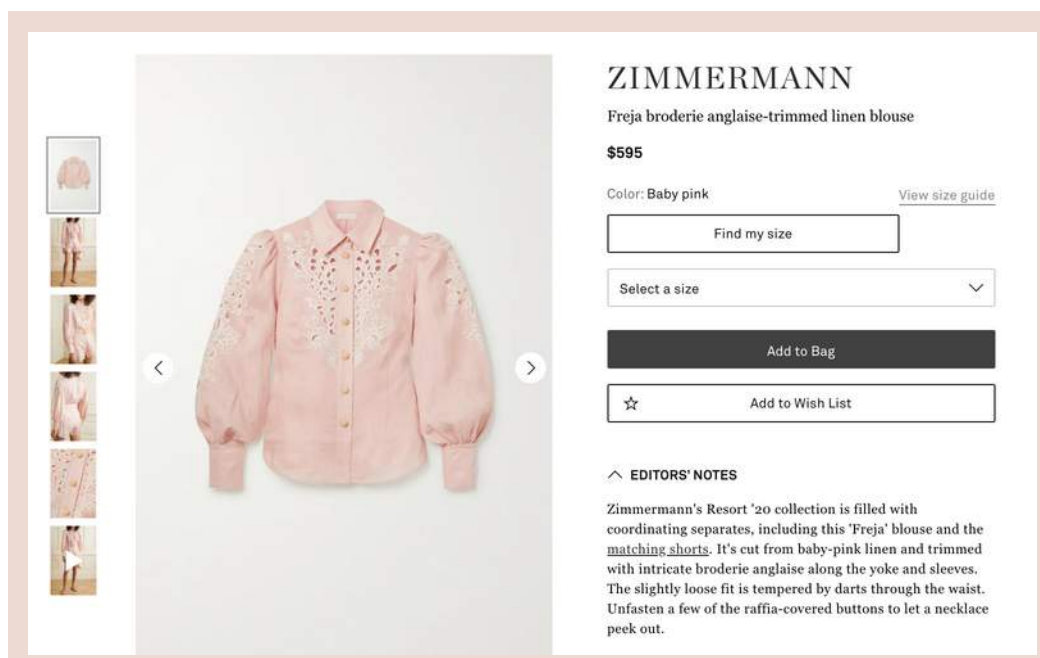
Use high-quality, large images: Good images sell the product. High-quality images catch shoppers' interest and show them exactly what they are buying. Having large images lets shoppers zoom up and examine a product in fine detail.
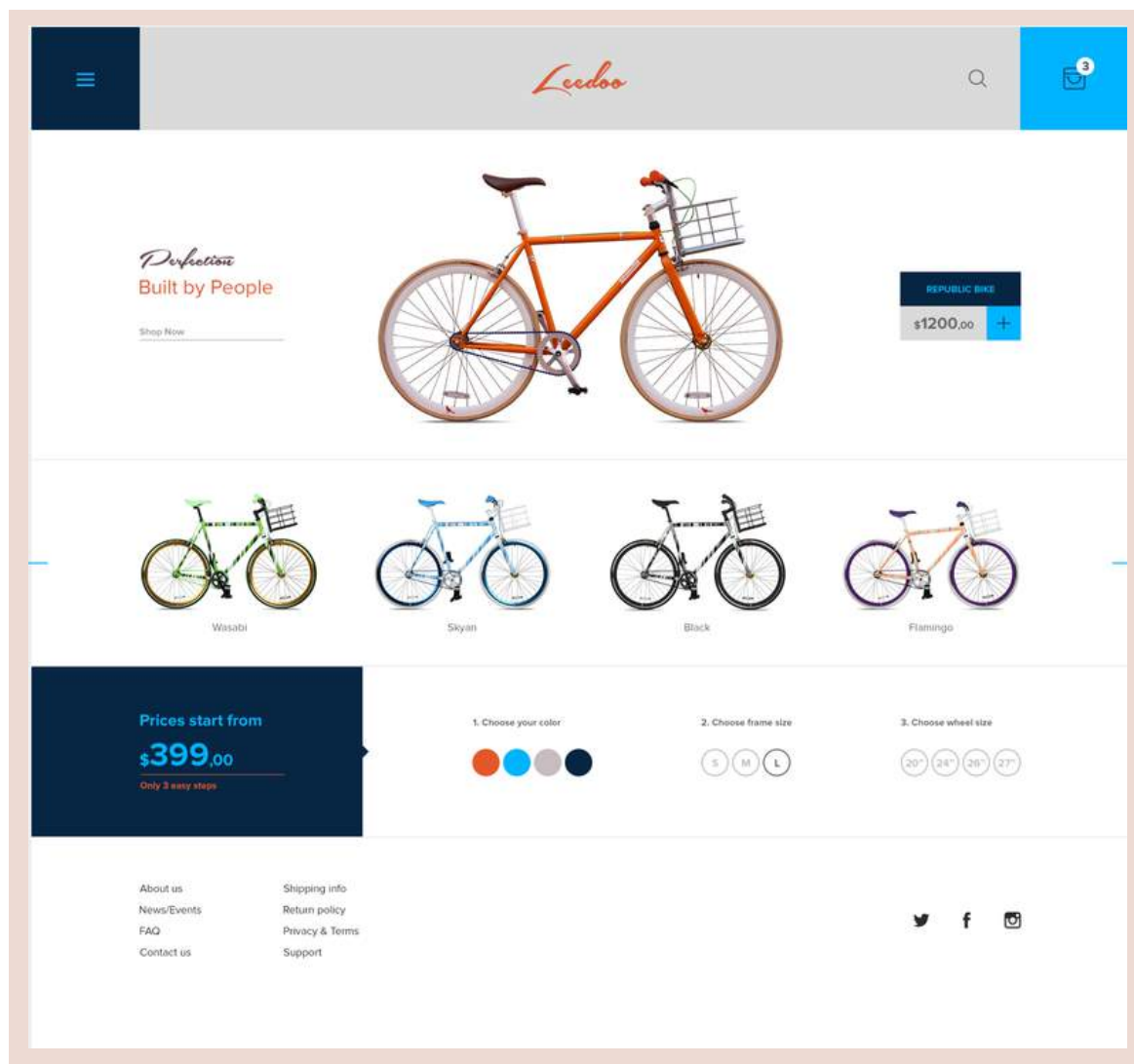
Use a variety of images: Display the product from a number of different angles and include close-ups in order to provide a more complete sense of the product. A 360-degree view, where they can move the product around, is a good way to provide an experience close to physically going into the store and engaging with it. VR eCommerce is the next wave of this experience.

