Training Workshop by Two Industry Experts!

Bookstore Manager (BSM), a leading bookstore solutions and training provider, will join us to cover a wide range of essential and very resourceful topics during our Retailer Workshop. **Steven Ammons**, Lead Trainer and Account representative for BSM will cover the following topics:

Inventory Management and POS
- Systems and integrations
- Software/applications and tools to implement good inventory management
- How much inventory to keep in the "backroom", and how to better display merchandise.
- Point of Sale and Accounting programs
- Ordering timeline for seasonal merchandise
- Fulfillment
- Quickbooks integration

Marketing
- Email marketing
- Social Media marketing

E-commerce
- Setting online store
- Building E-Commerce websites
- Marketing and advertising
- Multichannel selling
- SEO
- Selling and growing online
- Online support for small businesses

Supply Chain
- Handling/dealing
- How to find new vendors and products

Online sales
- Selling on 3rd party platforms
- Fulfillment and drop shipping
- Marketplace channels
- Selling on Amazon

5 Stones is a creative agency, warehouse, and customer service team that supports Catholic organizations. We provide mission-critical services to mission-driven organizations that are working to build the Kingdom of God. **Matt Martinusen**, Marketing Strategist at 5 Stones, will be leading a training on how to take your business online. He will cover the following topics:

Why Create An Online Store ● Current Customer Retention ● New Customers **Elements of An eCommerce Website** ● Backend - Order, Customer, and Product Management ● Frontend - Homepage (design, SEO, lead form), Category Organization, Product Page (product photography and SEO) **Order Fulfillment** ● Shipping through Shopify ● Pick-up options for local customers	**Advertising** ● Google ● Facebook **Marketing** ● Local and customer marketing/communications ● Email platform (via Mailchimp) ● Local advertising (with domain and QR codes) **Starting From Scratch** ● Shopify advantages and disadvantages ● BigCommerce advantages and disadvantages