10 MINUTE

ECOMMERCE STORE PLATFORM SELECTOR

FOR SMALL AND MEDIUM SIZE BUSINESS

MossMediaSolutions.com

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ECOMMERCE IS NOT JUST FOR DROP SHIPPING

In recent years eCommerce has become synonymous with drop shipping physical products.

But service-based businesses like consultancies and business coaching, not to mention personal fitness, elder care and many other service providers can all benefit from having their own eCommerce store, assuming they choose the right software platform.

Just like the cereal aisle in the grocery store, eCommerce options abound to the point of over-choice.

Before you make a snap decision and select the first
eCommerce platform you see, take ten minutes now
to consider a few questions. Then you'll have a much
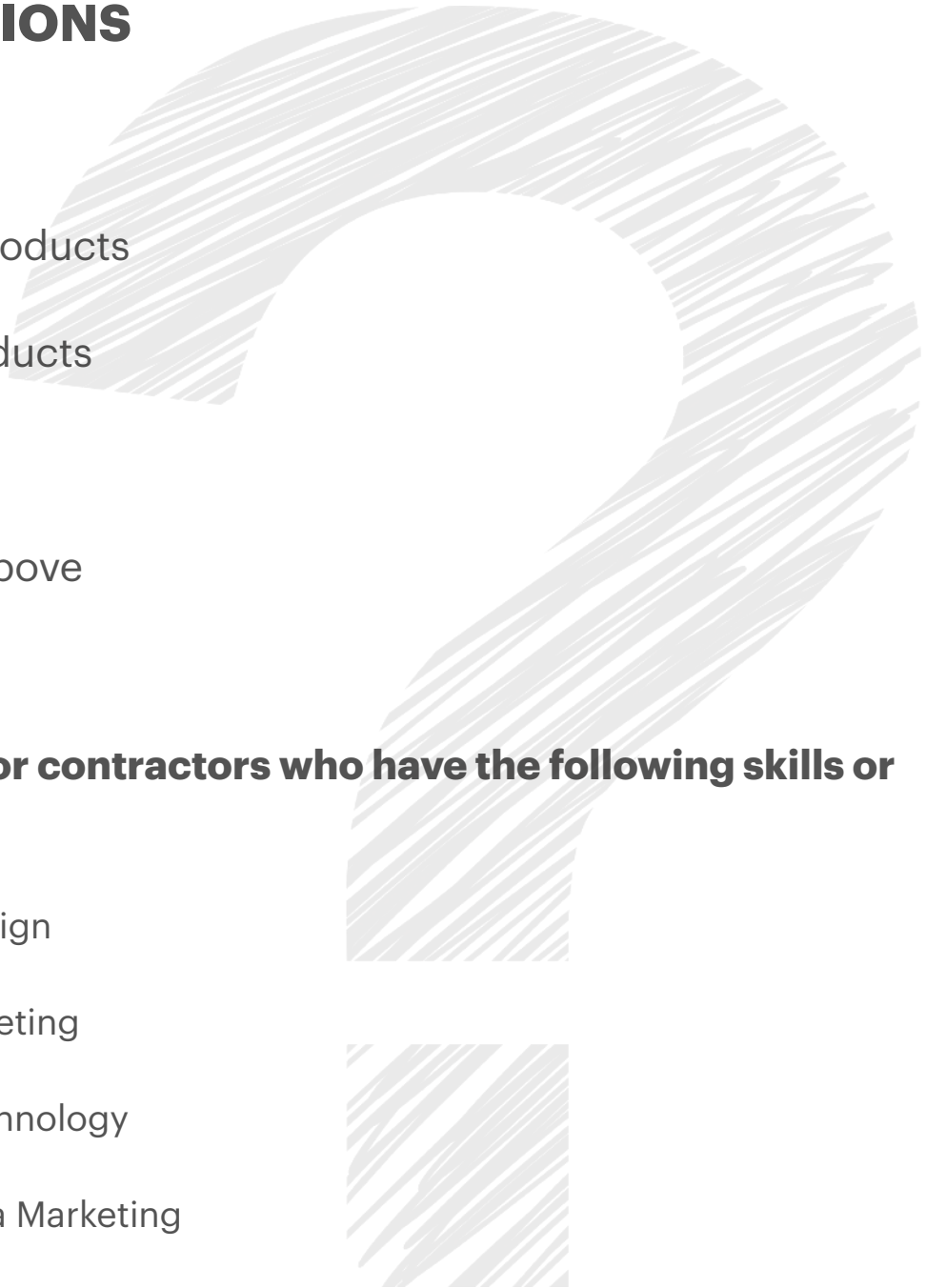better idea which eCommerce platform best suits
your needs.

