Moving eCommerce Forward

Presented by Samantha Rufo

POP QUIZ

Which of the following is a benefit of ecommerce?			
Lack of human contact	Global marketplace	International legislation	Security issues
Which of the two following is not an ecommerce payment system?			
Meta tags	Payza	NoChex	e-tailers
Which of the following is not a customer interface?			
Photo descriptions	Social media	Email	Live Chat
The most effective E-commerce sites have			
Complicated checkout processes	Mobile friendly design	Limited content	None of the above
Your E-commerce site should never give information on...			
Site security	Privacy Policy	Number of visitors to the site	Type of database being used to collect information
E-commerce sites should primarily be driven by			
Technology	Management	Consumer needs	Marketing
An upsell link on your site would			
Recommend a season pass for daily tickets	Ask for a donation for ski patrol	Highlight add-on options like lessons	All of the above
A cross-sell hyperlink on a travel site would link you to another travel site.			
TRUE	FALSE		

Encryption			
Scrambles customer info	is a form of cremation	is an Egyptian language	Acts as a firewall
Which is not an online payment option?			
CurrentC	Google Shopping	PayPal	Square
Bounce rate is the percentage of page visits where the visitor leaves without interacting.			
TRUE	FALSE		
Conversion rate is:			
Percentage change in monthly e-commerce sales.	Percentage of visitors who perform a desired action.	Percentage change in your monthly visitor count.	
This Web site feature involves tailoring pages to individual users' characteristics or preferences.			
Digital Silhouettes	Customer Relationship Management	Clickstream Analysis	Personalization
The _____ regulates and enforces privacy standards and monitors Web sites to ensure compliance.			
Federal Web Site Commission	Federal Internet Regulatory Board	Federal Trade Commission	International Web Site Regulatory Board

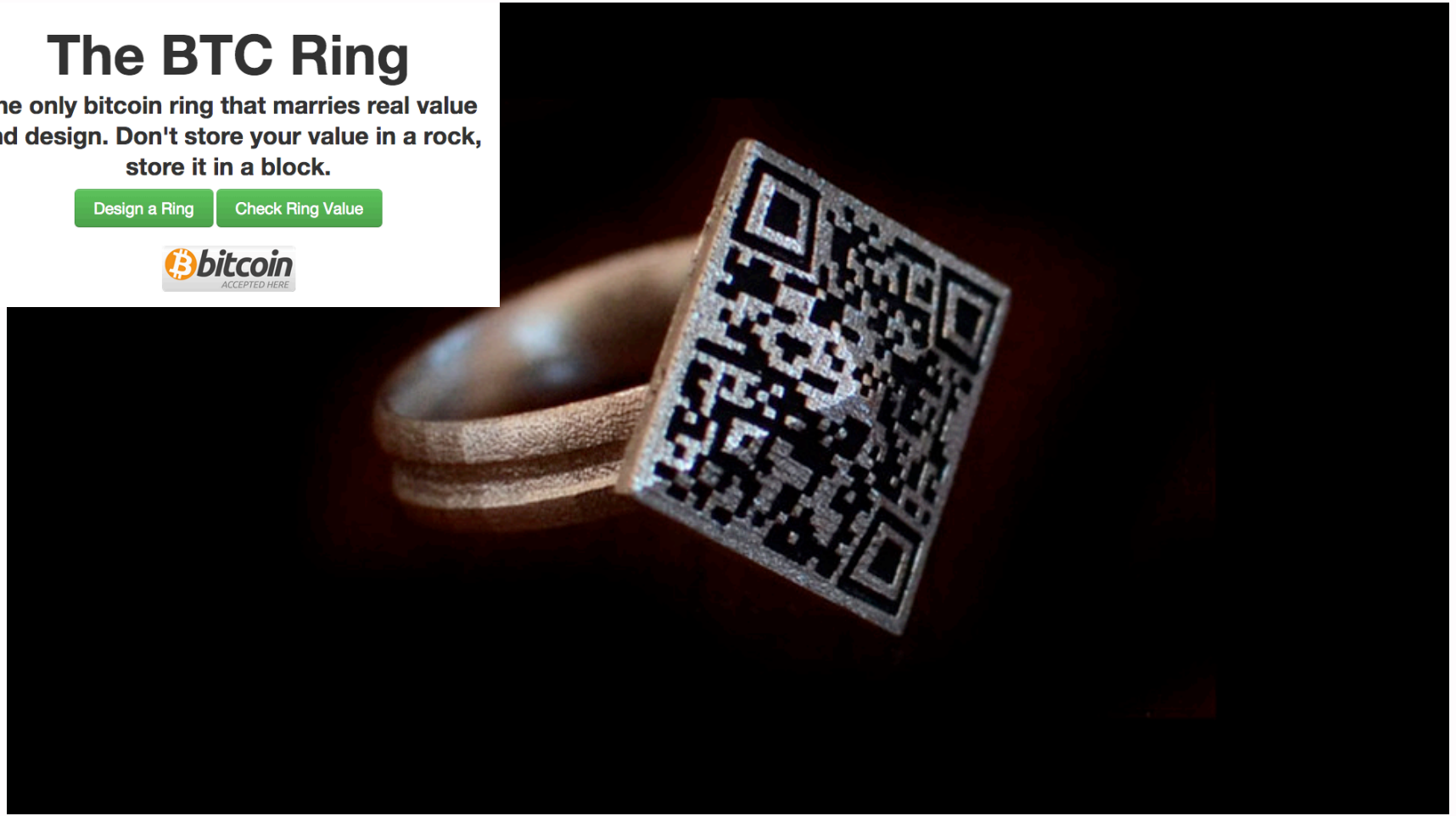
The Children's Online Privacy Protection Act of 2000 regulates the online collection of personally identifiable information from children _____.					
under age 13	under age 10	under age 16	under age 12		
ApplePay is not availble to be used on websites.					
TRUE	FALSE				
Which wearable technology option does not exist?					
Google Glass	Apple Watch	Bitcoin engagement ring	Interactive textiles/wearable clothing	None of the above	All of the above
An online retailer will soon have 30 minute deliveries for $1					
TRUE	FALSE				
Using remarketing, you can have your ads appear on guests devices on sites like Facebook.					
TRUE	FALSE				
Video descriptions lead to lower than average sales since they are disctracting.					
TRUE	FALSE				
Responsive design increases online traffic and sales.					
TRUE	FALSE				

The BTC Ring

The only bitcoin ring that marries real value and design. Don't store your value in a rock, store it in a block.

