

Welcome!

Before we get started:

- Today's webinar is scheduled to last 1 hour including Q&A
- Click the CC button for Closed Captions
- BSL interpretation is available
- Ask questions using the Q+A button
- Say hello in the chat (select "Everyone" from the dropdown). You can also use the reaction buttons! 🤔 🎉 😊
- The recording of this webinar will be available on our website in 7 days

How to choose the right eCommerce path for you

May 2026

Katherine Brown

Tech Champion for eCommerce



**Digital Culture
Network**



Webinar

Access free one-to-one support



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Ask a Tech Champion

Ask a Tech Champion

Got something specific you'd like help with?

Our Tech Champions provide one-to-one support and expertise in a range of specialisms including:

- Digital Strategy and Marketing
- Digital Content Creation
- ECommerce and Merchandising
- Data Analytics and Insights
- Social Media
- Email Marketing
- Box Office Ticketing and CRM
- Websites
- Search Engine Marketing and Optimisation

First Name

Last Name



Email

Organisation

What is it about?

Which discipline is your area of focus?

What region are you based in?

How did you hear about us?

Please tell us about the support you need:

Agenda *

- 1 What is eCommerce?
- 2 What path and structures could suit you?
- 3 What is the 'eCommerce equation'?

What is eCommerce?

E-commerce is the buying, selling, and ordering of goods and services using the internet.

(Collin's Dictionary)



'Waiting for the Shop to Open' by LS Lowry, 1943

When did it all start? Poll

When was the first eCommerce order placed?

- 1972
- 1984
- 1992
- 1995

When did it all start? ...

“It was an order for margarine, cornflakes and eggs that paved the way...

Grandmother Jane Snowball, 72, sat down in an armchair in her Gateshead home in May 1984, picked up a television remote control and used it to order the groceries from her local supermarket.”



<https://www.bbc.co.uk/news/magazine-24091393>

What flavour of eCommerce?

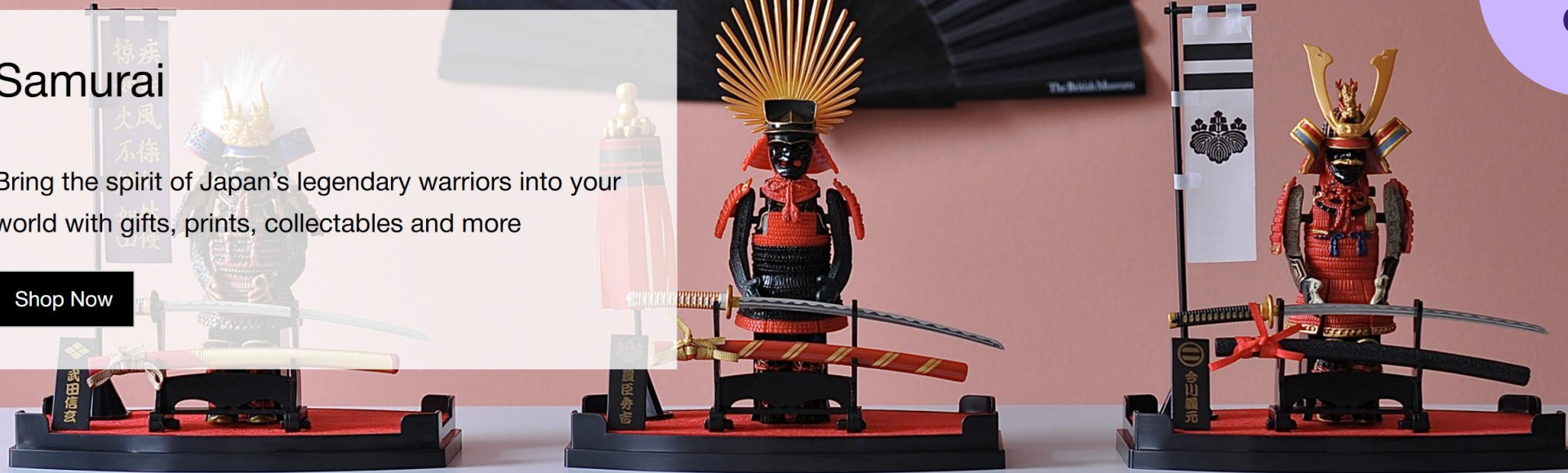
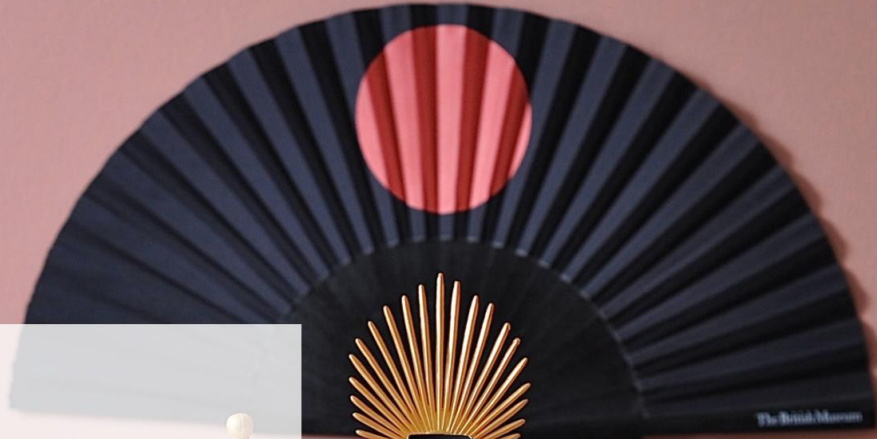


