

# Getting nowhere selling online?



Your guide to exploiting  
ecommerce with



INSIDE

LAUNCH  
**FAST**  
with **nettl**:agile

**7** fatal  
mistakes  
businesses  
make online

HOW TO  
**WIN**  
WITH **CLICK &  
COLLECT**

Can you claim a  
**£500\***  
small business  
development grant?

# 2015 is the year of ecommerce

IMRG Capgemini e-Retail Sales Index,  
January 2015



**£164bn**  
sales via **UK**  
websites  
last year

Online retail  
**expected to grow**  
by

**↑ 12%**  
in 2015

HM Government,  
January 2015

**£12bn**  
**EXTRA**  
online sales  
predicted  
in 2015



IMRG  
Capgemini  
e-Retail  
Sales Index,  
January 2015

Almost  
**£1** in every **£4**  
is now **spent online**



Adgild Hop,  
Principal,  
Head of Retail  
Consulting,  
Capgemini,  
January 2015

**63%**  
of UK  
businesses  
**don't accept**  
payment online




Marcelino  
Castrillo,  
Managing  
Director of  
SME  
Banking at  
Santander

“Thousands of  
potential customers are  
searching online for  
local small businesses  
and without an online  
profile businesses will  
**lose out**”

**2 million**  
small  
businesses  
have **no online  
presence**



HM Government,  
November 2014

**55%**   
increase in sales  
via **smartphones**  
and **tablet devices**  
on the same  
period in 2013

IMRG  
Capgemini  
e-Retail  
Sales Index,  
January  
2015



Matthew Hancock,  
Business & Enterprise  
Minister

**4000%**  
growth in  
**mobile** in  
4 years

Tina Spooner,  
Chief Information  
Officer at IMRG,  
November 2014

“Those that do  
have an online  
presence; **over**  
**two-thirds are not**  
**transactional**”

Simon Devonshire,  
BIS

# Anatomy of a Web Shop

With around £1 in every £4 now being spent online, businesses of all shapes and sizes are realising they must connect the online world with their offline businesses.

At Nettl, we want to take the mystery out of ecommerce. Your local Nettl studio will design a web shop to get you selling online. They're backed by our central team of Nettl Geeks, who work on more complex integrations and customisations. We hope you'll like our down-to-earth approach.

It all starts with your free one-hour consultation – book yours today and let's get to work (see over).

nettl:commerce  
from **£2,999**<sup>†</sup>

£500 grants available – see overleaf

<sup>†</sup> price excludes VAT, hosting and grant

## ✓ EVERY NETTL:COMMERCE WEB SHOP INCLUDES

- ✓ Fully functional web shop
- ✓ Optimised for mobile & tablets
- ✓ Accept credit & debit cards
- ✓ Accept PayPal payments
- ✓ Back office for product management
- ✓ Auto email status notifications
- ✓ Content management system
- ✓ Customer account & order history
- ✓ Admin area for order processing
- ✓ Customer contact form
- ✓ Setup of 30 products in 5 categories
- ✓ Self-learn training tutorials