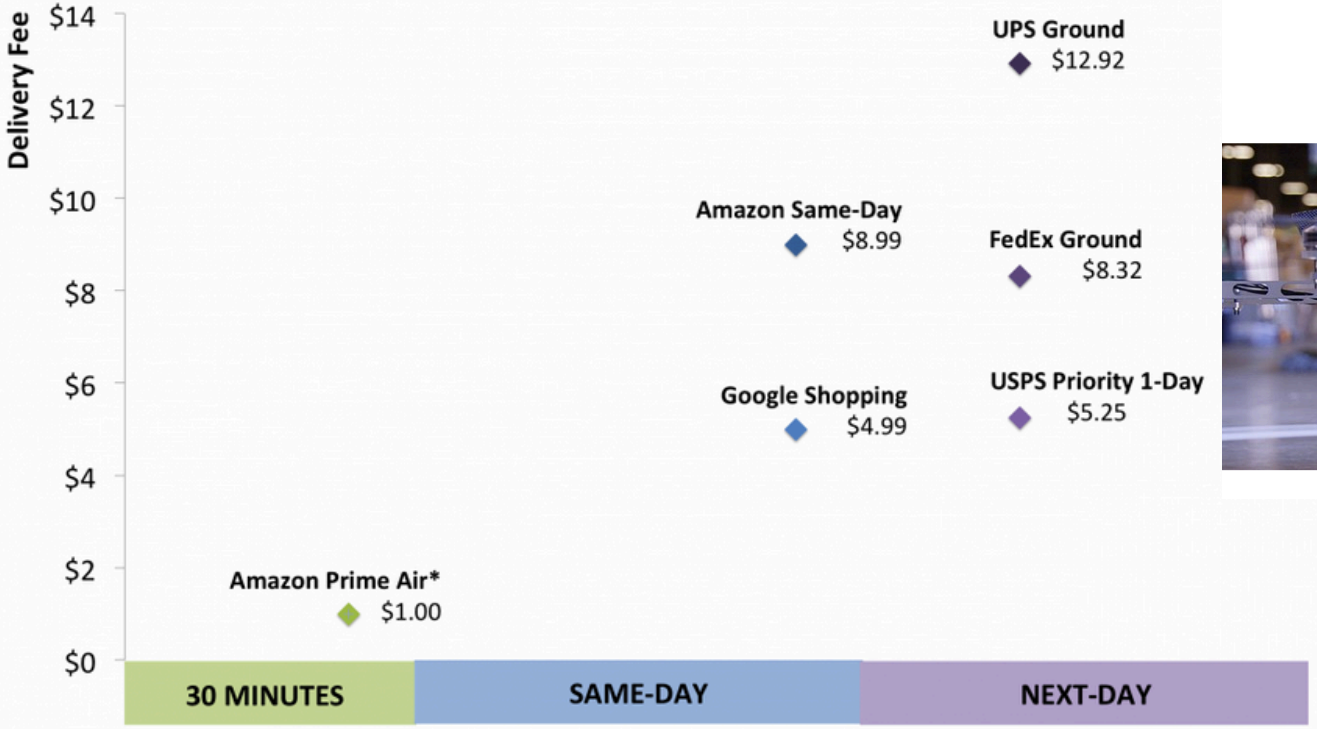
Design a Ring | Check Ring Value

bitcoin ACCEPTED HERE

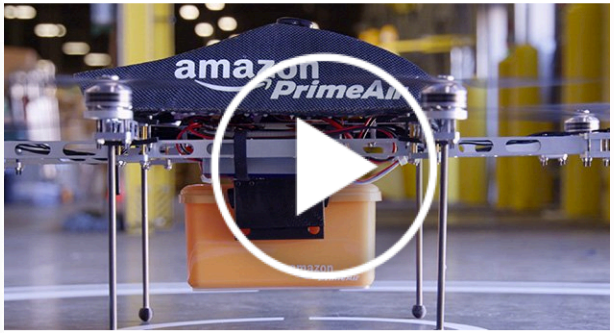


Delivery Fee That Consumers Pay For A Small Package

2.2kg (5lb) package delivered within 16.1km (10 miles) in the US



amazon Prime Air



NEVER SAW IT COMING:

The Worst Technology Predictions of All Time

1876

"This 'telephone' has **too many shortcomings** to be seriously considered as a means of communications. The device is inherently of no value to us."

WESTERN UNION INTERNAL MEMO[1]

1899

"Everything that can be invented ***has been*** invented."

CHARLES H. DUELL, commissioner, U.S. Office of Patents[1]

1927

"WHO THE HELL WANTS TO SEE ACTORS TALK?"

HARRY M. WARNER, Warner Bros.[1]

1943

"I think there is a world market for maybe five computers."

THOMAS WATSON, president of IBM[1]

1946

"Television won't be able to hold on to any market it captures after the first six months. ***People will soon get tired of staring at a plywood box*** every night."

DARYL ZANUCK, 20th Century Fox co-founder[3]

"There is ***no reason*** for any individual to have a computer in their home."

KEN OLSEN, president, chairman & founder of Digital Equipment Corporation[1]

1977

“Cellular phones will *absolutely not* replace local wire systems.”

1981

MARTY COOPER, Motorola engineer and inventor of the first cell phone in 1973[2]

"I predict the Internet will soon go spectacularly supernova and in 1996, *catastrophically collapse*."

