

Free Series!

MISSOURI
MAIN STREET
CONNECTION

—Mornings ON—

MAIN

W E B I N A R

Every Wednesday morning from 8:30 to 9:00 am
Discussion to follow 9:00 to 9:30 am

1

Main Street, downtowns and COVID-19

- Missouri Main Street Connection (MMSC) is a resource to all communities and small business.
- MMSC is a resource to our Main Street organizations across the state and beyond.
- MMSC is your partner through this crisis along with National Main Street, MO DED, and others.



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Free Resources!

MISSOURI MAIN STREET CONNECTION

4 Ways to CONNECT

Missouri Main Street Connection is dedicated to supporting our Main Street organizations and districts through the COVID-19 pandemic. We believe that local Main Street organizations play a vital role in helping small businesses through this trying time, and we are committed to providing resources to help in that effort. Missouri Main Street Connection is aiming to equip businesses and organizations with necessary tools in this changing economic landscape.

- 1 ONLINE RESOURCE OUTLET**
We have developed an online resource outlet on our website for quick access on tips, instructions, and resources for businesses and Main Street organizations to assist through this time. We will update it as often as necessary to keep it current.
www.momainstreet.org/COVID19-RESOURCES
- 2 MORNINGS ON MAIN**
MMSMC will host weekly Wednesday webinars at 8:30 am to establish resources to help our communities and businesses on a variety of topics. Titles will change weekly and examples include "Creating an Online Presence to SELL!" and "Communication Is Key!" with more to be announced. More details on our website:
www.momainstreet.org/upcoming-trainings
- 3 WE CARE CALLS**
We are establishing weekly calls with Main Street Directors around the state every Tuesday to network on what outreach, trainings, etc is working in individual communities.
- 4 FACEBOOK PLATFORM**
We have also created a Facebook group "Downtown Chat" so that anyone can ask questions, share resources and ideas, and look for support during this crisis.
[Learn more here.](#)

MoMainStreet.org
P.O. Box 1066 Branson, MO 65615 | 417-334-3014
Facebook: MissouriMainStreetConnection | Twitter: @momainstreet

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MARCH 25

Creating an Online Presence to SELL!

E-commerce for businesses to learn how to sell online

Experienced business owners in Missouri Main Street districts will share their best practices in having an online presence and how they use multiple platforms and outlets to accomplish their goals.




BLOOM
studio & gifts

Jocelyn Anderson, Owner



LOCAL FOUNDRY

Local, Made, and Found Objects

Ben Wine, Co-owner

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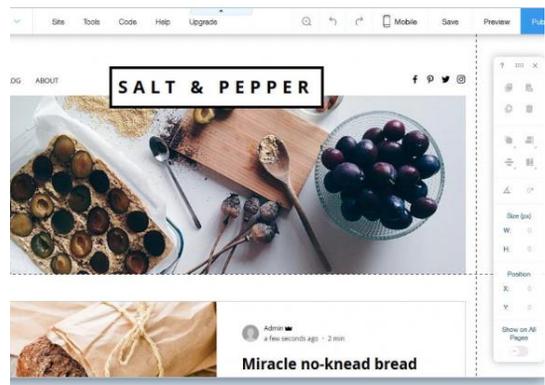
9 Best "Easy" eCommerce Platforms & Sites (2020) (From WebsiteSetup.com)

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1. Wix Stores – Simple, Beautiful, Affordable

Pros

- Simple to use and quick set-up
- They are good at websites and make an online store simple
- 500 templates for online stores
- Fully hosted



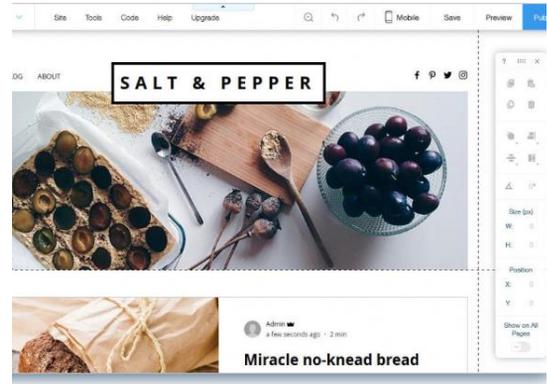
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1. Wix Stores – Simple, Beautiful, Affordable