Still Life with Cheeses, Artichoke, and
Cherries, Clara Peeters c.1625

Samurai

Bring the spirit of Japan's legendary warriors into your world with gifts, prints, collectables and more

Shop Now



Permanent online shop

PRINTS

Art is for everywhere: explore over a thousand fine art prints and posters of artworks from Tate's collection and exhibitions.

[View all](#) →

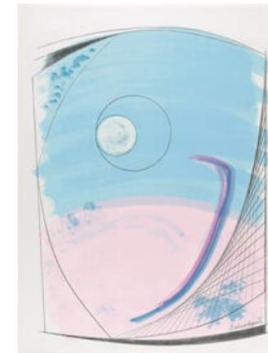
'Print On Demand'

PRINTS BY
ARTISTS A TO Z

[Shop now](#) →

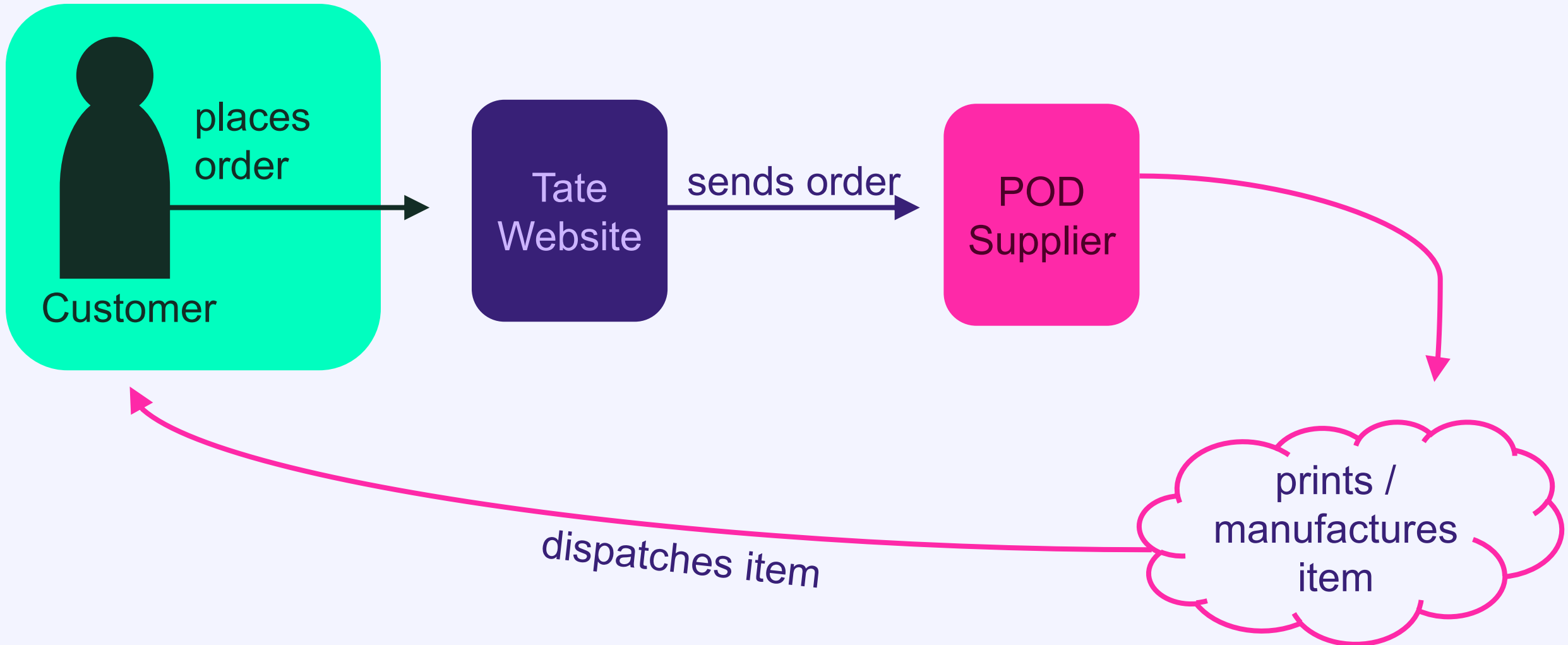


Frank Bowling: Moby Dick



Barbara Hepworth: Winter

What is 'print on demand' / POD?





Migration

Filter



Migration is Not a Crime Organic Cotton Boxy Jumper

£38.00



Mug - Migration Is Not a Crime

£10.00

Beginner

Digital Culture Podcast Episode #13 – Driving online retail growth with Katy Clinch from the Migration Museum

For this episode of our Digital Culture Awards series, James catches up with Katy Clinch from Digital Culture Network Award winners, the Migration Museum. They explore how Meta ads, video content, and print-on-demand helped grow their online shop and align digital strategy with the museum's mission.

£20.00



Katy Clinch
The Migration Museum

Digital Culture Podcast

Digital Culture Awards

‘Print On Demand’ merch

RAMBERT+



**IT'S
YOUR
MOVE**

**WHAT IF BORED
DIDN'T EXIST?**

What if you could get fit, be creative and look brilliant all at the same time?

For a small monthly fee become a class subscriber and choose from hundreds of on-demand, online dance classes with Rambert dancers.

Scroll down for a taster of what's in store...

Try it free today

Over 300 online dance classes and 20 different dance styles to choose from. For £8.99 a month after 14 days. Renews automatically.

**On demand
classes**



You are here:> [Home](#) > [Training & Qualifications](#) > [Online courses](#)

Online courses

Safer Community Dance Practice Online Course

This four-unit online course covers key issues relevant to all community dance artists and will give you the confidence to safely integrate health and safety principles to support your delivery of effective and, ideally, injury free dance sessions, regardless of the age and experience of your participants.

