



Scale Your Ecommerce Business with

# Working Capital Funding

Say Goodbye to Cash Flow  
Issues that Limit Your Growth





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# Say Goodbye to Cash Flow Issues That Limit Your Growth

No one knows the highs and lows of the roller-coaster ride of emotions that ecommerce business owners go through. Most of them can remember the first time they made money while sleeping. It is a rush that never gets old. They also experience adversity like deactivated ads, being outbid by competitors on ad platforms, running out of inventory, supplier delays, disgruntled customers.

No one knows the risk that ecommerce business owners take. Retail sales is a tough gig. It can be difficult to just keep sales consistent, much less grow your business. It is not for the faint of heart

In time though, an experienced ecommerce owner learns to keep their emotions in check. They don't stay down for long and a "win" just helps propel them mentally and financially to new heights.

## Scaling Is Both Art and Science

Scaling an ecommerce business is an artform in and of itself. There are a lot of moving pieces. It's not just a case of buying more inventory and selling more products. As revenue and profits increase so should the rest of the business support it.

It is almost inevitable that a business will hit cash flow issues as they are trying to grow their business. It does not matter what the budgets are set at for inventory, labor, platform costs, or advertising as it all comes from one pot at the end of the day.

A significant increase in any one business expense quickly throws off budgets for the rest of the business. With delays in receiving payment by marketplace payment processors and payment reserves being held makes budgeting even more difficult. At some point cash flow will become a problem.



# Protect Your Business Interests With Working Capital Loans

Ecommerce businesses constantly face new challenges every year. Being prepared to overcome obstacles that can't be anticipated is part of the gig. A big one being supplier delays and shortages. Working Capital loans give you the funding you need to keep your business growing despite the challenges.

This is especially the case if you have a proven product that sells well. Many businesses are constrained by cash flow in how much they can re-order to replenish their inventory. If they had extra cash on-hand, they could put in a larger order to hold their business over to accommodate these supplier headaches.

If every business puts in too large an order, they may just make the whole supplier issue worse. If you increase them enough though to keep your product available for sale, it will help grow your business. The reason for this is today's customers are part of your future sales.

# Advertising Costs Fluctuate. Your Business Goals Don't Have To

Advertising is anything but a fixed proposition. You can have fixed daily budgets, but with having to compete against new players and other daily advertising platform fluctuations it's something that needs to be monitored regularly. When advertising costs shoot up you can bet you have to try to steal from another budget to keep things going.

That in turn may take down another part of the business. Trying to scale your business by increasing ad costs can be tricky without extra cash flow. A Working Capital loan can also help with this as it's a buffer against any surprises.

Being able to concentrate on just the ad metrics is a plus when you know cash flow will not be an issue. Another thing a Working Capital loan helps with is when you need to increase bids to regain bid position and thus get your traffic back on track.

# What Could Your Business Have with A Better Cash Flow?

## An Effective Competitive Research Strategy

Are you doing competitive research? If you are, how deep does it go? Are you buying your competitor's products to see what their customers experience? What kind of follow-up do they do? Valuable data can be obtained by this practice. This can be an increased cost, but it can result in a positive long-term impact on your business.

## Expansion to Other Marketplaces

Are you just selling on Amazon? Have you thought about selling on other marketplaces? Obviously, that takes more effort and cash flow, but expanding to others will also help your business diversify its exposure to different customer bases.

Occasionally, there is also less competition on other marketplaces. It is a great way to grow your business and will help with business longevity as well. Maybe It's time to check out Walmart.com or eBay or Etsy to see if they may work for your business.

## Investment In New Advertising & Marketing Channels

A great way to scale your business is to maximize your existing advertising and marketing channels and expand to others. This helps diversify your traffic and helps to limit your exposure to an individual ad platform or market channel fluctuations.

Let's go through some and see if any may help you grow your business. The best part about all these marketing channels is they are **easy** to outsource.



