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## WEEK 5:

# ECOMMERCE, SALES, AND NETWORKING

Customers and their communities provide sales – the process the pump much needed resource in every business. One of the greatest missed opportunities of many entrepreneurs is the needed consideration on customer research. Because of the lack of understanding about one’s niche market can make or break a business. This is a crucial discussion regardless of the size a company has. Understanding customers also involves knowing the marketing channels available for a business. Marketing channels establish the transfer of goods and services from the business to the consumer. In order to create value for the goods to the customers, proper content management and delivery is important. That is the reason why this week, this will be the joint focus in our program.

### **1. Lesson Overview**

- a. Lesson Objectives
- b. Estimate Time
- c. Materials Needed
- d. Background for Teachers
- e. Mentor

### **2. Teaching Strategy**

- a. Part 1: Understanding eCommerce
- b. Part 2: Knowing some eCommerce platforms
- c. Part 3: Basic Sales Training
- d. Part 4: Social Networking
- e. Part 5: Community Networking
- f. Questionnaire and Assessment
- g. Presenting your very own marketing campaign

### **3. Supplemental Videos**

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# LESSON OBJECTIVES

## **Students Should be Able to:**

1. Strategize ways to research and understand more about your customer;
2. Find the best marketing channel for your business;
3. Create appropriate content cohesive with your objectives;
4. Understand value and how to properly establish it to your product or service.

## **Estimate Time**

It will be a four-part program, where each topic would need more or less 20-minutes each for class. Each program will also culminate with a 10-minute activity that will synthesize and apply what the students learned.

## **Materials Needed**

1. Business plans and details workbook printed as Chapter 4
2. Printed Questionnaire for the students to answer
3. Copy of a basic worksheet as a sample for each student
4. Presentation materials
  - a. Overhead Project
  - b. Whiteboard and Marker
  - c. Papers

## **Backgrounder for Teachers**

Product creation and operations may be critical for a business, but equally important is the customer understanding of a business. Customer understanding is the key in giving good service by any business. Anticipating needs and exceeding expectations is crucial in any business and customer understanding plays a crucial role on this.

Marketing channels as mentioned are people, organizations, and activities necessary to transfer the ownership of goods from the point of production to the point of consumption. They

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play a crucial role in distribution of goods and services. Businesses can either use business to customer approach, or a business to business approach before going to their customers.

Marketing content is very important in developing value towards a product or service. Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action. All this knowledge can provide a needed edge in business.

## **Mentors**

Our mentors for this session will be

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# TEACHING STRATEGY

## Part 1: Understanding eCommerce

1. What is eCommerce?
2. How can eCommerce benefit a business?
  - a. Reach more people
  - b. Cheaper alternative
  - c. Lesser gatekeepers in advertising and community builder compared to conventional marketing
3. Effective eCommerce 9 tips to Success
  - a. Don't rush the launching
  - b. Focus on the customer and not the business alone
  - c. Just test things in the campaigns
  - d. Use social media effectively
  - e. Put social elements in
  - f. Go mobile
  - g. Collect Information
  - h. Continue Evolving
4. Discussion
  - a. What did you learn?
  - b. Why do you think social media is important in online businesses?
  - c. Will you use eCommerce to sell or not?

## Part 2: Knowing some eCommerce platforms

1. What are eCommerce platforms?
2. Why are they important?
  - a. They have a market
  - b. Setting them up is not as hard as creating your own
  - c. You can create a brand easier
3. eCommerce platforms

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- a. Etsy - is an e-commerce website focused on handmade or vintage items and supplies, as well as unique factory-manufactured items. These items cover a wide range, including art, photography, clothing, jewelry, food, bath and beauty products, quilts, knick-knacks, and toys.
  - b. Amazon.com - is the world's largest online retailer and a prominent cloud services provider. ... Amazon Web Services (AWS) is a comprehensive, evolving cloud computing platform. The first AWS offerings were launched in 2006 to provide online services for websites and client-side applications.
  - c. The Platform - The PlatForum identifies the skills in the community, to provide manufacturing, distribution, and service to small businesses and entrepreneurs. We recognize the need for a more applicable education system, that closes the gap between the tech-savvy and blue-collar markets. Our innovative approach provides mentorship, industry-related work, income, and improved quality of life.

### **Part 3: Basic Sales Training**

1. How do you define sales?
2. What is the difference between sales and marketing?
  - a. Marketing includes research (identifying needs of the customer), development of products (producing innovative products) and promoting the product (through advertisements) and create awareness about the product among the consumers.
  - b. Sales only focuses on converting consumer demand match the products. But marketing targets on meeting the consumer demands.
3. Discovery Questions
  - a. Asking the right questions
  - b. Uncovering needs smoothly
  - c. Genuine help first before revenue
4. Making the offer
  - a. Based on the discovery questions

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- b. Use benefits-style selling
  - c. Making an effective call-to-action
5. Handling Objections
- a. ABC of handling objections
    - i. Acknowledge
    - ii. Benefits-based response
    - iii. Close it again
  - b. Sample objections and how to handle them

## **Part 4: Social Networking**

1. Ask everyone about their social network.
  - a. Do they have a social media account?
  - b. What platform do they use?
  - c. How many are their friends?
  - d. Do they have an inner circle of friends?
  - e. Does their network influence them to buy or use something?
2. The power of social networks
3. What is social networking?

Social networking is the use of internet-based social media programs to make connections with friends, family, classmates, customers and clients. Social networking can occur for social purposes, business purposes or both through sites such as Facebook, Twitter, LinkedIn, Classmates.com and Yelp. Social networking is also a significant target area for marketers seeking to engage users.
4. Creative ways to improve social networking?
  - a. Develop a multichannel approach.
  - b. Invest in influencer marketing.
  - c. Engage commenters as quickly as possible.
  - d. Amplify reach through look-alike audiences.
  - e. Measure strategy success through on-platform and on-site measurement.
  - f. Create a clear and unique brand identity.
  - g. Find creative ways to delight people.
5. Basic Branding
  - a. Choose the Right Networks
  - b. Don't Overlook Visual Branding
  - c. Develop Your Voice
  - d. Be Consistent with Your Topics
  - e. Post Regularly
  - f. Connect with Influencers
  - g. Don't Waste Your Bio/Profile

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- h. Promote Your Profiles
  - i. Engage, Engage, Engage
  - j. Claim Your Name

## **Part 5: Community Networking**

1. What is community networking?
2. How do you improve your community networking?
  - a. Help others
  - b. Go for depth not the number
  - c. Be Honest
3. Creating a compelling story
4. You can start to ask them these questions for discussion
  - a. What do you think is the best brand you can give to the people in the community?
  - b. Do you have a business that you look up to because of them being a good member of the community?

## **Part 6: eCommerce and Community Networking Workshop**

1. Workshop 1: Create your own Accounts and customizing them
  - a. Creating an Amazon Account
  - b. Creating an Etsy Account
  - c. Creating a Platform account
  - d. Brand your accounts with details and pictures
2. Workshop 2: Posting Products and Tasks
  - a. Post your product and put in details and description. Make it effective by keeping it short and sweet while focusing on the benefits your product can give you
  - b. Post in a task on theplatform.net about a job that you think would be great to outsource. Also create an effective workflow on how specifically the tasks can be done and coordinated to you based on the learnings you had today
3. Workshop 3: Creating a Community
  - a. Add people that you think would need your product from your friends list
  - b. Create a Facebook group or page
  - c. Find social media groups that you think that would need. You can search them using the search bar on your social media account
  - d. Try to help people on the group and invite them to part of yours.

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