

Getting started with online retail: Launch to success

Emma Roberts
Tech Champion for eCommerce and Merchandising
Digital Culture Network

emma.roberts@arts council.org.uk
[@Ace_Dcn](https://twitter.com/Ace_Dcn)
www.digitalculturenetwork.org.uk



**Digital Culture
Network**



Introduction

House keeping

How to launch to success

Key areas to determine success:

1. Sales opportunity
2. Connecting with customers
3. Products
4. Platforms

FAQs

How many products should you start selling with?

How to manage logistics?

Where to start?

What are effective ways to market the shop?

What are the best platforms to use at low cost?

How do you retain customers?

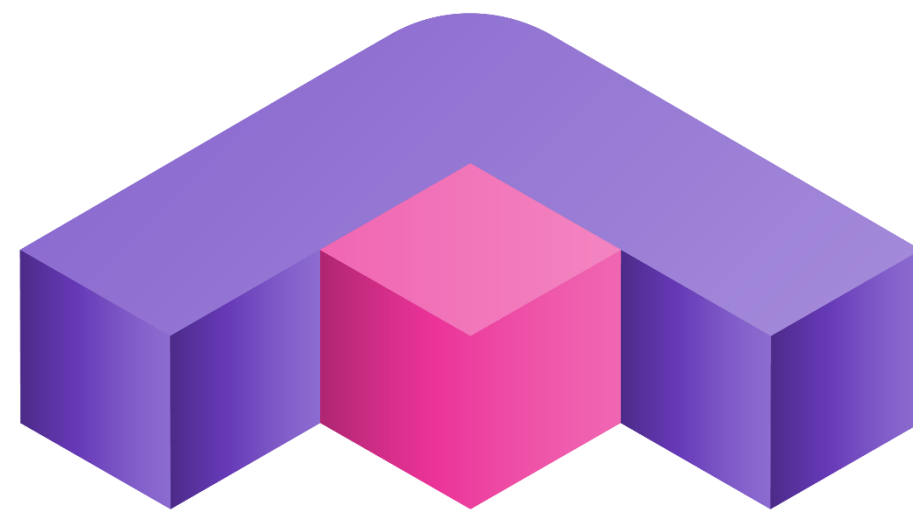
What products sell well?

How to determine price points?

How to create a range of products?

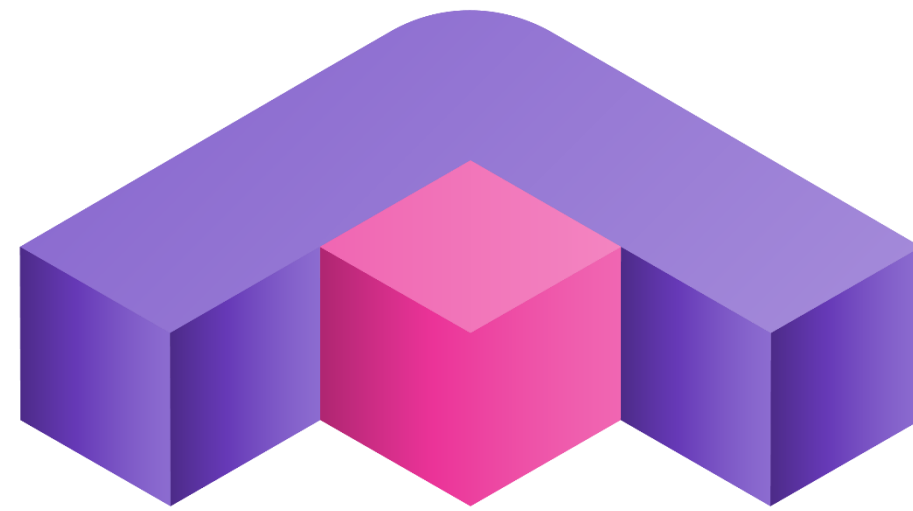
Who is our customer base?

