

SO, YOU WANT TO SELL ONLINE?

or, a brief treatise on the complexities, pitfalls, processes, patterns, thoughts and dreams of a modern eTailer - and some tech, too.

WHO AM I?

ZACH STEPEK

Partner, Development and Strategy, Mindsize

Nearly 20 years building the web

10 years teaching others to do the same

Full Stack Developer and Designer

eCommerce Consultant

Serial Entrepreneur



We help brands sell online with beautifully designed,
performance tuned eCommerce websites.

OSCARMIKE


clintonelectronics

un
unwash®

WHO ARE YOU?



SELLING ONLINE

THE DREAM



THE REALITY



THE PLATFORM MATTERS

...OR DOES IT?

FINDING A PRODUCT

Passion or Profit?

Physical or Digital?

Original or Existing?

Sourcing

Market

Fulfillment

Subscriptions

MRR

(Monthly Recurring Revenue)

Pricing

FINDING CUSTOMERS



Traditional Marketing

Email Marketing

Search Engine Optimization

The background is a dark teal, low-poly geometric pattern consisting of numerous irregular polygons of varying sizes and shades of dark green and black, creating a textured, crystalline effect.

Pay Per Click

Social Media Marketing



Video Is Powerful



A Branded Experience

Cost of Acquisition



KEEPING CUSTOMERS



Customer Lifetime Value



Remarketing




Superior Customer Experience



How You Fix Things Matters



**JUST
DO IT**



@zstepek
mindsize.me