

## Clicks Supporting Bricks: How the Internet is Critical to Small Business Success



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### Retail in 2014: A Paradigm Shift

- “It was the best of times, it was the worst of times... it was the spring of hope, it was the winter of despair, we had everything before us, we had nothing before us...”  
– Charles Dickens, A Tale of Two Cities, 1859
- “Bricks & Mortar” retailers experienced half of holiday foot traffic in 2013 compared to 2010
- Online retailers enjoyed double digit growth in holiday spending in 2013 – even FedEx & UPS couldn’t keep up

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### Big Retail Picture: 2013 vs. 2012

- Total US Retail 2013  
– Sales: \$3.07 Trillion  
– Growth Rate 2012 – 2013: 3.67%
- Total US E-Commerce 2013  
– Sales: \$263.3 Billion  
– Growth Rate: 16.87%

Source: US Department of Commerce

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## E-Commerce Will Continue to Grow

### U.S. online retail forecast, 2013 to 2018

Online retail sales will grow at a compound annual rate of 9.5% from 2013-2018, Forrester Research says. In 2018, the web will account for 11% of U.S. retail sales.

Source: Forrester Research Inc., sales in billions




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## What can a Mom & Pop Do?

- Cannot ignore future of retail – must embrace change
- Sell online on multiple channels, including own website
- Use Social Media for marketing
- Create product and company videos
- Blog for content marketing & search engine optimization
- Send e-Newsletters to drive customer loyalty & interest




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### EuroLuxHome.com

- Started in 2004 in Newberry, SC
  - Small town overhead part of strategy
  - Sales to 50 US states & 40 foreign countries
  - 95% sales from online channels / 3% local sales
- Wrote in-house custom-software to sell on multiple online channels
- Expanded inventory to include drop-shipping




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Computer/Smartphone/  
Cell Phone, Game Console  
& Tablet Repair, Web  
Design, QuickBooks &  
Ecommerce Consulting

- Started in 2010 in Newberry, SC
  - Very little competition in rural area
- Services can also be sold online
  - Cracked cell phone screen replacement on Ebay
  - Virus removal service for laptops
  - Motherboard replacement, port replacement, etc.
- Sell used parts as additional revenue

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### How can City Government Support Small Business?

- Underwrite **YourCityShopping.com**
  - Use marketing funds
  - Draw tourist interest – research what is available ahead of trip or shop online afterwards
  - Attract more businesses to relocate to your city
  - Help your merchants add additional sales through multiple online channels
  - Provide e-commerce & business coaching




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