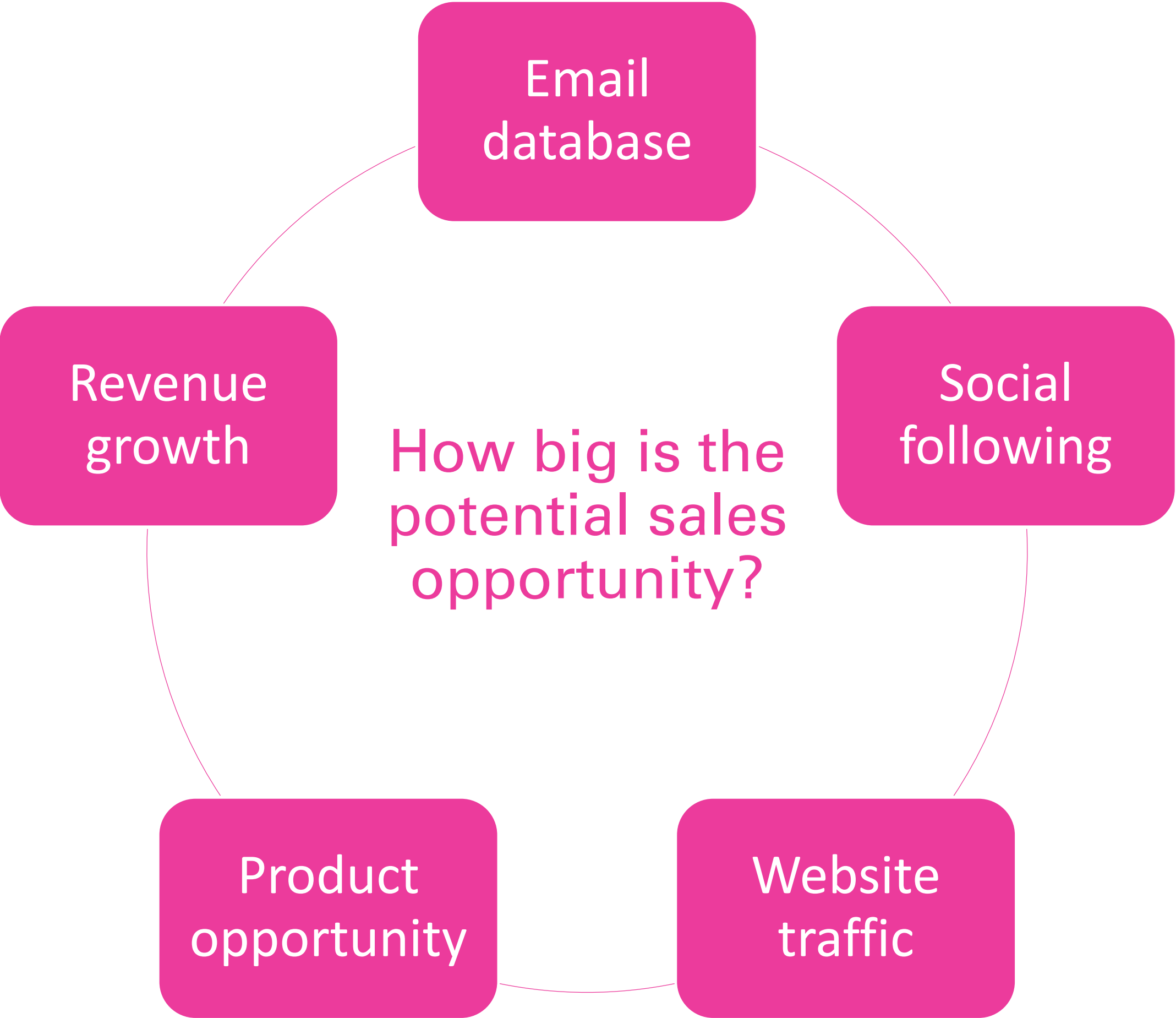
Launch to success

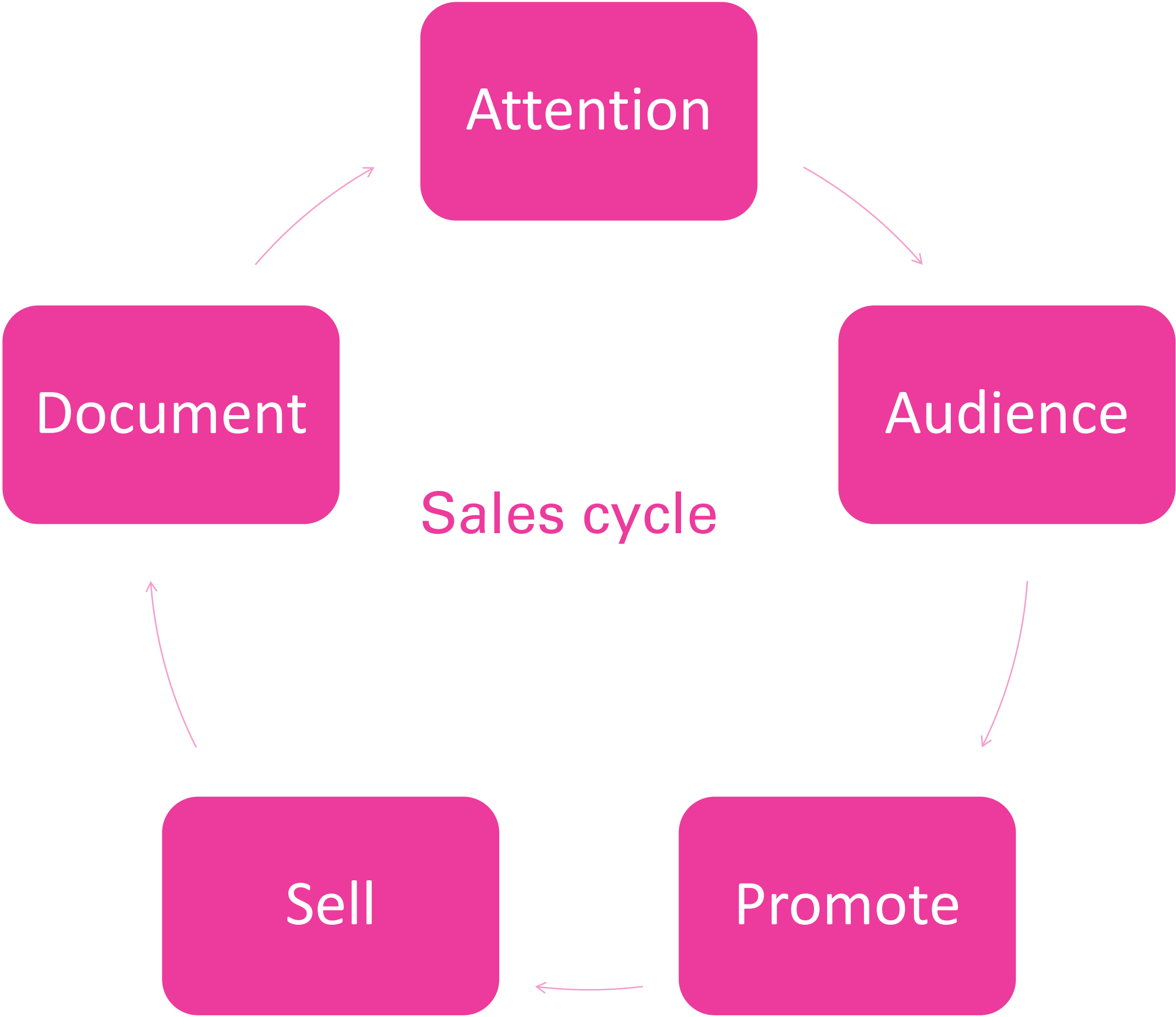




1. What is the sales opportunity?

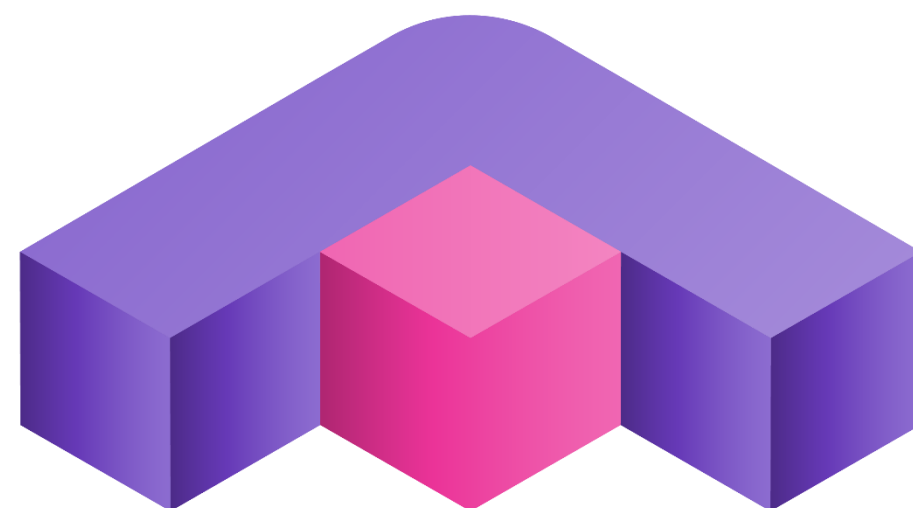








2. Connecting with customers



eCommerce Dashboard

Total active users

82

Popular sales device

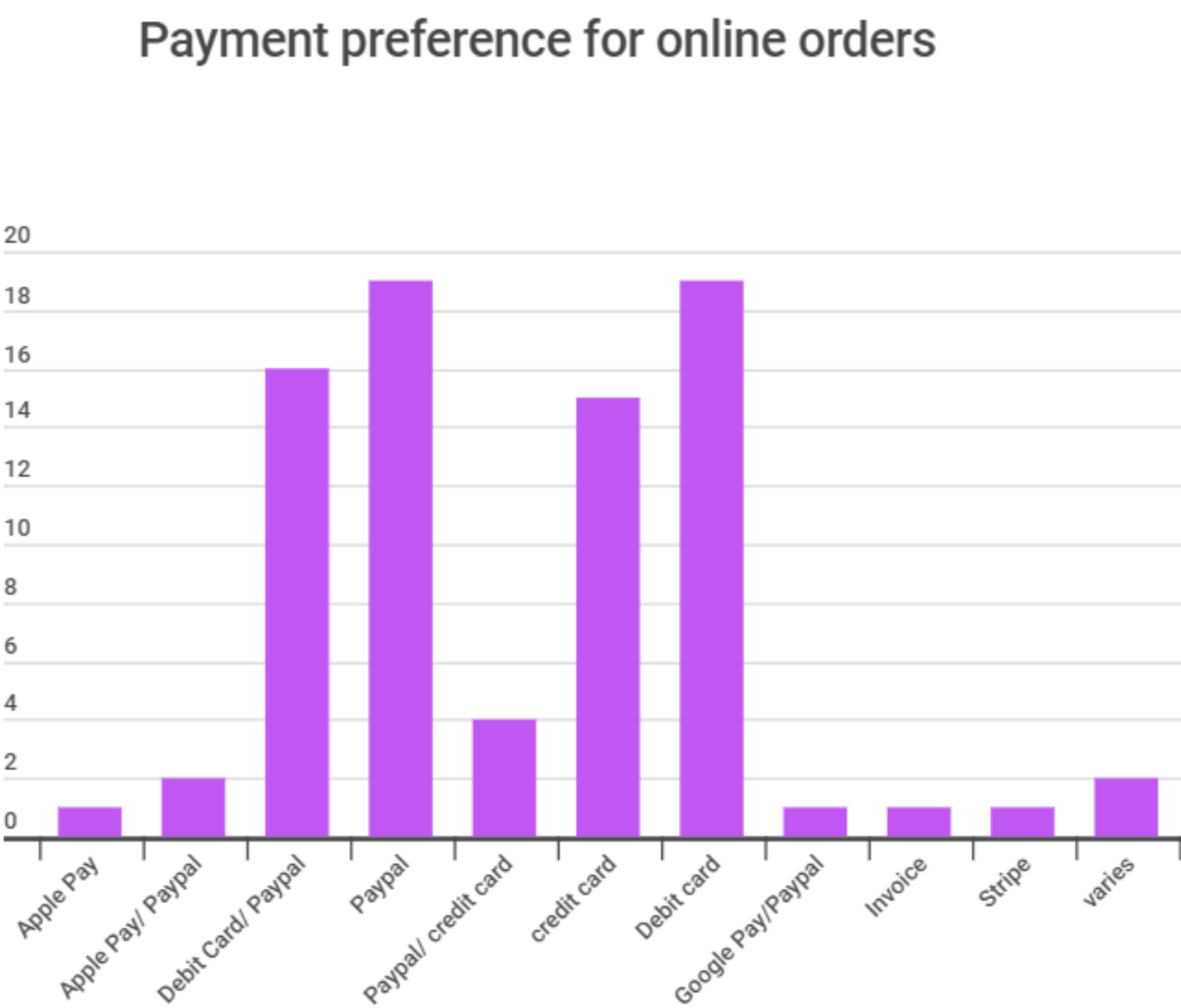
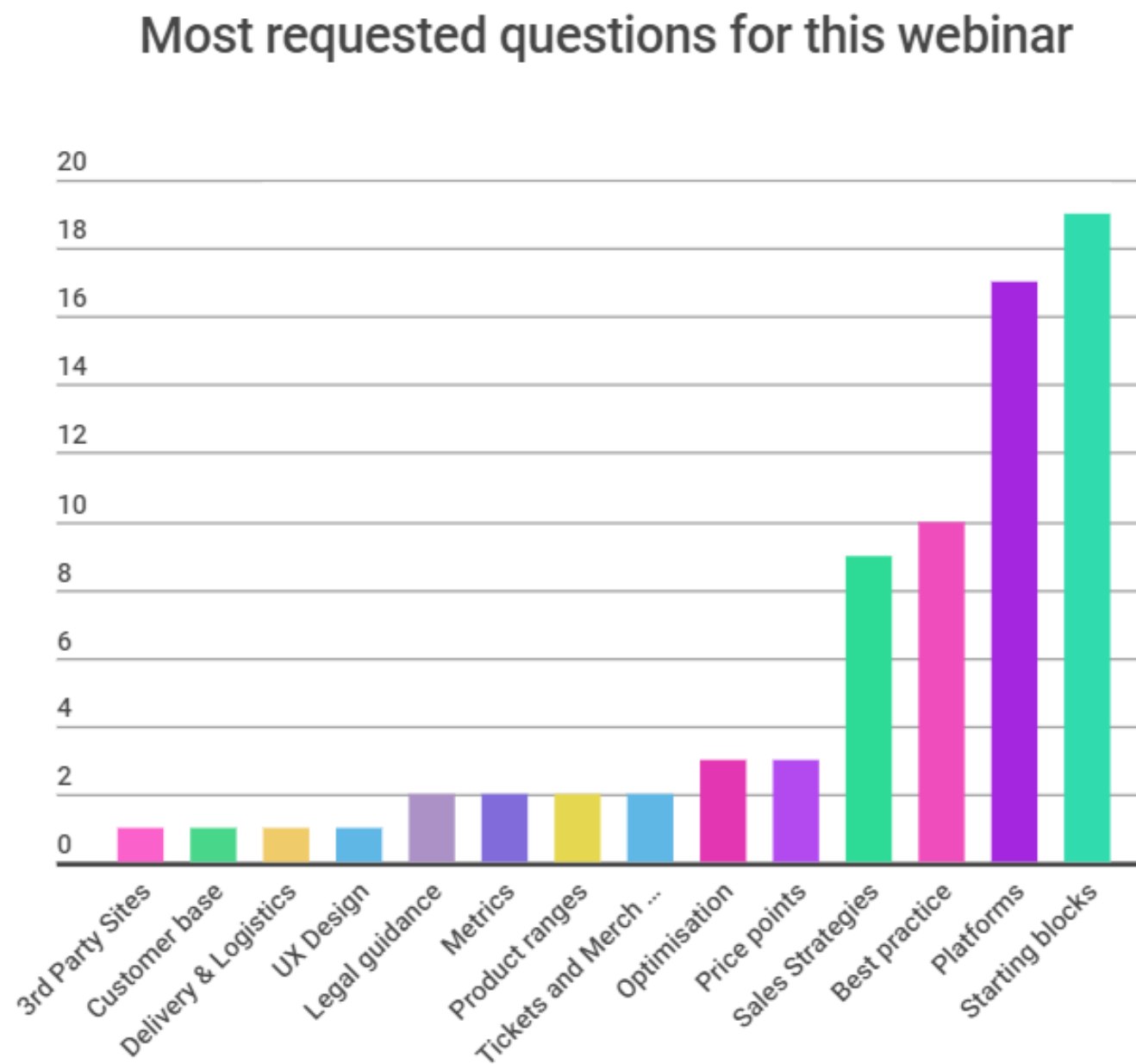
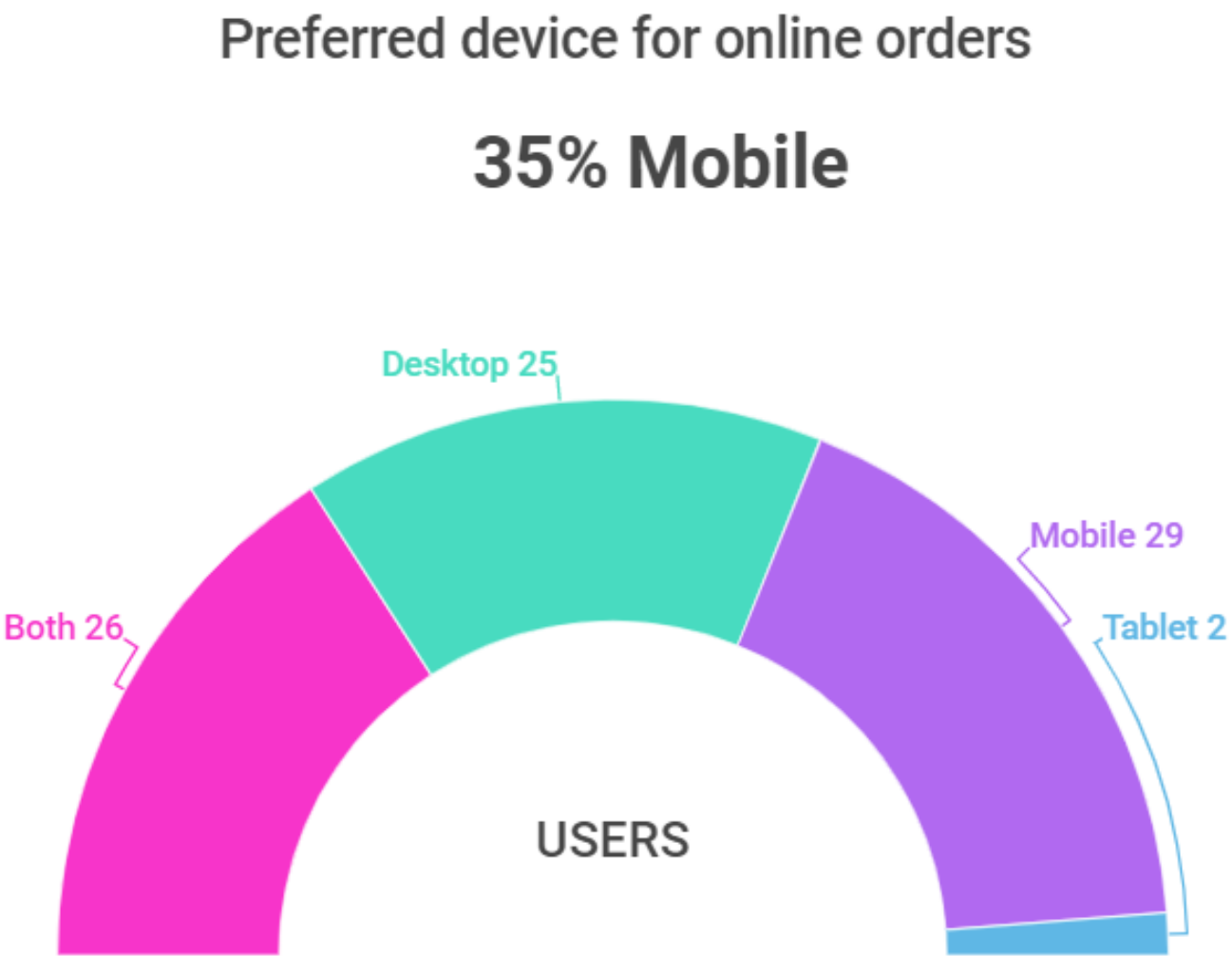
Mobile

Popular Areas of interest

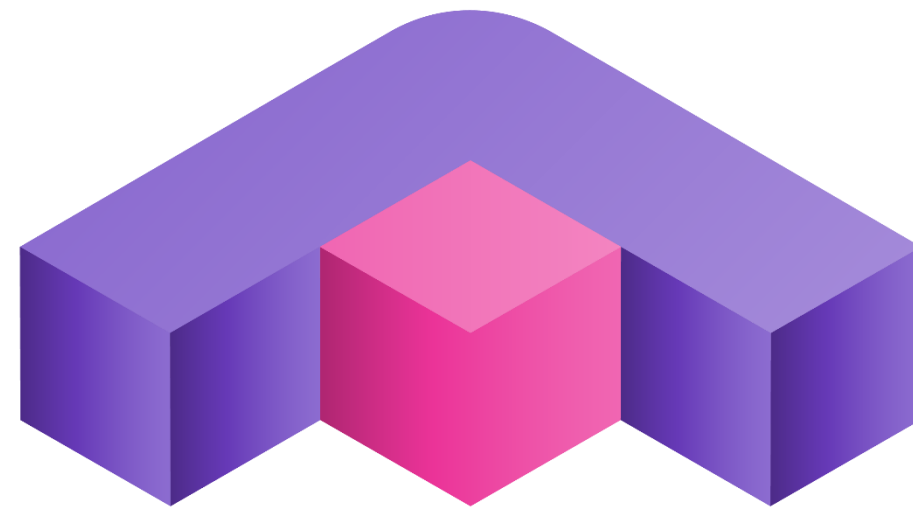
Starting Blocks

Most popular payment option

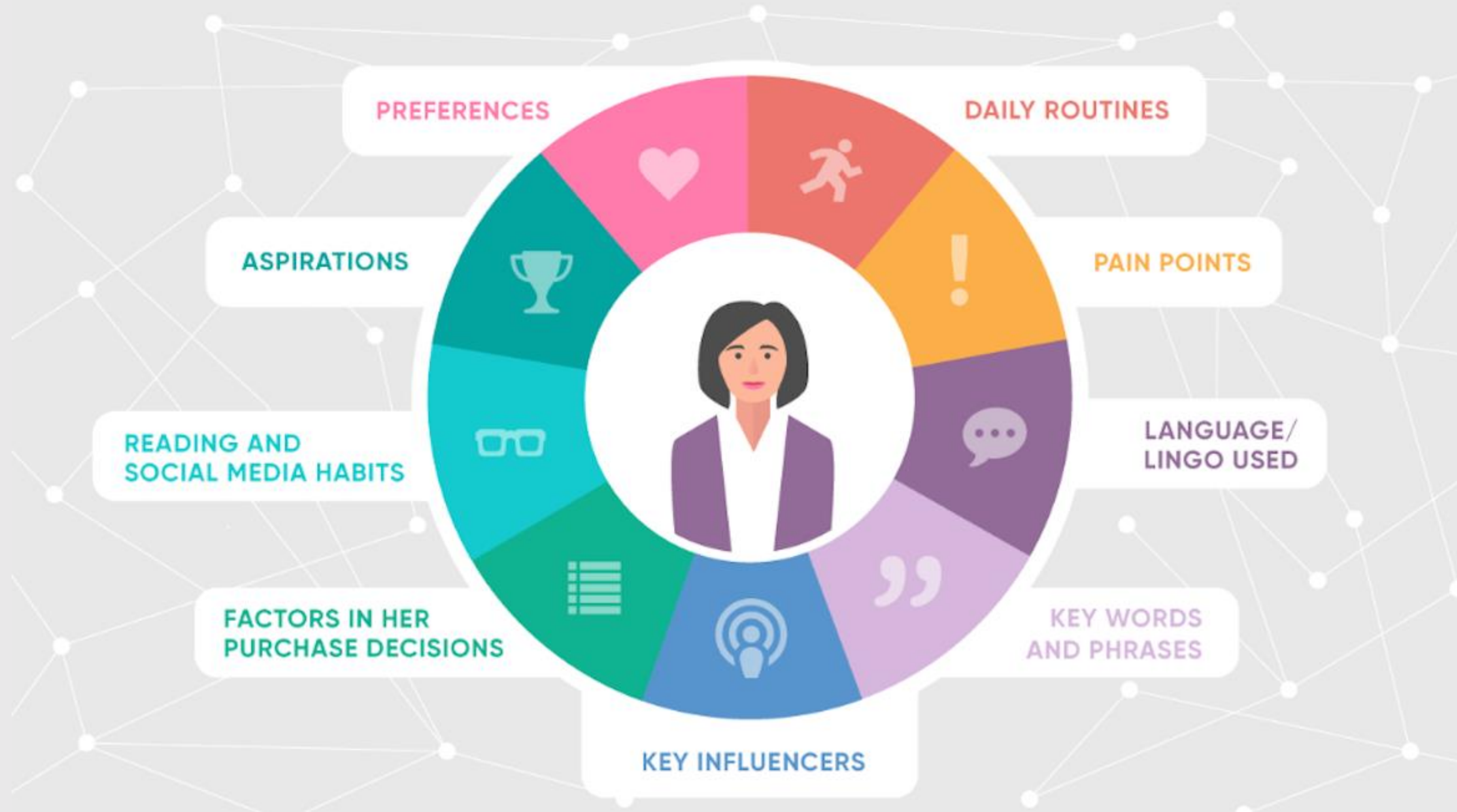
PayPal/ Debit Card



Be customer centric.



Customer persona





DIRECT CUSTOMER FEEDBACK

Reviewing any customer feedback from enquires, complaints, current physical retail feedback. Review what data you do have within your organisation.

This will give you an insightful overview of how you could improve and get to know your customers needs/ wants.



SOCIAL MEDIA METRICS

See how your followers engage with your social content, what content works? What time are they most engaged? Understand your target audience.

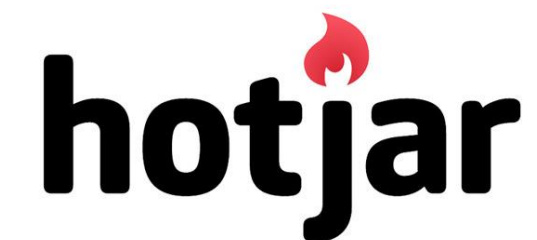


DATA SOURCES

GOOGLE ANALYTICS

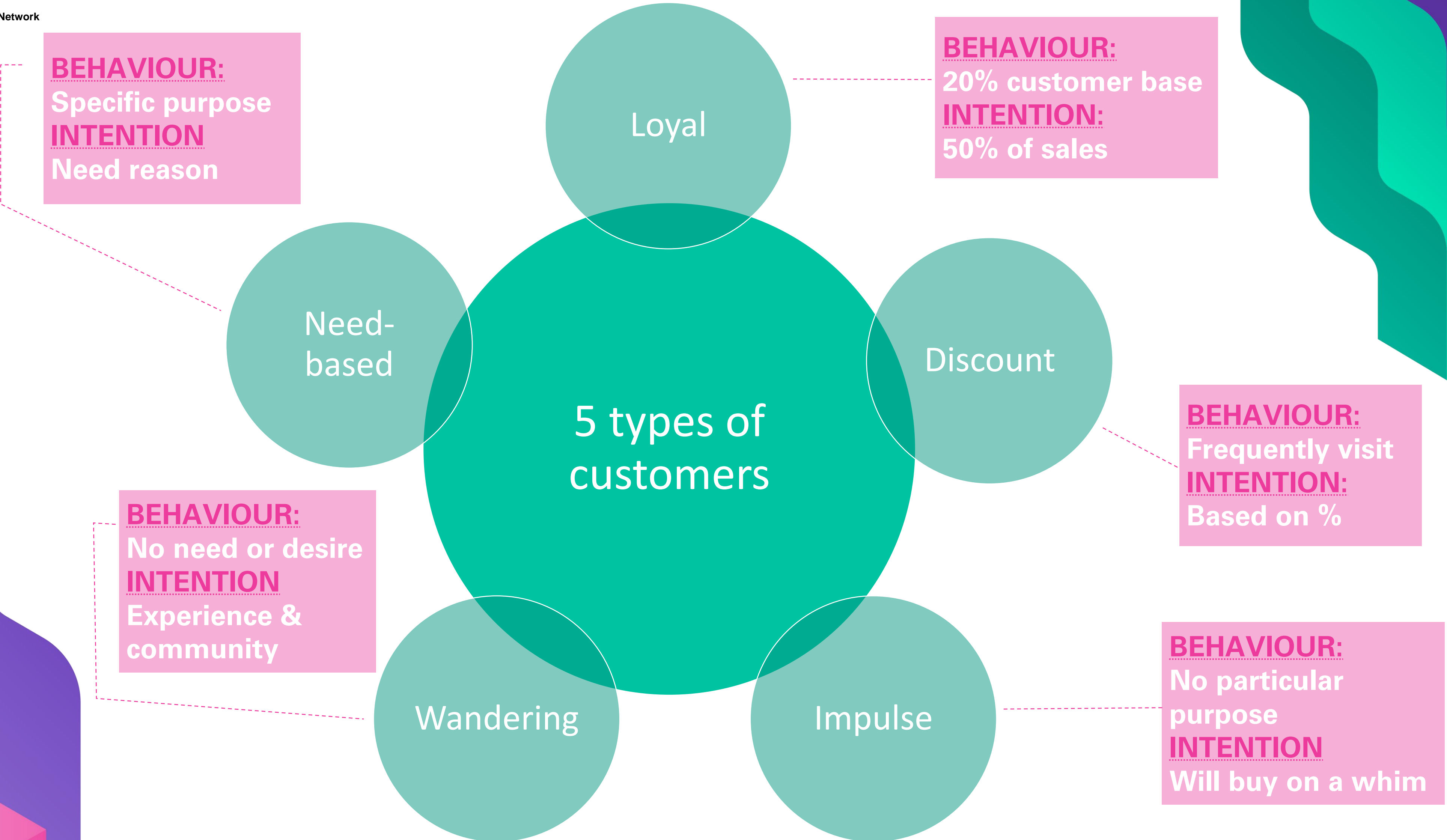
Get a deeper understanding of your customers.

Google Analytics gives you the free tools that you need to analyse data for your organisation in one place.



