

E-COMMERCE MANAGEMENT

WAYS TO SAVE

DEVELOPMENT

If you are like most entrepreneurs, you have a knack for doing things yourself. If you're up to building your website, the easiest solution is to do it yourself. There are several open source website builders available, such as WordPress, Shopify, Big Commerce, Squarespace, Wix, and more. These solutions provide an easy and quick website, and within minutes. But if you're looking for a more options that could get complicated, outsourcing to a developer is the answer.



Now, finding the RIGHT developer can get sorted but there are job board websites available. Check out Freelancer, Upwork, upstack, and others for developers of your chosen platform. You will find entry level developers will cost less and provide the same services. The time restraints may be an issue but for the price, you will save yourself plenty of cash. You will also find the try level developer, will be more flexible and will work hard to deliver a great finished product.

CONTENT MARKETING

Content Marketing can be expensive; this is true. But there are ways to save. Here are some no-cost to low-cost ways we suggest:

- **Social Media Posts** - Create your content but be consistent, clear, and watch your grammar. Use free applications to assist you with the grammar like Hemingway, Scribens, or others you can find with a simple Google search for grammar editors.
- **Blogging** - Create great blog post yourself. Your post could turn into great content for your social posts and category pages. Repurpose your old content for your blog. For instance, you paid a freelancer to write a few blogs but now you need more. Revamp those post to create new content.
- **Freelance Content Marketing Writer**- Believe it or not hiring a freelance writer with content marketing experience easy if you have time to shop around. Start your search with UpWork, Market Hire.



Here are good rules of thumb to find the RIGHT freelancer:

- **Shop around** - don't settle for the first freelancer you find.
- **Ask for references** and a sample of their work. The sample should be the content you provide. Most freelancers will be happy to provide a sample of what they can do, if not move on.
- **Check their submitted sample** for plagiarism using Grammarly, Easybib, or other applications to ensure the submission is original.
- **Costs:** You know your budget and should have an established number before you start your search. Freelancers can range in price from \$10 - \$150/hour. Yes, it can get up there but you are in control.

Content Marketing



GRAPHIC DESIGN

Graphic Design was once a difficult feat until applications like Canva were introduced to the industry. Now, everyone can be a graphic designer (within reason). But with design applications like Canva, you can brand pre-designed graphics, change colors, and more within minutes and AT NO COST with the free option. Logo design, presentations, info-graphics, and so much more can be achieved with Canva and other applications like Visme, Easil, and others. If there is a little more budget, there are other low-cost options as low as \$9.99 per month like Adobe Spark.

Even when there is some money to spend on graphics, there are times when a quick graphic is necessary. So, using these services should be considered an option.