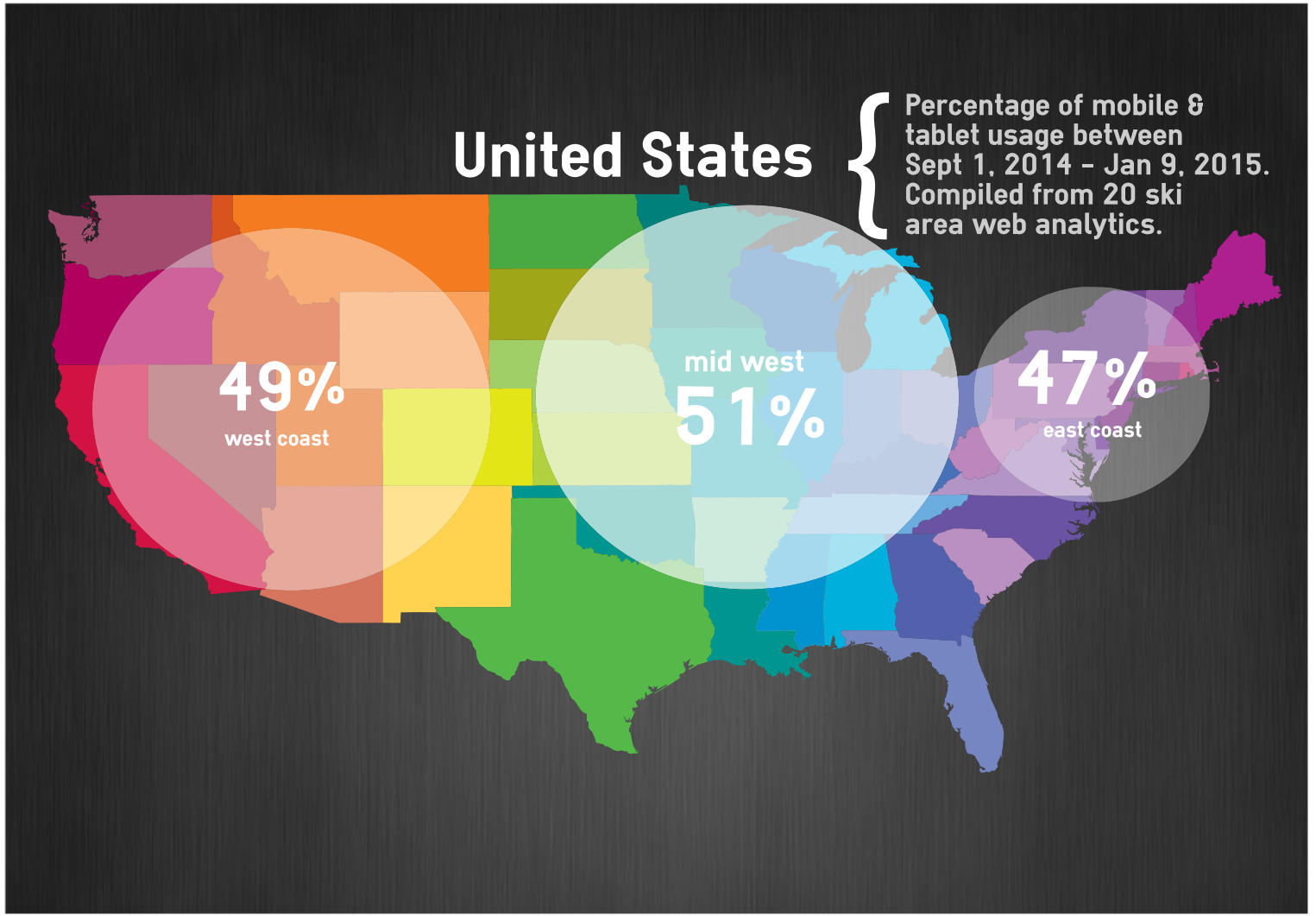
ROBERT METCALFE, founder of 3Com[2]

1995

"There's ***no chance*** that the iPhone is going to get any significant market share."

STEVE BALLMER, Microsoft CEO[2]

2007


United States
Percentage of mobile & tablet usage between Sept 1, 2014 - Jan 9, 2015. Compiled from 20 ski area web analytics.
49%
west coast
mid west
51%
47%
east coast

