



Getting Started with E-Commerce

Many of you recognize that consumers are rapidly moving their wallets online as demand for online shopping and home-delivery become a critical component of convenience in today's hectic lifestyle.

If you're thinking about e-commerce for your store, it's most likely because you've seen many of your customers coming in less often than they used to or they are coming in only to tide them over with a small bag between their e-commerce deliveries. Offering the convenience of an online store with home delivery is a step towards winning back that customer's full market spend.



Pet Store Websites

We have partnered with Pet Store Websites, experts in setting up e-commerce sites for pet retailers like you. Not only do they build out your site to reflect your store's unique brand and offering, but they also help you maintain that site to ensure your customers keep coming back.

Building and maintaining an e-commerce site is hard work, and it's not easy to do if you don't have the previous experience. Luckily, Pet Store Websites can be your go-to support resource. They make it easier (and more cost effective!) than ever to build and maintain an e-commerce site.

The logo consists of the letters 'EA' in a dark blue, sans-serif font, centered within a light blue circular background.

Getting Started with Endless Aisles

The Endless Aisles web-integration plugin is compatible with Shopify, the leading small to medium business e-commerce platform. Not only does Shopify offer all the critical components you'll need to ensure your e-commerce site operates smoothly, but it also has an app store with 1,000's of plugins to make your site even more powerful - think Auto-Ship, Product Recommendations, Email Capture, and more.



Sign Up & Document Collection

Before you can integrate your Shopify site with Endless Aisles, you'll need to sign up at EndlessAisles.io. You'll then be asked to confirm key information about your Phillips account, and send through your reseller certificate and a signed Endless Aisles contract.

Once all your paperwork is reviewed, you'll be set up with a new Phillips billing account number, dedicated to your e-commerce store, and with your same Phillips VPL or contract pricing.



Account Set Up

Our Tech Team will set you up as drop-ship partner in our Endless Aisles warehouses, ensuring the orders you send to Endless Aisles are shipped to your customers with your name on the box, and that your invoices for those orders reflect your Phillips catalog pricing.



Going Live

Once you've integrated with Endless Aisles and built out your Shopify site you'll be able to download our plugin, and 1,000's of items will be available to publish on your e-commerce site.



Merchandising and Marketing

Before you go live, you'll want to ensure that your products are merchandised in a way that makes them easy for your customers to find. You should also get a head start on marketing by publishing all the add-ons like email capture, banners, promotions, and landing pages. Pet Store Websites will work with you through all this, and they even have a proprietary plugin that can automate much of the merchandising work.



Catalog

Your Endless Aisles catalog will contain 1,000's of the best selling dog and cat products. However, certain brands require approval before you'll have access to sell them in your catalog. We are working directly with those brands to make the approval process as quick and seamless as possible. You will still be able to go live even if you have not been approved for every brand participating in Endless Aisles.



Setting Your Retail Prices

Similarly, it's important that before you go live, you do a spot check to make sure your Shopify catalog export reflects your Endless Aisles catalog export. You'll also want to price your Shopify catalog according to your Endless Aisles catalog wholesale costs and your desired margin. You can access your Endless Aisles catalog export by logging into EndlessAisles.io, going to the **Admin** section, and then the **Price Control** area where you can **Export Excel**. The UPCs in your Endless Aisles export should reflect your Shopify Export's product **Barcode**. We provide suggested retail & MAP prices for your convenience.

You'll be able to adjust your Shopify retail prices based on the wholesale costs in your Endless Aisles catalog, and update those in Shopify accordingly. If you are working with Pet Store Websites, they will be able to support this process.



New and Discontinued Products

We are constantly adding new products to the Endless Aisles catalog, but also removing discontinued items. Your Shopify Catalog and Endless Aisles catalog will almost never be perfectly in-sync, but they will be close. When new products are added to your Endless aisles catalog, they will automatically be pushed to your Shopify Site. You'll be responsible for pricing and publishing those products to go live. We will automatically remove discontinued items from your Shopify site, as they will no longer be available in our warehouse for dropship. We recommend you check your unpublished items regularly within Shopify, and price and publish them according to your business goals.



Marketing your Site

Once your site is live and running, you'll still need to market it to increase awareness. Just because your store is online doesn't mean the traffic will automatically come. The lowest hanging fruit is your existing customer base. Make sure they know you offer online shopping and home-delivery so the next time they're craving that convenience, they'll go to you instead of Amazon.



Pet Store Marketer

We have a partnership with Pet Store Marketer, experts in helping retailers like you market your business online and offline. Whether it's managing your email or direct mail marketing campaigns, your CRM and segmentation, managing a loyalty program and, of course, tracking performance of all these activities, they are a great resource and addition to your team.



DIY Marketing

You may have an in-house marketer to run the day to day marketing of your store and site. Whether it's in-store collateral, offline campaigns like Direct Mail and local events, or local SEM and Facebook marketing, these initiatives are crucial to driving traffic to your site. No matter how beautiful or well functioning your site is, if you don't market it, you won't get much benefit from it.

We've published a number of articles on our blog, blog.endlessaisles.io, that are a great resource and inspiration for marketing your online store.