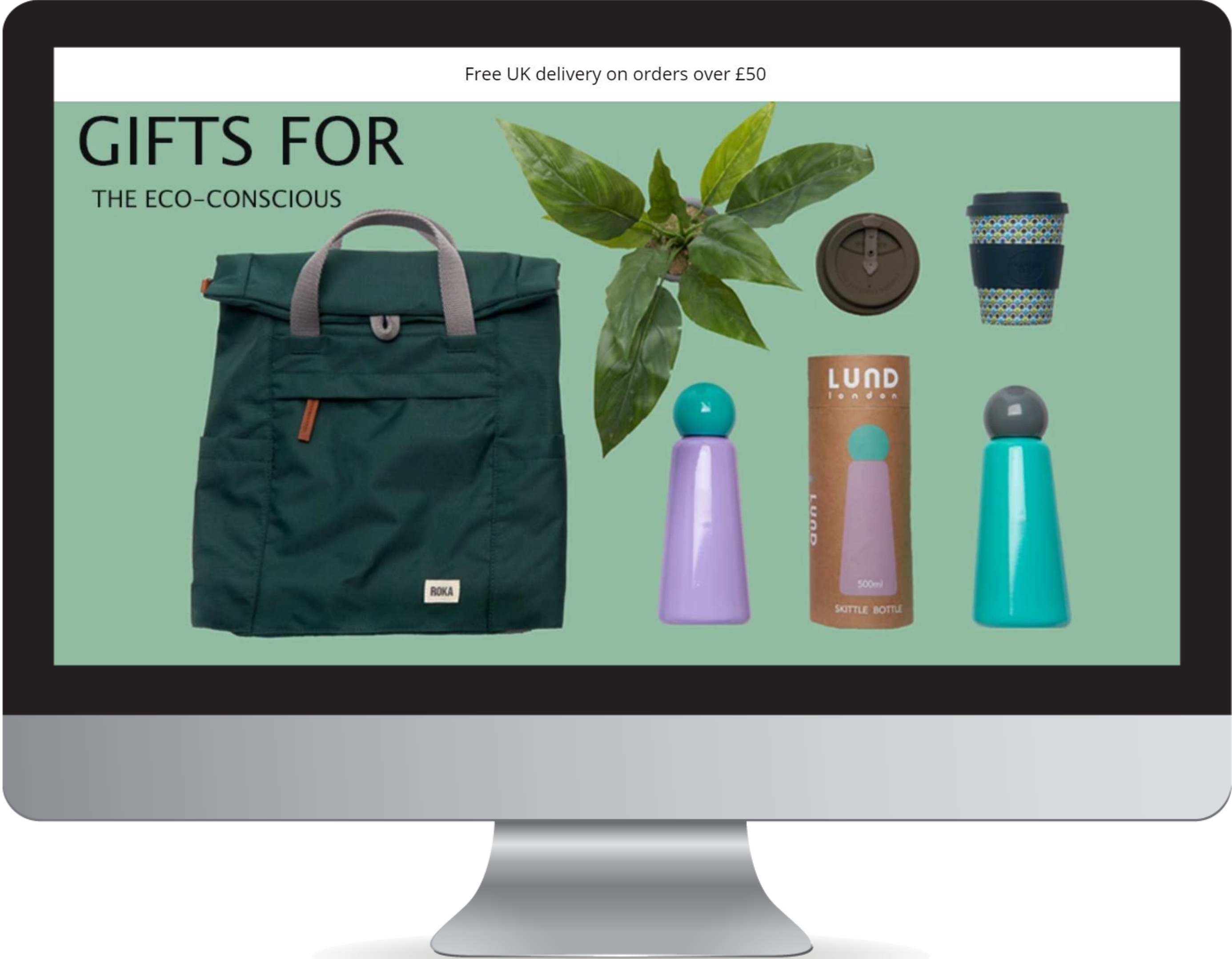
HOTJAR

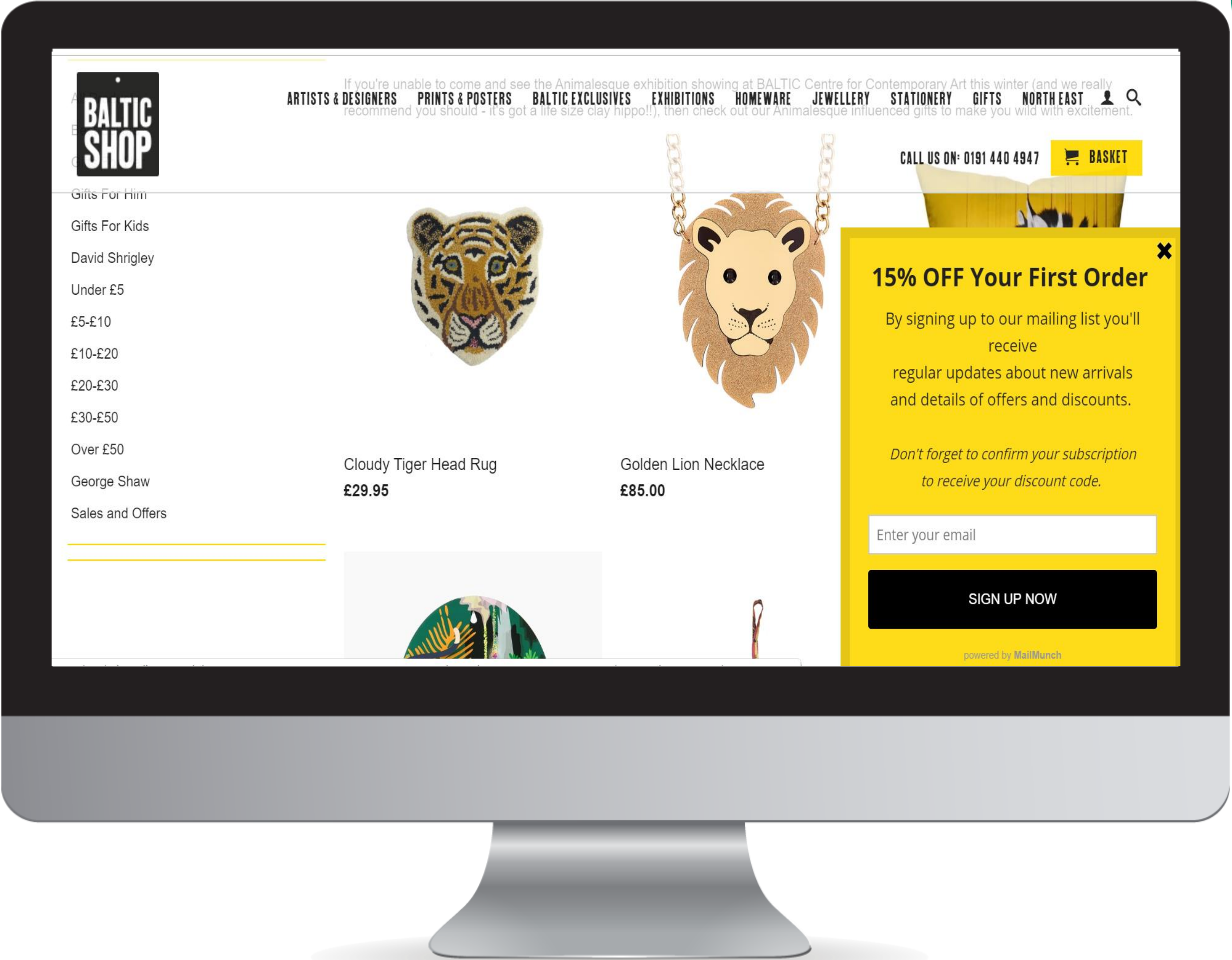
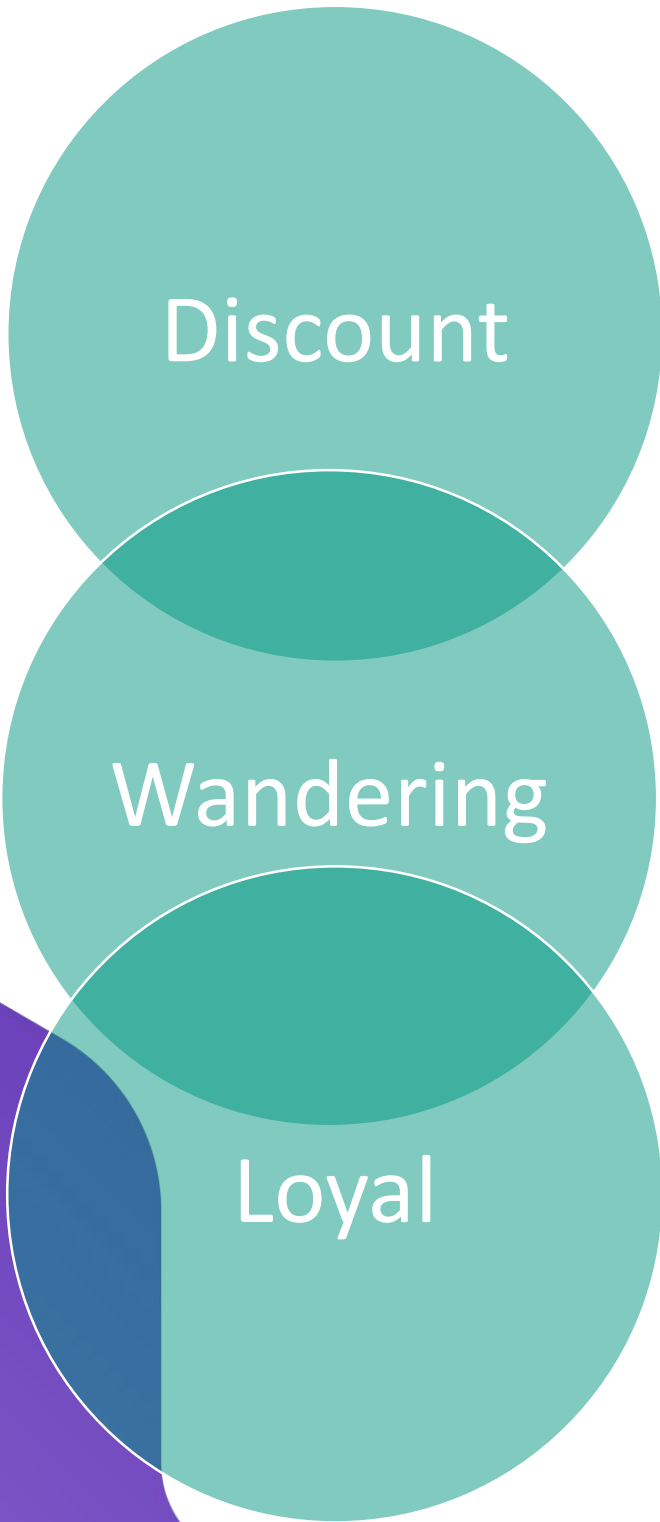
See how visitors are really using your website, collect user feedback and turn more visitors into customers.



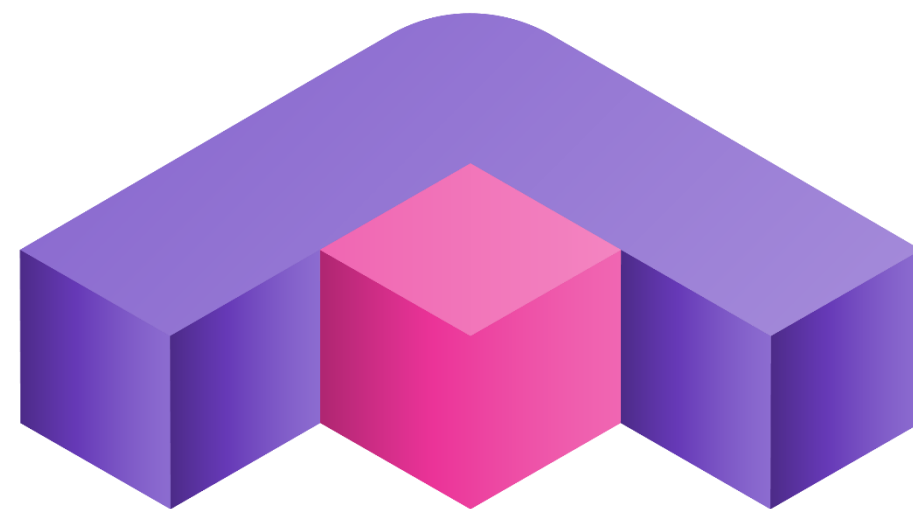
Need-based

Impulse



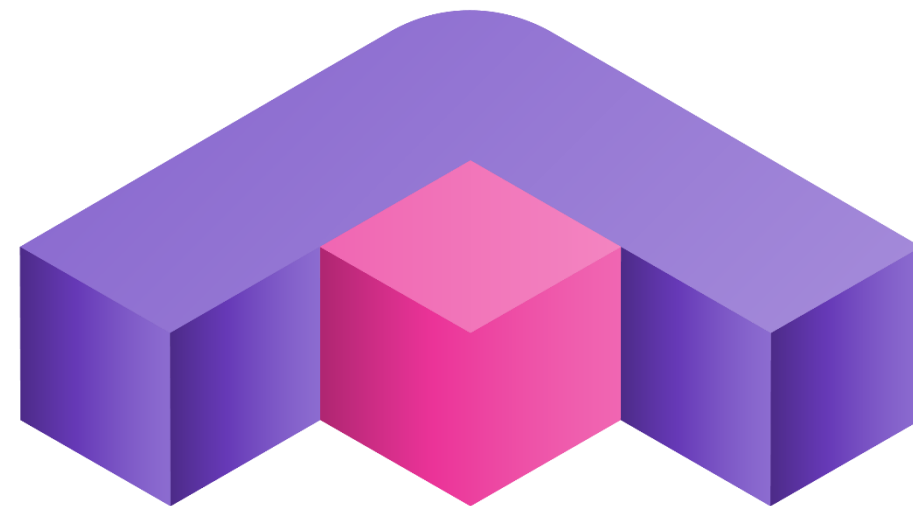


3. Products



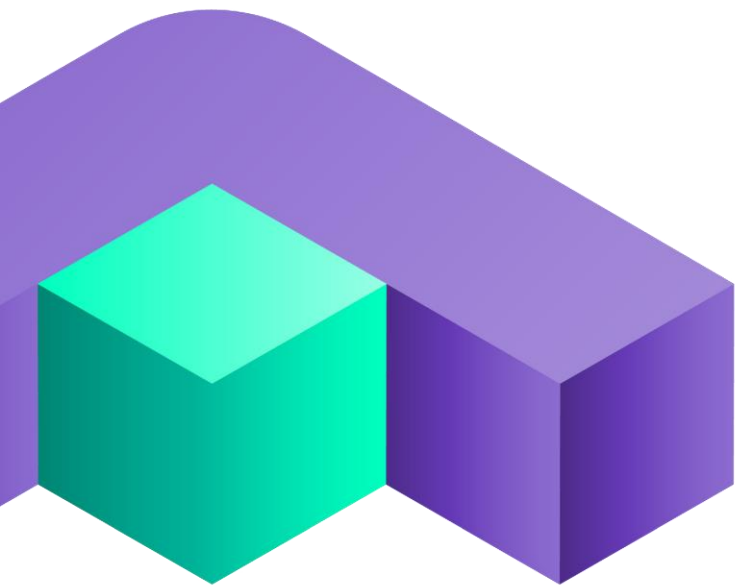
Want products that sell well?

Think Unique
Think Exclusivity
Think Scarcity
Think Value



Common product questions

- ☐ How many products should you start selling with?
- ☐ How to create a range of products?
- ☐ How to determine price points?
- ☐ How do you promote products?
- ☐ How to manage logistics?



BRISTOL
MUSEUMS
SHOP

Bristol

Prints

Gifts

Exhibitions

Jewellery

Homeware

Books

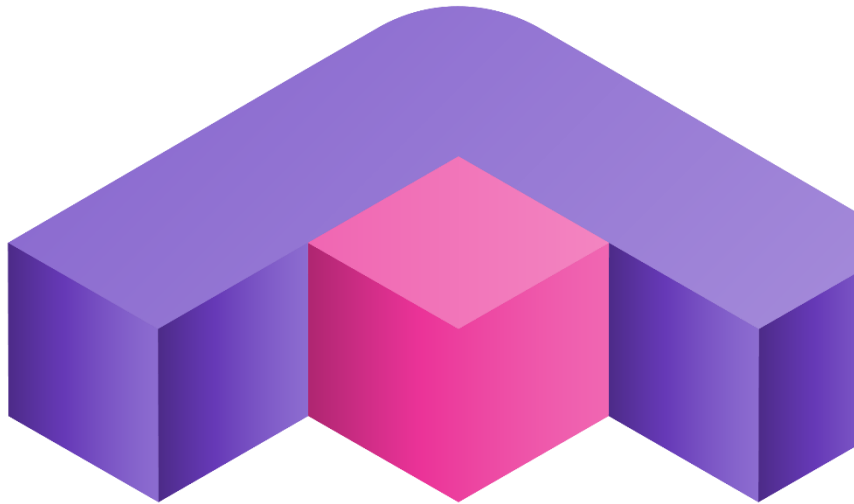
Tickets

Prints by Local Artists

<

>

Shop the Collection



BRISTOL
MUSEUMS
SHOP

Bristol

Prints

Gifts

Exhibitions

Jewellery

Homeware

Books

Tickets

Account

Prints by Local Artists

FILTER BY

Sort By

Bristol Balloons Print by Jenni Stuart
Sold Out

Bristol Suspension Bridge Print by Emy Lou Holmes
£30

Clifton Suspension Bridge (Over River) Print by Emy Lou Holmes
£30

Park Street Small Framed Print by Trevor Haddrell
£40

Everything Bristol Print by Emy Lou Holmes
£30

Graduation Day Bristol University Small Framed Print by Trevor Haddrell
£40

Clifton Suspension Bridge View Print by Emy Lou Holmes
£30

Park Street Print by Emy Lou Holmes
Sold Out

Christmas Steps Small Framed Print by Trevor Haddrell
£40

Starry Night Small Framed Print by Trevor Haddrell
£35

ss Great Britain Print by Emy Lou Holmes
£30

SS Great Britain Small Framed Print by Trevor Haddrell
£35

Cranes on Bristol Docks Small Framed Print by Trevor Haddrell
Sold Out

Clevedon Pier Small Framed Print by Trevor Haddrell
£35

Bristol Fashion Print by Jenni Stuart
From £20

White Hart Steps Small Framed Print by Trevor Haddrell
£35

Brandon Hill Small Framed Print by Trevor Haddrell
£40

City of Balloons Square Print by Jenni Stuart
£18

Cathedral Print by Emy Lou Holmes
£30

M Shed Crane Print by Jenni Stuart
From £20

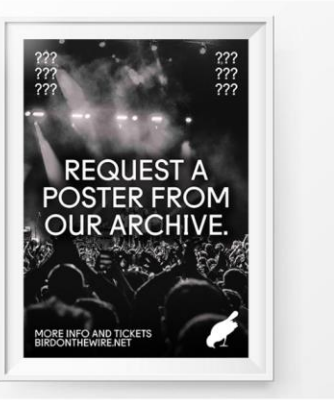
12



The majority of profits will be distributed to our freelance staff currently without work (show reps, flyers, stage hands) and the mental health charity SANE.



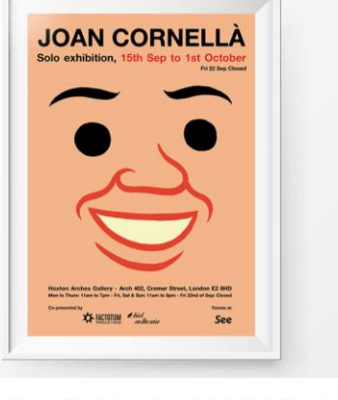
Big Thief | Roundhouse
£25.00



Can't see what you're after? Email us to request a poster from our archive. Click here for info.
£25.00



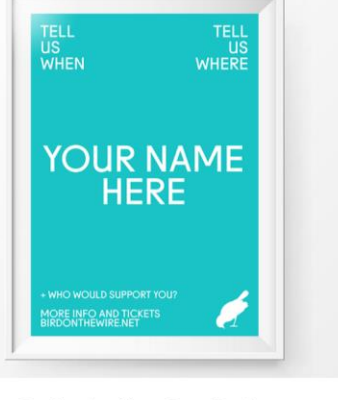
Angel Olsen | Union Chapel
£25.00



Joan Cornellà: A London Solo Exhibition | Hoxton Arches | Face
£25.00



Joan Cornellà: A London Solo Exhibition | Hoxton Arches | Selfie
£25.00



Customise Your Own Poster
£20.00



black midi | Fabric
£20.00



Ólafur Arnalds | Royal Albert Hall
£25.00



Omar Souleyman | Earth
£20.00



BOTW 10 Year Tote (black)
£5.00



BOTW 10 Year Tote (natural)
£5.00



Mac DeMarco | Halloween Tee
£20.00



The Tallest Man On Earth | Union Chapel
£25.00



Mac DeMarco | Electric Brixton / Koko
£20.00



SASAMI | Moth Club
£20.00



Visions | 2019
£20.00



Visions | 2018
£20.00



Visions | 2017
£20.00



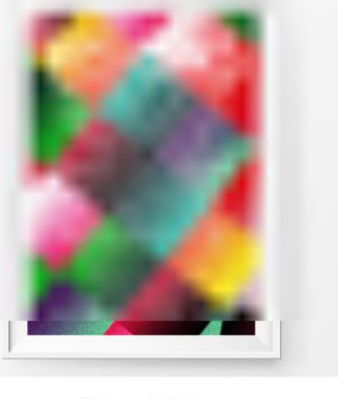
Mac DeMarco ...Will See You Now | Dreamland, Margate
£25.00



Mac Demarco / Southampton Guildhall
£15.00



Ought | The Garage
£20.00



Visions | 2016
£20.00



Visions | 2015
£20.00



Visions | 2015 | Arthur Russell's Instrumentals
£20.00






All Categories ▾ Books Fabric Patterns Kits Sashiko Gifts Sale

We specialise in unique gifts, patterns, books and more to celebrate our British patchwork and quilting heritage.