QUICK QUESTIONS

Do you sell:

☐ physical products

☐ digital products

☐ services

☐ all of the above

Do you have staff or contractors who have the following skills or knowledge in:

☐ Website Design

☐ Online Marketing

☐ Internet Technology

☐ Social Media Marketing

☐ Advertising

☐ Sales

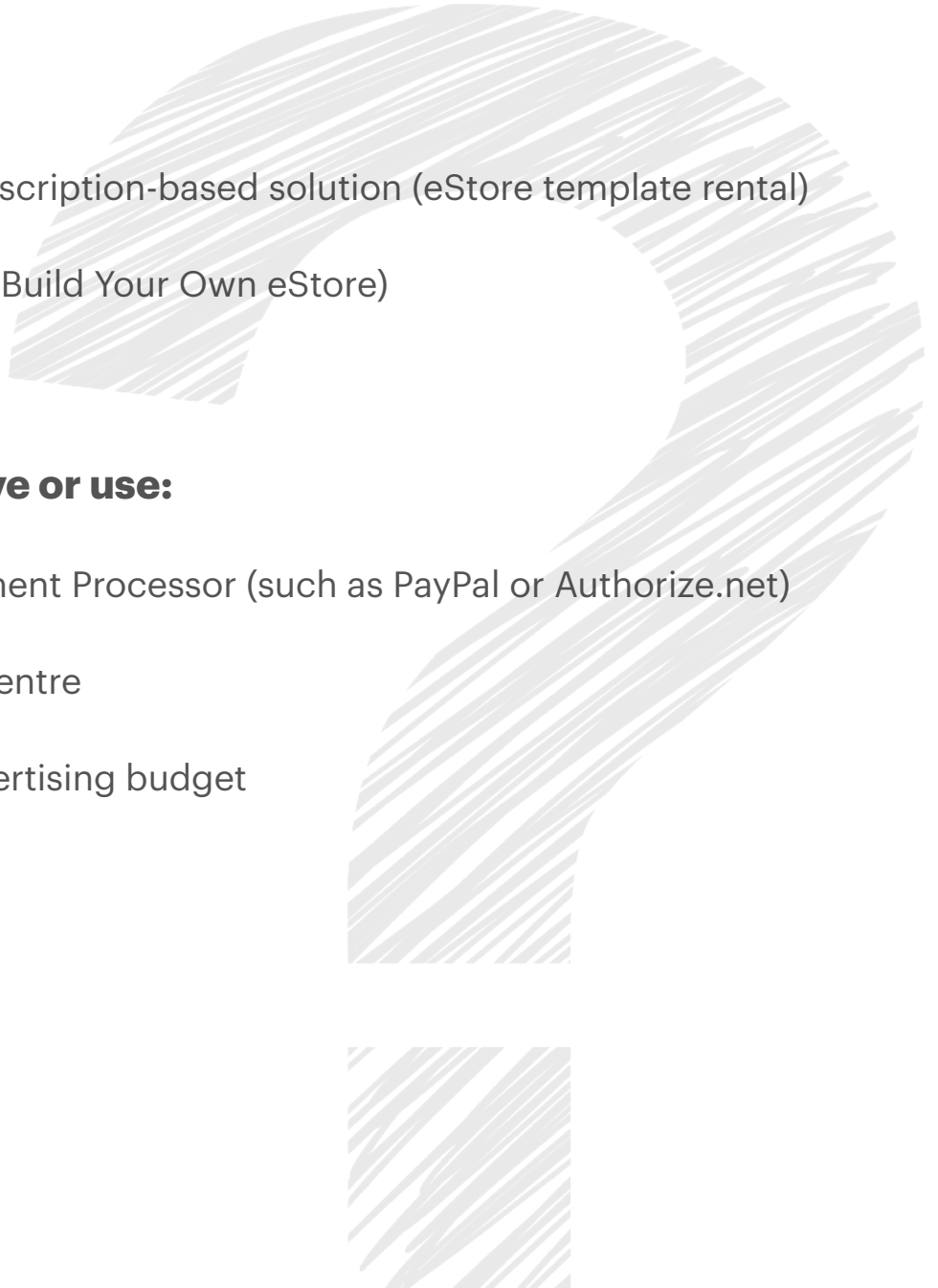## Would you prefer a turn-key solution or a custom design?