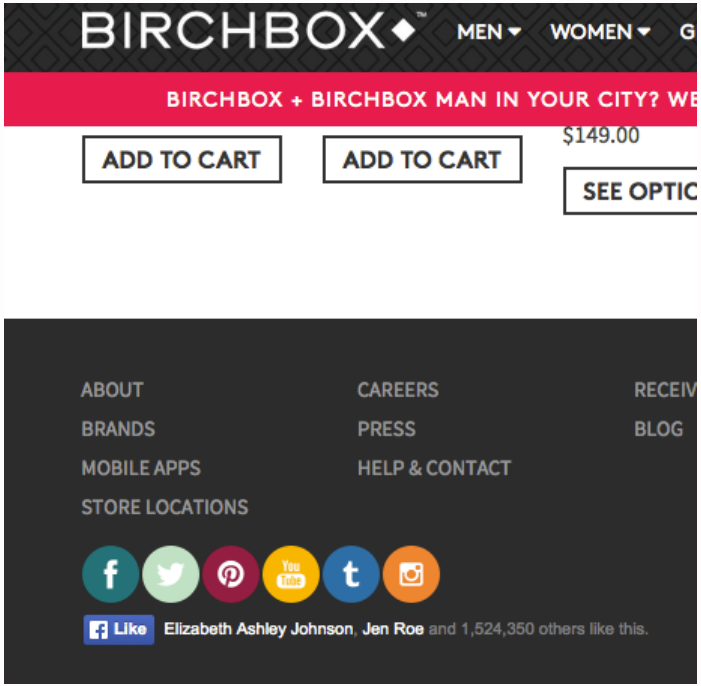
Top 7 ecommerce Trends for 2015/16

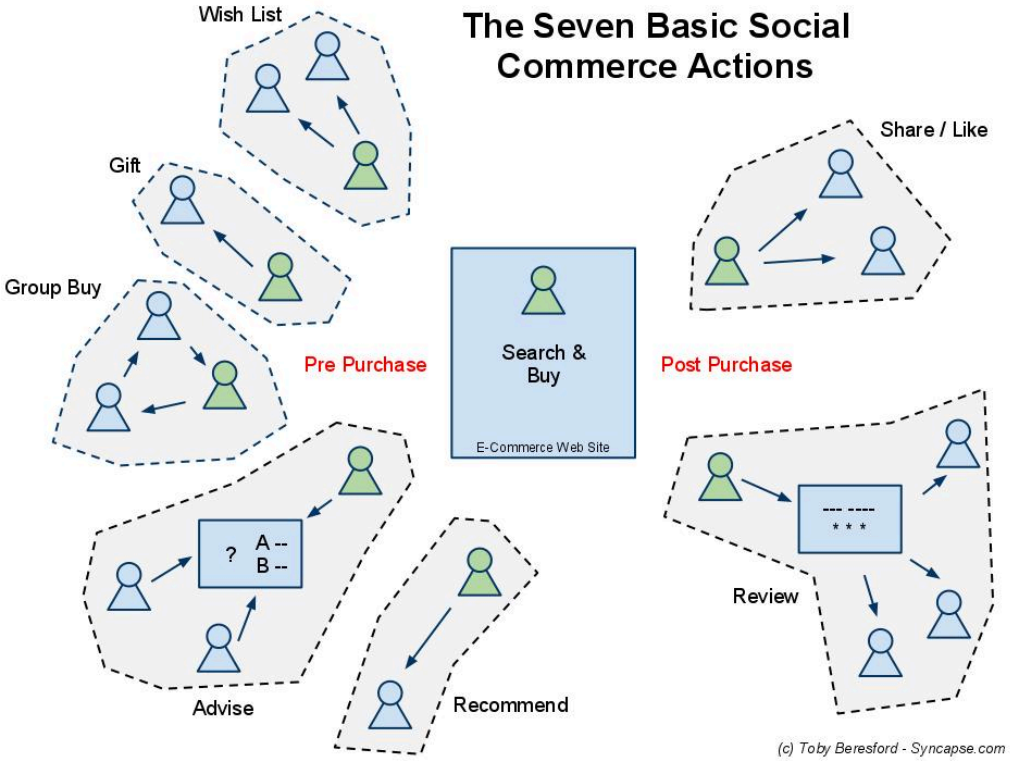
- Mobile-centric strategies
- Social commerce and personalized marketing
- Wearable technology
- Combining Content + Commerce
- Focusing on video
- Mastering total remarketing
- Speed, accuracy and compliance at checkout

Mobile-centric strategies

- Screen shifting
- Responsive design
- Easy payment options
- Streamlined shopping

Social commerce & personalized marketing





Verizon 14:41 100%

THE RITZ-CARLTON REWARDS®

LOGOUT

WELCOME, SAMANTHA RUFO

THE RITZ-CARLTON REWARDS

Rewards Number	611662115
Status Level	Member
Nights This Year	2
Balance	2,637

View All Reservations

Make A New Reservation

Verizon 14:40 100%

Rewards

Your hotel guest services
Check-in, Check-out, Offers & Room Services

Hotel Information

Reservations

Messages

Contact Us

Travel Posters

QR Scanner

Travel Posters

#RC Memories

Verizon 14:40 100%

Home

Your hotel guest services
Check-in, Check-out, Offers & Room Services

Reservations

Hotel Information

Create a Travel Poster

Messages

Contact Us

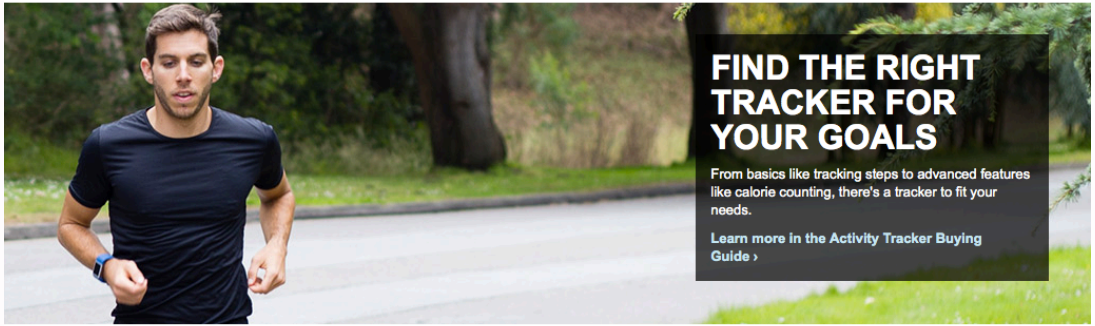
STAY CONNECTED

Terms of Use

Privacy and Cookie Statement

WEARABLE TECHNOLOGY

Wearable Technology



Activity Trackers & Pedometers | Smartwatches & Accessories | Fitness & GPS Watches | Headphones | Smart Sports Equipment | Action Camcorders

Combining Content + Commerce

To add structure to staffer Morgan Gossett's brows while s
shading and shaping them with Brow Zings. Load up an an
tiny strokes across the entire brow, starting at the beginnir
the side—repeat this same technique using the powder. By
and the end, brows appear stronger and more angular, wit