Covid-19; we are delighted to be open and sending out orders on a weekly basis, thank you so much for your support during this time. All profits from The Quilters' Guild Shop support The Quilters' Guild.



Featured Items



2021 Pocket Diary
£6.95




Pattern Box - Crazy Quilt Cushion Pattern
£8.00



Pattern Box - Basket of Blooms Applique Cushion Pattern
£8.00



Pattern Box - Jessie Edwards Welsh Wholecloth Cushion Pattern by Sandie Lush
£8.00



Pattern Box Durham Wholecloth Cushion Pattern
£8.00

Featured Collections



Red Manor House



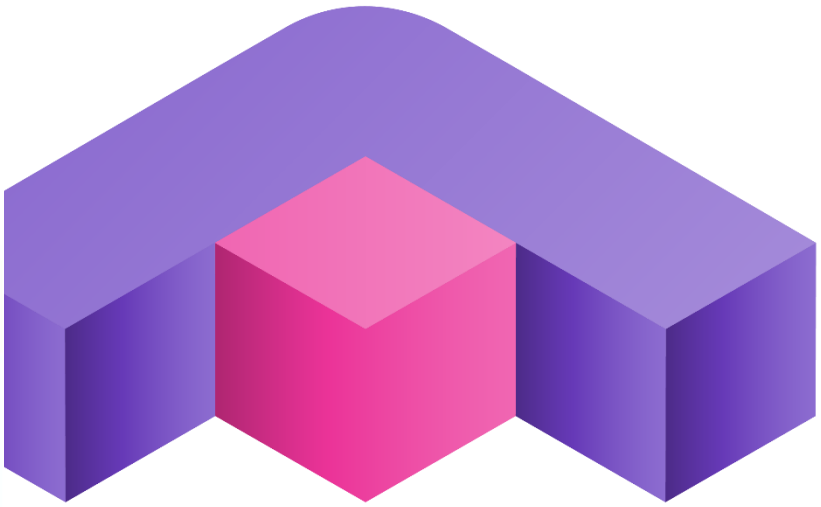
Gifts

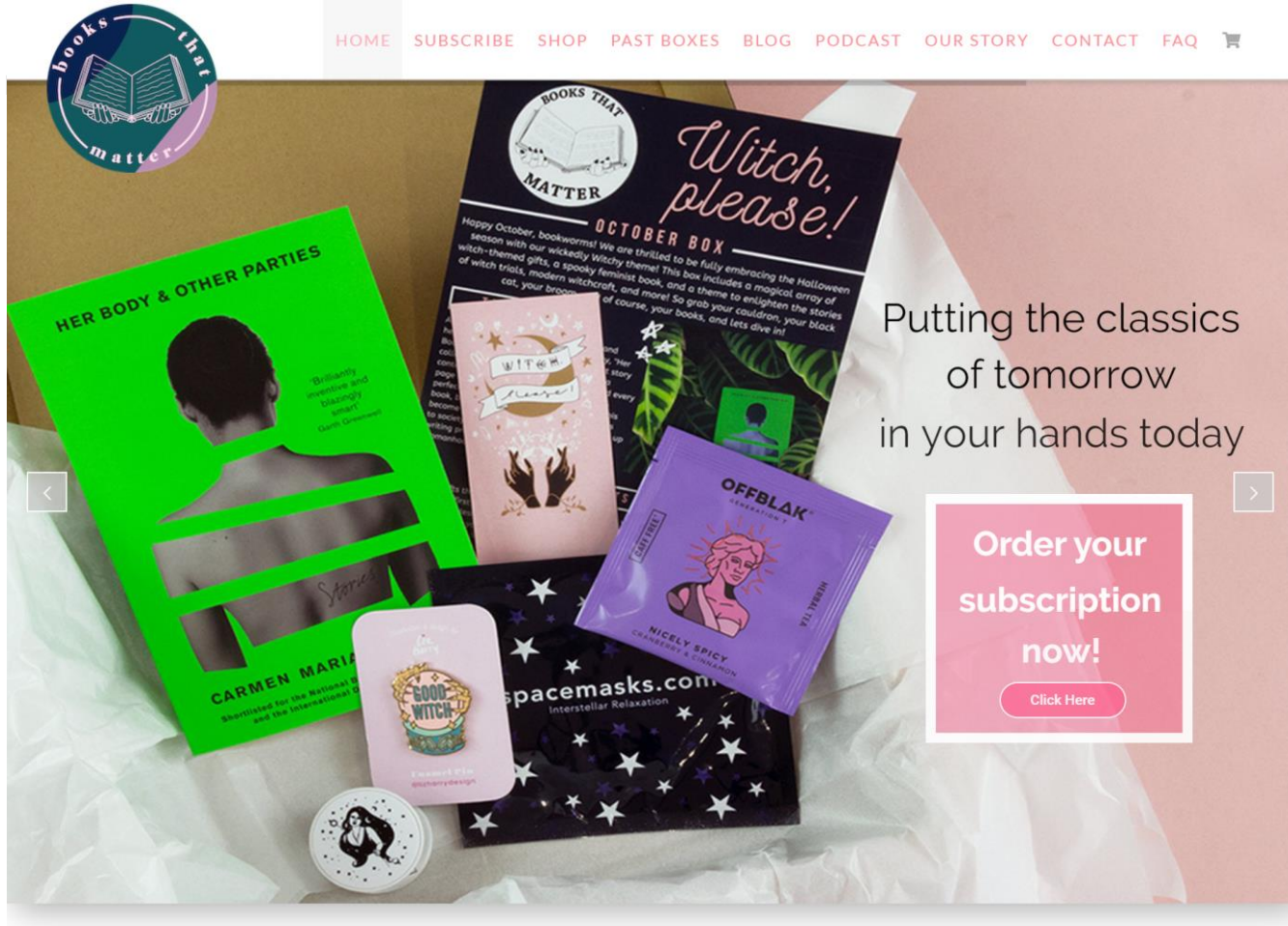


Pattern Box



Sashiko





Putting the classics
of tomorrow
in your hands today

Order your
subscription
now!

[Click Here](#)

The award winning subscription box...

Books That Matter is a brand putting women's writing in the spotlight through unique reading experiences. Our bestselling book subscription boxes are the main vehicle for our message, each capturing an important theme specifically to enlighten, educate and empower, all in a way that feels like a gift every single month. For just £16 a month, each box contains a book by female authorship, and at least 3 themed gifts by independent female creatives. Our brand also encompasses events with high profile authors, two podcasts, an online members bookclub, and merchandise too.

How it works



Step 1: Subscribe

Head over to the "Subscribe" page, and choose your subscription package. We offer a rolling subscription which takes £16 a month, so you never miss a box, or a 1 off 1 month subscription, plus larger 3, 6 and 12 month packages which make wonderful gifts!



Step 2: Delivered to your door

Your box will be shipped out in the first week of the month, and we'll always keep you updated as to when it's on its way with tracking emails sent out automatically when your box is shipped, so you always know where it is!



Step 3: Enjoy your box

Get stuck into reading your brand new book, enjoying your exclusive gifts, interacting with our global community on our social media and blog, and listening to our podcasts!

[Order your box now!](#)

As Seen In



Past boxes



What People Say



“I've watched this beautiful company blossom into what it is today and I couldn't be happier with what it's become! I especially can't wait to get my teeth into this month's book!”



@booksthatmatteruk

[Follow](#)



Beth // Blogger
@BooksNest
As a reader what do you think would benefit you most?
• A time turner to read more each day
• A bookshelf that keeps growing to fit all of your new books
• A membership scheme for ten free books a month of your choice
• A house made of books.

Join our mailing list!
Find out more about our awesome monthly boxes



Never miss an update

Enter Your Email

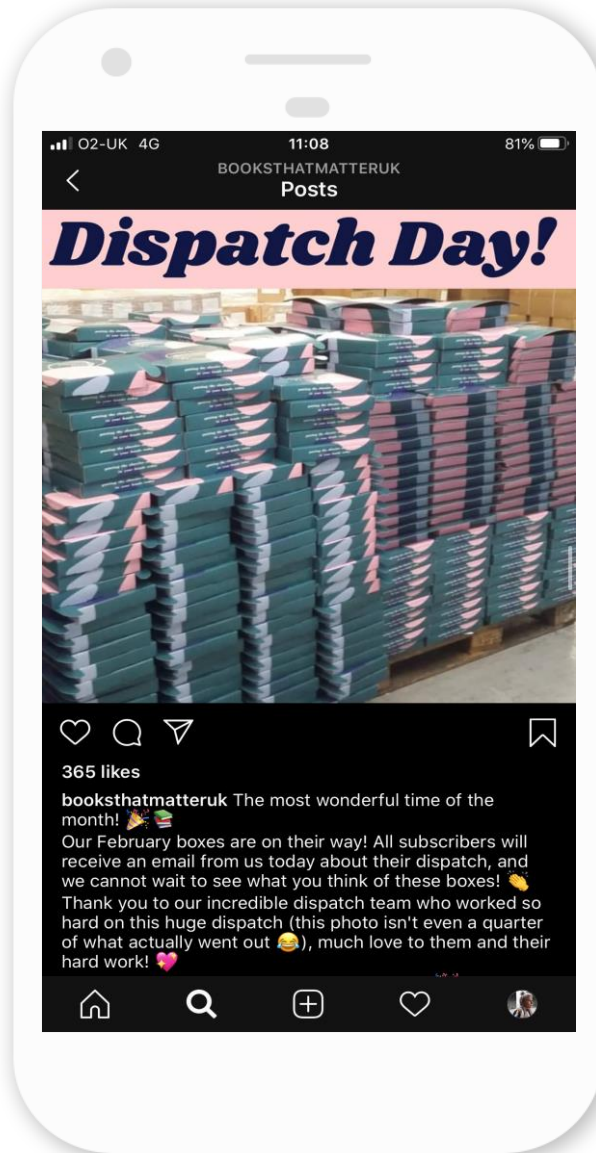
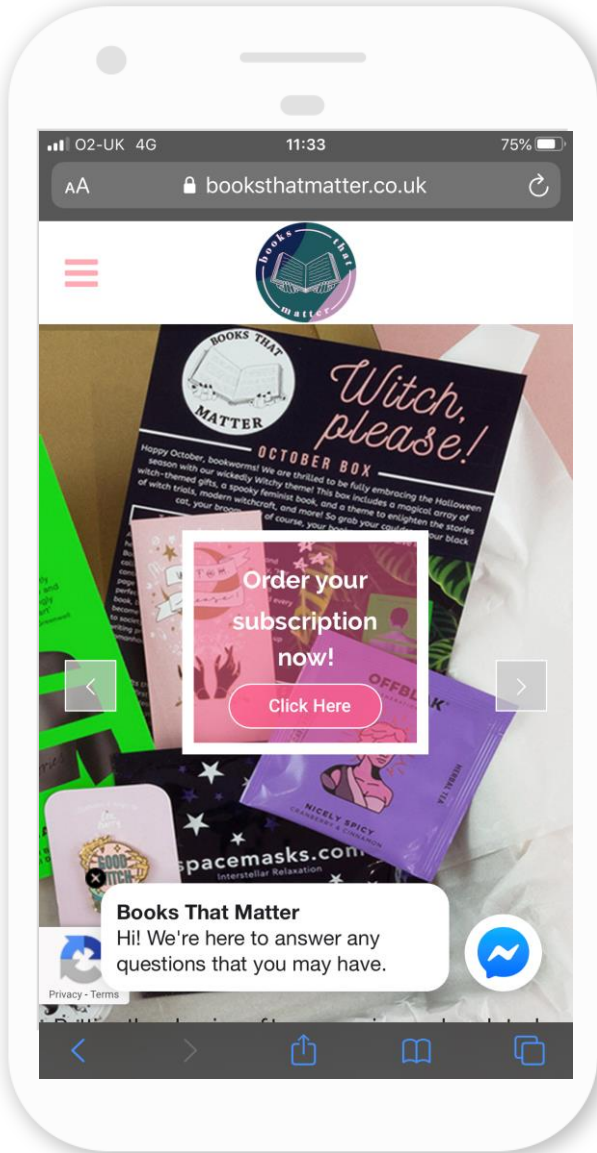
[SUBSCRIBE NOW](#)

[Load More...](#)

[Follow on Instagram](#)

Follow Us

Stay up to date with the latest news, posts, special offers and more by following our social media accounts!



Source: <https://www.booksthatmatter.co.uk/>

The launch

Six weeks of targeted drops

Starting on Thursday 21 May 2020 we launched one poster a week on our online shop for six consecutive weeks. To also incentivise people to join our regular giving scheme, we made the posters available to purchase from 8am to Friends of the charity and then at 12pm the same day for general sale.

We kept our messaging simple on social media (Instagram, Twitter and Facebook) posting an image and several close-up details of each poster a few days prior to its launch. We also sent a newsletter to our database at exactly 12pm every launch day.

Up to a third of the posters were sold to Friends of the charity, many of whom went on to collect the whole set. Launching at 12pm exactly allowed us to attract high volumes of traffic to our website which meant that half of the posters sold out completely four hours after going on general sale. The Anish Kapoor poster sold out in less than two minutes.



Hospital Rooms Unskilled Worker

For The Love Of /100

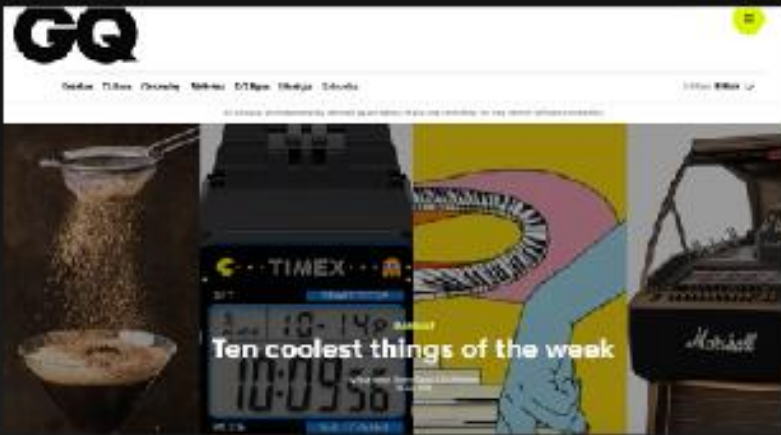
Unskilled Worker, For The Love Of

Press coverage

Online, print and social media



The Art Newspaper, 14 May 2020



British GQ 'Ten coolest things of the week' June 2020



FT Weekend, May 2020

Tweet by Christie's Inc. (123.8k followers)