Use video: Videos have the ability to deliver a lot of information in a short amount of time. Use a video to show the product in use, and to provide as much functional information as possible.

Be consistent: Use images that are consistent across multiple pages, and are also in line with the look and feel of the rest of the website. This will keep everything looking clean and uncluttered. The main product image should be the same across all areas of the site, such as product highlights or in the featured items section.

GIVE JUST THE RIGHT AMOUNT OF PRODUCT INFORMATION

Give shoppers detailed information about the product so they can make an informed purchase decision. Show availability, options for different sizes or colors, dimensions, a size chart, materials used, total cost, warranties, and more. The fewer remaining questions they have about a product, the more likely they are to make a purchase.

WHAT WE LOVE

MODEST 35MM UNPOLISHED CASE

SHARP EDGES

BEAUTIFUL MATTE DIAL

THE FULL STORY

While this watch may be from the 1990s, the tritium lume plots and plexiglass crystal gives iti that vintage look that we love. The Tudor Submariner 75090 was a mid-sized entry into the Tudor Submariner Date family, which included the classic 79090 at 40mm and the 'Mini-Sub' reference 73090 measuring 33mm. There was even a 'Lady-Sub' introduced that measured 23mm in diameter. The dial is a rich matte black with tritium indexes and Mercedes hands and is powered by the ETA 2824-2. The thing we love most about this example is its fat case with super-sharp edges and a matching bracelet to boot.