Successful completion of an assessment - available in conjunction with this online course - means you can gain the Professional Qualification/Certification **Safer Community Dance Practice (Level 4 Certificate)**.

[Find out more about the course](#)



Introduction to leading dance with Older People Online Course

Devised in partnership with Diane Amans, one of the leading dance practitioners in this field internationally, this seven-unit online course stimulates thinking about what it means to grow old, what health issues may (or may not) have an impact on people as they age, and what issues dance practitioners should consider when planning dance sessions with older people.



**B2B professional
advice**

And why do we do eCommerce?

The screenshot shows the Live Art Bookshop website. At the top left is the logo for Live Art Development Agency. The main header is purple with the text 'Live Art Bookshop' and a search bar. Below the search bar is a 'Categories' dropdown menu and a 'SHOP BY CATEGORY' button. The main content area features the heading 'DISTRIBUTING THE UNRULY PRACTICES OF LIVE ART, GLOBALLY' and a sub-heading 'Shop our curated selection of books and editions'. Four books are displayed in a grid:

- PLAYING UP: Nordic Edition** - £3.00. The cover features a colorful geometric design with the text 'THE ART GAME FOR YOU' and 'PLAYING UP'.
- Poundbury: A Queer Tour of Monarchy – Homosexual Death Drive** - £12.00. The cover is orange with a photo of a woman and the text 'Poundbury', 'A Queer Tour of Monarchy', and 'Homosexual Death Drive'.
- Leigh Bowery: Performative Costuming and Live Art – Sofia Vranou** - £24.95. The cover is dark with a green and yellow mask and the text 'Sofia Vranou' and 'LEIGH BOWERY'.
- Rabbrexit: A game of chance – YiMiao Shih & Arjun Harrison-Mann** - £5.00. The cover shows a white box with colorful drawings of rabbits and the text 'Rabbrexit'.

£'s and

Get ideas
and work
out into
the world

But how does this relate to me?

Finding the right path

What structures
could suit you?