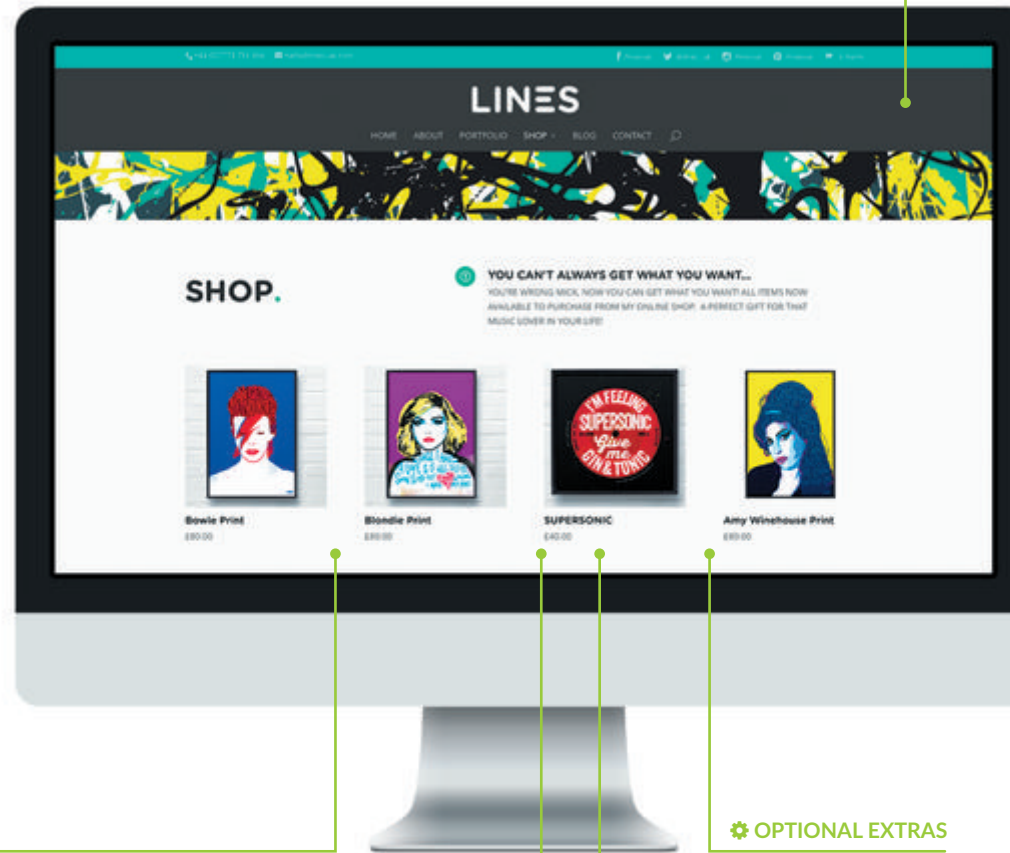
## ✓ RESPONSIVE

Pages reflow content for the device viewing your web shop

✓ BEAUTIFUL A modern, stylish layout will make you look professional

## ✓ FLEXIBLE

Sell just a few products, or thousands – your shop will scale with you



## ⚙️ OPTIONAL EXTRAS

- ⚙️ Multi-currency
- ⚙️ Multi-language
- ⚙️ Integration with your courier
- ⚙️ Sophisticated product options
- ⚙️ Integration with EPOS system
- ⚙️ Stock management
- ⚙️ Accounting package integration
- ⚙️ Click & Collect
- ⚙️ Vouchers, bundles and packages

# LAUNCH FAST

with **nettl:agile**

Our **Nettl:agile** approach aims to get your site live as quickly as possible.

We think it's best to start generating revenue and refine later, so we'll focus on what's necessary for launch. Then we'll agree next steps and deploy in bite-size updates – the same way we develop our own platforms.

## Things we'll need to know at the start

It would be useful if you've given some thought to these before we meet, but don't panic if you don't have all the answers. It's our job to guide you through this process gently.

- What things are you selling?
- How many products will you begin with?
- How many do you plan in the future?
- What are your product categories?
- Where will product images come from?
- Who's writing marketing copy?
- Do you have an EPOS system?
- Do you want to manage stock?
- How can customers pay you?
- What delivery/collection options?
- Who will be entering new products?
- What accounting package do you use?

**7 fatal mistakes**  
businesses make online...

- 1 IGNORING MOBILE
- 2 FORGETTING TO UPDATE
- 3 NEGLECTING PICTURES
- 4 FAILING TO THINK
- 5 CONFUSING CUSTOMERS
- 6 WAITING & DELAYING
- 7 LIVING IN THE PAST

➤ Read more at [nettl.tl/1fatal](http://nettl.tl/1fatal)

# HOW TO WIN WITH CLICK & COLLECT

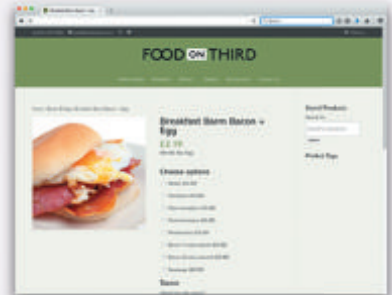
Customers increasingly want to know an item is in stock before leaving home. They also want to know they're getting a good price. This explains the explosion in Click & Collect services. Across all major retailers, over half are already offering Click & Collect, with many more planning to add it this year.

For retailers, it makes perfect sense. According to Internet Retailing magazine, between 60% and 75% of Click & Collect shoppers go on to purchase further products during item collection.

