



Online Marketing & E-commerce for Agritourism

James Paden

eCommerceCritics.com

Top Reasons to have a Website



- **Cost-effective**
- **Credibility**
- **24/7/365 availability**
- **Easy to change and update**
- **Expanded geographical reach**
- **Accurate tracking and measurable results**
- **Convenient for the customer**
- **Website address is easier to remember than a phone number**
- **Possibly eliminate other marketing costs**

Register a Domain Name



- Register at NameCheap.com or GoDaddy.com
- No dashes
- Make sure it's a `.com` unless you're a non-profit, then purchase BOTH the `.org` and `.com`
- As short and memorable as possible

Developing a Website on Budget



- **Teach Yourself HTML**
 - Building Websites for Dummies
 - Recommended for one page sites only!
- **Use a Build-it-Yourself Service**
 - Web.com
 - Yahoo! Small Business
 - GoDaddy.com
 - Register.com
 - Homestead.com
- **Hire a Student**
 - Ask friends & kids
 - Post on Craigslist

Online Marketing Methods



- **Search Engine Marketing**
 - Free “Organic” Listings (Search Engine Optimization)
 - Use keywords in your content, page titles and headlines
 - Free Local Business Listings
 - Paid “Pay-Per-Click” Listings (Google Adwords)
- **Banner & Link Advertisements**
- **Social / Viral Marketing**
 - Blogging
 - Facebook, Myspace & Twitter
 - Youtube
- **E-mail Marketing**
 - Mailchimp.com
 - ConstantContact.com

Sell Anything Online



- **Products**
- **Services**
- **Information**
- **Yourself**

You're only limited by your imagination, but be realistic about potential demand! Look up search volume to estimate demand with the Google Keyword Tool (<http://www.google.com/sktool/>)

Find a Web Design Firm



- **Referrals**
- **Design Firm Directories**
- **Google Search**
- **Industry Specialist**

Select a Web Design Firm



- **Review Portfolio**
 - Relevant Experience
 - Design Ability
- **Interview Clients**
- **Communication Timeliness & Clarity**
- **Industry Experience/Specialization**
- **Cost** (be careful picking the least or most expensive firm)

Do-It-Yourself E-commerce Services



- **Shopify**
- **Network Solutions**
- **Volusion**
- **3D Cart**
- **Pinnacle Cart**
- **Yahoo Small Business**

Payment Processors & Gateways



- **Authorize.net** (credit cards)
 - Authorize.net also contains a list of merchant account providers
- **PayPal**



- **I'd love to talk to you regarding:**
 - Free advice on online marketing and e-commerce!
 - How I can improve my presentation!
 - Speaking for your organization!
- **Contact me at:**
 - James@eCommerceCritics.com
 - 260-402-3372
 - www.eCommerceCritics.com