THE FINE PRINT

Maker: Tudor
Model: Submariner
Reference: 75090
Year: Circa 1992
Case No: B437002
Material: Stainless steel
Dimensions: 35mm diameter; 10mm thickness
Crystal: Sapphire crystal
Lume: Tritium
Caliber: ETA 2824-2
Bracelet/Strap: Tudor stainless-steel bracelet no. 6249-P2
Lug Width: 18mm
Box/Papers: No

THE NITTY GRITTY

Overall, this watch is in solid condition with some signs of wear. The bracelet is an original Tudor stainless-steel bracelet with some light stretch,
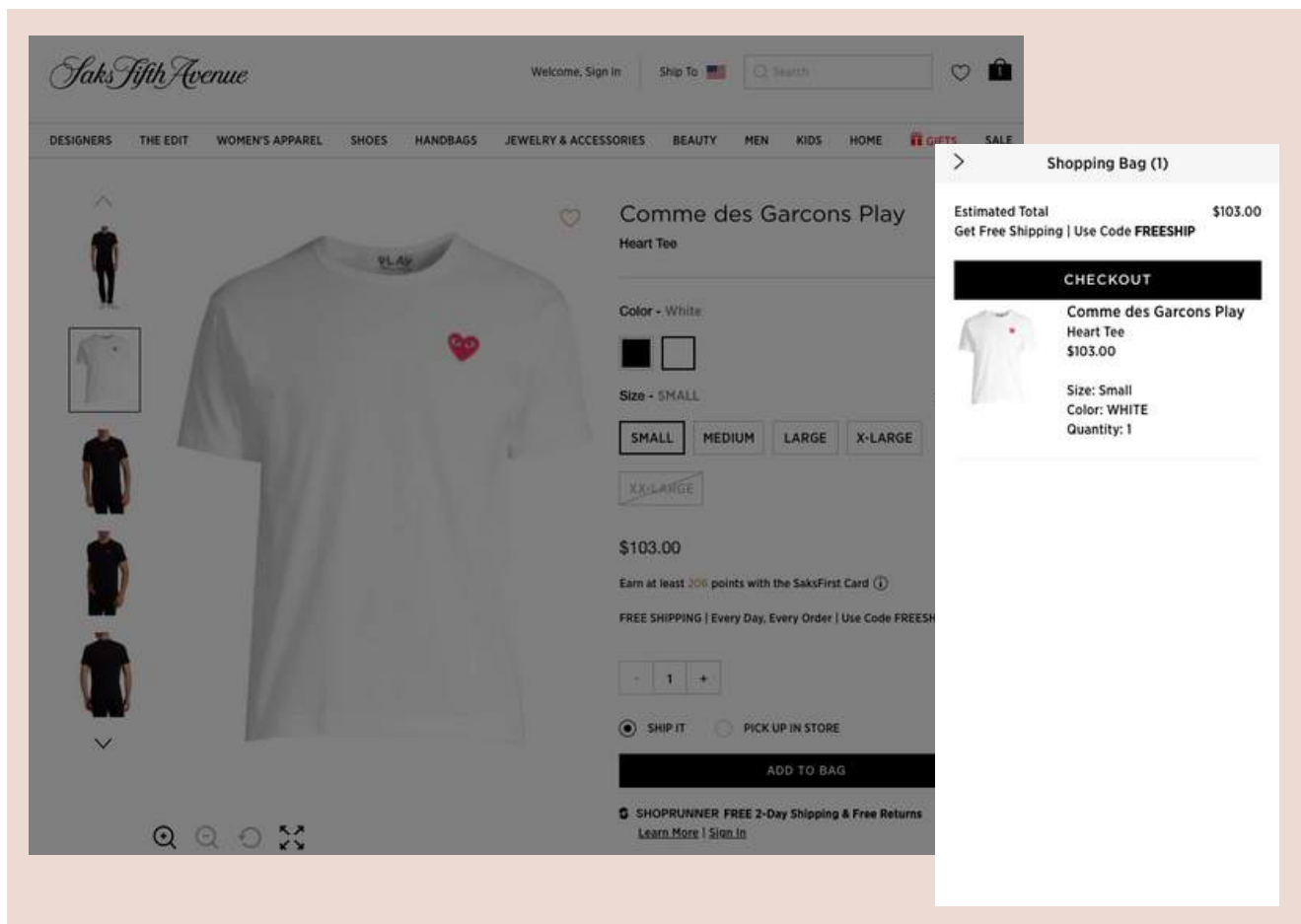
SHOPPING CART DESIGN