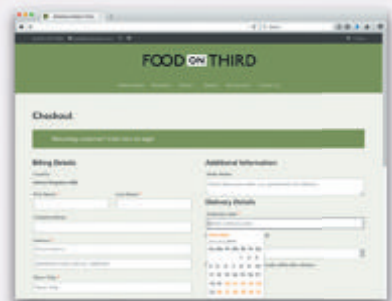
**“ 56% of online orders at johnlewis.com were collected in shops as opposed to home delivered. ”**

*Mark Lewis, Online Director at John Lewis*

Can small businesses compete? Nettl thinks so. We can set up your online web shop to work in conjunction with your real shop. Thinking of upgrading your EPOS system this year? If so, we have ready-to-go integrations which synchronise your stock levels and create a seamless experience for your customers. Ask us for a demo.



➤ Connect your online web shop with your physical retail shop.



➤ Give customers the choice of delivery or collection from your shop.



➤ Even integrate with your in-store EPOS system for a seamless customer experience.



# YOUR FREE CONSULTATION

## What to expect

During your free one-hour consultation you'll meet your local Nettl studio team.

We'd like to understand your business, listen to your plans and figure out how to help you best. Your site will be built by your Nettl studio so we'll discuss how you'd like it to work. It'll be useful if you share your competitors' sites you like... and those you don't. See *Nettl :agile* inside for some things we'll cover.

After the consultation, we'll send you a no-obligation proposal which sets out our recommendations.

■ Nettl are offering a **FREE** one-hour, no obligation **website consultation** to discuss how to get your business selling online.

**TO BOOK** contact your nearest Nettl:

**Manchester** 0161 848 5701  
[traffordpark@nettl.com](mailto:traffordpark@nettl.com)

**Birmingham** 0121 643 8020  
[birmingham@nettl.com](mailto:birmingham@nettl.com)

**London** 0207 490 0011  
[clerkenwell@nettl.com](mailto:clerkenwell@nettl.com)

**Dublin** 01 405 4775  
[dublin@nettl.com](mailto:dublin@nettl.com)





# £500 DEVELOPMENT GRANT ▲

As many as two million sole traders and small companies missed out on £1.5bn of sales in a single weekend last year, according to the Department of Business, Innovation & Skills. Online retailers had their best ever year as consumers spent £1 in every £4 online. Nettle want to redress the balance and help SMEs start selling online. We're pledging £50,000 of web development grants for up to 100 startups and small businesses per city.

Nettle are offering a free one-hour consultation and a £500\* grant towards the development of a **Nettle :commerce** web shop for up to 100 small businesses. Only 100 places per city are available and when they're gone, they're gone. Book your consultation today.

▲ Terms & Conditions:

- Grant can only be used against a Nettle :commerce web shop or site using an ecommerce element.
- Maximum amount that can be attained is £500. (€600 in Ireland.)
- Maximum 1 grant per customer.
- Studio Manager's decision is final.
- Grant offering may be withdrawn at any time without notice.

# Claim your

## £500 DEVELOPMENT GRANT\*

### and start selling online

#### NEW!

web studio  
*now open in  
Manchester*



**nettl**<sup>®</sup>

*of Trafford Park*

Third Avenue, The Village,  
Trafford Park, Manchester M17 1FG  
**0161 848 5701**

traffordpark@nettl.com | [nettl.com](http://nettl.com)

#### NEW!

web studio  
*now open in  
Birmingham*



**nettl**<sup>®</sup>

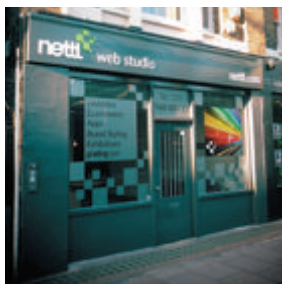
*of Birmingham*

87/89 Smallbrook Queensway,  
Birmingham B5 4JL  
**0121 643 8020**

birmingham@nettl.com | [nettl.com](http://nettl.com)

#### NEW!

web studio  
*now open in  
Clerkenwell*



**nettl**<sup>®</sup>

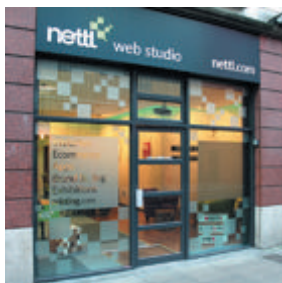
*of Clerkenwell*

72 Clerkenwell Road,  
London EC1M 5QA  
**0207 490 0011**

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#### NEW!

web studio  
*now open in  
Dublin*



**nettl**<sup>®</sup>

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