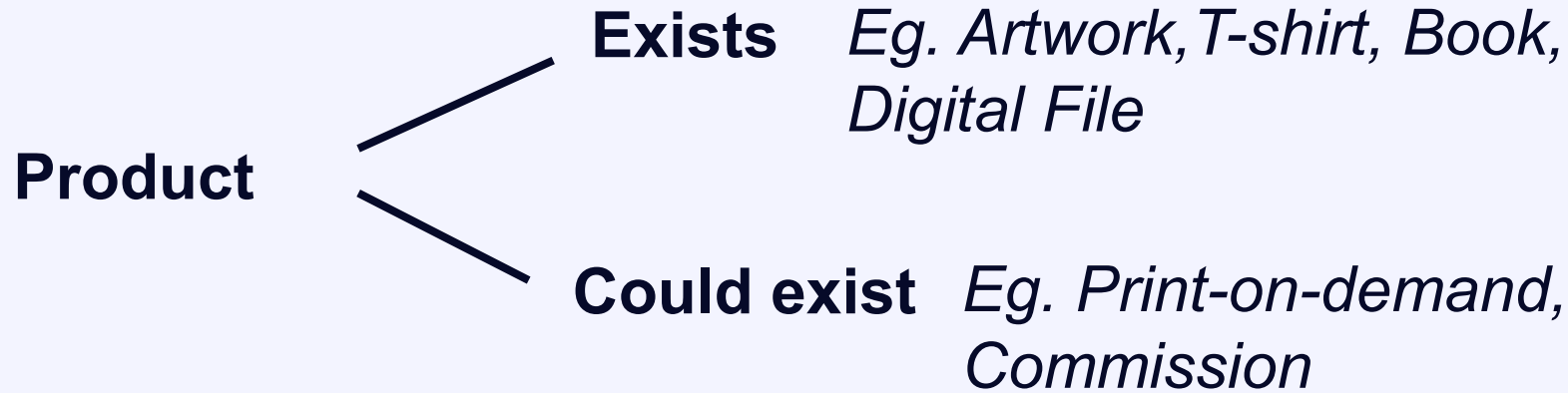
'A line made by walking'
by Richard Long, 1967

What could
you offer?

How will
you create
demand?

What could you offer?

How?



Year-round

or

One-off or tactical



*Group
or
1-to-1*

*In-
person
or
Online*

What structures could suit you?

Permanent Online Shop

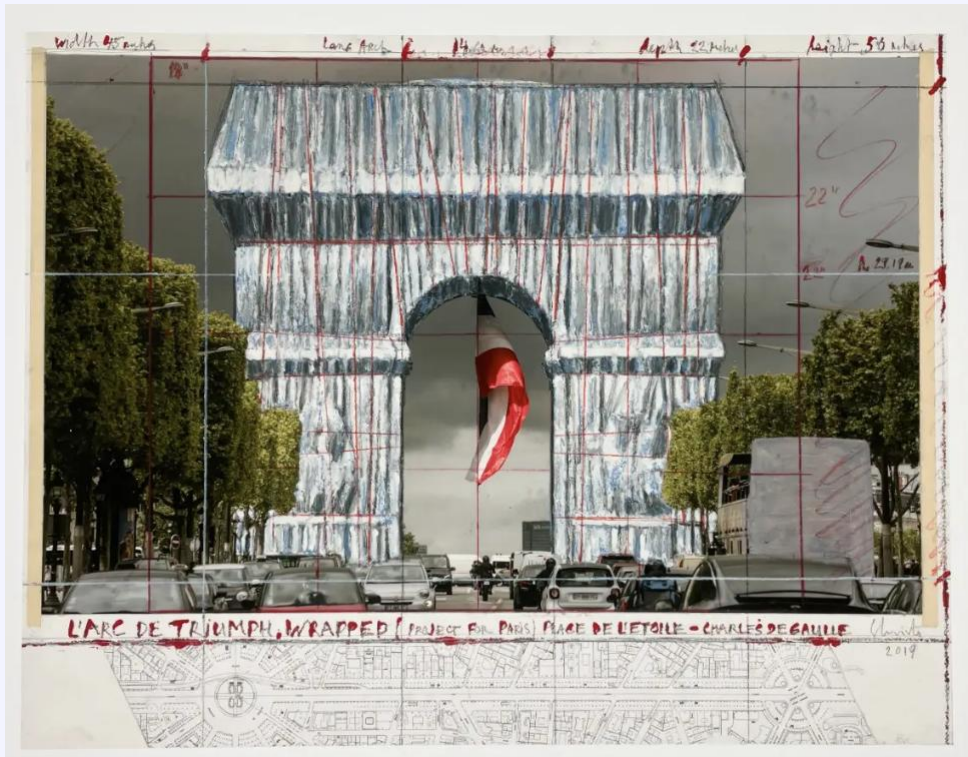


*'8c Mail Order Business stamp' 1972
Smithsonian National Postal Museum*

- Range of products
- Can be delivered!
- Customer service
- Longevity
- You want to invest time in marketing to your online audience

What structures could suit you?