From Sparse to Filled Out

w.birchbox.com/shop/benefit-brow-zings/

BIRCHBOX MEN WOMEN GIFT LOCATIONS SUBSCRIBE Search Women

BIRCHBOX + BIRCHBOX MAN IN YOUR CITY? WE'RE TAKING OUR BEST STUFF ON THE ROAD. FIND OUT WHERE ›

Instant Brow Pencil
(115)
$22.00

Benefit Gimme Brow
(981)
$24.00

Proof That Defined Brows Can Transform Your Face

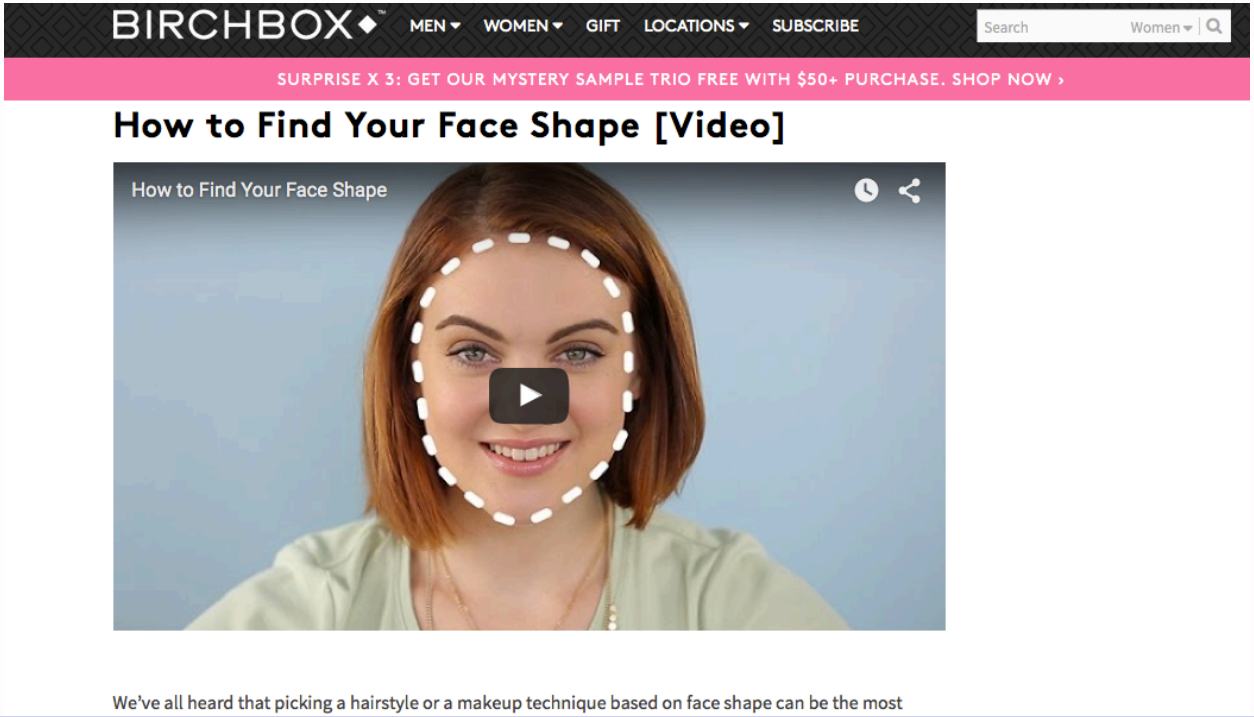
Shaping your brows can sometimes feel like an unnecessary step, especially on an everyday basis (who's got time?!). But we're firm believers that defining and filling them in with as little as one product can have a huge impact on how you look. To prove it, we enlisted the help of Jared Bailey, Benefit Cosmetics' International Spokesperson for Global Services, to share his application tips with a few staffers who admit to having some arch issues. See for yourself just how big of a difference fuller, darker, sculpted

Get a monthly box of five personalized beauty samples.

LEARN MORE

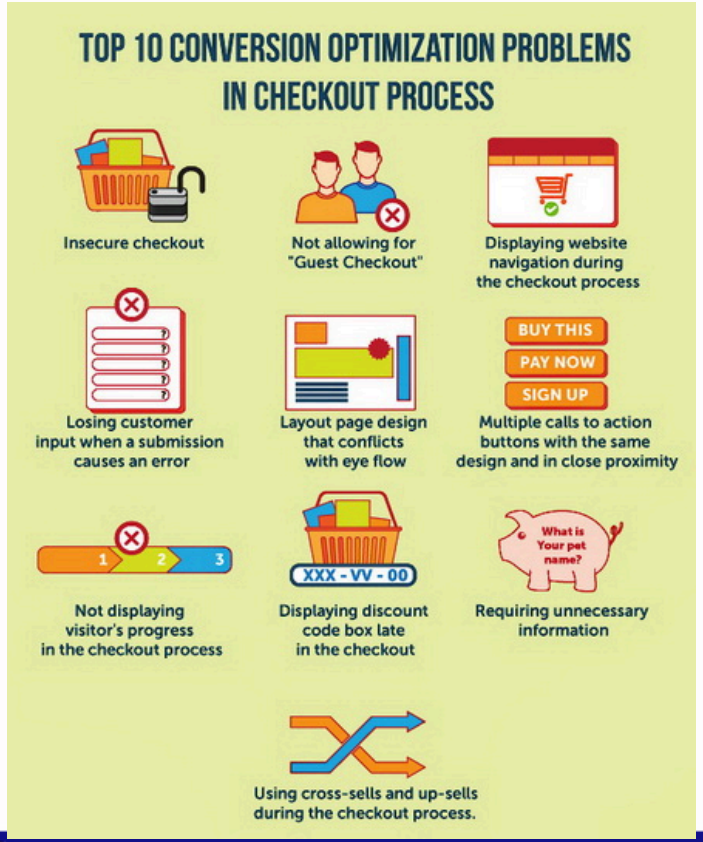
From Thin to Full

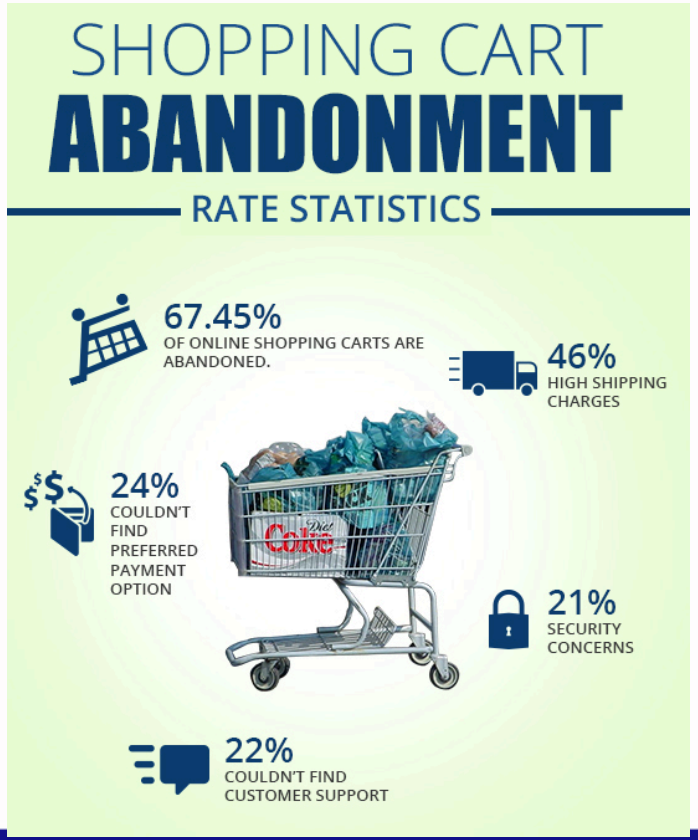
Focusing on video



Mastering total remarketing

SPEED, ACCURACY AND COMPLIANCE AT CHECKOUT





What's ~~Next~~ Now

- Carts accepting Apple Pay or Similar options
- Triggered emails based on actions or timelines
- Abandoned recovery checkout (emails with links)
- Multilingual
- Sell through social networks-Facebook, Pinterest, etc
- Seamless integrations with Accounting systems

eCOMMERCE OPTIONS

There are certainly more eCommerce solutions that will not be covered here, but these examples highlight the most popular.

