

Resources for Toys Stores to Sell Merchandise

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1. Education

Google Primer

Description: Easy App to teach new skills from absolute beginner to more advanced

Pros: iOS and Android app with quick easy lessons to learn key topics for small business, easy bite size chunks

Cons: Varying degrees of quality lessons

Cost: FREE

Website: <https://www.yourprimer.com/>

Google Skillshop

Description: Free Online Courses to help you learn more about Google products and how they can help your business.

Pros: Quality lessons

Cons:

Cost: FREE

Website: <https://skillshop.exceedlms.com/student/catalog/browse>

Applied Digital Skill

Description: Educational Courses to help you learn practical digital skills for kids and adults. **Pros:** Quality classes

Cons: Lack of courses for adults

Cost: FREE

Website: <https://applieddigitalskills.withgoogle.com/s/en/home>

Shopify Academy

Description: Free Courses to help you learn about digital marketing and ecommerce from Shopify. Can be applied to shopify stores or to other ecom platforms depending on the courses you watch.

Pros: Some great courses on selling online, covering a wide range of topics, you don't have to use Shopify to benefit from these.

Cons: You will see the most useful benefit if you're on Shopify's platform **Cost:** FREE

Website: <https://www.shopify.com/academy>

2. Online Marketing

Google Adwords

Description: Google Adwords is a way to pay for visitors to your website, you can quickly boost traffic to your site while we wait for organic traffic.

Pros: You can gain traffic fast

Cons: You can throw away a lot of money without seeing results

Cost: FREE to Join, then you pay per click **Website:** <https://ads.google.com/>

Facebook Advertising

Description: Similar to Google ads with similar pros and cons. A way to target advertising to a captive audience that meets your demographics.

Pros: You can gain traffic fast

Cons: You can throw away a lot of money without seeing results

Cost: FREE to Join, then you pay per click

Website: <https://www.facebook.com/business/marketing/facebook>

3. eCommerce Platforms

Shopify

Description: This is likely the #1 shopping platform that small businesses start out with. There is a lot of power behind this and you can get up and running fairly easily.

Pros: Inexpensive to Start, easy to setup, tons of addons to build a very powerful website.

Cons: Some features you may want, might not exist and getting them developed can be costly, they charge transaction fees if you don't use their processing for credit cards.

Cost: Starts at \$29 per month for Shopify Basic up to \$2500 per month for Shopify Plus **Website:** <https://www.shopify.com/>

Big Commerce

Description: One of the main competitors to Shopify, it has similar features and strengths as well as a large marketplace with additional features.

Pros: Inexpensive to Start, easy to setup, tons of addons to build a very powerful website.

Cons: Some features you may want, might not exist and getting them developed can be costly

Cost: Starts at \$29 per month to \$299 per month and up for enterprise.

Website: <https://www.bigcommerce.com/essentials/>

Wordpress - Woo Commerce

Description: Woo Commerce s a powerful wordpress shopping card that is a plugin.

Pros: It can be easily added to wordpress and is free for the basics.

Cons: Addons can add up quickly, some technical know how required or hiring someone to set it up for you, not as simple to setup as hosted solutions.

Cost: FREE to install, Free and Paid addons

Website: <https://woocommerce.com/>

Volusion

Description: Volusion is another hosted platform similar to Shopify and Big Commerce

Pros: Has a lot of powerful addons and integrations, no transaction fees unlike some of the other hosted shopping carts

Cons: Not as wide known as Shopify so less developers are creating integrations and addons

Cost: Starts at \$29 per month to \$299 per month and up for enterprise.

Website: <https://www.volusion.com/>

Lightspeed eCom

Description: Lightspeed is a POS solution that a lot of us retailers use, they also have a hosted shopping cart for going Omni-channel.

Pros: If you're using Lightspeed already it's an easy addition to get an ecommerce store. New pricing model makes this worth a second look.

Cons: Lack of features compared to other hosted platforms, monthly costs for addons can get expensive. **Cost:** Starts at \$99 for eCom and POS

Website: <https://www.lightspeedhq.com/ecommerce/>

4. Social Selling

Comment Sold

Description: Comment Sold is a platform for offering Live Streaming on Facebook to show customers products and allowing them to purchase from you right from the Facebook Comments section.

Pros: Easy and somewhat affordable solution to up your game with social selling. You can do this easily with a phone or webcam and start a live show for your customers.

Cons: Monthly fees can add up if you aren't doing this regularly and they charge a percentage of sales generated.

Cost: Starts at \$49 for Startup with 5% Commission and \$149 for Boutique with 3% Commission **Website:** <https://try.commentsold.com/>

Live Scale

Description: A Live Broadcasting platform integrated into your website for Social Selling

Pros: Can integrate with Shopify directly for adding products and checkout. No need to visit 3rd party site, you can broadcast right off your website as well as go to Youtube or Facebook platforms.

Cons: Brand New company, they charge a percentage of sales generated. If you broadcast on Youtube or Facebook, customer will need to click through to get to your website for checkout. High commission.

Cost: Starts at \$99 with 7% Commission

Website: <https://www.livescale.tv/>

5. Email Marketing

Klaviyo

Description: A powerful email marketing solution that integrates with lots of products.

Pros: This product has some really great marketing and reporting features. It integrates with a ton of shopping carts and allows you to generate abandoned cart discounts, welcome coupons and more

Cons: It can get pretty expensive, pretty fast depending on the size of your email list.

Cost: Starts at \$30 per month for 1,000 contacts and goes up from there, example 10,000 contacts would run \$150 per month

Website: <https://www.klaviyo.com/>