Tactical online sales



'Arc de Triomphe, Wrapped'
by Christo & Jeanne-Claude, 2021

- Tactical occasion
- Product
- Clear story to tell
- You **don't** want to maintain and market a shop on an ongoing-basis

What structures could suit you?

Print on Demand



Andy Warhol at work on a silkscreen painting. 1964, The Silver Factory by Ugo Mulas.

- You own copyright to images
- Designing merchandise appeals
- You do ***NOT*** want to be responsible for shipping orders
- You are aware of the margin limitations of different product types
- You want to invest time in marketing to your online audience

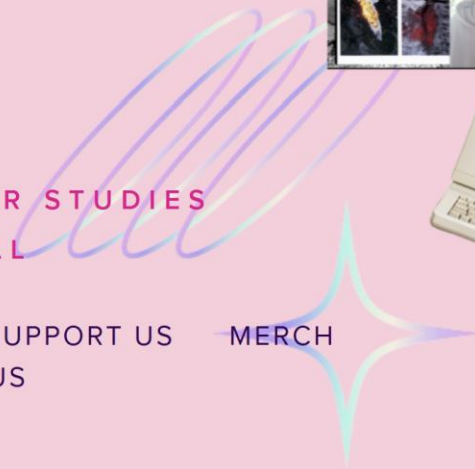
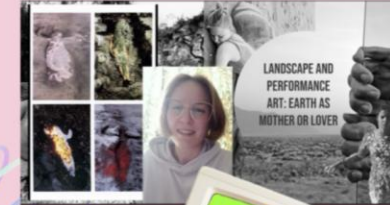
What structures could suit you?

Service - live



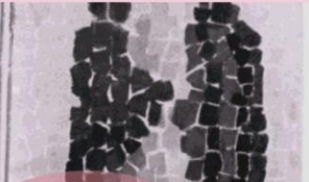
'The Dance Lesson'
By Edgar Degas, 1879

- Specialist skills or knowledge to share with a particular audience
- Group or 1-to-1 session
- One-off or block of themed sessions
- Live interaction with and between participants



AN ONLINE UNIVERSITY LEVEL GENDER STUDIES PROGRAM ACCESSIBLE TO ALL

ABOUT EVENTS OUR TEAM THE FLP ARCHIVE SUPPORT US MERCH
CURATORIAL PROGRAM CONTACT US



The Feminist Lecture Program is a University quality Gender Studies program that students can donate as little as £1 to attend, which can be accessed anywhere in the world.