1. Off-the-Rack Third-Party Solutions

Cost: $20 to $200 a month + transaction fees

Set-up time: 2 to 10 hours; monthly pay-as-you-go support fees

This is the most affordable option, with none of the hassles of setting up a custom eCommerce solution. But there's no customization, and these solutions will not address many resort needs. Off-the-rack software works best for simple products, like gift certificates or retail items. Support is through online libraries, live chat, or an 800 number where a low-level tech person works from a predetermined script.

- *Third-party checkouts:* PayPal and Google Checkout are the most common.
- *All-in-One hosted options* from Shopify and Bigcommerce provide the website, cart, design, credit card processing, shipping, email marketing, inventory management, SSL, analytics, and 24-7 support. They are also mobile responsive, multilingual-ready, and search optimized.

2. Web Technology Vendor Options

Cost: $2,500 to $100,000

Set-up time: 20 to 600+ hours; after launch support plans are optional

Using a web development company with access to the latest eCommerce software can be a good option—if you don't mind running separate eCommerce and POS systems. You get Amazon-like functionality and reporting, plus options to sell family passes, group programs, lessons, and more. Offering discounted options, adding analytics for tracking and marketing, SEO, mobile responsive, all are a breeze. Support, however, is through online forums or the web company. Lose your web company, and it can be difficult to keep up with security updates and patches.

- *Combination* of off the shelf open source or commercial products (Magento, osCommerce/Zencart, Open Cart, Ubercart, VirtueMart, AgoraCart, nopCommerce) with custom development and programming
- *Liftopia* (percent of sales through their system)
- *Custom development* in php or .net

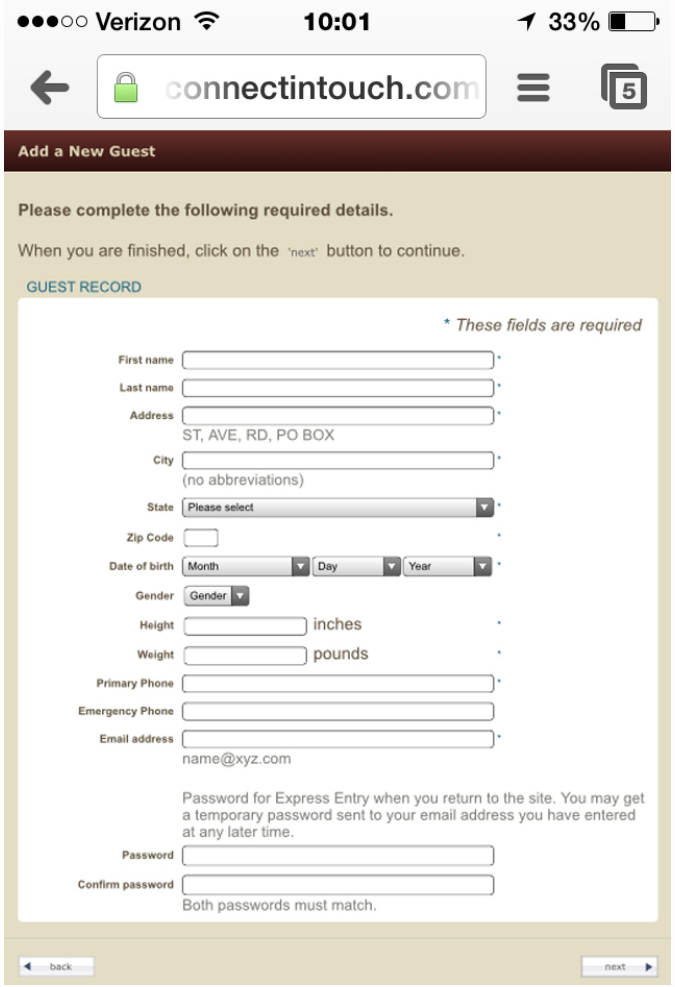
3. Online POS Options

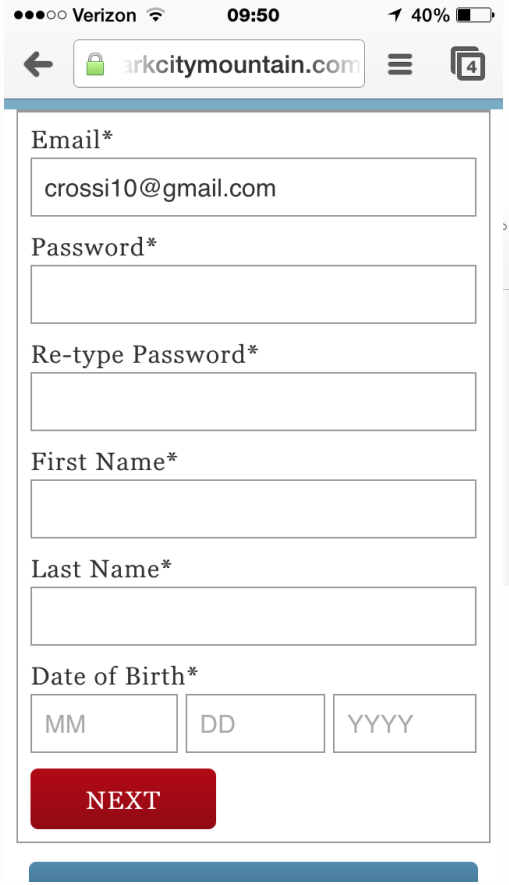
Software Cost: $30,000, plus annual licensing and support fees based on the size of the system. Hardware cost can also be in the thousands, depending on peripherals needed, such as ticket printers.

Set-up time: from a few weeks to many months. Depends on the number of modules or options (ticketing, passes, food and beverage, retail, etc), the amount of hardware needed, and the complexity of the resort pricing structure. Support plans are also required.

These systems extend the onsite functionality to the online channel. InTouch does a hosted cloud solution and receives a percent of the sales in place of sales run through their system. Siriusware is working on a system, but it is not available yet.