### 1. Content Marketing

Are you providing value to your customers before and after the sale? Are you keeping them engaged and trying to build up brand awareness? These types of things can easily be done if you outsource this to content writers. You can use the articles on your website or in emails to keep your customers engaged.



## 2. Email

Email is still one of the best ROI marketing channels out there. When done right you can have customers for life. Pressing the send button becomes like an ATM machine. This is a great thing to outsource if you're not sure what to do. If you do a little competitive research, you can gain valuable insights on what your competitors are doing in this marketing channel.



## 3. Social Media

When social media is done correctly it can become just as valuable as email. It helps build brand awareness and helps provide "social proof" when your customers or potential customers get excited and comment about your products. This is another great marketing channel to outsource as it takes time to build up a following.



## 4. Organic Search (SEO)

This channel can be done alongside content marketing. The more valuable content you put out the more it will get linked to and viewed. If you are going to outsource content writing have them also concentrate on SEO to move you up the natural search rankings.



## 5. Paid Search (SEM)

If you are doing well with one paid advertising platform it makes sense to expand to others to diversify your traffic. If you know the converting keywords or types of sites that convert this can be one of the easiest ways to grow your business. Not only can it help scale your business as it can also make it more bulletproof so you can withstand some of the above-mentioned setbacks.

Here is a list of the popular paid media platforms:

1. Google Ads
2. Microsoft Ads (aka Bing Ads)
3. Facebook Ads
4. Instagram Ads
5. LinkedIn Ads
6. AdRoll
7. Taboola/Outbrain
8. Twitter
9. Bidvertiser
10. Yahoo Gemini (Verizon Media)
11. RevContent
12. BuySellAds



## 6. Display Ads

If you know your buyer persona display advertising could be a great option. If optimized correctly it can have a lower cost per conversion than other advertising platforms. The trick is optimization. It takes time and money to test. When you find some winning combinations though it's a great way to scale your business and this can also be outsourced.

Here is a list of popular display ad platforms:

1. Google AdSense
2. Facebook Network Audience Ads
3. Media
4. Apple Advertising
5. Adknowledge
6. Yahoo! Network
7. Taboola
8. Epom
9. Airpush
10. Leadbolt



## 7. Remarketing Platforms

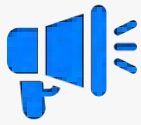
This is another channel that provides easy ROI as these are viewers who have shown at least some interest in your product. Potential customers may need to see your product multiple times to commit to buying it.

During this remarketing phase you can reinforce why it is an excellent choice by using marketing angles to break down any barriers to purchasing your product. Is it a trust issue? Is it a cost issue? Was it just not a suitable time to purchase and they need a reminder?

These are all different marketing angles you can use to help convince the view to buy from you. Here is a list of remarketing ad platforms:

1. Google Ads
2. Adroll
3. Criteo
4. Facebook
5. LinkedIn
6. Meteora
7. Perfect Audience





## 8. Affiliate Marketing

This channel is not for everyone as some products may not have a high enough price point to be viable for a commission for someone to promote your product. If your product has a higher price point you may want to entertain this marketing channel to expand your customer base.



## 9. Push/SMS Marketing

These are two other great ways to reach both your current customers and potential customers (through lead generation). With cluttered email inboxes, SMS marketing provides a way to cut through the noise to reach your customers.