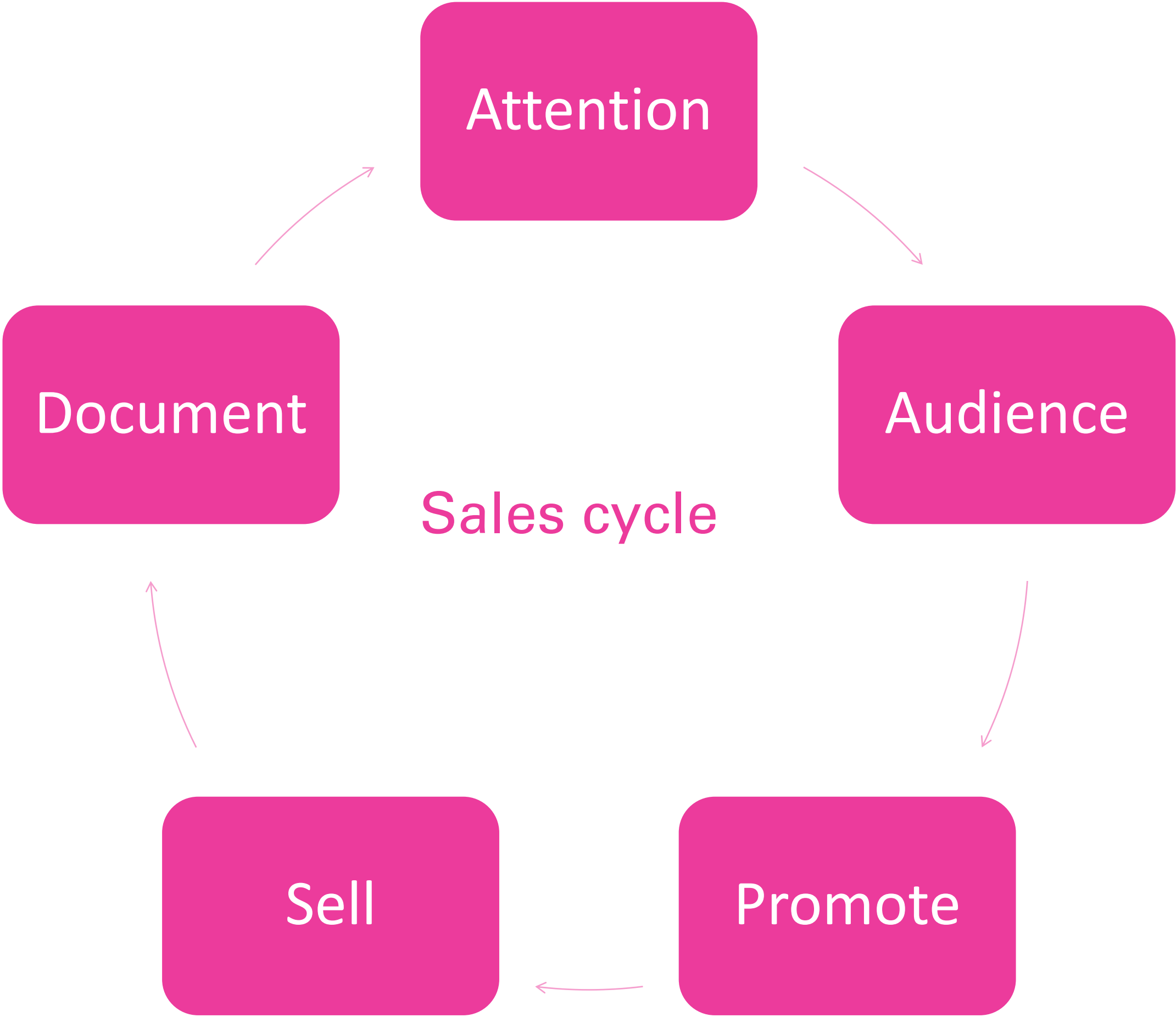


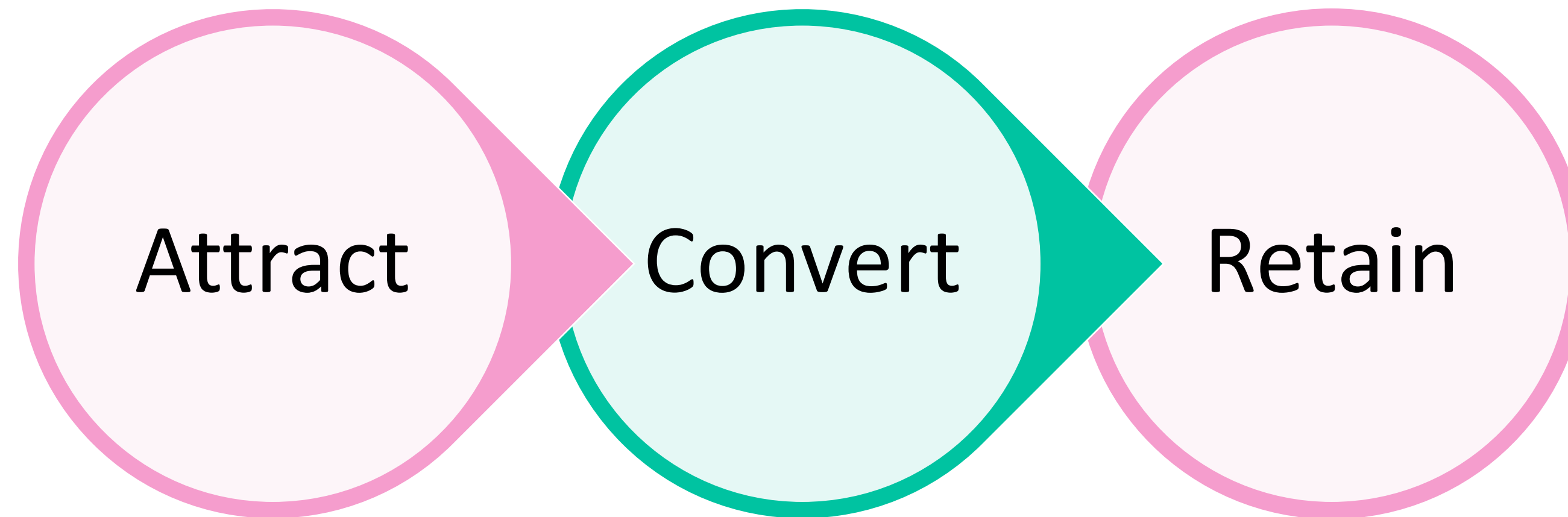
Tweet by Elizabeth Day, bestselling author and host of the podcast 'How To Fail' (56k followers)



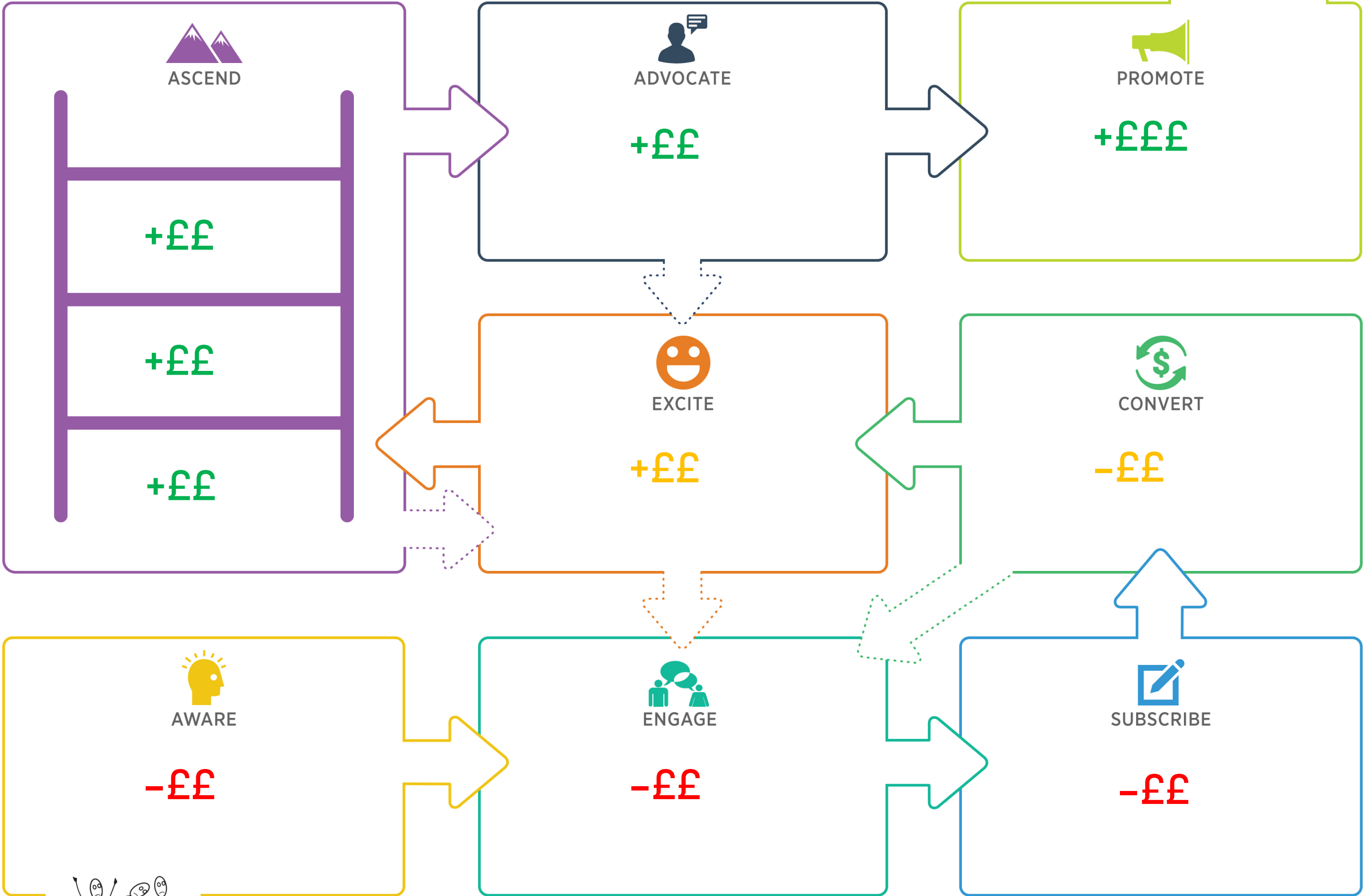
Tweet by Art Night (5.6k followers)



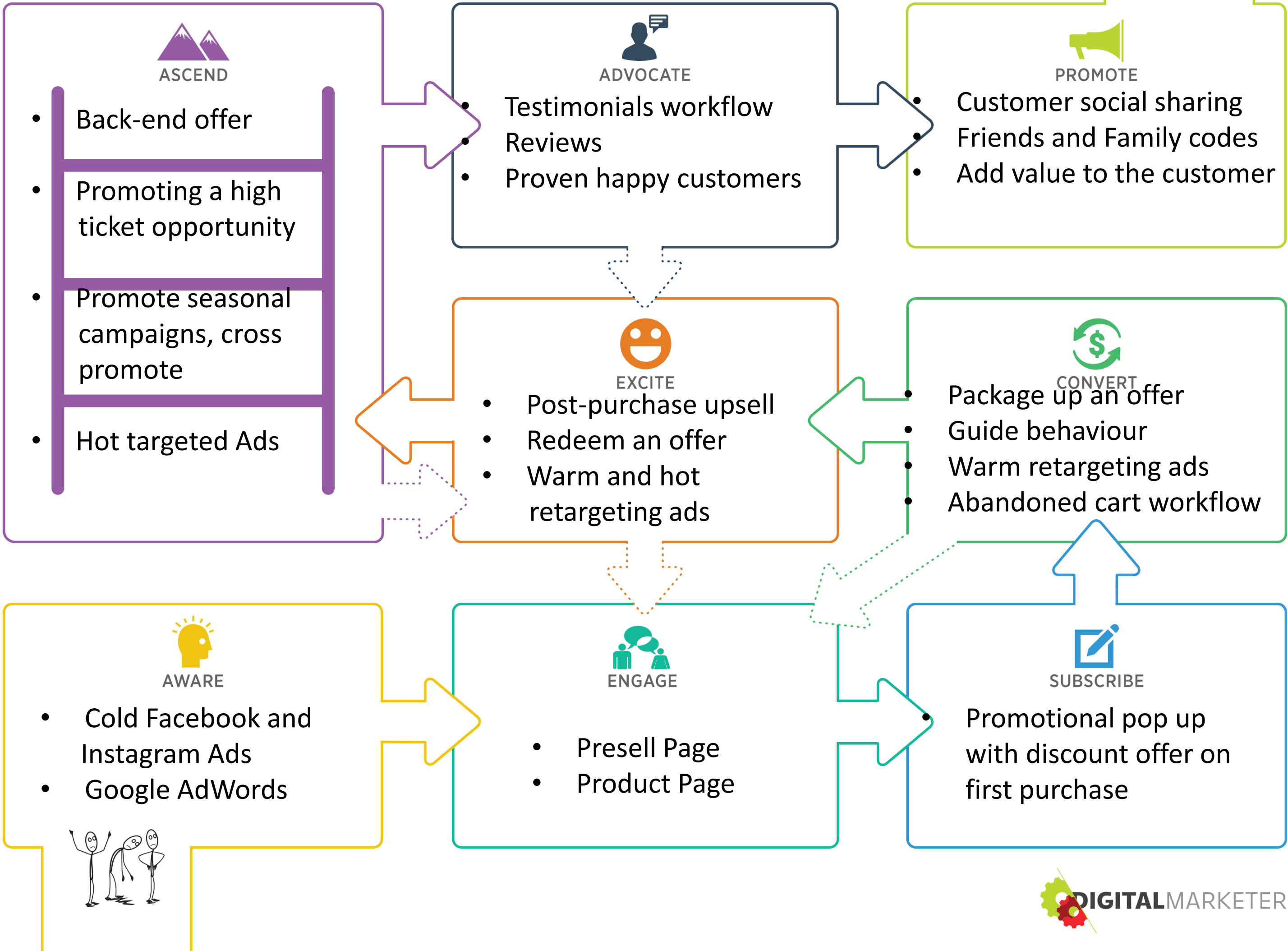




VALUE JOURNEY WORKSHEET

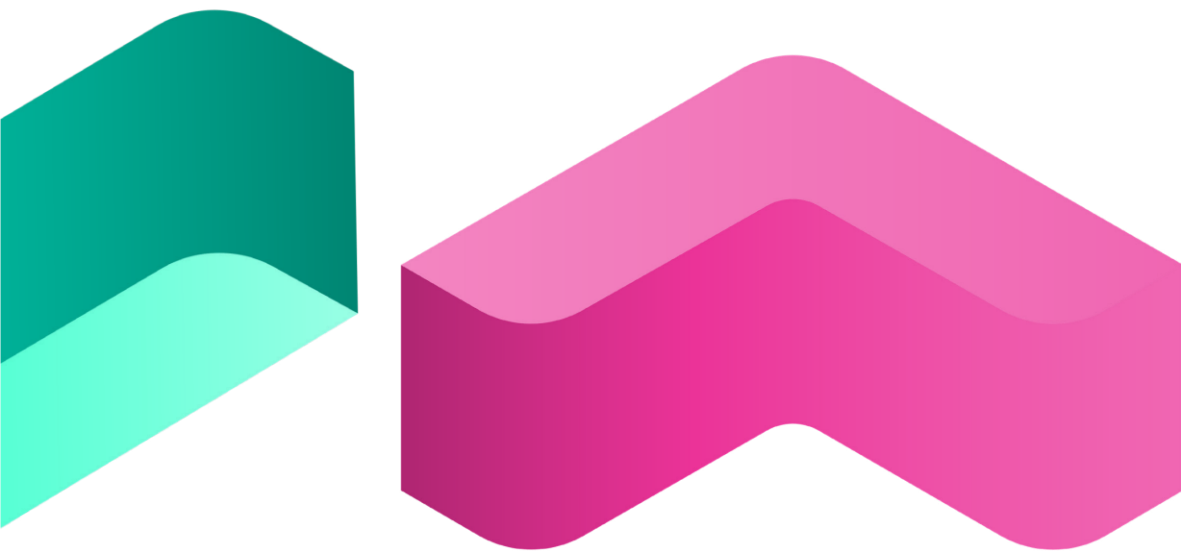


VALUE JOURNEY WORKSHEET





Top tips for product pages



TATE SHOP

[Tate Home](#) [+44 \(0\)20 7887 8888](#) [Sign In](#)

£0.00

EXHIBITIONS

NEW

PRINTS

EDITIONS

BOOKS

FASHION

HOME

GIFTS

KIDS

MEMBERSHIP

ANDY WARHOL

CUSTOM PRINTS

Shop now

Free UK delivery on orders over £50

Stay in the know with Tate emails

FIND YOUR PERFECT PRINT


Filter prints by:

ARTIST


THEME

COLOUR


EXHIBITION




PATRICK CAULFIELD




HENRI MATISSE




BARBARA HEPWORTH



J. M. W. TURNER

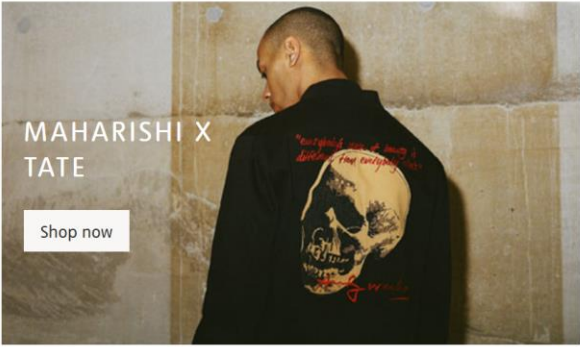


GEORGIA O'KEEFFE




CEDRIC MORRIS

See all




MAHARISHI X
TATE

Shop now




LIMITED
EDITIONS

Shop now




TATE EDIT
MAKERS'
SHOWCASE

Shop now




T-SHIRTS

Shop now



NEW


Shop now



YINKA
SHONIBARE
CBE


Shop now

OUR FAVOURITES




Hyundai Commission:
Kara Walker

£19.99




Zarina Hashmi,
Rohingyas: Floating on
the Dark Sea, 2015

£1500



Don McCullin signed
exhibition book – Tate
Liverpool edition
(hardback)

£40




Aubrey Beardsley
exhibition book

£25

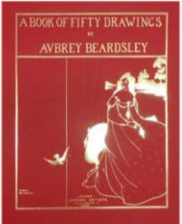
See all

NEW ARRIVALS




Aubrey Beardsley
exhibition book

£25




A Book of Fifty Drawings
by Aubrey Beardsley

£9.99



Andy Warhol: Banana
skateboard

£270



Andy Warhol Skull long-
sleeved t-shirt

£17.50 ~~£35~~

See all

SHOPPING AT TATE

Why shop at Tate?
Visit our shops

CUSTOMER SERVICES

Delivery information
Contact us
FAQs
Refunds & returns

JOIN IN

STAY IN THE KNOW

email address

Sign Up

TATE

[Go to Tate Home](#)

Privacy & cookies

T&Cs

Accessibility

Curated
homepage:

Source: <https://shop.tate.org.uk/>

SHOP

WELCOME TO THE FRANTIC ASSEMBLY SHOP
FOR ALL YOUR DEVISING, WORKSHOP AND
PLAYTEXT NEEDS.

We aim to process and ship all orders within 10 working days of receipt. Please allow extra time for posting, especially if overseas.

Please see our [Terms of Usage](#) for conditions of sale. If you have any products that you would like to see us stock please email your idea to shop@franticassembly.co.uk

The Frantic Assembly Book of
Devising Theatre £18.00



BUY

The Full Kit Bundle £55.00



BUY

Frantic Assembly Study Bundle
£50.00



BUY

The Unreturning Playtext £6.50



BUY

Fatherland Playtext £6.50



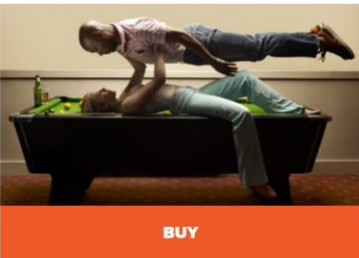
BUY

Things I Know To Be True Playtext
£6.50



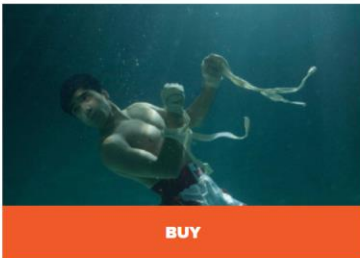
BUY

Othello Playtext £6.50



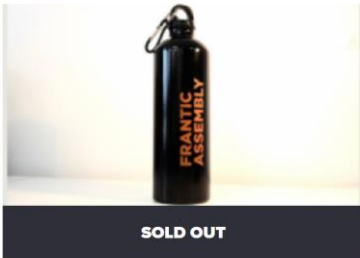
BUY

Beautiful Burnout Playtext £6.50



BUY

Frantic Assembly Water Bottle
£12.00



SOLD OUT

Frantic Assembly tote bag £9.00



BUY

Frantic Assembly T-Shirt (Small)
£15.00



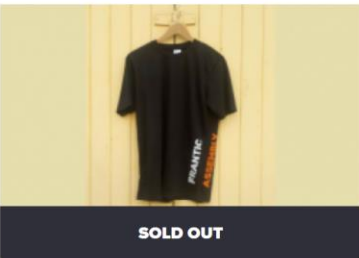
BUY

Frantic Assembly T-Shirt (Medium)
£15.00



BUY

Frantic Assembly T-Shirt (Large)
£15.00



SOLD OUT

◀ Shop

FRANTIC ASSEMBLY T-SHIRT (SMALL)

Black sporty material t-shirt with wrap-around Frantic logo.