Cons

- Foremost a website builder so online store is a bit basic
- Once you choose a site template, you can't change it

Plans are \$17-49 per month

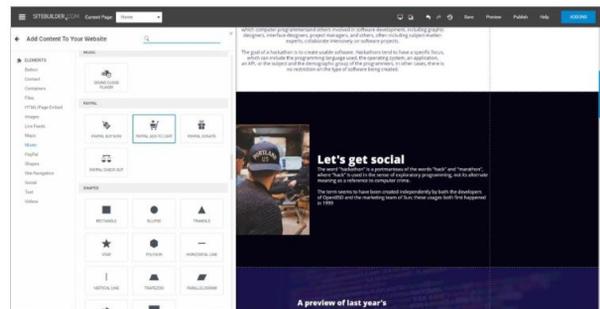


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2. SiteBuilder – Best for Beginners

Pros

- Really easy to use... "like I have never seen a website interface before easy."
- Drag and drop features
- Domain, hosting, analytics, SEO and sufficient eCommerce tools

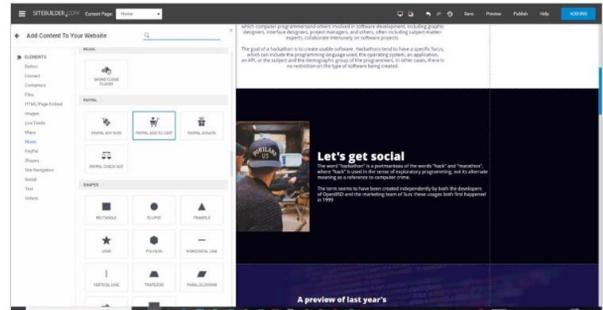


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2. SiteBuilder – Best for Beginners

Cons

- Only 100 templates for eCommerce
- Limited options for advanced users



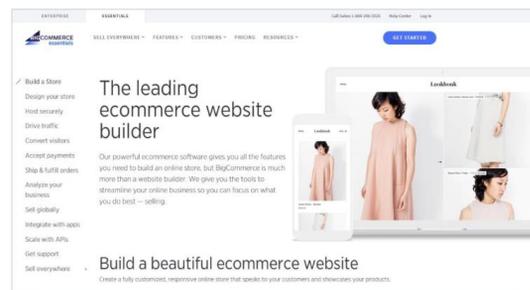
Plans are \$4-7.20 per month

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3. BigCommerce – Best for Small Business

Pros

- Very similar to Shopify
- Large number of tools and features – e.g. promotions, unlimited product variants, options to handle returns, coupons
- Flexible shipping options
- Integrates with Amazon, eBay and social networks
- Over 40 payment processing options

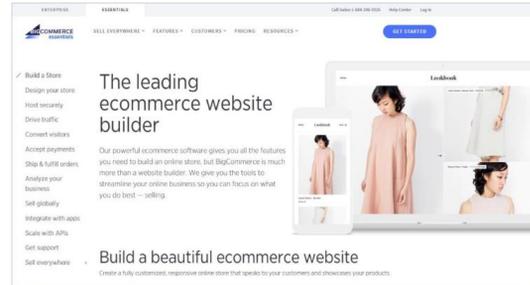


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3. BigCommerce – Best for Small Business

Cons

- Lags behind in template offers – only 7 free templates
- No POS features



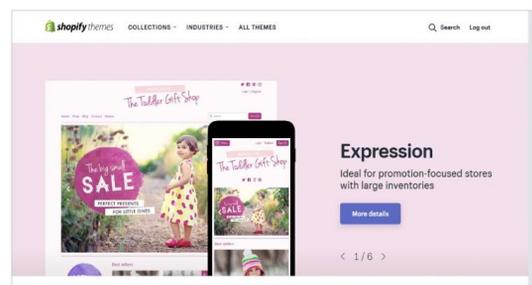
Plans are \$30-250 per month

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4. Shopify – Best for Boutique Shops

Pros

- Super easy to use and quick to set up
- Offers dozens of free mobile-optimized, elegant themes
- Top-notch support
- Offers software/hardware to sell inside physical store

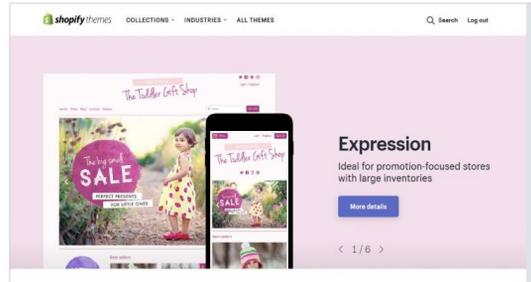


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4. Shopify – Best for Boutique Shops

Cons

- Costs can easily snowball – base fee, plugins, themes, features, etc.