<https://feministlectureprogram.com/>



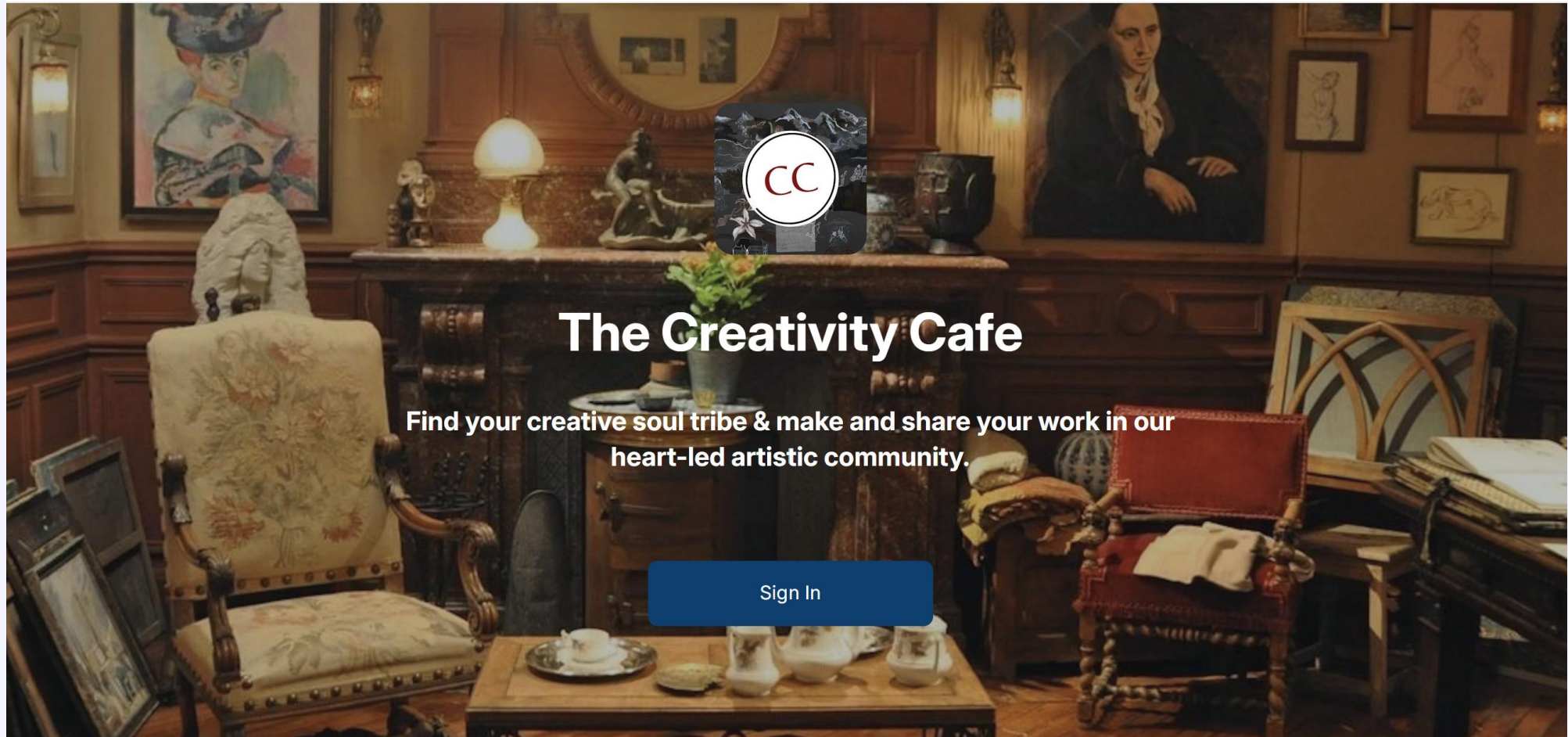
Collection

LIFE DRAWING ONLINE

LONDON DRAWING GROUP

893 followers

Our collection of Sunday life drawing sessions suitable for all levels of experience. Each week, we are joined on Zoom by a new model who will interpret and embody the theme of the class.



The Creativity Cafe

Find your creative soul tribe & make and share your work in our heart-led artistic community.

[Sign In](#)

The cafe will open up again for new members to join in Spring 2026.



artist mentoring



Ceri Hand

<https://cerihand.com> › mentoring-for-artists



Mentoring for Artists

Mentoring for artists **provides guidance, feedback, and support** to help you grow creatively and professionally at any stage of your career.



Laura Menzies

<https://www.lauramenzies.co.uk> › mentoring

Mentoring

I run **tailored mentoring sessions that empower artists** to learn, develop and thrive. ... Laura's mentoring guidance helped me find momentum and grow as an artist. [Read more](#)



rosalinddavis.co.uk

<https://www.rosalinddavis.co.uk> › mentoring

Mentoring - Rosalind Davis

A 1-2-1 mentoring session is a fantastic opportunity to **have a helpful and intensive tailored session** with Rosalind Davis on a range of areas to review or ... [Read more](#)



Lady Kitt

<https://www.ladykitt.com> › mentoring

Mentoring | ladykitt

121 mentoring sessions usually last between an hour and 90 mins. Mostly they are conducted online, but can be in person (please see costs below). [Read more](#)



joanna henly

<https://www.joannahenly.co.uk>



joanna henly

I provide the strategy, tools, and guidance through **personalised mentoring** and business coaching that help all beautiful creative brains. [Read more](#)

Artists offering mentoring services

What structures could suit you?

Service - recorded



'The Perspective Lesson'
by David Hockney, 1984

- Can be
- Expanded
limited
- YouTube
- Well-paced
authoritative
specialist



Video and Digital Content - East

Dean Shaw

Pre Recorded Courses

Anytime, anywhere. Our pre-recorded online art courses give you a concentrated shot of creativity, packed with tips, exercises and demonstrations. With a pre-recorded course you can choose a time to suit you and can access it wherever you are in the world. This flexibility means that when you do make time to do the course, you can fully commit and focus. As these courses aren't 'Live' you can re-watch, pause, repeat and create a pace that suits you. Working from your home studio encourages you to be disciplined and independent which is a useful skill to practice when maintaining a regular art practice.