£15.00 Postage and packaging costs to be
added: £2.00 within the UK, £5.00
internationally

ADD TO BASKET



MY CART

SUBTOTAL: £45.00



MY CART'S CONTENT



BILLING ADDRESS



SHIPPING METHOD



PAYMENT METHOD



CONFIRM ORDER

NAME

This field is required

CITY

This field is required

PHONE

COMPANY NAME

COUNTRY

United Kingdom

EMAIL

This field is required

STREET ADDRESS

This field is required

STATE / PROVINCE

☒ USE THIS ADDRESS FOR SHIPPING

STREET ADDRESS 2

ZIP / POSTAL CODE

This field is required

PREVIOUS STEP

NEXT STEP



SHOP



WELCOME TO THE FRANTIC ASSEMBLY SHOP FOR ALL YOUR DEVISING, WORKSHOP AND PLAYTEXT NEEDS.

BUY

I Think We Are Alone Playtext £6.50

BUY

Frantic Assembly: Always Forward Never Back £25.00

BUY

The Frantic Assembly Book of Devising Theatre £18.00

BUY

Frantic Assembly Study Bundle £45.00

BUY

Frantic Assembly Tote Bag £5.00

BUY

Frantic Assembly Water Bottle £15.00

BUY

Frantic Notebook £7.50

SOLD OUT

Frantic Assembly T-Shirt (Small) £15.00

BUY

Frantic Assembly T-Shirt (Medium) £15.00

BUY

Frantic Assembly T-Shirt (Large) £15.00

BUY

Frantic Assembly T-Shirt (Extra Large) £15.00

BUY

Frantic Assembly Hoodie (Small) £25.00

BUY

Frantic Assembly Hoodie (Medium) £25.00

BUY

Frantic Assembly Hoodie (Large) £25.00

BUY

Frantic Assembly Hoodie (Extra Large) £25.00

BUY

Frantic Assembly Playtext £6.50

BUY

The Frantic Assembly Book of Devising Theatre £18.00

BUY

Frantic Assembly Study Bundle £45.00

Detailed product copy:

Shop

THE FRANTIC ASSEMBLY BOOK OF DEVISING THEATRE

Written by [Scott Graham](#) and Steven Hoggett.

The Frantic Assembly Book of Devising Theatre is a uniquely personal account of the history and practice of this remarkable company, and includes:

- practical exercises
- essays on devising, writing and choreography
- suggestions for scene development
- a 16-page colour section, and illustrations throughout
- a companion website featuring clips of rehearsals and performances.

This is an accessible, educational and indispensable introduction to Frantic Assembly's working processes. Learn how we create playful, intelligent and dynamic productions which are acclaimed by audiences and critics alike.

248 page paperback, published by Routledge.

£18.00 Postage and packaging costs to be added: £4.00 within the UK, £15 internationally.

ADD TO BASKET

We aim to process and dispatch orders within 10 working days of receipt. Please allow additional time for delivery, especially if ordering from overseas.

[f](#) [t](#) [i](#) [v](#) [l](#) [LISTEN TO THE FRANTIC PODCAST](#)

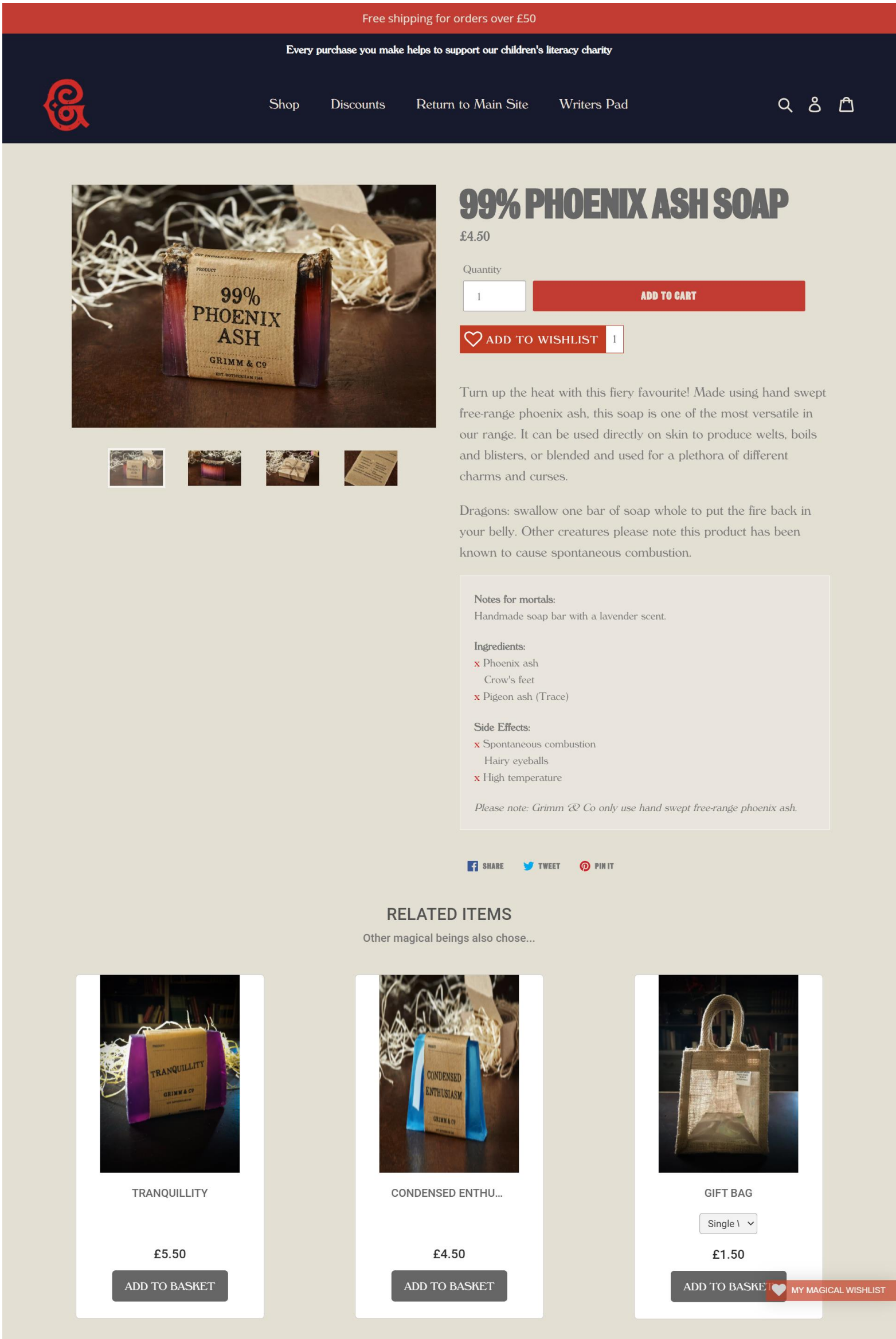
[Terms of Usage](#) [Cookies Policy](#) [Privacy Notice](#) [Access](#)

Frantic Assembly © 2020 Frantic Assembly is the operating name of Frantic Theatre Company Ltd, a Registered Charity, no 1113716. Registered as a company limited by guarantee in England and Wales no. 2989694. Website by Supercool

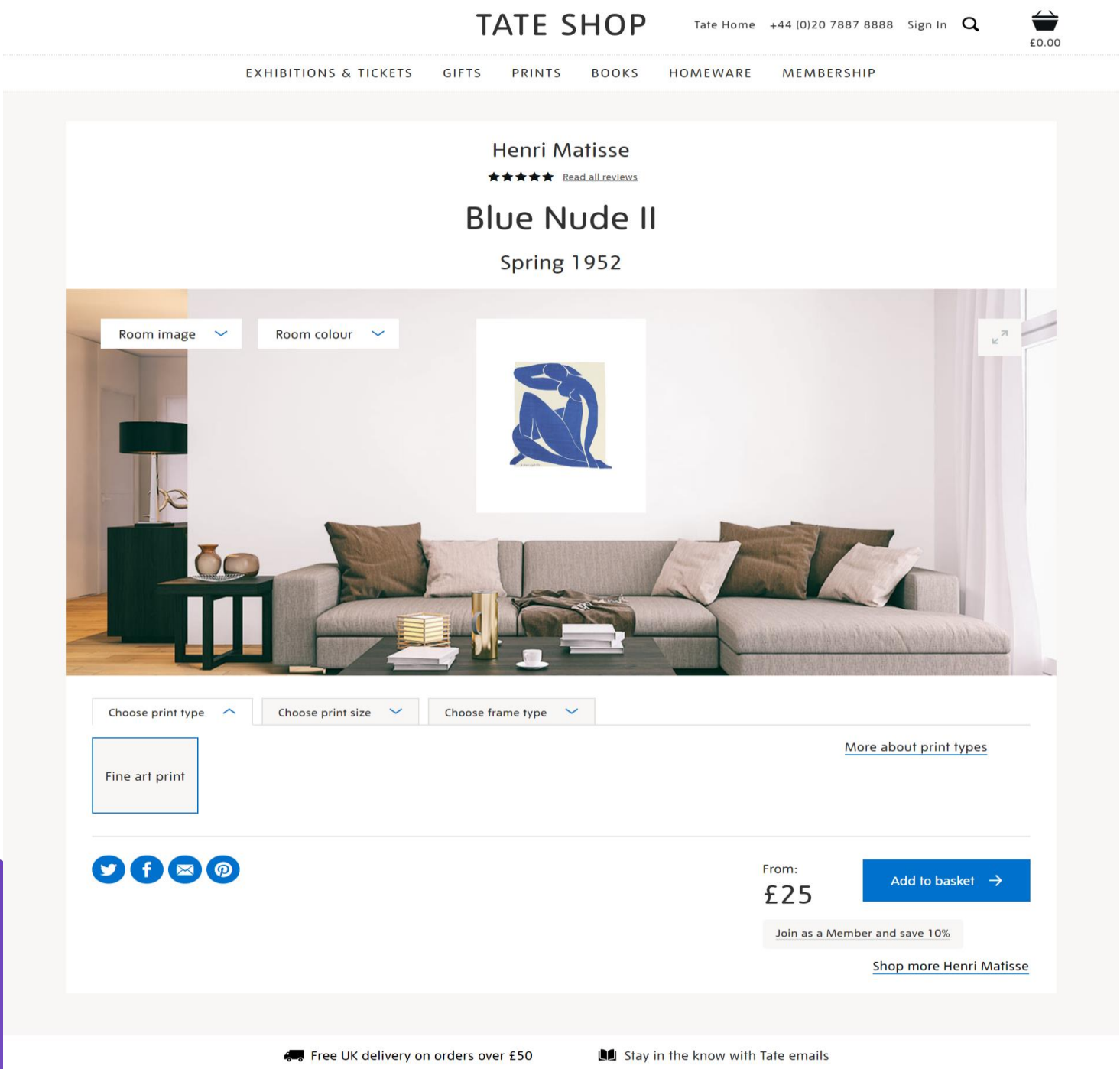


+44 (0)20 7841 3115
admin@franticassembly.co.uk





- ❑ Marketing offers:
 - Free shipping for orders over £50
 - Related products for sale
 - Create a Wishlist
- ❑ Call to action:
 - Every purchase you make helps to support our children’s literacy charity
- ❑ Detailed product descriptions (buyer in mind)
- ❑ Consistent product photography
 - Multiple images



About the artwork

About the artist

The Blue Nudes are among the most celebrated and iconic works and a striking example of what Matisse himself called 'cutting directly into colour'. The seated figure is facing to the left of the image with right arm raised.

| | |
|--------------|--|
| ARTIST | Henri Matisse |
| ARTWORK | Blue Nude II |
| EXHIBITION | Henri Matisse: The Cut-Outs |
| IMAGE SIZE | 112 x 73.5 cm |
| MATERIAL | Gouache on paper, cut and pasted on white paper |
| DATE OF WORK | Spring 1952 |
| CREDIT | Original: Gouache on paper, cut and pasted on white paper 112 x 73.5 cm © Estate of H. Matisse 2014. All Rights Reserved, DACS |

REVIEWS

▼

MATISSE: BLUE NUDE II

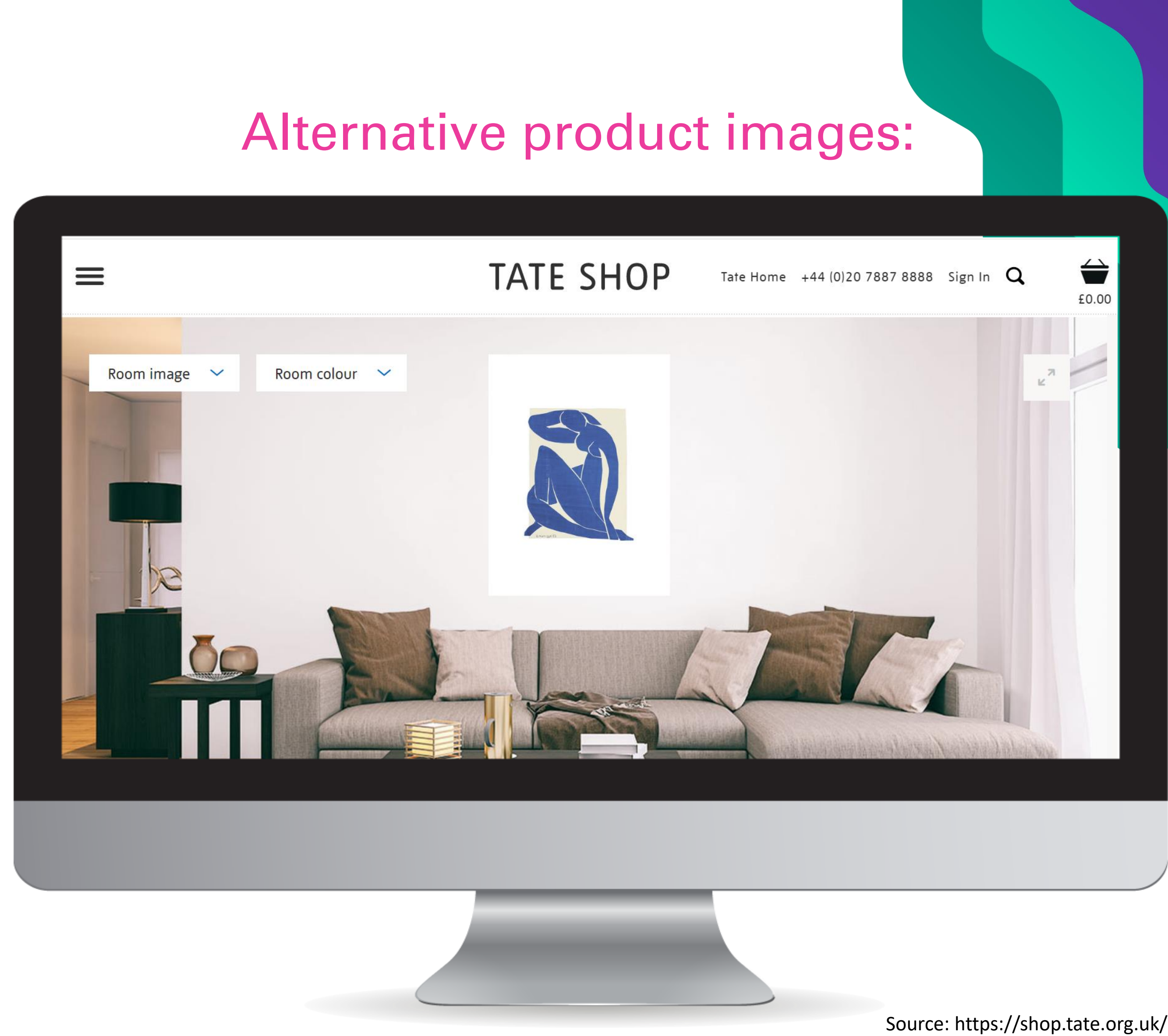
★★★★★ 5.0/5

feefo

Independent Feedback based on 13 verified reviews.



DELIVERY & RETURNS

DELIVERY TIMES



Source: <https://shop.tate.org.uk/>



 VIEW WORK TO SCALE
 SAVE TO WISH LIST
 SHARE

ABOUT YVES KLEIN

Yves Klein was one of the premier artists of his generation, and made significant contributions to performance art and Happenings, experimental music, body art, monochromatic painting, the use of photography and film, and even invented a unique blue pigment—International Klein Blue, often abbreviated as IKB.

Both of Klein's parents were painters and were active in the Parisian avant-garde ...

[READ MORE](#)

FROM THE MAGAZINE

NEWS & EVENTS: [Behind the \\$100,000 Doors of the Hotel Chelsea: A Brief History of Art and Anarchy](#)

NEWS & EVENTS: ["The Birth of Artificial Synthesis": The History of Blue and the Work of Helen Frankenthaler, Pablo Picasso, and Yves Klein](#)

ART 101: ["Art Is Not About Skill": Benjamin Buchloh Interviews Lawrence Weiner On His Sensual Approach to Conceptual Art](#)

ART 101: [How Masterpieces Get Sold: Behind 10 Contemporary Art Icons That Went Under the Hammer at Christie's](#)

ART 101: [Color Theory 101: How to Perfectly Pair Artworks in Your Home Using the Color Wheel](#)

YVES KLEIN [+ Follow](#)

Monique (ANT 57), 2004

PRINT

Unframed Lithograph

24.02 x 19.88 in

61.0 x 50.5 cm

Edition of 300

Certified by Archives Yves Klein and numbered on verso

[VIEW PRICE](#)

[ADD TO CART](#)



DETAILS ▸


- Unframed

SHIPPING ▾

- Ships in 1 to 7 business days from France.
- This work is final sale and not eligible for return.

OUR SERVICES ▾

- Questions about this work?
- Interested in other works by this artist or other artists? We will source them for you.
- Want to pay in installments?

