



 eBook

5 Steps to Setting Up an Online Business

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More than ever before, individuals are able to pursue their dream of owning their own profitable business. Whether it's a passion project, an avenue for added revenue, or a dedicated vocation, the boom of e-commerce businesses has opened the doors more people to earn income by opening retail shops online.

However, the barriers to launch an online business can still be daunting. What do you sell? How do you sell? How do you maintain or scale inventory? How do you market your store? While it's easy to give up instead of answering these questions, businesses like MoShoppa lower those hurdles to help you launch and grow your business.

Getting these five steps nailed down prior to your launch can help get your business started on the right foot and allow you to plan today to scale tomorrow.

1. Find Your Niche

First of all, find a niche market. This doesn't mean find an untapped or obscure market. Rather, this means that your online business should be focused on an area that you can readily tap into.

Your market focus needs to be something that interests you or motivates you to want to sell or provide more. After all, you're going to be spending a lot of time with your business – be sure it's one you enjoy. Make sure it's in a sector that you already follow intently or that you understand can deliver the results you need to be profitable.

2. Create a Business Plan

A business plan will be the blueprint of success for your online business. It will provide you with the required guidance and direction and keep you focused and on track. How many products do you need to sell to make your margins? How much is your time worth? This balance is a constant consideration one has to make and planning it out ahead of time can save you time (and money) in the future.

There are many templates online for business plans, but many are often lengthy and more focused on attracting investors. Instead, consider a Lean Business Plan, which can be created quickly and will give your online business a professional direction that limits overhead and maximizes profits. Fortunately, MoShoppa's team of consultants can offer assistance in charting out such a plan and making sure you're getting the most out of your online store as possible.

3. Delivering Products (*and Tailoring Communication*)

Every company has its own supply chain considerations to make when it comes to starting or scaling their business with an e-commerce storefront. Some stores already have some inventory, while others leverage instant inventory through partners like MoShoppa. Fortunately, MoShoppa provides a number of options that don't just provide inventory at scale but can also help promote your business with social media, blogs, and apps.

In setting up your online business with MoShoppa, you have three options: Starter, Pro and

Business. Select the package that best suits your business needs. As we'll discuss in our final step, MoShoppa pairs some delivery options with marketing features that can achieve some of those communication goals. For example, if you don't have your own products to upload yet but you'd like to write a blog and want to have your own app, the Pro option will be the best method of delivery for your online business.

FEATURE	BUSINESS	PRO	STARTER
24/7 CUSTOMER SUPPORT	✓	✓	✓
PREPOPULATED PRODUCTS	✓	✓	✓
SOCIAL MEDIA EMBEDDING	✓	✓	✓
BLOGGING SOLUTION	✓	✓	
OWN APP	✓	✓	
UPLOAD OWN PRODUCTS	✓		

There are a number of packages that fit your specific business' needs, including marketing features like blogging and the ability to upload your own inventory.

4. Set Up Your Site

Once your business plan is ready and you have a clearer idea of what it is you wish to achieve, begin setting up your site based on your decided method of delivery or MoShoppa package. Now you can begin to settle on your own personal branding and how you want your store to be viewed by others. Start making fun decisions on points like:



Site Name



Slogan



Logo



Total Product Offering



Mobile Compatibility

Your site should be flexible enough to adjust to several shifting factors, like market trends and new inventory that makes sense to be sold on your site. This flexibility also gives you the opportunity to test different ways to communicate with your audience.

5. Drive Traffic to Your Site

You can build your online business in minutes, especially with the help of companies like MoShoppa. Now that you're ready to start your company, it's time to get some eyeballs on your site.

There are multiple methods of doing this including Search Engine Optimization (SEO), paid advertising, and promoting your new online store on social media. SEO tactics are employed by writing about what you're selling in a compelling and helpful way that increases your search rankings when people are online researching about your product.

Advertising and social media promotion can guarantee clicks and visitors to your site if their previous online activity aligns to your business. However, there's more of a cost analysis to weigh by employing this tactic. You can break down every dollar you spend by clicks or site visits, but if those clicks or visits aren't resulting in conversions or purchases on your site, it might not be the most effective use of your budget.

Fortunately, MoShoppa includes several of these strategic communication tactics in their packages, like blogging and social media embedding.

Just because starting an online retail business is easier than ever before doesn't mean it's any less rewarding. Following the steps of finding a business focus, surmising the right delivery and communication package, designing your storefront site, and driving traffic to your products to an audience isn't any different than how people have built their businesses in the past; companies like MoShoppa help you launch your company today.



Check out the [MoShoppa Blog](#) for more insights.