The shopping cart is essential as it is where shoppers review their selected products, make the final decision, and proceed to checkout. The primary goal of the shopping cart is to lead shoppers to checkout. Below are tips on designing a shopping cart that is user-friendly, and will encourage shoppers to purchase further.

Use a clear call-to-action (CTA): The primary call to action on the shopping cart page should be the checkout button. Use bright colors, plenty of clickable areas and simple language to make the checkout button visible, straightforward and easy to use.

Provide adequate feedback: Make sure when a product is added to the shopping cart it is immediately and clearly confirmed. Shoppers get confused by inadequate feedback, such as showing inconspicuous confirmation text. A good idea is to use animations, as movement attracts the human eye.

Use a mini cart widget: Allow shoppers to add products to their cart without leaving the page they are on, by using a mini cart. It also allows them to navigate, discover, and add more products. Mini cart widgets should always link to the full page shopping cart.

Display product details: Displaying details like product names, images, sizes, colors, and prices in the shopping cart helps the shoppers remember each product, as well as compare products. Link products in the cart back to their full product pages, so shoppers can review more details when necessary.

Make the cart easily editable: The ability to remove, save for later or change details like size, color, or quantity should be easy to access.

Avoid the surprise of unexpected shipping costs and taxes: Unexpected shipping costs are one of the leading reasons shoppers abandon their shopping carts. Place shipping options and taxes with precise calculation of the costs, and an expected delivery date up front.

CHECKOUT DESIGN

A stylish and trendy design does not determine a successful eCommerce website nor does it necessarily provide great eCommerce UX. eCommerce success is only measured by the number of completed purchases. Here are a few ways to build a well-designed checkout page, which will contribute to a successful conversion:

Offer various payment options: Different shoppers have different preferences when it comes to making payments. Cater to as many payment options as possible (contingent on the target audience) to expand the customer base, and to make it easy for shoppers to complete their order.

Keep it simple: Minimize the number of fields and steps to complete the purchase. Using shipping address as billing address by default is a good way to minimize the number of fields—ideally, design a single page checkout where shoppers can view their cart and enter delivery and payment information.
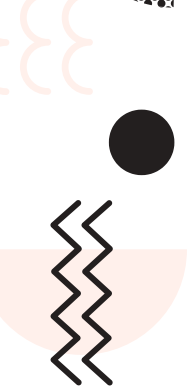
Make registration optional: Forcing shoppers to create an account prior to their first purchase will drive the shoppers away. Give them an option to register after the purchase is complete, and highlight the benefits of registration when asking them to register. Benefits include faster checkout thanks to personal information like saved shipping address or payment information and access to exclusive offers that are only available to registered members.