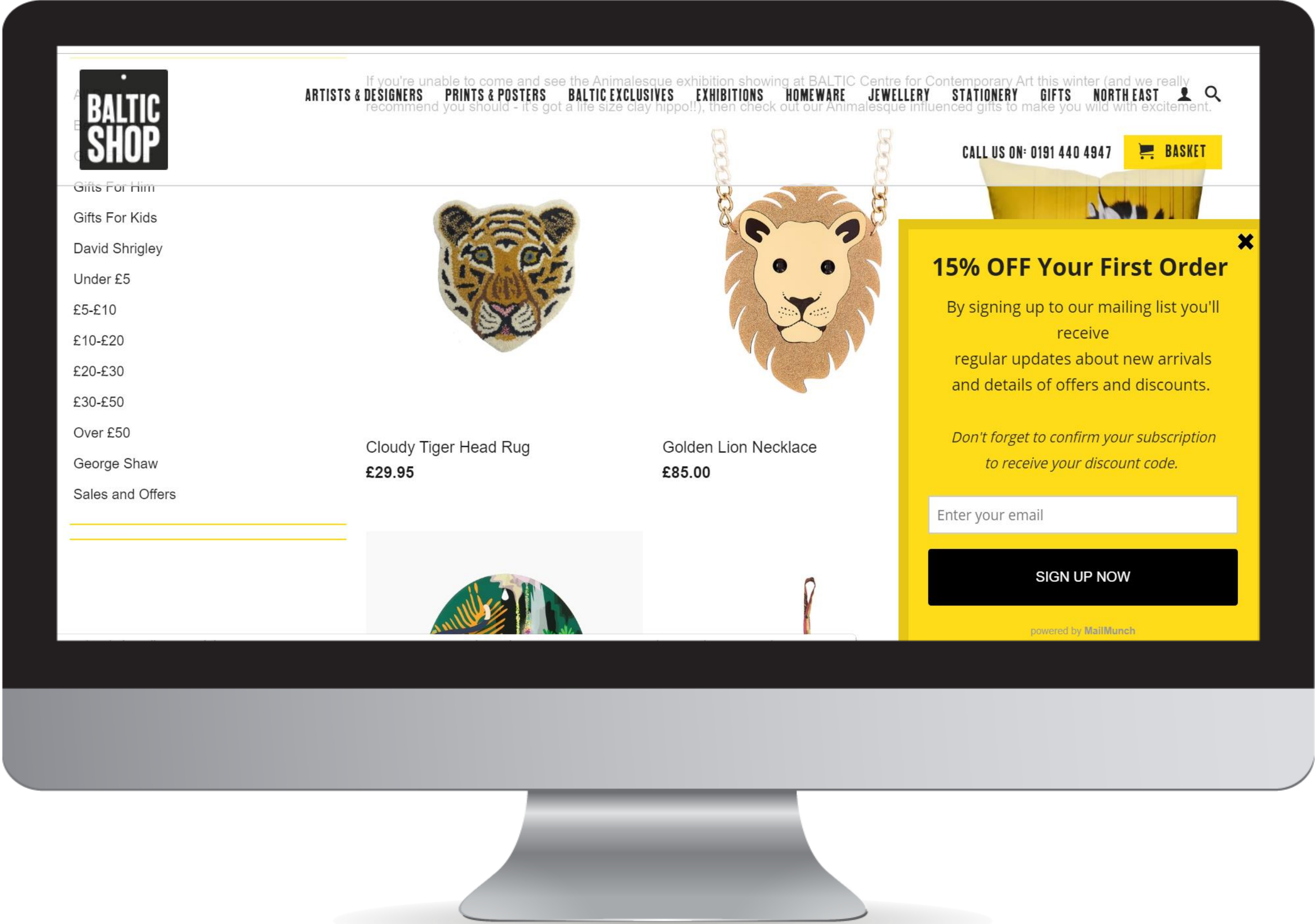
[CONTACT AN ARTSPACE ADVISOR](#)  advisor@artspace.com

TAGS: Editions Dilecta / Yves Klein / Lithographs / Modern Art / Print

Alternative product images:




Encourage sign ups with introductory offer:





Mission statement & Unique selling point:


FREE P&P ON ALL ORDERS OVER £50




BALTIC SHOP COLLECTABLES





EVERY ORDER HELPS SUPPORT BALTIC





ARTISTS & DESIGNERS Sold Out - £7.05 PRINTS & POSTERS £12.99 BALTIC EXCLUSIVES £8.50 EXHIBITIONS HOMEWARE JEWELLERY STATIONERY GIFTS NORTH EAST

CALL US ON: 0191 440 4947  BASKET



A BIT MORE ABOUT US...

BALTIC's online shop is a collection of cool, quirky, local and international gifts inspired by art, culture and design. Whether you're surprising your loved ones with a killer gift or treating yourself, there's loads of amazing stuff to tickle your shopping tastebuds. Are you a Geordie or do you know a relocated northerner? We have a range of BALTIC souvenirs and North East of England-themed gifts too. Our online shop brings you a slice of BALTIC Shop right here, so you can shop with us wherever you are in the world. Plus, by shopping with us you're supporting BALTIC's charitable aims helping us to bring great art to everyone. Thank you!

FREE P&P ON ALL ORDERS OVER £50



BALTIC SHOP COLLECTABLES



EVERY ORDER HELPS SUPPORT BALTIC



Home / BALTIC Shop Collectables / Dan Holdsworth | BALTIC Edition

← Prev | Next →

DAN HOLDSWORTH BALTIC EDITION

BALTIC

£175.00

Qty:

1

ADD TO BASKET

Description

Delivery Info

Free UK Delivery on All Orders over £50 (or under £5).

| Country | Books | Standard Postage | Prints |
|---------------|--------|------------------|---------|
| UK | free | £3.50 | £15 |
| Europe | £15.00 | £15.00 | £40.00 |
| Rest of World | £40.00 | £100.00 | £100.00 |

REAL PEOPLE REVIEWS

★★★★★ Based on 1 review

Write your review

★★★★★

Colin on Apr 30, 2015

HAND-DELIVERED!

Beautiful image, as all of Dan's photographs are, with the added bonus of being hand delivered to my work. Great service, thanks very much.

Inappropriate Review?

Share:   

YOU MAY ALSO LIKE THESE FINE PRODUCTS...



DAVID SHRIGLEY PLAYING CARDS
£12.95



KOZYNDAN CAPTIVES: ORCAS AND
PANDAS LIMITED EDITION PRINT
£245.00



KIELDER MOON PRINT
£50.00



SALE / ROB RYAN RYANTOON
EXCLUSIVE LASER CUT
£60.00



PHILOSOPHER PLANTER
£57.95

❑ Delivery information provided (£)

❑ Product reviews

❑ Product recommendations

REAL PEOPLE REVIEWS

★★★★★ Based on 1 review

Write your review

★★★★★

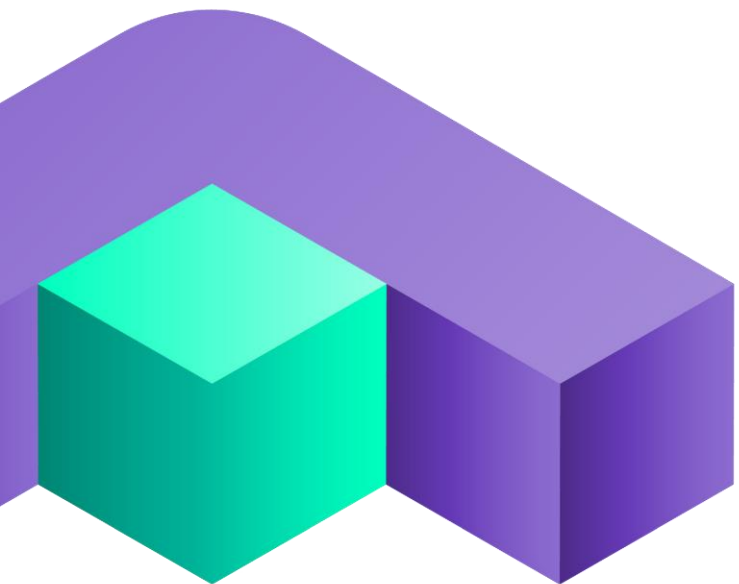
Colin on Apr 30, 2015

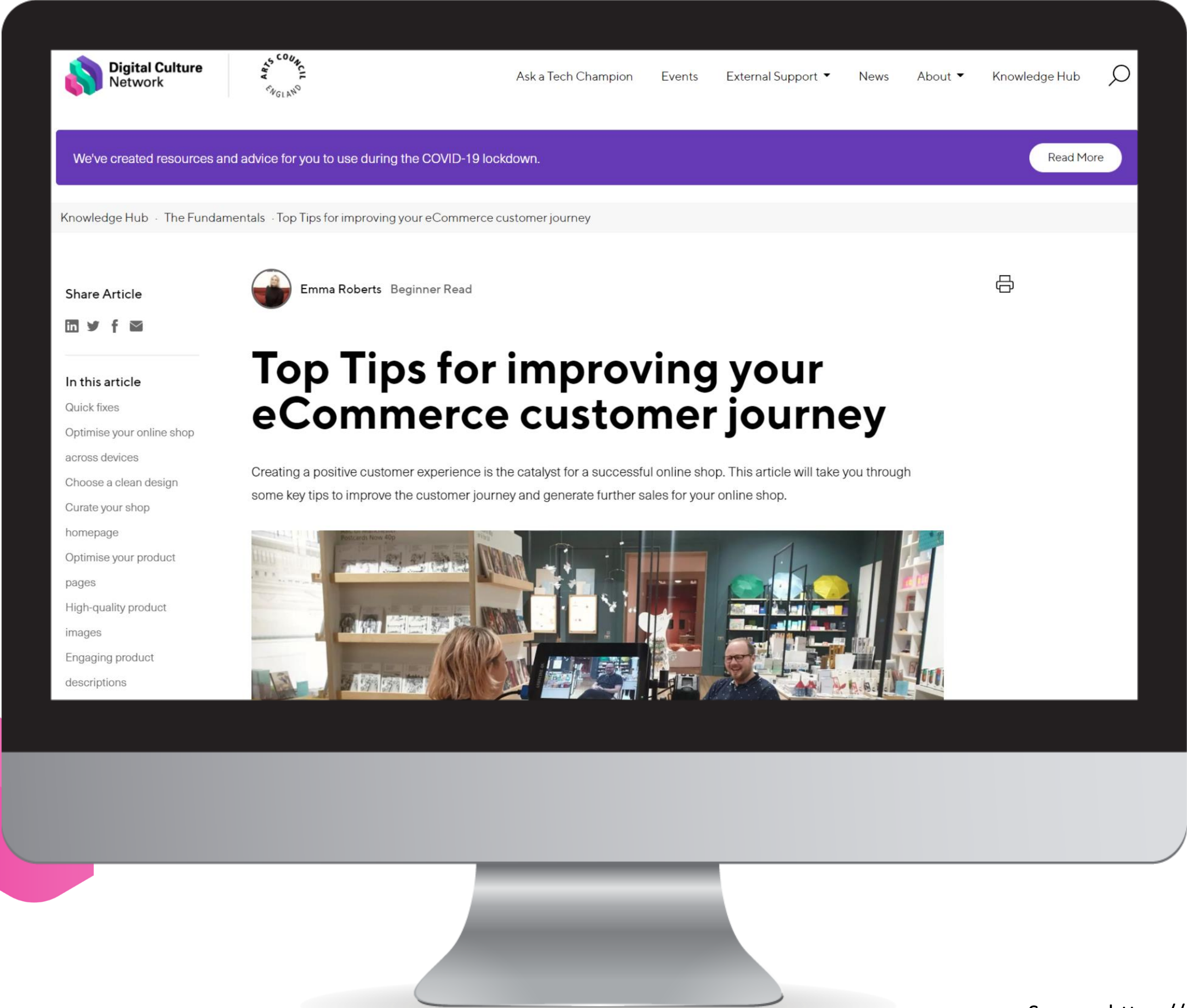
HAND-DELIVERED!

Beautiful image, as all of Dan's photographs are, with the added bonus of being hand delivered to my work. Great service, thanks very much.

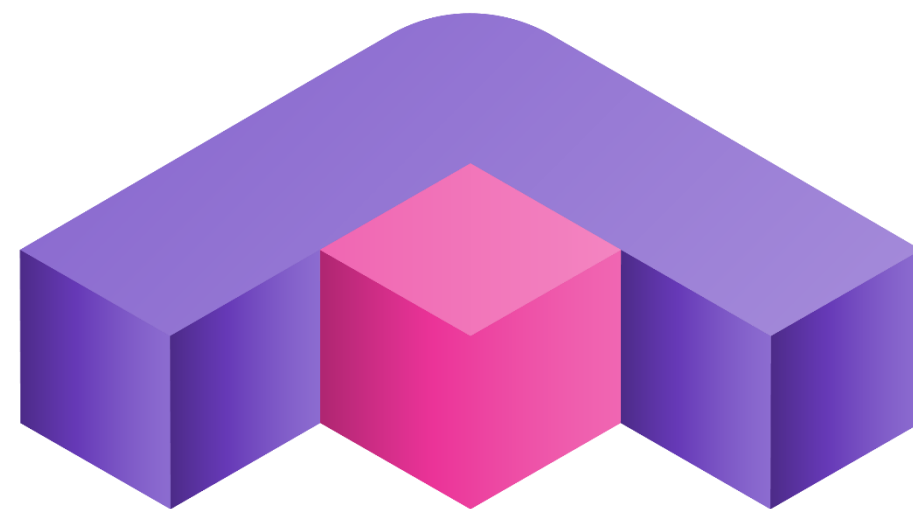
What should be on your product pages?

- ☐ Key marketing messages- top of the store
- ☐ Detailed product descriptions (buyer in mind)
- ☐ Quality images
- ☐ Postage and delivery to be present
- ☐ Encourage sign ups for future sales