The demonstrations and explanations that the tutors provide in these courses are focused and concentrated to ensure that you have everything you need to get going and develop your contemporary painting and drawing skills.



Now Offered as an Pre-recorded Online Course - Once registered, students have access to the films for as long as you need.



Colourful experiments in observation and abstraction Pre-recorded Course. Once registered, students have access to the films



Online Course Once registered, students have access to the films for as long as you need. This 3 day course is all about becoming



This price won't last long...

03 · 55 · 23
hours mins secs

DOMESTIKA

Courses ▾

Projects

Plus



🔍 Search for courses



Log in

Join for Free

Sketching Techniques Specialization

Explore the power of sketching alongside top-notch drawing masters.

👤 12,635 🏆 99% (128)

FREE WITH **PLUS**

99% Disc. ~~£66.00~~

🛒 Buy £0.69



Learn by doing

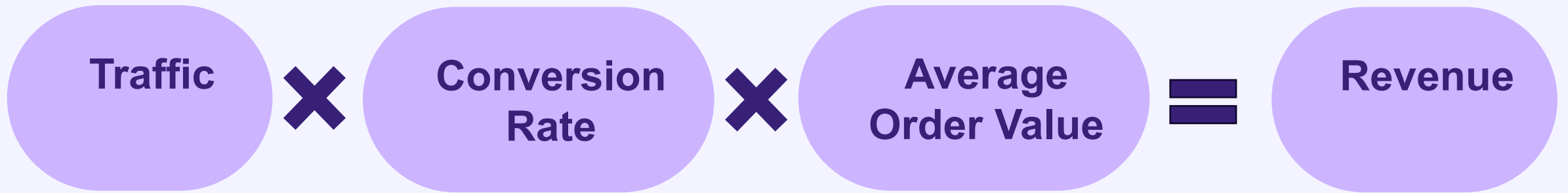
Get access to the best Online courses for creative professionals. Interact with the top professionals and discover the creative world's best-kept secrets.



**Which
shapes &
flavours of
ecommerce
do you like?**

'Cakes'
by Wayne Thiebaud, 1963

The 'eCommerce equation'



*Eg. 1,000 visitors
in 1 month*

*3% make a
purchase*

*On average they
spend £25 each*

*£750 revenue in
a month*

Traffic



*‘Regent Street bus traffic’
by Associated Press, 1930*

Where does it come from?

- Email Newsletter
- Social Media posts
- Posters
- Traffic from search and AI engines



Jacqueline
Email Marketing



Katy
Social Media



Nicola
Social Media



Monica
Search Engine
Optimisation

Conversion
Rate



Average
Order Value

*are shaped by
your customer
proposition ...*

- How appealing your offer is
- How affordable
- How easy it is to understand
- How easy it is to navigate



*'The Line'
by Phillip Guston, 1978*

Customer proposition ...

What stuff you have available

... at what price

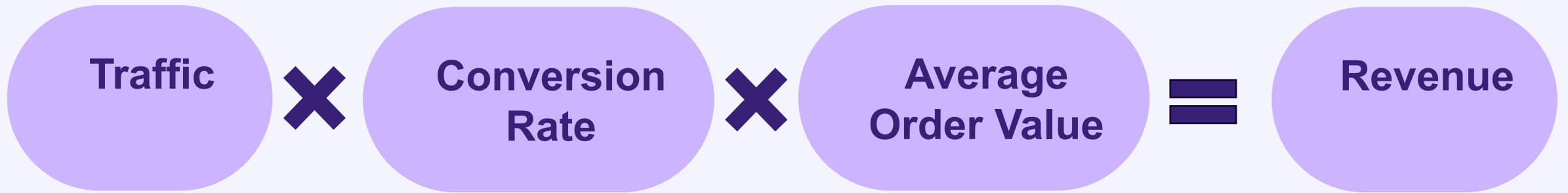
... and how you get it

The TESCO logo is displayed in red, uppercase letters. Below the text are four blue diagonal slashes.