- InTouch http://www.connectintouch.com
- RTP http://www.activenetwork.com/solutions/rtp-one
- Siriusware http://siriusware.com


Verizon 10:01 33%
connectintouch.com
Add a New Guest
Please complete the following required details.
When you are finished, click on the 'next' button to continue.
GUEST RECORD
* These fields are required
First name
Last name
Address
ST, AVE, RD, PO BOX
City
(no abbreviations)
State
Please select
Zip Code
Date of birth
Month
Day
Year
Gender
Height
inches
Weight
pounds
Primary Phone
Emergency Phone
Email address
name@xyz.com
Password for Express Entry when you return to the site. You may get a temporary password sent to your email address you have entered at any later time.
Password
Confirm password
Both passwords must match.
back
next

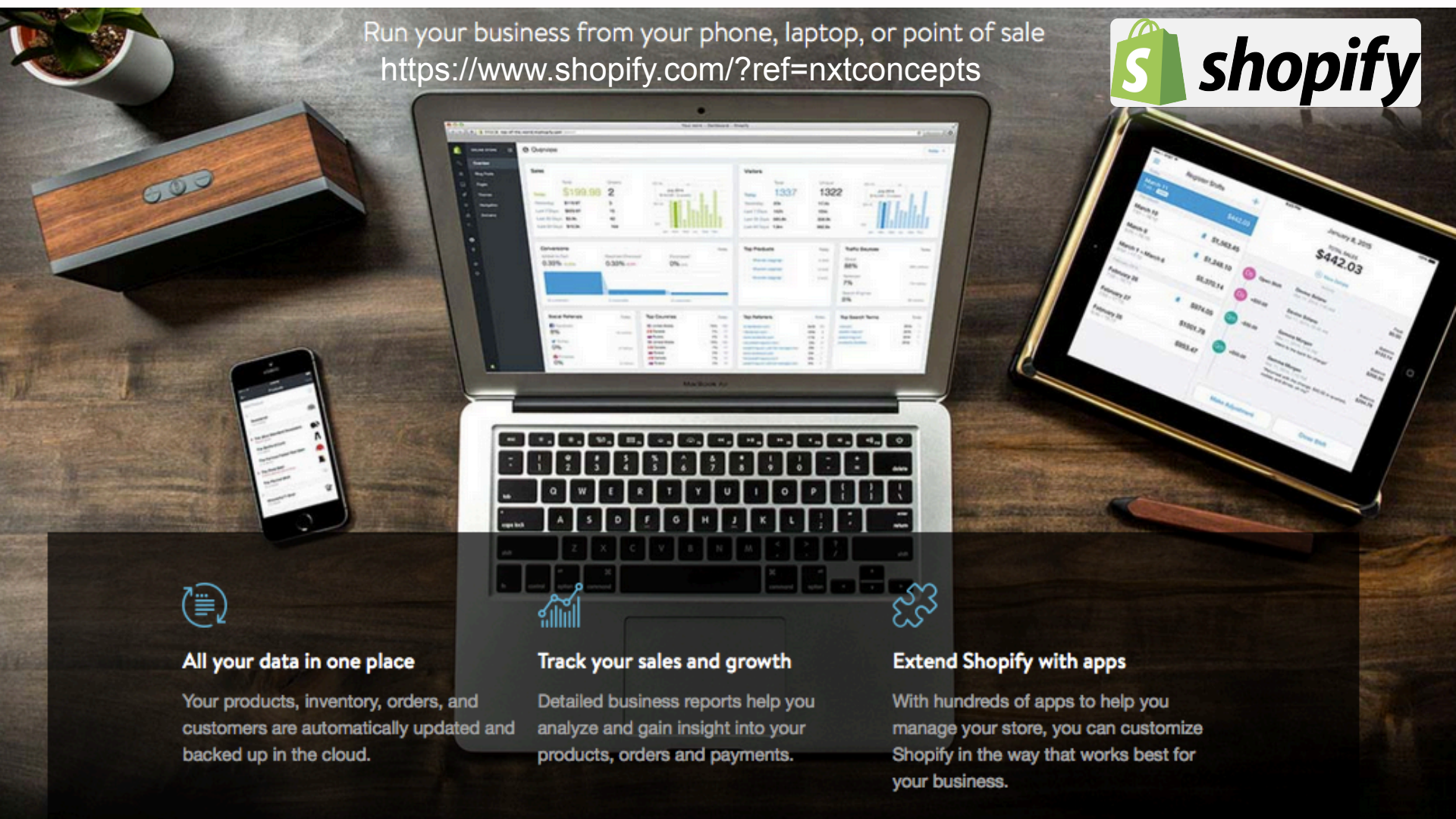

Verizon 09:50 40%
arkcitymountain.com
Email*
crossi10@gmail.com
Password*
Re-type Password*
First Name*
Last Name*
Date of Birth*
MM
DD
YYYY
NEXT

Verizon 10:07 31%
https://websales.e-commerce/gues
Confirm:
Itext_5
Card on file
-- Month --
-- Year --
Card Zip
Web Logon Name
Password
Verify:

Run your business from your phone, laptop, or point of sale

https://www.shopify.com/?ref=nxtconcepts

shopify



All your data in one place

Your products, inventory, orders, and customers are automatically updated and backed up in the cloud.

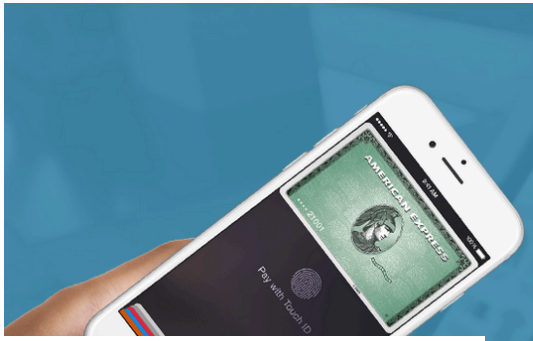
Track your sales and growth

Detailed business reports help you analyze and gain insight into your products, orders and payments.

Extend Shopify with apps

With hundreds of apps to help you manage your store, you can customize Shopify in the way that works best for your business.

shopify



Shopify POS will soon accept Pay

The iPad-based point of sale system Shopify POS will soon allow your retail store to accept credit card transactions using Apple Pay. Be one of the first retail stores in your neighborhood to accept secure Apple Pay credit card payments by filling out your email in the form below.