Use clear error indications: There is nothing more frustrating than not being able to make a purchase or figure out why. Instead of showing the errors after a form is submitted, make error notifications come up in real time. Place clear and concise error messages directly above, or next to the item that requires correction, so shoppers will notice and understand them.
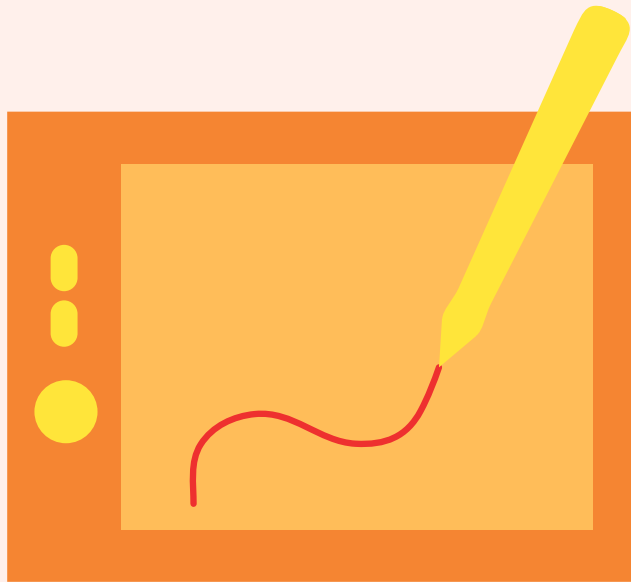
OFFER FRICTIONLESS EXPERIENCES

When designing an eCommerce site, it is not just about building a website but creating an online shopping experience that will convert passive shoppers into paying customers. Hopefully, this eCommerce website design guide will help you make essential design decisions in order to build great eCommerce UX that is professional, attractive, user-friendly, and makes shoppers come back for more time and again.
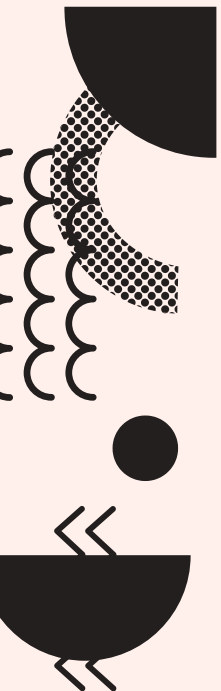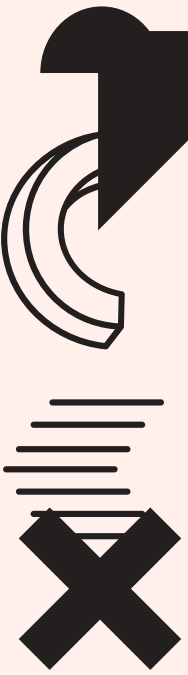
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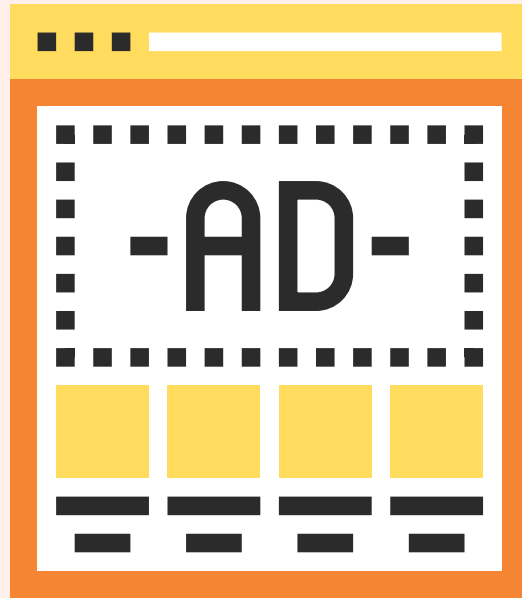
LAUNCH YOUR
FIRST ADS
CAMPAIGNS

The Digital Buzz

Digital advertising is possibly the most effective way to promote your products to billions of people around the world.

If you're just a beginner, it can seem a bit complicated – from all the pixels and conversion tracking, to numerous campaign objectives.

But don't worry – we've got you covered because in this chapter we'll share the fundamentals of Digital advertising, so that you can launch your first successful ad campaign without wasting your time or money.

FACEBOOK ADS

Facebook's goal is to find the most effective way to allocate the limited advertising space they have.

They achieve it by running thousands of mini auctions every second, with advertisers competing against each other for that ad space.

How Does It Work?