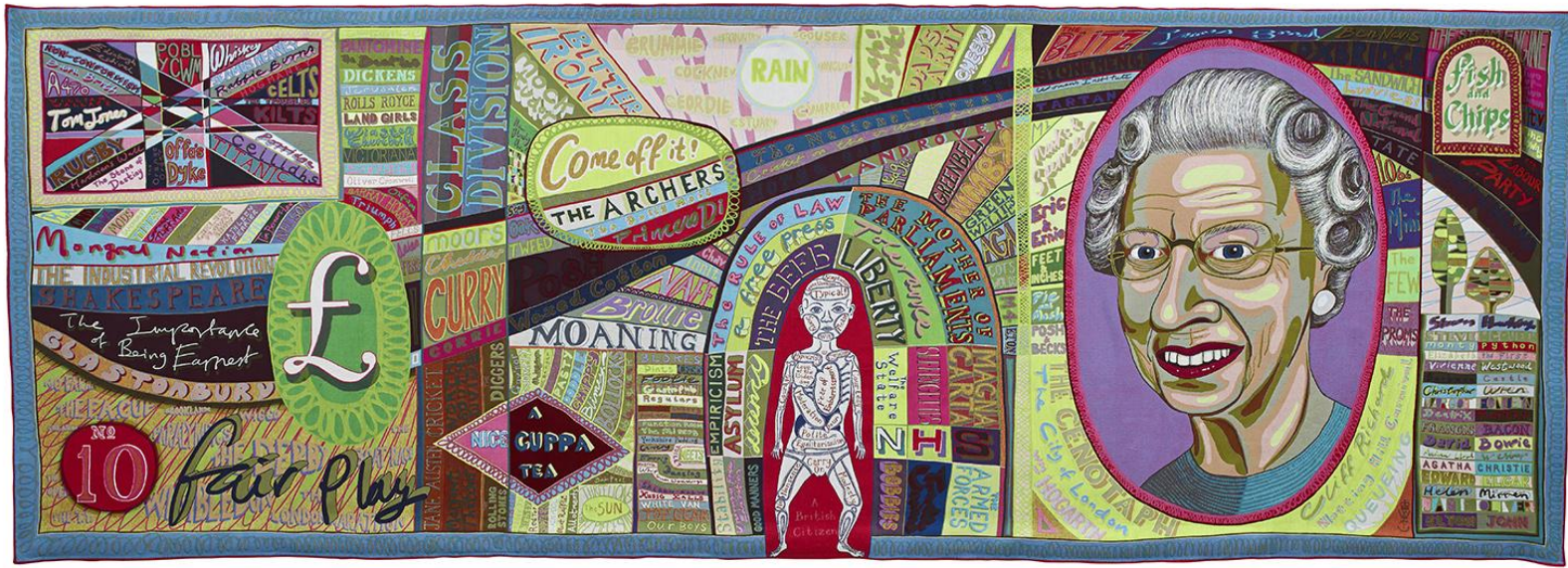
vs.

The logo for FORTNUM & MASON is shown in a black, serif font. The words "FORTNUM" and "& MASON" are stacked vertically. Below them, "EST 1707" is written in a smaller, black, serif font.

The 'eCommerce equation' ...



Revenue



Revenue
≠
profit!

'Comfort Blanket'
by Grayson Perry, 2014

Do not forget your costs and time.



Path



Traffic



Shape



Proposition



Next Steps ...

- Consider what resources, skills and time you have available to you
- Consider what your goals are
- Consider which audience you could reach

'The Castle of the Pyrenees'
by Rene Magritte, 1959

A word on platforms

- Upgrade subscription to current website to make it transactional eg.



- Extend Wordpress via WooCommerce to make transactional



- Large-scale retail, consider Shopify



- Tactical, one-off sales, consider Stripe no-code payment links



Many POD options



Next Steps

- Consider what resources, skills and time you have available to you
- Consider what your goals are
- Consider which audience you could reach

'The Castle of the Pyrenees'
by Rene Magritte, 1959



Digital Culture
Network



Q&A

Feedback survey

- Your opinions, suggestions, and needs
- Shape future webinars
- Improve your learning experience



Upcoming webinars



Social media content without the cringe: Live Q&A

23rd June



Get in touch



digitalnetwork@artscouncil.org.uk



digitalculturenetwork.org.uk



[Showcase/Digital-Culture-Network](https://www.linkedin.com/showcase/digital-culture-network)



[DigitalCultureNetwork](https://www.youtube.com/channel/UC...)



[Digital Culture Podcast](https://open.spotify.com/show/...)



Dean
Digital Content
Creation



Katherine
eCommerce and
Merchandising



Adam
CRM and Box
Office/Ticketing



Ollie
Digital Marketing and
Strategy



Jack
Audience Data
Collection and
Evaluation



Nicola
Social Media



Katy
Social Media



Monica
Search Engine
Optimisation



Andy
Websites



James
Data Analytics and
Insight



Jacqueline
Email Marketing



Digital Culture
Network



Feedback Survey