☐ A turn-key solution

☐ A custom designed solution

Would you prefer

☐ A monthly, subscription-based solution (eStore template rental)

☐ One-Time Fee (Build Your Own eStore)

Do you currently have or use:

☐ An online Payment Processor (such as PayPal or Authorize.net)

☐ A Fulfillment Centre

☐ A monthly advertising budget

POPULAR ECOMMERCE PLATFORMS

Platform	Easy to Use	One Time Fee	Annual Subscription Fee	All In One Features	Best for Products, Courses or Services
Shopify	5/5		$1548	No	Products
Woocommerce/ WordPress	3/5	$1500*		No	All Three
Wix	4/5		$2448	No	Products
SquareSpace	4/5		$588	Yes	All Three
Kajabi	4/5		1548	Yes	Courses & Services
Kartra	3/5		$2388	Yes	All Three
Groove.cm	3/5	$1997		Yes	All Three

Does not include hosting and domain registration (approximately $150/annual)

At A Glance Reviews

Shopify is your best choice for physical products and ease of use but it is missing the more robust marketing features found in platforms like Kajabi or Kartra.

WordPress (with WooCommerce and ThriveThemes) is great for those who hate monthly subscriptions but it will require a skilled designer/developer to build and launch. However, if you want true, customized design, it's a great choice.

Wix is a good all-in-one, all round solution and relatively easy. It's great for the solo-entrepreneur. It doesn't offer the training or the features of its more expensive competitors, so if you plan to scale your eCommerce store you might want to consider something more robust.

SquareSpace offers stunning designs but is not fully customizable and offers limited templates. It is a very affordable all-in-one platform choice but not for those who want a unique look.

Kajabi is a great all-in-one platform for selling courses and services. It offers robust marketing funnel design and management but has limited design features compared to other platforms.

Kartra is a very robust all-in-one platform but is also one of the most expensive. It is feature rich but will take some time to master. It's best to have skilled developer to help you setup and launch the platform.

Groove.cm is a feature rich newcomer to the eCommerce space with a unique one-time fee offer. It can be time consuming to setup but the features and price make it a serious contender.

As you can see there is a lot to consider when it comes to selecting an eCommerce platform.

What's most important to understand is that platform selection is just one decision of the many you will need to make to launch and run a successful eCommerce store.

In fact it's step five in our **9 Step 90 Day eCommerce Blueprint** that's designed to increase your annual gross revenue, automating online sales and marketing, so you can serve more clients without working longer hours.

Learn more about how the **9 Step 90 Day eCommerce BluePrint** can work for your business. Just click the link below to book a free 30 minute strategy session.

https://Calendly.com/Duncan

We won't try to sell you anything, but we will help you to decide if eCommerce is right for your business.

Our Promise to You

After the call, you decide if you want to hear from us again. You won't be pressured to book another call or buy anything you don't actually want. Honest.

We do offer a completely free **eCommerce Blueprint Design Service to qualified businesses**. Just ask for the application at the end of the call.

We look forward to hearing from you.

Cindy & Duncan Moss
Moss Media Solutions