Plans are \$29-299 per month

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5. Volusion

Pros

- Drag and Drop site building
- Solid eCommerce and product management tools
- Integrates with a lot of payment providers
- No transaction fees



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5. Volusion

Cons

- Pricing structure is a bit confusing – bandwidth limits
- Pay extra for SSL, which is a must for online stores
- No blogging capabilities



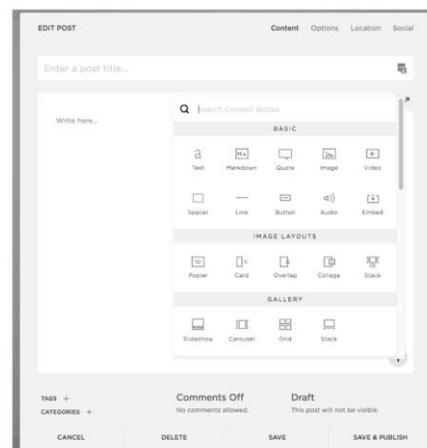
Plans are \$29-299 per month

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6. Squarespace

Pros

- Simple and very beginner-friendly
- Templates are elegant, beautiful, and polished
- Mobile responsive
- Especially suited for selling products that require high-quality imagery



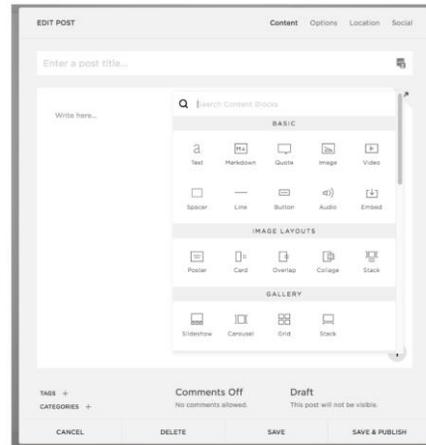
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6. Squarespace

Cons

- Restrictive in features
- Limited to only PayPal and Apple Pay
- Ability to customize is limited
- Transaction fee for cheaper plans

Plans are \$18-46 per month

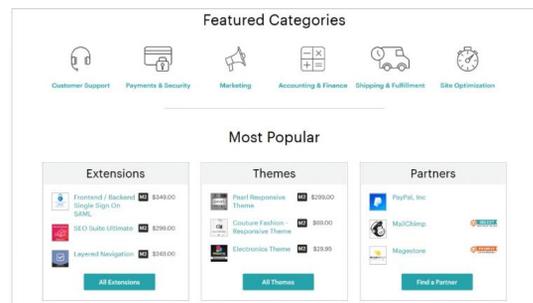


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7. Magento

Pros

- Self-hosted solution that gives you the control
- With tech knowledge, you can change pretty much anything
- Can use their templates if not a techie
- Marketplace has plug-in, themes, etc.

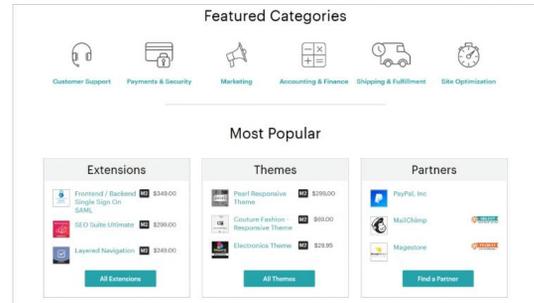


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7. Magento

Cons

- Self-hosted to need some knowledge
- More time and money to optimize



Free to download but options vary in costs

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8. OpenCart

Features

- Self-hosted, open source
- Very customizable with thousands of themes
- Marketing features are limited

Free to download but options vary in costs

9. Zen Car

Features

- Self-hosted, open source
- Very customizable with thousands of themes
- Outdated user interface

Free to download but options vary in costs

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Jocelyn Anderson, Owner



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Ben Wine, Co-owner



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