



# Promote Your Business



**Keep doing what you're already doing**



**Update people on any changes occurring within your business**



**Use social media to promote your business if you aren't already**



**Promote your business online with tools such as Google Adwords**



# Take Orders

## PROS:

## CONS:



### Phone/Email

Ensure you have a system for recording orders, and recording all pertinent information

- Quick, easy, and Inexpensive
- Ideal if the number of orders per day is small

- For 20+ orders per day, it can be difficult to track
- The more orders, the more labour intensive



### Social Media

Such as Facebook Messenger, Facebook Marketplace, Instagram

- Quick, easy
- Serves customers in the local area

- Large number of orders can be difficult to track
- Only addresses local area
- Drivers need to know exact addresses



### Set Up An E-Commerce Store Using Online Tools

- Can process a large number of orders easily
- Professional look and feel to your store
- Integrates with social media
- Integrates order, payment, and shipping

- More expensive option
- More time consuming to set up



# Take Payments

## PROS:

## CONS:



### Interact E-Transfers

- Quick, easy, inexpensive
- Take payments up to \$3000
- Perfect for a small number of orders (20 or less)

- Large number of orders can be difficult to track
- The more orders, the more labour intensive



### Use a POS System

- Many businesses already have the tools available
- Perfect for a small number of orders (20 or less)

- May cause security concerns handling credit card numbers
- The more orders, the more labour intensive



### PayPal

- Easy and quick set up
- Perfect for a small number of orders (20 or less)
- Allows payments from around the world

- Large number of orders can be difficult to track
- Takes 1-4 days to ship



### E-Commerce Payment Processors

- Integrates seamlessly with many shipping companies.
- Integrated order, payment and shipping

- More expensive option
- More time consuming to set up



# Connect Your Customer To Your Products

## PROS:

## CONS:



### Picking Up Goods at Your Store/Warehouse

- Quick, easy, and inexpensive
- Serves customers in the local area

- Large number or orders can be difficult to track
- Does not address people outside the local area



### Use Local Delivery Services (like Taxi's)

- Quick, easy
- Serves customers in the local area

- Large number or orders can be difficult to track
- Only addresses local area
- Drivers need to know exact addresses



### Use National or International Delivery Services

- Can ship virtually anywhere
- Relatively inexpensive

- Large number or orders can be difficult to track
- Takes 1-4 days to ship



### Set Up An E-Commerce Store Using Online Tools

- Integrates seamlessly with many shipping companies.
- Integrated order, payment and shipping

- Larger expense
- More time consuming to set up