Shopify POS will be accepting Apple Pay in the near future

Customers using the iPhone 6, iPhone 6 Plus, and Apple Watch will be able to make secure payment transactions at your stores using their devices.

When your customers are ready to make a purchase, they simply tap their Apple device in front of your Shopify POS reader and the payment is processed. The mobile wallet will reduce wait times at your register, because your customers no longer need to sign for their transactions.

Apple Pay meets PCI compliance standards

Each Apple device has a dedicated chip that encrypts personal credit card information. Customers shopping at your store will feel confident knowing that their Visa, MasterCard and American Express credit card information will never be compromised.

To learn more about Shopify POS and Apple Pay, sign up for our announcements.

shopify

Storefront
Shopping cart
Store management
Marketing & SEO
Products

Web hosting
Analytics
Shopify Mobile
24/7 support

Search engine optimized

Help potential customers find your store using search engines. Shopify supports SEO best practices like customizable H1, title, and meta tags.

Generated sitemap.xml

Your sitemap.xml is automatically generated with your products, webpages, and blog posts.

Discount codes and coupons

Run sales and promotions by offering coupon codes that save customers money. You choose whether the discount is for dollars off, a percentage off, free shipping, etc.

Gift cards

Your customers are able to purchase a gift card for someone from your store, or you can use gift cards as store credit.

Social media integration

All Shopify websites include social media integration, such as Pinterest, Instagram, Facebook, Twitter, and Tumblr.

Google Adwords credits

You'll get $100 towards Google advertising if you spend $25 with Google.

Product reviews

Engage your customers and encourage sales with the option to leave SEO-friendly product reviews on your website.

Email marketing

Notify your customers of upcoming sales or new products with the MailChimp email marketing app.

Sell on Facebook

Your Facebook fans can browse your products and make a purchase without leaving Facebook.

Secure shopping cart

All credit card and transaction information is protected by the same level of security used by banks: a 256-bit SSL certificate.

Accept credit cards with Shopify

You can accept Visa, MasterCard, Discover, and American Express the minute you launch your shop. You'll get a low credit card rate and no hidden fees.

Learn more about Shopify Payments.

70 payment gateways

From bitcoin to PayPal to iDEAL, Shopify integrates with over 70 external payment gateways from around the world.

Find a payment gateway in your country.

Offer free shipping

Improve your average order size by offering free shipping to your customers. You can choose the price point at which free shipping applies.

Multiple languages

Your online store checkout comes in 50+ languages, and you can always translate your

Automatic carrier shipping rates

Receive automatic shipping rates from major shipping carriers like UPS, USPS, and FedEx.

Abandoned checkout recovery

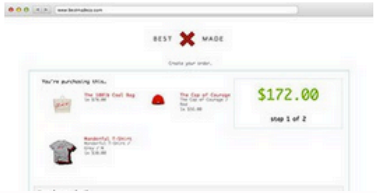
Recover lost sales by automatically sending an email to prospective customers with a link to their abandoned shopping carts, encouraging them to complete their purchase.

Flexible shipping rates

Set up shipping rates by fixed-price, tiered pricing, weight-based, and location-based rates.

Automatic taxes

Based on your location, Shopify will automatically handle major country and state tax rates.



All of our plans include these great features

Shopify POS

Unlimited products

24/7 Support

Discount code engine

No transaction fees

Fraud analysis tools

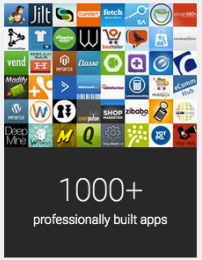
Enjoy these additional features on our Professional and Unlimited plans

Professional and Unlimited			Unlimited only	
Gift cards	Professional reports	Abandoned cart recovery	Advanced report builder	Real-time carrier shipping

CUSTOMIZATION

Seamless integrations

Connect your store with any of your existing IT platforms to create a seamless, integrated solution. Use our API to connect to your preferred ERP, CRM, accounting systems, and other software — or, we'll help you source a custom connector for your company.



CUSTOMIZATION

Extend Shopify Plus with our robust API and App Store

Shopify's restful APIs, SDKs and thriving App store allow you unlimited possibilities for extending Shopify Plus. Integrate and enhance your store's capabilities with thousands of professionally built apps, or create your own with the help of one of our trusted partners.

Unlimited
interfacing possibilities

Sell on any channel from one platform

Shopify Plus makes it easy to sell your products on all major social networks and marketplaces. Shopify Plus' multichannel capabilities drive customer engagement, increase sales, and improve brand awareness across any channel you need.

facebook

Pinterest

How would you like to pay for your order?

All transactions are secure and encrypted, and we never store your credit card information. To learn more, plea privacy policy.

Error from gateway:

Your card was declined

bitcoin

First Name: Johnny

Last Name: Fraudster

Credit Card Number

Expiration Date: 1 - January 2015

Card Security Code what is this

Keep me updated

I want to receive occasional emails about new products, promotions and other news.

COMPLETE MY PURCHASE or cancel, and return to store

Fulfill | Capture funds | Archive

Blue Swimmies
Small / Blue / Cotton
SKU: blue-swimmies-S
1 unfulfilled

1 × $39.00 — $39.00

Subtotal: $39.00

Shipping (Standard Shipping): $10.00

HST 13%: $5.07

Total: $54.07

•••• •••• •••• 1
Processed by: (for testing) Bogus Gateway

Authorized: $54.07

Order note | Save note

Add a note to this order ...

weight:

0.01 kg

Tags | Save tags

Enter any number of tags separated by a comma

Click to add previously used tags:

Packed | Printed packing slip

Shipping & Billing Address edit

Johnny Fraudster
Fraudulent Industries
6-121 Bank Street
Ottawa ON K2M1K9
Canada

totalfraudster@mailinator.com edit

View customer profile

Shipping method: Standard Shipping

Total weight: 0.01 kg

Risk Analysis

The following risks were assessed for this order:

- Fraud App Detected Fraud
- Fraud App Detected Fraud
- The billing address country matches the country from which the customer placed the order.
- Order placed from IP: 24.52.219.145

Conversion

Landing page
/

Connect with Me!

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