Facebook's goal is to find the most effective way to allocate the limited advertising space they have.They achieve it by running thousands of mini auctions every second, with advertisers competing against each other for that ad space. If you happen to win such an auction, you will be charged and your ad will be displayed to the audience you chose.

And how much does Facebook advertising cost? Well, it depends. Because of these auctions, your advertising costs will depend on many factors: the country, the audience, the ad placement, and even how good your ads are. For example, there's much more competition in the US, so you'll have to pay more to reach the same amount of people compared to a cheaper country, like Thailand. Even within the US, some audiences can be twice or even three times more expensive to reach – you'll have to test it for your own business and evaluate the results.
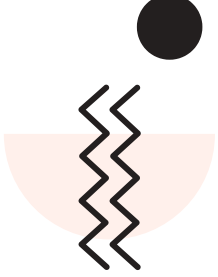
GOOGLE ADS

What is Google Ads (Formerly Known as Google AdWords)?

Google Ads, AKA Google AdWords, is Google's advertising system in which advertisers bid on certain keywords in order for their clickable ads to appear in Google's search results. Since advertisers have to pay for these clicks, this is how Google makes money from search. This infographic will help you understand how Google Ads works, detailing the Google Ads auction, bidding process and explaining important factors like Quality Score and cost-per-click.

Do Ads work?

Depending on the competitiveness of the keywords you're bidding for and the relevancy of that keyword to real conversions for your company, AdWords may or may not work for your business.

How does Google Ads bidding work?

The actual position of your ad is determined by your ad rank (Maximum Bid times Quality Score). The highest ad rank gets the 1st ad position. Your actual CPC will be determined by the ad rank of the next highest ad below you divided by your Quality Score. The only exception of this rule is when you are the only bidder or the lowest bid in the Google Ads auction; then you pay your maximum bid per click! AdWords bidding heavily penalizes advertisers who bid with low quality scores. Conversely, those with high Quality Scores get higher ad ranks and lower CPC.

What is Google Quality Score?

This is a metric Google uses to determine how relevant and useful your ad is to the user, based primarily on your ad's CTR, keyword relevance, and the quality of your landing page. The higher your Quality Score, the better: high Quality Score keywords will save you money and earn you better ad rankings.

CHAPTER #6 ACTION ITEMS
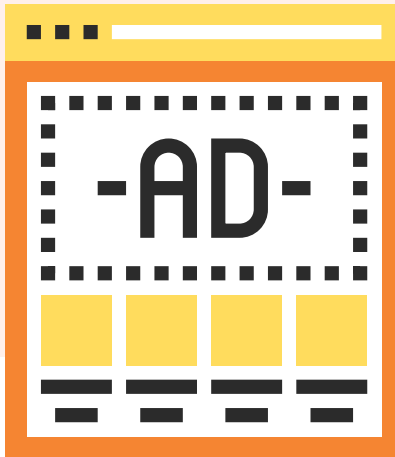
TAKE YOUR BUSINESS DIRECTLY TO WHERE YOUR AUDIENCE IS

Digital Ads leverage the popularity of trusted sites like Facebook, YouTube, Yelp, Google Search and more. In order to deliver services to their own customers, they sell you ad space on their websites. When you advertise on a platform, you are in effect supporting that platform that your customers love.

Don't begin with a large budget, start small with a daily budget of $5 and keep learning.

CONCLUSION

Most people sit back in their cubicle, scroll through their Facebook feed looking at all the cool lives that their friends are living, and wish that they could the same.

In this day and age, it's possible for virtually anyone to build a lifestyle they love using the tools available on the internet.

Want to travel the world? You can do that.

Want a little extra money each month to take your friends out to dinner? You can have it. Want another stream of income to feel "safer"? You can have that too. All you need to do is take action.

By going through this eBook, you've already separated yourself from everyone who keeps waiting for the perfect business idea to hit them out of the blue. You've shown that you're committed to building a life you love. Happy Selling!

LET'S CONNECT!

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The Digital Buzz