

E-commerce Strategies

Selling online — simple steps to get started

E-commerce simply means selling your products or services online. You don't need a big budget or technical skills to get started. Millions of Indian women entrepreneurs are earning online using nothing but a smartphone.

Step 1 — Get Your Basics Ready

- Take clear, well-lit photos of your products (use natural daylight, plain background)
- Write a simple description: what it is, what it does, why it's special, price, and delivery
- Set up a UPI payment ID (Google Pay, PhonePe, Paytm) to receive payments instantly
- Decide your delivery area — start local, then expand

Step 2 — Where to Sell Online

Platform	Best for
HERTH	Your primary hyper-local marketplace — list all products here first
Whats app	Free app to share your catalogue, take orders, and message customers
Instagram Shop	Tag products in posts so customers can buy directly
Meesho	Good for resellers and fashion/home products, very easy to set up
Etsy / Craftsvilla	Best for handmade, artisan, and craft products
Amazon / Flipkart	For when you're ready to scale — requires GST registration

E-commerce Strategies (Contd..)

Step 3 – Make Customers Trust You Online

- Show your face – introduce yourself in a short video or photo
- Share real customer reviews and photos of happy buyers
- Be clear about return policy and delivery time upfront
- Respond to all messages within a few hours – speed builds trust
- Package your products neatly – first impressions matter even in delivery

Packaging Tip: A handwritten 'Thank You' note inside your package costs ₹2 and creates a customer for life. Small gestures make big impressions.

Step 4 – Grow Your E-Commerce Sales

- Create a 'Bundle Deal' – e.g., buy 3 get 1 free to increase average order value
- Offer free delivery above a certain order amount to encourage bigger purchases
- Run a limited-time festival offer (Diwali, Holi, Raksha Bandhan, etc.)
- Ask every happy customer to refer one friend in exchange for a small discount
- Keep a simple notebook or spreadsheet tracking sales, popular items, and repeat buyers