4. Platforms



Platforms



shopify



COMMERCE



Magento®



shopify *plus*



BIGCOMMERCE



SQUARESPACE

WIX.com



bigcartel



**DRUPAL
COMMERCE**



volusion



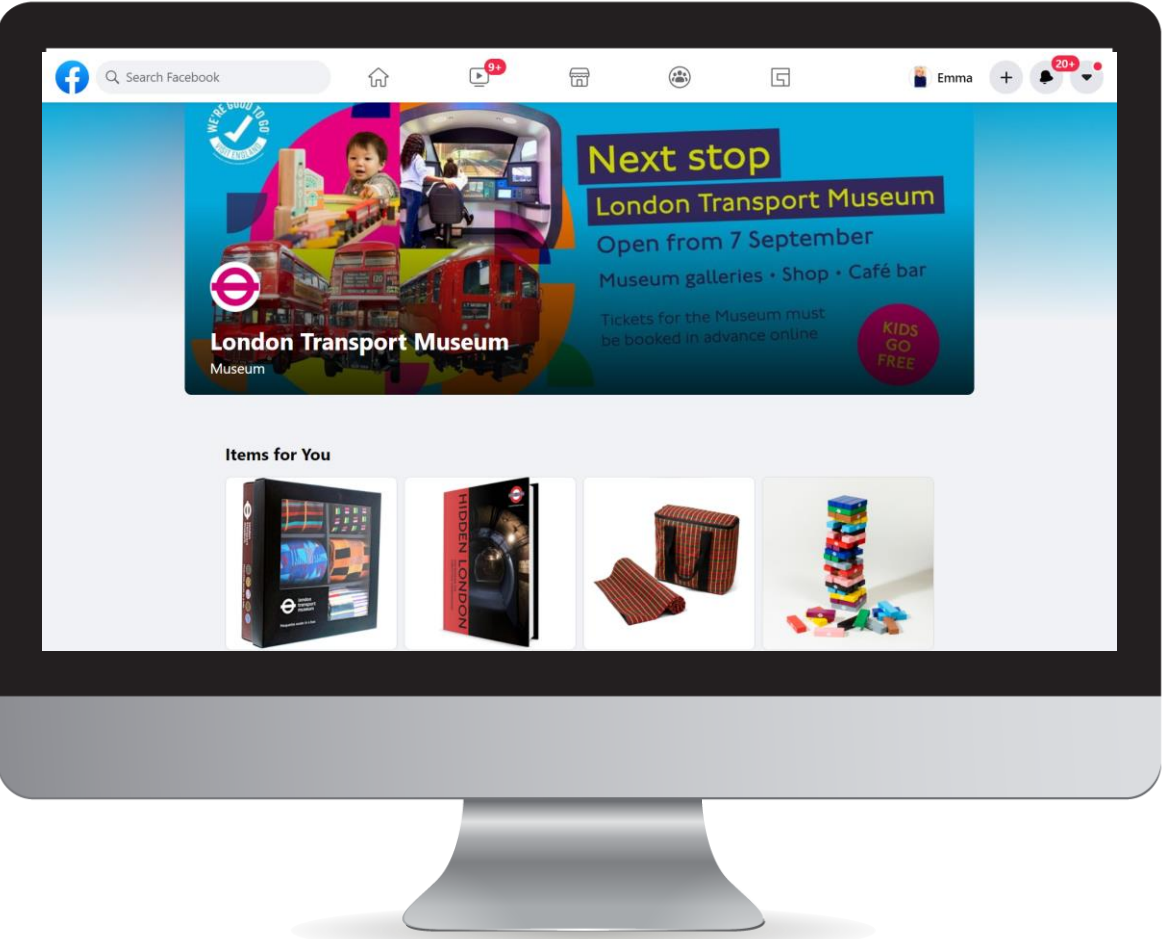
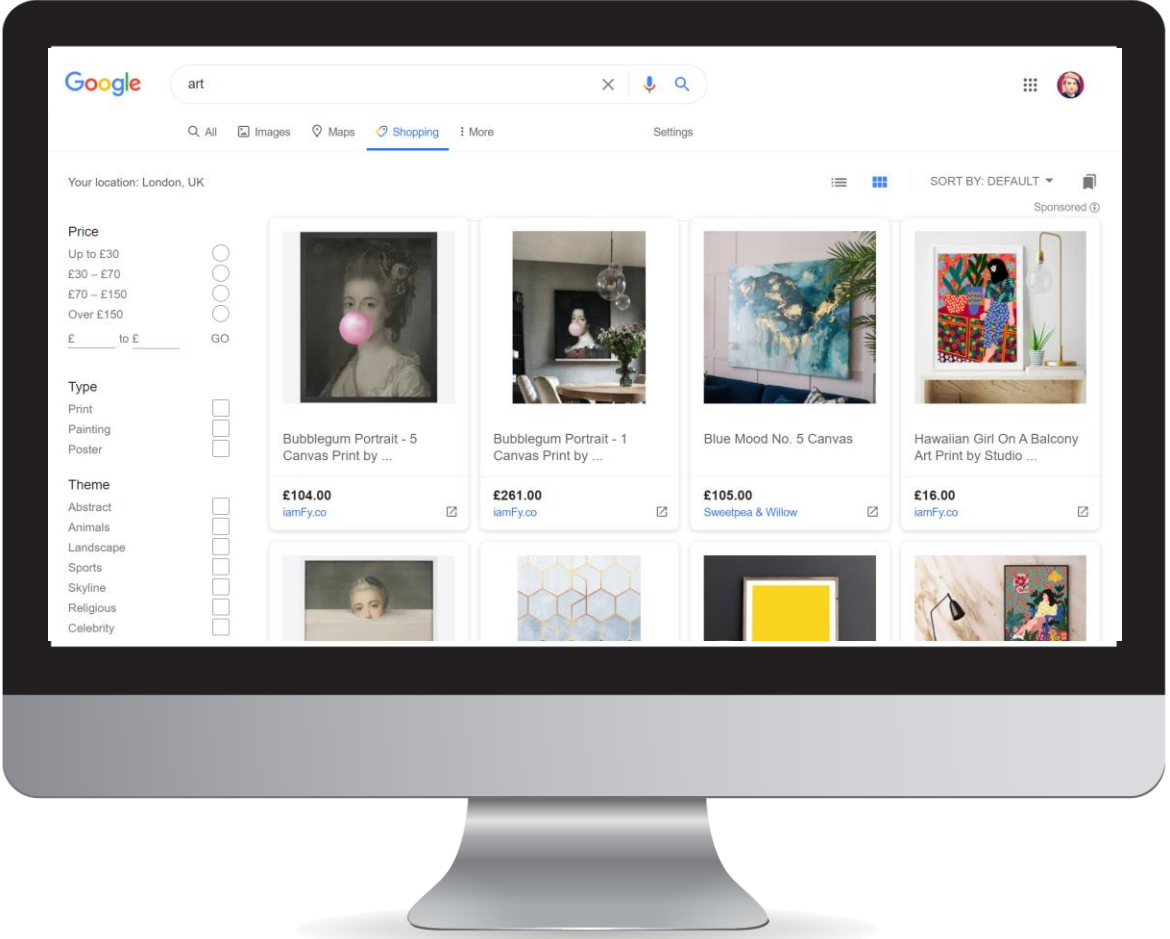
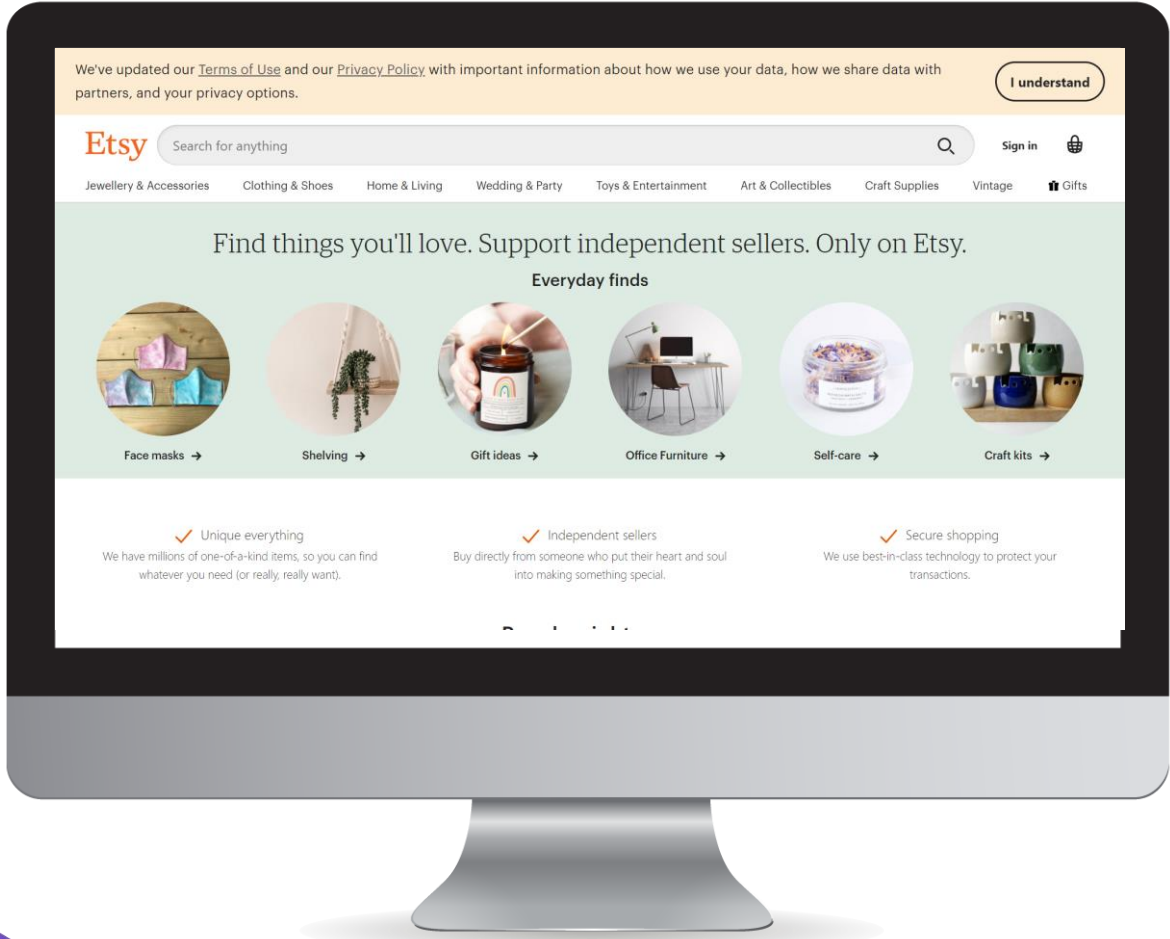
bandcamp



Mercht®

Teemill

Marketplaces



Etsy

ebay

amazon



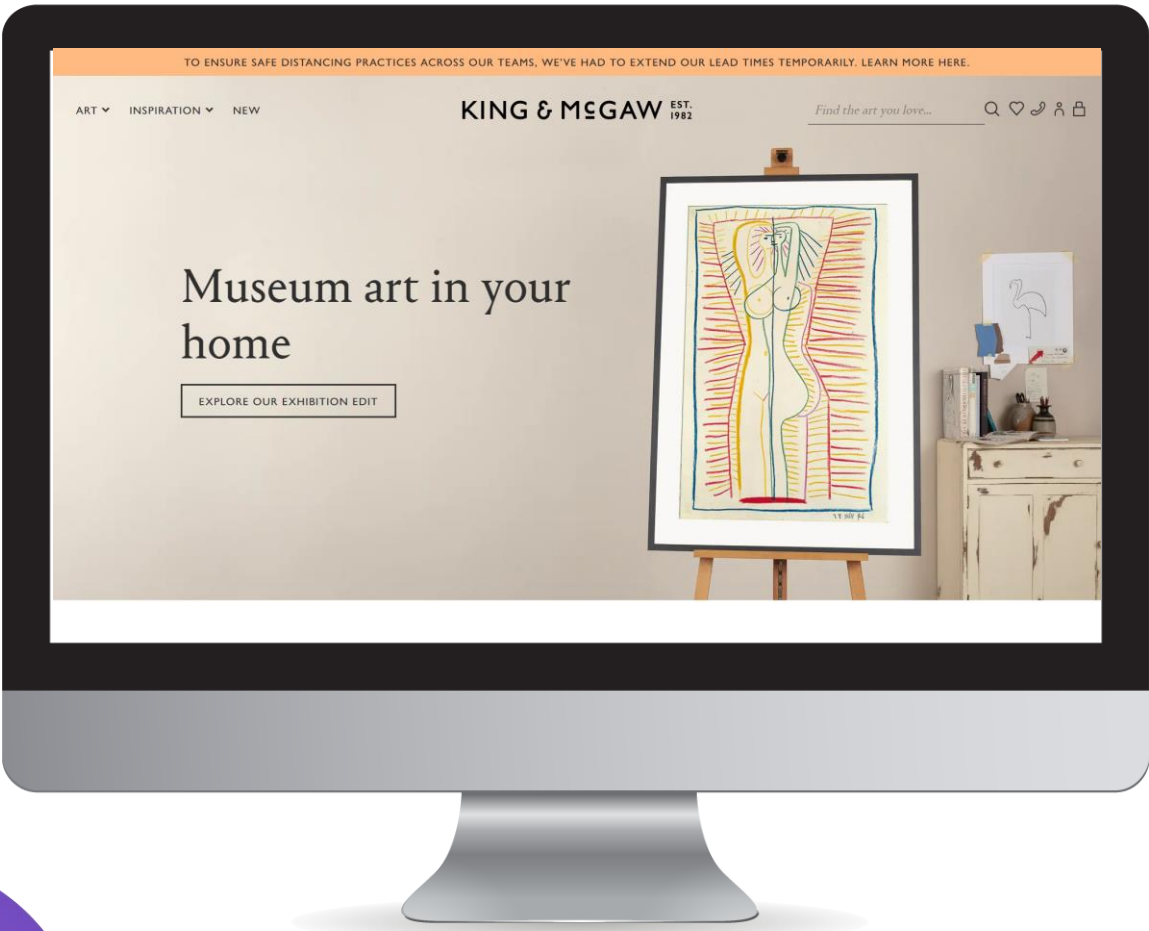
Google Shopping



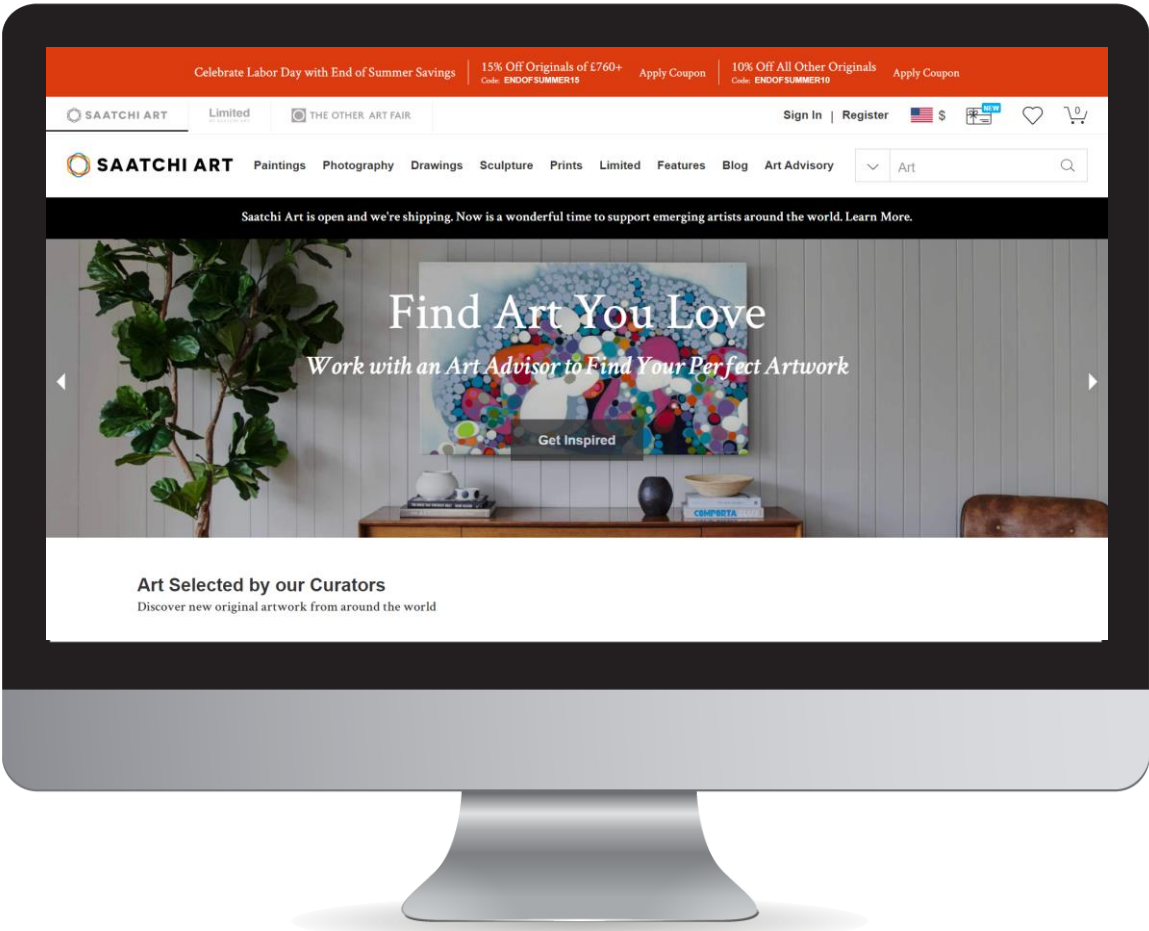
ART^{UK}
Welcome to the nation's art



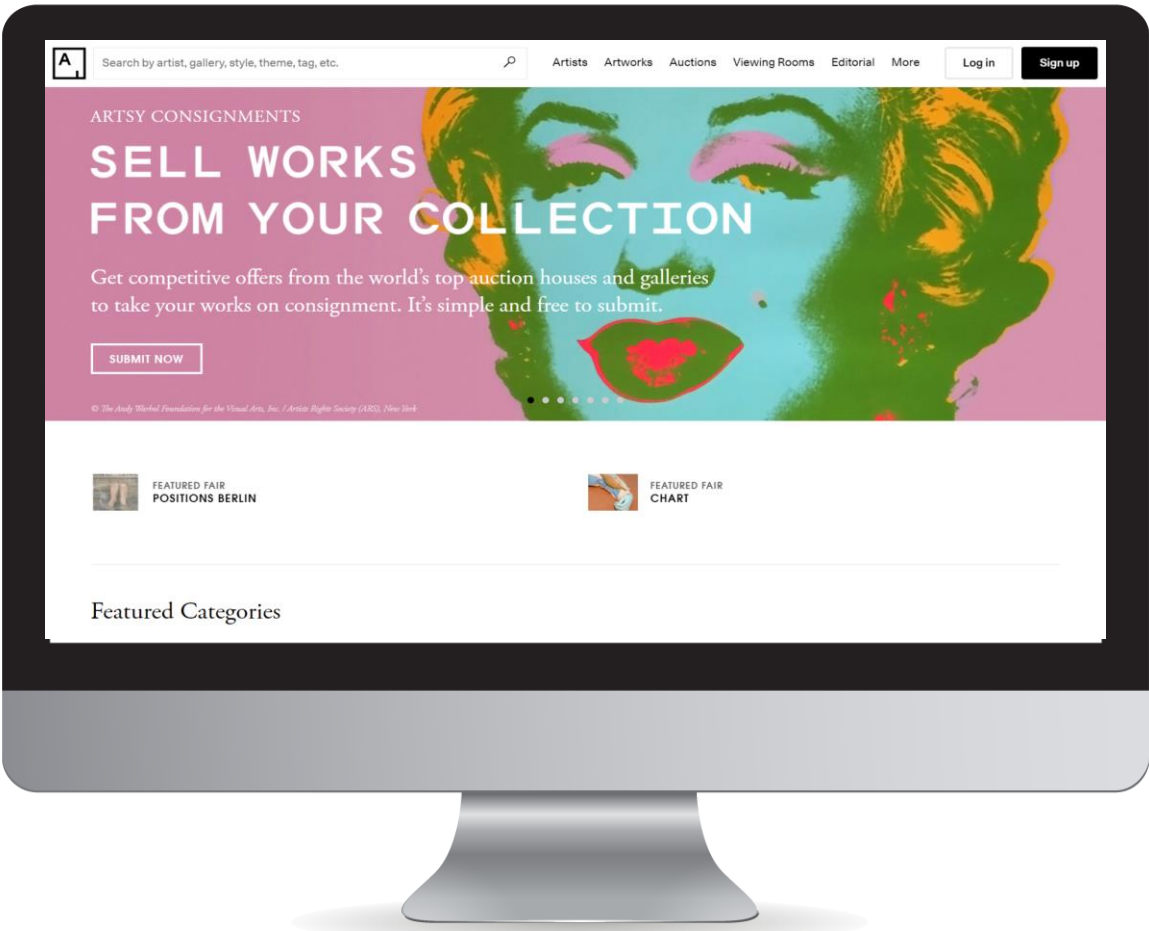
3rd Party Licence websites



KING &
MCGAW



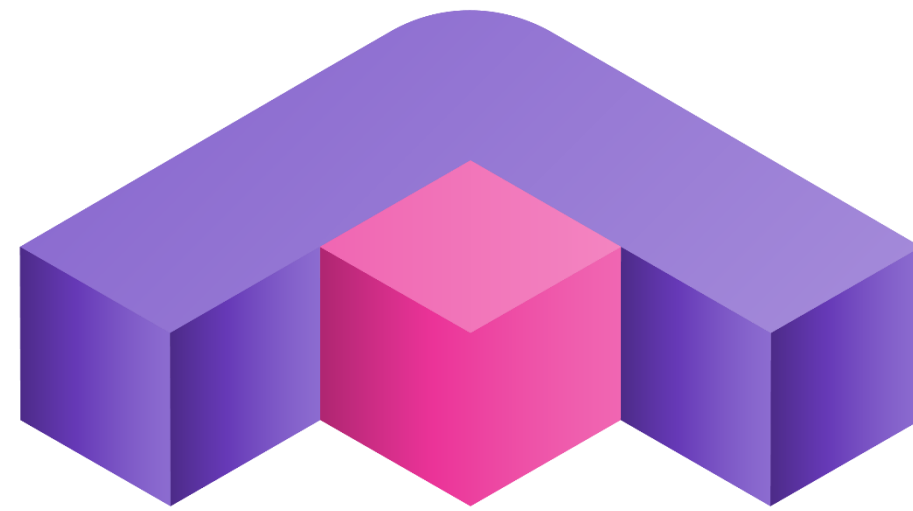
SAATCHI ART



ARTSY

Artspace

Time for questions...





Digital Culture Network

Emma Roberts
Tech Champion for eCommerce and Merchandising
Digital Culture Network

emma.roberts@arts council.org.uk
[@Ace_Dcn](#)
www.digitalculturenetwork.org.uk