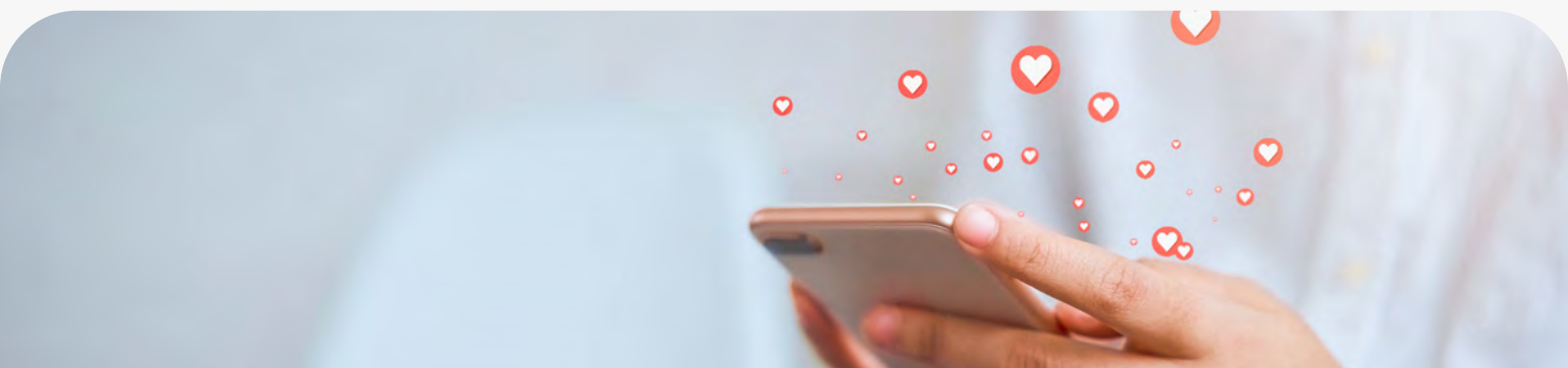
Push notifications are another avenue to interact with your customers and potential customers in short, bite-sized messages which can be a perfect attention getter. Many email marketing platforms have them built-in such as ActiveCampaign, Drip, or Klaviyo.



## 10. Video Marketing

Nothing shows off a product like video marketing. Seeing people use it or wear your product is leaps and bounds better than just images. What's even better than that are video testimonials of customers wearing or using your product and raving about it. They are selling it for you!

Short videos are great for social media and are easily shared. If you can make your video clever, funny, or innovative you have a chance to have a video go viral allowing your business to really take off. Creating these types of engaging videos can be difficult. Outsourcing the video creation to professionals can be the difference between a video getting 100 views vs. 100,000 views. When done right it's a difference maker.







## 11 Influencer Marketing

Influencer marketing is a fantastic way to promote ecommerce products. Having viewers watch someone they know (and many times trust) describe and highlight your product is a terrific way to get your product visibility and sales.

If you know your buyer persona and can align that with an influencer that caters to that audience, it can be an easy sale! There are dozens of influencer platforms.

Here is a list of some of the more popular ones:

1. Grin
2. CreatorIQ
3. Upfluence
4. Klear
5. Creator.co
6. Tagger
7. #paid
8. Refersion
9. AspireIQ
10. Influencity



## 12. Partnerships / Co-Marketing

If you can find another business to partner with or marketing each other's products it can benefit both businesses. It is the equivalent of a warm sales call transfer or testimonial. This type of arrangement adds value to each other's products which promotes goodwill with your customers.

It is an effortless way to get more good customers. It can be as simple as promoting each other's products via email. In this case, it is essentially a warm solo email ad.



## 13. Direct Mail

Do you know what inbox is not cluttered and pulling the viewers' attention in a hundred directions? The mailbox outside your home or apartment. Direct mail like postcards can be a great way to stay connected with your existing customers or get new ones.

The key to obtaining new ones is a good, highly targeted mailing list which can be rented or purchased. This is a great marketing campaign to be outsourced including the designs needed.



# Grow Your Business Up and Out

It is just as important to scale your business up, as it is out. By expanding the number of marketing channels, you are helping to future-proof your business. Another obvious way is to continually add to your product line.

As a business if you are standing still, you are losing ground fast. Scaling up and out takes cash flow and time. If you have an established business that is making decent, consistent revenue we can help with your cash flow.

Cash flow for inventory, advertising, to expand marketing channels, or to grow your product line. You do not have to go at it alone. We have helped hundreds of companies reach their growth goals and to help future-proof their businesses. Visit us today to see how we can help you!





# Sellers Funding



The ecommerce seller's  
toolkit for success.